

# The Billboard

Spotlight on  
**Rhythm & Blues**

RECORDS, TALENT and TUNES

A special section starting on page 12

APRIL 24, 1954

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## Grandpa's Arcades Take On New Look

Fun Palace Is Growing Up; Good Sites With 'Class' Appeal Offset Rising Costs

By ROBERT DIETMEIER

CHICAGO, April 17.—The old-time Penny Arcade where the pioneers of the movie industry—Marcus Loew, Adolph Zucker, Jack Dalton—got their start has virtually vanished, and in its place there is growing up an entirely new idea in fun palaces.

Only a few scattered, sturdy reminders of the once proud and venerable Penny Arcade era remain, nurtured along by the seemingly endless resourcefulness of veteran owners.

Higher costs of doing business—equipment, labor, rent, taxes—coupled with the fact that none of the arcade machines found in the Penny Arcade of grandfather's day are manufactured today, are responsible for the new look in arcades.

The nation's arcade owners today sum up the new look crisply: The arcade business is growing up, but it isn't getting any bigger.

Arcade owners are still making money, but not as much as five or 10 years ago. Few new men are entering the business, and the ones who do act cautiously; veteran arcade men leaving the business do so not because they can't make money, but because they must work harder and invest more to make less.

Wanted: "Class"

Besides high costs, however, there are other important factors to be reckoned with in today's arcades. One is a feeling among a great many of the nation's biggest operators of year-round downtown-located arcades that arcades today—in order to be really successful—must get "class," cater to the family out for an afternoon's relaxation instead of a traveling salesman who has just 10 minutes between trains.

That is not, as some hoary widders would like to believe, "farfetched." It's already happened in Miami and Chicago, for example, where arcades have been built as an integral part of an outlying amusement center made up of a kiddieland, miniature golf course and/or golf driving range, concession or restaurant.

Bolstering this outlook is the fact that generally seasonal arcades in resort towns and in parks and amusement centers, like Riverview in Chicago, Coney Island in New York, Funland and Funland in Atlantic City, are adjusting to higher operating costs.

better than the year-round downtown arcades.

Extra Lures

George J. MacLean, who runs Funland in a Miami amusement center, sums up the new-look view: "Arcade operators must remove the honky-tonk atmosphere from their business, make it more dignified."

Willie Blatt, who owns the Fun Fair arcade in a large amusement center in Miami, concurs: "The old-time Sportland and Arcade as we knew it is dead. Nowadays, grown-ups simply won't patronize such places. You must offer them other lures such as golf courses and refreshment stands and benches where they can relax. This way you are likely to attract the family trade which will come not for the sole purpose of playing arcade machines, but to spend a few hours in a relaxed atmosphere—and, of course, the arcade is bound to get its share of this trade."

Another factor which limits the arcade business today is the lack of new equipment. Until this year, few manufacturers were bringing out new pieces.

But operators generally don't hold the manufacturers responsible for this lack of new equipment. As Max Schaffer, big Eastern arcade owner said: "Game manufacturers must mass

(Continued on page 77)

## SUMMER ROAD TO GLITTER WITH NAMES

NEW YORK, April 17.—Eddie Fisher, Milton Berle, Esther Williams, Paul Winchell, Red Buttons will do personal appearances this summer leading what is considered to be the largest contingent of name talent to come out in years.

In addition to those mentioned above, there are talks underway concerning forthcoming London Palladium dates for Doris Day, Patti Page and Joni James.

Fisher will start out with a weekend May 1 at the State Theater, Hartford, for \$12,000 guaranty against a 50 per cent of the gross. He wants to double the last two weeks of June from his Coca-Cola TV show into the Ambassador Hotel, Los Angeles. Paramount Theater here is making a strong bid for him as well. Fisher also has a May 27 date tentatively set for a Carnegie Hall concert backed by the New York Philharmonic with Hugo Winterhalter conducting.

Berle, Miss Williams, Winchell, Buttons all are set for Las Vegas before the summer is over. Winchell may follow the Vegas date with a couple of theaters, the nothing has been set.

## Teen-Agers Demand Music With a Beat, Spur Rhythm-Blues

Field Reaps \$15,000,000; Radio, Juke Boxes Answer Big Demands

By BOB ROLONTZ and JOEL FRIEDMAN

NEW YORK, April 17.—Rhythm and blues records, once limited in sales appeal to the relatively small Negro market, has blossomed into one of the fastest growing areas of the entire record business.

Rhythm and blues record sales last year reached an all-time high of \$15,000,000. Indications are that 1954 sales will surpass this mark. The growing popularity of this music is further reflected in its wide use by disk jockeys and juke box operators.

More than 700 disk jockeys across the country devote their air time exclusively to rhythm and blues recordings. Many disk jockeys who once restricted their programming only to popular records, are following the change in listener tastes by including rhythm and blues selections with their regular popular offerings.

To satisfy the growing demand for this material more than 70 record companies regularly release rhythm and blues recordings. Their combined production effort results in more than 1,000

rhythm and blues records per year.

Teen-Age Demand

Teen-agers have spearheaded the current swing to r.&b. and are largely responsible for keeping its sales mounting. The teenage tide has swept down the old barriers which kept this music restricted to a segment of the population.

The present generation has not known the rhythmically exciting dance bands of the swing era. It therefore satisfies its hunger for "music with a beat" in the Earl Bostic, Buddy Johnson, Tiny Bradshaw bands or uses the rhythmically pronounced recordings of the Clovers, Ruth Brown and others, as its dance music.

The expansion of this field has resulted in a number of companies who find it highly profitable, devoting their exclusive production to r.&b. and spiritual recordings.

Such companies as Atlantic-Cat, Apollo, Savoy, Peacock-Duke, Specialty, Modern-RPM, Federal, Aladdin, Chess-Checker, United-States, Chance, Herald, Imperial and others emerge among the strongest independent labels of the entire record industry. In addition to the highly successful firms which specialize in the r.&b. field are such companies as RCA Victor, Columbia, Decca, Mercury, Dot, King and others, which either themselves or thru their subsidiary labels issue many r.&b. records along their regular record releases in other fields.

Juke Boxes Lead

Juke box operators are credited with being among the first to sense the teen-ager swing to r.&b. In noting the youngsters' preference for this music, they continued to increase its supply on those juke boxes which were exposed to teen-age traffic.

This in turn fostered r.&b. popularity as reflected in requests to disk jockeys and at record stores. Dealers who heretofore didn't stock r.&b. records were quick to pick up the ball and are now offering a healthy selection of r.&b. recordings.

Some California juke box operators (Continued on page 14)

## NEWS OF THE WEEK

### Sixty Stations Change Hands In \$32,000,000 Spree . . .

Approximately 60 radio and TV stations have already changed hands since March 1 as part of a \$32,000,000 buying-selling spree which is still underway. Record sales figures are being racked up in the station switching deals, two-thirds of which involve AM properties. . . . Page 2

### Film Sales Off to Hot Start For Summer Replacements . . .

TV film distributors are apparently in for their greatest network summer replacement business on their re-run dramatic shows. MCA-TV and Screen Gems, with their relatively fresh anthologies, are again leading the pack in this type of deal. . . . Page 5

### The Theater's Caustic Elder Statesman Sounds Off . . .

Critic George Jean Nathan criticizes the critics and blames them for the present state of the theater. But what's wrong with the theater, Mr. Nathan? . . . Page 8

### Talent Agencies Threaten To Abandon New York . . .

Talent agencies threaten to move out of New York if the proposed City Sales Tax becomes a law. TV, the newest medium, cannot compete with Hollywood under the 3 per cent gross tax. Package and club date agents will be forced out of business. . . . Page 8

### Courts Weigh Exclusivity Of Recording Contracts . . .

When is an artist exclusively under contract to a record company? Two law suits are now in the courts and may help clarify this issue. . . . Page 11

### Mounting Tape Activity Poses New Problems . . .

Continuing activity in the tape field was evident this week as Columbia prepared a tape machine for the fall, Folkways Records set summer releases of pre-recorded tapes and other firms grappled with the problems posed by tape in general. . . . Page 48

### Leaders Take Cautious View of Tax Reduction . . .

Industry leaders warned that jubilation over reduction in the federal admissions tax might lead to unawareness of the potential threat of State and other governments moving to take over in the wake of the federal government at the instigation, in part, of educational groups. . . . Page 53

### Atlantic City Lures Nation's TV Eye . . .

Atlantic City is turning to television for the first time to bally its conventions and promotions, such as the big Miss America contest. Resort will use a one-hour Sunday slot with Paul Whiteman on ABC. . . . Page 53

### Coin Machine Exports Soar: Break All Records in 1953 . . .

Coin games, juke boxes, vending machines chalk up \$11,370,188 peak as foreign market booms. Total dollar volume of coin machines exported 1946-'48: \$39,283,252. . . . Page 77

### Major Drive Near to Sell Newspapers via Vendors . . .

New York Times on verge of backing all-out program of news vending as a circulation booster; 24-hour availability big factor. Move would follow two years of experimenting. . . . Page 84

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## Hope Dim for Foreign Acts

WASHINGTON, April 17.—Legislation to tone down the McCarran immigration law so as to ease the way for booking foreign show talent appears likely to be sidetracked by Congress despite a rash of new bills on the subject this week. Spokesmen for the Senate and House Judiciary committees, which have jurisdiction on this legislation, told The Billboard that no plans are in sight for hearings on these bills this session.

New bills were hopped this week by Sen. Irving M. Ives (R., N. Y.) and Rep. Jacob K. Javits (R., N. Y.). The Ives bill also carries the sponsorship of Sen. Robert C. Hendrickson (R., N. J.) and Sen. Leverett Saltonstall (R., Mass.). The Javits bill is (Continued on page 53)

## Small Firms Tops in Blues

NEW YORK, April 17.—Of the top 50 best selling rhythm and blues records of the past five years, 46 were produced by independent record firms. The figures, which indicate the virtually complete control of the field by the independents, are the result of a study of The Billboard's Best Selling Rhythm and Blues Chart covering the period indicated. The Top Ten rhythm and blues records of each year, from 1949 to the present, are published in a listing on Page 16 of this issue. A total of 22 labels are represented on the list, together with their hit records for each year. Companies which tallied a total of five or more best sellers during the five years include Atlantic, Savoy, Aladdin, and King (including Federal-Deluxe). Full comparative details will be found in the listing.

## TV, Radio Station Sales Hit \$32 Mil Mark in One Month

By BEN ATLAS

WASHINGTON, April 17.—In a wave of selling which apparently hasn't yet reached its crest, \$32,000,000 worth of TV and radio properties have changed hands since March 1. The selling prices of some of the TV and radio stations in this short period have been among the highest on record.

The transfers have involved some 60 properties, two-thirds of them AM stations. One of the biggest sales was completed this week by the Federal Communications Commission's okay of transfer of license and CP of WNEW, New York, at a consideration of \$1,608,750. The new owner, WNEW Broadcasting Company, Inc., includes D. C. legalist Horace L. Lohnes and Richard D. Buckley. The biggest stockholder in the selling corporation, WNEW, Inc., was William S. Cherry Jr.

Biggest transaction since March 1 involves KGBS-AM-TV, San Antonio, which is being sold by

Storer Broadcasting Company to Express Publishing Company, owner of KTSA-AM-FM and publisher of The San Antonio Express and Evening News, for \$3,500,000. Storer is buying WXEL (TV), Cleveland, and KPTV (TV), Portland, Ore., for over \$8,500,000 from Empire Coil Company. Another major one involves KPIX-TV, San Francisco, bought by Westinghouse Electric Corporation from Wesley I. Dumm, for \$6,000,000. Another major one is KOTV (TV), Tulsa, Okla., by J. H. Whitney Company, New York investment house, from Wrather-Alvarez for \$4,000,000. Still another is KLZ-AM-FM-TV, Denver, Colo., bought by Time, Inc., for \$3,500,000 from some 40 stockholders.

Of the radio properties sold since March 1, runnerup to WNEW in price was WGR, Buffalo, sold by Leo J. Fitzpatrick and I. R. Lounsbury to the Niagara Frontier Amusement Company, for \$1,450,000. Other radio turnovers in this period included: WLCS-AM-FM, Baton Rouge, La., sold by Air Waves, Inc., to A. Lamar Summons and associates for \$135,000; WAIT, Chicago, sold for \$273,000; KSJO, San Jose, Calif., \$135,000; WTIK, Durham,

N. C., \$110,000; WKIO-AM-FM, Urbana, Ill., \$72,500; WAGE, Syracuse, N. Y., \$200,000; KFOX, Long Beach, Calif., \$135,000; WKTV, La Crosse, Wis., \$90,000; WKXL, Concord, N. H., \$75,000; WBIS, Bristol, Conn., \$65,000; KSCO, San Diego, Calif., \$50,000; KTIP, Porterville, Calif., \$50,000; WWSO, Springfield, O., \$50,000.

CINCINNATI, April 17.—Purchase of Radio Station WHKC, Columbus, O., by WTVN, Inc., subsidiary of Radio Cincinnati, was announced Thursday (15) in Cleveland by Hulbert Taft Jr., president of the purchasing firms, and officials of United Broadcasting Company of Cleveland. Sale is subject to FCC approval. WHKC operations will be co-ordinated with those of WTVN, a Columbus TV station, bought a year ago by Radio Cincinnati, it was announced.

Sterling Graham, of United Broadcasting and president-publisher of The Cleveland Plain Dealer and News, represented UB in negotiations. R. C. Crisler & Company, Cincinnati, acted as broker. The Cincinnati Times-Star Company is principal owner of Radio Cincinnati.

### MONTGOMERY

## Tareyton to Share Part Of 'Theater'

NEW YORK, April 17.—American Tobacco this week decided to convert its half of the Robert Montgomery dramatic show on NBC-TV 9:30 Monday nights to use for two of its cigarette brands. On alternate weeks the program is known as "Your Lucky Strike Theater." It is to be known as "Your American Tobacco Theater" beginning the middle of May.

In the future, Herbert Tareyton cigarettes will jointly use the dramatic property along with Lucky Strike cigarettes. American Tobacco has already established the pattern on two of its ABC-TV properties — Danny Thomas and Ray Bolger.

Its next step will probably be to employ the same technique on Jack Benny and "Private Secretary," which share a half hour on CBS-TV Sundays, 7:30-8. Johnson's Wax owns the other half of Robert Montgomery.

## Johnson Seeks New Time Slot

NEW YORK, April 17.—Johnson's Wax this week was looking for a new CBS-TV time period for "Life with Father." The program goes off for the summer after May 15 and the client has relinquished Sundays at 7 on the web to Campbell Soups.

The advertiser, however, feels the show can get a rating if it is slotted well later in the evening. It is waiting for other programming at the network to shake a new spot free next season for its situation-comedy.

## TONI NOW MOST ACTIVE SUMMER TV SPONSOR

NEW YORK, April 17.—The Toni Company, in making two new purchases of video time this week for the summer, becomes the most active warm weather advertiser in the history of TV. Toni signed eight-week deals for Saturday night, 9:30-10 p.m., on CBS-TV and Sunday night, 10-10:30, on NBC-TV. A version of "College of Musical Knowledge" is reportedly being considered for the latter time slot. The owners of the CBS-TV time, International Silver and Simmons Mattress, and the owner of the NBC-TV slot, Procter & Gamble, are taking vacations.

Toni several weeks ago snapped up Tuesday, 8-8:30, on NBC-TV for a summer run. The program for this time period will probably

be "Break the Bank." The advertiser also acquired Monday, 7:30-7:45, on the same network for Tony Martin for a regular weekly run to begin shortly.

Toni already co-sponsors "Meet Millie" on CBS-TV Tuesdays, 9 p.m., and co-sponsors "Place The Face" on the same web Thursdays, 10:30. This means that the sponsor will have six TV shows plugging his product during the summer.

Toni is obviously interested in getting maximum impact for its permanent wave at a season when women are more prone to buy it. The sponsor also can get more availabilities on TV during hiatus time, when many sponsors like to rest their weary budgets.

## NBC Presentation Points to New Look

NEW YORK, April 17.—NBC Radio this week marshalled an impressive set of statistics to dramatize the medium's new look and to demonstrate strikingly its impact on the nation in new listening patterns. These statistics have been gathered into a presentation which is to be shown to virtually every important advertiser and advertising agency in the near future.

The NBC presentation maintains that of the 117,000,000 radio sets in the country, two out of three are used outside the living room. These facts are illustrated with a model house which has a floor plan with radios in the various rooms, on the terrace and in the car.

NBC veepee in charge of the network, William Fineshriber, said that this fact calls for new selling tactics which "emphasize the need for around-the-clock cumulative coverage of millions of homes." Such strategies he offers in several programming techniques — exclusively sponsored nighttime shows, daytime quarter-hour strips, the "three plan" which gives advertisers three shows — each in the morning, afternoon and evening — and the participation buy into such programs as "Weekend," and "Roadshow."

More for Less  
The manner in which radio has been made to produce more for less, Fineshriber claimed, is graphically evident in the cost of "Fibber McGee." As a half-hour show last year, it cost more than \$21,000 per week and reached 2,700,000 homes. As one of the shows in the "three plan" this year, it costs \$14,500 each week

and reaches more than 3,800,000 different homes. Consequently, a client can reach 40 per cent more homes at a 33 per cent lower cost.

The presentation also shows some interesting statistics for NBC's participation programs. "Weekend," for example, during November, 1953, got 3,152,000 listeners per commercial, made 9,456,000 commercial impressions, reached 3,523,000 different homes, and was heard by 5,989,000 different listeners.

This show can be bought for \$2,250 per participation, as can "Roadshow." The newest NBC participation show, "Sunday With Garroway," will come in at even cheaper rates to advertisers, about \$2,200 per plug.

## Fall Pilot Operation Of TV Audience Study

WASHINGTON, April 17.—The TV broadcast industry is a step closer to having its counterpart of the Audit Bureau of Circulation in operation next fall on a pilot basis and in full scale operation some time next year. The National Association of Radio and Television Broadcasters announced the latest step toward this objective this week thru appointment of two subcommittees to put in final form and recommend specific plans for the undertaking of the long projected circulation study.

Purpose of the study is to establish a permanent day-by-day measurement of TV audiences — where they are, what they're listening to, what their best listening hours are. The project, once it goes into operation, will supplement existing audience studies.

Following a meeting in New York City of NARTB executives and circulation study committee members, Robert D. Swezey, WDSU-TV, New Orleans, chairman of the committee, announced appointment of a subcommittee on research under Hugh M. Beville Jr., director of research and planning at National Broadcasting Company, as follows: Donald Coyle, director of television research, ABC; Edward Eadeh, director of research, Du Mont; Oscar Katz, director of television research, CBS, and Ward L. Quail, WLW-TV, Cincinnati.

A subcommittee on organization and finance under Paul Raibour, KTLA, Los Angeles, will be comprised of Campbell Arnoux, WTAR-TV, Norfolk, Va.; Harold V. Hough, WBAP-TV, Fort Worth; Clair R. McCollough, WGAL-TV,

Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald Thornburgh, WCAU-TV, Philadelphia, and Lee B. Wailes, Storer Broadcasting Company, Miami Beach, Fla.

Specifications and procedures for the pilot study will be recommended by the research committee, while the subcommittee on organization and finance will recommend a corporate structure and methods of financing the all-industry organization to conduct and continue the TV circulation count. Swezey said his committee will report its conclusions and recommendations to the NARTB television board of directors "at the earliest possible date."

## FCC Issues 3 Tele Grants; Total 674

WASHINGTON, April 17.—The Federal Communications Commission this week issued three TV grants, bringing total authorizations to 674, of which 566 are post-freeze grants, including 29 non-commercial, educational grants. With 63 grants canceled, outstanding authorizations now number 611.

This week's grants went to Fayetteville Broadcasters, Inc., Channel 18, Fayetteville, N. C.; Central Kentucky Broadcasting Co., Channel 18, Lexington, Ky.; and Standard Radio and Television Co., Channel 11, San Jose, Calif. In granting the CP to Standard Radio and Television Co., the FCC denied a competing application of F. M. Radio and Television Corp.

## 38 TAKE OPTIONS ON LIBERACE

NEW YORK, April 17.—Options on the new transcribed Liberace radio series this week were picked up by 38 of its video sponsors in 47 markets. A price on the radio show has not even been quoted to the prospective AM sponsors, but they decided to safeguard their interest by taking options. Guild Films distributes both the AM and TV programs.

## CBS-TV Pins Robert Q to Pact Clause

NEW YORK, April 17.—This week CBS-TV invoked a clause in Robert Q. Lewis' contract to make him stay put. Lewis had intended switching to NBC-TV where he was offered a better deal after CBS-TV pulled out his 4:30-5 p.m. strip and sold it to Procter & Gamble.

CBS-TV, however, has already found three sponsors to buy Lewis in his new Tuesday and Thursday, 2-2:30 time slots into which he moves this summer. General Mills will purchase two quarter hours, and Best Foods will buy a quarter hour. The third sponsor is set but is being kept under wraps.

Lewis will also fill a nighttime hour this summer on the web with an expanded version of his daytime show. It will probably be Wednesday 8-9 where "Arthur Godfrey and His Friends" holds forth.

## Pontiac Quits On Garroway

NEW YORK, April 17.—Pontiac has virtually given up on Dave Garroway for next season. It had been thought that he would remain in Fridays 8-8:30 on NBC-TV, but despite a revamping of his format results have not been forthcoming.

Pontiac consequently may purchase another show, or it may drop the time period and take a ride on one of the web's spectaculars. McManus, John and Adams is the agency.

## Waring to Do Holiday Shots Only for GE

NEW YORK, April 17.—Fred Waring will probably carry the programming ball for General Electric on holidays only next season. The advertiser reportedly will slot a top name half-hour series in Waring's current Sunday night 9-9:30 slot on CBS-TV, which may be hosted by Ronald Reagan. The show, to be produced by MCA-TV, is to be 26 live and 12 films, and will feature the top names in the talent agency's roster.

Waring will do special one-shots on Thanksgiving, Christmas, Easter and other important holidays. The sponsor's current dramatic series is to be dropped. Waring has been the major attraction in the time period since GE acquired it several years ago.

## Noxzema Gets Murrow Buy

NEW YORK, April 17.—Edward R. Murrow this week reconsidered and agreed to accept the offer by Noxzema to become a co-sponsor of "Person to Person" shortly. Current weekly sponsor is Amoco, whose contract must be renewed almost immediately.

Since Amoco wanted an advertiser to share the bills, its renewal is virtually assured. Noxzema is very satisfied since it believes that identification with Murrow and with his guests will lend prestige to the product. Sullivan, Stouffer, Colwell & Bayles is the agency for Noxzema.

## General Foods Renews Hope

NEW YORK, April 17.—General Foods this week had virtually decided to renew Bob Hope for next season.

The program will continue in the Tuesday 8-9 p.m. time period on NBC-TV every fourth week, as it has done during 1953-1954.

## The Billboard

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

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### WJR PLUGS AM FOR LATE HOURS

DETROIT, April 17.—Radio is being plugged like Old Faithful by WJR in a new promotional series of spots set into the late evening hours. Listeners are first told to tune in their clock radios to the desired hour, with, naturally, the dial turned to that station—"Don't worry about WJR not broadcasting. It always has and always will."

### FCC Brush to UHF Org Bid For Freeze?

WASHINGTON, April 17.—The Federal Communications Commission is expected to shun affirmative action on a petition filed yesterday by the Ultra High Frequency Television Association asking the commission to put a freeze on new TV grants until the Senate Interstate and Foreign Commerce Communications Subcommittee completes its hearing scheduled for May 4-9 on UHF's economic plight. The UHF TV association said in its petition that the Senate subcommittee "may make drastic recommendations to the commission with a view toward ameliorating the present economic distress of the vast majority of UHF television broadcasters" and that consequently it would be advisable to hold up grants of both UHF and VHF construction permits until the subcommittee acts.

### Paper Mate Buys Erwin

NEW YORK, April 17.—Its first move into network TV was made by Paper Mate Pen Company this week with the purchase of 22 alternating weeks of ABC-TV's "Stu Erwin Show." General Mills has been sponsoring the stanza on an every-week basis for some time but will shift over to co-sponsorship status on May 14 when Paper Mate moves into the fold.

According to Tom Welsh, Paper Mate exec veepee, the network buy is being made thru an additional appropriation and will have no effect on the \$4,500,000 already earmarked for this year. Paper Mate's TV advertising to date has been exclusively via spots.

It's understood that the "Stu Erwin Show" will expand its station line-up once Paper Mate comes into the picture.

### Jergens Will Drop Marlene

NEW YORK, April 17.—Jergens lotion will cancel "Time for Love," which stars Marlene Dietrich, at the expiration of its current cycle on CBS-Radio. The client, however, may buy another show next season on CBS-Radio if it can find a property which will fit its budget.

### Erikson Quits 'Voice'

WASHINGTON, April 17.—The "Voice of America" once again is in the throes of getting a new director. The resignation of Leonard F. Erikson as "Voice" director, effective April 30, was announced today by Theodore C. Striebert, director of the U. S. Information Agency. Erikson, who has directed the "Voice" since last July 27, will rejoin McCann-Erikson, Inc., advertising agency on May 3 as vice-president and general executive.

### UNFOUNDED

### O'Neil Denies Mutual Sale To H. L. Hunt

NEW YORK, April 17.—A vehement denial that the Mutual Broadcasting System has been offered for sale was issued this week by President Thomas F. O'Neil. The denial followed reports not published by The Billboard that General Teleradio was negotiating for the sale of its interest in the network to H. L. Hunt, Texas millionaire.

O'Neil said, "Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with anyone at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fantastic one I have heard of yet and should be consigned to the oblivion it so richly deserves."

As a result of the reports, all Mutual and General Teleradio executives have been muzzled by an order channeling all information to reporters thru the press relations department.

### Phonevision Permit Sought

WASHINGTON, April 17.—General Teleradio, Inc., this week asked the Federal Communications Commission for 90 days special temporary authorization beginning May 15 to make experimental broadcasts of Zenith Radio Corporation's phonevision system of subscription TV over WOR-TV, New York.

General Teleradio stated that the tests would involve broadcast of scrambled video and sound transmitted together with decoding information and that decoder-equipped receivers would be observed by Zenith and WOR personnel thruout the service area. The broadcasts would be scheduled from 9 a.m. to 4:30 p.m. Monday thru Friday during the 90-day period.

Station WOR-TV already has made tests with subscriber-vision, a subscription TV system controlled by Skiatron Electronics and Television Corporation.

### Eastern Parkway Bouts Switch to ABC From Du M

NEW YORK, April 17.—After several years of steady exposure via Du Mont, the Eastern Parkway Arena's Monday night boxing bouts will switch over to ABC-TV starting May 17. The fights will be aired Monday nights on a co-op basis, the same as they were on Du Mont. According to Les Arries, ABC-TV sports director, if any of Du Mont's local advertisers switch over to the ABC deal, they will continue to pay the same network time rate.

The decision to switch networks is understood to have been made by Emil Lence, Eastern Parkway's fight promoter, as a result of some fancy coin-dangling on the part of ABC-TV. Also a factor is ABC-TV's desire to put the show into almost twice as many stations. Du Mont has been transmitting it to 32 stations live and 25 stations via kines, while ABC's plans foresee a line-up of 80 to 90 stations. Arries said that 50 stations have already committed themselves to take the fights. Twelve West Coast stations will televise the fights for the first time thru the use of "hot" kines. All other stations, it was said, will carry them live.

Du Mont, meanwhile, is reported to have acquired another boxing package to take the place of the Eastern Parkway bouts.

### 'DRAGNET' GETS NBC RENEWAL

NEW YORK, April 17.—"Dragnet" remains as strong on radio as it is on TV. The program has just been renewed for the summer on NBC Radio by Chesterfield. Next season it moves into Tuesdays at 8:30 on NBC, a half hour earlier than it is being presented currently. Occupying half its present time will be the "Lux Radio Theater," which will go 9-10, and which is switching over from CBS Radio where it has been for many years.

### Paint Client Wants Bolger Again, But . . .

NEW YORK, April 17.—Sherwin-Williams this week gave ABC-TV a tentative renewal for "Where's Raymond," the Ray Bolger show, dependent upon two conditions. The sponsor wants the show moved from Thursday 8:30-9 into a stronger time period on Friday, which is the network's strongest rating night.

Sherwin-Williams also wants ABC-TV to find a co-sponsor for the show. American Tobacco evidently will not continue to ride with the property next season.

### Atlantic City Buys ABC-TV Summer Whiteman Show

NEW YORK, April 17.—ABC-TV has told its 8-9 Sunday night time slot, which will be vacated May 23 by "The Mask," to the Atlantic City Chamber of Commerce for a new Paul Whiteman show which will originate from the Steel Pier there.

The 13-week summer show will utilize a variety format.

Whiteman, by the way, will also star in a new hour-long musical panorama show called "This Is U. S.," which the web is pitching for the fall.

### Aussie Firm Gets 'You Are There'

NEW YORK, April 17.—Fremantle Overseas Radio, Inc., this week obtained the Australian radio rights to "You Are There." It will be transcribed by Artransa Pty., Ltd., of Sydney for syndication thruout Australia.

This is the eighth radio show Fremantle will have down under. Among the others are "Superman" and "Space Cadet." Fremantle is currently looking for five more U. S. radio properties for Artransa.

### Herbiveaux Chief At WMAQ, WNBQ

CHICAGO, April 17.—Jules Herbiveaux has been named general manager of Stations WMAQ and WNBQ, Chicago, with his duties starting immediately.

The announcement was made by Charles Deeny, vice-president in charge of NBC's owned-and-operated stations division. Herbiveaux was formerly assistant general manager of WMAQ and WNBQ. He succeeds the late Henry C. Kopf, who was in charge of the two stations until his sudden death last month.

### FCC Approves Texas Purchase by Trinity

CORPUS CHRISTI, Tex., April 17.—The Trinity Broadcasting Corporation, Dallas, headed by B. R. McLendon and Gordon McLendon, has been given Federal Communications Commission approval to purchase the permit of H. L. Hunt for a television station here.

Trinity will pay Hunt \$5,608, covering the amount he has spent for KTLG, which will operate on Channel 43.

### Levine to Sportsvision

CHICAGO, April 17.—Al Levine has resigned his position at Consolidated Television Sales to become Midwest sales manager of Sportsvision, Inc. Levine was with Consolidated one year. Sportsvision is in the process of expanding its national sales set-up as well as its Chicago office.

### TIME FRANCHISE

## Network Right to Slot Stirs Storm

(Second of two articles)

NEW YORK, April 17.—The right of a network to make what it deems to be the most effective programming use of its facilities is a subject which, in the past few weeks, has stirred up some of the hottest debate the industry has seen in many seasons. The talk centers around NBC-TV's current move in putting the new Sid Caesar show into the Monday, 8-9:30, slot next fall, thus eliminating from their current slots Firestone's veteran "Voice of Firestone" show and "Name that Tune," which Speidel and Block Drug share on an alternate week basis.

This move, plus the recent ousting of U. S. Tobacco's "Martin Kane" show from its 10-10:30, Thursday, time to make way for the upcoming Lux "Video Theater," has made for considerable discussion between the network and ad agencies on rights and privileges of both parties.

Many ad agencies, queried by The Billboard, indicate they fear that these developments set a precedent which completely vitiates the time franchise theory put forward by the webs when it was a buyer's market and sponsors were being wooed to get in early and salt down a time slot.

#### Sees Revolt

One of the sponsors involved in the "Name That Tune" hassle had said that there may well develop a revolt of middle-sized advertisers at what they consider high-handed treatment by the big networks. He said he feels he is being muscled into taking on a participation in the upcoming Caesar show this fall at nearly twice the figure he now is paying for his alternate-week sponsorship, with which he is completely happy. He declared that Caesar is being arbitrarily pushed into the time period his show now occupies, and he's been given a virtual "or else" ultimatum.

Latest reports, however, are that NBC has held friendly meetings with the three bankrollers mentioned during the past week, and that some progress has been made toward resolving their plans for next fall. Firestone, for example, if it should decide not to buy into the Caesar show, has been offered five alternative suggestions by the web, including partial sponsorship of special musical editions of the upcoming color spectaculars.

To all of the agency criticism NBC President Sylvester (Pat) Weaver responded to The Billboard that it is quite true that the network must and will retain control of its own schedule. The basis of a program's value must be, he said, not only whether it is seen and gets a rating, but whether it makes an over-all contribution to the web's schedule,

which performance affects all other sponsors using NBC facilities. Its value, in short, is based on its contribution to the strength of other programs and sponsors, as well as its own.

#### Must Pull Weight

Weaver said that NBC will not go along with the old "Fitch Bandwagon ride-out theory," in which a low budget radio airer was used to pick up a sizable rating merely by following a powerhouse program. Every show now must pull its own weight, otherwise it is set up as a soft spot for opposition webs to shoot at, ultimately weakening the entire evening.

Nevertheless, Weaver stressed, the network is not planning to eliminate from its schedule every program which it may feel can bear improvement. Various factors must be considered, such as the equity factor involving the length of association of the show with the network, and the job it is doing for other sponsors as well as its own.

The first consideration is whether its record is even arguable about whether it has done a good job in this respect. If even a sponsor's best friends admit the show is hurting the over-all schedule, however, a move may have to be made, Weaver admitted, despite very strong attachments which may exist between network and sponsor.

#### Not New Policy

This, actually, is not a particularly new policy, Weaver said. The network never merely sold time, but always asked an advertiser what period was wanted for what program in what sequence under what arrangement.

Getting a rating alone is no longer the criterion, according to Weaver. As an example, he cited the "Mr. Peepers" show, which is not the highest rated on the network by any means. Yet, besides pleasing its own sponsor by delivering the kind of audience wanted, it has other values to the network and the schedule which are reflected in all sorts of critical acclaim. It also does a good circulation job and does not weaken the other bankrollers airing the same evening.

NBC is not seeking to obtain production control of all shows, Weaver concluded, but contractually and morally it has the responsibility of approving the fare it carries. "There comes a point," he said, "where the self-interest of the network and the interest of its other clients may dictate moving a specific program. That's the network's responsibility, tho a difficult and unpleasant one. When that happens, a sponsor or agency may feel hurt at the moment, but in the long run, if such a move is essential, making it will benefit everyone involved."

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# Harris Group Sets Up Flamingo Again

Leaves NTA Firm, Hires 12 Salesmen—14 to Go, Starts Off With 8 Packages

NEW YORK, April 17.—The Harris Group will thrust Flamingo Films back into the TV film distribution ranks effective Monday (19), after a three-year hiatus.

In a bustle of activity this week the newly reopened firm put on 12 full-time sales reps and opened six regional offices. Flamingo is gunning for a total complement of 26 salesmen, which it hopes it will have within three months.

For syndication Flamingo has eight packages to start. In addition, the outfit has a couple of new properties for national peddling and is negotiating for several more.

Flamingo reportedly has a deal with Marion Gering in Rome to produce 26 hour-long dramatic films in color with name talent. Shooting is due to start on the Continent in about a month. In addition, Flamingo has Superman, Inc., shooting three color segments of a new series titled "The American" with Bill Lundigan.

### Acquisitions

Flamingo has newly acquired for syndication Bernie Prockter's "International Police," of which 26 are in the can. It also has 78 segments of "Beulah," in most of which Ethel Waters stars. Produced by Hal Roach Jr. and Roland Reed, "Beulah" had its first run on ABC-TV for Procter & Gamble. Flamingo also has the 1952 vintage of "Jeweler's Showcase," 29 segments, which it has tentatively titled "Televideo Theater."

Flamingo also has "Cowboy G-Men," 39 segments produced by Mutual-Telemount Productions; "TV's Baseball Hall of Fame," produced by Jim Harris

with Lew Fonseca; 16 "Superman" cartoons produced by Paramount; "Viz Quiz," 260 five-minute segments, and "Telecomics," 168 15-minute films originally made by Illustrate, Inc., of Hollywood for NBC-TV.

Flamingo also controls the 52 half-hour segments of "Superman" which Kellogg spot books in some 80 markets.

### Flamingo Execs

The owners of Flamingo are Joe Harris, Jim Harris, Sy Weintraub and Dave Wolper. They originally formed Flamingo in March, 1949. At that time, in addition to their series, they had some 75 feature films. Flamingo as a title became inactive in 1951 when the group merged with Motion Pictures for Television.

Since their departure from MPTV at the end of last year, the Flamingo-Harris entente has been working with National Telefilm Associates with Wolper as sales director. (See separate story.) With the break-up of that alliance, the group has set up as a partnership under their old Flamingo title.

Weintraub is figured to head up sales. Key posts in the sales staff are Moe Merton on the West Coast, Ken Rowsell, in the Southwest, Robert (Pat) O'Brien in the Midwest, Arthur Kalman in Pennsylvania and Ira Gottlieb in New England.

# Unity Moves Into Half-Hour TV Film Field

NEW YORK, April 17.—Unity Television Corporation, which up to now has been distributing only feature films, is moving into the realm of half-hour TV film dramas.

One series, based on the works of Mark Twain, is understood to be definitely set for production by Filmcraft and distribution by Unity. In addition, three other series, as yet unnamed, are being eyed by Unity's general manager, Arche Meyers, who this week planned out to Hollywood for confabs with producers.

One of them is based on a magician comic strip character; another is a private eye series, and the third is a romance-comedy show. The latter two were formerly radio properties.

Meyers' plans for distribution of the half-hour TV film shows includes a scheme whereby three episodes from each series would be edited into a single hour-long "feature film." This "feature" would be offered at little or no cost to advertisers for use on the air to promote the actual series and to test audience reaction to the property.

# Form Telefilm Co-Op Group To Aid All Facets of Trade

HOLLYWOOD, April 17.—A newly formed co-operative corporation to handle all phases of telefilm activity and composed of producers, distributors and others in the industry this week named as president John Jay Franklin, its founder, and prepared to conduct an intensive membership drive.

The organization, incorporated in Delaware originally as Stanley-Marshall, Inc., has formally adopted the title of United States Producers and Distributors' Corporation and named a board of directors. Organized little more than two weeks, the group currently consists of 27 members, in the main relatively smaller producers and distributors, the membership is not confined to this segment, according to Franklin.

# THIS IS REAL AMICABLE DEAL

NEW YORK, April 17.—The split between National Telefilm Associates and the Harris Group (see adjacent stories) goes all the way to phone and address. For the past month the whole family has been located at 509 Madison Avenue here, and the phone number was Murray Hill 8-4800. Now that they have come to the parting, said to be quite amicable, NTA is keeping the phone number, and the Harris Group, henceforth operating as Flamingo Films, keeps the address. NTA is moving next week to 625 Madison Avenue. What Flamingo's phone number would be was not yet determined.

# TWO MORE HITS

## 6 NBC Films Now Sold in 100 Markets

NEW YORK, April 17.—Two more NBC Film division properties this week went over the 100\* market mark, bringing to six the number of its programs in more than that number of cities. The two new shows to hit the select circle were "Victory at Sea" and "Captured," the latter being the retitled version of "Gangbusters."

The former vidfilm series was sold this week to KFAZ-TV, Monroe, La.; KHQA-TV, Quincy-Hannibal, Mo., and KTEW-TV, Ada, Okla. "Captured" was sold to KRGV-TV, Welaco, Tex., and KPRC-TV, Houston, this week.

Other NBC-TV Film division shows in over 100 markets are "Paragon Playhouse," formerly "Douglas Fairbanks Presents," now in 129; "Dangerous Assignment," which is in 164; "Badge 714," formerly "Dragnet," 152, and the one-hour Hopalong Cassidy films in 145.

# MERMAID SHOT BY U. S. CREW

COPENHAGEN, Denmark, April 17.—Arthur Dreifus, American telepix producer, has been here the past week with film actor Robert Alda and cameraman Jack Whitney, working on the "Secret File, U.S.A." film series, a number of which are being shot in Denmark. The famous statue of The Mermaid, in Copenhagen's harbor, was used as background for one of the sequences, with much local speculation on how this undraped damsel fits into a "cloak and dagger" stanza. At least it was a good stunt, which netted the crew pix in the local papers.

# NTA and Comet Join Stock and Directors

Firms to Operate as NTA; Landau, Unger, Goldman Head Up Organization

NEW YORK, April 17.—National Telefilm Associates joined hands with Comet Television Films this week in an exchange of stock and directorships. The two firms will operate jointly under the NTA banner and continue to use the franchise arrangement for its sales organization.

Ely Landau will continue as president of the expanded operation. Oliver Unger, president of Comet, becomes executive vice-president of NTA. Harold Goldman, veepee of Comet, becomes veepee in charge of sales of NTA. Goldman succeeds Dave Wolper in the sales post. Wolper with the three other members of the Harris group has moved out of the NTA picture to re-activate Flamingo Films. (See other story this issue.) Also, Marty Ross, who was exec veepee, has moved out of NTA.

Meanwhile, NTA has taken over the distribution of 25 feature films owned by Milton Gettinger's P.C. Corporation. The P.C. group includes "Texas, Brooklyn and Heaven," "Guilty Bystander," "Millionaire for Christie" and "The Fireball." They're all of 1948 to 1952 vintage. Most of them were previously distributed by Gettinger's TV Exploitation.

### NTA Westerns

NTA has also picked up a group of 31 Westerns including Tim Holt, Hoot Gibson, Tom Tyler and Big Boy Williams.

These acquisitions, plus Comet's 35 name pictures ("DOA," "Champagne for Caesar"), plus the British features NTA acquired in the PSI-TV deal and other films it had, give it over 150 features. NTA also keeps the four PSI half-hour series, including "China Smith" and "Orient Express."

All told, NTA's product coffers now bulge bigger than when it had the Harris series.

The NTA toppers are now re-setting their franchised and o&o office set-up. The entry of Comet has caused a double-up in some situations. On the other hand, the exit of the Harris group, which owned a few of the franchises, causes vacancies in a few other situations. NTA will have its own offices in New York, Chicago and Los Angeles. It will increase its franchised offices from 1 to 13, the additions to be in San Francisco and Seattle.

### Landau-Unger

The Landau-Unger relationship is of long standing. They have

# Seigel Submits 'Yogo'

NEW YORK, April 17.—Jerry Seigel, the creator of "Superman," has a new character he is submitting as material for a TV series. His latest conception, "Yogo," boasts unmatched brain power, instead of brawn. Combined TV Pictures, distributors of "Dick Tracy," are representing the property on the Coast.

several times considered going together. During the formation of NTA at the end of last year Landau invited Unger and Goldman to come in but they begged off.

Sparked by "DOA," and "Champagne for Caesar," the Comet operation has reportedly run comfortably in the black. In the past six months, since Unger and Goldman moved out of Gettinger's TV Exploitation, Comet is said to have grossed nearly \$1,000,000. NTA, thru all its transmogrification, has had hefty selling too. Since it began selling in January it has grossed over \$700,000.

# HIGH WATER

## 'Waterfront' Filmer Tops All in L. A.

HOLLYWOOD, April 17.—Despite the highly publicized answer by Edward R. Murrow to Sen. Joseph McCarthy Tuesday (13), a new telefilm series entry, "Waterfront," topped Murrow's "See It Now" and other national network shows in the Los Angeles viewing area. "Waterfront" thus became the second United Television Programs-distributed series to dominate local viewing within less than a week, first being the premiere of "The Lone Wolf."

Last Tuesday "Waterfront," Preston Foster starrer, drew an American Research Bureau audience rating of 18.8 against the Murrow-McCarthy strong 17.2. There were a total of 62.5 sets-in-use, giving "Waterfront" over 28 per cent of the total Los Angeles viewing audience and nearly 10 per cent more actual viewers than its nearest competitor, the Murrow show. Other time slots in competition were "The Dinah Shore Show" and "The Name's the Same."

UTP's other telefilm entry to outdistance its competition, according to Lee Savin, UTP's executive vice-president, was "The Lone Wolf," starring Louis Hayward, which made its debut Saturday (10) and drew 28 per cent more audience than the second-rated show for the same time slot, "The Jackie Gleason Show." Both of the filmed series are aired on KTTV, local independent station.

# Print Shipments Abroad Tripled in Six Months by UTP

HOLLYWOOD, April 17.—United Television Programs, Inc., has tripled its export of vidpix prints during the past six months, it disclosed this week. Wynn Nathan, vice-president in charge of sales, said UTP now is serving sponsors from Alaska and Hawaii to Puerto Rico and Italy.

Recent sales reported include "Old American Barn Dance," "Counterpoint," "Royal Playhouse" and others to the Italian government for Radio Italia-TV; "Your Gospel Singer" to Templeton's for continental telecasts by CBS; "Waterfront" to Superbest Petroleum Corporation for CFBL, Toronto, and to Standard Oil, over KFMB, Honolulu; "Heart of the City" to KNOA, Honolulu; "Hollywood Offbeat" to WKAQ, El-mundo Broadcasting Corporation, San Juan; "Double Play," "Heart of the City" and "Royal Playhouse" to KFLA, Fairbanks, and KFIF, Anchorage, Alaska.

UTP has increased monthly export from 1,100 prints in November to more than 3,500 in April. The export total does not include bicycling arrangements, Nathan said.

# Campbell Soup Buys 2 Films For Kid Drive

NEW YORK, April 17.—Campbell Soup this week bought two film series as its major weapon in a drive for the kids' market. Beginning next fall, the advertiser will program "Lassie" in the 7-7:30 Sunday nighttime period on CBS-TV.

It has also purchased two runs of the half-hour vidfilm version of Abbott and Costello for Saturday morning programming, but whether it is to be on a network or spot booked is not yet set.

The first buy was made thru Batten, Barton, Durstine & Osborn and the second thru Leo Burnett, Chicago. "Lassie" is distributed by Television Programs of America. The comedy series is handled by MCA-TV.

# Dixie Cup Uses Pix For Duo Campaign

NEW YORK, April 17.—The Dixie Cup Company is launching a two-pronged spot TV campaign. For its home dispensers, its ad agency, Hicks & Greist, is placing a series of film commercials on 110 stations, as both participations and breaks. And beginning June 1 it will book "Cowboy G-Men" into some 25 markets to plug its ice cream containers. The former campaign will be aimed at women, the latter at kids.

Hicks & Greist this week named Ted Grunewald its director of TV and radio. He had been the agency's business manager. Grunewald's previous agency affiliations are Doyle-Dane-Bernbach and before that William Esty.

"Cowboy G-Men" was sold to Dixie Cups by Sy Weintraub, of the Harris group, which now has distribution of the show. It was previously handled by United Artists Television, which is now dissolved.

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 study in which all pertinent data given for every non-network TV film series currently being shown in markets covered by the American Research Bureau. Each week this chart covers different group of cities; thus, over four-week span, all cities are covered which were surveyed by ARB in its 48 market studies. Where a city also is covered by ARB in the previous week, the last rating of such film also is shown.

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 breakdowns, please consult American Research Bureau, National Press Building, Washington, 4; 551 Fifth Avenue, New York, or P. O. Box 9934, Los Angeles 22.

DETROIT 3 STATIONS

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Rows include programs like Paul Killiam, Annie Oakley, Captain Midnight, Johnny Jupiter, etc.

Great TV Net Summer Due For Film Drama Distribbers

MCA, Screen Gems' Replacement Biz Hot; Re-Run Scores Pay Off

NEW YORK, April 17. — The TV film distributors with dramatic anthologies in residual sale may be in for their greatest network summer replacement business yet. MCA-TV and Screen Gems, as in past seasons, appear to be taking the forefront in pushing for this type of business. MCA has closed five such deals so far. Screen Gems has made two.

Meanwhile, a number of network sponsors definitely have indicated they will run repeats of their in-season film shows this summer. Among these are Chesterfield with "Dragnet," DeSoto with "You Bet Your Life," and Procter & Gamble with "Fireside Theater," "Ford Theater," "Our Miss Brooks," "My Little Margie," "GE Theater" and Burns and Allen.

Screen Gems this week sold re-runs of the current crop of "Ford Theater" to Helene Curtis thru Earle Ludgin. These will replace Armstrong's "Circle Theater," Tuesday, 9:30-10 p.m., NBC-TV. Last summer Screen Gems, in addition to Ford's own summer re-runs, sold another 13 Fords to General Foods to replace "Our Miss Brooks." With last week's sale of another 13 "Fords" for the spot-booked "Kent Theater," Screen Gems has already chalked up a re-run sale on every one of the current crop of 39 "Fords."

With the wind-up of the first 39 weeks of "Pepsi-Cola Playhouse," ABC-TV, Thursday, 8:30-9 p.m., MCA sold Pepsi a renewal for the fall and 13 of its "Famous Playhouse" series as summer replacement. MCA also sold eight of its Pepsi and Revlon segments to Brown & Williamson as the summer replacement for "My Friend, Irma," CBS-TV Friday, 10-10:30 p.m. MCA also sold five "Famous Playhouse" shows to Procter & Gamble to round out the current cycle of the Paul Winchell show, NBC-TV, Sunday, 7-7:30 p.m.

MCA last week sold eight dramatic segments to Pall Mall to replace "Big Story," Friday, 9-9:30 p.m., NBC-TV. Last year, Sullivan, Stauffer, Colwell & Bayles used its own live package, "Doorway to Danger," to replace "Story." MCA last month sold 13 to Lucky Strike as replacement for "Private Secretary," Sunday, 7:30-8 p.m., CBS-TV, repeating

the procedure of last year. The sponsor has as yet not settled on its replacement for "Your Hit Parade."

Two more situations which will definitely be opening up for summer re-run sales are "Mr. Peepers," Sunday, 7:30-8 p.m., NBC-TV, and "Ethel and Albert," Saturday, 7:30-8 p.m., NBC-TV.

Earlier this year several of the ad agencies were shopping around for new syndication product for use as network summer replacements. They were usually offering between \$10,000 and \$14,000 per segment. But no distributor would bite. In general the distributors seemed to feel that such a network run would take the edge off their potential syndication sales in the fall, from which they hoped to come close to—or exceed—their production nut on first run.

MCA and Screen Gems are considered to be in the most favored position for summer re-run sales, due to the quantity and freshness of their anthologies. MCA's "Famous Playhouse" group, plus its recent Revlon and Pepsi-Cola series, give it close to 250 half-hour dramatic segments all told. Screen Gems, with two years' worth of "Ford" shows and 4 "Firesides," has about 120 segments.

Both MCA and Screen Gems

show impressive track records on their past summer re-run sales. Last summer's "Ford" show had an average rating on a par with the first run. "Footlights Theater" for General Foods pulled somewhat less, on the average, than "Miss Brooks."

MCA records one of its dramas, "Some Small Nobility," as having pulled its highest rating in its fourth run, as a 1952 summer replacement for Campbell Soup. It ran first for Armour in 1950 and drew 10.4. Its second run was for Snow Crop on a national spot network, when it pulled 11.9. Its third run was in Ennds' "Hollywood Opening Night," with 10.1. Its Campbell booking drew 27.0.

MCA media studies show that the 1952 Campbell series drew 207 per cent more homes per dollar than "The Aldrich Family," which it replaced.

MCA-TV has been making a concentrated pitch for this summer business for the past month. A five-page presentation in the hands of its sales staffers lists 19 provable facts about summer re-runs. Among the points made are that "95 per cent of all TV homes are available during the average summer week," and that repeat performances of film shows "cost the advertiser from 30 to 70 per cent less than the cost for initial telecasting."

GET OUT AND SEE 'EM Distrib Flackers to Tour Hinterlands

NEW YORK, April 17.—The distributors' publicity men are going to start hitting the road. That, at least, is their resolve at this moment. Up to the present, the hinterland publicity work for syndicated film has been spotty. Apparently the first one to set up a somewhat formal get-out-and-see-'em policy was Mike O'Shea at Motion Pictures for Television. O'Shea is going to make a flying tour of the key markets twice a year. He recently returned from a 10-day jaunt to Chicago, San Francisco, Los Angeles and Dallas. In each town, he hit the local

radio-TV editors, the columnists and the TV Guide. He said he found all local media wide open for solid material on syndicated shows.

As in almost every other aspect of the business, the competition is never far behind. Maybe it's a coincidence, but since O'Shea's return, the word around almost every one of the other half-hour outfits is that their press men are soon going to get out and pitch in person.

Meanwhile, there have been a number of switches in TV film publicity assignments. Rogers and Cowan this week picked up MCA-TV to plug all their shows. Dine-Kalmus and Screen Gems have come to a parting of the ways. Also, Harry McWilliams, promotion manager at Screen Gems, has resigned. Screen Gems is due to take on another inside man next week.

TEEVEE'S KINESCOPES To Re-Sell 26 'Tales'; AFTRA Says Okay

NEW YORK, April 17.—A significant addition to the programing available for syndication was made this week when the TeeVee Company acquired 26 half-hour kinescopes of "Tales of Tomorrow" from George Foley, the producer and owner of the package. This is the first time kines of a live network package which had originated here will be permitted to be resold. The show was sponsored on ABC-TV by Kreisher watchband and Maaland carpets several seasons ago.

It was made possible thru an agreement reached with the American Federation of Television and Radio Artists which allows two kines to be sold for one more run as long as the actors are paid another fee. AFTRA's previous policy was to allow kines to be shown within 60 days from the date of the live telecast. TeeVee's distribution rights are for 18 months. Foley will get a substantial piece of the profits. There were 100 kines of the program, but only 26 of the best are to be sold. They star such names as Thomas Mitchell and Franchot Tone.

Other Deals The TeeVee Company is also on the verge of deals with other producers for kines of shows which were also telecast live, and on which the same sort of agreement is to be made with the union. "The Ruggles" is one of the few shows which has been available in kines versions and has

sold well for many years. It was produced on the West Coast.

Meanwhile, the firm during the past three weeks has sold a total of 19 weeks of new programing nationally, it was announced this week by General Manager Marc Frederic.

HOLLYWOOD, April 17.—The TeeVee Company, telefilm producing-packaging organization, during the past three weeks has sold a total of 169 weeks of new programing nationally, it was announced this week by General Manager Marc Frederic.

Among the sales were "Invitation Playhouse," which was purchased by KCOP, Los Angeles, and KOTV, Tulsa, Okla., each for 26 weeks. The sales bring to 55 markets the total in which "Playhouse" is now programed weekly, Frederic stated.

Also included in the sales figure is the TeeVee Company's "Little Theatre" series which was purchased for 13 weeks each by WLS-TV, Roanoke, Va., and KLAS-TV, Las Vegas, and 52 weeks by WFM-TV, Indianapolis. WNBT, New York, purchased the series for 13 weeks' playing sponsored by Regency Cigarettes. This brings to 65 markets in which "Little Theatre" is currently playing, Frederic said.

CBS TV Film

In the past few weeks, CBS TV Film Sales has made additions to its own publicity staff and promised to get one of the new men on the road pronto. Also in recent weeks, Television Programs of America hired Dick Miller as its publicity chief, after Jerry Capp left to set up an autonomous merchandising department.

Ziv-TV has not had an inside publicity person at its headquarters here since Marge Henderson left in January. Rogers and Cowan has been plugging its "Mr. District Attorney" out of the West Coast. And the David Alber office has been working on "I Led Three Lives."

Both of these are understood to have done quite a bit of road work on these shows. But the trend now seems to be for the distributor to get his own inside man out there.

Advance Agent

The basic thinking is to follow the old formula of motion picture exploitation. In O'Shea's case it's legitimate theater psychology. O'Shea, who was in legit flacking for many years before joining MPTV, claims the method he uses is the same as that of an advance agent for a road show.

At any rate, with the theatrical approach, the syndicated shows are likely to give the networks a tough fight for space.

(Continued on page 6)

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

Continued from page 3

COLUMBUS 3 STATIONS

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like Captain Midnight, Annie Oakley, and Superman.

COLUMBIA, S. C. 4 STATIONS

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

Yorke Has Okay on New Series

NEW YORK, April 17.—A "Beer Sponsors Not Wanted" sign is being put up over a new baseball TV film series being produced by Emerson Yorke for airing next year.

The show, which Ted Husing will narrate, will consist of 26 quarter-hour episodes, each of them a pictorial biography of one of the top ball players of today.

Among the players already signed are Stan Musial, Yogi Berra, Pee Wee Reese, Eddie Lopat, Red Schoendienst, Jim Pier-sall, Harvey Kuenn, Ted Kluszewski, Ed Mathews, Billy Pierce, Bob Porterfield and Robin Roberts.

Princeton to Shoot Farm, Home Series

NEW YORK, April 17.—Princeton Film Center is applying the participating sponsorship concept to free-distributed sponsored films.

The farm show, "Rural Review," has been in the planning stage since last fall and is due to go into distribution next fall.

Cornell Offers Golf in Color

NEW YORK, April 17.—A new 15-minute golf show, featuring golf instruction and interviews with famous personalities, is being produced in color by Cornell Films for distribution in June.

Titled the Jimmy Demaret show, it already has filmed interviews with Bob Hope, Jerry Colonna, Ted Williams, Bing Crosby and other entertainers.

Among the pro golfers it has set on film are Bobby Jones, Byron Nelson, Frank Stranahan, Sam Snead and Lloyd Mangrum.

Nat'l Video Rolls On 'Man's Power'

WASHINGTON, April 17.—National Video Productions, Inc., announced this week it has started filming its most ambitious picture, "Within Man's Power," scheduled for both theater and television release this summer.

Produced for the National Tuberculosis Association, the film has a cast of more than 80, directed by producer-director Nicholas Webster.

MINNEAPOLIS-ST. PAUL 4 STATIONS

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like Superman, Cisco Kid, and Gene Autry.

6 p.m. to Sign-Off—Monday thru Sunday

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes programs like Badge 714, Hopalong Cassidy, and The Unexpected.

OKLAHOMA CITY 3 STATIONS

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

NEW YORK CITY 7 STATIONS

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use.

Sign-Off—Monday thru Sunday

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use.

MPTV Explores Legal Steps Toward Film Network Move

NEW YORK, April 17.—The film network concept, which has been talked about in the trade on and off for years...

vinced of the practicality of the network-type operation. Whether it be strictly along the lines outlined in its letter to the FCC...

programming. However, this sales concept later was altered. The letter to the FCC concerning MPTV's right to act, in effect, as national sales agent...

WOR-TV Seeking Feature Films for 'Summer Theater'

NEW YORK, April 17.—WOR-TV here is in the market for feature films for a new 7:30-9:30 p.m. "Summer Theater" show...

Table with columns: Rank Among Web Film Shows, Rank Among All Web Shows, Program, Web, March ARB Rating.

Top Ten Network Film Shows and comparative rank among all web shows

Table with columns: Rank Among Web Film Shows, Rank Among All Web Shows, Program, Web, March ARB Rating.

PHOENIX 3 STATIONS

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use.

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use.

6 p.m. to Sign-Off—Monday thru Sunday

Table with columns: Rank, Last Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use.

Winik Splits With Du Mont, Hires 10 To Handle Sales

NEW YORK, April 17.—Les Winik and the Du Mont syndication department have come to a parting of the ways. Winik has retrieved his sports packages...

Ziv Cracks Latin Market

NEW YORK, April 17.—Ziv TV has started to crack the Latin-American market. The firm is now getting fairly good prices there...

ABC Film Syndication Boosts Burns, Francis

NEW YORK, April 17.—ABC Film Syndication, Inc. has promoted John Burns, head of its Chicago office...

## New Troop Orders Hurt Frisco Clubs

### Defense Shift of Transports to Seattle Strikes Blow at Bay Nitery Operators

By MURRAY LANE

SAN FRANCISCO, April 17.—This city's dying night club business was handed its coup de grace last week with the announcement by the Defense Department ordering most troop ship operations moved from San Francisco to Seattle.

The order, effective May 1 for an experimental period of three months, affects the shipment of Army troops thru this port to and from the Far East and Alaska. This move will have a crippling economic effect on clubs in the Bay area.

Seven troop transport vessels operated by the Navy's Military Sea Transport Service will be transferred to Seattle. This indicates that Camp Stoneman, the great staging area in two wars for soldiers headed for the Far

East, will be closed eventually.

The Army would neither confirm or deny the report of the slated closing of the replacement center at Stoneman. At present, some 30,000 to 40,000 uniformed men sail thru the Golden Gate each month, of which two thirds have been soldiers. Most uniformed personnel patronized this city's night clubs before sailing or upon returning to this country.

Mayor Robinson, Governor Knight and California's senators have been besieged by business men of the Bay area to have the Pentagon rescind its order.

With business in the doldrums and the release of this news shattering the hopes of all show business here, several night club operators have been frantically trying to unload their places. A few clubs have closed in the past week, with the American Guild of Variety Artists paying the salaries of the acts from the money held in bond.

All indications are that night club business will shift to Seattle, and word drifting down from that Northern city confirms this fact, with the value of liquor licenses trebling over night.

This will in no way affect the business of Frisco's leading hotel rooms featuring attractions.

Bimbo's 365 Club, currently featuring Paul Gilbert, is doing a substantial business, with the Italian Village running it a close second. In the downtown area Christine Jorgensen is drawing them in at the Ajax Club.

The club date or casual field is practically at a stand still. In the music field, Earl Bostic at the Blackhawk, Duke Ellington at the Downbeat and Jack Teagarden at the Club Hangover are holding their own.

Another blow to this port has been the loss of two foreign shipping lines since the first of the year. The Donaldson Line, British, and the Knutsen Line, Norwegian, abandoned the city as a port of call.

## Agencies and Bookers Fight Service Tax

### Claim 3% NY Bite Would Drive Them Out of Business

NEW YORK, April 17.—The major talent agencies and booking associations are organizing to fight the proposed 3 per cent city sales tax introduced into the City Council last week. The agencies claim that the tax, based on gross business, could drive them out of the city, and perhaps out of business.

William Morris, the Music Corporation of America and the General Artists Corporation are heading the battle and expect to have their representatives appear before the Council next week to register their complaints.

A spokesman for one of the major agencies said, "If the bill becomes law, it will be the end of New York as a show business center. We don't make 3 per cent a year on our gross business. Our big business is good for about 35 weeks a year, but the tax is on gross whether there is a profit or a loss. We can't stay in business under such conditions."

"Chicago or Hollywood" Jack Katz, attorney for GAC, said, "We will just do less business from our New York offices. We'll book thru Chicago or Hollywood, even tho the attractions are to appear in New York. It means we'll move our key personnel out of the city."

The agency opinion was that the tax labeled as "confiscatory," will drive more TV shows out of town. A TV package sold for \$10,000 would be taxed at the rate of 3 per cent, "... even tho our profit may be only \$500. In effect, this means the tax would be more than 50 per cent," said one agency executive.

It was emphasized that there is already insufficient space here for TV shows, particularly with the Center Theater coming down. If the tax hits such shows, there'll be no advantage to have them come from here.

"Mighty Strange" "If that's the City Council's way of keeping New York a TV center, it seems mighty strange to us," was Katz's observation.

But if the major talent offices with out-of-town offices can move around to their advantage, no such freedom is in the cards for club dates, and convention bookers. Under the bill, such a booker will be taxed on the gross cost of a show, not his profit. So if he books a \$1,000 show and makes \$250 profit, his tax will be on the \$1,000. The bite therefore will be \$300, or more than the profit.

## BROADWAY SHOWLOG

Performances Thru April 17, 1954

### DRAMAS

Anniversary Waltz	4-7, '54	13
Caine Mutiny Court		
Martial	1-20, '54	101
King of Hearts	4-1, '54	20
Ondine	2-18, '54	68
Oh, Men! Oh, Women!	12-17, '53	140
Praise of Folly	2-23, '54	54
Sabrina Fair	11-11, '53	180
Tea and Sympathy	9-30, '53	328
The Confidential Clerk	2-11, '54	76
The Fifth Season	1-23, '53	518
The Immoralist	2-8, '54	80
The Magic and Loss	4-6, '54	11
The Remarkable Mr. Pennypacker	12-30, '53	125
The Seven-Year Itch	11-20, '52	590
The Solid Gold Cadillac	11-5, '53	188
The Tea House of August Moon	10-15, '53	215

### MUSICALS

By the Beautiful Sea	4-8, '54	12
Can-Can	5-17, '53	396
Comedy in Music	10-2, '53	227
John Murray Anderson's Almanac	12-10, '53	148
Kismet	12-3, '53	156
The Gondoliers	4-13, '54	8
The Girl in the Pink Tights	3-5, '54	51
The Golden Apple	3-10, '54	45
The Three Penny Opera	3-10, '54	45
Wonderful Town	3-25, '53	476

### CLOSING

Patience	4-6, '54	1
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## EDITORIAL

## Mr. Nathan Sounds O

In The New York Journal-American (Sunday 11) George Jean Nathan, that arch-pundit of matters theatrical, whose typewriter ribbon is frequently dipped in vitriol, titled his column "The Season's Drollest Show." According to the old master, its script has been both written and acted by his fellow reviewers.

No one questions the critical integrity of our elder statesman of the aisle-squatters, or his ability to bat out an amusingly caustic piece. However, a blanket arraignment of his co-workers in the legitimate theater vineyard, on the basis that they are deliberately endorsing mediocre merchandise, something that rates comment.

Nathan, as usual, finds the drama in a parlous state. He points out that the Chicago critical fraternity comes up with blasts at inferior stuff, and hence the local box office has taken a beating. In New York, however, the b.o. take has been the best in some years. Due in large part, he says, to handsome coddling by Broadway reviewers.

It has long been this department's observation that combined adverse critical opinion can shatter a play which may have more than some merit. But all the raves in the world won't sustain a bad one. The pew-buyers catch on very quickly.

Nathan asserts that such "ignoble turkeys" as "His and Hers," "Trip to Bountiful," "Dead Pigeon" and "Gently Done It" drew some "quite favorable reviews." Actually, a look at the record shows that all of them got an overwhelming majority of adverse notices and extremely limited runs. "Hers" managed 76 performances, "Bountiful" 38, "Pigeon" 21 and "Gently" 38. The boys certainly didn't build up any success quotient for any of them.

According to Nathan, not more than three or four productions over the past season have rated the "slightest critical attention whatever." Such a didactic statement is purely a matter of personal opinion. It is our opinion that it is a reviewer's job to see everything, report on it faithfully and, if possible, constructively, according to his own lights. Naturally, everyone sincerely interested in the theater would rather speak well than ill of it, but to infer that a Broadway reviewer would deliberately butter-up a bad play is ridiculous. Our elder statesman is just making with words.

## NEWS HIGHLIGHTS

### Agents Complain

**Of British Unions . . .** LONDON—Complaints against the British Musicians' Union from American agents are becoming more bitter daily. The latest is an effort to have Sarah Vaughan tour London and the provinces with a concert package to include Errol Garner and Illinois Jacquet. It isn't likely the bands will be permitted to work, tho Miss Vaughan will probably do her own act backed by British musicians.

### Borge to Receive

**Lee Shubert Prize . . .** NEW YORK—The Shuberts are setting up an annual Lee J. Shubert Memorial Prize in memory of the late head of the theatrical empire. The award will go to the outstanding box office performer who plays one of their theaters. The first winner will be Victor Borge, current at the Golden Theater, where he's scheduled to remain all summer.

### Strike Fear Abates

**In Catskill Area . . .** NEW YORK—Fear of a major strike in the Catskill resort area that would affect thousands of performers was allayed when AGVA and Mountain Resort Hotel Association officials started talks in Manhattan last week.

further negotiations will continue April 28 in Monticello, N. Y.

### Parnell Looks at

**Gift Horse . . .** LONDON—Val Parnell, London Palladium head, was offered the Oscar Peterson Trio for free by Norman Granz, if Parnell could get the British Musicians' Union to okay their entrance. Parnell was quoted by the New Musical Express as saying "I never heard of the trio and doubted if his customers did."

### Mantovani May

**Front U. S. Ork . . .** LONDON—While Nat "King" Cole was playing the Palladium couple of weeks back, the singer manager, Carlos Gastel, huddled with band leader Mantovani about a forthcoming concert package show featuring Cole, with Mantovani to front an American orchestra. Mantovani and his manager George Elrick, are currently mulling half a dozen American offers and postponing all decisions until after the band leader's September date to conduct the 60-piece Montreal Municipal Orchestra. According to agent Tim Gale, who is behind the Cole project, there will be no opposition from the American Federation of Musicians to Mantovani leading an American band.

## ACTS AND ATTRACTIONS

Jimmy Durante will do a new album for Decca. Sammy Davis Jr. is also set for a couple of disks for Decca. The dour-faced John Carradine is now doing his readings at the Black Orchid, Chicago. Evelyn Knight just gave birth to a girl. Fran Warren filled in for the ailing Albert and Margo at the Waldorf.

Sam Bramson, Morris office cafe chief, is back at his desk after a long absence due to a heart attack. Arthur Knorr, Roxy producer, taken to Roosevelt Hospital for an emergency appendectomy. Radio, Newsreel, TV Working Press Association is looking for Mike and Screen Press Queen. Applications should be sent to Mike and Screen, 270 Park Avenue.

Agents are screaming that personal managers are "lousing up the business." Managers charge that agents ask too little. A few weeks ago Joni James was offered \$3,500 for a one-nighter. Her manager demanded \$3,750. Result: the buyer said "forget it."

Redd Evans, music publisher, will guest lecture on "music publisher problems, and what makes a song hit," at New School's class in "Showbusiness." Mariene Dietrich will do two weeks at the London Cafe de Paris in June.

Nancy Walker will break in her new cafe act at Miami Beach Sans Souci hotel. Dagmar has left the Morris office and is back again with Joe Glazer. Lot Walters' Enterprises signed Juanita Hall when she left MCA. National Association for Advancement of Colored People has asked BBC, London, not to buy the "Amos 'n' Andy" show. They called it a "gross caricature."

Denver agents report excellent spring bookings and are looking for best summer season in years. East and West Coast agents are crying the blues. The Embassy, a Yorkville nitery, went into bankruptcy. Frank Sennes will have two units on the road this summer, China Doll Revue and the Minsky Show. Allied Theater Owners of Gulf States named Abe Berrinson, New Orleans, president; F. B. Pratt Jr., Vacherie, La., v.p.; Jack O'Quinn, Kaplan, La., secretary, and Teddy Solomon, McComb, Miss., treasurer.

Henny Youngman, current in London Palladium, sent picture post card showing him in a derby, rolled umbrella, brief case (plus tuxedo pants) in front of 10 Downing Street. "As a born Englishman I assumed I'd be invited to stay at Buckingham Palace. But the Queen's away so I had to do with 10 Downing Street."

## 802 Seeks 5-Day Week

NEW YORK, April 17.—The five-day week for musicians working in hotels and night clubs, long a hoped for crusade by musicians and a bugaboo to operators, is currently the main topic of the negotiations between Local 802, American Federation of Musicians and the hotel and club owners. It is the only demand the union is making on the operators as 802 President Al Manuti continues his drive to expand live music in his territory.

The union is currently in joint negotiations with both the hotels and clubs. Representing the night spots are Jules Podell of the Copa, Nick Prounis of the Versailles, and attorneys for the Latin Quarter. Bob Christenberry, Astor Hotel chief, represents the hotels. Manuti is seeking (Continued on page 26)

## SPEAKING OF LEGIT

By BOB FRANCIS

As the current season enters the home stretch, results legit-wise don't look so bad. Playbill, Inc. advises that it delivered 9,485,000 programs to 30 Broadway theaters between April 1, 1953 and the corresponding date this year. It estimates conservatively that legit attendance has jumped 5 per cent over the previous last few seasons. Alfred Harding, Actors' Equity spokesman, believes the current Broadway season has been generally better, due to a higher percentage of successful shows. This should make for a better road outlook for next year, with more hit plays available. More actors, according to Harding, have been working for more money and longer periods in New York this winter.

"The Teahouse of the August Moon" was a runaway winner on the first ballot as the best American play of the season. Fourteen members of the New York Drama Critics Circle put the stamp of their approval on "Teahouse" at their annual meeting at the Hotel Algonquin Tuesday (13). Four votes went to the "Caine Mutiny Court Martial," two to "Tea and Sympathy," and one each to "The Girl on the Via Flaminia" and "Ladies of the Corridor." "Ondine" was tabbed the best foreign play with 16 votes. "The Confidential Clerk" drew five tallies. Thirteen critics liked the "Golden Apple" better than any other musical. "By the Beautiful Sea" got three votes. "Almanac" and "Three Penny Opera" drew one apiece. Five pundits abstained from voting on a musical choice.

Equity this week announced the regular slate for council members to be voted on at the org's annual meeting in June. The nominations include: John Emery, Margaret Hamilton, Helen Hayes, Kim Hunter, George Ives, Dennis King, Ruth McDewitt, Lloyd Nolan, Robert Preston and Jane White. (full term of five years.) Robin Craven is nominated as a four-year replacement, and Wil-

liam Talman similarly for three years.

The League of New York Theaters meets Monday (19) to consider the resignation submitted last week by J. J. Shubert. The latter had threatened to resign from the producers' org unless its counsel, Milton Weir, was discharged. Weir is a substitute executor and trustee of the estate of the late Lee Shubert. He has a contract with the League running thru August. Shubert's quarrel with Weir obviously puts the League in something of a spot. Aside from controlling 19 out of 31 Stem theaters, his resignation will mean a loss of some \$11,000 annually to the League's operating funds. What the outcome will be remains to be seen, but many members of the org have been in a mood to reject the ultimatum even if it means a complete re-organization.

John Effrat and Bill Ross of the Stage Managers' Club did a bang-up job of putting across "Talent '54" at the Hellinger Theater Monday (12). The annual showcasing of new talent went like a breeze, despite its length. Whether or not the youngsters will get new jobs via their efforts a reporter wouldn't know, but a lot of them certainly deserve to. Best in this reporter's book was a panto job, "Ashcan," featuring Les Pine, Leon Bibb, Katherine Ross, Joe Sargent, Donny McKayle, Mary Carver and Nicky Baker. Tom Poston and Gerry Matthews teamed up for an uproarious lampoon of "Bullfight" and there was a dryly amusing rib of off-Broadway groups by Constance Kelly and Mary Grace Canfield. Theresa Mari and Thelma Scott scored handsomely in an adaptation of "Madame Butterfly," and there was an excellent bit of acro stepping by Louis Johnson as a super-limber harlequin. All of the numbers on a long program naturally can't be topside, but everybody concerned (Continued on page 52)

# NEW ACTS

**PATRICIA D'OR** (juggler). "Toast of the Town," CBS-TV, April 1. A highly skillful and eye-catching juggler who works in a short-skirted ballet skirt, the well-stacked gal handles top hats and cigar boxes in exceptional style. She works fast and knows how to sell. **Bill Smith.**

**GINETTE WANDERS** (songs). Blue Angel, New York, April 15. A pert, tiny, pretty blonde, a French import via Canada, Miss Wanders showed a pleasant voice, good selling style and interesting material. Her bilingual (French-English) singing, the pleasant in itself suffered because the act ahead of her did little to create excitement. Her material is rhythm stuff, which she sells competently with effective business bits plus the aid of expressive eyes. Her comedy numbers were particularly good. **Bill Smith.**

**THE LARKS** (vocal group). Le Ruban Bleu, New York, April 12. The new vocal group, with one of the smoothest pop blends around, should be a bet for records. All four boys are personable show-wise, and equally effective on the ear on alternate lead solos. Their arrangements are tasteful and simple, with none of the harmony effects so often attempted by new quartets. On the show caught they scored with a dreamy ballad "If It's a Crime to Fall in Love"; a different take-off on the oldie "Chloe," and a driving arrangement in a pop vein of the spiritual "Shadrach," their best number. **June Bundy.**

**THE CHARMONIZERS** (four singing trio). Palace Theater, April 18, 1954. The girls (one red-head and two blondes) project excellent harmony. The act is tastefully dressed and presented. The trio has good arrangements and seems equally at home in ballad and novelty numbers. **Bob Francis.**

**ROULETTE** (comedy magician). Palace Theater, April 16, 1954. The diminutive Britisher works pants with tramp make-up for excellent effect. His magic is sound and gets good novelty projection. The act should be a natural for club floors as well as theaters. **Bob Francis.**

**JUDY TYLER** (songs). Mocambo, Hollywood, April 12. Just a few weeks out of New York's Copa line, fern makes up for lack of singing qualities by her determination to win favor. And, surprisingly, she does it. A looker who knows how to wear clothes, Miss Tyler abounds in personality and more than enough vocal vigor. Her belting is brash, untrained and at times ear-splitting, which will be corrected with additional experience, but she sells. **Joel Friedman.**

**JERRI ADAMS** (songs). Chicago Theater, Chicago, April 16. In her first big-time date as a single, Jerri Adams Columbia Record artist, does very nicely. She shows voice and poise like a pro, and has a solid set of arrangements to show off her singing to the best advantage. After an up opener she did mostly ballads. **Steve Schickel.**

# DRAMATIC & MUSICAL ROUTES

**Deal M for Murder** (Amateur): St. Louis, Mo., 19-20 (KURT); Des Moines, Ia., 21-22 (SHUBERT); New Haven, Conn., 23-24. **Dead Night Ladies** (Music Hall): Kansas City, Mo., 19-20 (KURT); Des Moines, Ia., 21-22 (SHUBERT); Harrisburg, Pa., 23-24 (SHUBERT); Washington, D.C., 25-26 (SHUBERT); Chicago, Ill., 27-28 (SHUBERT); Cleveland, Ohio, 29-30 (SHUBERT). **Me and Juliet** (Shubert): Chicago, Ill., 19-20 (KURT); Philadelphia, Pa., 21-22 (SHUBERT); Minneapolis, Minn., 23-24 (SHUBERT); Philadelphia, Pa., 25-26 (SHUBERT); Boston, Mass., 27-28 (SHUBERT); Washington, D.C., 29-30 (SHUBERT). **Party and Beau** (Coco): Detroit, Mich., 19-20 (KURT); San Francisco, Calif., 21-22 (SHUBERT); Chicago, Ill., 23-24 (SHUBERT); Pittsburgh, Pa., 25-26 (SHUBERT); Harrisburg, Pa., 27-28 (SHUBERT); Cleveland, Ohio, 29-30 (SHUBERT).

# Ice Shows

**Ice Capades of 1954** (Coliseum): Port Worth 18-20; (Madison): Denver 27-May 2. **Ice Follies of 1954** (Arenas): Seattle 21-May 3; (Forum): Vancouver, Wash., 3-8.

**Newsreel.** The ideas behind all of these were good. But an example of his overselling was the way he kept the "Pathetic News" cameraman grinding long after the laughs had died away. Kovacs celebrity interviews were so wild that he'd probably be better off having the celebrities interview him. On Tuesday he had McDonald Carey and Roberto Haynes. Regarding the latter, he kept making a thing about a mysterious photograph that seemed to embarrass Miss Haynes into silence. Kovacs is a likable fellow. He's got the material and the personnel to make a fine show. But few people want to witness a brawl for a full hour every night. **Gene Plotnik.**

host Ben Grauer and his four guests.

On the show caught the four-some acted more as if they were addressing a banquet than conversing casually at an intimate little dinner for five.

Part of the trouble may stem from the fact that "Conversation" is set up as "a kind of intellectual forum," and trying to live up to that billing might well stifle the conversational ease of the most amiable dinner partner. Chow line on the initial program included novelist Laura Hobson, comedian Roger Price, Saturday Review pundit Alan Greene and British publisher George Weidenfeld.

Miss Hobson dominated most of the discussion, which centered about a rather hit-and-miss attempt to dissect American humor. The handsome grey-haired author has considerable charm, but her determined disavowal of snobbery was at odds with her condescending attitude toward Price. The latter alternated between sulky silence and belligerent disagreement with the views held by the others.

**Good Manners** Greene and Weidenfeld displayed the best table manners, with the latter deserving special kudos for his unflinching courtesy in the face of several patronizing cracks about English humor. Grauer held his own in the confab, but the gathering might have exuded more spontaneity if he had unbent more himself.

Limited as it is (five chairs around a table), a show like this is almost wholly dependent upon the personalities of its participants. Since sparkling off-the-cuff chatter sessions are a rarity in any medium, "Conversation" is bound to be an uneven series at best. **June Bundy.**

**Ernie Kovacs Show** TELEVISION — Reviewed Monday-Friday (12-16), 11:15 a.m.-12:15 a.m., EST. Participating sponsorship via WAND, New York. Producer-writer, Ernie Kovacs. Director, Barry Sherr. Cast: Ernie Kovacs, Edith Adams, Eddie Hallak, Iris, guests.

Kovacs is certainly no wall-flower. But that life-of-the-party mentality of his may be just what's wrong with his new show. It had a frantic, hard-driving quality that you find when neurotics get together and try hard to have a good time. Kovacs came up with any number of ingeniously zany bits. But in almost every case he pushed them until they grew tiresome.

On his Tuesday installment, Kovacs showed his silent flicker, "The Mysterious Knockwurst." He did his "Eenie-Meenie Show," a take-off on the suave, continental society program. On Wednesday he had his "Pathetic

# SPOTLIGHT REVIEW

## Solid Show Marks Return Of Vaude to B'dway's State

Vaude returned to the Loew's State Theater here today (17), after an eight-year lay-off. If the bill's two-week run pays off, Loew's plans to reinstate stage-shows at the State as a regular policy, a move which might easily inspire the Roxy and Paramount to follow suit and bring back vaude to the Main Stem on a big scale.

The State has a great bill (headed by Julius La Rosa and Ella Fitzgerald) for its initial run — well balanced and smoothly paced. In spite of rainy weather, the house was almost full for the first show with a big teen-age turnout for La Rosa.

With the boyish baritone and a blood and thunder adventure movie, "Yankee Pasha," on the same bill, the State should draw big kid audiences thruout Easter week.

La Rosa has managed to hold on to that ingratiating adolescent quality which originally put him over on the Godfrey show, but there's a new authority in his stage presence which is all to the good. Altho he shrewdly plays up to the squealing bobby soxers in the front rows, he keeps them under control, thereby earning the respect and gratitude of adults in the audience.

**La Rosa's Rep** He opens big with some special lyrics to "There's No Business Like Show Business," written to parallel his own career; then warbles a couple of nice ballads and a group of songs he used to sing on the Godfrey hour and bows off, of course, with his record hit, "Eh Cumpari."

Unfortunately, the band crossed him up on the musical cues on the show caught, but he kidded

his way thru the fluffs in a showmanly manner. The boy is getting around \$20,000, plus percentages, for six shows a day. He pays the other acts.

Ella Fitzgerald pulled almost as big a hand as La Rosa. She was in top form vocally and her easy, relaxed brand of showmanship won the house right away. The veteran canary was particularly persuasive with a lyrical version of "Young at Heart." She wisely saved her famous scat singing for the finish, thereby getting maximum effect from her vocal trademark.

**Herbert-Saxon** Tim Herbert and Don Saxon comedy turn was well received. However, the boys would be wise to play down some of their blue material on early shows in view of the big turnout of youngsters at that time. Herbert's mugging is funnier anyway. Saxon is a good singing straight-man, but his warbling would be more effective if he (Continued on page 10)

# TELEVISION

## That's My Boy

TELEVISION — Reviewed Saturday (10), 10-10:30 p.m., EST. Sponsored by Plymouth Division of Chrysler Corporation. Produced by M. W. Auer & Son, Inc., via CBS-TV. Producer, Cy Howard. Directors, Frank Seeshi, Jack Donaghy. Writers, Everett Freeman, Cy Howard. Cast: Eddie Mayehoff, Rochelle Hudson, Gil Stratton Jr., Lyle Talbot.

"That's My Boy" was a hit Martin and Lewis movie, but its chances of duplicating this success in TV are doubtful unless the writing improves.

Eddie Mayehoff, who did an outstanding performance in the picture, is obviously a natural for a TV repeat of his role of Jarring Jack Jackson, ex-college athlete whose heart still belongs to the student body. Gil Stratton Jr. is well cast as the weakling son who prefers books and botany to boola-boola. The Lewis role, of course, has been written down on TV to focus more attention on the series' star, Mayehoff. Veteran film actress Rochelle Hudson is surprisingly youthful and pretty as Mayehoff's spouse, and handles the role with as much warmth and sensitivity as her colorless lines permit.

The living room and office sets on the first show were also attractive and true to type. The opening scenes established the series' basic situation of extrovert Papa trying to turn his introverted striping into a muscle man. Then Mayehoff's old college buddy (Lyle Talbot) visited the family and revealed Pop wasn't quite the hero he pretended to be. This had the expected effect of convincing the son that his father's alma mater might not be so bad after all.

There were many opportunities for some human interest scenes between the boy and his dad, but the script overlooked them in favor of an involved sub-plot about Mayehoff falling into a swamp.

"That's My Boy" replaces "Meditation Theater," with Chrysler staying on as sponsor. **June Bundy.**

## Conversation

TELEVISION — Reviewed Saturday (1), 12-midnight-12:30 a.m., EST. Sponsoring via WNBC, New York. Producer, Louis G. Cowan. Director, James Eason. Host, Ben Grauer. Guests: Laura Hobson, Roger Price, Alan Greene and George Weidenfeld.

Party manners don't always make the best dinner talk, which may account for the lack of zing in WNBC's new late-night "Conversation" piece. The camera is supposedly set up to eavesdrop on the after-dinner chit-chat of

# CAUGHT AGAIN

## COLGATE COMEDY HOUR

(TV). Jimmy Durante, NBC-TV, Sunday (11), 8-9 p.m., EST. Liberace is riding high but if he continues to kid his own act—he may well fall flat on his piano keys by fall. A fanatical following of worshipful feds regard the pianist as a combination of Paderewski and Rudolph Valentino, and they might interpret his willing participation in the Durante take-off Sunday (11) as a sign he thinks the act is just as big a joke as their scornful husbands say it is.

The unfortunate part of Sunday's "Colgate" show was that the joke wasn't very funny. Durante scored his usual personal triumph, but much of his material was sub-standard. The idea of having "the Schnozz" take credit for teaching Liberace all he knows about the piano probably looked hilarious on paper, but it didn't play that way. Altho Liberace smiled often and contributed a surprise, the unspectacular, hoofing routine, his brother George pulled the biggest laugh of the evening with a brief walk-on at the end of the show.

The rest of the show included Durante's familiar spot with Eddie Jackson, blond looker Marilyn Maxwell and eccentric dancer Ben Wrigley. The latter clicked with a rubber man terp stint, but Miss Maxwell's showmanly talents were wasted in a dull Mexican song and dance sequence. **June Bundy.**

## THE GOLDBERGS (TV), Du Mont, Tuesday (13), 8:00-8:30 p.m., EST.

After what may be termed an extended hiatus (nine months), "The Goldbergs" returned to the TV screen. It was as if they had never left it. For everything remains just as it used to be, except that the show's present network and sponsor are different.

This starting script revolved about the activities of the Goldberg family on the evening that Sammy, the son, returned home after two years of Army service. Mrs. Goldberg had invited to dinner a whole slew of relatives to join in celebrating Sammy's first night home. But Sammy had different ideas for the evening. He had already made a date to take out a girl. Everything ends happily when Sammy discovers that the girl next door has blossomed during his two years absence and suddenly decides that a better time can be had at home. As has always been the case (Continued on page 10)

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\*Freddy Martin Orchestra begins engagement at Waldorf Astoria Hotel, New York City, June 1.

# GREYHOUND

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**5 OUT OF 10**

NEW YORK, March 27.—For the first time in memory a single rhythm and blues record, Atlantic Records, has landed five out of 10 on the best-selling national retail r.&b. chart. "Lovey Dovey," by The Clovers, is in third position. The flip of this disk, "Little Mama," is in ninth place. Clyde McPhatter's "Such a Night" is in fifth spot, whereas the flip, "Lucille," is seventh. Ray Charles' record, "It Should Have Been Me," is tenth.

**THANKS TO THESE GREAT ARTISTS...**



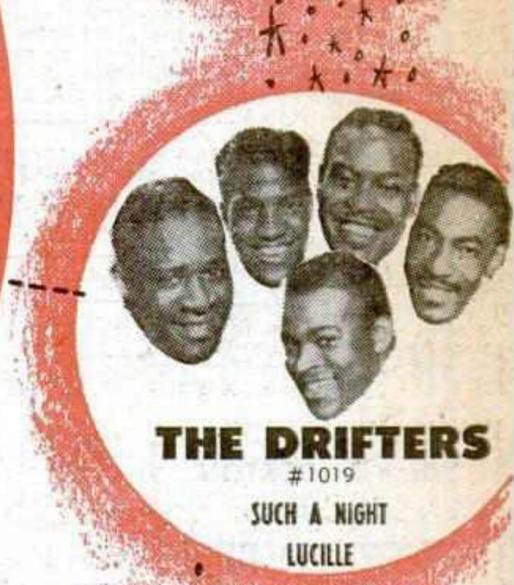
**THE CLOVERS**

#1022  
 LOVEY DOVEY  
 LITTLE MAMA



**RUTH BROWN**

#1027  
 HELLO, LITTLE BOY  
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 SUCH A NIGHT  
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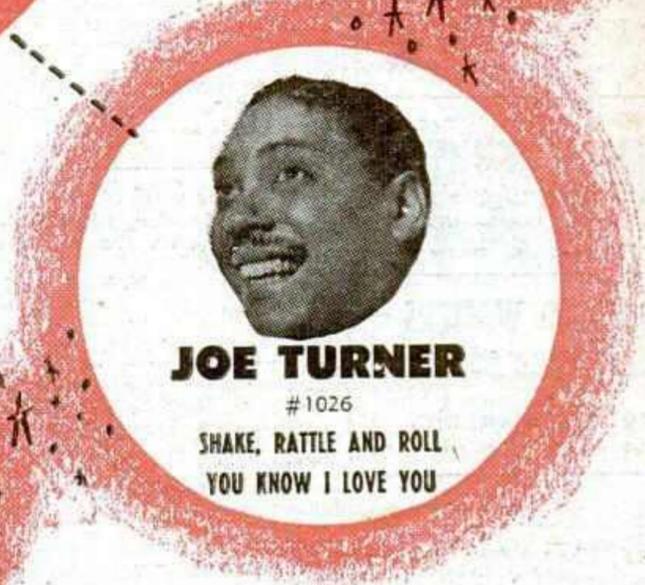
**RAY CHARLES**

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 IT SHOULD'VE BEEN ME



**LA VERN BAKER**

#1004  
 SOUL ON FIRE



**JOE TURNER**

#1026  
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 GEORGE JACKSON  
 HAL PAIGE  
 THE DIAMONDS

and  
 THE CARDINALS  
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## EDITORIAL

## Bursting Old Barriers

The rhythm and blues field has caught the ear of the nation. It is no longer the stepchild of the record business. Recent years have seen it develop into a stalwart member of the record industry.

Its firms are no longer fly-by-nights. They are well-established companies prospering under the management of sound businessmen. Their creative activities are guided by experts well-schooled in the highly specialized techniques of utilizing the artists and repertoire of their field for the greatest possible sales returns. Many of the ideas conceived within the rhythm and blues ranks have been gratefully accepted by other areas of the record business. Talent and tunes that have gained recognition in rhythm and blues often have enjoyed success in the popular record market.

In these pages, The Billboard turns the industry "Spotlight on Rhythm and Blues" in an effort to help dealers, juke box operators and disk jockeys to fully evaluate r.&b. in relation to their own operations. The articles and reference material to be found in this survey are offered as a guide to greater utilization of an important facet of the record industry.

The r.&b. field has made great strides during the past five years. It is heartening to see that it has finally broken itself free of its old confines. It is no longer identified as the music of a specific group but can now enjoy a healthy following among all people, regardless of race or color.

These developments are particularly gratifying as we look back to June, 1949, when The Billboard took what was then considered a drastic step. It dropped the use of "race" and "sepiat" then universally used in referring to these recordings, and initiated the term "rhythm and blues." It appealed to the industry to follow suit and erase its former distasteful terms and thereby eliminate their restrictive connotations.

The rhythm and blues field, as it is today generally known, has no restrictions, either in name or in potential.

## DISTRIBS IN FINE SHAPE

### Financial Position Best In History of Business

The record distributor—the life-line which exists between the record manufacturer and every other man in the business—often has his ability to remain solvent—is in a better financial position today than at any other period in the history of the record business.

Despite an influx of labels on the market by parties who obviously believe the field represents a lucrative grab-bag in which they make little or no investment, record distributors are today offering platteries better sales, service and promotion facilities than ever before.

Many of the evils which at one time existed in the business have since been done away with, not at the instigation of any one individual or program, but chiefly because these manufacturers and distributors who dealt in shady business practices have since learned that their methods produced nothing but ill will and eventually bankruptcy.

Undoubtedly every independent distributor in the nation carries one or more rhythm and blues line. It is chiefly thru rhythm and blues that the independent distributor, as distinguished from those who carry major labels, came into being.

Appropriately enough, a majority of independent distributors thruout the nation carry no other lines not related to the record business, such as is the case with major line distributors who handle furniture, appliances and a multitude of other items. In brief, the indie distrib specializes in the record business.

#### Problems Alike

The problems of the record distributor are largely the problems of the record manufacturer. Those in the latter category who dispute this are either ill-informed or take a lackadaisical approach to their business.

Chiefly, the problems that distributors in this area are concerned with are:

(1) Freight and shipping allowances. (2) Guaranteed return privileges. (3) Inventory control.

The cost of freight and shipping has always been of concern to the distributor. In most cases, the problem has been somewhat lessened thru additional pressing facilities on the Coast as well as in the East, thereby negating coast-to-coast shipments.

Manufacturers continue to press limited and at times no output whatsoever of 45 r.p.m. and LP recordings. For example, 1,000 LP's shipped from New York to Los Angeles via air-freight would cost the distributor approximately \$100. Thru local pressing facilities this cost would be absolved.

#### Return Privilege

More recently, the multitude of labels which have come into existence, generally "flash-in-the-pan" record firms, has caused concern at the distributor level with respect to return privileges and effective inventory control to all the lines handled.

With a superfluous amount of records on the market, a distributor cannot effectively govern his inventory, and must, to a certain extent, request guaranteed return privileges.

In the main, distributors have little problem today with accounts receivable or the old practice of over-shipment by a manufacturer.

It is generally agreed that the distribution business is on a "survival of the fittest" basis. In recent years there have been few distributors here who haven't managed to hold tight rein on the lines they carry—an indication that Coast distributors represent a fairly firm link in the manufacturer's life-line.

## Spotlight on

# Rhythm & Blues

## Records, Talent and Tunes

### STATUS QUO IN R&B

## Year's Been Good to Talent, Indies, Some Majors' Subsidies

By JOE MARTIN

The past 12 months have seen many changes in the rhythm and blues record field, but no fabulous upsets seem to have occurred. The independent record labels continued to hold sway in the rhythm and blues business, the major record firms continued to make every effort to garner a larger share of the business and new talent continued to find exposure on records.

The artists who have been on records for years have kept their many fans happy with new releases. The major labels managed to get somewhat more business, but not at the expense of the independents. The business in general was able to sell more records.

The independent record firms lead the field with talent, material and sales. Any major label would consider itself a mighty important factor in the business if it could consistently rack up the business in rhythm and blues records done by independents.

Such firms are Atlantic, Modern-RPM, King-Federal, Chess-Checker, Specialty, Aladdin, Savoy, Duke-Peacock, United-States, Imperial, Jubilee, or such additional labels as Herald, Sun, Rama, Apollo, Chance or Dot.

And so, apparently, it has been for some years—the years during which the independent labels in all music fields made important advances in the record business.

#### Subsidy Label

Columbia's subsidiary label, Okeh, has come up as the hottest r.&b. firm under the sponsorship of a major label. Okeh has hit solidly with Chuck Willis, fairly often with Big Maybelle and appears to have a powerful artist in Roy Hamilton. Mercury stays comfortably in the r.&b. race with Dinah Washington and the Buddy Johnson ork, two artists who manage to make the charts steadily.

Among the other large record record companies—those which try to give the public a complete catalog—only Capitol and M-G-M are not strongly active in the rhythm and blues field. M-G-M continues to issue rec-

ords with Ivory Joe Hunter and a few other r.&b. artists.

Capitol's most recent effort in this field, tho not publicized as such, is the Big Dave orchestra, which has both rhythm and blues and pop appeal. RCA Victor finally made the break and switched all rhythm and blues talent to the subsidiary Groove label and started using independent distributors in many markets.

Decca made a healthy attempt to get into the r.&b. field. Coral still issues some r.&b. records thru the Brunswick label.

#### New Labels

During the past 12 months several new labels entered the rhythm and blues field and started off looking like firms which will be around for some time to come. Among these were Herald, Rama, Robin, Bruce, Baton, Vee Jay, Sun, Crown, Jay Dee and Central.

Several independents have introduced subsidiary lines which look as tho they will be turning out good commercial product. These include such firms as Modern's Flair, Atlantic's Cat and Tico's Rama.

Male vocalists continue to dominate the rhythm and blues field as they have for many years. Female singers who are hitting steadily or rising in recent months are Dinah Washington, Ruth Brown, Faye Adams, Linda Hayes, Lulu Reed, Willie Mae Thornton, Big Maybelle, Varetta Dillard, Mercy Dee and Christine Kittrell.

But the male singers who have been the top sellers this year are such artists as Ray Charles, Lloyd Price, Otis Blackwell, Fats Domino, Memphis Slim, Little Milton, Joe Turner, Clyde McPhatter, Little Walter, Chuck Willis, Danny Overbea, Amos Milburn, Johnny Ace, B. B. King, Marvin and Johnny, Roy Hamilton, Muddy Waters and Little Junior Parker. Falling into both the male and female team categories, of course, is Shirley and Lee.

#### Vocal Groups Hot

Hotter than they have been in some years are the vocal groups. And as their stature and commercial positions grow, the

names selected for the groups get more and more frantic.

In any event, clicking in the past year were such new groups as the Spiders, Clyde McPhatter's Drifters, the Four Tunes, Spaniels, Vocalers, Counts, Rivileers, Harptones and Crows.

Continuing to sell mighty well, too, were the Five Royales, Du Droppers, Clovers, Royals (now the Midnighters), Orioles, Dominoes, Flamingos, Crickets and Flairs.

Orchestras in the rhythm and blues field have shown to better advantage within their bailiwick than have the pop orks in their field. Doing fine are such groups as Earl Bostic, Tab Smith, Buddy Johnson, Tiny Bradshaw, J. J. Morris, Rusty Bryant, Jimmy Forrest and Oscar MacLollie.

The rhythm and blues artists who have been around for some years and continue to sell at an even, tho unspectacular, pace include people like Percy Mayfield, Johnny Otis, Roy Milton, Charles Brown, Louis Jordan, Paul Williams, Floyd Dixon and a flock of jazz groups. There are, of course, those who have moved from rhythm and blues to pop, but still have their loyal r.&b. following.

#### Spiritual Field

The Spiritual field, which, of late, is reported to have fallen off somewhat, did quite well thru most of the past 12 months. The standard groups and singers like Mahalia Jackson, Rosetta Tharpe, Marie Knight, the Soul Stirrers and the Five Blind Boys kept up their pace on most record releases. Many other spiritual attractions sold well.

In all, it's been a healthy 12 months—as has been the entire record business. But most important has been the continued competition among the labels and artists for top spots. The hits came from the big and small labels, the old and new labels.

No one firm, nor small group of firms controls the rhythm and blues business. There is no small clique of artists which gets all the action. The field is wide open—always a healthy sign.



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2. <b>Trouble Blues</b> Charles Brown Aladdin	2. <b>Double Crossing Blues</b> Johnny Otis, Little Esther, Mel Walker Savoy	2. <b>Black Night</b> Charles Brown Aladdin	2. <b>Have Mercy, Baby</b> The Dominoes Federal	2. <b>Shake a Hand</b> Faye Adams Herald
3. <b>Saturday Night Fish Fry</b> Louis Jordan Decca	3. <b>I Need You So</b> Ivory Joe Hunter M-G-M	3. <b>Teardrops From My Eyes</b> Ruth Brown Atlantic	3. <b>Five, Ten, Fifteen Hours</b> Ruth Brown Atlantic	3. <b>Hound Dog</b> Willie Mae Thornton Peacock
4. <b>Ain't Nobody's Business</b> Jimmy Witherspoon Supreme	4. <b>Hard Luck Blues</b> Roy Brown De Luxe	4. <b>Chains of Love</b> Joe Turner Atlantic	4. <b>Goin' Home</b> Fats Domino Imperial	4. <b>Crying in the Chapel</b> The Orioles Jubilee
5. <b>Little Girl, Don't Cry</b> Bull Moose Jackson King	5. <b>Cupid's Boogie</b> Little Esther, Johnny Otis, Mel Walker Savoy	5. <b>Don't You Know I Love You?</b> The Clovers Atlantic	5. <b>Night Train</b> Jimmy Forrest United	5. <b>The Clock</b> Johnny Ace Duke
6. <b>Tell Me So</b> The Orioles Jubilee	6. <b>I Almost Lost My Mind</b> Ivory Joe Hunter M-G-M	6. <b>Please Send Me Someone to Love</b> Percy Mayfield Specialty	6. <b>My Song</b> Johnny Ace Duke	6. <b>I Don't Know</b> Willie Mabon Chess
7. <b>Drinkin' Wine, Spo-Dee-O-Dee</b> Stick McGhee Atlantic	7. <b>Well, Oh, Well</b> Tiny Bradshaw King	7. <b>I'm Waiting Just for You</b> Lucky Millinder King	7. <b>One Mint Julep</b> The Clovers Atlantic	7. <b>Good Lovin'</b> The Clovers Atlantic
8. <b>Hold Me, Baby</b> Amos Milburn Aladdin	8. <b>Blue Light Boogie</b> Louis Jordan Decca	8. <b>Glory of Love</b> Five Keys Aladdin	8. <b>Ting a Ling</b> The Clovers Atlantic	8. <b>Baby, Don't Do It</b> Five Royales Apollo
9. <b>Chicken Shack Boogie</b> Amos Milburn Aladdin	9. <b>For You, My Love</b> Larry Darnell Regal	9. <b>Rocket 88</b> Jackie Brenston Chess	9. <b>Three o'Clock Blues</b> B. B. King RPM	9. <b>Help Me, Somebody</b> Five Royales Apollo
10. <b>Boogie Chillen'</b> John Lee Hooker Modern	10. <b>Mistrustin' Blues</b> Johnny Otis, Little Esther, Mel Walker Savoy	10. <b>Rockin' Blues</b> Johnny Otis, Mel Walker Savoy	10. <b>Juke</b> Little Walter Checker	10. <b>Please Love Me</b> B. B. King RPM

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# Program Ingenuity, a Keen Eye L Deejays to Recognized Prominence

By IS HOROWITZ

The methods used by disk jockeys working in the rhythm and blues idiom to hold and increase their audiences are certainly as varied and ingenious as the approach of their pop confreres. Their field is a solid and still growing factor in the total record picture, and jockeys showing ingenuity and programming know-how are rising in popularity and influence.

No further inquiry into the importance with which the r.&b. deejay is held by manufacturers seeking to kick off a new record is needed than the extent of their free wax distribution list. One major producer sends out up to 600 copies of top potential platters to radio stations. And this is in addition to the constant traveling r.&b. artist and repertoire men do to nurse their product along during its initial distribution.

Publishers, too, get out into the field a lot more than they ever did before, and their No. 1 targets, too, are the local jocks.

### Individual Tastes

How do the successful r.&b. deejays program their shows? Almost as many different ways as individual ingenuity dictates. But the common denominator of all the successful ones is the same: Their shows reflect the interests of their listeners.

Those who constantly enlarge their influence are the ones who keep their lines of information clear and uncluttered. They watch trends, jump on them quickly and always give most of their listeners the music they want to hear, when they want to hear it.

It is probably just as true that the jockey who is too "busy" to get out into the field once in a while and mix with the kids that buy records, or perhaps, bends too easily with every hype that blows into town, is just as surely the jock whose influence and audience are both dwindling.

Take one New York platter spinner as an example. In addition to keeping tabs on all the considerable sources of information open to him, he does one thing else which is almost stunning in its simplicity.

### Success Formula

This successful operator spends several hours a week, and every week, behind the counter of one of several important Harlem record outlets. There he waits on customers, talks music with the kids, sees what interests them at the moment and, most important, notes what disks they shell out hard cash for.

The intelligence of this approach is paralleled by the Chicago jockey who never passes a juke box without paying close attention to what is programmed.

He knows that juke box operators just don't buy records that won't pull nickels. It's a safe bet that the disks in the machine are grabbing some coin. If so, people want to hear them.

### Billboard Use

One of the most accurate points of reference found by jockeys on what is happening in the r.&b. field, of course, is The Billboard itself. Platter spinners tell us they use the publication several ways.

As a program guide for overall preferences at any one time, jockeys have discovered the accuracy of the factual data provided by the national best-seller chart and the juke box chart. It's almost impossible to go wrong on any disk listed, but some jockeys focus their main attention on the regional listings.

It's good sometimes to play and talk about not only what's moving in a jockey's home town, but also what happens to be going strongly in another city.

Jockeys asked about The Billboard's services they find helpful make a point of mentioning the Review Spotlight and Best Buy features too. Here the information is fast. In the case of Spotlight, The Billboard staff is doing a bit of crystal balling, picking the best of all new records just released. Best Buys deals with fact alone and tags new disks which are actually getting off the ground saleswise.

When we have been wrong some jockeys have talked about it on the air. Well, that's good programming too.

And to provide a personal touch in their programming, other jocks tell us that chatter on artist activities, or industry trends as reported in the weekly column, R.&B. Notes, is also useful.

### Request Factor

The part requests play in program make-up varies considerably from jockey to jockey. While it is indeed true that most make good use of them and build entire segments of their shows around this vital element, others assign it a supporting role.

Some of the latter report the main function of requests is to serve as a kind of cement to tighten the jockey's hold on his audience loyalties. One who has been particularly successful announces the names of most mail and phone fans, but only plays their requests occasionally. Getting their names broadcast is often reward enough for dialers-in.

Balancing a program by contrast in mood and style is another factor which works against strict reliance on requests. Change of pace is needed, and the jock with the broad tastes of his listeners in mind shuffles instrumentals and

vocals in near equal number, throwing in some jazz or for spice.

Jazz, especially of the old band variety, is definitely of comeback trail. It is showing itself more and more on top r.&b. airings. The continuing deluge of great old performances pouring out on LP is all for the mill.

Some narrow down this appreciation for jazz further will program daily 15-minute segments at convenient points in their shows. What importance here is consistent and some platter spinners found that regular jazz segments attract new listeners in general number.

### Good Taste

The matter of good taste in programming records is becoming in for more attention recently. Unlike juke boxes where the audience is somewhat uncontrolled, radio can be listened by anyone, and there has been a movement by some deejays to screen objectionable disks more carefully. For a good many days, it's thumbs down on "out" dialect, obvious double entendre and "liquor" songs where drink is suggested as the cure for all ills.

Current surveys still uphold the experience of most jocks around the country that it's business to mix spirituals and r.&b. on the same show. This only alienates both audience and at any one time they definitely are separate audiences.

## JAZZ TREND

# Albums Move Toward More Important Role

The rhythm and blues album still a rarity in the record business, may play a more important role in the next year or two. This is the informed opinion of traders who are projecting current trends which, they state, will eventually expand this repertoire beyond the single record horizon.

Two basic points are noted. The favor shown jazz by r.&b. consumers and the growing appreciation of r.&b. material in markets formerly considered exclusively pop.

The long-play record and its junior partner, extended play have been found the ideal medium for jazz by practically all the major record manufacturers and dozens of small independents. Immediately removes the rigid three-minute time limit that the single 78 r.p.m. disk impose. And for jam sessions that's important.

The album also makes it much more economical to re-issue great performances of the past, which the jazz aficionado finds so attractive. That jazz is undergoing a record revival is attested to by the many firms pushing out quantities of packages weekly. The market is growing.

### 3-Speed Player

For r.&b. record collectors who also like jazz, a three-speed player is becoming almost a necessity. If he has the machine he's a good prospect for LP's and EP's, which group his favorites into economical packages.

Since pop record buyers have been large purchasers of album merchandise, many of them have been acquiring phonographs capable of playing all speeds. As their enjoyment of r.&b. grows they will begin to exert a measurable demand for LP's and EP's in the idiom.

Manufacturers, of course, are only waiting for the demand to show before they will start issuing packages in quantity.

Add these factors to the increased distribution, generally, of three-speed playback equipment, with satisfactory units now available at the most attractive prices in years, and the future for the r.&b. album begins to assume a rosy hue.

## Teen-Agers Demand Music

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Operators say that machines located where young people congregate will show popular records taking a secondary position to r.&b. recordings. California distributors who specialize in r.&b. estimate that 35 per cent of their sales volume comes directly from the juke box field.

In New York it is no longer uncommon for a box in the average teen-ager hang-out to have at least a few r.&b. records featuring Dinah Washington, Ruth Brown, the Clovers, Earl Bostic, Tiny Bradshaw, among others. In Miami, boxes in taverns and milk bars in all neighborhoods sport r.&b. records in addition to pop releases.

### Country-Wide

Operators in widely scattered sections of the country have found that many r.&b. records have a wide enough appeal to go into boxes in any area.

Indicative of the expansion of the rhythm and blues market is the large number of retail outlets which previously did not stock these platters, but have since found it necessary and especially profitable to do so.

On the West Coast, such class retail outlets as Crawford's, Martindale's and The Gramophone Shop in Beverly Hills, Calif., now stock rhythm and blues and point to a successful sales volume with the line.

In the main, these stores and others of their type, are thus far only carrying the "hit" or chart listed items, although they're continually adding to their inventory.

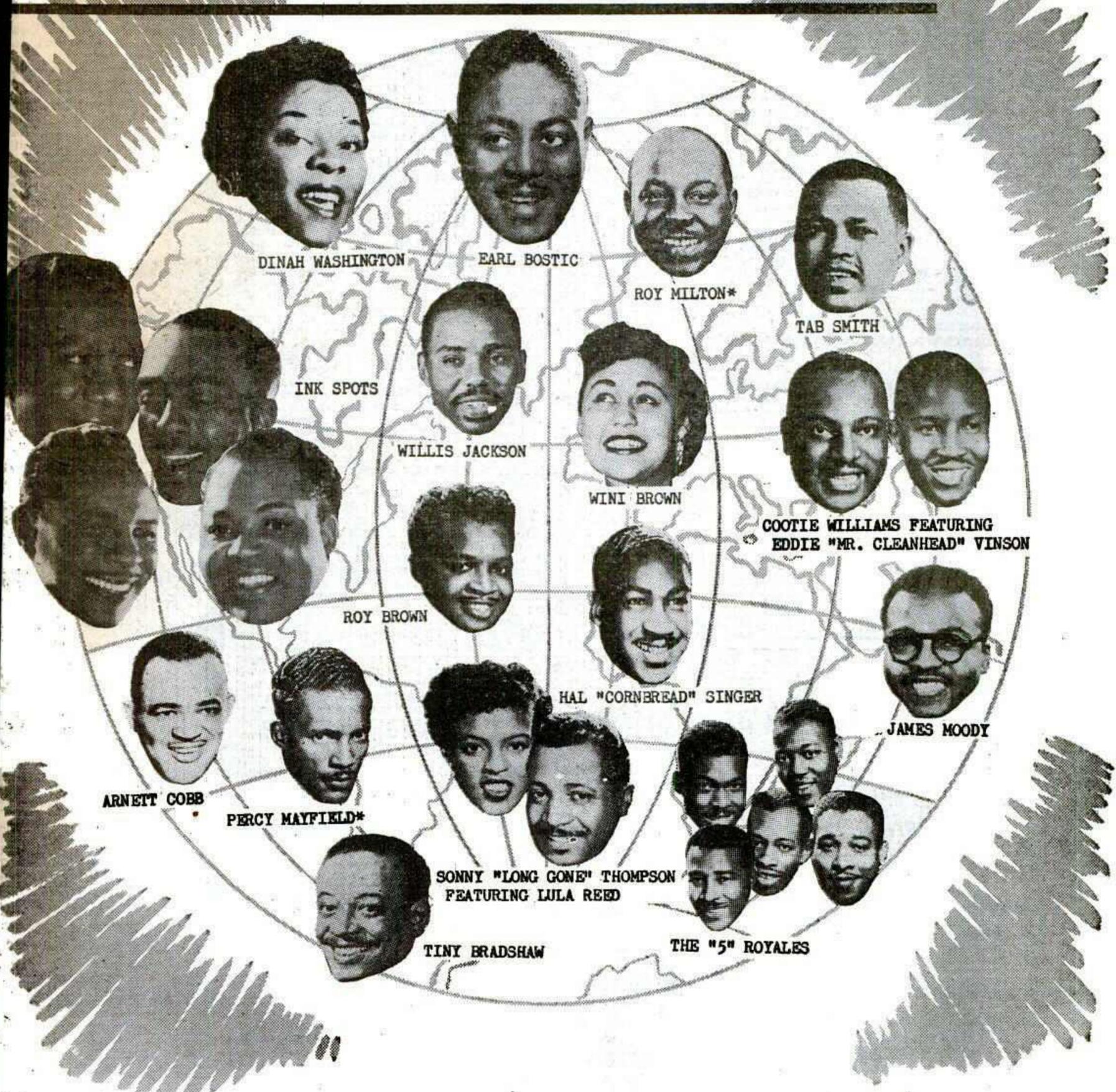
Where it was previously necessary for a teen-ager to go out of his immediate shopping neighborhood and buy a rhythm and blues recording, it is now the neighborhoods that are adding to their coffers thru stocking r.&b. records. Significantly, some established r.&b. outlets have noticed a decline in their volume, apparently taken up by the "Johnny come lately's" who now stock rhythm and blues.

### Another Sign

Another sign that the popularity of rhythm and blues records is seen by the large number of record buyers of Mexican and Spanish descent who are avid devotees of the field. Music operators with routes in areas predominantly populated by Latin Americans report that this group has long been staunch supporters of r.&b. music.

A tremendous market exists in this Latin-American field in an area that spreads thru West Texas, New Mexico, Arizona and California. Distributors in Dallas, Houston, El Paso and Los Angeles report that Latin Americans number among their largest buyers of rhythm and blues records. Latin-  
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## FABULOUS BOOKING BUSINESS

## Enterprise of Placing R&amp;B Talent Turns Stars in Pop Field Green

The booking of rhythm and blues talent today is big business. Location dates, one-night stands, disk jockey dances and shows, road packages and theater dates featuring rhythm and blues artists add up to a fabulous amount of bookings for r.&b. artists and orchestras during the year.

Many a pop artist would be happy to be booked as constantly and as steadily as most top r.&b. names, many of whom are booked up solidly for six months at a time.

Most of the dates played by r.&b. talent are booked by a limited number of national agencies which either specialize in r.&b. performers or have set up departments to handle this lucrative area of the business.

Among these agencies should

be mentioned the Gale Agency, Shaw Artists, Universal Attractions, the Associated Booking Corporation, the General Artists Corporation, Ben Waller Enterprises and the Buffalo Booking Agency. These are the largest firms handling rhythm and blues talent, though there are a number of regional bookers who handle artists in their localities.

## Special Difference

Rhythm and blues bookers, like those in any other field, place their talent and acts in such places as clubs, theaters and hotels, as do bookers in the pop or country field. But where the r.&b. agencies appear to have an edge on their competition in other fields is the manner in which they are constantly opening up new clubs in which to place their acts.

Bookers in all of the key offices are constantly seeking new locations where r.&b. artists can be used. They often spend time on the road seeing cafe owners who have rarely used more than a pianist to convince them to try a show with a singer and an ork.

This activity on the part of the r.&b. agencies is probably one of the reasons r.&b. acts usually have more bookings than their fellow pop performers. During the past year, when the locations available for pop singers and artists were diminishing, the spots available for r.&b. stars were increasing. There are probably more locations available for r.&b. acts than for pop acts.

## One-Nighters

Another and perhaps more important reason for the great number of bookings lined up for r.&b. artists by the agencies each year is due to the one-nighter trail. It is doubtful if any other field of show business, except perhaps the related field of gospel music, has as many artists playing one-night stands in every section of the country as in the r.&b. market. Some artists can work a full year doing nothing but one-nighters from the New York area across the country to California.

Top r.&b. agencies are constantly putting together new packages for the one-nighter trail. As a singer ends his one-nighter tour with one ork, he is made part of another package with another ork, with, perhaps, another singer or an instrumentalist.

The North, South, East and West are all good territories for one-nighter packages, and there is no question but that the artists as well as the agencies find them lucrative treks.

There is also no question but that these road tours do the artists good in more ways than one. Those artists who stay with the one-night stands are the artists who have a good chance of staying on top with their records, for they have an opportunity to see and be seen by their record audience.

## Agent-Disk Co-Op

And the agencies usually cooperate with the record companies by having the artist's

records in the hands of the deejays along the route of the one-nighter unit way in advance.

Co-operation with the record companies is a No. 1 rule for most agencies today. For most of the talent handled by r.&b. agencies is record talent. The artist is almost always on a label and has made a certain impact or attained a certain amount of attention thru records. Agencies are extremely reluctant to take on new talent today—unless the singer or instrumentalist has a record contract.

The reason for wanting record talent is simple: The clubs want record names almost exclusively. Billy Shaw, of Shaw Artists, points out that many clubs are not buying talent unless the talent has a record, and the same comments are echoed by execs of Gale, Universal and other agencies.

This does not mean that only talent with hit records can get club dates, but it does mean that the clubs are more interested in record names, even if they are semi-names, than in performers who have no record contract.

## Tit for Tat

When an agency runs across a new singer it believes has possibilities, it will recommend the warbler to a record company. If the record company signs the artist, the agency will work to get the records around in order to have a selling point for bookings in clubs and theaters.

Agencies keep their eyes fixed on The Billboard charts and when new artists pop up, they scramble to sign up the hit-maker.

It is true that the policy now being followed by clubs—demanding record names almost exclusively—is fraught with danger in that many record names turn out to be below-average performers, and after one time around the night club circuit, they have played themselves out.

Some agencies work with their talent, help them develop an act, show them how to move on stage, etc. One artist, who made a smash hit on disks about a year ago, "bombed out" in night clubs because he was unable to perform.

However, due to agency advice and encouragement, he is now able to do a creditable job in a club and is getting bookings again, even though he is no longer riding high record-wise.

## Clubs and Disks

Agencies and record companies in the r.&b. field work together hand-in-glove. Each needs the other, and, of course, the artist needs both. It's the record company which brings the artist to public attention, and it's the booking agency which places the artist in clubs and on tours.

An artist who hopes to make money needs two things: good records and good bookings. If he has any talent he has a good chance for both today, for the r.&b. field is always wide open for new talent. The booking agencies, as well as the record companies, are well aware of this today.

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(Continued on page 22)

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Cosmopolitan Artist Representatives, 545 Fifth Ave., Rm. 812

## Philadelphia:

Ruth Davies Theatrical Agency, 250 S. Broad St.  
Suez & Rothbard Theatrical Agency, Shubert Theater Bldg.  
Keynote Amusement Agency, Juniper and Locust Sts.

## Columbia, Pa.:

Columbia Merchandising Co., 142 S. Third St.

## Pittsburgh:

Joe Hiller Agency, Century Bldg.

## Detroit:

Amusement Booking Service, 1007 Fox Bldg.  
Mike Falk Agency, 1940 Book Bldg.  
Val Campbell Agency, 504 Park Avenue Bldg.  
Don Williams, 5757 Cass Ave., Studio C

## Indianapolis:

Ross W. Christena, Marott Hotel

## Fort Wayne, Ind.:

York & Son Agency, 1521 Wells St.

## Chicago:

Marcus Glazer Agency, 203 N. Wabash Ave.  
Jump Jackson Agency, 5727 La Salle St.

## Washington:

Super Productions, Inc.  
Michael Graham, 1324 Monroe St. N.W.

## Richmond, Va.:

Archie's Enterprises, 102 W. Broad St.  
WRVA Service, WRVA Theater Bldg.

## Charleston, S. C.:

Henry Smith, 40 Cannon St.

## Columbia, S. C.:

Marcus & Weinberg, 2605 Burney Drive

## Dallas:

John Henry Branch, Empire Ballroom, 1710 Hall St.

## New Orleans:

Rip Roberts, 2919 Mexico  
Tuddy Mancuso, 5110 Elysian Fields  
Frank Pannia, 2836 LaSalle St.  
Crescent City Booking Agency, 1833 Holly Grove

## Los Angeles:

Herald Attractions, Inc., 4066½ S. Central Ave.  
Johnny Robinson Agency, 1645 N. La Brea  
Reg Marshall Agency, 1519 Cross Roads of the World  
Jazz at the Philharmonic, 451 N. Canon Drive, Beverly Hills  
Jack Kurtze Agency, 214 N. Canon Drive, Beverly Hills

## Portland, Ore.:

All-Star Attractions, 700 Dekum Bldg.

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Los Angeles

## PAX

3918 Bergenline Ave.  
Union City, N. J.

## PEACOCK

2809 Erastus St.  
Houston

## PERIOD

884 Tenth Ave.  
New York

## PRESTIGE

446 W. 50th St.  
New York

## PROGRESSIVE

26 E. 23d St.  
New York

## RAINBOW

767 Tenth Ave.  
New York

## RAMA

220 W. 42d St.  
New York

## RCA VICTOR

630 Fifth Ave.  
New York

## REGENT

58 Market St.  
Newark, N. J.

## RIVERSIDE

c/o Grauer Productions  
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New York

## ROBIN

301 W. 125th St.  
New York

## ROOST

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New York

## RPM

257 N. Robertson Blvd.  
Beverly Hills, Calif.

## RHYTHM AND BLUES

240 N. Canon Drive  
Beverly Hills, Calif.

(Continued on page 23)

NEW RELEASE  
BAPTISM OF JESUS

b/w

I Stepped In The Water One Day

THE SKYLARKS

Nashboro 545

## MY BABY'S GONE

b/w

Come With Me My Love

JOHN CHRISTMON

Excello 2031

## SHE'S MY KINDA GIRL

b/w

No Place Like Home

"SHY" GUY DOUGLAS

Excello 2032

Today's Standard Sellers

"BANANA SPLIT"

Kid King's Combo

Excello 2009

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Swanee Quintet

Nashboro 538

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# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending April 14

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

Week This	Last Week	Chart	Weeks on
1	1	10	
2	2	6	
3	3	15	
4	4	10	
5	6	5	
6	5	7	
7	—	1	
8	8	4	
9	6	3	
10	—	4	

## • Most Played in Juke Boxes

For survey week ending April 14

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

This Week	Last Week	Chart	Weeks on
1	1	14	
2	2	4	
3	5	5	
4	3	18	
5	6	8	
6	8	3	
7	4	7	
7	10	7	
9	7	16	
9	9	2	



**THE MIDNIGHTERS**  
(FORMERLY THE ROYALS)  
WORK WITH ME, ANNIE  
UNTIL I DIE  
FEDERAL 12169

~~~~~

**BONNIE LOU**  
HUCKLEBERRY PIE  
NO ONE  
KING 1341

~~~~~

**EARL BOSTIC**  
JUNGLE DRUMS  
DANUBE WAVES  
KING 4708

## • Rhythm and Blue Notes

By BOB ROLONTZ

In this issue The Billboard is throwing the first "Spotlight on Rhythm and Blues," surveying the entire field from record company to the distributor and agency angle. The object of the survey is to bring to the attention of dealers and operators who are not now using or selling r.&b. disks the commercial possibilities of r.&b. records. In addition it may help to open the eyes of some already in the field who do not fully realize the importance of this area.

One of the least talked about aspects of the r.&b. field is the publishing side. As in the c.&w. field, practically every record firm has its own publishing company. In cases where this is not so, oftentimes the a.&r. man owns a publishing firm and much of the material he records goes into his own firm. Some artists have their own firms. Artists usually write their own material, altho in some firms, like Atlantic, Aladdin and Duke, the execs of the firms write material for their artists.

R.&b. firms did not start their own publishing companies because they necessarily wanted to but because there were, and still are, few publishers who had material that could be used for r.&b. artists. Only a handful of publishers, like Dave Dreyer with Raleigh Music and Dan Fisher with Algonquin Music, have attempted to come up with material peculiarly suited to this trade.

Dreyer, today one of the top r.&b. publishers, entered the field about three years ago. He has come thru with a number of hits including "Got You on My Mind," "Must I Cry Again?" "Good Lovin'" and the current "Such a

Night" and "Sugar Lump." Lincoln Chase, the clefver who penned "Such a Night," started with Raleigh Music. Fisher Music has come thru with the smash hit "Mama, He Treats Your Daughter Mean."

### Need More Pubbers

Most r.&b. firms would be pleased if there were more publishers who specialized in music that would fit r.&b. artists, but until that happens they will probably continue to seek material from their own artists.

The year 1953 saw an important precedent set in regard to "answer" tunes in the r.&b. field. Peacock Records, which issued the smash Willie Mae Thornton record of "Hound Dog" early in '53, sued Sun Records for their waxing of "Bear Cat" released soon after. Peacock won the case and received a settlement from Sun. Up to this time r.&b. firms had used one another's material with impunity, under the assumption that blues material was in the public domain and therefore not in the ken of the copyright act. However, since the "Hound Dog" decision, few record firms have attempted to "answer" smash hits by other companies by using the same tune with different lyrics.

### NEWS NOTES . . .

Deejay Bob Umbach, formerly of radio Station WJLD, Bessemer, Ala., is now with WAOK, Atlanta, with four hours of r.&b. daily. . . . Willia Mae Thornton and Johnny Ace play the New York Apollo Theater for a week starting April 23. . . . Louis Jordan, in New York for his Apollo opening this week, will cut some sides for Aladdin chief Eddie

Messner. . . . The Harptones have signed with Shaw Artists. The group closed at the Uptown Theater in Philadelphia this week and are set for a one-nighter at Convention Hall in Asbury Park, N. J., on Easter Monday (19). . . . Ruth Brown will play a string of club dates in California starting June 1 for about eight weeks.

Amos Milburn will play four weeks of one-nighters in California starting in May. . . . The Spiders, Charlie Barnett's ork and Guitar Slim open at the Apollo, New York, on May 14. . . . The Clovers open at Emerson's in Philadelphia on May 31.

Louis Jordan opens at the Apollo Theater in New York for week.

Easter week. . . . The Five Royals and the Tab Smith ork will hit the road for a string of one-nighter dates starting April 21 thru June 19.

Don Robey, head of Peacock and Duke Records, opened the firm's new recording studios in Houston last week. The Five Blind Boys became the first artists to record in the new studios.

. . . Little Richard has joined forces with Little Junior Parker, Bill Johnson and his Blue Flames on a tour of the South. . . . Fortune Records has pacted The Diablos, new vocal group, and released the boys' first record, this

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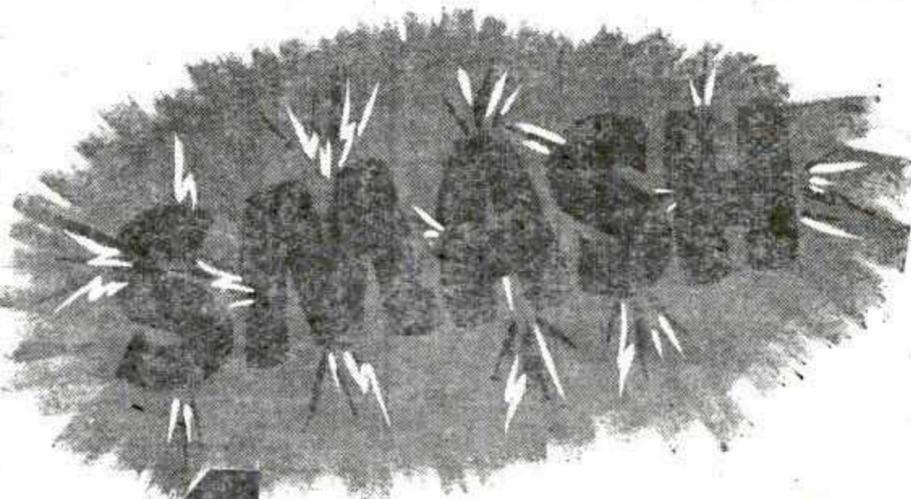
All the news of your industry every week in The Billboard . . .

## R. & B. and Jazz Labels

Continued from page 22

- SAVOY**  
58 Market St.  
Newark, N. J.
- SCORE**  
451 N. Canon Drive  
Beverly Hills, Calif.
- SEECO**  
39 W. 60th St.  
New York
- 7-11**  
451 N. Canon Drive  
Beverly Hills, Calif.
- SITTIN' IN**  
733 11th Ave.  
New York
- SKYLARK**  
1154 N. Orange  
Hollywood
- SORORITY FRATERNITY**  
12 W. 117th St.  
New York
- SPARK**  
1119 S. Crenshaw Blvd.  
Los Angeles
- SPECIALTY**  
8508 Sunset Blvd.  
Los Angeles
- SPIN**  
Sheridan Plaza Hotel  
Chicago
- SPIRITUAL**  
709 E. 29th St.  
Los Angeles
- TATES**  
5052 S. Cottage Grove Ave.  
Chicago

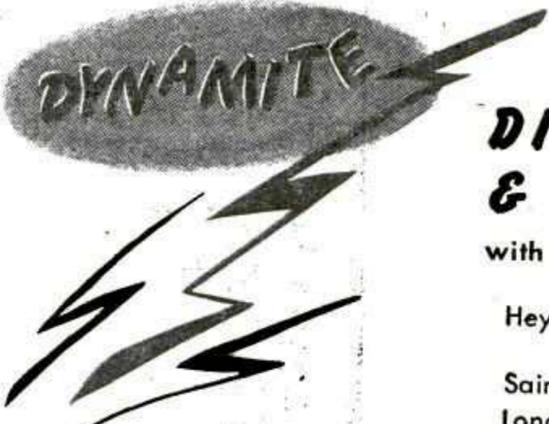
- SUN**  
706 Union  
Memphis
- SWING TIME**  
3427 S. San Pedro St.  
Los Angeles
- TEMPO**  
8540 Sunset Blvd.  
Hollywood
- TICO**  
220 W. 42d St.  
New York
- TREND**  
650 N. Sepulveda Blvd.  
Los Angeles
- TRUMPET**  
309 N. Farrish  
Jackson, Miss.
- TUXEDO**  
132 Nassau St.  
New York
- UNITED**  
5052 S. Cottage Grove Ave.  
Chicago
- VANGUARD**  
256 W. 55th St.  
New York
- VEE JAY**  
412 E. 47th St.  
Chicago
- VIKING**  
320 Manhattan Ave.  
New York
- "X"**  
630 Fifth Ave.  
New York



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*Ernie Andrews*

BY THE EXCITING *Ernie Andrews*  
You're Gone For A Long Long Time B/W All Alone & Lonesome TR 2502  
Make Me A Present Of You B/W Don't Lead Me On TR 68



**DIMPLES HARRIS & DUCKY DRAKE**

with DIMPLES HARRIS and Her Combo  
Hey Mr Jelly B/W 1992 TR 2500  
Saint Or Sinner B/W  
Long Lean Lanky Juke Box TR 2501

# TREND

RECORDS • LOS ANGELES 49, CALIFORNIA

# 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:

**FM GONNA MOVE TO THE OUTSKIRTS OF TOWN** (Leeds, ASCAP)—The Dominoes—Federal 12178

A good, steady seller since its release three weeks ago, the disk has been reported strong in Atlanta, Nashville, Cincinnati, Pittsburgh and Buffalo. Good reports have also been received from Detroit, St. Louis and Chicago. Flip is "Tootsie Roll" (Ward-Marks, BMI). A previous Billboard "Spotlight" disk.

**JUNGLE DRUMS** (Marks, ASCAP)—Earl Bostic—King 4708

To the catalog of Bostic items that dealers keep in stock and continue to sell and sell, this most recent release of his can now be added. It started off strong in New York, Buffalo, St. Louis and Cincinnati, and was also reported good in Philadelphia, Pittsburgh, Cleveland, Nashville and Atlanta. A previous Billboard "Spotlight" disk. Flip is "Danube Waves."

Our record of achievement in the Rhythm & Blues field speaks for itself. Since 1946, we have produced hundreds of "money-making" records which have consistently made The Billboard and Cash Box Hit Charts.

Distributors tell us that we have the outstanding catalog and artists in the field . . . that all of our leading artists like Lloyd Price, Percy Mayfield, Roy Milton, Guitar Slim, Joe Liggins, the Pilgrim Travelers, Soul Stirrers, Alex Bradford, Brother Joe May, Blind Boys of Alabama, Sister Wynona Carr, etc., are steady money-makers.

Besides quality of product, we also emphasize principles of fair dealing in business. Won't you write for our catalog? **SPECIALTY RECORDS**, 8508 Sunset Boulevard, Hollywood 46, California.

### • 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. I Didn't Want to Do It, Spiders, Imp.
4. Things That I Used to Do, Guitar Slim, Spe.
5. Lucille, C. McPhatter, Atl.
6. You'll Never Walk Alone, R. Hamilton, Epi.
7. Work With Me, Annie, Midnighters, Fed.
8. I'm Your Hootchy Kootchy Man, M. Waters, Chs.
9. You're Still My Baby, C. Willis, Oke.
10. It Should've Been Me, R. Charles, Atl.

#### Charlotte

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

#### Chicago

1. You'll Never Walk Alone, R. Hamilton, Epi.
2. Gee, Crows, Rma.
3. Lovey Dovey, Clovers, Atl.
4. Things That I Used to Do, Guitar Slim, Spe.
5. Answer Me, My Love, Nat (King) Cole, Cap.
6. I Understand, Four Tunes, Jub.
7. Love Contest, Ruth Brown, Atl.
8. Money Honey, C. McPhatter, Atl.
9. Marie, Four Tunes, Jub.

#### Cincinnati

1. Work With Me, Annie, Midnighters, Fed.
2. Things That I Used to Do, Guitar Slim, Spe.
3. You'll Never Walk Alone, R. Hamilton, Epi.
4. Lovey Dovey, Clovers, Atl.
5. Little Mama, Clovers, Atl.
6. You're Still My Baby, C. Willis, Oke.

#### Detroit

1. Lovey Dovey, Clovers, Atl.
2. Such a Night, C. McPhatter, Atl.
3. Work With Me, Annie, Midnighters, Fed.
4. You'll Never Walk Alone, R. Hamilton, Epi.
5. Watch Dog, L. Reed, Kng.
6. Adios My Desert Love, Diablos, Ftn.
7. Things That I Used to Do, Guitar Slim, Spe.
8. Darling Dear, Counts, Dot.
9. I Didn't Want to Do It, Spiders, Imp.
10. Saving My Love for You, J. Ace, Duk.

#### Los Angeles

1. You're the One, Spiders, Imp.
2. A Thousand Stars, Rivileers, Btn.
3. Lovey Dovey, Clovers, Atl.
4. Gee, Crows, Rma.
5. Such a Night, C. McPhatter, Atl.

6. Things That I Used to Do, Guitar Slim, Spe.
7. You'll Never Walk Alone, R. Hamilton, Epi.
8. It Should've Been Me, R. Charles, Atl.
9. Darling Dear, Counts, Dot.
10. I'm Your Hootchy Kootchy Man, M. Waters, Chs.

#### New Orleans

1. You'll Never Walk Alone, R. Hamilton, Epi.
2. Such a Night, C. McPhatter, Atl.
3. Lucille, C. McPhatter, Atl.
4. Something Wrong, Fats Domino, Imp.
5. Blue Monday, S. Lewis, Imp.
6. You're the One, Spiders, Imp.
7. Honey Hush, J. Turner, Atl.
8. I Didn't Want to Do It, Spiders, Imp.
9. Love You Baby, B. B. King, RPM.
10. You Done Me Wrong, Fats Domino, Imp.

#### New York

1. You'll Never Walk Alone, R. Hamilton, Epi.
2. It Should've Been Me, R. Charles, Atl.
3. Things That I Used to Do, Guitar Slim, Spe.
4. Such a Night, C. McPhatter, Atl.
5. I Didn't Want to Do It, Spiders, Imp.
6. Answer Me, My Love, Nat (King) Cole, Cap.
7. I'm Your Hootchy Kootchy Man, M. Waters, Chs.
8. Gee, Crows, Rma.
9. Goodnight Sweetheart, Spaniels, VJ.
10. You Done Me Wrong, Fats Domino, Imp.

#### Philadelphia

1. Goodnight Sweetheart, Spaniels, VJ.
2. Work With Me Annie, Royals, Fed.
3. You'll Never Walk Alone, R. Hamilton, Epi.
4. Such a Night, C. McPhatter, Atl.
5. Lovey Dovey, Clovers, Atl.
6. Gee, Crows, Rma.
7. Marie, Four Tunes, Jub.
8. I Didn't Want to Do It, Spiders, Imp.
9. It Should've Been Me, R. Charles, Atl.
10. Sweet Sue Mambo, C. Powell, Gra.

#### St. Louis

1. You'll Never Walk Alone, R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. Until Sunrise, D. Washington, Mer.
4. Gee, Crows, Rma.
5. Oh, Baby, Little Walter, Chs.
6. Goodnight Sweetheart, Spaniels, VJ.
7. Things That I Used to Do, Guitar Slim, Spe.
8. I Didn't Want to Do It, Spiders, Imp.
9. Little Mama, Clovers, Atl.
10. Such a Night, C. McPhatter, Atl.

#### Balti.-Wash.

1. Watch Dog, L. Reed, Kng.
2. You'll Never Walk Alone, R. Hamilton, Epi.
3. Goodnight Sweetheart, Spaniels, VJ.
4. Little Mama, Clovers, Atl.
5. I Didn't Want to Do It, Spiders, Imp.
6. Such a Night, C. McPhatter, Atl.
7. Work With Me, Annie, Midnighters, Fed.
8. Lovey Dovey, Clovers, Atl.
9. It Should've Been Me, R. Charles, Atl.
10. Shake, Rattle and Roll, J. Turner, Atl.

### Teen-Agers Demand Music

Continued from page 18

American disk jockey shows frequently play rhythm and blues, along with similarly operated retail outlets which stock the line.

There has been an upsurge in the number of broadcast hours r.&b. records are played in cities all over the country. In Los Angeles there are more r.&b. jockeys than there were a year ago, and the pop jockeys are spinning more r.&b. records. About 23 hours of r.&b. disks are played daily on eight Los Angeles stations. The same is true in Chicago and New York.

#### Air Time

In Chicago the increase in r.&b. records on the air is about 20 per cent over a year ago, and the increase is greater in New York.

It is true that many pop jockeys are only playing those r.&b. records which they have to play, hits such as "Gee" and "Crying in the Chapel," but a few years ago even these hits were not played. Where pop jockeys are not spinning r.&b. records, the need is being fulfilled by more r.&b. air time. Audiences today are estimated by many jockeys to be 20 to 30 per cent white listeners, in both the large cities and the Southern towns.

The increasing importance of r.&b. records and the growing appeal of many artists in the field are illustrated by some of the exceptionally successful dances and shows featuring r.&b. talent and produced by deejays in various sections of the country.

Probably the most remarkable record is held by Alan (Moondog) Freed, of Station WJW in Cleveland. Freed's "Coronation Ball" at the Cleveland Arena in March, 1952, which used all r.&b. talent, including singers and orks, at-

tracted 25,000 people, with thousands turned away. This is one of the largest crowds to attend a dance since World War II. In July of 1952, a Freed dance at the Summit Beach Ballroom in Akron attracted over 3,000 people at \$2 per person with thousands turned away. In July, 1953, at the Freed "Rhythm and Blues Show" at the Arena in Cleveland, there were 10,000 paid admissions at a \$3 top.

#### Freed's P. A.'s

Freed, with his manager Lew Platt, has staged a number of other dances and shows since then, with each attracting over 3,000 people, and again with many thousands invariably turned away. Here again, according to Lew Platt, up to one-third of the audience was composed of white teen-agers, pointing out again the appeal of r.&b. artists among whites as well as Negroes.

A check among r.&b. record firms and r.&b. distributors on the East and West Coast shows that they are now servicing pop stations and shows as well as r.&b. deejays with certain releases. They have found it a worthwhile policy to do so, since a pop jockey's spinning an r.&b. disk can help increase the sales tremendously. The Crows recording of "Gee" on Rama Records, which is a hit both in the pop and r.&b. markets, added thousands of additional sales due to the spins given it by pop deejays.

The appeal of r.&b. disks to more than just a limited market is also shown in the records made by pop artist and repertoire men of burgeoning r.&b. hits. The latest in the series are the records made of "Such a Night," which

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**Charles BROWN**  
"I Wanna Fool Around With You"

AL #3220

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**GOT TO FEED THE OL' HORSE**  
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singing  
**"CRY SOME MORE"**  
b/w  
**"I LIKE IT LIKE THAT"**  
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# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## Review Spotlight on... RECORDS

### THE CHECKERS

**Don't Stop Now** (Jay & Cee, BMI)—King 4710—The Checkers flash their old form again with a driving reading of a wild new tune, that rocks all the way. Solid fare for the market. Flip is "House With No Windows" (Jay & Cee, BMI).

## Reviews of New R & B Records

**GUITAR SLIM**  
**The Story of My Life**.....88  
SPECIALTY 490—Here's a tremendous side by the country's top blues singer. He tells of the troubles and woes of his life, singing it with heart

and feeling while playing the heck out of his guitar. A solid coin grabber. (Venice, BMI)  
**A Letter to My Girl Friend**...80  
On this side Slim tells of the loneliness of a soldier in Korea and how

he wants to be back home with his baby. It's a good tune and it should get spins. (Venice, BMI)

### THE SPIDERS

**Tears Begin to Flow**.....83  
IMPERIAL 5280—The group sounds like it has another strong item here. This is good blues and the vocal blend which clicked before is much in evidence again. Watch this. (Commodore, BMI)  
**I'll Stop Crying**...82  
It's a ballad on this side—a good one—and the result, commercially, is about the same. (Commodore, BMI)

### KENZIE MOORE

**If Ain't Nothin' But a Dream**.....79  
SPECIALTY 491—Moore comes thru with a first-rate reading here of a moving blues ballad backed by a solid ork arrangement. Side is potent one and it has a chance. Watch it. (Venice, BMI)  
**How Much Longer**...75  
A pounding blues receives a heartfelt reading from the singer over a pulsating beat from the ork. Side is a good one, and it could pull coins as well as spins with exposure. (Venice, BMI)

### BIG MAYBELLE

**I've Got a Feelin'**.....79  
OKEH 7026—The singer has intuitions that somebody's trying to take her man, and she is on the warpath. The arrangement is novel, with exotic harmonies and a sexy rhythm. Maybelle is in great form here and has one of her best disks in quite a while. (Wheeler, BMI)  
**You'll Never Know**...78  
This is quite a switch. Maybelle uses an intimate, pop-like approach to the standard and scores what might be a hit with both pop and r.&b. audiences. This is guaranteed to raise the blood pressure—and to raise Maybelle's reputation as a song stylist. (Bregman, Vocco & Conn, ASCAP)

### WILLIE MABON

**Would You Baby**.....79  
CHESS 1564—The chanter has an effective hunk of wax here. He uses his most convincing style as he cajoles co-operation from his gal. This one has more than an even chance. It could pull generous loot. (Arc, BMI)  
**Late Again**...75  
Willie Mabon sings out his frustration in a mournful blues with good sentimental appeal. Late-hour spots can use. (Arc, BMI)

### LITTLE MILTON

**If You Love Me**.....78  
SUN 200—The chanter socks across a good hunk of blues material. It should make his fans happy and grab some coin in the boxes. Good wax. (Hi Lo, BMI)  
**Alone and Blue**...77  
After a short, spoken intro the chanter goes into a standard blues reading. Makes for good listening, too. (Hi Lo, BMI)

### THE DIABLOS

**Adios, My Desert Love**.....78  
FORTUNE 509 — Latin opus is handed a rhythmic reading by the group that should start the hips swaying. Good for the boxes. (Triannon, BMI)  
**An Old Fashioned Girl**...75  
High piping of the lead is supported rhythmically by the rest of the group. Some air exposure can be expected. (Triannon, BMI)

### MELVIN SMITH

**No Baby**.....74  
GROOVE 0010—There are lots of ways to say no, as Melvin Smith shows in this patter opus. A cute novelty that could do okay on the coin boxes. (Merrymount, BMI)  
**You Can't Stay Here**...67  
Smith does pretty well, but the general effect of this blues is monotonous. (Campbell, BMI)

(Continued on page 52)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
★  
★ It's the most!  
★  
★ "MOUNTAIN CLIMBER"  
★ b/w  
★ "TEARDROPS ON MY PILLOW"  
★  
★ JIMMY WILSON  
★ Big Town 113  
★  
★ BIG TOWN RECORDS  
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★ PASADENA, CALIF.  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

A NEW ONE  
**'Fish Smells But It Sells'**  
Pearl Record No. 78  
45 & 78 RPM  
PEARL RECORD CO.  
Covington, Ky.



## RHYTHM and BLUES

	Billboard	Cash Box
<b>A BIRD IN THE HAND (Bar)</b> ROY MILTON (Specialty)	79 (Good)	Best Bet
<b>CRY SOME MORE (Bess Music)</b> THE "5" ROYALES (Apollo)	77 (Good)	Award of the Week
<b>HALF PINT A WHISKEY (American)</b> YOUNG JOHN WATSON (Federal)	80 (Excellent)	Best Bet
<b>HELLO, LITTLE BOY (Progressive)</b> RUTH BROWN (Atlantic)	81 (Excellent)	Award of the Week
<b>I LIKE IT LIKE THAT (Bess Music)</b> THE "5" ROYALES (Apollo)	80 (Excellent)	Award of the Week
<b>IF I HAD ANY SENSE (Progressive)</b> RUTH BROWN (Atlantic)	79 (Good)	Award of the Week
<b>I'LL STOP CRYING (Commodore)</b> THE SPIDERS (Imperial)	Record Spotlight	
<b>JUNGLE DRUMS (Marks)</b> EARL BOSTIC (King)	85 (Excellent)	(Very Good)
<b>A LETTER TO MY GIRL (Venice)</b> GUITAR SLIM (Specialty)	Record Spotlight	Award of the Week
<b>THE PRICE YOU PAY FOR LOVE (Babb)</b> CHRISTINE KITTRELL (Republic)		Best Bet
<b>ROCKER (Arc)</b> LITTLE WALTER (Checker)	Record Spotlight	Award of the Week
<b>THE STORY OF MY LIFE (Venice)</b> GUITAR SLIM (Specialty)	Record Spotlight	Award of the Week
<b>TEARS BEGIN TO FLOW (Commodore)</b> THE SPIDERS (Imperial)	Record Spotlight	
<b>TELL ME YOU CARE (Armo)</b> THE LAMPLIGHTERS (Federal)	79 (Excellent)	Best Bet
<b>TILL THE COWS COME HOME (Angel)</b> KITTY NOBLE (Herald)	75 (Good)	Best Bet
<b>TOOTSIE ROLL (Ward Marks)</b> BILLY WARD & HIS DOMINOES (Federal)	84 (Excellent)	Award of the Week
<b>YOU KNOW I LOVE YOU (Progressive)</b> JOE TURNER (Atlantic)	77 (Good)	Award of the Week

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**A SUNDAY KIND OF LOVE**  
Bruce #101  
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## Decca Tops Majors With Most Pop Sides Released

### MPHC Leads Publishing Field With Greatest Number of Tunes Waxed

NEW YORK, April 17.—Of the 274 popular records issued by seven large labels and reviewed by The Billboard in the first quarter of the year, Decca issued the most records, while the Music Publishers Holding Corporation group had the greatest number of tunes recorded. Decca is credited with 10 sides. The MPHC firms garnered 36 sides on all the labels. Latter publishing group was top dog on Columbia and Mercury, tied for first with Ardmore on Capitol, second on Decca and Victor, and third on Coral.

The Robbins-Feist-Miller group had most pop sides issued and reviewed on both RCA Victor and Coral, while Leeds led at Decca and Brandom was tied for first at M-G-M Records with the Joy-Trinity firms.

In the tally of sides released by the seven firms, Decca had 110, Columbia 85, RCA Victor 81, Mercury 73, Capitol 72, M-G-M

70 and Coral 58. M-G-M and Victor, incidentally, led in the issuance of public domain material with two sides each, while Coral and Decca each turned out one.

MPHC's 36 sides were divided up with eight at Mercury, seven at Columbia, six at Capitol, five at RCA Victor, four each at Coral and Decca and two at M-G-M. The Robbins-Feist-Miller group got 31 sides issued with eight at Coral, six each at Decca and RCA Victor, four at Columbia, three each at M-G-M and Capitol and one at Mercury.

The Leeds firms got 23 sides issued, as did the Buddy Morris music companies. Leeds did best at Decca with nine sides, while the Morris copyrights got six releases on Decca and five on Mercury.

#### Top Publishers

Publishers who had more than 10 pop sides issued and reviewed in The Billboard were, in addition to those named above, Chappell with 22, Shapiro-Bernstein with 20, Joy group with 17, Mills with 15, Ralph Peer firms with 14, Bregman, Vocco and Conn with 12, Paramount-Famous with

12, Howie Richmond with 11, Sheldon with 11, Weiss-Barry with 11, and Bourne, Brandom and Valando with 10 each.

The 548 sides reviewed in the 13 issues of The Billboard from January 9 thru April 3 average out to 78 sides reviewed per label.

For Capitol, the music firms with the most sides were Ardmore, MPHC and Shapiro-Bernstein. At Columbia, MPHC, Joy, Chappell and Richmond led. Coral did best for the Big Three, Mills and MPHC. Decca sides were issued in the largest quantities for Leeds, MPHC, Morris and Shapiro-Bernstein. M-G-M leaders were Brandom, Joy, Weiss and Chappell. RCA Victor's top publisher, according to The Billboard reviews, was the Big Three with Joy, MPHC and Chappell tied for second.

Publishers who had five or more pop sides issued and reviewed in The Billboard were Hill & Range, Frank, Ardmore, Berlin, Acoff - Rose, Criterion, Marks, Mellin, Starlight, Redd Evans, Gale and Gayles, and Regent.

## Flanagan Splits With Hendler After 4 Years

NEW YORK, April 17.—A band and music business association of the last four years was split this week when Ralph Flanagan bought out the interest of his manager, Herb Hendler, in the Flanagan band. Hendler is known to have come out of the amicable split with a large sum of money and control of two music firms affiliated with the American Society of Composers, Authors and Publishers, Coachella and Clare.

Wind-up of the agreement has Flanagan in full ownership of his band, while Hendler gets the Flanagan interests in the two music firms and singer Frankie Lester. Still to be settled is the interest Flanagan and Hendler will have in the Buddy Morrow band.

George Thompson, for the past three years with the Flanagan-Hendler organization, will assume the duties of personal manager for the Flanagan band, which begins a lengthy series of ones.

(Continued on page 51)

## Burrell Heads Cap C-W Sales

NEW YORK, April 17.—Hal Cook, national sales manager of Capitol Records Distributing Company, this week announced appointment of Bob Burrell as national country and western sales promotion manager.

Burrell fills the post recently vacated by Gene Weiss, and is scheduled to represent the firm along with Ken Nelson at the Jimmie Rodgers Memorial Day ceremonies in Meridian, Miss., May 26.

## RAY PALLADIUM SHOW RECORDED

LONDON, April 17.—Philips Records made a little history here this week by taping Johnnie Ray's entire act at the Palladium for future LP release. This is the first time the full performance of a top American act has ever been recorded for commercial release here and the venture is already drumming up interest in the trade. No date has been fixed for issuing the disk as yet, but Philips will put out a separate recording of one of Ray's numbers—"As Time Goes By"—in May. Ray was backed by the Palladium Skyrockets led by Eric Rogers.

## Peace (Status Quo) Reigns at Decca

NEW YORK, April 17.—Decca's incumbent board of directors was returned to office this week in a landslide six to one vote of confidence, bringing to a close a hotly-contested and bitter proxy fight.

The annual meeting of the corporation Tuesday (13) had to be adjourned until Thursday to permit the checking and balloting of proxies. When the returns were in Decca management racked up a total of 937,000 shares as against 147,850 for the opposition. More than 75 per cent of all stock was voted.

As past stories have chronicled, the proxy battle was launched by George L. Lloyd, long-time Decca director, whose position was declared vacant by the board in February. Earlier Lloyd had sharply criticized management of the company and had moved to oust Milton R. Rackmil as president of Decca and its subsidiary Universal Pictures.

Tabulation of the stockholder votes also showed that a substantial majority favored management's proposal to increase the company's authorized capital stock by an additional 1,000,000 shares. Purpose of the issue is to finance further investment in Universal and to permit new expansion and diversification of Decca interests.

#### Best Attended Meet

The annual meeting was the best attended in the company's history. Shareholders were vocal in their support of one or the other faction, with many old charges reshaped. A highlight of the conclave was the appearance of Mrs. Freda Kapp, widow of the late Jack Kapp, a co-founder and former president of the firm. Tho she voted her shares in support of management, she opined that increased attention should be given Decca affairs and less to Universal. Rackmil is president of both corporations.

Some of the comments at the meeting were less than knowing. One vocal critic waved a list of Decca artists and complained that too many unknowns were carried on the roster. As an example, he queried: "And who is this Webb Pierce?"

Rackmil said later, "We never had any doubts about the outcome from the outset; Our stockholders seemed cognizant of the character of the opposition and of the weakness of their charges. This proxy contest has taken up considerable time and effort on the part of management, time which could have been better

spent on other corporate affairs."

#### Re-Elect Board

Returned to the board were Rackmil, Leonard W. Schneider, executive vice-president; Robert W. Lea, Harold I. Thorpe and Samuel H. Vallance.

Lloyd, meanwhile, immediately left on a vacation to rest up after his solicitation labors. He will make the decision whether or not to continue his Stockholders' Protective Committee in existence after his return. Observers, tho, suggested that there was little likelihood of a serious proxy battle next year in view of the resounding defeat handed the opposition.

## 802, Ops Discuss 5-Day Week Pact

• Continued from page 8

ing new contracts with both the hotels and clubs, tho some of the contracts now in effect have no termination dates.

The musicians are not seeking any increases in scale or other changes in rules or regulations, but may remain quite adamant about the five-day week, which would force operators to hire additional musicians for the other two days of the week.

#### Additional Costs

The operators, of course, are protesting on the basis of the additional costs to be placed upon them for hiring new men for the remaining two days and point out that the much-hoped-for relief in the way of a reduction in excise taxes from 20 to 10 per cent was denied when Congress reduced excises on many products last month. The musicians point out

## JARVIS SPINS MILLION DISKS

HOLLYWOOD, April 17.—Al Jarvis notched a milestone in his disk jockey career this week in spinning his millionth record on his "Make Believe Ballroom" via KFWB here.

Commemorating the event, Jarvis was feted by local music trade circles and flooded by congratulatory messages from tradesters throuth the nation. DJ played the Louis Armstrong recording of "I Can't Give You Anything But Love," the first record he put on a turntable more than 21 years ago when he started his career.

## GOLF BUG HITS

### Music Duffers In Training For Tourney

NEW YORK, April 17.—Music business golfers, a hardy lot who insist that the game of chasing the little pill is an all-year sport, are in earnest-training now for the annual golf days sponsored by, or in the name of, Fred Waring, Perry Como, Eddie Fisher and the Music Publishers Contact Employees.

Already lined up is the official opening of the tournament "season" at Fred Waring's country club, Shawnee-on-the-Delaware. Waring will play host to publishers, pluggers and talent on June 8. At this moment it is not certain whether the annual Perry Como day will be staged this year. There are dire-sounding reports that the tournament has been "getting out of hand," hence the possibility exists that there may be no Como affair.

The Eddie Fisher Day, staged last year for the first time at Grossinger's, will be repeated this year the last week in June. The songpluggers own tournament will probably again be held at the Aldegrass Country Club in New Jersey late in the summer.

Meanwhile, the public and private golf courses in and around New York are being subjected to the frantic swinging of the music business fraternity—duffers all.

that their national president, James C. Petrillo, made a personal plea to the administration to offer this form of tax relief to hotels, clubs and ballrooms on the basis that it would aid the musicians.

The local branch of the AFM has from time to time in the past moved to obtain the five-day week. It has been successful in some instances, particularly the night spots in the Yorkville area of this city. According to Manuti, there are now 18 locations in New York on the five-day week, and 45 additional musicians were put to work as a result of the union's successful pitch to their 18 spots.

And while it is not known just how far the musicians' union will go in its still quiet battle with the clubs and hotels, it is certain that should the union be rebuffed in these negotiations, it will continue to bring up the matter in all future sessions with users of music.

The current battle to open up employment for musicians highlights the problem of finding work for professional musicians in this and other areas. The New York local, for example, with some 30,000 men on the rolls, is also now faced with the loss of employment for men who've been in the NBC Symphony Orchestra which is being disbanded with the retirement of Arturo Toscanini.

In addition, Local 802 is in a big battle with radio stations WOR and WINS over the retention of the men on staff.

## Despite Beefs, Columbia Will Keep Club Plan

NEW YORK, April 17.—Columbia Records is continuing its experimental Columbia Record Club plan, according to Paul Wexler, sales chief of the firm. The Columbia Record Club is a dividend club on the order of the Book-of-the-Month Club, under which members who purchase a stated number of records per year receive bonus records free.

Last week Columbia stopped all selling of phonographs at a discount via the record club, as a result of dealer pressure in Chicago and other Midwestern cities. However, according to dealers checked in various areas, many are still unhappy about the plan and would be more than pleased if it were discontinued. Main reason for the dealer's unhappiness is the gripe that the firm is bypassing them by selling directly to dealers.

According to Wexler the plan is strictly experimental; it is a test to see if a club plan will attract people who never purchased records before. At the end of a certain period of time the firm hopes to have enough data to see if it actually has created new record customers. If it did not the firm will drop the club plan.

## Songwriters' Suit Vs. BMI Meets Delays

NEW YORK, April 17.—New evidence that the anti-trust suit brought by songwriters against Broadcast Music, Inc., broadcasters and major record companies will be hoary with age by the time it reaches open court came to light this week when plaintiffs were ordered to answer all questions relevant to the make-up and backing given their Songwriters of America committee.

The writers, thru their attorney John Schulman, had sought to restrict the scope of pre-trial questioning on the grounds that probing would disclose their trial strategy. But Federal Judge Edward Dimock ruled that such questions were proper and should be answered.

To date only five plaintiffs have been examined by BMI attorneys, headed by Sydney M. Kaye. These are Douglas S. Moore and Leonard Whitcup, examined here, and L. Wolfe Gilbert, Mack David and Ira Gershwin, questioned on the West Coast.

Eventually all 33 writer plaintiffs will be examined in the pre-trial phase of the hassle. And there are 40-odd defendants that SOA attorneys will probably want to question before their case is ready for trial.

The songwriters are seeking the separation of BMI from control of the broadcasters on the complaint that their close association has worked against fruitful exploitation of material not cleared thru BMI.

## Chappell to Rep. Sheldon

NEW YORK, April 17.—Moe Gale's Sheldon Music this week completed a deal with Chappell & Company under which the latter firm will represent the complete Sheldon catalog throuth the world with the exception of the United States and Canada. The arrangement was for three years and is understood to guarantee Sheldon \$25,000 a year.

Under the agreement, Sheldon may also acquire certain Chappell properties from Europe for American representation. Sheldon has not yet set a deal for Canada, but may do so within the next few weeks.

# The Crows

WITH THEIR GREAT SMASH FOLLOW-UP OF "GEE"



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B/W

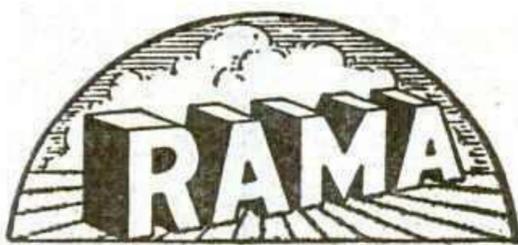
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# Crosby Pkg. Set by Decca

HOLLYWOOD, April 17.—With the market for "high ticket" package merchandise apparently on the upswing, Decca Records finalized plans for the release of a voluminous set of Bing Crosby records, to be issued on 12 12-inch LP's this August.

Records will represent an autobiography of Crosby's musical career, from his early days with the Paul Whitman band to the present era.

Crosby is currently slicing some of his earlier tunes with the Sonny Burke ork here. Altho no definite price for the package has been set, it is reported to be in the \$25 bracket.

**TONY MARTIN'S**  
**NEW SMASH**  
**'HERE'**  
RCA Victor 20-5665

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# MUSIC AS WRITTEN

## BETHLEHEM ISSUES FIRST C.&W. SIDES . . .

Bethlehem Records, until now exclusively in the pop field, will debut its first country and western disk soon. National sales manager Murray Singer is mapping a drive to launch the c.&w. entry featuring chanter Bert Bryson.

## NEW POP LABEL ISSUES 2 SIDES . . .

A new pop label, Anthracite Records, headquartered in Wilkes-Barre, Pa., bowed in this week with the release of "It's So Wrong" and "My Dream of Paradise" recorded by Al Colella, local TV performer, with the Eliteers orchestra. Heading the label is Joseph Brulo.

## BUD FRENCH RIGHTS GO TO PRESKELL . . .

Over 250 copyrights were purchased this week from the estate of the late Bud French by Moe Preskell, who owns and operates the Top Tunes disk and music firms in Atlantic City, N. J. The copyrights will go into Preskell's Meadowbrook firm, affiliated with the American Society of Composers, Authors and Publishers. Purchase included such tunes as "Oriental Blues" and "Darling, Come Back to Me."

## WMAQ'S 'LIKE' AIRS PREFERENCE TUNES . . .

A new series on Chicago's WMAQ, "This I Like," is based on the theory that different listeners prefer not only different music but also different personalities. The station has assembled a quintet of deejays who will appear, one each night, spinning disks of their own choice. The show is aired 9:30 to 9:45 p.m., Monday thru Friday. The five men in the order in which they will appear thruout the week are Paul Barnes, Lee Bennett, Greg Donovan, Louis Roen and Bill Griskey.

## DETROIT EXEC CLUB BOOKS ANTHONY . . .

The Ray Anthony orchestra has been set as the first of four major bands to play an annual private party at Detroit for the Briggs Management Club, executives' group of the Briggs Manufacturing Company, lately taken over by Chrysler, on June 12. Other bands have not yet been set, but this will make the third consecutive appearance for Anthony. Date is being booked through the Delbridge and Gorrell Agency.

## ARTIE SHAW SIGNS WITH CLEF LABEL . . .

Artie Shaw and His Gramercy Five signed with Clef Records, Norman Granz' diskery, this week. Shaw and his newly revived group were previously with the Bell label. Waxings made originally for the Bell label by Shaw will be released on Clef.

## ASCAP PAYS HEIR BROWN ROYALTIES . . .

The Billboard was in error a few weeks ago when it reported that the income of the late clefter A. Seymour Brown, writer of "Oh, You Beautiful Doll," from the American Society of Composers, Authors and Publishers, terminated at his death. A writer's income from ASCAP does not stop with his death, but is paid to his estate. The ASCAP royalties due to Brown are sent to his heir Mrs. Josephine Baird.

## CAPITOL ISSUES EDUCATION AIDS . . .

Capitol Records is making two educational pamphlets available to the public without charge. These are "Music Appreciation in Children" and "A Better Understanding of High Fidelity." The first was written by John Culshaw, English musicologist and classical a.&r. head for Capitol in Europe; the latter by Charles Fowler, editor of High Fidelity magazine. The booklets are available from Capitol Records, in New York.

## MERCURY PACTS NEW TALENT . . .

Mercury Records talent department has signed a new singer, Dick Island, who first made his vocal mark in the U. S. Army. June Winters and the Laurie Sisters were also recently signed by the talent department headed by Hugo Peretti and Luigi Creatore.

## STEVE ALLEN SETS JAZZ CONCERT . . .

Steve Allen will present an all-star jazz concert at Manhattan Center here on May 9th. The line-up of jazz musicians includes

Billy Butterfield, Teddy Wilson, Lou Stein, Bobby Haggart and others from the eras of swing and Dixieland. Allen himself will perform on piano.

## DEEJAY ENTERS AUTO RACE . . .

Bill Randle, who has spun many a record over WERE here over the years, will spin himself a bit when he races his Jaguar in the Sports Car race at Andrews Air Base, Washington, on May 23. Randle has been racing as a hobby for a number of years and feels he is now ready for the big time circuit.

## STEARNS OFF FOR HOLLYWOOD STINT . . .

Julie Stearns, general professional manager of Broadcast Music, Inc., leaves for Hollywood Monday (19) to set songs in the upcoming Universal film "It's All in a Lifetime." Stearns, who has already nabbed the title ditty, will place several additional tunes in the movie, which features Donald O'Connor and Bert Lahr.

## New York

Jack Gayle of United Music hit the road this week to work on his tune "I Could Have Told You So" waxed by Frank Sinatra for Capitol. . . . Redd Evans cut some sides Friday (16) for his Redd-E label. . . . Thrush Elly Williams was signed by Rainbow Records this week. She cut her first sides for the firm Friday (16). The label also signed Lee Andrews, and the Hearts, a vocal group managed by deejay Kay Williams of Philadelphia, and the Kelly Owens organ combo with Clifford Scott. . . . The Clovers were re-signed by Atlantic Records this week to a new long-term contract. . . . Publisher Tommy Valando returns from a Puerto Rican vacation next week. . . . Jerry Johnson, former professional manager with Bourne Music, has started his own publishing firm, Hunter Music. . . . A new r.&b. firm, Melmar Records, has been started by Max Dickman in Philadelphia. . . . Organist Betty Sharp is now at the New Yorker Hotel here. . . . Trend Records has taken on Mangold Distributors in Baltimore and Cosnat Distributors in Cleveland. . . . B. B. S. has signed Ben Bible ork. . . . Roger Coleman opened at the Skyway Lounge in Cleveland Saturday (17). . . . Tony Bennett, opened at the Casino Theater in Montreal Thursday (15) after a 16-day one-nighter tour with the Percy Faith ork. Bennett starts at the Seville Theater in Montreal April 22 and then plays 10 days at the Boulevard in Queens starting in May. . . . The Arcadia Ballroom here is running a novice ballroom dancing championship contest starting May 2. . . . Shaw Artists are now booking the Lee Konitz and Buck Clayton quartets and the Billy Taylor trio. The firm also signed pianist Alec Kallao.

## Chicago

A private screening of Republic Pictures' latest film, "Johnny Guitar," was held Thursday (15) for the benefit of the deejays and trade press. Hosting the affair was the Decca Records office which is plugging Peggy Lee's waxing of "Johnny Guitar." . . . Jack Howard, whose deejay show emanates from the window of his record shop, has signed Betty Mattson to a personal management contract. Betty also works the deejay show with Howard and has done a turn on the night club circuit as a singer. . . . Bud Cunningham, whose etching of "Angels in the Sky" is on the Valley label, in town making deejay appearances. He signed a personal management pact with T. C. Mack Enterprises while here. He will be feted at a cocktail party Monday (19) by Mack. . . . Adele Rich, night club organist and vocalist, penned the tune which Eddie Calvert took back to England for cutting, "I'll Be Waiting for You." It is to be released by Essex Records shortly. . . . A special screening of "The French Line" was held by Mercury Records in Milwaukee for dealers and deejays. Mercury has the original cast album of the tunes from the picture. Morris Price, vice-president in charge of sales at Mercury, went to Milwaukee for the affair. . . . In town on deejay promotions were Lola Dee with her waxing of "Padre," Betty Madigan of M-G-M with her recording of "Joey," and

Sandy Solo. . . . Irving Green, head of Mercury Records, went to Florida for a short vacation.

Stan (The Record Man) Dale took over the 7 to 10 a.m. spot on WJJD. He tossed a Coke party for his fan club and listeners at the studio during his broadcast the morning of April 17. . . . Carl Ravazza cut four sides for Tiffany Records, singing with orchestra directed by Joseph Gallicchio, music director of NBC's Central Division. Ravazza is singing in hotels and cafes and will soon make a nationwide tour to promote his new sides. Jerri Adams, Columbia recording artist, opened at the Chicago Theater on the same bill with Frankie Laine. . . . Randy Wood is in Chicago recording with Jan Garber.

## Hollywood

Tony Romano skies in from Boston for his April 21 nitery date at the Club Ajax, San Francisco, where he opens with Forrest Tucker. Date winds up his d.j. tour. . . . Frank Devol ork inked for three one-nighters, the Masonic Temple, Riverside, May 20; Beverly Hills Hotel, May 7, and Rodger Young Auditorium, Los Angeles, May 8. . . . Malcolm Beelby, well-known musical advisor, has been appointed departmental assistant head by Roy Fjastad, head of Paramount Pictures' music department. . . . Harold Stern, of "singing string" note, named entertainment director at the Beverly Hills Hotel, setting the Ted Fio Rizo ork and June Lynn into the Palms Terrace Room. . . . Toni Arden in town taping several shows with Bing Crosby. . . . Frankie Laine skied to Chicago for a two-week date at the Chicago Theater. . . . Columbia Records pairs its moppet stars, Jimmy Boyd and Gayla Peevey in their first together, called "Kitty in the Basket." . . . Eddie Truman is the new organist for KCOP's "Commander Comet" show. . . . Dan Terry ork, with Margie Rayburn, Don Gordon, the Teen Agers, Vickie Young and KMPC disk jockey Dick Wittinghill, nabbed the highly sought Easter dance at Rendezvous Ballroom, Balboa. . . . Perez Prado and his great new crew, into marathon wax sessions at RCA Victor betwixt work at the Oasis. Club is currently experiencing its best business in many a moon with the Prado ork. . . . Freddy Martin reactivates his publishing firm, naming Billy Walters to head the office. Firms are Martin and Maestro Music. . . . Bernard S. Brody, presently handling music clearances for the Liberatec and "Life With Elizabeth" TV film shows, has been set by Guild Films to perform similar chores for the upcoming Florian Zabach film musicals to be directed by Duke Goldstone. . . . Palace Records releases its highly touted "Just in Case" and "No Reply" by the Bobby Braman Trio this week.

## HEATH ANKLES BBC TELECAST; BLASTS SOUND

LONDON, April 17.—Band leader Ted Heath walked off a BBC-TV set this week vowing he would not make another telecast in this country until the sound engineers had learned something about the art of putting out band shows. The Heath band was backing an impressionist ballet, called "The Dreamers," playing the Stan Kenton-Pete Rugolo compositions of "Lament," "Abstraction" and "Monotony." Heath tangled with the sound engineers during rehearsal about the lack of balance they were giving the band. Heath's decision was confirmed after he had heard playbacks of the session which he called "dissatisfying." As usual in all controversy, the BBC issued a non-committal "no comment" on Heath's charges, but the leader's outburst is known to reflect a mounting feeling among musicians here that BBC-TV appearances may do them more harm than good. Heath's walk-out follows very closely on a similar decision by Columbia's Ray Martin, who left a top TV spot after trouble with sound balancing.

# Mercury to Send Hayman Band On 8-Wk. Tour

NEW YORK, April 17.—Richard Hayman, Mercury Records' Eastern artists and repertoire chief, will take his band on a concert tour starting May 1. The current plan calls for an initial trip of eight weeks. The maestro will be featured as a soloist also. The band's make-up will emphasize strings, and the book will include many dance arrangements.

In line with Mercury's intent to build Hayman as an artist, he will make a series of guest appearances on radio and television whenever the concert schedule permits.

It's expected that Hayman, as time permits, will lend some attention to Mercury's a.&r. activity in New York; but regular performance of this function has been assigned to Luigi Creatore and Hugo Peretti.

# ASCAP Sues Miami Clubs

MIAMI, April 17.—American Society of Composers, Authors and Publishers here this week filed suit against two local night clubs for infringement of copyright laws regarding tunes owned by member-publishers.

ASCAP asked the court to halt further usage of the tunes and for both spots to pay the \$250 minimum for each alleged offense. David Nelson, Southern division manager for ASCAP, filed the suits thru Blackwell, Walker & Gray, of Miami.

The two cafes are Ciro's, of Miami Beach, and L'Aiglon, a plush eatery-cafe in Surfside. ASCAP said it was representing Chappell & Company, Inc.; New World Music Corporation; DeSylva, Brown & Henderson; Richard Rodgers & Oscar Hammerstein II, and others.

# Woody Herman Ork Draws Good Houses On Danish Junket

COPENHAGEN, Denmark, April 17.—Woody Herman and his Third Herd gave two concerts at the 4,000-capacity KB Hall last week and drew good houses at both appearances. Arrangements were handled by Richard Stangerup, local impresario, and the Wilhelm Hansen concert agency. Tickets were priced at 65 cents, 95 cents and \$1.40, including tax.

To some degree critics followed the pattern of Norwegian and Swedish scribes in expressing preference for Herman's former band and style (circa 1938) but they handed out plenty of kudos to the leader and the band and were particularly generous in lauding vocalist Dolly Houston. Audience reaction was favorable.

Nat (King) Cole and his trio are skedded to appear at the KB Hall on Thursday (29), with the Danish combo of Poul Verlis, which is playing here at the Scala-Salen dance spot.

# Chi D. J. Edwards Slates Polka Ball

CHICAGO, April 17.—An aggressive newcomer to the ranks of Chicago disk jockeys, Lee Edwards, has set a "Polka King and Queen Ball" for the Paradise Ballroom on April 23. Featured bands will include Frankie Yankovic, Johnnie Bomba and Mattie Czech.

Judges for the selection of the King and Queen include deejays Eddie Hubbard, Sig Sakowicz, as well as Marisha Data, Sophie Barcus and Bruno Zielski.

Edwards is preparing a new restaurant on Chicago's Southwest Side, the Club Internationale and will feature shows containing name acts. His policy will be to feature a show and a dinner of the same flavor, in two-week periods. In other words, if the featured dinner is Hawaiian food, then the floorshow will be Hawaiian acts, etc.

**3** ...SONG HITS!  
...FOR THE MONEY!

THE CASH BOX "SLEEPER OF THE WEEK"

VARIETY "BEST BET"

BILLBOARD "EXCELLENT"

THE SMASH HIT—

# "JOEY"

recorded by

**BETTY MADIGAN**

MGM 11716



The Billboard . . . "Pretty New Ballad" — "Stewart Shows Off Well"

The Cash Box: ". . . real good juke box material . . ."

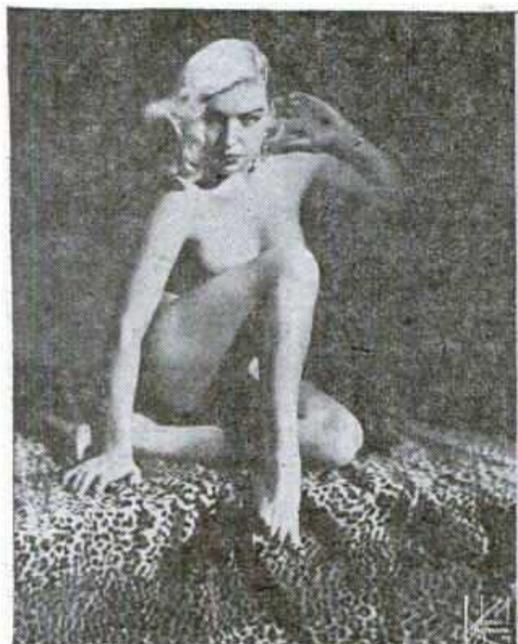
# THE "STEPS OF ST. MARIE"

recorded by

**BOB STEWART**

MGM 11699

PAT LAIRD AND BOB CREWE ORIGINAL RECORD #507



" top dancing and listening material . . . "—The Cash Box  
" great style . . . rich fabric . . . ideal for dancing . . . "—The Billboard

Exciting Tango

# "Desiree"

recorded by

**THE CORONET ORCHESTRA**

conducted by Bruce Campbell

MGM 30845

Published By

**LOWELL MUSIC CORPORATION**

1619 Broadway, New York, N. Y.

# Trade Concerned as 2 More File Suits for 'Unauthorized' Waxings

## Allegro Label Sued for 50G By Opera Star

NEW YORK, April 17.—Metropolitan Opera soprano Regina Resnik yesterday slapped Eli Obereinstein's Record Corporation of America with a \$50,000 suit charging unlawful use of her voice in two recently issued recordings of Wagner operas by the firm's label, Allegro Records.

The disks, part of a 19-LP set of the four operas in Wagner's "Ring of the Nibelungs," carry no artist credits other than attributing the performances to the Dresden State Opera, conducted by Dr. Fritz Schreiber. Miss Resnik was one of several artists who claimed to have recognized their voices on the disks (The Billboard, April 3).

The case—like those involving Walter Gieseke and Wilhelm Furtwangler (see adjoining story)—shows a stiffening attitude on the part of classical artists to control their recorded output. In all three cases it appears likely that largely unexplored areas of artist-manufacturer relationship will come under new legal scrutiny that may ultimately result in precedents affecting the drawing of future contracts.

Miss Resnik's complaint, filed in New York Supreme Court, contends that the records in question are a "reproduction of the performances rendered by the plaintiff at the Bayreuth Festival in the summer of 1953."

### Co-Defendants

Also named in the suit are the New York Allegro distributors, Melody Record Supply, and one local dealer.

The defendants, continues the complaint, "will benefit greatly from the skill, talent and efforts of the plaintiff without incurring the expenses necessary for obtaining artistic talent in the legitimate recording of complete opera performances."

Charging that sale of the records have "impaired and will continue to impair the value of (Miss Resnik's) . . . earnings" . . . and that the defendants "are engaged in unfair competition" . . . and that they "have unlawfully utilized, traded on and appropriated the plaintiff's special skills and talent for their own profit and benefit," Miss Resnik asks the court for an injunction barring future sale of the disks and for damages of \$50,000 and costs.

Harry W. Davis is the attorney representing Miss Resnik.

## Entre Issues New Material As Sales Aids

NEW YORK, April 17.—Columbia is going on a healthy promotional push to up sales of the firm's low-priced LP line, Entre Records. The company is putting out special browser boxes for Entre LP's, browser box markers, display cards for counters or windows, and streamers. In addition the firm has issued a new up-to-date catalog of the line.

Columbia's pitch on the Entre promotion drive is two-fold. The firm is trying to get over to the customers the fact that Entre disks are only \$2.98 and that they are a Columbia product. In ads and display material on the LP's the name artists and conductors, such as Gregor Piatigorsky, Nathan Milstein, Helen Traubel, Eric Leinsdorf, Herbert von Karajan and Dimitri Mitropoulos are featured.

The promotional material will be available to dealers next week from Columbia distributors. The material is available to any dealer who wants it at no charge.

The Modern Jazz Quartet, with John Lewis, Milt Jackson, Percy Heath and Kenny Clarke take off for Scandinavia next week. While in Europe they will play at the Paris Jazz Festival in July.

## LEGAL STRATEGY OF DISK FIRMS

NEW YORK, April 17.—Record companies whose contract artists figure in the legal hassles covered in the accompanying stories have so far refrained from becoming parties to the actions. Tho their interest in the outcome is considerable, legal strategy apparently dictates prosecution on strictly limited lines, with the artists appearing as sole plaintiffs.

The Gieseke and Furtwangler suits are civil rights cases with the charges limited to the alleged unlawful use of the artists' names. In Miss Resnik's case the charge is the alleged unlawful use of her voice and talent, interpreted by her attorney as a property right.

## INFRINGEMENTS

# Pubbers Find Educators to Be Offenders

NEW YORK, April 17.—Copyright infringements by educators, often made thru ignorance rather than intent, are coming in for more attention on the part of publishers. While policing action is necessarily sketchy, the publishers are appropriately making their point to school users by educational means.

The Music Publishers' Association started a conscious campaign to stem the unwitting infringements early this year, but are now stepping up implementation of the program. While estimates of revenue lost thru unauthorized usages are unavailable, publishers agree that the sum is considerable.

The most flagrant type of infringement cited by publishers involves the use of opaque projectors. With such a device an octavo score can be flashed on a large screen to be read by an entire chorus while they learn the music. Only one copy of the

(Continued on page 46)

# RCA in Planned Move To 12-Inch Pop LP's

NEW YORK, April 17.—A comparison of the number of 10-inch vs. 12-inch pop LP disks issued by RCA Victor last year and releases out or planned for issuance this year point up the company's decided move away from the use of the 10-inch long-playing record in favor of the larger 12-inch disk. According to George Marek, Victor's artistic and repertoire chief, this is a planned program by the company to increase its use of the 12-inch disk for popular LP releases.

Last year 20 per cent of all pop category long-playing records were 12-inch packages. This year the current and planned catalog additions will make the larger LP albums 44 per cent of the pop total. And while it's true that jazz packages will be a major portion of the 12-inch LP disks in the pop category, the increase in use of that size will also be evident in show albums, mood music and regular pop releases.

Victor points out that among the reasons for this program of increased use of 12-inch disks are the better display possibilities, consumer realization that the 12-inch disk is a better value than the 10-inch disk, and the adaptability of the 12-inch size for much of the planned catalog additions. The trade is already cognizant of the industry-wide move away from the 10-inch LP in the classical field; some trade observers are now even bold enough to suggest that in not too many years there will be few if any 10-inch LP disks issued. These executives believe that the extended play records will replace the 10-inch LP.

Current Victor plans call for the release of 46 12-inch pop LP's

# Gieseke Files \$100,000 Suit Against Urania

NEW YORK, April 17.—Pianist Walter Gieseke filed a \$100,000 suit against Urania Records this week and asked the New York Supreme Court to issue the record company from issuing disks bearing his name. In a similar action a few weeks ago, Urania was slapped with a complaint by conductor Wilhelm Furtwangler.

Aside from the alleged damage done to the two artists, the cases are being watched carefully by traders for the industry precedent they may set, regardless of which way the decision ultimately goes.

Observers note that the case may throw new light on the issue of artist exclusivity. The basic question being argued, they assert, is whether or not an artist can in fact promise and insure exclusive use of his performances to a record company. Upon such a belief rests a substantial prop of the present royalty framework.

Gieseke is currently under contract to a French subsidiary of Electric & Musical Industries. His recordings are released here by EMI's United States subsidiary Angel Records. Prior to formation of Angel, Gieseke's diskings were issued by Columbia. Much of his product is still active in the latter's catalog.

Furtwangler, also an EMI artist, is contractually featured here on RCA Victor vinyl.

### Gieseke's Complaint

Gieseke's complaint and supporting affidavit point to recently issued Urania LP's carrying Schumann and Bach piano works in performances attributed to him. The pianist asserts he never authorized Urania to release any record of his, and charges that the taped performances were acquired from East German sources where they were originally made for radio broadcast.

Letters included among the papers filed with the court show that Urania offered to pay Gieseke royalties, but was turned down by the pianist, who wrote on June 9, 1953, that "if unauthorized use is made of such tapes I

(Continued on page 46)

## DJ's TO GET PROSEN BIRDS

NEW YORK, April 17.—Lots of disk jockeys and their listeners will be given the bird by Publisher Sidney Prosen when he moves to promote his newest tune, due out in two weeks on Derby Records. Deejays will be asked to run letter-writing contests on impressions called forth by the ditty, "My Pretty Parakeet." And 50 parakeets, plus bird food and cages, will be awarded the best entries. Co-operating in the promotion are Hartz Mountain Products and the manufacturer of Handrix bird cages. The Michael Sisters, who cut the tune, have meanwhile been signed to a personal management contract by Prosen.

# Pluggers Unit Meets Gale Re Part-Timers

NEW YORK, April 17.—The Music Publishers Contact Employees this week named a special committee to meet with Moe Gale, owner of Sheldon Music, in a series of conferences aimed at reaching a solution to the Sheldon firm's use of part-time help to contact disk jockeys in many cities.

Named to meet with Gale were Leo Diston, Bob Baumgart and Ed Burton. Both Gale and MPCE spokesmen noted that the matter is being amicably discussed, with Gale anxious to help solve the pluggers' problem and the pluggers listening to Gale with open minds.

Among the major stumbling blocks are such questions as whether the part-time deejay contactors will join the union and pay an initiation fee, and how to classify them.

# Granz Signs Shaw to Pact

HOLLYWOOD, April 17.—Norman Granz, president of Clef and Norgran Records, signed clarinetist Artie Shaw to a term recording contract this week, shortly after his arrival from Europe.

No immediate plans for Shaw's debut under the Granz aegis were disclosed, altho the firm plans on using the maestro's talents on both single and package merchandise. Shaw recently inked indie Bell Records.

Sales of the firm's \$10 "Jazz Scene" package this week passed the 5,000 mark, along with an oversubscription to its \$5 photo package. Original album which marketed for \$25 was reissued in its present form at the \$10 tag, with the firm currently going into a heavy pressing schedule to meet demand.

# PHONO DISK MATERIAL SUPPLIES PLENTIFUL

WASHINGTON, April 10.—Phonograph record manufacturers, facing possibilities of a big sales year enhanced by growing public interest in hi-fi, can look forward to the most plentiful supply of disk ingredients in years.

A canvass of key sources in the Commerce Department on the availability of raw materials for phonograph records has turned up highly optimistic findings. Supplies are likely to be big in practically all of the main ingredients of phonograph records, which include polyvinyl chloride,

valite, chlorowax, lead stearate, calcium stearate and coloring material. Altho the proportions of the materials used are kept mum by the industry, a total of upward of 25,000,000 pounds a year of all the ingredients is estimated to go into the manufacture of phonograph records.

Polyvinyl chloride, made from chlorine gas and acetylene, is used as a filler which may comprise 60 per cent or more of the bulk of disks. Both chlorine and acetylene are in ample supply, with chlorine production so high that one Commerce expert indicated that new uses for the gas would be welcomed by manufacturers. Other petroleum products may be substituted for acetylene in the process, it is understood.

Anywhere from 10 to 40 per cent of the disk mixture may consist of valite and chlorowax together, which are used as fillers and extenders. Valite, which is crushed sugar cane, or bagasse, is plentiful supply at low cost, altho no statistics are kept on its availability, according to Commerce. Chlorowax, or chlorinated paraffin, another material on

(Continued on page 46)

## HULA DITTIES

# Island Music Stirs Diskers Into Activity

HOLLYWOOD, April 17.—Surge of activity in the Hawaiian music field has cued a heavy of recording companies to look into the market as a source of steady catalog sales. Largely responsible for the interest on the part of the recorders is publisher Mickey Goldsen, of Criterion Music, who at present is producing three albums for Columbia, Atlantic and Tempo. Goldsen's current "Polynesia" on Capitol Records is among that firm's top-selling album, with sales reportedly continuing to rise.

The interest in island music is not restricted to Hawaii, but extends to original Tahitian, Polynesian and Samoan songs.

Goldsen's interest in island music is two-fold. As a publisher, Goldsen alleges many of the songs that he has acquired are the source of good pop material, in many cases lacking only a lyric rewrite. In this instance, it is Goldsen's opinion that his strongest ties should be with, ergo the island music as a source of good standard copyrights.

Moreso, Goldsen's South Sea songs and his growing reputation as a specialist in the field, have dealt him well with motion picture companies. To date six of his songs have been included in color shorts, features and documentaries dealing with the South Seas, all offering a potent source of revenue.

The albums Goldsen is producing aren't restricted to songs in his catalog, but represent only authentic island music, regardless of who owns the copyrights.

## \$100,000 PER

# RCA Settles Differences With Monroe

NEW YORK, April 17.—Following a series of conferences and an appearance before the executive board of the American Federation of Musicians, RCA Victor Records and Vaughn Monroe have settled their differences over the singer's recording contract, which still has a year to run. It remains in force as it was originally written four years ago.

Monroe holds one of the best disk agreements in the business—one which calls for a guarantee of \$100,000 a year and some 26 sides to be recorded. Victor testified that its agreement called for recording Vaughn Monroe and his orchestra. The singer and his personal manager, Willard Alexander, argued that under the contract Monroe was permitted to record as a vocalist—with or without his own orchestra.

In the conferences it was also pointed out that Monroe has only recorded eight sides since April, 1953. His last date for Victor was in December, 1953.

As matters now stand, Alexander and Victor are agreed that the original contract will be fulfilled and that Monroe will continue to receive his \$100,000 guarantee annually for the length of the contract. Monroe, meanwhile, is continuing to work as a single. Saturday (10), for example, he played a one-nighter backed by the Gene Williams band at the Sunnybrook Ballroom, Pottstown, Pa., and drew one of the biggest crowds in some time for the location—1,500 persons.

# Stephens Intros Speaker Cabinet

HOLLYWOOD, April 17.—A new type of speaker cabinet, the Cavalcade, has been developed by the Stephens Manufacturing Company, and is being placed on the market in the firm's Tru-Sonic cabinet line.

The new cabinet permits direct radiation from the loud speaker and employs the Stephens-designed fully expanding dual exponential horn for rear horn loading.

The Cavalcade has been created for the express purpose of complementing either of the three Stephens Tru-Sonic loud speakers, and will retail for \$131.25.



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 "JAMBALAYA"-

**felicia  
 Sanders**

*Sings*

**JOLLY  
 JOLENE**

b/w  
 "Love Affair"  
 COLUMBIA 40219



\* From the Heart of the Cajun Country

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

# The Billboard Music Popularity Charts

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

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Wanted	1	7
2. Make Love to Me	4	11
3. Young at Heart	2	9
4. I Get So Lonely	6	7
5. Secret Love	3	17
6. Cross Over the Bridge	7	8
7. Answer Me, My Love	5	5
8. Here	15	2
9. Stranger in Paradise	13	21
10. Changing Partners	9	21
11. Man With the Banjo	1	1
12. Oh, Mein Papa (Oh, My Papa)	10	19
13. Heart of My Heart	8	18
13. A Girl, A Girl	14	3
15. That's Amore	17	17

## 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 and a Dollar (R)—Famous—ASCAP
- A Girl, A Girl, (R) Valando—ASCAP
- Am I in Love? (R)—Miller—ASCAP
- Amor (R)—Southern—BMI
- Angela Mia (R)—Chappell—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- The Happy Wanderer (R)—Fox—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (R)—Duchess—BMI
- Little Mustard Seed (R)—Robbins—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Melancholy Me (R)—Sheldon—BMI
- My Restless Lover (R)—Chappell—ASCAP
- Ridin' to Tennessee (R)—Johnstone-Montel—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
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Until You Came to Me (R)—American Academy—ASCAP
- Wanted (R)—Witmark—ASCAP
- Where Can I Go Without You? (R)—Ivan Mogull—ASCAP
- Young at Heart (R)—Sunbeam—BMI

### Television

- Anema E Core (R)—Leeds—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- C'est La Vie (R)—Regent—BMI
- Cleo and Meo (R)—Joy—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- If You Love Me (R)—Duchess—BMI
- Lovin' Spree (R)—Joy—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Poor Butterfly (R)—Harms—ASCAP
- Positively No Dancing (R)—Weiss & Barry—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- Wanted (R)—Witmark—ASCAP
- You Got Class—\*
- Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending April 14

This Week	Last Week	Weeks on Chart
1. Wanted	1	8
2. Make Love to Me	2	12
3. Cross Over the Bridge	4	8
4. I Get So Lonely	3	12
5. Secret Love	5	16
6. Young at Heart	6	10
7. Answer Me, My Love	7	8
8. A Girl, A Girl	8	4
9. Here	14	3
10. Man With the Banjo	11	5

**1. Wanted**  
By Jack Fulton, Lois Steele—Published by Witmark (ASCAP)  
BEST SELLING RECORD: P. Como, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, Prom 1078; M. Mullican, King 1337.

**2. Make Love to Me**  
By Bill Norvas, Allan Copeland, Leon Roppolo, Paul Mares, Benny Pollack, George Brunies, Mel Stetzel, Walter Melrose—Published by Melrose (ASCAP)  
BEST SELLING RECORD: J. Stafford, Col 40143. OTHER RECORDS AVAILABLE: Commanders, Dec 29048; P. Dally and His Chicagoans, Jazz Man 105; R. Flanagan, V EPA-541; B. Glenn, Prom 1075; G. Hill, Dec 29969; G. Polk-T. Dorsey, Bell 1092; Z. Taylor, RPM 405.

**3. Cross Over the Bridge**  
By Benny Benjamin, George Weiss—Published by Valando (ASCAP)  
BEST SELLING RECORD: P. Page, Mercury 70302. OTHER RECORDS AVAILABLE: A. Lloyd, Carillions, L. Clinton, Bell 1031; L. Leslie-E. Sheldon Ork, Prom 1079.

**4. I Get So Lonely**  
By Pat Ballard—Published by Melrose (ASCAP)  
BEST SELLING RECORD: Four Knights, Cap 2654. OTHER RECORDS AVAILABLE: Brigadiers, Prom 1076; Bing Crosby & G. Lombardo, Dec 29054; L. Clinton, Carillions, A. Lloyd, Bell 1031.

**5. Secret Love**  
By Sammy Fain and Paul Francis Webster—Published by Remick (ASCAP)  
BEST SELLING RECORD: Doris Day, Col 40108. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Bing Crosby, Dec 29024; T. Edwards, M-G-M 11604; H. Forrest, Bell 1030; Whitman-G. Grant, V 20-5512; G. Jenkins, Dec 28876; Moon Glows, Chance 1152; M. Murphy, Prom 1073; Orioles, Jubilee 5137.  
From Warner Picture—"Calamity Lane."

**6. Young at Heart**  
By Johnny Richards and Carolyn Leigh—Published by Sunbeam (BMI)  
BEST SELLING RECORDS: F. Sinatra, Cap 2703. OTHER RECORDS AVAILABLE: L. Becker, Prom 1078; Bing Crosby & G. Lombardo, Dec 29054; C. De Forest, Bell 1030; G. Hill, Dec 29069; E. Lynne, Oroc 5403.

**7. Answer Me, My Love**  
By Carl Sigman and Gerhard Winkler—Published by Bourne (ASCAP)  
BEST SELLING RECORD: Nat (King) Cole, Capitol 2687.

**8. A Girl, A Girl**  
By Bennie Benjamin, George Weiss, Al Bandini—Published by Valando (ASCAP)  
BEST SELLING RECORD: E. Fisher, V 20-5675. OTHER RECORDS AVAILABLE: L. Becker and E. Sheldon, Prom 1080.

**9. Here**  
By Harold Grant and Dorcas Cochran—Published by Hill & Range (BMI)  
BEST SELLING RECORD: T. Martin, V 20-5665.

**10. Man With the Banjo**  
By Fritz Schultz and Robert Mellin—Published by Mellin (BMI)  
BEST SELLING RECORD: Ames Brothers, V 20-5644.

## Second Ten

11. FROM THE VINE CAME THE GRAPE	10	12
12. HEART OF MY HEART	17	21
13. THERE'LL BE NO TEARDROPS TONIGHT	13	6
14. CHANGING PARTNERS	15	20
15. STRANGER IN PARADISE	12	21
16. I REALLY DON'T WANT TO KNOW	20	2
16. OH, MY PAPA	9	20
16. JILTED	—	1
19. SOMEBODY BAD STOLE DE WEDDING BELL	18	11
20. TILL WE TWO ARE ONE	18	13

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

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

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## The Music Corner

There are many facets of the record business which are shrouded in mystery except to a limited number of people. Probably the area of the business that comes the closest to this description concerns the activities and functions of the artist and repertoire men—those daring adventurers who create the records.

The job of an artist and repertoire man, commonly called an a.&r. man, is manifold. He has to hire and sometimes fire the artists for the label concerned. He has to select the songs to be recorded and then select the artist to sing the song, or the orchestra or combo to play the tune. He has to decide upon the manner in which the material is to be treated and whether it should have flash or soul.

There are all types of a.&r. men; pop, classical, country, rhythm and blues, international, etc. Some are young, some are old, others are ageless. One of the questions often asked about these recording heads is one that is most difficult to answer. What are the qualifications necessary to become an a.&r. man?

Actually, there is no single answer. The qualifications necessary for becoming an a.&r. man are only a bit less vague than those necessary to become a congressman or senator. There are a.&r. men who are musicians; there are a.&r. men who are not. Some are jolly, some studious, some grim and others pleasant. Some were well known in the business before they took over the a.&r. post; others were plucked out of the blue to assume the job.

Some qualifications that appear to be necessary for the a.&r. position however, include such things as leadership, courage, knowledge of the record business, and self-confidence. The a.&r. man who constantly follows his competition won't long maintain his post. And the a.&r. man who is not flexible in his ideas will also soon be out.

The a.&r. road is a rough one. But as one goes, there are always more ready to take his place. Perhaps this is due to the power inherent in the position, or perhaps due to the creativeness of the post. It certainly can't be due to the fame that goes with the job. Everyone remembers Al Jolson or Caruso; few remember the a.&r. men who supervised their records.

## England's Top Twenty

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

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



# Buyboard

**TOP SELLERS—**

**POPULAR**  
Listed Alphabetically

ALONE TOO LONG		
IT HAPPENS TO BE ME	N. Cole	2754
ANSWER ME, MY LOVE		
WHY	N. Cole	2687
BROTHER JOHN		
THE DEEP BLUE SEA	N. Riddle	2744
THE BUNNY HOP		
THE HOKEY POKEY	R. Anthony	2427
DANCE MY HEART		
SOMEWHERE BEYOND TONIGHT	R. Anthony	2777
GOOD-BYE		
THAT'S A-ME 'N' MY LOVE	B. Manning	2772
I COULD HAVE TOLD YOU		
DON'T WORRY ABOUT ME	F. Sinatra	2787
I'D CRY LIKE A BABY		
HEY, BROTHER, POUR THE WINE	D. Martin	2749
I REALLY DON'T WANT TO KNOW		
SOUTH	L. Paul & M. Ford	2735
I WAS MEANT FOR YOU		
THEY TELL ME	The Four Knights	2782
THE MAN UPSTAIRS		
IF YOU LOVE ME	K. Starr	2769
OH, BABY MINE (I GET SO LONELY)		
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
ROSE MARIE		
BILL AND SAM	B. May	2759
SEEMS LIKE OLD TIMES		
CRAZY BONES	The Four Freshmen	2745
THAT'S AMORE		
YOU'RE THE RIGHT ONE	D. Martin	2589
UNTIL SUNRISE		
HUMORESQUE	J. Carr	2730
YOUNG-AT-HEART		
TAKE A CHANCE	F. Sinatra	2703

**LATEST RELEASES**

Numbers 416 & 417

BAHAMA BOAT		
MY CUTEY'S DUE AT TWO TO TWO TODAY	Betty Hutton	2776
DANCE MY HEART		
SOMEWHERE BEYOND TONIGHT	Ray Anthony	2777
NO YOU		
GONE AWAY	Tommy Leonetti	2778
JESUS CARES		
ARE YOU WILLIN'	Redd Harper	2779
THEY MADE ME FALL IN LOVE WITH YOU		
YOU'RE RIGHT	Faron Young	2780
SON OF INDIA		
I CAN'T LEAVE MYRTLE ALONE	The Maytimers	2781
I WAS MEANT FOR YOU		
THEY TELL ME	The Four Knights	2782
HANG UP		
SORRY, SORRY, SORRY	Helen O'Connell	2783
CONEY ISLAND BOAT		
OPEN YOUR ARMS	Gordon MacRae & June Hutton	2784
BIMBO NO. 2		
HEY, MR. MOCKING BIRD	Red Morris	2785
DARK STREETS		
EACH TIME YOU WALK BY	Bill Dudley	2786
I COULD HAVE TOLD YOU		
DON'T WORRY ABOUT ME	Frank Sinatra	2787
THE HAPPY WANDERER		
I WENT OUT OF MY WAY	Tommy Leonetti	2788

**BEST SELLING—**

**POPULAR ALBUMS**

Listed Alphabetically

CLASSICS IN JAZZ—BENNY GOODMAN		
45 rpm "EP" No. EAP-1-479 & EAP-2-479		
33 1/3 rpm No. H-479		
CLASSICS IN JAZZ—BILLY BUTTERFIELD		
45 rpm "EP" No. EAP-1-424 & EAP-2-424		
33 1/3 rpm No. H-424		
CLASSICS IN JAZZ—MILES DAVIS		
45 rpm "EP" No. EAP-1-459 & EAP-2-459		
33 1/3 rpm No. H-459		
THE DUKE PLAYS ELLINGTON—Duke Ellington		
45 rpm "EP" No. EAP-1-477 & EAP-2-477		
33 1/3 rpm No. H-477		
"I REMEMBER GLENN MILLER"—Ray Anthony		
45 rpm "EP" No. EBF-476		
33 1/3 rpm No. H-476		
MUSIC FOR LOVERS ONLY—Jackie Gleason		
45 rpm "EP" No. EBF-352		
33 1/3 rpm No. H-352		
MUSIC TO MAKE YOU MISTY—Jackie Gleason		
45 rpm "EP" No. EBF-455		
33 1/3 rpm No. H-455		
SOFT LIGHTS AND BOBBY HACKETT—Bobby Hackett		
45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458		
33 1/3 rpm No. H-458		
SONGS FOR YOUNG LOVERS—Frank Sinatra		
45 rpm "EP" No. EBF-488		
33 1/3 rpm No. H-488		
SWINGIN' AROUND—Pee Wee Hunt		
45 rpm "EP" No. EAP-1-492 & EAP-2-492		
33 1/3 rpm No. H-492		
TAWNY—Jackie Gleason		
45 rpm "EP" No. EBF-471		
33 1/3 rpm No. H-471		
THINKING OF YOU—Les Baxter		
45 rpm "EP" No. EBF-474		
33 1/3 rpm No. H-474		
THIS MODERN WORLD—Stan Kenton		
45 rpm No. KCF-460		
33 1/3 rpm No. H-460		

**TOP SELLERS—**

**COUNTRY & HILLBILLY**  
Listed Alphabetically

A FOOLER, A FAKER		
BREAKIN' THE RULES	H. Thompson	2758
ELI, THE CAMEL		
SOMEBODY LIED	F. Huskey	2746
THE HOUSE OF BLUE LIGHTS		
BELL BOTTOM BOOGIE	M. Moore	2574
I LOVE YOU, PAMA MIA		
REMEMBER YOU'RE MINE	S. McDonald	2774
MY LIFE IS NOT MY OWN		
TALKING TO A SPARROW	F. Chapman	2775
RELEASE ME		
JUST TO BE WITH YOU	J. Heap & P. Williams	2518
THEN I'LL BE HAPPY		
CRY, CRY DARLING	J. Heap & P. Williams	2767
THEY MADE ME FALL IN LOVE WITH YOU		
YOU'RE RIGHT	F. Young	2780
WAKE UP, WRE'EM		
GO CRY YOUR HEART OUT	H. Thompson	2646
YOU BETTER NOT DO THAT		
HIGH ON A HILLTOP	T. Collins	2701

**BEST SELLING—**

**CHILDREN'S ALBUMS**  
Listed Alphabetically

BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig		
78 rpm No. CAS-3173		
45 rpm No. CASF-3173		
CHIN CHOW AND THE GOLDEN BIRD & LITTLE		
ABOUT THE CAMEL—Don Wilson		
78 rpm No. CAS-3193		
45 rpm No. CASF-3193		
EL TORITO, THE LITTLE BULL—Don Wilson		
78 rpm No. CAS-3194		
45 rpm No. CASF-3194		
HOPALONG CASSIDY AND THE SHEEP RUSTLERS—		
William Boyd		
78 rpm No. CAS-3197		
45 rpm No. CASF-3197		
I TAUT I TAW A PUDDY TAT & YOSEMITE SAM—		
Mel Blanc		
78 rpm No. CAS-3104		
45 rpm No. CASF-3104		
I'M A LITTLE TEAPOT & THE TEDDY BEARS'		
PICNIC—Frank DeVol		
78 rpm No. CAS-3083		
45 rpm No. CASF-3083		
THE LITTLE ENGINE THAT LAUGHED—Don Wilson		
78 rpm No. CAS-3196		
45 rpm No. CASF-3196		
NEVER SMILE AT A CROCODILE & FOLLOWING		
THE LEADER—Jerry Lewis		
78 rpm No. CAS-3163		
45 rpm No. CASF-3163		
PIED PIPER PUSSYCAT—Mel Blanc		
78 rpm No. CAS-3188		
45 rpm No. CASF-3188		
PINOCCIO—Art Gilmore, June Foray		
78 rpm No. CAS-3203		
45 rpm No. CASF-3203		
ROB ROY—Art Gilmore, Tom Conway		
78 rpm No. CAS-3198		
45 rpm No. CASF-3198		
STORY OF ROBIN HOOD—Kester Paiva		
78 rpm No. DBX-3138		
45 rpm No. EAXF-3138		
WILD WEST HENRY HAWK—Mel Blanc		
78 rpm No. CAS-3172		
45 rpm No. CASF-3172		

**BEST SELLING—**

**"Specialized" HIGH-FIDELITY ALBUMS**  
Listed Alphabetically

FULL DIMENSIONAL SOUND—		
Study in High Fidelity		
33 1/3 rpm No. SAL-9026		
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL		
SOUND—Top Artists		
33 1/3 rpm No. LAL-9024		
HIGH FIDELITY POPULAR INSTRUMENTALS IN		
FULL DIMENSIONAL SOUND—Top Artists		
33 1/3 rpm No. LAL-9022		
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL		
SOUND—Top Artists		
33 1/3 rpm No. LAL-9023		
THE PASSIONS—Les Baxter & Bas Svara		
33 1/3 rpm No. LAL-484		

SONGS FROM BROADWAY'S NEW HIT MUSICAL!  
**"BY THE BEAUTIFUL SEA"**

**Gordon MacRae**  
**AND June Hutton**  
**"CONEY ISLAND BOAT"**  
with orchestra conducted by VAN ALEXANDER



coupled with **"Open Your Arms"**  
Record No. 2784

**Helen O'Connell**  
**"HANG UP"**

with orchestra  
conducted by  
DAVE  
CAVANAUGH

coupled with  
**"Sorry, Sorry, Sorry"**

Record No. 2783



FIFTH IN SERIES ON MUSIC POP CHARTS

Billboard Honor Roll of Hits Represents Culmination of Disk's Life on the Charts

The Honor Roll of Hits leads off The Billboard Music department's charts each week. Its prominent, dominating position is, of course, no accident, for it represents, in effect, the final accolade of a successful tune, and is, therefore, The Billboard's most important chart.

The long road which leads from the original inspiration and jotting down of a melody and, perhaps, ideas for lyrics, to its acceptance by the American public as a hit song comes to an end here. On an average, about 100 tunes each year successfully maneuver this slippery highway to fame and fortune, while several thousand competitors end up as casualties or, at best, moderately successful also-rans.

CULMINATION POINT: The Billboard's current series of articles explaining and exploring the purpose of its various charts ends with this discussion of the Honor Roll of Hits. All the other charts and indices of commercial acceptance that The Billboard publishes have been described first, because they map the progress of a record up to this point. The typical success story begins within a week or two after a tune has been recorded and sheet music issued. After initial play by disk jockeys, and possibly after being highlighted as a Billboard "Spotlight" record, the first impact of the promotion of a new disk is felt at the local level.

Before long, The Billboard's territorial charts will reflect regional acceptance, and when a record shows growing sales momentum, it will be picked as a "Best Buy." From there, a disk typically jumps on to the national disk jockey chart, followed by the chart of "Tunes With the Greatest Radio and Television Audiences" compiled by John G. Peatman, the national retail and juke box charts, sheet music sales chart and anchors at the very last on the Honor Roll of Hits.

SCIENTIFIC FORMULA: The Honor Roll of Hits is compiled by assigning a weighted value to the position of a tune on each of the charts listed above, in accordance with a scientific formula that gives appropriate emphasis to the relative merits of the tune's standing in the various fields just mentioned. Tunes which place highest on the Honor Roll of Hits are those which are found simultaneously in the higher positions of the national retail, juke box, disk jockey, sheet music and radio-TV performance charts.

When several recorded versions of a tune are selling well at the same time, like the recent "Stranger in Paradise," for example, the tune's position on the Honor Roll of Hits naturally will reflect this added strength, and rank higher on the list than a tune which had only one recorded version of it selling. The Honor Roll of Hits wraps up all the charts, and

summarizes the results of the many different types of questionnaires returned voluntarily to us by our selected sources in all phases of the music-record industry.

TEN-YEAR HISTORY: The Honor Roll of Hits is now in its 10th year as a weekly Billboard feature. It ran for the first time in the issue of March 24, 1945 and has been a valuable, trusted business guide ever since. The No. 1 tune on that first Honor Roll of Hits was "Ac-Cent-Tchu-Ate the Positive" (remember?) which was doing well in a Bing Crosby and a Johnny Mercer recording. A lot of water has passed under the bridge between "Ac-Cent-Tchu-Ate the Positive" and today's No. 1 tune, "Wanted." Many tunes, fads and faces have come and gone; The Billboard's Honor Roll of Hits has been a faithful, impartial chronicler of these shifting tides of taste.

REGISTERED TRADE-MARK: Indicative of the importance of this feature is the fact that the Honor Roll of Hits is a registered trade-mark and its actual listings are copyrighted by The Billboard Publishing Company. Any use of either can be made only upon the written consent of The Billboard. This consent has been given freely by The Billboard to more than 700 disk jockeys who are specially licensed to use both the trade-mark and the listings as basis for their programs.

The Honor Roll of Hits also serves as the basis for "Today's Top Tunes," a sales promotional service made available to dealers. This lists 50 of the most popular tunes of the week and is made available to dealers for display purposes or in the form of mailings to their customers. The Billboard publishes more

than 1,500,000 copies per year of "Today's Top Tunes" as a dealer service.

PERMANENT RECORD: The fact that the Honor Roll of Hits has been retained in its basic form and is still based on essentially the same factors of popularity today that it was in 1945 indicates that the music-record business had crystallized along its present lines. The Billboard's first two charts—a sheet music chart and "census" of the number of times a song was played on the radio networks (printed for the first time in 1934)—reflected a much less complex business situation than exists today. Younger men may ask, "What kind of business was this without juke box or disk jockey charts and a couple of hundred record labels?"

At any rate, the dominant importance of both those charts has been overshadowed in the 20 years since they were first printed, 20 years which have seen the expansion of the record business to a point where its annual volume is approaching \$225,000,000 and has institutionalized the disk jockey and the juke box. The Billboard has always been sensitive to these shifts and developments and has done its best to provide the kind of charts that businessmen in all phases of the trade need to guide their buying.

RADIO TUNE CENSUS: After introducing the "Radio Tune Census" and sheet music charts in 1934, The Billboard within the following five years came up with the National Retail and Juke Box Record charts. These first charts all were concerned with pop material. By 1944, however, these had been supplemented by national country and western, and rhythm and blues listings, in response to the tremendous gains these fields made during the war years.

As the music-record business continued its seven-league strides, the charts expanded with them. Disk jockey charts, territorial charts, children's record charts, pop and classical album charts have been added to bring The Billboard's present total of 53 tabulated charts, representing a comprehensive view of the field offered by no other publication or service.

The Honor Roll of Hits represents in summary one of the most impressive examples of trade consciousness which could be pointed out in any business field today. The voluntary, self-census of the hundreds of dealers, juke box operators and disk jockeys who return The Billboard's questionnaires every week has no parallel in any other industry to our knowledge. This demonstrates at once the accepted need for such a weekly survey, its increasing value as a gauge of taste and a modern, scientific merchandising method—and the ability of dealers, operators and jockeys to co-operate in vital industry projects.

The strength of a tune on all of The Billboard's national charts (dealer, operator and disk jockey, as well as the sheet music and Peatman charts) determines its final position in the Honor Roll of Hits. The Honor Roll of Hits listings also provide supplementary trade data such as name of songwriter, music publisher, best-selling records, other records available and title of legit or motion picture, if any. Today's Top Tunes, an adaptation of the Honor Roll of Hits, is not published in The Billboard. It is a special Billboard service available to dealers for local sales promotion efforts. Dealers buy Today's Top Tunes in bulk, use them for various display and promotional purposes. Piece is designed for direct-by-mail dealer sales efforts to local customer and prospect lists. Reports, based on actual sales resulting from the use of Today's Top Tunes, range from "good" to "outstanding."

Collage of Billboard charts including: Most Played by Jockeys, Tunes with Greatest Radio and Television Audiences, Best Sellers in Stores, Most Played in Juke Boxes, Best Selling Sheet Music, and Honor Roll of Hits (The Nation's Top Tunes).

# Cadence RECORDS

## New Releases



**ALFRED DRAKE**  
 (Star of KISMET)  
 "THE HAPPY WANDERER"  
 B/W "DESTINY'S DARLING"  
 Cadence #1238



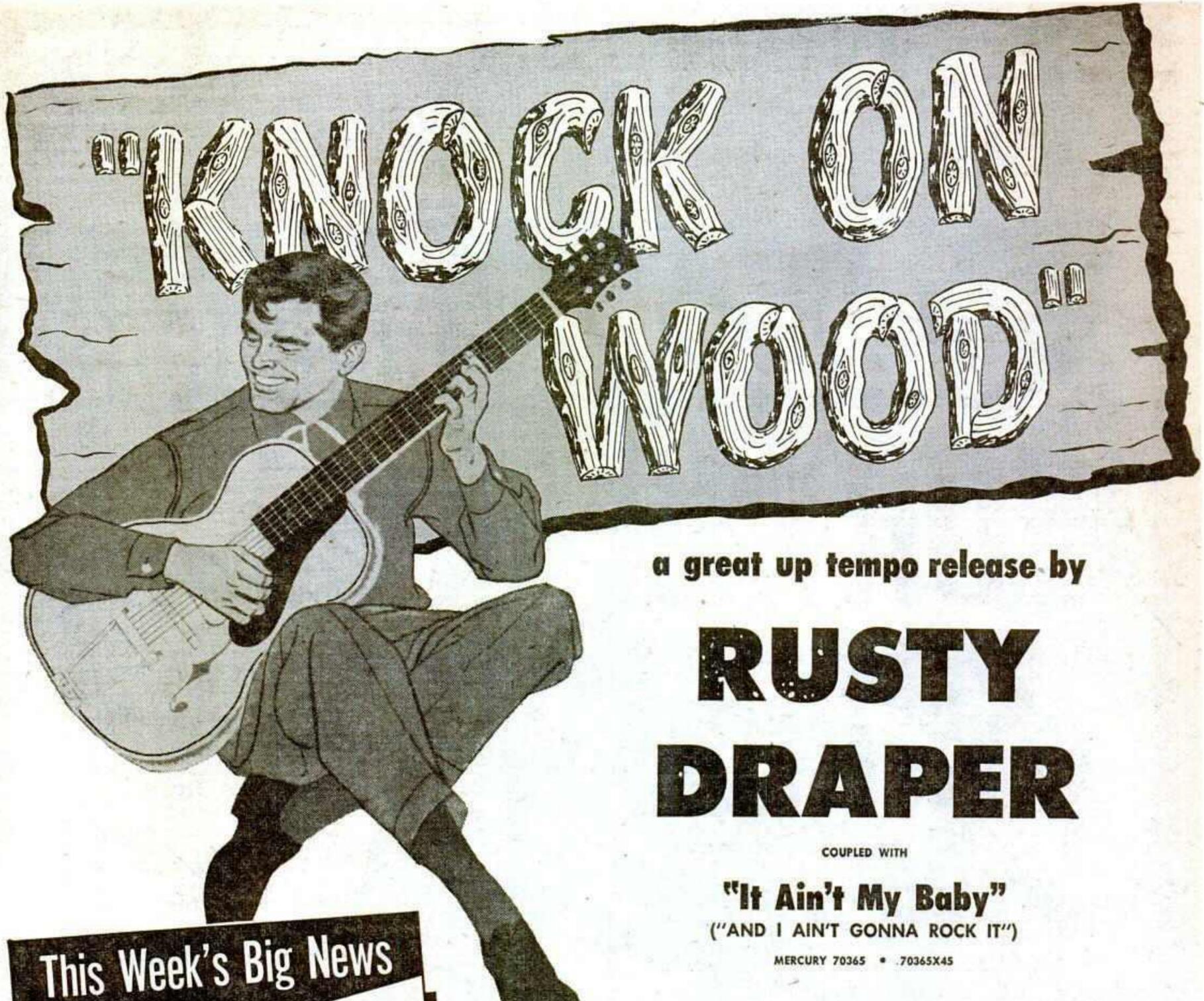
**ARCHIE BLEYER**  
 "HERNANDO'S HIDEAWAY"  
 (from PAJAMA GAME)  
 featuring MARIA ALDA, Castanet Soloist  
 B/W "SIL VOUS PLAIT"  
 featuring JAMES BURKE FAMOUS TRUMPET SOLOIST  
 Cadence #1240



**THE CHORDETTES**  
 OF ROBERT Q. LEWIS & ARTHUR GODFREY FAME  
 "TRUE LOVE"  
 B/W "IT'S YOU, IT'S YOU I LOVE"  
 Cadence #1239

*An Archie Bleyer Production*  
**Cadence RECORDS**

40 East 49th Street, New York 17, N. Y.



a great up tempo release by

# RUSTY DRAPER

COUPLED WITH

**"It Ain't My Baby"**  
("AND I AIN'T GONNA ROCK IT")

MERCURY 70365 • 70365X45

This Week's Big News

## THE CREWCUTS

SINGING

### "CRAZY 'BOUT YOU BABY"



Breaking for a **BIG HIT!**

CLEVELAND,  
PITTSBURGH,  
CHICAGO, DETROIT  
AND NEW YORK

COUPLED WITH

**"Angela Mia"**

MERCURY 70341 • 70341X45

## NEW RELEASES

### JUNE WINTERS

MERCURY 70368 • 70368X45

"READING OLD LETTERS"

"I DON'T WANT TO BE WORSHIPPED"

### DICK ISLAND

MERCURY 70369 • 70369X45

"THE GRASS LOOKS GREENER"

"WAS THAT THE HUMAN THING TO DO?"

### RICHARD HAYES

MERCURY 70363 • 70363X45

"THE CONTINENTAL"

"MOVE IT ON OVER"

### MARTHA RAYE

MERCURY 70364 • 70364X45

"THAT OLD BLACK MAGIC"

"CLOSE TO ME"

### QUINTONES

MERCURY 70361 • 70361X45

"TELL ME WHY"

"The World Is Waiting For The Sunrise"

### HARMONICATS

MERCURY 70360 • 70360X45

"LONG, LONG AGO"

"MY HAPPINESS"

### BERNICE PARKS

MERCURY 70356 • 70356X45

"DO IT AGAIN"

"BEST PERFORMANCE OF THE YEAR"

### HARMONICATS

MERCURY 70362 • 70362X45

"CAT WALK"

"HORA STACATO"



# IT'S A BEAUTY!



## RICHARD HAYMAN and His Orchestra

# 'PORT OF SPAIN'

AND ANOTHER WINNER  
**"Spring is Here"**

FEATURING HAYMAN ON HARMONICA  
MERCURY 70353 • 70353X45

Watch for Details of Free Trip to Port Of Spain —Next Week!

**Arthur PRY SOCK** "I'LL NEVER LET YOU CRY"  
MERCURY 70352 • 70352X45  
"TAKE CARE OF YOURSELF"

**JAN AUGUST** "CIRCLE IN THE SQUARE"  
MERCURY 70357 • 70357X45  
"NOBODY WANTS TO GO HOME"

**JACK FULTON** "TRUE BLUE SUE"  
MERCURY 70349 • 70349X45  
"If You Ever Get To My Home Town"

**FRANKIE RULLO** "I'M IN THE MARKET FOR YOU"  
MERCURY 70344 • 70344X45  
"SLEEP"

## BEST SELLING RHYTHM AND BLUES HITS



**DINAH WASHINGTON**  
"Such A Night"  
AND  
"Until Sunrise"  
MERCURY 70336 • 70336X45



**BUDDY JOHNSON**  
"Ain't Cha Got Me Where You Want Me?"  
AND  
"Let's Start All Over Again"  
MERCURY 70377 • 70377X45



**ARTHUR PRY SOCK**  
"Take Care Of Yourself"  
AND  
"I'll Never Let You Cry"  
MERCURY 70352 • 70352X45

**MEL WALKER**  
"I'd Like To Make You Mine"  
AND  
"Another Sad Night"  
MERCURY 70370 • 70370X45

**PEGGY SAUNDERS**  
"Don't Rush Me"  
AND  
"Things Done In The Dark"  
(ARE BOUND TO COME TO LIGHT)  
MERCURY 70359 • 70359X45

## COUNTRY & WESTERN

**Tibby Edwards** "Mine Forever"  
MERCURY 70347 • 70347X45  
"Cry, Cry, Darlin'"

**Joe Carson** "I'd Give Anything"  
(TO BE WITH YOU)  
MERCURY 70348 • 70348X45  
"I Could Love the Devil Out of You"

**The Carlises** "Shake A Leg"  
MERCURY 70351 • 70351X45  
"Let Me Hold Your Little Hand"

**Betty Amos** "Jole John"  
MERCURY 70354 • 70354X45  
"Yesterday's Sweethearts"

# NEXT WEEK

# Dick Contino's

## FIRST MERCURY RELEASE

ONE SIDE  
**Contino Sings**  
A GREAT NEW BALLAD

FLIP SIDE  
**Contino Plays**  
THE ACCORDION



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending April 14

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		8	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
2		12	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3		12	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
4		9	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
5		10	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
6		16	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
7		5	A GIRL, A GIRL—E. Fisher	Anema E Core—V 20-5675—ASCAP
8		8	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
9		5	HERE—T. Martin	Philosophy—V 20-5665—BMI
10		4	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
11		2	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
12		4	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
13		12	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
14		2	MAN UPSTAIRS—K. Starr	If You Love Me—Cap 2769—BMI
15		1	JILTED—T. Brewer	Le Grand Tour de l'Amour—Coral 61152—BMI
16		9	CUDDLE ME—R. Gaylord	Oh, Am I Lonely—Mercury 70285—BMI
17		11	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
18		1	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—BMI
18		1	POOR BUTTERFLY—Hilltoppers	Wrapped Up in a Dream—Dot 15156—ASCAP
20		3	ANEMA E CORE—E. Fisher	A Girl, a Girl—V 20-5675—ASCAP

## Most Played in Juke Boxes

For survey week ending April 14

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		12	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
2		7	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
3		7	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
4		11	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
5		13	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
6		7	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
7		7	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
8		9	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
9		3	A GIRL, A GIRL—E. Fisher	Anema E Core—V 20-5675—ASCAP
10		4	HERE—T. Martin	Philosophy—V 20-5665—BMI
11		4	I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford	South—Cap 2735—BMI
12		6	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
12		5	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
14		10	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
15		19	OH, MY PAPA—E. Fisher	Until You Said Goodbye—V 20-5552—ASCAP
15		10	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
15		2	CUDDLE ME—R. Gaylord	Oh, Am I Lonely—Mercury 70285—BMI
18		13	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
18		3	GEE—Crows	I Love You So—Rama 5—BMI
20		2	ANEMA E CORE—E. Fisher	A Girl, a Girl—V 20-5675—ASCAP

## Most Played by Jockeys

For survey week ending April 14

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

This Week	Last Week	Weeks on Chart	Title	Artist
1		8	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
2		14	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3		8	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
4		11	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
5		14	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
6		16	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
7		10	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
8		5	A GIRL, A GIRL—E. Fisher	Anema E Core—V 20-5675—ASCAP
9		5	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
10		5	HERE—T. Martin	Philosophy—V 20-5665—BMI
11		5	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Goodbye—Col 40169—BMI
12		2	MAN UPSTAIRS—K. Starr	If You Love Me, Really Love Me—Cap 2769—BMI
13		2	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
14		1	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—ASCAP
15		1	JILTED—T. Brewer	Le Grand Tour de l'Amour—Coral 61152—BMI
16		2	MELANCHOLY ME—E. Howard	I Wonder What's Become of Sally—Mercury 70304—BMI
17		1	I SPEAK TO THE STARS—Doris Day	Blue Belles of Broadway—Col 40210—ASCAP
18		2	I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford	South—Cap 2735—BMI
19		3	GEE—Crows	I Love You So—Rama 5—BMI
20		9	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
20		1	POOR BUTTERFLY—Hilltoppers	Wrapped Up in a Dream—Dot 15156—ASCAP

## Territorial Best Sellers

For survey week ending April 14

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

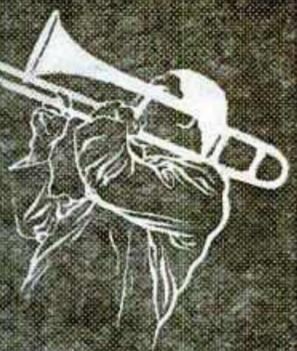
Market	1	2	3	4	5	6	7	8	9	10
<b>Atlanta</b>	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Make Love to Me, J. Stafford, Col.	Young at Heart, F. Sinatra, Cap.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.				
<b>Boston</b>	Little Things Mean a Lot, K. Kallen, Dec.	Young at Heart, F. Sinatra, Cap.	Jilted, T. Brewer, Cor.	Man Upstairs, K. Starr, Cap.	Wanted, P. Como, V.	Easter Parade, Liberate, Col.	A Girl, a Girl, E. Fisher, V.	Here, T. Martin, V.	Answer Me, My Love, Nat (King) Cole, Cap.	Make Love to Me, J. Stafford, Col.
<b>Buffalo</b>	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Make Love to Me, J. Stafford, Col.	Young at Heart, F. Sinatra, Cap.	Little Things Mean a Lot, K. Kallen, Dec.	I Get So Lonely, Four Knights, Cap.				
<b>Chicago</b>	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	Here, T. Martin, V.	I Get So Lonely, Four Knights, Cap.	Cuddle Me, R. Gaylord, Mer.	Young at Heart, F. Sinatra, Cap.	Man With the Banjo, Ames Brothers, V.	Make Love to Me, J. Stafford, Col.	A Girl, a Girl, E. Fisher, V.	I Should Care, J. Chandler, Dec.
<b>Cincinnati</b>	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.	Answer Me, My Love, Nat (King) Cole, Cap.	Young at Heart, F. Sinatra, Cap.	Secret Love, Doris Day, Col.	A Girl, a Girl, E. Fisher, V.	Man With the Banjo, Ames Brothers, V.	From the Vine Came the Grape, Hilltoppers, Dot
<b>Cleveland</b>	Wanted, P. Como, V.	Isle of Capri, J. Lee, Cor.	Cross Over the Bridge, P. Page, Mer.	Things I Love, S. Burton, Grv.	A Girl, a Girl, E. Fisher, V.	Poor Butterfly, Hilltoppers, Dot.	Secret Love, Doris Day, Col.	If You Love Me (Really Love Me), K. Starr, Cap.	Little Things Mean a Lot, K. Kallen, Dec.	Make Love to Me, J. Stafford, Col.
<b>Dallas-Ft. Worth</b>	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Answer Me, My Love, Nat (King) Cole, Cap.	Young at Heart, F. Sinatra, Cap.				
<b>Denver</b>	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Make Love to Me, J. Stafford, Col.	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Secret Love, Doris Day, Col.	Answer Me, My Love, Nat (King) Cole, Cap.			
<b>Detroit</b>	Wanted, P. Como, V.	Make Love to Me, J. Stafford, Col.	I Get So Lonely, Four Knights, Cap.	Poor Butterfly, Hilltoppers, Dot	Answer Me, My Love, Nat (King) Cole, Cap.	Young at Heart, F. Sinatra, Cap.	Such a Night, B. Paul, Ess.	Man Upstairs, K. Starr, Cap.	So Long, Four Aces, Dec.	Until Sunrise, J. (Fingers) Carr, Cap.
<b>Kansas City</b>	Make Love to Me, J. Stafford, Col.	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Young at Heart, F. Sinatra, Cap.	Answer Me, My Love, Nat (King) Cole, Cap.	Secret Love, Doris Day, Col.	A Girl, a Girl, E. Fisher, V.		
<b>Los Angeles</b>	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.	Secret Love, Doris Day, Col.	Here, T. Martin, V.	I Get So Lonely, Four Knights, Cap.	From the Vine Came the Grape, Gaylords, Mer.	A Girl, a Girl, E. Fisher, V.	
<b>Milwaukee</b>	Wanted, P. Como, V.	A Girl, a Girl, E. Fisher, V.	Jilted, T. Brewer, Cor.	Happy Wanderer, F. Weir, Lon.	Crystal Ball, Johnston Brothers, Lon.	Young at Heart, F. Sinatra, Cap.	Make Love to Me, J. Stafford, Col.	All Night Long, R. Bryant, Dot	Cross Over the Bridge, P. Page, Mer.	
<b>New Orleans</b>	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.	There'll Be No Teardrops Tonight, T. Bennett, Col.	If You Love Me (Really Love Me), K. Starr, Cap.			
<b>New York</b>	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.	Make Love to Me, J. Stafford, Col.	Answer Me, My Love, Nat (King) Cole, Cap.	Cross Over the Bridge, P. Page, Mer.	I Get So Lonely, Four Knights, Cap.	Anema E Core, E. Fisher, V.	Jilted, T. Brewer, Cor.	A Girl, a Girl, E. Fisher, V.
<b>Philadelphia</b>	Wanted, P. Como, V.	A Girl, a Girl, E. Fisher, V.	Secret Love, Doris Day, Col.	Make Love to Me, J. Stafford, Col.	Here, T. Martin, V.	Man With the Banjo, Ames Brothers, V.	Cross Over the Bridge, P. Page, Mer.	Young at Heart, F. Sinatra, Cap.	Darktown Strutters' Ball, L. Monte, V.	Little Things Mean a Lot, K. Kallen, Dec.
<b>Pittsburgh</b>	Little Things Mean a Lot, K. Kallen, Dec.	Wanted, P. Como, V.	If You Love Me (Really Love Me), K. Starr, Cap.	Young at Heart, F. Sinatra, Cap.	Rose Marie, S. Whitman, Imp.	Poor Butterfly, Hilltoppers, Dot	There'll Be No Teardrops Tonight, T. Bennett, Col.			
<b>St. Louis</b>	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	Here, T. Martin, V.	Man Upstairs, K. Starr, Cap.	Make Love to Me, J. Stafford, Col.	Cross Over the Bridge, P. Page, Mer.	There'll Be No Teardrops Tonight, T. Bennett, Col.	I Get So Lonely, Four Knights, Cap.	A Girl, a Girl, E. Fisher, V.	Secret Love, Doris Day, Col.
<b>San Fran-Oakland</b>	Young at Heart, F. Sinatra, Cap.	Secret Love, Doris Day, Col.	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.	There'll Be No Teardrops Tonight, T. Bennett, Col.	A Girl, a Girl, E. Fisher, V.		
<b>Seattle</b>	Make Love to Me, J. Stafford, Col.	Wanted, P. Como, V.	From the Vine Came the Grape, Gaylords, Mer.	Cross Over the Bridge, P. Page, Mer.	Young at Heart, F. Sinatra, Cap.	Cuddle Me, R. Gaylord, Mer.	A Girl, a Girl, E. Fisher, V.			
<b>Balti-Wash.</b>	Wanted, P. Como, V.	Answer Me, My Love, Nat (King) Cole, Cap.	Young at Heart, F. Sinatra, Cap.	I Get So Lonely, Four Knights, Cap.	Little Things Mean a Lot, K. Kallen, Dec.	Make Love to Me, J. Stafford, Col.	Cross Over the Bridge, P. Page, Mer.	Here, T. Martin, V.		

## This Week's Best Buys

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

- ISLE OF CAPRI (T. B. Harms, ASCAP)—The Gaylords—Mercury 70350**  
Tremendous interest is being shown in two current revivals of this oldie, the one by the Gaylords, the other by Jackie Lee on Coral 61149. The Gaylords' version is reported strong in Buffalo, Pittsburgh, Chicago, Milwaukee, St. Louis and Atlanta. Coming up, right behind the Gaylords disk, Jackie Lee this week placed near the top of the Cleveland territorial and is also reported off to a fast start in Philadelphia, Buffalo, Pittsburgh and Milwaukee. The Gaylords' record was a previous Billboard "Spotlight" disk. Flip is "Love I You" (Salvatore, ASCAP).
- THE HAPPY WANDERER (Fox, ASCAP)—Frank Weir—London 1448**  
A similar struggle is going on over this European tune, the rivals here being Frank Weir and Henri Rene on RCA Victor 20-5715. The edge at present is with the English import, now on the Milwaukee territorial chart and also reported strong in New York, Providence, St. Louis and Detroit, with good reports also being returned by Philadelphia, Buffalo, Pittsburgh and Chicago. A previous Billboard "Spotlight" disk. Flip is "From Your Lips" (Regent, BMI).
- TWELFTH STREET RAG (Shapiro-Bernstein, ASCAP)**
- BEER BARREL POLKA (Shapiro-Bernstein, ASCAP)—Liberace—Columbia 40217**  
The pianist's fans all over the country have given his most recent release a resounding send-off. In its first week on the market, record was reported selling with strength in Providence, New York, Buffalo, Cleveland, Chicago, Milwaukee, St. Louis, Nashville and New Orleans. A previous Billboard "Spotlight" disk.
- TRUE LOVE GOES ON AND ON (Frank, ASCAP)—Burl Ives—Decca 29088**  
The balladeer has something of a "sleeper" here, a disk that is growing quietly but steadily into one of major proportions. The spread of good and strong reports came from Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, Durham, Milwaukee, St. Louis, Atlanta and Los Angeles. A previous Billboard "Spotlight" disk. Flip is "Brave Man" (Famous, ASCAP).
- I SPEAK TO THE STARS (Witmark, ASCAP)—Doris Day—Columbia 40210**  
In its third week, this disk is beginning to hit its stride, shaping up into a strong contender. New York, Buffalo, Pittsburgh, Cleveland, Chicago, Nashville, Milwaukee, St. Louis, Atlanta and Richmond reported the record good or strong. A previous Billboard "Spotlight" disk. Flip is "The Blue Bells of Broadway" (Witmark, ASCAP).

# Look to Decca for Great Rhythm & Blues & Jazz



## SISTER ROSETTA THARPE

sings  
**DON'T LEAVE ME HERE TO CRY**  
and  
**WHAT HAVE I DONE**  
DECCA 48311 (78 RPM) and 9-48311 (45 RPM)  
**FEED ME JESUS**  
and  
**SMILE IT THROUGH**  
DECCA 48304 (78 RPM) and 9-48304 (45 RPM)



## LOUIS ARMSTRONG

and the All Stars  
**BASIN STREET BLUES (2 Parts)**  
DECCA 29102 (78 RPM) and 9-29102 (45 RPM)  
with **VELMA MIDDLETON** and the All Stars  
**BABY, IT'S COLD OUTSIDE**  
and  
**THAT'S MY DESIRE**  
DECCA 28373 (78 RPM) and 9-28372 (45 RPM)

## MARIE KNIGHT

sings  
**I KNOW EVERY MOVE YOU MAKE**  
and  
**YOU GOT A WAY OF MAKING LOVE**  
DECCA 48315 (78 RPM) and 9-48315 (45 RPM)  
**GOD SPOKE TO ME**  
and  
**CALVARY**  
DECCA 48308 (78 RPM) and 9-48308 (45 RPM)



## ELLA FITZGERALD

sings  
**HOW HIGH THE MOON**  
and  
**YOU TURNED THE TABLES ON ME**  
DECCA 24387 (78 RPM) and 9-24387 (45 RPM)  
**(If You Can't Sing It)**  
**YOU'LL HAVE TO SWING IT (2 Parts)**  
with **SY OLIVER** and His Orchestra  
DECCA 28774 (78 RPM) and 9-28774 (45 RPM)



### RHYTHM AND BLUES

**ONE O'CLOCK JUMP** 29084  
**KISSES ALL NIGHT LONG**  
Jack Parker and Etta Jones  
**LOLLYPOP** 29018  
**NOBODY KNOWS YOU WHEN YOU ARE DOWN AND OUT**  
Louis Jordan  
**WEEP MY HEART** 28973  
**LAST NIGHT I CRIED OVER YOU**  
Savannah Churchill

**I WILL** 29034  
**EASY COME, EASY GO LOVER**  
Joe Medlin  
**SNATCHIN' IT BACK** 28872  
**DO I (Look Like a Fool to You)**  
Margie Day  
**THE WILD ONE** 29067  
**BLUES FOR BRANDO**  
(Both from the film "The Wild One")  
Leith Stevens' All Stars

### JAZZ SINGLES

**SWINGING THE BLUES** 29056  
**I REMEMBER HARLEM**  
Paul Quinichette  
**FLAMINGO** 28871  
**THE SCENE IS CLEAN**  
Lucky Thompson  
**BLUES IN LAMENT** 28974  
**TAKIN' MY TIME**  
Benny Green

### RELIGIOUS

**WATCH YOUR STEP** 48313  
**LORD ANSWER YOUR CHILD THIS DAY**  
The Sisters of Song  
Barbara Shaw & Sarah Scott  
**I'M SO GLAD JESUS LIFTED ME** 48316  
**TRUSTING IN JESUS**  
Voices of Victory

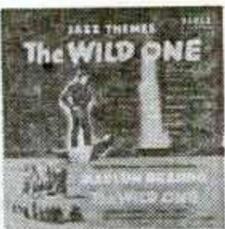
### JAZZ ALBUMS

#### Jazz Themes From "THE WILD ONE"

Leith Stevens and the All Stars

Selections Include: The Wild One • Lonely Way • Beetle • Blues for Brando • Hotshoe • Windswept • Scramble • China.

DL 5515 (33 1/3 RPM Long Play)  
ED 633 (Two Record 45 RPM Extended Play)



#### Gene Norman Presents A CHARLIE VENTURA CONCERT

Actually recorded at Gene Norman-Charlie Ventura Concert, Pasadena Civic Auditorium, Pasadena, California, 1949

Selections Include: Introduction and Theme Music, including Peanut Vendor • Yesterdays • Euphoria • Fine and Dandy • East of Suez • If I Had You • I'm Forever Blowing Bubbles • How High the Moon • Pennies From Heaven. DL 8046 (33 1/3 RPM Long Play)

#### Gene Norman Presents JUST JAZZ

Recorded Civic Auditorium, Pasadena, California, Aug. 4, 1947.

Lionel Hampton and the All Stars

Selections Include: Star Dust (Lionel Hampton and the All Stars) • The Man I Love (The All Stars). DL 7013 (33 1/3 RPM Long Play) • ED 598 (Two Record 45 RPM Extended Play) • DAU-815 (78 RPM Album).



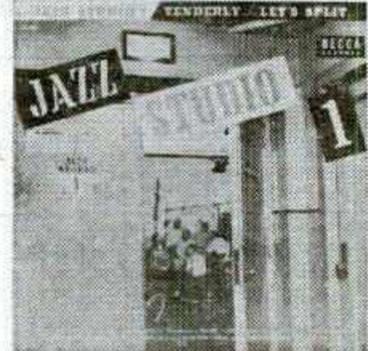
Decca Presents

#### JAZZ STUDIO ONE

Paul Quinichette, Tenor Sax; Benny Green, Trombone; Frank Foster, Tenor Sax; Joseph Newman, Trumpet; Hank Jones, Piano; Kenny Clarke, Drums; Edward Jones, Bass; Sir Jonathan Gasser, Guitar.

#### TENDERLY & LET'S SPLIT

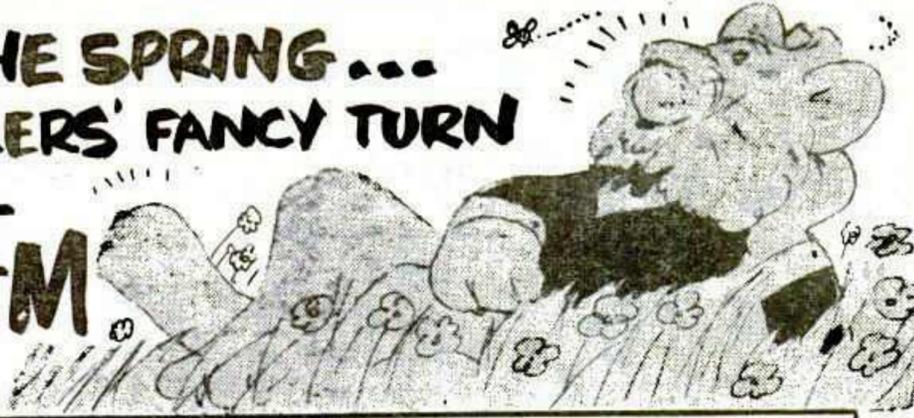
ON LONG PLAY! "JAZZ STUDIO ONE"  
DL 8058 — also an Extended Play  
ED 634—ED 2130.



# America's Fastest Selling Records



**IN THE SPRING...  
DEALERS' FANCY TURN  
TO...  
M-G-M**



**BETTY MADIGAN**

**JOEY**

APRIL 17, 1954  
The Billboard  
EXCELLENT  
Best Bets  
THE CASE BOX  
SLEEPER OF THE WEEK

and  
**AND SO I WALKED HOME**

MGM-11716 78 rpm  
K-11716 45 rpm

**JONI JAMES**

**AM I IN LOVE**

D/W  
**MAYBE NEXT TIME**

MGM-11696 78 rpm • K-11696 45 rpm

**BILLY ECKSTINE**

**LOST IN LOVELINESS**

D/W  
**DON'T GET AROUND MUCH ANYMORE**

MGM-11694 78 rpm • K-11694 45 rpm

**BOB STEWART**

I WENT OUT OF MY WAY & THE STEPS OF SAINT MARIE

MGM-11699 78 rpm • K-11699 45 rpm

**DAVID ROSE and His Orchestra**

IT'S ONLY A PAPER MOON & I'VE THE WORLD ON A STRING

MGM-30850 78 rpm • K-30850 45 rpm

**TOMMY EDWARDS**

THE JOKER & WITHIN MY HEART

MGM-11718 78 rpm • K-11718 45 rpm

**TONY MOTTOLA and His Orchestra**

PARAGUAY & MELANCHOLY MOON

MGM-11720 78 rpm • K-11720 45 rpm

**SHEB WOOLEY**

**BLUE GUITAR**

**PANAMA PETE**

MGM-11717 78 rpm  
K-11717 45 rpm

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

**Best Selling Album**

**ROSE MARIE**

**ROSE MARIE**

RECORDED DIRECTLY FROM THE SOUND TRACK OF THE M-G-M COLOR GLORY MUSICAL.

Indian Love Call    Rose Marie  
I Have the Love    I'm a Mountie Who  
Mounties            Never Got His Man  
The Right Place    Love and Kisses  
For a Girl            Free to Be Free

MGM-229 78 rpm  
X-229 extended play 45 rpm  
E-229 long playing 33 1/3 rpm

**The Billboard Music Popularity Charts  
POPULAR RECORDS**

**VOX JOX**

By CHARLOTTE SUMMERS

**Jox Trix**

Gabe Millerand, a nighttime record man on Philadelphia's NBC outlet, KYW, has added this gimmick to his show, "Gabriel Blows His Horn." WPTZ, the Philadelphia TV outlet, also owned by Westinghouse, is in the KYW building; so each night just before WPTZ signs off, Millerand has the engineer segue two or three records, walks upstairs and does a short live teaser on the TV screen to suggest to viewers who are staying up to join him on radio until 2 a.m. The gimmick is double-edged, since TV viewers who switch over are added to his radio audience and the record fans who tune in their TV sets for a few minutes out of curiosity to see what Millerand looks like are pre-set to WPTZ for the next day's viewing.

Tap Taplin, WEBR, Buffalo, just completed a week at the Masten Street Armory in Buffalo during the Home and Flower Show. Taplin spent his evenings handing out pictures of himself covered by an overlay of spots containing contest rules for the count of the spots... Dick Johnson, WCLO, Janesville, Wis., recently organized the "Nuthin' Club," complete with membership cards... Jim Travis, WFIN, Findlay, O., writes us about the station's 12-year-old deejay who has a regularly sponsored show, "Little Dave," operates his own "board and tables," and writes his own commercials for his dairy sponsor. Building his show from kiddie disks, Dave Hammond programs by rehearsal and is reported to be packing in the small fry beginning at 9:45 a.m. for the Saturday half-hour show.

Dick Meyers, KFGO, Fargo, N. D., is featuring a "Baby Sitter Bulletin Board." Sitters write in, list their names, addresses, ages and phone numbers for available jobs. Meyers reports that the response is very good... Dick Clark, WFIL, Philadelphia, will originate an hour of music for dancing on the Tower Theater in Upper Darby, Pa., with invitations to the youngsters in the area to join him for the hour-long dance session in the foyer of the theater. In addition to spinning top recordings at the Friday get-together, Clark will introduce various guest stars from the recording industry.

Norman Lee, KGB, San Diego, Calif., has been featuring songs nominated for the Academy Awards.

Hershel Barfour, WCKB, Dunn, N. C., uses a guest deejay from one of the surrounding high schools or colleges to promote his listening audience... Paul Christie, WCAX, Burlington, Vt., invited his listeners to rate "Crazy Mixed Up Song." The

five listeners whose numerical ratings were closest to his student panel's rating won copies of the song... Irwin Feldman, WBIP, Booneville, Miss., writes us about all the fun they had

**YESTERYEAR'S TOPS—**

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

- APRIL 22, 1944:
1. It's Love, Love, Love
  2. Holiday for Strings
  3. I Love You
  4. Besame Mucho (Jimmy Dorsey)
  5. I'll Get By
  6. When They Ask About You
  7. San Fernando Valley
  8. Poinciana
  9. Mairzy Deats
  10. Besame Mucho (Andy Russell)
- APRIL 23, 1949:
1. Cruising Down the River
  2. Forever and Ever
  3. Red Roses for a Blue Lady
  4. Careless Hands
  5. Far Away Places
  6. Sunflower
  7. So Tired
  8. Galway Bay
  9. A—You're Adorable
  10. Powder Your Face With Sunshine

when the Piolet Club, the Women's Civic Group, took over the station for the day and did all the announcing... Bruce Miller, KGAR, Garden City, Kan., tells us that he has been pulling several hundred letters each week. The notes included three proposals and 20 dinner invitations. The gimmick, he explains, is to use a direct approach—talk to the audience as one. As a result, Miller, is now called the "voice."

**Surface Noises**

Deacon Dave, teen-age ork leader operating out of North Warren, Pa., has asked us to air his beef to the deejays. He writes, "We feel very definitely that the 'man who plays the sweetest trumpet in the world,' Charlie Spivak, is not getting the spins he certainly deserves. If you would ask the jockeys to compare his terrific styling with the so-called 'million-dollar' men they would realize the tremendous lead Spivak has over these boys. Spivak's trumpet and ork can be heard on old Okeh's, Columbia's, more recent Victor's and London's, and last year on King Records."

Wes Miller, Bakersfield, Calif., is happy to see the band business moving in the right direction... James Fitzgerald, KOLD, Yuma, Ariz., agrees with Frank Pollack, of Phoenix, on the "shorter" record controversy. He adds, "I suspect that music (Continued on page 43)"

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# The Billboard Music Popularity Charts POPULAR RECORDS

## • Reviews of New Pop Records

### TONY BENNETT

**Until Yesterday** .....87  
COLUMBIA 40213 — Tony Bennett has a potential winner in this tender ballad. Sung with urgent poignancy, it should tug at the hearts of youngsters who've experienced minor romantic disappointment. Heavy action predicted. (Hollis, BMI)

**Please, Driver**....84  
Another fine dishing on the weeper theme, this, too, will win spins, sales and juke plays. Good companion wax to flip that could break out on its own. (Glenwood, BMI)

### LIBERACE

**12th Street Rag** .....85  
COLUMBIA 40217 — Liberace takes off and zooms into a galloping rendition of the evergreen that will leave listeners breathless. There's lots of fun here and fans of the toothy 88'er will get kicks spinning. Plenty of sales due and the dishing will pull juke coin in generous measure. (Shapiro-Bernstein, ASCAP)

**Beer Barrel Polka**....84  
No backroom piano playing this. Liberace takes the oldie at a whirlwind pace aided by a pounding beat in the ork. A good-natured slicing that many will find a welcome change of pace from the more usual Liberace offering. (Shapiro-Bernstein, ASCAP)

### DON CORNELL

**Believe In Me** .....79  
CORAL 61171—Cornell is back in his "I'm Yours" style here—and he could make noise with this ballad reading. It's the kind of new tune which sounds familiar from the first note. (Skidmore, ASCAP)

**Little Lucy**....76  
Cornell has a sparkling, hand-clapping, verse-chorus item. He gets strong support from a vocal group and smart ork backing. Could get plenty of spins with this. (Roncom, ASCAP)

### ALFRED DRAKE

**The Happy Wanderer** .....79  
CADENCE 1238 — The European hiking ballad import is read with an irresistible lilt. A he-man waxing with the fresh breeze of all the outdoors. If tune catches public favor this version should come in for a healthy share of the loot. (Fox, ASCAP)

**Destiny's Darling**....72  
Class ballad is given a persuasive performance by the legit singer. Should get lots of air spins, but pop sales picture is cloudy. (Integrity, ASCAP)

### LU ANN SIMMS

**Bing! Bang! Boom!** .....78  
COLUMBIA 40216 — Lively, happy and infectious rhythm opus is warbled liltily. The Paul Weston ork provides professional sparkle in the backing while Lu Ann sings of the emotions first love inspire. Should do well on the boxes and in store sales. (Redd Evans, ASCAP)

**Junior Prom**....76  
Ballad of young love is sung warmly and with gentle persuasion by Lu Ann. This could move with exposure. (Bloom, ASCAP)

### FELICIA SANDERS

**Jole John** .....78  
COLUMBIA 40219 — Felicia Sanders has a bright piece of material here and she makes the most of it. The tune is a happy, rhythm effort on a Hank Williams' kick and the canary sells it with a lot of sparkle. The chorus and ork back her smartly. With exposure this side could kick off. Watch it. (Milene, ASCAP)

**Love Affair**....74  
The thrush shows again that she can sell a blues with this warm rendition of a new blues effort. She is helped much by the fine ork arrangement. She sings this with emotion. (E. H. Morris, ASCAP)

### JACK RICHARDS

**Hers and His** .....78  
CORAL 61164—He's on the outside

looking in and somewhat resentful. Chanter handles the attractive ballad ably for a promising wax entry. (Pincus, ASCAP)

**Who?**....72  
The oldie is polished up and sent forth anew bright and sparkling. Richards is supported by a male voice in close harmony and a teasing beat. Jukes can use. (Harms, ASCAP)

### LEROY HOLMES ORK

**Lazy Afternoon** .....77  
M-G-M 11735—The lovely new tune from the Broadway show, "The Golden Apple," is played mightily smoothly here by the Leroy Holmes ork, with a good vocal from Rosanne. Jokes can use this one, and it could get some action. (Chappell, ASCAP)

**Serenade**....74  
The evergreen receives a precise up-tempo instrumental reading by the Holmes crew. A good dance disk. (Harms, ASCAP)

### RAY ANTHONY ORK

**Dance My Heart** .....76  
CAPITOL 2777 — Anthony spins this pretty melody into an ornately embroidered musical texture, displaying the flair for showmanship and solid craft that makes his disks the good commercial bets they are. (Moonlight, BMI)

**Somewhere Beyond Tonight**....74  
With the aid of the Anthony Choir, the trumpeter makes an elaborate production out of this material, more familiar to the older folks as "Santa Lucia." Its lovely strains are handsomely showcased here, and ought to be a favorite of the jocks. (Moonlight, BMI)

### THE JONES BOYS-JIMMY ROMA ORK

**My Yiddisher Momme** .....76  
RAINBOW 250 — The sentimental oldie receives a very warm reading from the Roma crew featuring the ork leader on trumpet, plus a humming chorus by the Jones Boys. Disk is a good one and it could get spins.

**Roo Roo Kangaroo**....72  
The tune introduced by the Roma ork as an instrumental a few months ago is sold pleasantly here by the Jones Boys, backed solidly by the Roma crew.

### RICHARD HAYMAN

**Spring Is Here** .....75  
MERCURY 70353—Hayman on harmonica takes the lead, but the strings in his ork back him lushly in unwinding the melody. A mighty listenable slice of wax. (Robbins, ASCAP)

**Port of Spain**....73  
A fresh-sounding instrumental that gives pleasure as background or when listened to attentively. Fine program fare. (Sheldon, BMI)

### RANDY SABATINI

**A Million Tears Ago** .....74  
DECCA 29094 — Sabatini, a new singer with a sound, sells the ballad nicely here, over good ork backing. Should pull spins. (Mills, ASCAP)

**I Tried Not to Love You**....74  
Same comment. (Mills, ASCAP)

### RALPH MARGERIE

**Dry Marterie** .....74  
MERCURY 70358 — Good instrumental etching in boogie tempo should please the dancers and demonstrate the ork's ability to make for the terp set. (Judy, ASCAP)

**Until Six**....73  
Another good instrumental reading here. (Jerome, ASCAP)

### DINAH SHORE

**This Must Be the Place** .....74  
V (45) 47-5725—A lively rhythm tune is sung in good style by Dinah Shore while the combo swings out behind her. (Lantern, ASCAP)

**Come Back to My Arms**....72  
The Latin-American favorite receives a warm reading from the thrush over a lush backing by the ork. A pretty side that could pull spins. (E. H. Morris, ASCAP)

(Continued on page 42)

### RATINGS—COMMERCIAL POTENTIAL

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

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

"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker  
Barker Music Center  
McLellan's Store  
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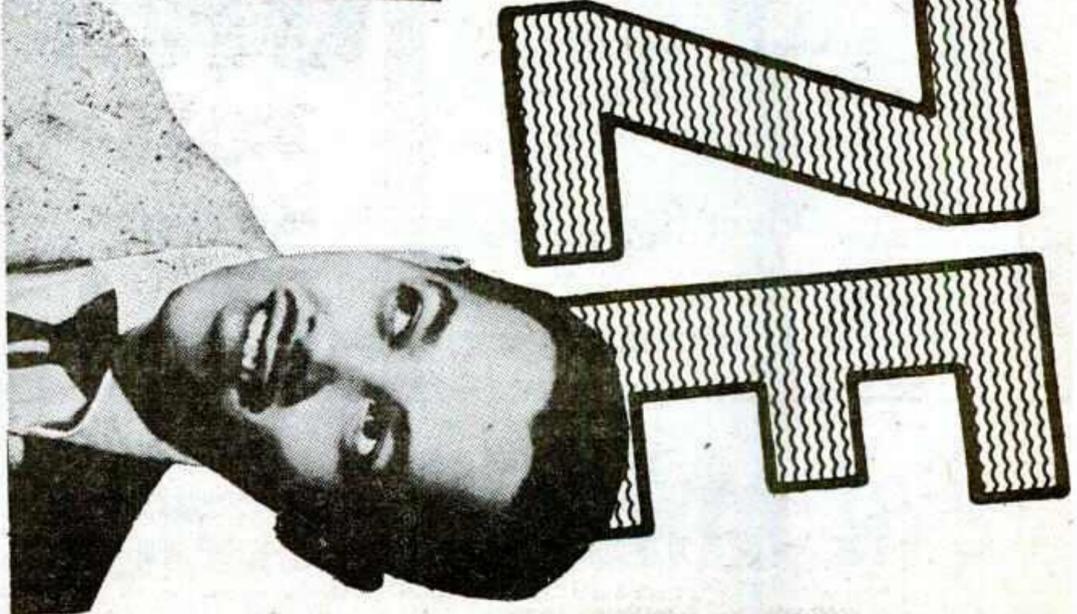
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with PERCY FAITH Orchestra

sings

# UNTIL

# YESTERDAY

b/w

Please, Driver (Once Around The Park Again)

Columbia Record 40213

**Columbia Records**  
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## The Billboard Music Popularity Charts POPULAR RECORDS

### • Reviews of New Pop Records

• Continued from page 41

- FRANK MURPHY** ..... 74  
*Madlena* (EPIC 45) 5-9032 — The Latin-American ditty receives a lively reading from Murphy over bright backing by the chorus and orchestra. Side should interest jocks.  
 How? ... 72  
 Murphy sings the new ballad with feeling, helped by the Esquires, a vocal group. The song is pretty and should help the disk get spins.
- KEN GRIFFIN** ..... 74  
*I Get So Lonely* (COLUMBIA 40221) — Fans of Griffin who like their pop sides on organ will get a kick out of this bright version of the smash tune. Good change-of-pace programming for jocks. Great for skating rinks. (Melrose, ASCAP)  
*The Little Old Mill* ... 70  
 Griffin sells the novelty with some smooth organ work that makes a good coupling for the flip. (Shapiro-Bernstein, ASCAP)
- ART MOONEY ORK** ..... 73  
*Wanderlust Blues* (M-G-M 11725) — The vocal group explains that they would like to take a trip, get out of the daily grind, etc., while the band swings along merrily behind them. Should get jock action.  
*Barefoot Days* ... 72  
 The Cloverleafs tell of those happy days when they were kids. The ork backs them in a happy old-fashioned style.
- LES ELGART ORK** ..... 73  
*Mango* (COLUMBIA 40215) — The title of this opus refers to the tropical fruit. This is apt enough since the vocal and arrangement suggest the calypso and other hot-climate rhythms and musical forms. The band is bright and brassy, but never losing a good dancing beat. (Forsyth, BMI)  
*East Is East* ... 72  
 A pretty instrumental with an exotic Oriental flavor in the arrangement. The virtuosity of Elgart's instrumentalists makes for easy listening, but there is a solid beat here for dancing, too. A little on the modern side, but not too far out. (Cherio, BMI)
- PATTY BROSS** ..... 72  
*Huggin' My Pillow* (COLUMBIA 40207) — Ditty is rendered tenderly by the thrush with quiet backing by ork and chorus. A listenable side. (Hill & Range, BMI)  
*It's Nicer That Way* ... 69  
 Another sympathetic reading by the warm-voiced songstress. Real easy listening and the disk will bring pleasure to many listeners. (Acuff-Rose, BMI)
- LOU DOUGLAS ORK** ..... 71  
*When I Hold You* (M-G-M 11730) — Nick Noble delivers the vocal on a ballad in Latin-American style. Good listening.  
*Bowlin' Narrow* ... 70  
 A most listenable, lush instrumental side is this. Douglas' ork turns out some nice music.
- BERNICE PARKS** ..... 71  
*Do It Again* (MERCURY 70356) — A teasing, romantic request is voiced with a good deal of persuasion by the thrush. The kids might have some fun with this one. (Chappell, ASCAP)  
*The Best Performance of the Year* ... 69  
 Weeper, about a gal who believed the deception practised by her beau, is projected convincingly by Miss Parks. (Mellin, ASCAP)
- MARTI STEVENS** ..... 70  
*Three Coins in the Fountain* (M-G-M 11724) — Miss Stevens impresses as a capable singer with an interesting sound. She has a lovely film song for material here. Result is a pleasant etching.  
*Why Didn't You Tell Me?* ... 70  
 Another good vocal effort on another good ballad item.
- LOUIS ARMSTRONG AND THE ALL STARS** ..... 70  
*Basin Street Blues (Part 1 & 2)* (DECCA 29102) — We're still on the "Glenn Miller Story" kick—and good it is, too. Here's the great Louis and some powerful jazz names reproducing the scene they do in the film. Jocks will certainly make good use of this. And jazz fans will undoubtedly want it. (Mayfair, ASCAP)
- VAN LYNN ORK** ..... 70  
*Bahama Buggy Ride* (DECCA 29099) — Disk cut in Europe of the slick new instrumental item should get disk jockey attention. It's an effervescent item. (Love, BMI)  
*Stampede* ... 66  
 More interesting instrumental stuff here by the lush ork. Also good for spins. (Love, BMI)
- SANDY STEWART** ..... 70  
*I Understand* (EPIC 9039) — A good cover waxing of the attractive ballad. Many should like Sandy's piping on this one. (Jubilee, ASCAP)  
*Man to Woman* ... 69  
 Sandy asks for some grown-up love
- in this bouncy and appealing dinking. (BMI)
- FRANKLIN MacCORMACK** ..... 68  
*Younger Than Springtime* (DECCA 29089) — MacCormack, a knowing hand with a lyric, recites the "South Pacific" ballad in a warm and intimate style, while the Guy Lombardo ork plays the melody in the background. A fine example of the medium for those who prefer recitation to song. (Williamson, ASCAP)  
*Why I Love You* ... 66  
 More of the same. (Midway, ASCAP)
- TOMMY MARA** ..... 68  
*Love Is an Illusion* (M-G-M 11729) — Mara does nicely with an attractive new ballad. Good for spins.  
*I Cried for You* ... 65  
 This is the oldie taken at an up tempo. Good orking and Mara does okay as a rhythm singer.
- VICKI BENET** ..... 68  
*Putty in Your Hands* (M-G-M 11727) — Miss Benet's sexy approach to disk-making continues with this reading of a cute little item. It's okay stuff, nothing more.  
*Summer Vacation* ... 60  
 As special material for a night-club act this is pretty good. As a record for commercial purposes it isn't much.
- PHIL BRITO ORK** ..... 66  
*Try to Understand* (M-G-M 11726) — Brito sings this sentimental ballad sweetly, over quiet ork backing.  
*Nudnick* ... 64  
 According to the warbler his girl is a nudnick—Which means she talks so much he can't get a chance to tell her he loves her.
- NINE NINETY NINERS** ..... 64  
*996* (MacGREGOR 1035) — A neat combo (piano and rhythm) making interesting music. Pianist Don Ferris gives a flashy performance at the keyboard in this sophisticated material. Almost as impressive is the beat achieved by the ensemble. Listenable and danceable. (BMI)  
*999* ... 62  
 Another instrumental similarly styled. The tricky rhythms and unusual harmonies give a distinctive touch to this material which is of more than usual interest. (BMI)
- TONY PROTEAU ORK** ..... 62  
*Double Talk (Tous Les Mots)* (KING 1344) — Good dance instrumental here is purveyed by a present-day French ork. Group compares with anything we've got here. (Lois, BMI)  
*Holiday (Pour Ta Fete)* ... 60  
 The ork tackles a danceable ballad here—also done instrumentally. Good music, this. (Lois, BMI)
- DAVE KENNEDY ORK** ..... 62  
*I Put My Last Nickel in a Nickelodeon* (AZALEA 006) — A light-hearted song delivered competently by ork leader Dave Kennedy. His boys backing him come up with a good beat and a few interesting riffs. (BMI)  
*Some Sweet Tomorrow* ... 55  
 A ballad sung by Glen Martin, a light tenor, with little warmth. The material is routine and given little sparkle by either the vocalist or band. (BMI)
- ROBERT EARL** ..... 69  
*The Book* (EPIC 9034) — Another attempt to import the hit English ballad of faith. Performance is good, but not in the style likely to gain favor Stateside. (Kassner, ASCAP)  
*Yiddish Tears* ... 60  
 Declamatory ballad about the sorrows of Israel is padded with layer upon layer of sentiment, with the result an unconvincing, obviously manufactured effort. Earl, tho, shows an impressive high legit tenor. (Box & Cox, ASCAP)

### • Other Pop Records Released This Week

- Besame Mucho; Why Do I Love You?* — Tito Rodriguez Ork, V 20-5689  
*Charlie Is My Darlin'; Go Slow* — Carmen McCrae, Stardust 1003  
*Lazy Alley; Organ Grinder's Swing* — Dan Terry Ork, Columbia 40211  
*Meet Me Tonight in Dreamland; Charleston* — Les Elgart Ork, Columbia 40214  
*Moonlight Serenade; Sunrise Serenade* — Glenn Miller Ork, V 420-0045  
*Persian Market; Vino Vino* — Morty Craft Ork, Benal 1  
*Porcy and Bess (Part 1 & 2)* — Boston Pops Ork, V 10-4215  
*Sinful Senorita; My Restless Lover* — Pembroke Davenport Ork, M-G-M 11734  
*Star Dust; Tuxedo Junction* — Glenn Miller Ork, V 420-0047  
*Sweet Riley O'Toole; Nirvana* — Ken Hanna Ork, Trend 72  
*(The Frenchman Always Says It) With a Kiss; Lookin' for Trouble* — The Bon Vivants, American 107

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0- 49, Poor

# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Vox Jox

Continued from page 40

today is controlled by business men rather than men with an artistic sense. Is it to grow worse? . . . Len Ross, KOR, Las Vegas, Nev., also agrees with Pollock. He writes, "I agree with my old buddy from KOOL, Phoenix, Ariz., that record companies and artists should forget about the running time of a record and concentrate more on producing good sounding and entertaining platters. By the way, current disks are getting better every day."

Jack McDermont, WLYN, Lynn, Mass., decided to let his audience decide whether Johnnie Ray's record, "Such a Night," should be banned. "After five days," he reports, "the result was 870 letters for the play and only 109 letters asking for the ban." . . . Bill Rice, WMAZ, Springfield, Ill., thinks RCA Victor has the right idea in plugging LP albums with excerpts of songs included being dubbed on 78 r.p.m. in a medley. He finds Eddie Fisher's version of "May I Sing to You" very good for highly commercial shows.

### Change of Theme

Jonnie Schneider has joined WTTM, Trenton, N. J., as a staff deejay. . . . Sandy Taylor has returned to radio after two years with the Army. Taylor is doing a disk show on WOKO, Albany, N. Y., and would like to hear from his old friends in the music business. . . . Gene Blaine, WGST, Atlanta, has a new four-hour show called "Music Out of the Night."

Monroe Taylor, who is "Jack" of the "Pat and Jack Show" on WPEN, Philadelphia, has joined the sales staff of the station. . . . Bill Harrington has replaced Cy Williams at WAJR, Morgantown,

W. Va. Williams moved to WTRF-TV, Wheeling, W. Va., as chief announcer. . . . Ray Owen, WBLT, Bedford, Va., has moved to the sales staff of WLEE, Richmond, Va. Gene Babb has replaced Owen at WBLT.

### Guesting

Harry Gehrett, KLMS, Lincoln, Neb., was visited by Dinah Kaye. Gehrett tells us that his was the first station in the area she visited. . . . Phil Petty, WDWS, Champaign, Ill., played host to the Four Freshmen. . . . The Lancers guested on Lloyd Knight's "Record Shop," KYMR, Denver. . . . Don Cherry visited with Freddie Vigder, WISN, Milwaukee. . . . Art Lund was guest deejay on Lou Barile's WKAL, Rome, N. Y., show. . . . Russ Cogliin, KROW, Oakland, Calif., was visited by Jerri Adams, Frankie Laine, George Shearing and the Taylor Maids recently.

Sandy Singer, KCRI, Cedar Rapids, Ia., tells us about the big day he had with the Cedar Rapids United Cerebral Palsy Telethon which brought Roberta Quinlan, Harry Yorgesson Stewart, Bob Manning and others to his studio. . . . Bob Connors, WJET, Erie, Pa., played host to Helene Dixon and Bob Whelan. . . . John Gale, WGRC, Louisville, had the following guests on his show on the same day: Bobby Sargent, Lola Ameche, April Stevens and the Foot-Notes. . . . Diana Ritter, KLAN, Renton, Wash., has interviewed Don Cornell, Guy Mitchell and Ronnie Gaylord recently.

Tommy Roy, WKLA, Ludington, Mich., has promised us a story about his deejay show which carried 52 spot announcements in a special promotion. . . . Carl Warren, Mutual Broadcasting

System, New York, searched high and low for some disks about "Income Tax Blues" but found nary a one. . . . Wes Hopkins, WTTM, Trenton, N. J., is celebrating his 10th year in radio this month.

Joy Myers, KCID, Caldwell, Idaho, has something to say for

the distaff side of radio. She writes, "I'm a female deejay (19) and even tho I've been in radio for 15 years I still find the idea of women in radio held by some as exasperating. I've been fortunate in that I've been able to do things which other women haven't had the chance to do. My

show now runs two hours, and I do all the board work, plus the holding of an operator third class permit and do transmitter duty. My great joy is that I am now doing the sign-off edition of the news, and people aren't screaming bloody murder as we thought they might."

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Jubilee # 5135

Jubilee RECORD CO., INC  
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## Reviews of New Spiritual Records

**MAHALIA JACKSON**  
Hands of God . . . . .81  
APOLLO 282 — Another fine recording by the great spiritual singer. She shows off the impressive range and grand voice that is at once the soul of melody and religious conviction. (Bess, BMD)

**THE CARAVANS**  
Blessed and Brought Up  
By the Lord . . . . .80  
STATES 137—A powerful side. The Caravans do this spiritual beautifully, with Bessie Griffin featured as lead singer. Will stir action.  
Jesus Is a Rock. . . . .79  
A satisfying side, with the Caravans doing beautiful harmony. Spiritual market should not overlook this disk.

**THE TRUMPETEERS**  
Highway to Heaven . . . . .79  
SCORE 5053 — The Trumpeteers, in their individualistic style, cut a fine disk on this date. It's got intensity, plenty of movement and true religious fervor. (Aladdin, BMD)  
Seven Angels. . . . .79  
This disk builds and builds. It's quite distinctive, and should stir up a flock of spms in proper territory. The Trumpeteers have another solid one. (Aladdin, BMD)

**THE FAMOUS WARD SINGERS**  
The Wonderful Counselor  
Is Pleading for Me . . . . .78  
SAVOY 4051 — Frances Steadman, lead singer on this side, humbly approaches Jesus and asks him to plead for her. Her warm, low-pitched voice has impressive sincerity and emotional expressiveness. Piano, organ

and rhythm backing provide an exciting beat. (Crossroads, BMD)  
Only the Crumbs. . . . .76  
Paced by soprano Willie Ward Moultrie on this side, the Ward Singers again harmonize beautifully and soulfully in this fine material. Two good sides that will do well in this market. (Crossroads, BMD)

**THE SWEET TONES OF ISRAEL**  
Now Lord . . . . .77  
TIMELY 104—The lead singer shouts to the Lord of her need for His guidance and asks Him to hear her prayer. The singer has a rich, ringing voice and is given powerful backing by the vocal group and rhythm assisting her. (Simek, BMD)  
All on the Altar. . . . .75  
The believers are urged to sacrifice their all for the Lord, and are assured that when they do so they will find peace and hope. Group again achieves an infectious bouncy rhythm that ought to sell this disk effectively in this market. (Simek, BMD)

**HEAVENLY LIGHTS**  
Jesus Said It . . . . .77  
SAVOY 4052—A good spiritual side, featuring Napoleon Brown, that moves at a lively pace and builds excitingly all the way. Very close to the standard blues, this material ought to have wide appeal. (Crossroads, BMD)  
Lord, I'm In Your Hands. . . . .76  
Very similarly styled to the material on the flip side, this also is notable for its infectious beat and effective harmonizing. Both have good commercial potential. (Crossroads, BMD)

**THE ZION TRAVELERS**  
Moving Up the Kings Highway . . . . .76  
SCORE 5054 — This fast-paced spiritual builds well, with different voices taking over the lead for different choruses. (Aladdin, BMD)  
Where Is My Wandering Child? . . . . .74  
This excellent group has a good side here, not a great one. (Aladdin, BMD)



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# The Billboard Music Popularity Charts

# COUNTRY & WESTERN RECORDS

## Review Spotlight on . . . RECORDS

**JIM EDWARD BROWN-MAXINE BROWN**  
Looking Back to See (Dandelion, BMI)—Fabor 107—Two new singers do a fine job here with a light and lively piece of material. It could be a big one for the label and the tune could easily go pop. Flip is "Rio de Janiero" (Dandelion, BMI).

**THE CARLISLES**  
Shake a Leg (Acuff-Rose, BMI)  
Let Me Hold Your Hand (Acuff-Rose, BMI)—Mercury 70351—The Carlisles should have a big one here. Both sides are bright, happy pieces of material, in the usual Carlisles' tradition. Two good sides for the boxes.

**FARON YOUNG**  
They Made Me Fall in Love With You (Tin Pan Valley, BMI)—Capitol 2780—Faron Young sings this bright new tune with a lot of feeling, and it could turn out to be his biggest yet. Fine for jocks, jukes and dealers. Flip is "You're Right" (Acuff-Rose, BMI).

## Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Opening of Murl Alexander's Hillbilly Picnic Park near Waco, Tex., turned out to be a whopping success. Sonny James and Neal Jones from the WFAA Shindig in Dallas were on hand as guests, along with Clyde Chesser and his "Blue Bonnet Barn Dance" personnel, the Gay Brothers and Jerry Dykes. . . . Jimmie Skinner and Ray Lunsford playing dates in Alabama and Georgia during May. . . . The Carol Sisters continue at Miami Beach, Fla., after their recent guest shot on the Pee Wee King television show in Cleveland. . . . The "Opry" unit that recently played Norfolk drew 3,000 payees, with promoter Sheriff Tex Davis due to bring back another troupe shortly. . . . Mary Lacy, who co-penned "My Everything," has a new release coming up on Starday Records. . . . Cowboy Copas probably set a record for long hops by car in playing the "Carolina Barn Dance," Fayetteville, N. C., recently. Copas had played a date in Kansas City, Mo., the night before, but made his show in Fayetteville on time, traveling 1,000 miles. . . . Record crowds jammed the Municipal Auditorium, Atlanta, on April 10 for the Stuart Hamblen gospel sing. Others on the bill included the Smith Brothers, Bill Lowery, Ace Richmond and the Sunshine Boys, the Harmoniers, the Happy Goodwin Family, Zeke Clements, Tom Lowe and Warren Roberts.

Cousin Herb Henson and his Trading Post Gang from TV Station KERO, Bakersfield, Calif., combine their talent with a "Grand Ole Opry" unit April 27 for the San Joaquin Valley Jamboree at the new fairgrounds. Auditorium seats 6,000 and the sponsoring Bakersfield Exchange Club reports an excellent advance sale. Also appearing on the bill will be Little Jimmy Dickens, Jimmy Wakely, Johnnie and Jack, Kitty Wells, Del Wood and Jean Shepard. . . . John Kelly, formerly of the Red Barn, Ulm, Mont., has moved his base of operations to the Davenport Hotel, Spokane. . . . Curly Gold and His Texas Tune Twisters making plans for a tour of the Northwest, and would like to hear from promoters in that area. . . . Lee Parker has taken over the management of Smart Records on the West Coast. . . . The "Tri-Country Jamboree" from Station KERC, Eastland, Tex., off to a successful start recently, with Sonny James, Bill Fox, Zeke Williams and Jimmy Key handling the chores. Show premiered at the Sports Arena in Eastland and will operate on a weekly basis.

Lucky Leroy now on WSIL-TV, Harrisburg, Ill., doing a daily show. . . . Hank Zero, WALE, Fall River, Mass., has just completed an eight-day show at the Second Annual Fair and Auto Show in Fall River. . . . The WSZA, Huntington, W. Va., "Jamboree" gang, featuring Gene McKnight and the Happy Valley Boys, Ralph Shannon, Odey Crabtree, Snyder Sisters and Dean Sturm, played the Municipal Auditorium, Charleston, W. Va., last week. . . . Capt. Ozzie Waters, KBTB's genial Western wrangler in Denver, was cited by Colorado Gov. Dan Thornton last week for his work in promoting citizenship among the youngsters. . . . Jimmy Atkins, KOA, Denver, program manager, now producing the "Western Stampede" from the stage of the Tabor Theater every Saturday night. Bristol-Meyers renewed their contract for the show this week. Cast includes Jeanne Joy, Ed Barnett, Will Carson, Bob

Love, Pete Smythe and Bob Lilli. . . . Wade Ray set for Wagon Wheel Park, Camas, Wash., May 8. . . . Skeets McDonald, Tommy Duncan and Merle Travis, along with Bobby Champion's band, are billed for the Division Street Corral, Portland, Ore. . . . Sons of the Pioneers at the Clover Club, Portland, Ore., for two weeks starting April 21. . . . Ann Jones and her all-girl band playing dates in Southern Oregon. . . . Mac Wiseman playing theaters in North Carolina, Virginia and Maryland, and still going strong on WRVA's "Old Domino Barn Dance."

Glen Howard tees off his new Western musical show via KBID-TV, Fresno, Calif., this week. . . . Slim Bryant and the Wildcats, KDKA, Pittsburgh, staff hillbilly group, have been selected to play at the square dance which will be held during the 1954 summer conference of the Henry G. Frick Educational Commission at Wilson College, Chambersburg, Pa., on July 3. . . . Uncle Ted, WHYU, Newport News, Va., continues on a marathon schedule of spinning country wax. . . . Fred Switzer, KTAE, Taylor, Tex., reports a flock of country activity in his neck of the woods. . . . Ted Kirby and Peanut Patch spinning three hours of c.&w. music daily via WFLA, Payne, Ala. . . . KNAL, Victoria, Tex., has added Gulf Coast studios in Port Lavaca, Tex., at the Lone Star Club with daily remote broadcasts there. . . . The Westerner Club in Victoria now under new management and again booking c.&w. bands under the aegis of Jack Lewis. . . . Traveling unit of the "Louisiana Hayride" recently played Huntsville, Tex., with portions of the show aired via Jack Nichols' KSAM show there. Unit featured Tibby Edwards, Carolyn Bradshaw, Paul Howard and the Hayride band. . . . Wade Ray set for Wagon Wheel Park, Camas, Wash., May 8. . . . Skeets McDonald, Tommy Duncan and Merle Travis with Bobby Champion's band are billed for the Division Street Corral, Portland, Ore., on Easter Sunday night. . . . Sons of the Pioneers at the Clover Club, Portland, Ore., for two weeks, starting April 21. . . . Ann Jones and her all-girl band playing dates in Southern Oregon. . . . All eyes on the upcoming country and western caravan being promoted by Col. Tom Parker, of Jamboree Attractions, with nine top RCA Victor recording stars. . . . Mac Wiseman playing theaters in North Carolina, Virginia and Maryland, and still going strong on WRVA's "Old Dominion Barn Dance."

Byron Harrison Jr., KTAN, Sherman, Tex., inviting country artists to his "Country Carnival" show for guest appearances. . . . Bill Erie, WCOJ, Coatsville, Pa., searching high and wide for a lead sheet to the song "Stay All Night, Stay a Little Longer". . . . Vic Bellamy, WONE, Dayton, O., had Herb and Kay Adams as guests on his "Dayton Barn Dance" recently. . . . Bill Mack, KWFT, Wichita Falls, Tex., is high on Betty Amos' recording of "Hello to the Blues" on Mercury. . . . Aaron Allen, KWED, Seguin, Tex., guested on the Red River Dave TV show out of San Antonio recently. . . . Dan Jones, KTAT, Frederick, Okla., reports phenomenal response to his c.&w. quiz. . . . Jim Larkin, formerly of WWDC, Washington, has been appointed music librarian at WARL, Arlington, Va. . . . Jolly Holly Bishop, KWIE, Kennewick, Wash., inviting high school students to

be guest d.j.'s on his weekly show. . . . Chuck Nichols, KOWB, Laramie, Wyo., bemoans the lack of country talent in his area. . . . Jay Bennett, KGAR, Garden City, Kan., touting the new Blue Ribbon record of Cowboy Joe Bisko, "Miles of Sorrow". . . . Shel Horton, WVAM, Saxton, Pa., kicked off a new one hour show each day called "Shel's Bandwagon". . . . Tommy Trent's Hillbilly Park opens Mother's Day in Little Rock, with Tommy continuing his d.j. chores at KTHS, Little Rock. . . . Frank Miller back home in Victoria, Tex., from Korea with folks tossing him a shindig at the Lone Star Club in Port Lavac. . . . Leon Sanders, KDET, Center, Tex., visiting with Owen Perry, Capitol Records star.

## Reviews of New C & W Records

Continued from page 44

a most attractive weeper in a sincere manner which should get spins for the disk.  
**Nothing to Lose. . . 70**  
The chanter's reading of a beat-full torcher which uses gambling terminology in good stead is a good one. Fine backing by the country ork, too. Jocks could use it.

**CURLY HERDMAN**  
**The Blind Soldier. . . 68**  
ARCADE 126 — The troubles sung about here are more than any one should bear. But the weeper about a Korea vet ends on a hopeful note. A good job by Herdman. (Peer, BMI)  
**Closed for Repairs. . . 65**  
Herdman warbles a ditty about a trustful heart and its damage in okay fashion. (Howard, BMI)

## Reviews of New Sacred Records

**THE LAMBERT BROTHERS**  
There's Been a Change in Me. . . 74  
OKEH (45) 4-18038—A jubilee gospel effort receives a lively reading by the Lambert Brothers with both boys selling the tune with spirit over harmonica and rhythm backing.  
**Just a Little Talk With Jesus. . . 73**  
Same comment.

**MALLIE ANNE-SLIM**  
**Undo the Latch String. . . 74**  
COLUMBIA 21223 — The duo bids their listeners to open their hearts to the Lord. The pace is deliberate but builds to a fine climax. The spiritual message is a simple one, but sold with conviction.  
**I Can Hear the Harbor Bells. . . 71**  
The harbor bells dispel the fears of the wife as they ring out a welcome to her husband coming in on a ship. The melody is a very pretty one and is effectively harmonized.

**ENZO DE MOLA**  
**Voice in the Old Village Choir. . . 72**  
CASA GRANDE 4031 — There's a simple, religious quality to this tune, sung by Enzo De Mola. Lloyd Shaffer's ork and the Ray Charles chorus give it a full sound. (Robbins, ASCAP)  
**Sign of the Cross. . . 72**  
A sincere sacred feeling permeates Enzo De Mola's reading of this prayerful number. (Cameo, BMI)

**JIM HALL**  
**Station G.O.D. . . . 69**  
"X" (45) 0011 — Unusual material makes for a most interesting sacred reading. Disk jockeys should certainly make good use of this. (Garlock-Sherer, BMI)  
**I Wish I Had Trusted Jesus. . . 68**  
Hall gets support from a vocal chorus on a superior sacred opus. The guy sounds sincere and the message is strong. (Garlock-Sherer, BMI)

## Reviews of New Jazz Records

**MAYNARD FERGUSON ORK**  
**The Way You Look Tonight. . . 78**  
MERCURY 16002 — Interesting jazz version of the standard serves as a bright vehicle for trumpet, and the rest of the ork contributes effectively to this sparkling run thru. Collectors will want it. (Harms, ASCAP)  
**Lonely Town. . . 74**  
Modern treatment of the tune could intrigue progressive listeners, a fairly small and select segment of record buyers. But dealers could approach some of their longhair customers with this one. (Witmark, ASCAP)

**CONTE CONDOLI**  
**Mambo Junior. . . 73**  
CHANGE 1153—A cool mambo by a great trumpet man and a highly select group of assistants. The swinging beat is supplied by Chubby Jackson on bass; Esposito at piano, and Papa on drums. The complicated interweaving of melodies is kept from bogging down by Condoli's work. (Joal, BMI)  
**Flamingo. . . 72**  
A restrained reading of the oldie, with the group following Condoli's lead in this complex material. The trumpeter has a virtuoso display piece here and he makes the most of it. (Tempo)

## Reviews of New Polka Records

**RAY HENRY ORK**  
**Four Leaf Clover Polka. . . 80**  
DANA 3158—This is a raucous-type polka replete with some shouting and loaded with that infectious spirit usually found in readings by the fine Henry ork.  
**Midnight Polka. . . 80**  
Here's another powerful reading by the ork for a two-sided polka click.

**HARMONY BELLS ORK**  
**Hollywood Polka. . . 80**  
DANA 3155 — Slick instrumental polka by the sparkling ork should do fine in its market.  
**Whistle Stop Polka. . . 78**  
Opening with train sounds, this one sails right into another happy polka instrumental etching.

**GEORGIE COOK ORK**  
**Hamburgers and Coke Polka. . . 74**  
DECCA 29086 — A snappy polka effort receives a precise performance from the vocal chorus over rhythmic backing by the Cook crew. Side has a lot of life and sparkle and should interest his fans. (Evan Georgeoff, ASCAP)  
**Sun Valley Polka. . . 74**  
The ork tears thru a lively polka with gusto on this instrumental side. Good wax. (Gala, ASCAP)

**JOHNNIE BOMBA ORK**  
**Cherry Pickers Polka. . . 74**  
DANA 3164—A bouncy instrumental by an ork that has a way with a polka. A good dust-raiser.  
**Keuple Doll Obeek. . . 72**  
Here the Bomba ork hops its way gracefully thru a rhythm waltz, done in authentic old-country style.

## Number of Releases This Week

Label	Pop	C&W	R&B
ARCADE	—	2	—
ATLANTIC	—	—	1
AVIS	1	—	—
AZALEA	1	—	—
BENAL	1	—	—
BLUE MILL	—	2	—
CADENCE	1	—	—
CAPITOL	1	—	—
CAT	—	—	4
CHESS	—	—	2
COLUMBIA	8	3	—
CORAL	2	1	—
DECCA	4	3	—
DELUXE	—	—	1
EPIC	2	—	—
FABOR	—	2	—
FEDERAL	—	—	1
FORTUNE	—	—	1
FOUR STAR	—	1	—
GEE	—	—	1
GROOVE	—	—	3
HERALD	—	—	1
HOLLYWOOD	—	1	—
IMPERIAL	—	—	2
KING	1	2	—
MacGREGOR	1	—	—
MERCURY	3	4	—
M-G-M	8	2	—
OKEH	—	—	2
RAINBOW	1	—	—
RCA VICTOR	3	12	—
SPECIALTY	—	—	3
SUN	—	—	2
STARDUST	1	—	—
TIMELY	—	—	1
TOTAL	39	35	25

**America's DJ's & Juke Box Operators**  
**REPORT THESE**  
**Showing Up . . . HOT!**

  
**JIM REEVES**  
**"THEN I'LL STOP LOVING YOU"**  
**"ECHO BONITA"**  
ABBOTT 160

  
**RUDY GRAYZELL**  
**"IT AIN'T MY BABY"**  
**"OCEAN PARADISE"**  
ABBOTT 157

  
**SMILEY BURNETTE**  
**"LAZY LOCOMOTIVE"**  
**"THAT LONG WHITE LINE"**  
ABBOTT 161

  
**FLOYD CRAMER**  
**"JOLLY CHOLLY"**  
**"OH! SUZANNA"**  
ABBOTT 159

**ABBOTT RECORDS, INC.**  
 6636 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.  
 Distributed in Canada by QUALITY RECORDS, Ltd.—Toronto.

**NEW RELEASE**  
**"Another Operator's Special"**  
**YOU'RE THE ONLY GOOD THING**  
b/w  
**TWO CHEATERS IN LOVE**  
 Jack Toombs  
 EXCELLO—2033  
 For prompt shipment Call 42-2215 or wire  
**NASHBORO RECORD CO., INC.**  
 177-3rd. AVE. N. NASHVILLE, TENN.

## Diskeries Grapple For Tape Solution

NEW YORK, April 17.—The issuance of pre-recorded tapes continues to offer many difficult problems for the record manufacturers, but two more firms are now getting closer to the eventual entry of tape-recorded music as a major factor in the record industry.

This week, for example, it became known that Columbia Records will introduce a tape recorder, and Folkways Records officially announced the issuance of pre-recorded tapes. These were only two of the more obvious signs that record companies, both large and small, are grappling for the solutions to some of the tape problems.

Columbia Records will definitely introduce its tape recorder in the fall as part of its regular phonograph line. The specifications of the set are not decided, and no price has been set. The machine will be merchandised like other Columbia players.

### RCA Plans

RCA Victor so far is the only major company known to have plans to bring out pre-recorded tape in the near future. The firm will release about 12 tapes sometime this summer, tho it is not known how they will be merchandised or what they will contain.

Folkways Records, one of the largest ethnic folk catalogs in the business, let it be known that it would bring out five sets of pre-recorded tapes in the fall. More sets will be issued on tape on a steady schedule thereafter. These tapes will be marketed mainly in the educational field, an area that the firm has long concentrated on. The tapes will list for \$9 or more each.

Generally speaking, record firms have shied away from pre-recorded tape, partially because they are not willing to jeopardize their investments in phonograph records to go after the small pre-recorded tape field. However, there are other reasons that also indicate a slow growth for this type of musical reproduction. One is piracy, another is quality.

### Tape Piracy

That tapes can be pirated more easily than records is well known, and record firms are racking their brains over ways to make tapes piracy-proof. In addition, record companies are experimenting with methods of reproducing tapes on a quality basis, so that the final pre-recorded tapes placed on sale will be equal from a quality standpoint to LP records.

Experiments are now going on among some manufacturers here with inexpensive tape attach-

ments that can be played thru television sets or hi-fi equipment. In Europe, there is an inexpensive tape machine already on the market, made by Tefi, in Cologne, Germany. This inexpensive machine plays both records and tapes.

Some record distributors are now carrying tape equipment which they sell to record stores. Most of these are tape machines that can both record and play back tapes. A few distributors are even selling pre-recorded tapes for consumer use made by such firms as A-V Tape Libraries, Inc.

## Jensen's Speaker Production to Ia.

CHICAGO, April 17.—The Jensen Manufacturing Company, Chicago, in order to provide for expansion of high-fidelity loud-speaker production, reports the acquisition of new manufacturing facilities outside of Chicago for the production of small speakers.

The new plant will be located in Guttenburg, Ia., and will concentrate on a standardized line of speakers, six inches or smaller, for volume industrial customers, according to Thomas A. White, Jensen president.

The space made available in the Chicago plant by the new move will be devoted to the expansion of hi-fi speaker production. The new plant encompasses 25,000 square feet of space on a 15-acre plot. All sales activities will remain headquartered at the Chicago plant.

## THE ARTISTIC TOUCH

### Mercury Uses Paintings to Promote Pop Album Line

NEW YORK, April 17.—Mercury Records is scheduling a unique art promotion to plug its pop album line. Art Talmadge, the company's vice-president and artists and repertoire chief, will visit Europe in the fall to purchase a flock of paintings which Mercury will reproduce on the covers of its pop album line.

Buyers of the albums will be able to obtain a matted reproduction of the painting, devoid of printing, for 25 cents. Talmadge tested the idea by reproducing a

## 7-Page Spread Plugs Hi-Fi in Detroit Paper

DETROIT, April 17.—Solid recognition that hi-fi has come of age in this territory was given Sunday (1) by The Detroit Free Press with a special seven-page section devoted to the field. This is a type of special coverage periodically given to well-established fields of retailing, as the result of special promotional activity with dealers and distributors. The fact that it was possible to plan a section with support from the trade is good evidence of the substantial present standing of hi-fi in the Motor City.

A total of 28 individual dealer advertisements were placed, ranging from modest display insertions up to a full page by the KLA Laboratories, which boasted of 25 years in specialized sound work. This firm used a page of nearly solid text, adequately broken up by use of crosslines and some type diversification to make it attention-holding, explaining hi-fi without becoming too technical. Stress was placed on the point that it "does not come in a small package," and the necessity of careful selection of each component into a matched ensemble.

The distributor advertisements helped to increase the total amount of paid space, with RCA adding to the total participation by individual dealers thru listing several columns of their outlets at the bottom of their ad.

About half the space was devoted to carefully prepared editorial coverage of the field, with ample art work presentation designed to interest both the casual newspaper reader and the present devotee of hi-fi.

## MILWAUKEE'S 'HOUSE OF MUSIC'

### Ochs Firm Opens Modern Store in New Location

MILWAUKEE, April 17.—Grand opening of the Ochs House of Music, 4427 W. Fond du Lac Avenue, created a lot of excitement for residents of the northwest corner of Milwaukee. Planned with a lot of enthusiasm, the four-day celebration lured thousands of people into the new quarters. Crowds were pulled by lots of prizes, gifts, personal appearances of disk jockeys and recording artists and free entertainment. Built at an approximate cost of \$70,000, the brightly illuminated shop boasts the latest innovations in music merchandising.

The record department was designed with the technical assistance of Taylor Electric Company, local RCA Victor distributor. Efficient, economical design gives the disk department an uncrowded appearance. While the major record companies undoubtedly are getting preferential display, all the labels are represented—with one whole wall of the shop devoted to record displays.

Experience thus far, according to the owners, indicate that sales of hi-fi phonographs should hit a gratifying volume in this new location. The section is predominantly residential with most of the homes built within recent years by a relatively young population.

An unusual highlight of the

## Trav-Ler Sees 25% Hike in Biz, Adds 70,000 Ft. of Space

CHICAGO, April 17.—To handle an anticipated 25 per cent increase in billings this year, over last year, the Trav-Ler Radio Corporation is adding 70,000 square feet of production space to its plant at Orleans, Ind. The firm expects to be in production at the new location by July 1.

The new plant is designed to handle production of high fidelity products, television, and color TV when it is ready for production in large size screens. Joe Friedman, president of the firm who made the announcement, said "The new facilities will occupy three and one-half acres adjoining the present plant at Orleans, and is designed for production line operation. This will give us an area of 210,000 square feet of production space in Orleans."

Friedman told stockholders that business during the first quarter was almost on a par with that of last year, and that popular acceptance of hi-fi phonographs and TV models has been such to expect a total increase of 25 per cent this year over 1953.

## Gieseking Files

Continued from page 30

shall take all necessary action to protect my interests."

Also carried in the supporting documents is a copy of the contract between Urania and the "State Broadcasting Committee of the German Democratic Republic" spelling out terms of the transfer of tapes to the American manufacturer.

### Urania Contract

Urania, according to this contract, pays the East German source \$4 for each minute of tape mastered but takes on itself the settling of any dispute regarding artist royalties.

The Gieseking suit, prepared by the legal firm of Dwight, Royall, Harris, Koegel & Caskey, also names as defendants 19 New York retail stores said to have sold and advertised the records.

Abraham Lowenthal, the attorney defending Urania, said the tapes in question were acquired legally and claimed that no law was breached by the sale of the records.

Meanwhile, the Furtwangler-Urania suit has been scheduled for court argument April 27.

ing dyes are readily available, said commerce.

Just how long the supplies will remain so plentiful can't be gauged, a Commerce spokesman said. Barring a new defense crisis, no leveling off of supplies of ingredients is in sight.

basement installation is a complete and up-to-date recording studio. The studio has been leased by a local firm, Omega Electronics. Omega intends to use the studio to cut records for local instrumental and vocal groups.

### Family Enterprise

A true family operation, Ochs House of Music is now in its 22d year. Mrs. Marie Ochs, widow of the founder; eldest son, Pete Ochs, and his wife, Dorothy; son-in-law, Matt Schafer and wife Kathryn, and Miss Mary Ochs, a daughter, comprise a music merchandising team.

In planning the debut of the store, a healthy slice of the allotted \$1,500 advertising outlay went for a three-page ad in a neighborhood shopping paper, the Northwest Reporter. The 12-page giveaway paper was mailed to 25,000 families in the immediate vicinity of the store. Purpose was to concentrate the main advertising effort in the precise territory from which the store will pull the bulk of its regular customers.

Excellent co-operation was received from all the disk distributors. RCA Victor, Columbia, Capitol and Decca came in with attractive ads heralding the event. RCA led with a full page in the Northwest Reporter featuring the 45 r.p.m. and the new RCA Victor high fidelity phonographs.

### Deejays Entertain

Disk jockeys Bob Larson, of WEMP, and Paul Bartell, of WFOX, alternated in entertaining crowds during the four days. Louis Bashell, local RCA Victor artist, made a successful personal appearance.

Was all the expense and promotional effort worthwhile? Does the Ochs family feel the move will prove successful? An optimistic evaluation was made by Pete Ochs, who stated, "We have sold more records during the first month we have been here than we sold all last year in our old location."

## I.D.E.A. Intros New Hi-Fi Audio Amplifier

INDIANAPOLIS, April 17.—I.D.E.A. of Indianapolis, manufacturers of Regency TV accessories and high-fidelity equipment, has introduced a new high-fidelity audio amplifier.

The new unit is complete with pre-amplifier and power supply and contains five controls: bass, treble, loudness, level control, and record compensator. It has a rated output of 12 watts and a frequency response of 20 to 40,000 cycles per second. The unit retails for \$99.50.

## Infringements

Continued from page 30

music need be purchased if this is method is used, effectively replacing the dozens that would otherwise be required.

Publishers insist that this is a usage prohibited by the Copyright Law. They are also quick to report that educators desist from such usage once its illegality is called to their attention.

### Other Infringements

Other infringements cited frequently include the arrangement of copyrighted material without permission. Another is the recording and selling locally of compositions without the license of publishers. The latter practice can result in considerable leakage of revenue, since schools more and more are cutting their own records, featuring home-trained performing groups and then offered for sale among students and graduates.

Standard publishers heard a report on progress of the MPA drive at a meeting of the association's board of directors last week. They were told of a speech delivered by MPA President Leonard Feist at the recent Chicago meeting of the Music Educators' National Conference and articles spotted in official music educator journals explaining the proper use of copyrighted material.

MPA is also now readying an agenda for its annual meeting June 8, at which time unwitting educator infringements are expected to come in for new attention.

## Dealer Doings

By JOE MARTIN

### New York

The Local retail store, Music Room, has been purchased by Stanley Rosenberg, who will convert the outlet into an LP one-stop. The facility, called International Distributors, will service small-purchase dealers at slightly more than wholesale cost. International will also handle several lines as distributor. First label signed for exclusive Metropolitan New York distribution is Folkways.

A hi-fidelity festival Monday (19) in the main store of the George's Radio and Television chain, Washington, will mark the opening of a new hi-fi department. George Wasserman, president of the chain, said that public demand for hi-fi equipment and for fidelity reproduction is responsible for the new department.

### Minnesota

Mickey Levine, who runs Mickey's Melody Lane in Duluth, Minn., is sponsoring the home show there again this year and skedging some top talent. He reports Teresa Brewer's "Jilted" on Coral and "Poor Butterfly" by the Hilltoppers on Dot are going strong. . . . Chet Crippa's Music, Hibbing, Minn., is doing a steady business on pops of all kinds, according to reports.

David and John Bach, of Bach

### Music Store, Rochester, have built up one of the biggest classical trades in Southern Minnesota, specializing in LP's for which they have become the largest outlet in their area. . . . Vera Foster, operator of the Acme Music Company one-stop station, is back from her California vacation with stories of being lost in the mountains during a snowstorm and of how bad her gambling luck was in Las Vegas, Nev. . . . Herb Sandell, manager of the wholesale record department at the Lieberman Music Company, Minneapolis, is back from a business jaunt into North Dakota.

### Detroit

A new record shop, Hayes Record Shop, 16457 Woodward, Highland Park, has been established in this Northern community by three partners, Mr. and Mrs. Richard S. Hayes, and Miss Cecelia Costa, all newcomers to the music field. Richard and Violet Hayes decorated the re-converted store themselves. A full line of children's records, the latest pops, bops, r.&b., and classics are on easy-to-view wire racks. A special service to customers who desire hi-fi and other higher-priced records will be the special-order department, which will take the specified order directly to the wholesaler promptly for immediate service.

### Offered for Sale

At the exhibit the original paintings will be offered for sale. Too, interested buyers may query Mercury at any time about purchase of one of the art works.

The diskery can scarcely lose money on the plan, inasmuch as good album art work generally comes to \$300. By means of the Mercury plan, the diskery actually obtains something salable for its financial outlay, and comes up with a unique promotional scheme.

## Disk Material

Continued from page 30

which the government keeps no figures, is also said to be readily available. Flexibility in disks would depend on the proportions of chlorowax, valite and polyvinyl chloride in the mixture, according to Commerce, with the more flexible records containing as little as 10 per cent of valite and chlorowax together, with the bulk filled out by polyvinyl chloride.

Used as stabilizers to hold the ingredients together are lead stearate and calcium stearate which, Commerce says, account for somewhere between 1 and 2 per cent of the entire mixture of all ingredients in phonograph records. No shortage of either compound is anticipated by Commerce. In addition, various color-

the  
revolutionary  
**MITCHELL**  
**3-D**  
HIGH-FIDELITY  
record reproducer



"A CINCH TO SELL"

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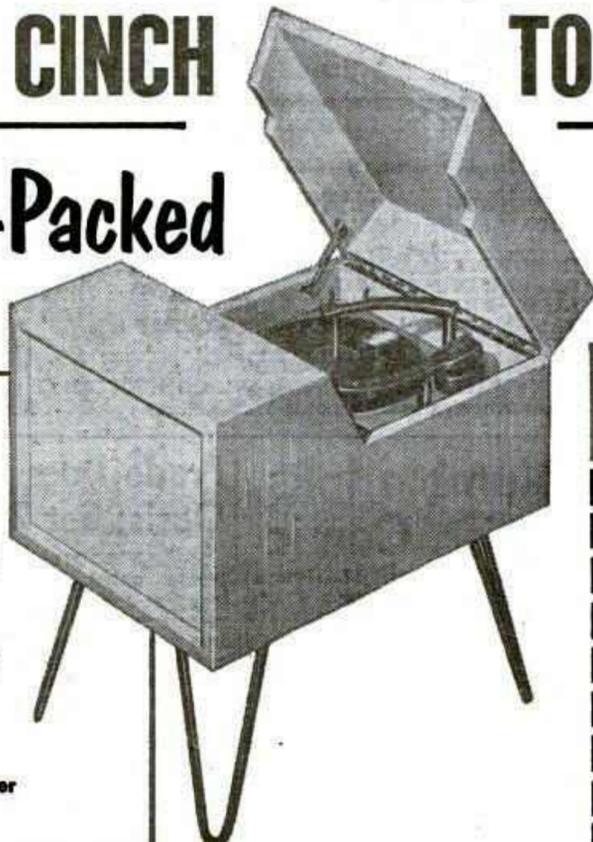
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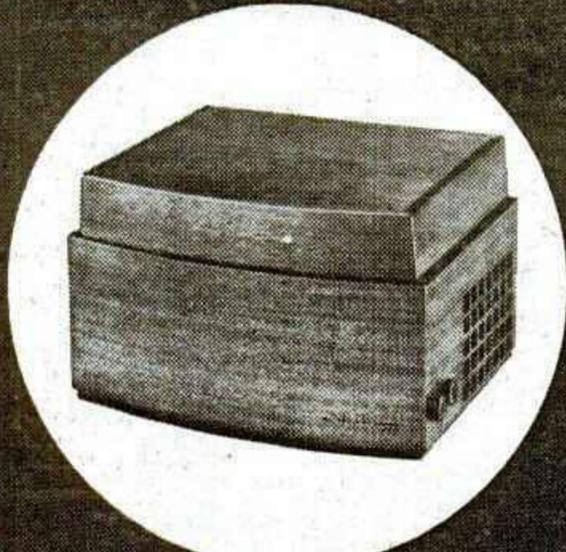
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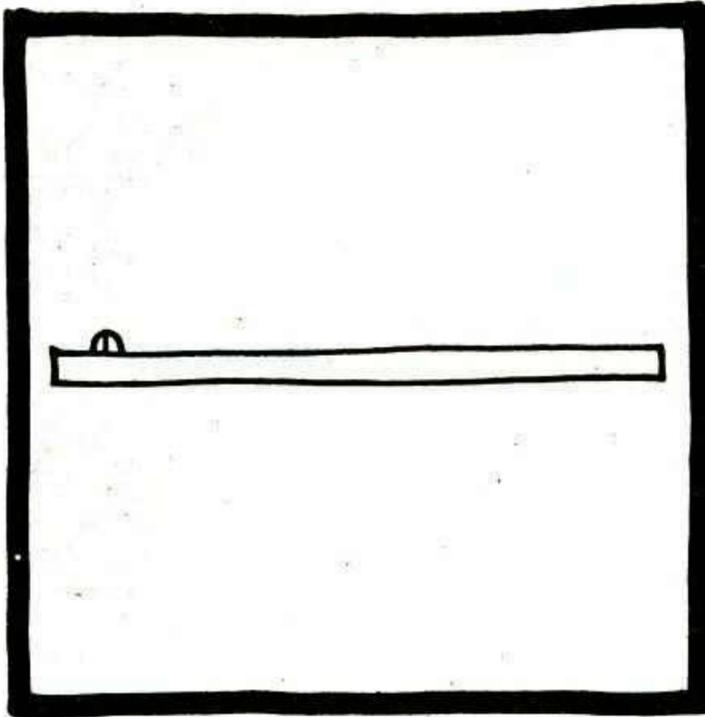
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**Classical Catalog Sellers**

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.

**SHORT ORCHESTRAL WORKS**

(Listed Alphabetically)

- ALFVEN: SWEDISH RHAPSODY; GREIG: ANITRA'S DANCE (Philadelphia Orchestra-Ormandy) ..... Columbia AL 35
- BORODIN: POLOVETSIA DANCES; DE FALLA: EL AMOR BRUJO (London Philharmonic-van Beinum)..... London LL 203
- BORODIN: POLOVETSIA DANCES; DE FALLA: EL AMOR BRUJO (Stokowski Orchestra) ..... RCA Victor LM 1054
- DUKAS: SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) ..... RCA Victor LM 18
- PUCCINI: LA BOHEME SELECTIONS (Kostelanetz Orchestra) ..... Columbia ML 4655
- ROSSINI: OVERTURES (NBC Symphony-Toscanini) ..... RCA Victor LM 1044
- ROSSINI: WILLIAM TELL OVERTURE; WALDTEUFEL: SKATER'S WALTZ (NBC Symphony-Toscanini) ..... RCA Victor LM 14
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLE SELECTIONS (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 1726
- STRAUSS, J.: WALTZES (Mantovani Orchestra) .. London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 1134

**INSTRUMENTAL**

(Listed Alphabetically)

- BACH: BACH'S ROYAL INSTRUMENT, VOL. 3 (Biggs) ..... Columbia ML 4500
- CHOPIN: POLONAISE IN A FLAT; DEBUSSY: CLAIR DE LUNE (Pennario) ..... Capitol H 8156
- CHOPIN: WALTZES (Lipatti) ..... Columbia ML 4522
- PIANO REVERIES AND VIRTUOSO PIANO MUSIC (Iturbi) ..... RCA Victor LM 1167
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Kapell, Robin Hood Dell Orchestra-Reiner) ..... RCA Victor LM 126
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; PIANO CONCERTO NO. 1 (Rachmaninoff, Philadelphia Orchestra-Stokowski) ..... RCA Victor LCT 1118
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI (Rubinstein, Philharmonia Orchestra-Susskind) ..... RCA Victor LM 26

**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.

**SHORT ORCHESTRAL WORKS**

(Listed Alphabetically)

- BEETHOVEN: ODE TO JOY (NBC Symphony-Toscanini) ..... RCA Victor LRM 7046
- BIZET: CARMEN SELECTIONS (Kostelanetz Orchestra) ..... Columbia ML 4826
- BORODIN: POLOVETSIA DANCES; IN THE STEPPES OF CENTRAL ASIA; IPPOLITOV-IVANOV: CAUCASIAN SKETCHES (New York Philharmonic-Mitropoulos) ..... Columbia ML 4815
- BORODIN: POLOVETSIA DANCES; IN THE STEPPES OF CENTRAL ASIA (Stokowski Orchestra) .. RCA Victor LRM 7056
- BRAHMS: HUNGARIAN DANCES; SMETANA: THE MOLDAU; DVORAK: HUSITKA OVERTURE (Boston Pops Orchestra-Fiedler) ..... RCA Victor LM 9017
- ENESCO: ROUMANIAN RHAPSODIES NOS. 1 AND 2 (Stokowski Orchestra) ..... RCA Victor LRM 7043
- GERSHWIN: MUSIC OF GERSHWIN (Kostelanetz Orchestra) ..... Columbia ML 4819
- MANTOVANI PLAYS THE IMMORTAL CLASSICS ..... London LL 877
- OPERA WITHOUT SINGING (Boston Pops Orchestra-Fiedler) .. RCA Victor LRM 7045
- WAGNER: TOSCANINI CONDUCTS WAGNER (NBC Symphony) ..... RCA Victor LRM 7029

**INSTRUMENTAL**

(Listed Alphabetically)

- BACH: LANDOWSKA PLAYS BACH ..... RCA Victor LCT 1137
- BEETHOVEN: PIANO SONATAS NOS. 21 AND 23 (Gieseeking) ..... Angel 35024
- CHOPIN: COMPLETE MAZURKAS (Rubinstein) ..... RCA Victor LM 6109
- GERSHWIN: RHAPSODY IN BLUE; CHAMBERS: ALL-AMERICAN SUITE; DEBUSSY: EN BLANC ET NOIR (Iturbis) ..... RCA Victor LM 9018
- HOROWITZ 25th ANNIVERSARY ALBUM ..... RCA Victor LM 6014
- KAPPELL IN MEMORIAM ALBUM ..... RCA Victor LM 1791
- LISZT: BRAILOWSKY PLAYS LISZT ..... RCA Victor LM 1772
- RACHMANINOFF: RACHMANINOFF PLAYS RACHMANINOFF ..... RCA Victor LCT 1136
- RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; SZYMANOWSKI: SYMPHONIE CONCERTANTE (Rubinstein, Los Angeles Philharmonic-Wallenstein) .... RCA Victor LM 1744

**Columbia Inks Pianist, Comic**

NEW YORK, April 17.—Pianist Bernie Leighton has been signed by Columbia Records to make records under the nom de plume "Knuckles J. Newton." The pianist will make swingy, juke box styled records backed by a rhythm group. He was signed by Gene Becker, the firm's a.&t. man in charge of specialty wax. Becker also signed comic Art Carney, who has made a name for himself on the Jackie Gleason TV shows. The firm intends to use Carney for comic wax. First

**Prado Does 5G at Oasis; Set 2d Wk.**

HOLLYWOOD, April 17.—Perez Prado pulled \$4,900 in his first week at the Oasis here, setting a record for the house in the last two years. The mambo king broke percentage at the club, and has been held over for a second week. Business was unusual in that it was figured Holy Week would keep the gate down. Figures were achieved at a \$1.20 admission charge.

cuttings were made last week and will be released shortly.

**LINER NOTES**

By IS HOROWITZ

Pianist Wilhelm Backhaus, whose recent return to the New York concert stage after a 28-year hiatus occasioned rave response from major reviewers, is the subject of a special promotion by London Records. A folio reprinting the accolades is being distributed to dealers. It also lists 15 LP's by the venerable pianist in the London catalog. Soon to be released is No. 16, a reading of Brahms Piano Concerto No. 1, with the Vienna Philharmonic under Karl Bohm. Before long London promises to have a complete series of all the Beethoven sonatas in Backhaus performances.

**FUTURES...**

Concert Hall Records has leased tapes from Leeds Music under a deal calling for the early release of the first complete recording of the little-known Tchaikovsky opera Mazeppa. Performance is by the Bolshoi Theater. . . . The Cimarosa comic opera, Il Maestro Di Cappella, will soon be issued by London in a dishing starring Metopera basso-buffa Fernando Corena. . . . A third LP of Schubert Sonatas by pianist Friedrich Wuhner is due soon from Vox.

**RUBINSTEIN...**

RCA Victor's pianistic star Artur Schnabel has a heavy schedule in store. In a week he'll do his first session with the Chicago Symphony, performing the Brahms Piano Concerto No. 1. A series of six LP's will be released periodically by the label, with each devoted to piano works by a single composer. Some of these will find their way in whole or in part on to EP at a later date. Perhaps his most ambitious Victor project, however, will be an edition of all five Beethoven Piano Concertos. The orchestra and conductor that will accompany him in these works still remain to be set.

**RANDOM NOTES...**

The Metropolitan Opera kicks off its annual spring tour Monday (19) in Cleveland. Thirteen operas will receive a total of 49 performances before the 14-city junket winds up in Toronto May 29. . . . Pianist Rudolf Firkušny will be the soloist opening night, June 21, ushering in New York's annual Stadium Concerts series. . . . Ward Botsford, Vox production engineer, has become engaged to Miss Lynn Kaelsner, an employee at Fine Sound Studios in New York. . . . William Lerner has left Westminster to join the Haydn Society as New York sales manager.

**POP PATTTER...**

London is readying a Frank Chacksfield LP of French popular songs in instrumental readings. . . . RCA Victor is preparing its titled "River of No Return." . . . Capitol's latest two children's disks by Mel Blanc and Candy Candido will be the firm's last for moppets until August. . . . A new Decca kidisk will have Sterling Holloway as narrator of "Pineapple Poll," the ballet on Gilbert and Sullivan tunes. . . . A new Les Brown album will be made available on both LP and EP by Coral.

**CHART COMMENTS**

The battle for Glenn Miller supremacy is still undecided. After several weeks of dominating the pop album charts, Decca's film sound track entry slipped into second position on the EP listing, conceding the lead to RCA Victor's re-issue package. Decca's album, however, still was top dog on the LP chart.

Next week, the classical charts will present a new appearance. All entries, regardless of musical category, will be combined into one listing to show current relative sales action without respect to type of music or date of issue. Everything in the classical genre will be competing for exposure. In the same issue, a special chart will be carried of best-selling dramatic and narrative albums. The following week all returns to normal, with the catalog and recent-release sellers shown independently in the two musical categories scheduled.

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I Wished I Was in Peoria  
Tishomingo Blues  
Down in Jungle Town  
How Come You Do Me Like You Do?  
Roll, Jordan, Roll



## TURK MURPHY and His Jazz Band

Bill Bailey, Won't You Please Come Home  
I Wish I Could Shimmy Like My Sister Kate  
Santa Claus Blues  
Baby, Won't You Please Come Home?  
Evolution Mama  
When the Saints Go Marching In

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## A BUCK CLAYTON JAM SESSION

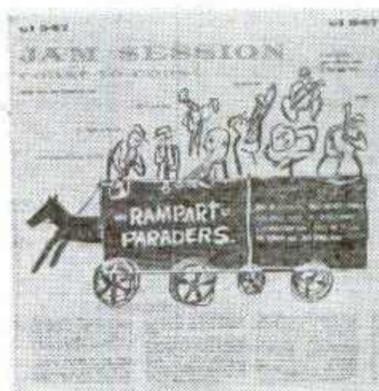
The Hucklebuck  
Robbins' Nest

## BUCK CLAYTON and Ensemble



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## EDDIE CONDON and His All-Stars

Beale Street Blues  
Emaline  
Don't Worry 'Bout Me  
I Can't Give You Anything But Love  
Riverboat Shuffle  
Jam Session Blues  
Ole Miss

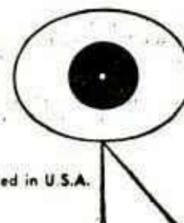


## RAMPART STREET PARADERS

Black and Blue  
I Ain't Gonna Give Nobody None  
This Jelly Roll  
Ja-Da  
The Sheik of Araby  
Squeeze Me  
South Rampart Street Parade

- "Lp" CL 547 • Extended Play Set B-396 (abridged)
- Extended Play Single B-1835 (abridged)

# COLUMBIA RECORDS



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# The Billboard Music Popularity Charts **PACKAGED RECORDS**

## • Best Selling Popular Albums

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

### LP'S

1. **THE GLENN MILLER STORY**—Sound Track...Decca DL 5519
2. **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. **KISMET**—Original Cast...Columbia CL 6273
8. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason...Capitol H 455
9. **CALAMITY JANE**—Doris Day, Howard Keel...Columbia ML 4850
10. **MAY I SING TO YOU?**—Eddie Fisher...RCA Victor LPM 3185

### EP'S

1. **GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"**...RCA Victor EPBT 3057
2. **THE GLENN MILLER STORY**—Sound Track...Decca ED 2124-5
3. **MUSIC FOR LOVERS ONLY**—Jackie Gleason...Capitol EBF 352
4. **TAWNY**—Jackie Gleason...Capitol EBF 471
5. **SONGS FOR YOUNG LOVERS**—Frank Sinatra...Capitol EBF 488
6. **ROSE MARIE**—Ann Blyth, Howard Keel...M-G-M X 229
7. **CALAMITY JANE**—Doris Day, Howard Keel...Columbia B 347
8. **I BELIEVE**—Perry Como...RCA Victor EPB 3188
9. **MUSIC TO MAKE YOU MISTY**—Jackie Gleason...Capitol EBF 455
10. **MAY I SING TO YOU?**—Eddie Fisher...RCA Victor EPB 3185

## • Reviews and Ratings of New Popular Albums

**YOUNG AT HEART**.....81  
Frank Sinatra (1-EP)  
Capitol EAP 1-510  
Capitol has moved quickly to put together an extended play package which should move quickly and strongly for all retailers. Frank Sinatra, now perhaps at the true peak of his career, is offered singing his current click "Young at Heart," the tune from the film in which he won his Oscar, "From Here to Eternity," and a pair of standards—bouncy and ballady. Not much else to say. The guy is hot—and so are his records.

**THE GIRL IN PINK TIGHTS**.....77  
Jeanmarie and Charles Goldner (1-12")  
Columbia ML 4890  
Now that it's been pretty well established that "Girl in Pink Tights" is a commercially successful musical production, the sale of this original cast recording should be fairly good—though it must be said that aside from "Lost in Loveliness" there's not much pop hit music in the show. The performances, tho, sparkle. The sound is just fine, the packaging excellent—and, in all, a worthy addition to catalogs of those who collect show music. It is, too, a must for those who've seen the show.

**SOFT LIGHTS AND BOBBY HACKETT**.....74  
(1-10")  
Capitol H 458  
The many customers for Jackie Gleason albums may, by this time, have cottoned to the fact that one of the reasons they go for Gleason is the wonderful trumpet passages supplied by Bobby Hackett. Here, then, is Hackett with a large ork playing a batch of standards—and in dance tempos too. Good sound and good sales potential here.

**SWINGIN' AROUND**.....70  
Pee Wee Hunt Ork (1-10")  
Capitol H 492  
This is a first-rate dance combo which manages to come up with big

pop single clicks every five years or so—but never fails to provide neat music for dancing and listening. Following his most recent click, "Oh, Hunt should be able to garner some fairly substantial album business with this collection of standards done in his typical style. Good listening—and very danceable.

**THE MAGIC WORD**.....68  
Frederic March, Agnes Moorehead, Alexander Scourby (1-10")  
Decca DL 7028

A most welcome addition to record catalogs is this 10-inch LP package which offers story-telling poems like Kipling's "If" and "Gunga Din," Longfellow's "Paul Revere's Ride," Noyes' "The Highwayman," Masefield's "Sea Fever," Rosemary Benet's "Nancy Hanks" and James Weldon Johnson's "The Creation." Readers Moorehead and Scourby are excellent interpreters and a few selections have specially written music in the background. A parent who won't want this for his children would be foolish.

**RODGERS AND HART**.....67  
Louise Carlyle, Bob Shaver, the John Morris Trio (1-12")  
Walden 304  
The label has released another in its series of show tune albums, featuring Louise Carlyle and Bob Shaver singing some of the lesser-known tunes of the great team of Rodgers and Hart. Most of the tunes contained herein are weak efforts by the pair, but they are sung so unpretentiously by the singers that many will enjoy the LP. Top sides are "To Keep My Love Alive" and "Did You Ever Get Stung" by Miss Carlyle, and "Any Old Place With You" and "A Tree in the Park" by Shaver. For inveterate show tune lovers.

**THE CHORDETTES SING YOUR REQUESTS**.....65  
(1-10")  
Columbia CL 6285  
The Chordettes, known to many via their service on the Arthur Godfrey shows, show off some female barber shop harmony on this new recording. Selections include "Wait 'Til the Sun Shines Nellie," "For Me and My Gal," "Down Among the Sheltering Palms" and others of that era. Some will be interested.

**Jazz**  
**THE DUKE PLAYS ELLINGTON**.....78  
(1-10")  
Capitol H 477  
This is a fine new album. It features the Duke playing some of his best-known tunes like "Prelude to a Kiss," "In a Sentimental Mood," "Things Ain't What They Used to Be" and "Passion Flower." In addition there are four new ad libbed compositions created by the Duke at the piano while the set was being waxed. The

many Ellington fans will find this release a real treat.

**JAZZ STUDIO NO. 1**.....73  
(1-12")  
Decca DL 8058  
To the expanding repertoire of full-sided LP performances of pop and jazz tunes comes this new set, featuring some top jazz men playing "Tenderly" and a new riff effort "Let's Split," each taking up one side of a 12-inch LP. Instrumentalists include Paul Quinichette, Benny Green, Frank Foster, Joe Newman, Hank Jones, Kenny Clarke, Ed Jones and Jonathan Gasser. The jazz is smooth and frantic by turns, and parts of it are worth hearing. Jazz fans should be interested in this new release.

**CLASSICS IN JAZZ**.....71  
Benny Goodman (1-10")  
Capitol H 479  
Featuring, of course, Goodman on clarinet this collection of small groups sides were all but one originally cut in California about seven years ago. Groups range from three to seven men and feature such names as Ernie Felice, Teddy Wilson, Harry Babasin, Don Lamond, Red Norvo, Jess Stacey and Jimmy Rowles. None of it is truly great jazz; all of it is wonderful listening. Benny's solos are excellent. Tunes are just about all standards. Recording is pretty good, too.

**CLASSICS IN JAZZ**.....69  
Miles Davis (1-10")  
Capitol H 459  
A lot of jazz fans—fans of the progressive style, that is—will be interested in this new set. Performers include Miles, Kai Winding, Gerry Mulligan, Max Roach, Lee Konitz, and others of the advanced school. Most of the selections were recorded in 1949 and 1950, and such works as "Jeru," "Moon Dreams" and "Deception" will attract jazz followers. For the cool college crowd especially.

**CLASSICS IN JAZZ**.....55  
T-Bone Walker (1-10")  
Capitol H370  
Of Jazz interest here is Walker's guitar playing. His vocalizing, good as it is, falls in comparison with what he used to do on rhythm and blues material. Whether jazz collectors will want this is somewhat questionable. It's nothing more than okay blues readings featuring Walker on guitar and vocal.

### Children's

**MEL BLANC: PIED PIPER PUSSYCAT**.....75  
(1-78)  
Capitol CAS 3188

Mel Blanc makes slick use of his familiar movie cartoon voices in telling a cute story which should amuse the youngsters of school age. It's well produced, as usual, and smartly packaged in Capitol's typical way. Maybe it isn't educational, but it's good entertainment—and that is the primary purpose.

**CANDY CANDIDO: YOU'RE NOTHIN' BUT A NOTHIN'; BARNACLE BILL THE SAILOR**.....71  
(1-78)  
Capitol CAS 3156  
Two familiar tunes are slickly done-up by Candido via his collection of voices. Could be that today's mopets aren't too familiar with the tunes, but the parents will know them and the kids will probably like them.

**THE SINGING PRINCESS: HAPPY LITTLE TEDDY BEARS; ME AND MY TEDDY BEAR**.....72  
(1-45)  
Columbia J 4-722  
The two cute songs about the cuddly moppet toy are sung warmly. Can't fail to please junior platter spinners. Good 49-cent merchandise.

**ROSEMARY CLOONEY: ALL THE PRETTY HORSES; CLOSE YOUR EYES**.....77  
(1-45)  
Columbia J 4-191  
This disk is likely to be played more by Mom, but for her youngsters, of course. Both selections are pleasant lullabies, sung with rare understanding. "Eyes" is a re-work of the famed Brahms "Lullaby."

### Teen-Agers

Continued from page 24  
was first released on Atlantic with Clyde McPhatter.  
Johnnie Ray, Bunny Paul and Jane Turzey made the tune after the Clyde McPhatter record started to take off. This is merely the most recent case of covering an r.&b. record; the tradition goes back a number of years. However, in most cases the original record, the r.&b. disk, often sells more than the pop versions. This could be the case with "Such a Night," as well.  
As r.&b. artists grow both in experience and popularity, they usually have a chance to break thru as pop artists and increase both their earning power and their stature in the business.  
This is happening today with many artists as their records break thru into the pop field. The Earl Bostic band, the Dominoes, the Orioles, Dinah Washington, Ruth Brown and others have managed to build up almost as strong an appeal in the pop market as they have in the r.&b. field. According to all indications, as the r.&b. market continues to expand this will happen with more and more artists.

## • Reviews and Ratings of New Classical Releases

### SOLO VOCAL

**KATHLEEN FERRIER: RECITAL OF ARIAS (1-10")**—Boyd Neel Orchestra; Boyd Neel, Cond. London LD 9066 ..... 78  
Distinguished performances by the late contralto of arias from operas and oratorios by Handel, Gluck and Mendelssohn. Included are the popular "Largo" from Xerxes, and "What Is Life" from Gluck's "Orfeo." Should be one of the strongest demand Ferrier packages now being turned out by London. Collectors won't particularly mind the dated sound of these 78 r.p.m. transfers.

**FLORENCE FOSTER JENKINS RECITAL (1-10")** — RCA Victor LRT 7000 ..... 74  
Hard to figure, but dealers with singers among their customers will move some sets. The late Madame Jenkins was a de-luded soul who thought she could sing and that audience laughter was a tribute. Listening to her pathetic bleating of standard coloratura arias is something like eavesdropping on a padded cell inmate. But it will bring laughs.

### CONCERTOS

**MOZART: PIANO CONCERTO NOS. 12 AND 18 (1-12")**—Lilli Kraus, Pianist; Boston Symphony; Pierre Monteux, Cond. RCA Victor LM 1783 ..... 77  
For Monteux this is his first Mozart disk on the label. Miss Kraus, of course, has won quite a reputation as a Mozart interpreter. The collaboration, therefore, has sound commercial potential. Beautiful music-making, glowingly recorded, with the Concerto No. 12 a standout effort.

**SCHONBERG: CONCERTO FOR VIOLIN AND ORCHESTRA; BERG: CONCERTO FOR VIOLIN AND ORCHESTRA (1-12")**—Louis Krasner, Violin; N. Y. Philharmonic and Cleveland Orchestras. Columbia ML 4857 ..... 74

Twelve tone or not, this coupling of two outstanding modern concertos should be in for welcome sales attention from a good many collectors. The Alban Berg work is transferred with considerable tonal success from a memorable 1941 waxing and is easily the most appealing of the two works. But the Schonberg will also create considerable excitement. Not for the Mendelssohn Concerto crowd, but solid stuff for anyone with a liking for the modern idiom.

**MOZART: CONCERTO FOR FLUTE AND HARP IN C MAJOR (K.299); ADAGIO AND RONDO (K.617); ANDANTE IN C MAJOR (K.315) (1-12")**—Camillo Vanausek, Flute; Pro Musica Chamber Orchestra, Vienna. Vox PL 8550 ..... 71  
Gentle Mozart, well-played and unforgettably pleasing. Disk suffers somewhat from a too-heavy echo. The "Adagio and Rondo" has special appeal as a novelty. One of the solo instruments called for is the glass harmonica, now a vaudeville oddity but once held in some respect. Here, a celeste is the substitute. The "Andante" for flute and orchestra is also an LP first.

**BACH: CONCERTO FOR TWO VIOLINS IN D MINOR; BEETHOVEN: ROMANCES NOS. 1 AND 2 FOR VIOLIN AND ORCHESTRA (1-12")**—Herman Krebbers, Theo. Olof, Violins; Hague Philharmonic; Willem van Otterloo, Cond. Epic LC 3036 ..... 69  
Heavy-handed and pedestrian Bach, with the Beethoven some what better realized. Better versions available elsewhere, tho this grouping is unique and might impel some sales action.

**K. P. E. BACH: PIANO CONCERTO IN D MAJOR; TRIO FOR FLUTE, VIOLIN AND PIANO (1-12")**—Helen Schnabel, Piano; Vienna Philharmonia; F. Charles Adler, Cond. Spa 37 ..... 86  
Here are two firsts. Performances are good and the set should excite some interest among inquiring collectors.

### CHORAL WORKS

**BERLIOZ: L'ENFANCE DU CHRIST (2-12")**—Soloists, Choral Art Society, Little Orchestra Society; Thomas Scherman, Cond. Columbia SL 199 ..... 78  
Scherman's revival of this work a season or so back was a major event in New York and comment was generous. On records, there exists an excellent version by Vox which has probably skimmed a good portion of the potential. But the popularity of Berlioz is on the increase. Also, this new set is dedicated to promote it wherever they exert influence. The three-part tale of the childhood of Christ is beautifully rendered and should tempt a good many collectors. Soloists are good, especially the male singers, and the orchestral part is played with conviction. A most attractive set, recorded with unusual tonal presence.

**BENEVOLE: FESTIVAL MASS IN 53 PARTS; HYMN FOR ST. RUPERTUS (1-12")**—Vienna Symphony Orchestra; Salzburger Domchor; Joseph Messner, Cond. Epic LC 3035 ..... 64  
Seldom performed, this work shows that the gigantic musical forms of the 19th century employing outside orchestral and vocal forces were not modern innovations entirely. The Mass was written for the consecration of the new Salzburg Cathedral in 1625 and is impressive for its grandeur and sumptuous texture, being in this respect a perfect example of the "colossal Baroque" for students and collectors of the early classic period. Conductor Messner's performance has authority and coherence.

### SYMPHONY

**SCHUBERT: SYMPHONY NO. 4 IN C MINOR; SYMPHONY NO. 5 IN B FLAT MAJOR (1-12")**—Los Angeles Philharmonic; Alfred Wallenstein, Cond. Decca DL 9725 ..... 74  
There are at least a half dozen competing performances of each of these symphonies now available in LP form—formidable competition, too. Yet it has been proven time and again that some potential exists for each good new recorded version of a major work. Sales, therefore, should be good for this first-rate version by the Los Angeles Philharmonic. Both the sound and packaging are excellent; Decca recommends this for hi-fi fans.

### CHAMBER MUSIC AND INSTRUMENTAL

**BARTOK: FOURTEEN BAGATELLES, OP. 6; ROUMANIAN FOLK DANCES; ROUMANIAN CHRISTMAS CAROLS (1-12")**—Tibor Kozma, Piano. Bartok 918 ..... 68  
The "Bagatelles" and "Carols" are new and attractive additions to the Bartok vinyl library, the familiar "Dances" are already available. Bartok enthusiasts will find this piano package hard to resist, both for the sensible Kozma readings and the superb engineering.

**BEETHOVEN: VIOLIN AND PIANO SONATAS NOS. 7 AND 8 (1-12")**—Zino Francescatti, Violin; Robert Casadesus, Piano. Columbia ML 4961 ..... 79  
Two of the most popular sonatas of the 10. Artist name power will have lots to do with the bright sales picture here, altho performances are not as impressive as earlier collaborations.

**CHOPIN: BALLADES (1-12")** — Cor De Groot, Piano. Epic LC 3037 ..... 70  
This new set includes four ballades by Chopin, plus the composer's "Berceuse in D Flat Major," the "Minute Waltz" and the "Waltz No. 7 in C Sharp Minor" and the "Nocturne in F Sharp Major." The familiar works are played in warm fashion by Cor De Groot. Disk can be pushed with profit to new collectors.

**BEETHOVEN: VARIATIONS, OP. 105 AND 107, FOR FLUTE AND PIANO; BAGATELLES, OP. 126; FIVE SMALL PIANO PIECES, OP. POST. (2-12")**—Wallace Mann, Flute, Richard Dirksen, Piano. Esoteric ES 525-6 ..... 62  
All persons interested in a total picture of Beethoven's genius will be interested in knowing that the above works have been recorded for the first time. These are not trifles, but important vignettes from Beethoven's last years. In addition to

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Reviews and Ratings of New Classical Releases

Continued from page 50

Beethoven collectors, this package will appeal to students and more advanced instrumentalists...

ORCHESTRAL WORKS

RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL, OP. 34; TCHAIKOVSKY: CAPRICCIO ITALIEN, OP. 45; ANDANTE CANTABILE (1-12")

Truly a collection of "pop" classics. The longer works of Rimsky-Korsakov and Tchaikovsky are quite familiar to all...

RAVEL: DAPHNIS AND CHLOE SUITES NOS. 1 AND 2; ALBORADA DEL GRACIOSO (1-12")

Familiar Ravel logically coupled. While catalog competition is somewhat forbidding, there seems little doubt that this new entry will etch out a niche in customer favor...

WEBER: SPECTRE DE LA ROSE-BALLET; MINKUS: DON QUICHOTTE BALLET (1-10")

To its many first-class ballet recordings, London now adds these two beloved standards. "Spectre de la Rose" is better-known to most balletomanes as "Invitation to the Dance..."

THE GOLDEN COACH (1-12")—Anna Magnani; Rome Symphony Orchestra; Gino Marinuzzi, Cond. M-G-M E 3111

The label has taken the sound track of the music from the new Jean Renoir movie "The Golden Coach." And the sound track contains music from the works of Vivaldi plus selections from the works of Corelli and Martini...

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial ratings, 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

Flanagan Splits

Continued from page 26

nighters today (17). Settlement with Morrow will await the latter's arrival here in between one-nighter jumps.

Hendler said he will announce his plans within the next two weeks. Both the Flanagan and Hendler bands will continue to be booked thru the General Artists Corporation.

"NEW RECORD SMASH"

Advertisement for RCA Victor featuring Rosemary Belan and The Morry Allen Orchestra. Includes text: "This is Why I Love You", "Things We Used To Do", "ROSEMARY BELAN WITH THE MORRY ALLEN ORCHESTRA", "RCA VICTOR FIRST IN RECORDED MUSIC".

"WARM-INTIMATE"

Advertisement for Royal Plastics Corp. featuring semi-flex 10" or 45 records. Text: "SEMI-FLEX 10" or 45 RECORDS PRESSED-15c- INCLUDING labels, carton sleeves, etc. Write for full particulars BEST PRESSING DEAL ANYWHERE ROYAL PLASTICS CORP. 1540 Brewster Ave., Cincinnati 7, Ohio"

Advertisement for Record Pressings Songcraft, Inc. Text: "RECORD PRESSINGS Shellac-Vinylite-Flex 78 RPM-45-33 1/2, L.P. Test Pressings Free Small or Large Quantity. Labels-Processing-Masters SONGCRAFT, INC. 1830 Broadway New York 19, N. Y."

Advertisement for Russell Records. Text: "Dealers-Distributors World's largest selection of specialized Dance Records for dance teachers and students... Tap, Ballet, etc. Write or wire RUSSELL RECORDS Box 328 Ventura, California"

Aladdin Records Drops Charges Vs. J. H. Martin, Inc.,

CHICAGO, April 17. — Leo Messner, of Aladdin Records, last week dropped charges against James H. Martin, Inc., in a suit brought before Judge Eiger in municipal court here.

The suit asked for payment of \$1,705 allegedly owed by Martin's distributing firm as well as \$2,800 in unreturned merchandise. Messner not only dropped the charges but allowed Martin to retain the merchandise.

Martin took over the distribution of Aladdin Records in 1952, and at that time picked up the entire inventory from the former Aladdin distributor, American Records, headed by Art Sheridan. Martin claimed he was given assurance that if the distributorship was ever taken away from him, the new distributor would take over the inventory as he had done, or else be taken back by Aladdin. Later Aladdin gave the distributorship to Coral Records on a deal consummated in New York. At the time, Martin had \$2,800 worth of stock, as well as liabilities of \$1,705 owed to Aladdin. Martin refused to pay the \$1,705 until Aladdin Records picked up the inventory. Messner appeared at the trial alone, while Martin brought as witnesses Marvin McDermott, treasurer of M S Distributing; Art Sheridan; Leonard Chess, of Chess Records, and George Leaner, of United Records.

Cugat Sets Dates For Europe Tour

LONDON, April 17.—Dates for Xavier Cugat's forthcoming European tour have now been set. The Cugat Latin-American ork, featuring vocalist Abbe Lane, will begin in Spain, playing Barcelona, July 23-29; Madrid, July 31-August 6; San Sebastian, August 7-13; Valencia, August 14-19. Other dates include Paris, August 22-28; Ostend, Belgium, August 30-September 5; Monte Carlo, Monaco, September 7-8, and Cannes, France, September 9-13. In Italy they will play in Milan, September 15-21; Rome, September 23-29; San Remo, October 1-2; Torino, October 3-4, and Venice, October 5-7.

Following the tour Cugat and his band will probably appear in a motion picture being set up in Italy around that time. The tour is being handled by the Music Corporation of America.

McCONKEY

17th Year For Agency In Midwest

CHICAGO, April 17. — Next week McConkey Artists will celebrate its 17th year in show business. The booking firm, started in 1937 by Jay S. and Mack McConkey, has developed into one of the country's large booking agencies in less than two decades.

The original name of the firm was the McConkey Orchestra Company when it started in Kansas City, Mo. Mack McConkey represented small musical units, including cocktail groups, vocalists and combos. He booked thru the Midwest and the firm covered the territory of Kansas, Texas, Minnesota, Indiana, Missouri, Utah, etc. After World War II the firm established offices in Chicago, Cleveland, Hollywood; and in 1948, New York City. The firm handles variety acts, cocktail units, orchestras, ice shows, single acts and others.

Coral Near on Eng. Wax Deal

NEW YORK, April 17.—Coral Records this week was on the verge of completing a deal calling for the pressing and distribution of its wax in England. The contract, soon to be signed, will serve as the final link in world-wide coverage of the Coral product.

The disks will be handled in England by Vogue Records, Ltd., a British Decca affiliate, which to date has specialized in jazz. The Coral tie will mark the Vogue label's first push into the pop field. Vogue will also handle Brunswick output under terms of the pact.

Coral has long sought arrangements for English representation. Several times in recent years the label has inched close to a deal, only to have it fall thru before consummation. Aside from the obvious benefits of exploiting the English market, Coral has been pushed by some of its artists to move in this direction with increasing urgency recently.

These artists have felt that lack of prior wax representation has made it difficult, if not impossible, for them to undertake British personal appearances, which have proved profitable for talent known there on disks.

Shad Contracts 2 New R&B Artists

NEW YORK, April 17.—Bobby Shad, head of Mercury Records rhythm and blues department has signed Red Prysock and thrush Peggy Saunders to record contracts. Prysock, a tenor sax player formerly featured with the Tiny Bradshaw ork, is a brother of singer Arthur Prysock.

Shad, who also handles Mercury's jazz label subsidiary, EM Arcy, has expanded his talent stable in this field with the addition of the Art Blakey combo, saxist Henry Durant and accordionist Leon Sash.

Pop Tune 'Wanted' Is Infringement, N. Y. Suit Claims

NEW YORK, April 17.—The current pop hit "Wanted" is claimed to be an infringement on another song of the same title, in a suit filed this week in Federal Court here by James E. Myers, doing business as Myers Music Company. Named as defendants are M. Witmark & Sons, RCA Victor Records CBS, NBC, ABC and Du Mont networks, Perry Como, Lois Steele and Jack Fulton.

Suit claims that prior to July 12, 1949, Albert Nicholas Albertina, known as Al Alberts, and Leonard McCall wrote a song called "Wanted," which they assigned to Myers prior to February 1, 1952. The Witmark song of the same title was written by Steele and Fulton.

Myers seeks payment for unfair competition, an accounting of any profits, impounding of infringing copies and an injunction.

Preager Has Plan To Solve Anglo-US Band Swap Tangle

LONDON, April 17. — Band leader Lou Preager due to leave for the States on a triple-headed business deal, is kicking an idea around which might have far-reaching effects on the present Anglo-American tangle over band exchanges. Preager plans to film a mammoth musical here which will feature two top British groups, plus five smaller bands and two big-name American bands.

The Preager plan would be to import the American groups for the film and present them at the Empress Hall between filming dates. The scheme would naturally involve some reciprocal dates for the British groups—but by starring the American bands in a film, Preager would find a loophole in the current import restrictions which ban all but equal-way exchanges.

Once in the country to make the picture, the idea would be much more acceptable to Musicians' Union opponents of foreign talent. Preager's scheme is considered constructive, and if it comes off, may break the existing deadlock between the unions.

Other Records Released This Week

Children's

- Old MacDonald Had a Farm; The Blue Tail Fly—The Forty-Niners Quartet, Columbia (45) J4-718
On the Good Ship Lollipop; The Wedding of the Kuffe and Fork—The Singing Princess, Columbia (45) J4-721
The Shepherd's Boy and the Wolf; Baby Bear Gets His Wish — Miss Lucille "Appleblossom" Chambers, Appleblossom 100
Teddy Bear's Picnic; Frog Went A-Courtin' —Peter Piper With the Forty-Niners Quartet, Columbia (45) J4-723
Willie the Whistling Giraffe; The Syncopated Clock—The Singing Princess, Columbia (45) J4-716

Jazz

- Big Stockings; Midnight Blues — Cedric Wallace Quintet, Apollo 819
Bunny; The Night Hawk—Lucky Thompson Ork, Decca 29085
Sensation; Red River Valley—Joe Gúmins All Star Dixieland Band, Decca 29071
Sweet and Lovely; Up Jumped You With Love—Ralph Sutton Quartet, Decca 29081

Rhythm & Blues

- Lonely Boy Blues; Don't Let the Sun Catch You Cryin'—Gayle Brown, Brunswick 84027
Cole Slaw; Dark Green — Georgie Auld, Coral 61158
Don't Leave Me Here to Cry; What Have I Done?—Rosetta Tharpe, Decca 48311

Polka

- Deep Sea Polka; Lighthouse Oberek—Ray Henry Ork, Dana 3159
Meet the Missus Polka; Slow and Easy Oberek—Eddie Zima Ork, Dana 3161
Polka Night Polka; Merry Go Round Polka —Steve Adamczyk, Dana 3167
What'll It Be Polka; Dimples Polka—Eddie Zima Ork, Dana 3163

International

- Bitka Na Weselu; Paezki—Aggie Klepaczka, Dana 813
Crying Polka; Sunset Valley Polka—Frankie Yankovic Ork, Columbia (45) 4-40203

Country & Western

- Beg and Steal; Blue Flowers—The Strangers, King 4709
Don't Blame Me; When You Walked Out on Me—Rusty Newby, Academy 1021
Don't Think 'Cause You're Pretty; Lightnin's Boogie—Lightnin' Hopkins, Herald 425
Fall On Your Knees and Pray; I Love My Baby—Big Boy Crudup, Groove 0011
I'll Leave the Door Open; Nobody Plays Piano (Like Sacramento)—Georgia Brown, Blue Mill 108
Kiddin' on the Strings; You Haunt Me—Harry Bluestone Ork, Blue Mill 107
Sample of Your Love; Young Kind of Lovin'—Tom James, V 20-5695
Slowly But Surely; I Want a Little Lovin'—Rusty Wellington, Arcade 124
Southern Medley — The Rhythm Outlaws, Columbia (45) 4-48006
Work, Man, Work; The Honky Tonky—Peppy Prince, Hollywood (45) 1013
Too Blue to Cry; Too Quick to Condemn—Jack Tucker, 4 Star 81

Spiritual

- How Longer Lord, Shall It Be; (Early One Morning) He Answered My Prayer—The Patterson Singers of Brooklyn, N. Y. King 4705
I'll Fly Away; When the Pearly Gates Unfold—The Colemanaires, Timely 103
Let God Abide; I'm Watching and Waiting —Myrtle Jackson, Brunswick 84028
The Stone Was Rolled Away; Heaven Bound Gospel Train—Mac Odel, King 1335

Advertisement for Essex Records. Text: "Bustin' Wide Open THE HILLTOPPERS 'POOR BUTTERFLY' and 'WRAPPED UP IN A DREAM' Dot 15156"

Advertisement for Essex Records. Text: "Essex RECORDS THE LABEL WITH A FUTURE... 3208 So. 84th St. Philadelphia 42, Penna."

Advertisement for London Records. Text: "London RECORDS 'The finest sound on record'"

Advertisement for Vocal Group. Text: "WANTED New Recording Company Wants VOCAL GROUP, BOY SINGER, and GIRL SINGER MAIL DEMONSTRATION RECORDS BEFORE MAY 10th to Box 406, c/o The Billboard, 1564 Broadway, New York 19"

Advertisement for Fred Waring. Text: "Fred Waring presents FRANK DAVIS singing 'Somebody Bigger Than You and I' with chorus and orchestra Decca #29026 BULLS-EYE MUSIC, INC. 6526 Selma Ave., Hollywood, Calif."

Advertisement for Tempo. Text: "Perfect for the demonstration of home recording units and a profitable sales item. 1/2-hour, dual-track, 7 1/2 ips. TEMPOTAPE Subjects \$6.75 list (no federal excise tax) TEMPO RECORD CO. OF AMERICA 8540 Sunset Blvd., Hollywood 46, California"

Advertisement for Clark Dennis. Text: "CLARK DENNIS 'YOU AND YOUR SMILE' TIFFANY RECORDING COMPANY 332 S. Michigan Ave., Chicago"

Advertisement for Dan Records. Text: "NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES Biggest Selection on all Speeds, English, Polish Instrumentals. Write for catalog and nearest distributor. When no distributor near order direct. Prompt Service. Transportation paid. DAN RECORDS 344 North Ave. New Rochelle, N. Y."



## Winkley Skeds Week's Show At Peoria Plant

### Inks 20th Century Shows, Maps Other Varied Attractions

PEORIA, Ill., April 17.—Frank Winkley, auto race promoter and holder of the exclusive promotion rights to Exposition Gardens here, announced here this week that he has scheduled a Fun Week for June 7-13 during which a wide variety of events, including a full-scaled midway operation, will be offered.

The 20th Century Shows have been signed to provide the rides, shows and concessions. Two nights of racing, one a stock car program, the other a 100-lap midget race program, have been set.

One day will feature a kids' program, to be highlighted by a doll and pet parade. Other features planned will be one fireworks show, one or more thrill show performances, an automobile giveaway, a high act and a comedy animal act.

The plant here is well equipped for night racing and other night track events, and Winkley plans to make full use of the excellent light plant.

Harold Kreft, resident manager for Winkley, will head the promotion of the week's program, starting five or six weeks in advance. Stu Reamer, Winkley press agent-announcer, will assist him.

## Ground Broken For New York's New Coliseum

NEW YORK, April 17.—Ground-breaking for the New York Coliseum was accomplished last Monday (12) in the face of a rider to a Congressional bill that would deprive the project of a \$6 million federal slum-clearance grant.

Mayor Wagner said he will lead a delegation to Washington on Wednesday (21) to try to have a Senate subcommittee kill the rider. The measure was added to a money bill before passage in the House. Its author is Rep. John Phillips, of California.

Under controversy is a section preventing the spending of federal slum-clearance money on any projects not essentially residential. In the New York case, the mammoth Coliseum is part of a project that will also include a 20-story [\(Continued on page 71\)](#)

## Hope Dim for Foreign Acts

• Continued from page 1

co-sponsored by half a dozen Republican Representatives from New York, Connecticut, New Jersey and Pennsylvania. The new measures are fairly similar to bills hopped last July by Sen. Herbert H. Lehman (D., N. Y.) and Rep. Emanuel Celler (D., N. Y.), which would liberalize the present McCarran immigration law by establishing standards for use by consuls in granting or denying visas to visit this country. The legislation also would set up a visa review board in cases where visas have been denied and would raise U. S. immigration quotas.

Amusement industry spokesmen, especially from the outdoor show field, have complained that the McCarran Act in its present form works a hardship on circuses and agencies booking foreign entertainment talent. Col. Robert Morton, managing director of the Hamid-Morton Circus, recently said that exceptions should be made for the circus industry, which cannot survive without the importation of novelties from Europe (The Billboard, April 10).

## SEAL BOOKING SOUGHT FOR DATE IN 1956

NEW YORK, April 17.—Sharkey the Seal, prize attraction of booker Bill Shilling, is being sought after for a 1956 date. The two-years-in-advance request came from the American & Canadian Sportsmen's Show, which closed Sunday (11) in the Cleveland Public Auditorium. Sharkey has already been committed elsewhere for the similar dates in 1955, so the Cleveland event requested a '56 booking

## Dodgem Sets 14 Bullpen Installations

EXETER, N. H., April 17.—Contracts covering 14 installations of the Dodgem Corporation's new coin operated game, Bullpen, have been signed, Fred L. Markey announced here this week.

The locations are: Sportland, Broadway at 52d Street, New York; Palisades (N. J.) Amusement Park; Coney Island, N. Y.; Woodside Park, Philadelphia; Mountain Park, Holyoke, Mass.; Seaside Heights, N. J.; Forest Park Highlands, St. Louis; LeSourdsville Park, Middletown, O.; Asbury Park, N. J.; Atlantic City; Bruckner Boulevard, The Bronx; Olympic Park, Rochester, N. Y.; Willow Point Park, Webster, N. Y., and Salisbury Beach, Mass.

A game of skill, Bullpen was first introduced at the outdoor conventions in Chicago last December. Completely automatic, it dispenses nine balls for 10 cents. An automatic scoreboard keeps a running score.

Contracts for additional units are expected to be consummated at the annual meeting of the New England Association of Amusement Parks and Beaches in Boston Thursday (22).

## Feinberg Inks Clowns, Hill, Banquet Show

NEW YORK, April 17.—Booker Abe Feinberg this week related three contractings and the formation of an outdoor show package. Clarabell of the Howdy Dooey TV show has been booked in Connecticut towns for weekend theater dates thru July, beginning Saturday (24) at the Empress in South Norwalk.

On this deal the local theater provides a 45-minute cartoon show and the booker provides Clarabell and an emcee. Total show runs an hour and a half.

Next week the Shrine Circus at [\(Continued on page 71\)](#)

## Al Wagner Fatally Shot By Painter in Pay Dispute

### Slaying Ends Colorful Career; Show Will Continue, Widow Says

CHICAGO, April 17.—The final chapter in the colorful, turbulent career of Al Wagner was written here Friday (16) when the 54-year-old owner of the Cavalcade of Amusements was buried in Showmen's Rest, Woodlawn Cemetery, five days after he was shot to death in Pensacola, Fla., by a show painter following a dispute over pay.

The closing chapter was as colorful as many which had preceded it. Huge banks of flowers lined the walls of the funeral home here, where Masonic rites were held Friday and also at the funeral home in Pensacola where two other funeral services were held Tuesday (13).

Many wires expressing condolence poured into his widow, Hattie, long his associate in the op-

eration of the show, and to his brother, Archie, who of the surviving three brothers and four sisters is the only one in outdoor show business.

### Extend Pensacola Stand

Wagner's death unsettled the future of the show, but not in the mind of his widow. Pausing Friday, she indicated she intends to have the show continue. It will hold over for an added week in Pensacola, she said.

Wagner's death, however, left uncertain the stand of the Internal Revenue Service which barely a week before the fatal shooting had issued a temporary restraining order against him and the show on its claim that Wagner owed the U. S. more than \$260,000 in admission, Social Security and

unemployment taxes dating back to 1947.

His death also posed the fate of William O. Burke, the 48-year-old painter, who shot him Sunday (11) at about 1:30 p.m. on the Cavalcade lot in Pensacola.

An indictment of second degree murder against Burke was re-



AL WAGNER

turned Friday (16) by the Escambia County Grand Jury. Trial date for Burke, who is confined to the county jail here, will be set May 11.

### Both Fire Shots

By Burke's admission when arrested on the spot, the shooting [\(Continued on page 71\)](#)

## INCREASE IN SCRIP

## Calls for Tickets Hit Manufacturers

New York, April 17.—Ticket manufacturers reported their plants working at capacity this week in efforts to meet orders from both indoor and outdoor show people.

National Ticket Company's Shamoken, Pa., plant put on extra shifts to keep up with orders from operators who held back with the knowledge that federal relief of one form or another was in the making. Up to the final days before passage of the legislation it was not generally known exactly what form of relief measure would be passed.

It was confirmed generally that the February-March period was one of the slowest in the history of the ticket business.

### Slow Period

"Everyone seemed to be scraping the bottom of the barrel for tickets to avoid ordering," a spokesman for Globe Ticket Company said. "There was a long stretch in which not one order was placed."

Globe, however, is working at capacity like its competitors to fill the deluge of orders that were placed after the President signed the tax exemption bill on March 31.

"COMPO (Council of Motion Picture Operators) gave us the trend on the 29th," the Globe official added, "so we were able to make ready and start rolling when the orders came in."

Elliott Ticket Company is also paying out plenty of overtime pay to its employees for the long hours being worked currently. There is no pressure, however, and all

orders will be filled with no undue delay, it was reported.

A tendency was noted for some kiddie parks to order scrip tickets, now that prices do not have to be imprinted on ducats in the tax exempt bracket. A couple of smaller traveling shows are going to scrip to enable them to alter admission prices to suit locations, without changing ticket rolls.

The 9-cent and 14-cent ticket appears headed for obscurity, according to the manufacturers. Most entertainment operators are swinging to prices in multiples of five, where their prices are less than the 50-cent dividing line between taxable and non-taxable.

## Sonja Henie Grosses 84G At Sioux City

SIoux CITY, Ia., April 17.—Sonja Henie's ice revue grossed a reported \$84,000 with 11 shows during a six-day stand here. Morris Chalfen, show executive, said that they played to capacity business and added an extra show Saturday. A matinee also was given on Sunday (11).

Show moved to Grand Rapids, Mich., for this week, and it opens Monday (19) for a week at the Sports Arena, Toledo, O. LCL Productions will have the show at the Memorial Auditorium, Canton, O., starting April 27.

## Cite Danger of States Moving In Wake of Federal Tax Cut

### See Possible Local Levy Trend Spurred by Ticket Tax Slicing

NEW YORK, April 17.—A warning that jubilation over the slicing of federal admissions taxes might lead to blindness of the danger of States moving in to levy taxes in the wake of the federal government was voiced this week by George A. Hamid, industry leader, and Robert Coyne, representing the Council of Motion Picture Organizations.

A letter from Coyne to Hamid noted that a 5 per cent levy on admissions had already been proposed in Buffalo. He also reported a strong movement started in educational circles to re-enact at the State level excises similar to those from which relief has been obtained for the benefit of education.

Coyne noted that the fight must

continue, "alho the arena has been changed." He pointed out that State and local legislation are infectious, with communities or States quick to jump on the taxing bandwagon when shown the way. If a trend should develop, Coyne noted that it would be small comfort to have won a major battle only to lose the war.

### Danger of Flukes

Flukes can crop up to destroy the gains achieved. For instance, a new bill, HR8300, a general review of the internal revenue laws, will reach the Senate in two or three weeks. This revision, which runs to 900 pages, establishes the admissions tax at 20 per cent which was the prevailing rate at the time the House passed it. If the Senate were to pass

this bill intact it would supersede Public Law 324, the measure providing for a reduction in admission taxes. While this would violate the intent of Congress it would nevertheless become law.

Alho the remedy to avoid such an occurrence is merely technical, Coyne noted that past experiences with technicalities showed that a continuing vigilant attitude was of paramount importance.

Vigilance against local taxation must primarily be conducted on that level, Hamid said. Before and since gaining tax relief, Hamid has urged the outdoor industry to pass a portion of the savings to the public, especially the children. He said that all appeals for relief in which he had participated had [\(Continued on page 71\)](#)

## Six Years for Chef Who Used Fake Tax Info

NEW YORK, April 17.—The chef who used The Billboard as mailing address for more than 160 fraudulent tax returns has been sentenced to six years imprisonment. Sentence on John Richard Egan, 50, of St. Petersburg, Fla., was imposed last week by Federal Judge J. Gregory Noonan, who placed the man on five years probation.

Egan was arrested in St. Petersburg last month and pleaded guilty to a 22-count New York indictment and a two-count information filed against him in Florida.

He admitted falsifying names on the tax returns and having each fictitious person claim six equally fictitious dependents, and claim a tax refund of \$200, according to Assistant U. S. Attorney Leonard B. Sand. Sand added that Egan filed the claims from New York, Jacksonville, Fla.; St. Louis, Chicago, Cincinnati and 35 other cities.

On one of the false returns Egan even used the names of John J. and Mary V. Billboard, Sand said.

## New Danish Arena Ready

COPENHAGEN, April 17.—Herning Hall in the West Jutland section of Denmark will be ready for use May 20. A feature of the building is an auditorium seating 2,500. Herning holds a large Textile Fair annually. The place is designed to serve as concert hall, theater and for arena presentations and exhibits.

## Chi Home Show Attracts 289,000

CHICAGO, April 17.—The annual Better Living Show at Navy Pier here, staged by the Chicago Metropolitan Home Builders' Association, drew an attendance of 289,000, according to an announcement made at the end of the run. The total compared with 258,000 in 1953. It ran for 10 nights and nine days this year, one more day than last year.

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# Allan Herschell Co. Preps New Adult Ride

NORTH TONAWANDA, N. Y., April 17.—Development of a new major ride is under way at the plant of Allan Herschell Company here, it was revealed this week with the announcement that Allan Tober, works manager, is heading up the project.

A company spokesman provided no information on the nature of the ride except to indicate that it would fall into the "high-capacity, relatively low-cost major ride field."

The need for such a device, it was pointed out, was demonstrated by the many expressions made by amusement park operators during their Chicago convention in December.

**Tax End Spurs Work**  
The recent action of Congress in ending the 20 per cent tax on admissions priced at 50 cents or less has spurred the development of a major ride, Tober said in discussing his work. He also cited the record population of youngsters in recent years and said that these youngsters will soon graduate from kiddie rides to adult rides.

Tober pointed out that the Herschell company, with nearly 75 years of experience in the ride-manufacturing business behind it, has been able to produce progres-



ALLAN TOBER

sively better rides partly because of suggestions of ride operators. "Without such co-operation we would have found it most difficult to have produced rides that so completely meet the requirements (Continued on page 71)

## 2 Roads Plan Trailer-Rail Service Soon

CHICAGO, April 17.—Two major railroads announced this week that they will launch "piggy back" freight service by which semi trailers will be carried in fast freight trains of special cars. Some showmen have expressed interest in the possibility that the piggy-back system might occasionally prove useful in moving truck shows on long jumps.

The New York Central said it will offer the system within a few months between Chicago, New York and certain cities between. The Missouri-Kansas-Texas (Katy) Lines said it would start the trailer-railer service on a limited scale soon. Points to be served on the Katy's line in the Southwest are yet to be determined, it was said.

## Swift Current Cele Appoints New Mgr.; Sets Attractions

SWIFT CURRENT, Sask., April 17.—Irving Hansen has been named full-time manager for Frontier Days, the city's annual rodeo and celebration. He has been a member of the Frontier Days organization for 16 years and chairman of its executive committee for 15 years.

Group has worked with the Swift Current Agricultural Society in recent years to combine a fair with the rodeo and by next year both groups will be incorporated as one body.

Grant Denike succeeds Hansen as chairman of the Frontier Days board, with Ken Lewis vice-chairman.

Grandstand show and midway have already been signed for the three-day Frontier Days celebration and fair in July. The Canadian Congress of Daredevils will appear on the final day.

Board's budget for 1954 estimates revenue at \$60,000 and expenditures at \$45,535, for a surplus of \$14,465. Revenue in 1953 was \$65,820 and surplus, \$27,017.

Expenditures this year will be about \$7,000 more than in 1953, nearly \$2,000 of which will go toward the auto thrill show. Other items which will cost more include the rodeo, evening show, prize list (up \$1,000), publicity, parade and administration (up \$3,384).

## Sport Matthews Injured in Crash

JENNINGS, La., April 17.—Sport and Alice Matthews, aerialists, recently received serious injuries in an automobile collision and will be laid up for some time at their home here.

The left wrist of Mrs. Matthews was broken in two places, and she received face and tongue lacerations, rib injuries and broken teeth. Matthews also suffered rib injuries and is expected to be laid up at least six months as a result of an operation for a right knee injury sustained in the crash. Friends are requested to write him at his home, 519 East Second Street.

## Skip Schools, Kids to Catch 'Ice Capades'

DENVER, April 17.—Novel promotion gimmick tried by Horace Nash, local promoter who has "Ice Capades" opening here Wednesday (27), has high school seniors coming to the icer on the days they traditionally skip school.

Nash, manager of the Denver Arena Corporation, contacted nearly 700 high schools in five States to invite the seniors. More than 50 classes have indicated they'll come, and have made reservations. They are coming from Wyoming, Kansas, Nebraska, New Mexico and Colorado. Nash also is scoring well with newspaper and TV hits, and advance sale is high.

## Swenson Inks 15 Iowa Fairs

SPRINGFIELD, Mo., April 17.—Aut Swenson Thrillcade will play a total of 15 Iowa fairs this year, having recently closed for an appearance of the thrill show at the Woodbury County Fair, Merville, Ia.

Owner-Manager Aut Swenson reports appearances in the State will be headed by the Iowa State Fair, Des Moines, in addition to fairs at Rockwell City, Alta.; Denison, Burlington, Cedar Rapids, Davenport, Eldora, Sac City, Eldon, West Union, Cresco, Sibley and Audubon.

## Build New Track At Missouri Spa

EXCELSIOR SPRINGS, Mo., April 17.—The Junior Chamber of Commerce has started construction of a quarter-mile race track here that will be used for stock car meets, rodeos, baseball and horse shows. Bleacher capacity will be 1,000 and the track will be 55 feet wide on the straightaways and 68 feet wide on the curves. All funds were pledged by the Jaycees and the oval is expected to be completed within six weeks.

## Lethbridge Fair Sets Improvement

LETHBRIDGE, Alta., April 17.—Lethbridge and District Exhibition and Fair has planned a number of improvements slated to be completed in time for the August 9-11 fair, Charles E. Parry, secretary, announced.

A new agricultural building, with 10,000 square feet of floor space, is planned. The stock and sales ring will be reworked and the stock barns will be re-wired. Several buildings will also be painted, he said.

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**Fair Dates**

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The following changes and additions to the list of Fair Dates were received during the week ending April 16.

The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

- Arkansas**  
Little Rock—Arkansas Livestock Show. Oct. 4-9. Clyde E. Byrd.  
Nashville—Howard Co. Fair. Sept. 20-25. Jay Toland.
- Connecticut**  
Bethlehem—Bethlehem Fair. Sept. 11-12. Miss Anne Skelte.
- Kansas**  
Herington—Herington Tri-Co. Fair Assn. Aug. 11-14. John L. Gehrke.
- Maine**  
Guilford—Guilford Fair Assn. Sept. 11. Leroy Knowlton.
- Michigan**  
Alma—Gratiot Co. Fair. Aug. 25-27. C. Dean Allen.  
Alpena—Alpena Co. Fair. Sept. 6-10. Glen Nugent.  
Atlanta—Montmorency Co. Fair. Aug. 30-Sept. 1. Beaman Smith.  
Bay City—Bay Co. Fair. Aug. 10-15. Harry Hough.  
Belleville—Wayne Co. 4-H Fair. Aug. 17-22. P. R. Beibeshelmer.  
Berrien Springs—Berrien Co. Youth Fair. Aug. 18-22. Mrs. Lucie Siekman.  
Big Rapids—Mecosta Co. Agr. Fair. Aug. 24-28. Norman Mason.  
Cadillac—Northern Dist. Fair. Sept. 6-10. Arvid E. Swanson.  
Caro—Tuscola Co. Fair. Aug. 23-29. Carl F. Mantey.  
Cassopolis—Cass Co. Fair. Aug. 8-14. Dale Hartzell.  
Cheboygan—North Michigan Fair. Aug. 17-21. George D. Judd.  
Chelsea—Chelsea Community Fair. Sept. 29-Oct. 2. Miss Gertrude Young.  
Coldwater—Branch Co. 4-H Fair. Sept. 13-18. Gordon Schlubatis.  
Evanston—Osceola Co. 4-H and F. F. A. Fair. July 20-24. Norman Berger.  
Goodells—St. Clair Co. 4-H Fair. Aug. 19-21. Bill Bosserman.  
Grand Blanc—Genesee Co. 4-H Agr. Fair. Aug. 18-19. Donald Hillman.  
Greenville—Montcalm Co. Fair. Aug. 18-21. Mrs. Helen A. Ward.  
Hale—Isosco Co. Agr. Soc. July 28-31. Thurman Scofield.  
Harrison—Clare Co. Agr. Soc. Sept. 13-18. Ray Harrold.  
Hart—Oceana Co. Agr. Soc. Sept. 8-11. Newell Gale.  
Hartford—Van Buren Co. Agr. Soc. Oct. 5-9. Paul F. Richter Jr.  
Hastings—Barry Co. Agr. Soc. Aug. 4-7. Forest Johnson.  
Hesperia—Hesperia Free Fair. Aug. 26-28. Elmer E. Arndt.  
Hickory Corners—Kellogg Co. Agr. Assn. Oct. 8. Daniel Bratt.  
Hudsonville—Hudsonville Community Fair. Aug. 25-27. Robert Van Noord.  
Kalamazoo—Kalamazoo Co. Agr. Soc. Aug. 23-28. Edward McNamara.  
Lowell—Kent Co. 4-H Fair. Aug. 17-20. Gerald Brian.  
Ludington—W. Mich. Fair Assn. Sept. 1-4. Emmet E. Briggs.  
Marshall—Calhoun Co. Fair. Aug. 23-28. Don Sweeney.  
Monroe—Monroe Co. Fair. Aug. 9-14. Gene Anderson.  
Onkama—Manistee Co. Agr. Soc. Aug. 26-29. Ward G. Geiger.  
Pinconning—Pinconning Fair. Sept. 10-11. Henry Uhlman.  
Pontiac—Oakland Co. 4-H Fair. Aug. 10-14. John K. Bray.  
Ravenna—Ravenna 4-H Fair. Aug. 19-21. Samuel McNitt.  
Richmond—Richmond Fair. Sept. 4-6. Vern Krause.  
Saline—Saline Community Fair. Sept. 29-Oct. 2. C. H. Osgood.  
Sandusky—Sanilac Co. 4-H Fair. Aug. 17-21. Keith C. Sowerby.  
Scottville—Scottville Harvest Fair. Sept. 23-24. W. A. Pratt.  
Standish—Arenac Co. Fair. Aug. 17-21. Paul R. Pennock.
- New York**  
De Ruyter—Toughnoga Carnival & Fair. Aug. 19-22. Ray E. Wells.
- Oklahoma**  
Pond Creek—Grant Co. Free Fair. Sept. 20-23. J. D. Edmonson.
- Oklahoma**  
Antlers—Pushmataha Co. Free Fair. Sept. 16-18. William P. Pipkin.
- Pennsylvania**  
Red Lion—Red Lion Gala Week Fair. July 19-24. R. M. Spangler.  
Yellow Creek—Northern Bedford Co. Fair. Oct. 7-9. Mrs. Blaine Cessna.
- Canada**  
Quebec  
St. Pascal—Societe D'Agriculture Du Comte De Kamouraska. Aug. 20-23. M. Alphonse Raymond.

**Lumbermen's Expo Planned for Oct.**

NEW YORK, April 17. — The National Lumber Dealers' Association will stage the first National Lumber Dealers' Exposition here in October. The show will run for nine days, with the exact dates yet to be selected. Show will be at the Kingsbridge Armory. Schedule calls for trade convention sessions in the mornings and public exhibition in the afternoons. Grover McDonald, who also produces the Chicago Metropolitan Home Builders' show, has been named managing director.

**NAGS HELP**

**Use Race \$\$ To Up-Date Toledo Plant**

TOLEDO, April 17.—Things are taking on a brighter hue around the Lucas County fairgrounds this spring. Thousands of dollars are being spent for long-needed improvements.

Plagued for the last three years by bad weather at fair time and a resulting drop in income, the Lucas County Agricultural Society has not had too much money to spend. This year, however, the outlook is much improved.

Principal factor is the signing of a three-year lease with the Toledo Turf Club permitting use of the fairgrounds for running horse races. Horse racing is not new for the fairgrounds, but where former operators paid only \$10,000 annual rental, the lease with the new group calls for a guaranteed \$30,000 annually, plus 1 per cent of the gross wagering in

*(Continued on page 57)*

**Sacco Inks Corn Cele**

CHICAGO, April 17.—Tommy Sacco, local booker-promoter, has been awarded the attractions program at the Hoopston, Ill., Sweet Corn Festival, September 7-9, it was announced this week. Miller Amusement Enterprises have been booked to provide the rides, he said, with the concessions and variety acts to be booked thru Sacco. Sacco will also provide the attractions at the Hoopston July 4 celebration with Drago Amusement Company booked in for the midway.

Sacco also announced he had signed to produce grandstand attractions at the Peotone, Ill., fair, August 27-29. Plans call for a revue, high acts and platform acts, a rodeo and a program of midget auto races.

**Regina Show Pulls 14,799**

REGINA, Sask., April 17.—Four-night light horse show sponsored by the Regina Exhibition Association attracted 14,799 payees, as against 10,904 last year. Every night wa. ahead of the corresponding night in 1953. Receipts totaled \$11,875, an increase of \$3,000 over last year.

**'Capades' Advance Good in Denver; Twilighter Set**

DENVER, April 17.—"Ice Capades of 1954" is pulling good advance sale for its run at the 8,000-seat Coliseum, according to Producer Horace Nash. The ice show is slated to open April 27, with matinees Saturday afternoon and Sunday afternoon, May 1 and 2.

Final performance, slated for Sunday (2), will start at 5:30 p.m.

**Spencer Replaces Old 4-H Building**

SPENCER, Ia., April 17.—The Clay County Fair board has approved construction of a new commercial exhibit building, 140 by 208 feet, to replace the old 4-H building which was torn down last fall.

Bill Woods, secretary of the fair, said the new structure would have facilities for 87 exhibitors. Financing of the building will be thru the sale of stock and certificates.

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**NEW DEVELOPMENTS**

**Offer Automatic Grill,  
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ST. LOUIS, April 17.—A new automatic grill has been introduced by the Toastswell Company here for use in preparing hamburgers, steaks, chops, bacon, cutlets and toasted sandwiches. It is equipped with an adjustable thermostat, hinge that adjusts to the thickness of the meat or sandwich, a grid tilter and a fat catcher. According to the manufacturer the unit has treated grids of hard aluminum alloy that give fast action, even temperature and quick recovery.

**Majestic Dispenser Fully Illuminated . . .**

LOS ANGELES—Majestic Enterprises, Ltd., has announced a new Model 820-R dispenser for concentrates and sirups. The unit is equipped with illuminated dome and cascades and has a capacity of approximately six gallons. Known as the "Illuminated Cascade, Jr.," it is adaptable for smaller operations. It takes up 13 1/2 by 14 inches of counter space, is 32 inches high and weighs 95 pounds.

**Heat Input Upped On Deep Fat Fryer . . .**

ST. LOUIS—Sharply increased heat input is claimed for a new high input deep fryer introduced by Magic Chef, Inc., this city. Features of the unit include streamlined design, 65,000 BTU one-piece burner, high-low basket racks, oil level basket markers, stainless steel back and toe base plates, one-piece open vat-type tank, convenient drain pan and automatic safety shut-off. Three finishes are available — black Japan, lustrelite and stainless steel.

**Compact Food Stand Boasts 3-D Features . . .**

CHICAGO—A compact, completely equipped snack grill has been introduced by 3-D Grill Sales, with the outside silhouette designed to simulate the top and bottom of a hamburger bun. Circular in design, it has a diameter of eight feet and weighs approximately 2,100 pounds.

All utilities are operated by electricity including the grill, drink dispenser, refrigerator and deep freeze. According to the manufacturer, 20 hamburgers or 20 hot dogs can be grilled in 1 1/2 minutes. A refrigeration space drawer is located immediately below the grill and a 50-pound capacity deep freeze is located under the refrigerator. The refrigerated drink dispenser is located 20 inches from the grill.

Other features include overhead storage space, three-compartment sink, and an electric hot water unit. Unit, which is called the 3-D Grill, lists at \$4,900 f.o.b. factory.

**Meat Tenderizer In Liquid Form . . .**

LOS ANGELES—Papaya Food Products Company has introduced a meat tenderizer in liquid form. According to the maker, the item can be diluted with oil, water, fruit juice and vinegar and garlic or other seasoning may be added to the mixture to make such flavors penetrate the meat. The tenderizer is made from papaya melon, is flavorless and it is said to reduce meat shrinkage and shorten cooking time.

**Wood Link Floor Mat Resists Water . . .**

UNION, N. J. — A wood link mat which provides dry footing for behind counters and stands is being offered by the Samuel Furness Mat Company, Inc., this city. Solid blocks of close grained maple treated to resist water absorption are linked on galvanized steel wire to form a strong, lightweight mat that is easy to roll up and clean, maker reports. Bevel brass nosings at both ends and brass wiring may be had if desired.

**New Individual Orange Juice Packs . . .**

DADE CITY, Fla.—Pasco Packing Company has introduced a new orange juice concentrate packed in 2 1/2-ounce plastic pouches that make a 10-ounce glass of orange juice. According to the maker, the concentrate, when used with an aerator, results in time saving and eliminates waste and the cleaning up that goes along with the use of fresh fruit. The pouches are packed 72 in a case and are designed to fit in ice cream cabinets. Each case weighs 15 pounds gross.

**Grease Remover Speeds Clean-Up . . .**

NEW ROCHELLE, N. Y. — A product to remove baked-in, hard encrusted grease and burned-on food from interior and exterior surfaces of ovens, griddles, broilers and ranges has been developed by Meirett, Inc. It is applied in thick layers to the surface to be cleaned, allowed to remain about 30 minutes and when wiped away. According to the maker, it leaves porcelain, metal, wood, plastic, glass, rubber and stone surfaces clean and sparkling in short order.

**Our New "Perfection"**

This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. FREE parts with each machine. Write today for full information.

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**BIG PROFITS**  
WITH SOFT ICE CREAM

**Sani-Serv** DIRECT DRAW DAIRY FREEZER

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ON EVERY 10¢ SALE!

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Makes Snowcones and Snowballs!  
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Write for Details!

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Balto. 1, Md.

For . . .  
**Rodeos, Circuses, Carnivals & Theatres**  
The Hottest  
**15¢ PRIZE PACKAGE**  
of the Century  
Candy will withstand all weather conditions.

**TERRIFIC PRIZES**  
Domestic and imported. \$5.75 per 100-pkg. case. F.O.B. Los Angeles. 1 case free with each 10-case order to help cover freight.  
25% With Order, Balance C.O.D.

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**POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES**  
and other Equipment and Supplies.  
Send for free catalog.  
**VICTOR POPCORN SUPPLY CO.**  
107 N. 17th St. Richmond, Va.  
Phone 7-5538

**Box Lunch Biz Scores For Denver Operators**

DENVER, April 17.—Individual box lunches, once a popular item in many areas, is still a big profit-maker for Johancen Enterprises, eat-and-drink concession firm that has the exclusive on food at Denver's City Auditorium, the Arena, Coliseum and nearby Red Rocks Amphitheater.

The boxed food gets a big play at the latter spot, a location 15 miles from the city where annually over 100,000 people turn out to see two dozen concerts and stage productions.

Orders for the box lunches are taken any time prior to the event, Irving Johancen, partner in the firm, explains. They are then delivered or picked up on the day of the concert.

"Surprisingly, there are very few people who do not pick up their lunch," Johancen said. "We always have a few extra boxes made up for additional customers and by close collaboration with our butchers and dispensers thru use of an inter-communications system, we have exceptionally few mixups in orders. We have handled as many as 6,000 advance orders for one program."

**Use Ads**

The box lunch idea is advertised in the program for each concert as well as on the ticket envelope in which a patron picks up his reservation. On one occasion last year a record crowd of 10,300 kept the Johancen crew busy for nearly a week ahead of time making food preparations.

A crew of close to 100 counter

men and butchers are employed during a concert. The butchers dispense cold drinks using standard tote bars and paper cups. The switch-over from bottles was one of the most profitable moves the two brothers, Irving and Louis, made. They estimate annual savings top \$10,000.

This year for the first time they have established a permanent  
*(Continued on page 57)*

Multiplex Faucet Co. Serving the Trade 50 Years

**Mechanical Refrigeration NOW Available—ROOT BEER BARREL**  
(45 Gallon Size Only)

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side. (No Ice Required.)

**Exclusive!**  
8 Gallon Root Beer Barrel (single faucet)  
17 Gallon Barrel (one or two faucets)  
45 Gallon Barrel with Draft Arm for plain soda, plus two faucets for 2 different drinks.

Also Dispensers for Coca-Cola, other Drinks

• VARNISHED OAK BARRELS  
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Manufacturers: **MULTIPLEX FAUCET CO.** 1400-B Ferguson Ave. St. Louis 14, Mo.

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"All the Snow You Need for Busiest Days"

Ladle, Scoop, Ice Pick, Funnel, 4 Dispensing Stoppers and Cup Dispenser furnished with each machine. 1/3 H.P., 110 Volt, 60 Cycle A.C. Motors. Terms: 25% Deposit, Balance C.O.D., F.O.B. Factory.

High Speed Shaver and Plexiglas Case, as pictured — \$137.50. Price of Machine only \$75.00. Stands, \$10.00.

New Improved Shaver and Plexiglas Case, as pictured — \$312.50. Improved Ice Shaver only \$250.00.

S. T. ECHOLS, 3700 S. JEFFERSON AVE., ST. LOUIS 18, MO., or BOX 11, BISMARCK, MO.

**SAVE ON POPCORN KETTLES APRIL SALE**

For APRIL only you can buy CONCESSION POPCORN KETTLES at greatly reduced prices. Concession Kettles are well known for rugged dependability and assured production.

8 QT.—\$15.00 SAVE \$5.00  
12 QT.—\$21.00 SAVE \$8.00

Everyone can now afford these top producers for main production or auxiliary use.

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Supplies and equipment for Popcorn—Cotton Candy—Snowcones—Candy Apples—Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

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on our new  
**MIDWAY MARVEL FLOSS MACHINE**  
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**ED BERG** 1261 E. Sixth St. Los Angeles 21, Calif.

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Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days we will gladly send a copy upon request.

**POPCORN | COTTON CANDY | COOK HOUSES**  
**SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**  
318 E. THIRD ST. CINCINNATI 2, OHIO

PROFIT-MAKERS

Push Big Food Items, Drive-In Exec Urges

KANSAS CITY, April 17.—Push big food items at drive-in theater concessions for bigger profits, Paul Peterson, general manager of the Walter Reade Drive-In Theaters, told members of the Kansas-Missouri Theater Association at a recent meeting here in the Continental Hotel.

As a result, the Reade chain, which operates out of New York City, averages 34 cents per patron in its top spots, which are located near industrial areas, he said. Peterson explained that their customers are big eaters and as a result they get from 30 to 35 cents for hamburgers, a pint drink sells for 25 cents and a half pint for 15 cents.

He cautioned the drive-in ops that it is poor economy to be under-equipped because this situation cuts sales when patronage cannot be handled. French fries, a big seller on the Reade circuit, are prepared in two fryers and a special man comes in on Friday to prepare the potatoes. Another high-priced item that gets a good play is pizza pies at 60 cents each.

Peterson also recommended the use of vendors with carts and said at times these butchers have brought in as much as \$90 in one evening.

Breaks Planned

Concession breaks are carefully planned. Instead of darkening the screen, however, trailers are run during the break in order to elongate the period yet keep the audience from becoming restless.

Bill Sawyer, of the Malco Theaters, Memphis, said they like the cafeteria line except for candy. Youngsters hesitate before a candy booth and slow down the line. Oscar Parks, of the Hol'n One Donut Company, recommended doughnuts as a good addition to food stands and suggested selling them two for a dime for on-the-spot consumption or by the dozen as a take-home item.

Box Lunch Biz

Continued from page 56

stand at the open-air theater to supplement their box lunch business. The booth will be open seven days a week, regardless of the fact that planned activities are not scheduled. They feel that the sight-seeing trade will warrant this operation and in addition to food they will carry a line of souvenirs, trinkets and post cards.

The establishment of this food stand is the latest accomplishment of the two brothers who started in the business six years ago with an ice cream stand at the City Auditorium. Today, by using the Auditorium kitchen, rapid transportation of food to their many outlets and thru use of well-trained help, they can serve as many as 8,000 customers in the Auditorium; 10,000 hot dog eaters at Red Rocks; 11,000 at the Coliseum and almost any size crowd at special city park activities.

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Machines and Dispensers FLOSS • POPCORN • CANDY APPLES SNOWBALLS • DRINKS Plus... A Complete Line of Supplies! Get everything from one source! POPPERS SUPPLY CO., INC. of Phila. 1211 North 2nd Street GARfield 6-1616 DISTRIBUTORS FOR GOLD MEDAL PRODUCTS

Barbecue sandwiches are good sellers at the Broadway in Columbia, Mo., according to Tom Wolf. The sandwiches, which sell at 25 cents, are prepared about an hour before the break and kept warm by storing them in a chili steam table.

Dale Stewart, of the Riverside Theater in Springfield, Mo., warned against milk shakes as a break item due to the delay in preparation. He did, however, recommend hot fudge sundaes which cost 14 cents and sell for 25 cents.

The sale of cold drinks was hyped at Malco Theaters by a specially designed popcorn box with a cold drink pictured on it, Dick Lightman reported. He recommended that this type of cross-merchandising could be applied to other items.

Proposed Taxes On Soft Drinks Out in 3 States

CHICAGO, April 17.—Legislation that would have imposed additional taxes on soft drinks in three States has been killed in recent weeks.

A bill introduced in the Kentucky Legislature proposing taxation at the rate of 1 cent per 12-ounce bottle and 75 cents per gallon of fountain sirup died with the adjournment of the Legislature last month.

In Mississippi, House Bill 371, which asked a 20 per cent levy on each drink died in committee. Also dead is a proposed tax in Maryland that would have put a tax of 1/2 cent per can or bottle on beverages sold in non-returnable containers not secured by a deposit of at least 2 cents per package.

Nags Help

Continued from page 55

excess of \$75,000 each day. On the basis of the last race meeting held here in 1952, it is estimated that the fair board will have an annual income of \$60,000 or more as a result of the new contract.

Being an all-local group, the Toledo Turf Club, headed by Ralph Parachek, owner of the Sunnybrook Farm racing stable, is also putting money into the fairgrounds. Parachek reported more than \$20,000 already had been expended by his group to improve the grandstand and stables and to double the sanitary facilities.

The fair board is spending some \$10,000 for wiring of buildings and the entire plant is receiving a thoro clean-up with paint. A long-range building and improvement program is in the works.

Until last year the Lucas County Fair had been held in September but bad weather led the fair board to move the 1953 program to early August. A one-inch rainfall put the damper on the fair the very first day and it rained on two more days of the six-day program. With the 1954 improvement in the financial picture, fair officials hope the weatherman also will help August 4-9.

Another source of additional income will be auto racing twice weekly thru the summer, conducted by the Fort Miami Speedway. NASCAR has agreed to move its sportsmen class racing circuit into the fairgrounds this season, Speedway officials report. Orville W. Disher, Waterville, O., is secretary of the Lucas County Agricultural Society.

Coffee Prices Boost Use of Synthetics

Demand for Chicory, Other Stretchers Takes Sharp Rise

CHICAGO, April 17.—Skyrocketing prices of roasted coffee, which by middle summer may hit a peak of \$1.50 per pound at the retail level, are causing a number of concessionaires to turn to substitutes and is stirring up the market for stretchers and synthetics, a market that has been dormant since World War II rationing days.

One of the top operators of food concessions at outdoor show business establishments, Bush-Laube Concessions of Kansas City report they are deserting the regular roasted product and will use concentrates this year. According to George Bush, partner in the firm, they expect to cut their coffee nut by 10 to 12 per cent with this method.

Coffee stretchers are another item that is appearing again in both wholesale and retail markets. H. C. Knoke & Company, Chicago, is experiencing a brisk revival in demand for two extenders the firm developed during the last war. One is made from roasted pearl barley, the other from vegetables.

A flavor booster, available to the restaurant trade for years, distributed by Fino Food Processing Company, Burbank, Calif., is another item that is receiving much more interest from purveyors of coffee. According to the seller, a small amount added to coffee accentuates the flavor enough to cut the amount of coffee used by 50 per cent. A San Francisco wholesale grocery firm that handles the product reports its sales have increased five-fold since the first of the year.

Coffee Corporation of America, a local roasting concern, has revived a wartime product that's made up of 55 per cent coffee, 45 per cent chicory and cereal.

S. A. Schonbrunn & Company, Inc., New York, is pushing a dark-roast variety of coffee. They recommend one-quarter pound of this dark product be mixed with a pound of regular coffee and claim the result is equal to two pounds of regular blend. Charles Hammesfahr Company, a specialty firm located in Chicago, says its sales of chicory which sells at 25 cents for a half pound, have doubled in recent weeks. According to the firm, a tablespoon of this flavored ground and roasted root, when added to eight tablespoons of coffee will boost the yield at least two cups per pot.

Jewell Food Stores, which operates over 150 stores in the Chicago area, has introduced a combination blend which retails at 89 cents a pound. This is reportedly a mixture of coffee, chicory and roasted cereal.

Citrus Drink Firm Skeds Promotional Circus Tie-Ins

MIAMI, April 17.—Circus Corporation, producers of a line of citrus fruit drinks, including pink lemonade, has mapped plans to merchandise its products thru frequent tie-ins with circus appearances, Bob White, president, announced.

Circus art will theme all advertising and plans are being made for performers to make personal appearances in many places as added promotion. In '55, promotion personnel may travel with circuses, White said.

450 to Exhibit At Chi Conclave

CHICAGO, April 17.—Over 450 suppliers of equipment and food-stuffs to the restaurant and concession trade will exhibit their wares at the 35th annual National Restaurant Show, to be held at Navy Pier, May 10-14 by the National Restaurant Association. The show will be open to all purveyors of food and drink from the 11th thru the 14th. In addition to 891 exhibit booths, business sessions are scheduled for each morning.

HOW ARE YOU FIXED FOR GAMES

better check Bowl-O Pat. No. 2,536,538



AND GET SOME—RIGHT NOW • 70 games per hour at 5 or 10c • 45 seconds completes a game • Designed with operators in mind • Trouble-Free—Easily maintained • Geared for the family play • Kids and Grandma, too • Warranted—Defect Free • \$10 Federal Tax

14 FT. LONG 27 IN. WIDE 64 IN. HIGH WEIGHT 375 LBS. PRICE—\$695.00 F.O.B. PHILA.

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

SPOKANE STADIUM

Available for any type of Outdoor Show.

Seating Capacity—30,000.

Well lighted Turf Field surrounded by race track for hard-top racing.

STADIUM OFFICE

City Hall, Spokane, Washington

WANTED

One or more old style H. C. Evans, Conklin or Alton Buckets. Price no object.

Write Box 727

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188 W. Randolph St., Chicago 1, Ill.

"PITCHING ACE," \$895.00 f.o.b.

America's foremost pitching machine. Only 6 demonstrators available at this low price. Each guaranteed like new. ERWIN RAPOPORT LOS ANGELES, CALIFORNIA 527 N. LA CIENEGA Dist. "Pitching Ace"

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All Readings Complete for 1954 On hand in these sizes: 2 1/2 x 3 inch; 3 9/16 x 4 inch; 4 3/16 inch. Write for prices. Single Sheet, 8 1/2 x 14, 100, 75¢ per M. \$6.00 Gold Fish Pamphlet, 4 page, 8 1/2 x 11, 12 Signs, Any Quantity, Each 1 1/2¢ "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P., 2 1/2 x 5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample... 10¢ FORECAST AND ANALYSIS, 10-P. Fancy Covers, 8 1/2 x 11, Each... 4¢ Samples of each of the above 4 items for 25¢ No. 1 45-Page Assorted Color Covers... 50¢

NEW DREAM BOOK

120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample... 20¢ HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 8 1/2 x 11... 25¢ PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. 60¢ Signs Cards, Illustrated. Pack of 36... 15¢ MENTAL TELEPATHY. Booklet of 21 p. 25¢ Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25¢ Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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FOR SALE 9 Regulation Bowling Alleys complete with pins, pin setters, bowling balls. Good condition. Price reasonable. Must be seen to be appreciated. Write for appointment. GEO. F. LONZ Middle Bass, O.

GOLF AT ASBURY! See our new Course just opened at Golf-land, 4th and Kingsley Street, Asbury Park. Also Kiddy City at Douglaston, L. I. Both custom-built and different. We can build for your taste, too. Inquire now by phone or wire. HOLMES COOK MINIATURE GOLF CO. 621 Tenth Ave. New York, N. Y.

# 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS. White, Green, Yellow. Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢. Set Numbered Ping Pong Balls... \$12.00. Replacements, Numbered Balls, ea. .30. 3,000 Jack Pot Slips (strips of 7 numbers). Per 100 1.25. Middlweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow Per 100 2.00. 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M. 1.50. Plastic Markers, Red or Green, round or square, 3/4" diameter, M. 2.50. Scalloped Edge, Green only, M. 2.00. Smaller Size, 3/4" 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 Chits, Wood Ball Markers, Master Board, 3-piece layout for... 15.00. Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M. 1.00. Featherweight Thin Bingo Sheets, size 5 1/2 x 7 1/2, very large numerals, 5 colors, loose, not tabbed, M. Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 1800 to 1b.; larger size, 3/4 diam., 1000 to 1b. Either size, 1b. .85. Capital 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.

**J. M. SIMMONS & CO.**  
573 S. Dearborn St. Chicago 5, Illinois

# OUT IN THE OPEN

**Mary K. Sarlow**, of the Ionia (Mich.) Free Fair, is hitting the jackpot again with a Vanity Record release of "Water Wonderland," which she wrote in collaboration with Cal Cala, being distributed to State radio stations in time for use during Michigan Week, May 2-9. The Raynell Revue, on the Cetlin & Wilson Shows, will use her "Maybe Tomorrow," making seven straight years this show has used one of her numbers.

Auto race promoter **Al Sweeney** and wife, **Bernice**, are enjoying a brief vacation preliminary to the opening of the season. The Sweeneys are showshopping in New York after a few

days' rest at Excelsior Springs, Mo. . . . **Dave Speer**, Minneapolis publicist and son of **Rey Speer**, veteran publicity director of the Minnesota State Fair, was married April 12 to **Barbara Ellen**, daughter of **Mrs. Alexander E. Dypwick**, Minneapolis.

**Dick Napolitano**, of the Napolitano novelty concession family, and **Benedict (Sparky) Garmisha**, games concessionaire, were nominated as the Democratic candidates for State Representative and Senator, respectively, in the Illinois primaries Tuesday (13). Both are conceded a good chance of winning in their district, the 23d in Chicago, in the November general election. . . . Auto race promoter **Frank Winkley**, of Minneapolis, in Chicago recently after staging two still dates in Shreveport, reports that the first date yielded good profit, the second a somewhat smaller profit, and expressed the belief that the '54 season will be a good one. The reduction of the federal admission tax from 20 per cent to 10 per cent on tickets priced over 50 cents made a big difference to his profit margin at Shreveport, Winkley said.

## \$50,000 Fire Hits Stockton Fairgrounds

STOCKTON, Calif., April 17.—Damage by fire to the grandstand at the San Joaquin County Fair here Sunday afternoon (10) was estimated at \$50,000 by local firemen, E. G. Vollmann, secretary-manager, said. However, plans are already under way to stage horse racing by setting up bleachers during the 1954 run this fall.

The fire was believed to have been started in the women's rest room by children who had slipped into the inactive grounds. Being of wooden construction, the stand burned rapidly. However, approximately 1,000 seats of the 420-foot-long structure were saved and might be salvaged. The stand was built in the latter part of the last century and had been improved and expanded on four different occasions.

Also damaged by fire and water was the office equipment on the ground floor of the building. The equipment was covered by insurance. However, many records that cannot be replaced were destroyed.

Vollmann added that the races will be held by using make-shift seating arrangements this year. Construction of the proposed new race track and stands in time for the 1955 event is contemplated.

## Wash. Event Skeds '54 Run Despite Damaged Buildings

BATTLE GROUND, Wash., April 17.—The Clark County Fair board this week decided to hold a 1954 fair despite a \$15,000 fire that destroyed two large buildings. Tentative plans call for holding the fair here in August under tents and in the two buildings remaining on the fairgrounds.

Possibility—the remote—that the fair would be moved to a new site was disclosed by William Walch, chairman of the site committee. Location of the site under consideration was not disclosed pending further negotiations. Earl Kadow, president of the fair board, said insurance covered the fair loss.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alabama Amusements: Quitman, Miss.  
Alamo Expo.: San Antonio.  
American Beauty: De Soto, Mo., 26-May 1.  
American Midway: (Haymarket Plaza) San Antonio, Tex.; Waco 28-May 1; Nacogdoches 3-8.  
A. M. P.: Walnut Cove, N. C.  
Bayer Bros.: Hughes Springs, Tex.  
Beam, M. A.: Windber, Pa.; Johnstown 29-May 8.  
Becht, Lee: (Liberty & John) Cincinnati; 4th & Cutter Cincinnati 26-May 2.  
Big State: Purcell, Okla.  
Blue Grass: Owensboro, Ky., 22-May 1.  
Bogle, F. C.: Chanute, Kan.; Manhattan 26-May 1.  
Borderland: Garwood, Tex.  
Buck, O. C.-Model: Charlotte, N. C.  
Burke, Harry: Baton Rouge, La.

(Continued on page 68)

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Beatty, Clyde: Anaheim, Calif., 20; Ocean-side 21; Escondido 22; San Diego 23-25; Santa Ana 26; Riverside 27; San Bernardino 28; El Monte 29; Fontana 30; West Los Angeles May 1-2.  
Bucks, Edgar B.: Bellville, Tex., 21; La Grange 22; Bastrop 23.  
Cole, George N.: Galena, Mo., 22.  
Davenport, Orrin: Duluth, Minn., 19-25; Grand Forks, N. D., 26-May 1.  
Gainesville Community: Gainesville, Tex., 21-23; Irving 30-May 1; Tyler T-8.  
Hagen Bros.: Bartlesville, Okla., 22.  
Hunt's Three-Ring: Halethorpe, Md., 22; Brooklyn 23; Annapolis 24; Annapdale, Va., 25; Manassas, Va., 27; Falls Church 28; Kensington, Md., 29; Fort Meade 30; Hyattsville May 1.  
Kelly & Miller Bros.: McKinney, Tex., 20; Denton 21; Weatherford 22; Stephenville 23; Comanche 24; Eastland 25; Breckenridge 26; Graham 27; Seymour 28; Electra 29.  
Kelly-Morris: Dunn, N. C., 20; Kinston 21; Washington 22; Elizabethtown 24; Wallace 25; Wendell 26; Louisville 27; Smithfield 28; Clinton 29; Fayetteville 30; Wilson May 1.  
King Bros.: Johnson City, Tenn., 20; Bristol, Va., 21; Kingsport, Tenn., 22; Harlan, Ky., 23; Middlesboro 24; Danville 26.  
Mills Bros.: Franklin, O., 20; Piqua 21; Sydney 22; Springfield 23; Columbus 24; Mansfield 26; Canton 27; Akron 28; Rittman 29; Wellington 30; Sheffield Lake (Lorain) May 1.  
Polack Bros. Eastern: (Aud.) Norfolk 21-24; (Aud.) Clarksburg, W. Va., 26-28; (Field House) Williamson, Va., 30-May 1.  
Polack Bros. Western: (Aud.) Los Angeles 20-25; (Aud.) San Francisco 29-May 9.  
Ringling Bros. and Barnum & Bailey: New York 20-May 9.

# ROADSHOW REP

FOLLOWING extensive rehearsals at Quitman, Ga., quarters, the "Silas Green From New Orleans" show was slated to begin its 69th tour at Valdosta, Ga., about April 15. The show will carry 45 people this year and, according to reports, no expense has been spared in making the current edition the best the owners have ever put on the road. The show is moving 100 per cent via Ford trucks and cars and all new scenery and costumes are being used. In this year's cast are **Dinah Scott** as Silas, **B. Russell** as Sarsaparilla, **Smitty and Dot**, **Rudy and Marlene**, **Jean Carroll**; **Little Miss Cornshucks**, **Decca** recording artist; **Leonard Rogers**, **Snokum Nelson** as Savannah, **Butch Drurrah**, a line of eight and a band under the leadership of **T. H. Jones**. **Sherman Dudley** staged the show. Costumes are by **John Morgan**, New York; scenery, **Dean Dietrich**, Chicago; lighting, **Midwest Stage Lighting**, Chicago; shoes, **Joan Shop**, Valdosta; street dress for stage, **Famous store**, Valdosta, and bar scenery, **Spearman Beer Company**, Pensacola, Fla. Staff is composed of **W. P. Jones**, owner-manager; **Blanche Jones**, secretary-treasurer; **S. Dudley**, assistant manager; **Fred Drurrah**, tickets and transportation; **John Robinson**, boss canvasser; **Louis Douglas**, stage carpenter; **Bob Louis**, advance manager; **Mary Ann Carter**, wardrobe mistress, and **Marlene Taylor**, captain of girls. Musical arrangements are by **George Fields** and **Billy Holloway**.

PREPARATIONS are being made at Boise City, Okla., quarters of **Brunk's Comedians** for the 1954 tour. **Mr. and Mrs. Henry L. Brunk** and son, **Mike**, arrived there recently, and **Red Miller** is also there assisting with the painting and renovation. Rehearsals begin April 26, with the opening set for May 5 in Boise City. **Jack Vivian** will again be in advance of the Show. **Klink and Frances Lemmon** will be on the show, the former as musical director and the latter manager of the concessions. . . . **Hayes Griffith**, of the old rep team of **Griff and Hi**, reports from his Winder, Ga., home that he expects to be on the road this year with the show he toured with in 1953. . . . **George Eells**, 305 West 18th Street, New York, asks that old-timers send him any data they can about the mythical **Windy Van Hooten Show** or a magazine article he is preparing. He is also interested in details pertaining to any other such legendary characters. . . . **Arnold Reynolds**, St. Louis, seeks the roster of the **Swanson Big Ole Show**, season of 1941. . . . **James Merri-dew** and wife have finished school dates in the Northwest and are back in Los Angeles. They reported a poor winter season. . . . The **Dalzer Family Show** is slated to complete a west-to-east trek near Chester, Pa., soon. They report only fair returns, having been bothered to considerable extent by dust storms.

## Drivin' 'Round the Drive-Ins

JUDGE CHARLES S. HOUSE, of Litchfield County, Connecticut, Superior Court, has granted a permanent injunction restraining a **Waterbury, Conn.**, group from building a drive-in theater in Watertown. The injunction was sought by the town and its property owners against **John D. Sirica**, Waterbury theater operator; **Eugene Lamphier**, owner of the land on which Sirica had planned to operate; **Fred Quatrano**, general contractor, and the **Sappone** brothers, sub-contractors. The ruling climaxes an eight-month dispute between property owners and the Waterbury group. . . . **Groton Open Air Theater, Inc.**, headed by **J. Lawrence Peters**, New London, Conn., has started construction of a 650-car capacity drive-in at Groton, Conn., with completion slated for late May. The corporation has applied to the Connecticut State Police Commissioner, Hartford, for certificate of approval to operate the theater. Other officers are: Vice-president, **Isadore Fishbone**; secretary, **Harry Picazio Jr.** and treasurer, **Anthony Albino**. The land is held by **Fapp Realty, Inc.**, and will be leased to the theater corporation. . . . The town assessor's office at Branford, Conn., has issued a building permit for a drive-in theater in that town to **Anthony and John Perri**. The permit specifies a concession building, ticket booth and screen, to be erected at an estimated \$50,000 cost. . . . **Paul W. Amadeo**, general manager, Turnpike Theater Corporation, Newington, Conn., has increased the screen space at the Pike Drive-In Theater to 76 feet wide. The wide area, termed "Scenic-View," was developed by theater engineers. . . . Four drive-in theaters in the metropolitan Hartford, Conn., area—the **Blue Hills**, **Pike**, **Farming-ton** and **Hartford**—have increased the adult admission price from 60 cents to 65 cents. . . . Unseasonably warm weather with promise of continued mildness gave reason for early opening of Denver's drive-in theaters with several changes in managerial positions. The **Compass Drive-In** chain, owned by the **Wolfberg Theater Corporation**, named **Bud Dixon** from the Broadway show house as manager of the South open-air theater, while **Jack Peacock** and **Ed Anderson** will manage the **North Drive-In** and the **Valley**, respectively. From **Wolfberg's** **Paramount Theater** in downtown Denver, **Alva Traxler** will go to the **West Drive-In**, leaving **Al Ver-non** at the East, where he has been for several seasons.

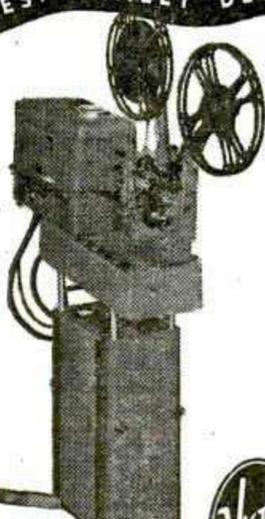
Other products introduced at the meeting were the new **Victor silent 16mm** projector, the new improved **Magnasound** for sound and silent film, and the **Victor projector stand**. . . . Open-airers in the Philadelphia area relighting for the new season include the **Chester**, **Chester, Pa.**; **Family**, **Clifton Heights**; **Main Line**, **Devon**; **Ridge Pike**, **Roxboro**; **South City**, **Philadelphia**; **Starlite**, **Camden, N. J.**; and the **309 Drive-In**, **Springfield, Pa.** . . . Name of the **Route 130 Drive-In**, **Trenton, N. J.**, has been changed to the **Trenton Drive-In**, and corporate name of the operator is now **Mercer Drive-In Corporation**.

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## State Fair Park Opens Season; Sponsored Free Acts Booked

DALLAS, April 17.—State Fair Midway opened its 22-week season Saturday afternoon (10). The park plans more free acts and special events than before. A rainy April was in prospect, and the Midway program will not get into high gear until early summer. Free acts on the Midway outdoor stage will begin May 17. Sixteen acts will play a week each, sponsored by Pepsi-Cola. Acts are being booked on a circuit thru Southwest by Harry Batt, of Pontchartrain Beach in New Orleans. After playing New Orleans and Dallas, acts play two parks in Oklahoma. Pepsi-Cola also will participate in giveaways to be held each Monday, opening night of free

acts. Sixteen bicycles and 16 Shetland ponies will be given away to Midway visitors. Other giveaways are being planned by Fair Park Amusement Owners' Association, headed by Sammie Bert. Bert operates the Coaster and Cotton Bowl roller rink. Nineteen concessionaires are represented on the Midway this season; all are members of association. Thirty rides are in operation. Numerous large companies plan to hold annual picnics at State Fair Park this summer. Amusement owners' association planned to give away 2,000 Easter baskets filled with candy eggs to moppets on afternoon of Easter Sunday (18). Bigger Midway crowds are not expected to be in evidence until after school is out, but then attendance will increase rapidly to the big days—June 19, July 4 and Labor Day. Midway Supt. Fred Tennant Jr. predicted approximately five million fun-seekers would visit the Midway during the season, basing his estimate on records of previous years.

## Jeff Beach Bows Detroit Season

DETROIT, April 17.—Detroit's amusement park season got underway last weekend, when Jefferson Park began full-time operation. The spot is featuring Family Bargain Night on Tuesdays, with all major rides running for a dime. Walled Lake Park, 25 miles up-state, will open Easter Sunday (18). Weather condition will determine when full-week operation is launched, but that probably will be in early May. Jefferson Park also was scheduled to open on Sunday but it bowed a week early in view of mild weather.

### BALDWIN GROWS

## Nunley Park Adds Rides; Mulls Prices

NEW YORK, April 17.—The Nunley kiddie parks, at five locations in the metropolitan area, are going along at the old ride ticket rate but it is expected that a change will be decided upon shortly. The policy has been 9 cents for all kiddie rides except the Roller Coasters, which go for 14 cents. Adults also pay 14 cents. Expansion at the Baldwin park, which had six rides, has seen the addition of a kiddie Ferris Wheel and Sky Fighter. A two-year-old Roller Coaster will be sold to provide room for two rides on the same spot, Jimmy Mizell said. He added that the Coaster occupies a space 40 feet by 90 feet.

## PAINTER SHOWS 17 OIL VIEWS OF PALISADES

NEW YORK, April 17.—A one-man exhibition of oil paintings, all made at Palisades (N. J.) Amusement Park, opened last week in The Gallery, Great Northern Hotel. The 17 views are the work of Paul D. Ortlip of neighboring Fort Lee, N. J., and will be shown from 11 a.m. to 11 p.m. thru Sunday (25). Ortlip teaches at Montclair Art Museum and has studied at the Art Students' League and the Academie La Grande Chaumiere, Paris. His oils are entitled: Opening Time, Carousel, Fun House, Cyclone, Snack Stand, Casino, Pitch Man, High Strike, Sunning, Kiddieland, Park Pool, Afternoon, Cotton Candy, Park Midway, Lights, Marcia, and Buddy.

## 3d Generation Starts 54th Year At Puritas Park

CLEVELAND, April 17.—The 54th season of Puritas Springs Park will get underway on Easter Sunday (18), Manager James Gooding announced. He and his sister, Mrs. Pearl Andress, are owners of the spot. The park was founded by the late John Gooding in 1900. Pearl Viseky, his daughter, owned the park from 1937 until her death last fall, when it passed to the present management. Line-up includes a Merry-Go-Round which was once at Cleveland's old Luna Park; Coaster, Dodgem, Bug, Flying Scooter, Moon Rocket, Roll-o-Plane, Ghost Town, Kiddieland, Fun House, Arcade and roller rink. The Ferris Wheel is at the site of the ballroom, which burned several years ago. Harry Knox who has been in charge of the concessions for 30 years, continues this season. The park's picnic area has been booked for numerous outings.

## NAAPPB Committee Eyes 1954 Membership Contest

NEW YORK, April 17.—The NAAPPB membership committee is forming plans for a contest with an award impressive enough to stimulate heavy competition among park operators across the nation. Altho separated by thousands of miles, the committee members are busily corresponding in order to whip the plan into shape. The drive will reflect the feeling that the more members the National Association of Amusement Parks, Pools and Beaches has, the larger voice it will have as a representative trade organization. Increased membership also carries with it a consideration in insurance matters. Tenants Must Join One plan to expand the national organization is that of making membership mandatory for tenants of a park. The idea is being applied this year by Rockaways' Playland, where an NAAPPB clause has been inserted into all leases. All 11 tenants approached

have accepted the new provision, it was reported, and three more are expected to indicate their approval shortly. The clause reads as follows: "It is expected that the tenant will become a member of the National Association of Amusement Parks, Pools and Beaches, for the express purpose of stimulating business and promoting the general welfare of our industry." Potential members this year will have impressed upon them the advantages of membership, including the valuable mail information, stimulating Chicago convention and reasonable dues. Committee Listed Richard Geist, of Rockaways' Playland, is new committee chairman, assisted by Harold K. Barr, John Logan Campbell, William de L'horbe Jr., Nathan Faber, Dr. L. H. Firestone, Hattie Longchart, Fred M. McFalls Jr., L. P. (Pat) Murphy, Irving Rosenthal, R. M. Spangler, Erle G. Swanson and William J. Tarr.

## New Eng. Association Members To Meet Thursday in Boston

BOSTON, April 17.—Annual convention of the New England Association of Amusement Parks and Beaches will be held at the Hotel Statler here Thursday (22) with a theme of "Get Ready for a Banner Season." Program, announced by Secretary Fred L. Markey, will include talks by Anthony Athanas, Hawthorne Restaurant, Lynn, Mass.; H. N. McIntyre, General Electric Company; Peter McLaughlin, the Wilson Steamship Line; the Rev. Edward S. Sullivan, the circus

priest, and Harry Fraser, director of Massachusetts public beaches. Harry Storin will moderate an open forum. Elmer E. Foehl and Paul H. Huedepohl, of the National Association of Amusement Parks, Pools and Beaches, are to attend. Greetings are scheduled from the mayor of Boston and governor of Massachusetts. NEAAPB President John J. Dineen will preside. An executive board meeting will start at 4:45 p.m. and the annual banquet will be at 7 p.m.

## Atlantic City Sets Weekly Network TV

NEW YORK, April 17.—Atlantic City is moving into the television field for the first time, and is doing so in a big way. The resort will take over the 8-9 p.m. Sunday slot this season on ABC-TV and will have Paul Whiteman as director, producer and emcee of a variety-type production. George A. Hamid, at whose Steel Pier the weekly offering will take place, said last week that the program will open new vistas for the resort, especially in allowing the installation of facilities that will permit future national telecasting of such Atlantic City events as Shriners' celebrations and Miss America pageantry. Hamid and Whiteman will confer shortly on details for the series, which Hamid said will be paid for by businessmen at the resort area. It will be the first telecast out of Atlantic City and will pave the way for many more. The network said the time slot will be utilized for the variety program beginning May 23 for 13 weeks. It is expected that besides offering professional talent, the show will serve as a news-reel of happenings and attractions of the resort spot. Many winners of the various

centennial-year events will receive their awards on the show and portions of the events will also be shown. Also to be publicized will be the beach, boardwalk, piers, hotels, eating places transportation facilities and amusement locations. A basic network of New York, Philadelphia, Washington, Detroit, Chicago, San Francisco and Los Angeles will be established, it was stated, with others to be added as time becomes available. The resort's sponsoring committee includes representatives of the city, hotels, eateries, utilities, industries, and the press. A second organizational meeting was held yesterday.

## Map Erosion Work For Beaches on Connecticut Shore

BRIDGEPORT, Conn., April 17.—The Army Engineers have recommended Congressional approval of beach erosion programs totaling more than \$2 million at several Connecticut beaches. The program would be aimed at restoring areas damaged by hurricanes and storms, and the federal government's share of the expenses would be \$482,300. Beaches involved are at Seaside Park, Bridgeport; Short Beach, Milford; Prospect Beach, West Haven; Woodmont and Silver Beaches, Milford, and Hammonasset Beach.

## Seaside Hts. Easter Walk Talent Named

SEASIDE HEIGHTS, N. J., April 17.—This community will put on its sixth annual boardwalk Easter Parade celebrations tomorrow, with provisions to hold the event indoors in case of rain. TV's Clarabell and John Reed King will be present, and it is expected that an animal act may also perform. King will put on some of the format of his "Barrel of Fun" show, a participation program aimed at outdoor audiences. Attractions here are booked in by Abe Feinberg of New York City. The event is sponsored by a mayor's committee.

## Sunnyside Park To Be Relocated

TORONTO, April 17.—All 1954 midway leases for operators at Sunnyside Park here include 60-day cancellation clauses. The midway is to be moved into the Canadian National Exhibition grounds and the present site will be used for a new expressway.

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## Bloomsburg Signs Centennial Talent

Hamid Lands \$50,000-Plus Pact for Revue, Spitalny Ork and Free Acts

NEW YORK, April 17.—The Bloomsburg (Pa.) Fair directors last Saturday (10) committed themselves to an entertainment package by the George A. Hamid organization involving "well over \$50,000," according to the head of the theatrical agency.

Included among the performing units will be Phil Spitalny and His All-Girl Orchestra, a diving horse, the Lotte Mayer Disappearing Water Ballet and the Roxyettes chorus line.

It will be the first fair appearance in 20 years for the horse act, which has been performing off the impresario's Steel Pier at Atlantic City. Hamid said Bloomsburg will be the only fair date this year, but that the same special equipment will be used in 1955 for whatever fairs can be contracted. He said a portable tank and tower have been constructed at a cost of nearly \$50,000.

### Separate Shows

Hamid will supply separate evening and night shows, as well as four free acts to perform on platforms spotted on the grounds for the Bloomsburg Fair's centennial year run.

The talent agency will supply a 20-piece orchestra to play for both the afternoon and evening performances, but acts will play in either one show or the other, not both.

The "Grandstand Follies of 1954" will perform at night, featuring the Mayer water act, the chorus line with 26 girls instead of 20 as was the case last year and five other acts. The Spitalny orchestra will be an added night attraction. For afternoons, Hamid will offer nine variety acts, including Watkins' Chimps; Linon, wire act clown; the Wazzan

Arabian tumblers, and Count Ernesto and His Comedy Ford.

Hamid described the package as "one of the largest Eastern fair contracts ever awarded." Also present at the directors' meeting were Ernie Young, Gus Sun, Frank Wirth, and B. Ward Beam, auto thrill show producer who offered "Oklahoma!"

It is believed that the \$50,000-plus package more than doubles Bloomsburg's 1953 outlay for grandstand attractions.

## Hagerstown Awards Cooke Show Contract

LANCASTER, Pa., April 17.—The grandstand show contract for the Hagerstown (Md.) Fair has been awarded to the Cooke & Rose Agency, it was announced here this week at the firm's offices by Harry Cooke.

Cooke said the same show booked into the Atlantic Rural Exposition, Richmond, Va., would be presented at Hagerstown, September 20-25, except for the substitution of Torelli's Circus for two other acts.

The circus theme will be carried out with a striped sidewall and marquee. Two stages and two rings will be used.

## Waco Constructs Livestock Bldg. To House 1,200

Coliseum to Get New Ventilation, Heating Systems

WACO, Tex., April 17.—A new livestock building, 300 feet square with space for about 1,200 head of cattle, will be opened at the Heart o' Texas Fair when the eight-day event opens here October 2.

Made of galvanized, corrugated sheet iron, the pre-fabricated structure is designed especially for summer and early fall shows, with the building to have no side walls. In addition to housing cattle, the structure will provide some commercial exhibit space. Executive Vice-President Othel M. Neely pointed out this week.

Cattle judging again will be held in the arena of the Coliseum, which also will be the scene of a rodeo performance each day. A modern ventilation system is to be installed in the 7,638-capacity coliseum. The system will consist of big fans in the top and in-take fans at each of the six entrances and is intended to effect a complete change of air every four minutes. A heating system also is to be installed in the building.

The fair here attracted 231,603 people last year in its first run.

### CONTRACTS ORKS

## Del Mar Adds Brown, Rogers, Welk to Bill

DEL MAR, Calif., April 17.—The bands of Les Brown, Smokey Rogers, and Lawrence Welk have been added to those of Chuck Baker, Ben Lagasse and Spade Cooley booked to play the grandstand show here at the Southern California Exposition and San Diego County Fair Combined, Paul T. Mannen, secretary-manager, said. The bookings are being handled by the Hollywood Theatrical Agency, headed by Newton (Carolina) and Jo Brunson, one of the few husband-wife combinations in the business. The Brunsons have handled the account for the past four years.

Two separate shows will be staged during the 11-day run starting June 25. The band lineup calls for Chuck Baker to open on June 25 with Les Brown appearing Saturday (26) and Smokey Rogers on Sunday (27). Welk is scheduled for two days, June 28-29 and returns for Sunday, July 5. Cooley is set for June 31. Lagasse is featured July 2, with Baker returning on July 3 and Rogers on July 4.

In the first show, the acts include Moro-Landis Dancers, who are booked in for 11 days; Pedro and Durand, and Clark's Bears. Starting July 1, the Marquis Family, Rochelle and Beebe, and Phil Arden play the closing five days. Frank W. Babcock United Shows will be featured on the midway.

## McDonogh Annual Leaves Timonium For Former Site

BALTIMORE, April 17.—The 26th annual McDonogh School Fair will be held May 1 on the school grounds after being put on for several years on the Timonium fairgrounds. The event had outgrown the school location, but now returns to a new, permanent site for the cattle and horse shows. Also featured will be a permanent midway location. Sponsors are the McDonogh Alumni Association.

There will be five classes for dairy cattle and three classes for breed cattle. The horse show will consist of three classes in the pony division: medium pony, large pony and horse.

## Wis. State to Asphalt Mile Track, Add Half-Mile Oval

MILWAUKEE, April 17.—The Wisconsin State Fair this year will resurface its championship mile race track with asphalt, a project that will cost \$65,661, W. M. (Bill) Masterson, fair manager, announced. The oval, the site of major dirt track auto racing for the past 60 years, will be resurfaced in time for the opening race event, a 100-mile AAA big car championship event on June 6.

In addition to paving the big track, a half-mile dirt oval will be constructed in the infield for harness racing and will be blended in with the present fifth-mile track that is used for midget auto and jalopy races.

Masterson also said a 2.2 mile course for sports car races, complete with hair-pin turns, is planned for the infield. If this plan goes thru, a program of sports car events may be held in late July, he said.

A total of six major auto race events will be held this summer, all under Tom Marchese's Wisconsin Auto Racing Association. The June 6 event will kick off the

schedule. On July 11 a 150-mile stock car meet is set. During the fair, three races will be held, 100 and 150-mile stock car events and a 200-mile big car meet. Finale of the year will be a 200-mile stock car race on September 12.

## Yuma Fair Pulls 65,000 To Eclipse '53

YUMA, Ariz., April 17.—The second annual Yuma County Fair, which closed its five-day run here Sunday (11), pulled an attendance of 65,000 to nearly double its last year's mark. George Britt, fair board president, said. A queen contest was conducted with the campaign hitting \$26,300.

Staged on the 80-acre plot just north of city on Highway 80, the fair used the one-pay gate of 75 cents, with a ticket on the queen contest being good for 25 cents credit at the box office. Purchasers of tickets were allowed in-and-out privileges.

The promotion for the event was directed by the Pan American Amusement Company, managed by Jimmy Wood. The show was featured on the midway with 23 rides. The organization also supplied much of the canvas, with four big tops using a total of 25 poles housing the commercial, domestic and poultry displays. A gain in exhibit space was shown, with 174 booths being used as against 120 last year. Independent midway shows include midget, Cimarron the bull, and Shawmut, the mechanical display. Also sold were 450 feet of implement space and an area for a new trailer show.

## Sept. Revival Planned for Staunton, Va.

STAUNTON, Va., April 17.—A new fair association has been organized and the Staunton Fair will be revived this year on the old fairgrounds. The dates are September 6-11.

The Chamber of Commerce is the sponsoring group. The officers are Rex Speck, a retired farmer, general manager; George Clem, city councilman, president; Tom Hassell, Chamber of Commerce president, vice-president, and Gus Dull, a member of the defunct fair board, secretary.

The John H. Marks Shows have been awarded the midway contract.

## Aussie Easter Show Running

SYDNEY, Australia, April 17.—The Royal Easter Show, for which there were 1,110,195 paid admissions in 10 days last year, opened last Friday (9). There have been 30,000 entries in the various display departments, and 350 firms have exhibits in four huge exhibition buildings. There are 7,000 livestock stalls alone.

Harold Serina is directing the ring program of entertainment for the 10 days and eight nights.

## Ohio Committee Headed by Cooper

COLUMBUS, O., April 17.—Former Ohio Gov. Myers Y. Cooper, president of the Hamilton County Agricultural Society, Cincinnati, and first president of the Ohio Fair Managers' Association, is the new chairman of the association's executive committee, it was announced by Russell S. Hull, Fremont, association president.

Also named to the committee were Charles J. Betsch, Chillicothe, first vice-president; James Murray, Napoleon, second vice-president; Goldie V. Scheible, Dayton, executive secretary, and Frank B. Cooper, Piketon, treasurer.

## Crown Point, Ind., Realigns Staff

CROWN POINT, Ind., April 17.—George Neises, vice-president and former secretary of the Lake County Fair, was named treasurer of the annual at a recent meeting of the board. He succeeds the late Ray Rudolph. Roy Pattee was named to the vice-presidency vacated by Neises. Ernie Neimeyer, Glen Corbin and Mrs. Julius Pattee are new superintendents of the poultry, dairy and home demonstration departments respectively.

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- EDMONTON, ALBERTA, CANADA, Sept. 24 thru Oct. 2; Johnny Scallan, Director; 11311-110 Avenue
- NIAGARA FALLS, N. Y., Sept. 11 thru 19; Anthony P. Soluri, Secretary; 218 Hancock Building
- REGINA, SASK., CANADA, Oct. 11 thru 16; Max C. McAr, Director; c/o Regina Exhibition Stadium
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## Groscurth Sets Herald Mailings For Still Dates

Plans to Send Out 5,000 Weekly, Also Maps Cow Giveaways

OWENSBORO, Ky., April 17.—Bulk mailings of a four-page newspaper style herald will be made this season to box-holders on the still-date route of the Blue Grass Shows, C. C. (Specks) Groscurth, the show's owner-manager, announced this week at winter quarters here.

Contracts have been signed with the Chief Printing Company, Perry, Ia., for the printing and the mailing of the heralds. Groscurth said that weekly mailings will be 5,000 copies. The new advertising approach, he said, was to increase interest at all still date stands. He indicated that he also will step up outlays for newspaper, radio and outdoor advertising.

As an attendance hypo in rural areas, Groscurth plans to start giving away a milk cow every Saturday night when the show is playing a farm town.

Groscurth and his wife recently moved into their new, recently completed home here after spending the winter with the show in Florida. Since the return to winter quarters, a large crew has been busy readying equipment for the season's opening here April 22. All of the rides have been repainted and seats have been upholstered. Show front, too, have been repainted and much new canvas has been arriving.

## United Route Jelled, Preem Set for April 25

PAWTUCKET, R. I., April 17.—United Amusement Company will open its season April 25 in Providence, under the auspices of the Children of St. Lucy and the Association of Catholic Blind.

The show is reported virtually booked solid, although some fair dates in Connecticut are still being negotiated. Some dates include the bi-centennial celebration in Cranston, R. I., starting May 28 and a Fourth of July date at Maynard, Mass. The Dover (N. H.) Fair is also on the show's route. A number of the dates will include Sunday showings.

Arthur (Slim) April is general manager. His wife, Florence, is secretary. Amie Villeneuve is legal adjuster. The show, which winters here, features six rides.

About 23 concessions will be carried. Already signed are the Al Palmers with a ball game and pitch; Raymond Racine with slum cork, balloon dart and kiddie auto ride; James R. Shipman, fish pond and pitch, and Johnny Mack and Sweeney.

Earl McDonald, high wire act, has been booked for the season.

## Metropolitan Preems, Looks for Good Year

BIRMINGHAM, April 17.—Sam and Shirley Levy's Metropolitan Shows got under way at adjacent Bessemer today with the personnel generally expecting a good season.

Art Lewis, new general manager and a former railroad show owner-operator, noted that work conditions in this area were good and said that this should result in a good start. The lowered tax rate on admissions will also help, he said.

The show was able to skip a rail move in setting up for its opening date by hauling wagons overland. The show lot is close to winter quarters where a final work crew of 70 men were reported busy refurbishing all units.

### MOORE SAYS:

## Outlook Okay But Picture Still Cloudy

NEW YORK, April 17.—William Moore, president of the Miami Showmen's Association and concession manager of the Cetlin & Wilson Shows, is inclined to think that business for the season ahead might be all right but claims the happy signs that might lend encouragement to this view are not now on the horizon.

Moore, accompanied by Claude Sechrist, his associate, was here this week on a buying trip. Some lower prices on items were noted but in such instances there has been a tendency to create more lavish or larger objects to hold to the old price line.

Moore and Sechrist don't get under way until the end of the month when the C&W opening in Petersburg, Va., is timed to catch a pay date at adjacent Fort Lee.

Moore also has ride operations at parks in Charlotte, Asheville and Winston-Salem, N. C.

## Brashear Inks Nacogdoches 175th Jubilee

NACOGDOCHES, Tex., April 17.—The American Midway Shows have contracted to provide the midway attractions for Nacogdoches' 175th Birthday Jubilee May 3-8 at the fairgrounds here. Announcement of the signing was made by Don M. Brashear, the show's owner-manager.

Parades are scheduled for Monday and Friday of the jubilee, with white kids' day Tuesday and Negro kids' day Thursday. A program will be presented each afternoon and night of the six-day run.

### CONKLIN REPORTS

## Lengthy Tour Fun; Show Ideas Lacking

NEW YORK, April 17.—J. W. (Patty) Conklin returned here Wednesday (14) on the Queen Mary after a two-and-a-half-month cruise that took him to Mediterranean ports, a number of European countries and England.

In all of the thousands of miles traveled the Canadian impresario reported an almost complete lack of outdoor show activity, no lessons to be learned and no ideas to be brought back.

But since the trip was for pleasure rather than business, Patty and his wife Edith reported complete success with all 75 days jam-packed with interesting experiences. They were met here by their son, Jimmy, and departed yesterday for their home.

## Chi Merchandise Exposition Aimed At Midway Trade

CHICAGO, April 17.—A wide variety of carnival merchandise will be on display at the National Promotional Merchandise Exposition here May 2-6 in the Morrison Hotel, according to Jules Karel and Ray Passis, president and secretary, respectively, of the exposition.

Merchandise on display will include electrical appliances, glassware, jewelry, leather goods, watches, houseware and novelties.

The lot in use is cramped and considerable equipment had to be left in quarters. The first rail move will be made next week when the show journeys to Gadsden, Ala.

The show is changing territory this year and a special effort will be made to show to the best advantage everywhere as an aid to booking fairs for next year. The show, which switched from rails to trucks a year ago, confined its activities to the East before turning to the West.

Lewis reported Bobby Kline, general representative, back on the show with a route virtually solid. The dates, both still and fair, were

## Strates Opens Okay in D. C.; \$ Potential Tied to Tax Cut

Profits Possible With Lower Levy; Concessions Held to Minimum

WASHINGTON, April 17.—Business of the James E. Strates Shows in its initial stand of the season here will be okay but well below the limits that might be defined as sensational or even excellent. The date will not be a proper barometer of what lies ahead either in general or per capita spending trends but, as far as owner Strates is concerned, the key to the success of this season is the reduction of federal admissions taxes.

Strates says the straight 20 per cent admissions tax in effect until recently wiped out most hopes for profits during the past three years when there was a noticeable lightening of purse strings. The removal of federal taxes this year on all tickets costing 50 cents or less will make it possible to again think in terms of making a profit, he said.

The revised tax situation will make it possible to operate as well, or even better, with a gross as much as 20 per cent under that of last year, Strates said. However, he added, it isn't as simple as all that since the added earnings will be split among the op-

erators and committees and the show office will benefit only on a share basis.

### Price Changes

In general, the prices for shows and rides will remain about the same on the average. The 9-cent tickets of last year will be increased to 10 cents. A 14-cent fee will be increased to 15 and a 20-cent price will remain the same. On the other hand, 18-cent ducats will be cut to 15 and other higher priced tickets may be lowered in the same way. The prices will all be geared to multiples of five. Doing away with the odd pennies will obviate many an operational headache, Strates said.

The show opened here last Saturday (10) to about 6,000 people. A similar crowd turned out the next day, Sunday. Monday attendance was down but the normal build-up started on Tuesday and was continuing at a good pace until Thursday night (15) when showmen held the gate down to about 2,000 persons.

If there is a break in the weather over the weekend and thru the Monday (19) closing then business will be sure to be all right, Strates said. In many ways the date is

about on a par with last year with spending in particular about even with a year ago.

### Lot Wearing Out

Strates opined that the Benning Road showgrounds, despite a number of permanent improvements and more to come, is not the lot that it once was. The patronage is more restricted now than in the past and the trend is a continuance in this direction.

The date is expensive with many fixed charges involved. The haul from the show's quarters

(Continued on page 66)

## Cote Contracts Kalkaska, Mich., Trout Festival

Veteran Operator Buys Picnic Park Near Utica, Mich.

DETROIT, April 17.—The Cote Amusement Company, headed by Elmer F. Cote, dean of Michigan carnival operators, has booked the Kalkaska Trout Festival, Kalkaska, Mich., April 22-25. Cote, who will take in some rides and book some concessions for the date, will return his equipment to winter quarters after the stand, as the opening of his regular season is set for May 18 at Pontiac, Mich.

Cote recently purchased a 38-acre picnic park known as Ramona Park near Utica, 20 miles northeast of this city, and will convert it into a general amusement park, installing some of his rides in it. Park now includes a ballroom and a tavern and was purchased from Stanley Lesko.

## Marks Ready For Bow Date In Richmond

RICHMOND, Va., April 17.—A pre-opening work program begun last January is reported complete and the John H. Marks Shows are ready for their preem date here Monday (19). Equipment was being moved onto the lot at 26th and Hull streets today. The weekend will allow ample time for the precise erecting of all units.

R. C. McCarter, general agent, reported the revival of the Staunton (Va.) Fair and the contracting of that event for the Marks Shows. The dates are September 6-11. The Chamber of Commerce is sponsoring.

McCarter also reported the still date route complete with the exception of one week. Several new stands are set, including some that will be played for the first time.

The equipment is reported in excellent shape with several new fronts completed, including a new Girl Show front utilizing special decorative metals and designed by Owner Marks.

Harry Schreiber and Paul Lane arrived this week.

## Bodart Org Bows May 29

SHAWANO, Wis., April 17.—Bodart's Ribbon Shows will spring for the season May 29 at the Jaycee Celebration at Oconto Falls, Wis. E. A. Bodart, owner-manager, announced. Org will play mostly Wisconsin annuals this year, including those at Wausau, Marshfield, Monroe, Portage, Rhinelander and Wilmot. Also on the route is the Upper Peninsula State Fair, Escanaba, Mich.

## Ten Shows Are Set For ACA's Opening

Will Bow April 29 at Hot Springs; Sky Wheels, Water Show to Join for Fairs

HOT SPRINGS, Ark., April 17.—Ten shows will be in the line-up of the Amusement Company of America when it launches its still date season here April 29, it was disclosed at winter quarters here. Additional shows will be added for fairs, Paul Olson, general manager, said.

Units that will open here are Broadway Revue, operated by Harold Wetherbee; Cotton Club Revue, Charlie Taylor; Motor-drome, C. H. Elrod; Side Show, James Chavenee; Giant Snake Show and Glass House, H. D. (Doc) and Betty Hartwick; Unborn and Living Two-Headed Calf Show, William Brownell; Walt Disney's Snow White and Seven Dwarfs Show and Torture Show, Bob Edwards, and Monkey Show, Bob Perry.

Attractions that will be added for fairs are Dancing Waters and the Sky Wheels.

Bert Slover has booked on his Roller Coaster and Tilt-a-Whirl and Jack Vinson has booked on his Laugh-in-the-Dark. Office-owned rides are three Ferris Wheels, Merry-Go-Round, Octopus, Scooter, Rolloplane and nine kiddie rides. The office also will operate its own Funhouse.

A large crew is at work readying equipment. Artist Tex Robbins has almost completed the decorating of three new steel wagon fronts. The paint department is spraying, assembly-line fashion, all of the baggage wagons, using a circus red.

Recent arrivals included Mr. and Mrs. Eddie Yeager, cookhouse operators, who are now preparing their equipment, and Adele and Starr De Belle, now at work readying the press department.

## Mosher Sets Plans, Staff

PORT HURON, Mich., April 17.—Mosher's Amusements, which will confine its '54 trek to Michigan, is getting set for its opener with Robert Braddock supervising the repainting of equipment and trucks.

Staff, in addition to Owner-Manager Hugh R. Mosher, lists Mrs. Mosher as secretary-treasurer; Slim Bishop, general agent, and Braddock as ride superintendent. Others with the show include Gene Gerard, kid ride and cotton candy; Virginia Winters, cookhouse; R. Stone, Side Show. Concessionaires include Jack Winters, 2; R. Braddock, 2; Lela Nelson, 4; Jerry Fish, jewelry; Mr. and Mrs. Chamberlin, 2; Mr. and Mrs. Cliff Yorty, 2; Mr. and Mrs. George Perkins, 2, and Evelyn Middleton, 2.

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## Tinsley Bows To Okay Biz Despite Cold

GREENVILLE, S. C., April 17.—Johnny T. Tinsley Shows opened their '54 season here Saturday (10) and despite cool weather, registered very satisfactory business. Org was on an uptown location under auspices of the fire department.

Rides and equipment were all re-painted and flashed by the addition of multi-colored fluorescent lighting. Ride line-up included twin Ferris Wheels, Rock-o-Plane, Fly-o-Plane, Caterpillar, Merry-Go-Round and live ponies. The Kid midway had Airplanes, Autos, Tanks and a Ferris Wheel. Two rides were not put up due to lot limitations.

Back-end units with the show here include "Bronze Vanities" headed by Loretta Stewart; Stoffel's wild life, Side Show and parakeet unit; Mr. and Mrs. Pete Burkley's snakes and Captain Roy Woods' Motordrome with Don Davis and Peggy Lyons riding the cycles.

Carl (Hunky) Kalansky and Bill Young, who have the cookhouse, were not on hand for the opening but joined during the week. Others on the front end included Curley Little, 3; Willie Hewitt 2; Happy Ankrum, 4; Bill McCoy, 3; Clifford Guest, 2; M. Butler, 2; Mayo Tinsley, 3; Danny Clark, Hank Stulken, Pinkey Edgar, A. B. Hatch, Scotty Roberts, M. Garlinger, Joseph Tuller, Homer Guillemette and Buster McCaslan, 1 each, and Dave Finemen, bingo.

## JAMBOREE SET

### Moore Vows NSA Shindig For Miami

NEW YORK, April 17.—It is expected that there will be a National Showmen's Association doings in Miami next winter, according to Bill Moore.

Moore, president of the Miami showmen and a member as well of the NSA, said at a meeting here Wednesday (14) that thru the efforts of NSA First Vice-President John S. Weisman, during the latter's recent visit to Florida, it had been decided to pitch an affair for the Northern brethren next winter.

Moore was complimented during the meeting by President Emeritus George A. Hamid for his work on behalf of the NSA last year, culminating in a successful jamboree on the Cetlin & Wilson Shows. Moore said another jamboree will be held this season at Reading, Pa.

## Emporia, Va., OK for Vivona; Sign for 1955

ANAPOLIS, Md., April 17.—Vivona Bros. Shows pulled in here last weekend following a satisfactory week at Emporia, Va. Danny Dell was commended by officials and the Moose committee for a fine job at Emporia.

Ladies night on Monday (5) was very good, and the Tuesday business was better than expected. Wednesday was big, but threatening weather and a near storm on Thursday (8) held the crowd down.

Despite cold weather on Friday a nice crowd turned out. Run ended Saturday (10) when the kiddie matinee turnout was almost equal to some of the best held last year. Business was very good at night.

At the end of the Emporia date contracts were signed for 1955 and John Vivona was presented with a testimonial scroll. The committee, headed by A. J. McCormack Jr., was co-operative thruout the week.

## Hold Last Rites For Rose Lewiston, Retired Show Op

CHICAGO, April 17.—Funeral services were held here Friday (16) for Mrs. Harry (Rose) Lewiston, retired midway show operator, who died April 13 'n Islamorada, Fla., at the age of 58.

Mrs. Lewiston started in show business in 1924 with the T. A. Wolfe Shows, and for several years operated a Side Show in partnership with Doc Palmer. She operated fortune telling booths on the Ringling show in 1935 and 1936 and from 1938 to 1950, in partnership with her husband, had Side Shows at Chicago and Detroit parks and several carnivals.

She and her husband Harry retired from the business three years ago and for the past two years operated the Harbor Lights Lodge at Islamorada. In addition to her husband, she leaves a 16-year-old son, Eil.

## Northern Expo Adds Kid Rides; To Play in Wyo.

WORTHING, S. D., April 17.—Mike Smith's Northern Exposition Shows are adding three kiddie rides in view of opening its 1954 tour soon with the carnival booked into Wyoming for the first time in several seasons, Lawrence Lalonde, manager and general agent, said. A crew of 11 men is now engaged readying the show for the May opener.

Northern Exposition will also play week stands this year, moving on the route that included two and three spots weekly. Among the spots under the new routing policy are Bismarck, Minn. and cities of similar size.

When the show opens, the first three weeks will be played in South Dakota, followed by three in North Dakota and then into Montana for the fair dates of the "B" Circuit, which Smith has had for 11 years.

## NSA IN GOOD \$\$ CONDITION

NEW YORK, April 17.—The annual accountants report Wednesday (14) gave indications that the National Showmen's Association is in fine shape financially. Up thru the last calendar year, it was reported, the treasury showed total assets of \$113,944 and a net of \$89,389.

## Pan American Ends Arizona Tour With Winner at Yuma

YUMA, Ariz., April 17.—The Pan American Amusement Company, the carnival that specializes in community fairs, ended its first Arizona tour here at the Yuma County Fair Sunday (11) and set a new gross mark for its specially conducted queen contests. The pre-fair queen campaign pulled \$26,300, beating the show's record set last year in Inglewood, Calif.

The show featured 23 major and kid rides here. The office had five concessions with 18 being operated by local organizations. The show supplied four tents, using 25 poles, to house the exhibits, commercial, domestic and poultry.

The five-day stand here at the

Yuma County Fair, which drew 65,000 people, ended the show's first extensive trek into this State. Opening in Imperial, Calif., February 27, the carnival moved into Arizona the second week in March. Dates included Coolidge, Tucson and Miami. In Tucson, Pan American played day-and-date with the Clyde Beatty Circus. In Miami, the show hit rain and sleet but still pulled exceptionally well, the manager said.

Pan-American carries its own promotion men for queen contests and also supplies decorators to help local concerns arrange display booths.

The show headquarters at Louis Gobel's in Thousand Oaks, Calif.

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## Want — VETERANS UNITED SHOWS — Want

Opening Litchfield, Minn., May 17th

Want for 1954 season, have a very good route of Fairs and Celebrations booked. Celebrations start June 7th, and North Dakota Fairs start July 12th, all good proven spots. CONCESSIONS: Photos, Bumper, Glass Pitch, Ball Games, Hoop-La, Basketball, String Game, Novelties, Penny Pitch or any Hanky Pank that does not conflict. SHOWS: Snake, Mechanical, Girl Illusion, Athletic (Cliff Travis, contact). RIDE HELP: Foreman for Octopus and Kid Rides and Second Men on all Rides, top wages, must have chauffeur's license and be able to drive semi. Pee Wee and Woodie, contact me at once. Winter quarter address Box 148, Hutchinson, Minn. No phone calls please. P.S.: Have 3 factory built Kiddie Rides and 2 Chairplanes for sale, with or without transportation, all in A-1 condition.

# MIDWAY CONFAB

Buck Reager and wife hopped from Alabama to Tulsa, Okla., for Gil Gray's show and escaped injury in an auto wreck en route. Joe Applegate has returned to the Beatty show. . . . John Staley, steward on Kelly-Miller last year, returned to Beatty's show, replacing Francis Francois. . . . The Charlie Webbs will have a Minstrel Show this season with Johnnie B. Williams.

Frank W. Babcock, owner of Frank W. Babcock United Shows, left his home in Los Angeles Friday night (9) for an extended tour of Europe. He will visit London, Paris, Athens, Vienna, and Madrid.

Charles Ginsburg stopped off in Providence, R. I., to buy merchandise en route from a vacation stint in Miami to Maine, where he will tour with the Don Wilcox Shows. . . . Fred Venditto, jewelry worker from Providence, reports that the Middletown, N. Y., Times Herald is anxious to do a profile on him for the special edition that will be published in connection with the Orange County Fair there. He has been playing the event for 30 years. . . . Samuel B. Pockar, Providence jewelry and novelty jobber, reports activity picking up now as more units begin to set plans for opening.

Prof. Willie J. Bernard, his wife and step-son, George Sherman, are selling tickets for Playtime Amusements at the org's opening date in Manchester, N. H., April 16-26. . . . Hazel Timmons will be The Billboard and mail agent on the William T. Collins Shows this season.

William (Vinegar Bill) Brand, Michigan Showmen's Association member, has settled down as cashier of the Wrigley Drug Store, Seven Mile and Wyoming Roads, Detroit, operated by Irving Belinsky, former owner of the Film Exchange Drug Store, major show business mecca in the Motor City.

Charlie Hutchinson, for many years with various carnivals, continues confined to the TV Sanitarium in Montgomery, Ala. His brother, Les, and wife, Babe, who currently reside in Montgomery, visit him frequently and report he is recuperating. The Hutchinsons are brothers of the late Viola Fairly.

Line-up of Bill Hoxie's World Fair Freaks on the Virginia Greater Shows includes Prince Rajole, steel tongue; El Diablo, fire eater; Ike and Mike Mattina, midget twins; William Ross, alligator boy; Madame Von Ritter, mentalist; Paula Lee, blade box and bally; Johnny Holmes, glass dancer; Sam Summers, tickets; Curt Peck, inside lecturer; the Fish Skin Boys; Bill Hoxie, shooting act; Bill Arndell, talker, and Penny Law, annex. . . . Fred W. Wright, who suffered a heart attack last November, is confined to his room at 104 West Broad Street, Tampa, Wright, a veteran showman, dates back to the James A. Patterson Shows. He tramped with the W. C. Kaus Shows until it went off the road, and since then has been with the B. & H. Amusement Company. He will be confined for three months and would like to hear from friends. . . . Irene and Jimmie Pumphrey purchased a new house trailer and car recently.

Mr. and Mrs. Charles Eoff, Arma Kan., have delayed booking their four concessions this year until Eaff has recovered

from injuries sustained in an automobile accident on March 17. He would like to hear from friends. His address: Burk Street Hospital, Fort Scott, Kan.

Mr. and Mrs. Cash Wiltse were on hand for the recent opening of King Bros.' Circus at Macon. Cash was en route to join C. C. (Specks) Grosecruth's Blue Grass Shows at its Owensboro, Ky., winter base. . . . Peasey Hoffmann, of H. B. Rosen's Interstate Shows, also visited.

Ellsworth McAtee, assistant manager of Dyer's Greater Shows, is confined in Ward 9 of the Veterans' Administration Hospital in Little Rock and would appreciate letters from friends. McAtee says it looks like he'll miss the opening day for the first time since he was in the Army in World War I.

Byers Bros.' Shows opened the season April 10 in New Boston, Tex. Personnel with the show includes Bobbie and Specks Holbrook, glass pitch and fish pond; Jimmie and Pearl Willis, swinging ball and short range; Carl Burford, cat rack, and Joe and Vie Shirkey, mug joint. The Shirkeys recently purchased a 26-foot house trailer. . . . Mr. and Mrs. Jimmy Fay and daughter, Joann, have joined Le Ola's Congress of Wonders on the Ross Manning Shows.

Harry (Buster) Westbrook, business manager of Penn Premier Shows and co-chairman of the yearbook, Miami Showmen's Association, says that he is making a concerted drive on booster pages for the yearbook this season. He will correspond with all the shows thruout the Eastern States and intends making some personal contacts. He asks that should you get a letter asking for your support on your shows to give your wholehearted co-operation, and feels the ones he will contact will give him their complete co-operation. He also wishes to thank them all in advance.

A story on the Gooding order of a 45-foot portable four-abreast Merry-Go-Round from the Alan Herschell Company (The Billboard, April 3) has brought forth recollections from Mike T. Clark, retired general agent of the former S. W. Brundage Shows. The story claimed the Gooding ride may be the largest portable Merry-Go-Round ever built. Altho possibly not a bigger portable, Clark writes, he knows of the building of a four-abreast portable 25 years ago by the C. W. Parker firm for Frank Layman, Boston ride man. Clark, who resides in Indianapolis, said S. W. Brundage was consulted on the job after ordering a three-abreast Carry-Us-All for his own use.

Brundage is said to have gone into the Parker employ to supervise construction of his own ride and Layman's. "On the very Sunday afternoon that the cyclone hit Omaha," Clark says, "the four-abreast was set up in front of the factory. All of the center of the swing was built on a portable foundation that was supported by four steel wheels, everything resting on this one foundation. The ride could be moved if necessary without having to dismantle it, and to prove it, they hitched the horses to the truck platform and moved it. The ride went East and that was the last I saw of it."

National Showmen's Association members observing their birthdays recently included, April 11, Martin Gray and George Wolff; 12, Fletcher Petrie; 13, Jules Lasures and Clarence Pool; 14, Fred C. Murray, Edward Nacht and Irving Shapiro; 15, Italo Fantino, Sam Kessler and Michael M. Wynn; 16, Louis Candee and Dominic J. Danzo, and 17, Sam Bibring.

The Vivona Bros.' Shows were visited in Emporia, Va., by Ben Tucker and Ben Parker, of Richmond, and WLEE radio comedians Harvey Hudson and Uncle Lud, also of Richmond. All were guests of John Vivona, Harry E. Wilson and Danny Dell. On Sunday (4) John Vivona celebrated his 32d birthday, while Dominic Vivona, who was visiting, became 22 on the following Sunday (11). The sponsoring Moose in Emporia inducted into membership three Vivonas, John, Babe and Benjamin, plus Danny and Lew Dell, Harry E. Wilson and George Graver.

# LAS VEGAS, NEVADA

20th Annual Elks Helldorado & Rodeo

MAY 13th-16th, Inc.

4 BIG DAYS & NIGHTS 4

UPTOWN LOCATION. 100,000 ATTENDANCE  
NOW BOOKING—SHOWS & CONCESSIONS

Roy Shepherd can use Semi Drivers, Ride Foreman, Second Men, Women Ticket Sellers, one Truck Mechanic for gas engines; must be first class, reliable and have tools.

## CRAFTS 20 BIG SHOWS, Inc.

7283 BELLAIRE AVE. Phone: POplar 5-0909 NORTH HOLLYWOOD, CALIF.

# PRELL'S BROADWAY SHOWS

New Dates For Washington, D. C.

OPENING MAY 1st TO 10th

Special Kiddie Matinees

Two Saturdays—Two Sundays

WANT—Photo, Derby, American Palmistry, Stock Wheels.

WANT—Account of disappointment, Pony Ride and Kiddie Rides. Will book or lease Ferris Wheel.

WANT—Colored Revue with own equipment. Fat Show, Glass House, Fun House, Wild Life.

WANT—Ride Help; semi drivers preferred. Good Canvasman.

All Answer SAM PRELL

NEW BERN, N. C., APRIL 19-24

# L.J. HETH Shows

LAST CALL—OPENING NORTH BIRMINGHAM, ALABAMA, MAY 3d.  
ALL PEOPLE CONTRACTED REPORT NOT LATER THAN APRIL 27th.

SHOWS: Want Snake Show, Motordrome, any Show not conflicting.

HELP: Foreman for Merry-Go-Round, Tilt-a-Whirl, Twin Ferris Wheels, Second Men for all rides; all must be licensed semi-trailer drivers. Want Man to take charge of Kiddie Rides, Man to operate Glass House.

PICTORIAL ARTIST WHO KNOWS HOW TO PAINT SHOW FRONTS AT ONCE.

CONCESSIONS: Penny Arcade, Hanky Panks of all kinds.

ALL REPLIES:

L. J. HETH SHOWS

NORTH BIRMINGHAM, ALABAMA

PHONE 4-3881

# HILL'S GREATER SHOWS

WANT FOR MAY DAY AIR FORCE CELEBRATION

8 DAYS — \$5,000,000.00 PAYDAY — 8 NIGHTS

MAY 1-8, AMARILLO, TEXAS

SHOW LOCATED ON PARADE GROUNDS ON AIR BASE. 20,000 MEN AND PUBLIC INVITED.

CONCESSIONS: Legitimate Concessions of all kinds. Will sell "ex" on Custard Ice Cream, Novelties, Glass Pitch, Mug. Will book High Striker, Ball Games, Bottle Games, Fish Pond, Pitch-Tilt-You-Win, Cigarette Gallery and Short Range.

SHOWS: Will book Snake Show, Unborn, Motordrome, Fun House. (Jimmie Trabue, can use both your shows account disappointment.) Also Glass House.

RIDES: Will book Boat Ride, Sky Fighter, Baby Whip, Spitfire, Scooter or Dodgem and Round-Up.

Midland, Tex., April 19-24; Levelland, Tex. (4 days), April 26-29; then the big one—Amarillo—you will get your winter

All address: H. P. HILL, Owner-Mgr., per route above

bank roll here in May. The best still dates in the West to follow. Camp Carson (payday), Colorado Springs; 2 weeks, uptown Denver; Lander, Wyo., biggest July 4 Celebration in the West, 7 days on the streets, 80,000 people last year; followed by South Dakota, Montana, Nebraska and Kansas Fairs and Celebrations; with the East New Mexico State Fair, Roswell, Oct. 5-9.

Hedy Jo Starr wants Girls for Girl Show. Enlarging for special army payday dates. (Kim Kim Larue, Big Dimples, Lee Parker and all other specialty dancers, wire or call.)

Eddie Schultz wants Caller for Bingo, also Countermen.

## HANKY PANKS

SIX CATS—2 Styles. PUNKS—15 Styles of Designs. 3-BALL MECHANICAL BUCKET—New type, cannot get out of order. JEWELRY SPINDLES. MILK BOTTLES—Aluminum and Wood. DART BOARDS—Sponge Rubber with Nylon Thread Dividing Lines is the best for the Carnival Man. HUCKLE BUCK GAMES and don't forget the DAM FAMILY BALL GAME.

Write for Catalog.

RAY OAKES & SONS  
P.O. BOX 4344—TAMPA, FLORIDA  
Telephone 80-2121



Strange and Weird Attractions Shrunken Heads Ape Boy, Wolf Boy, Devil Child. Many others Your ideas made up. Write for Folder. Free. Tafe's Curiosity Shop 1458 E. Van Buren St. Phoenix, Ariz.

# NORTHERN EXPOSITION SHOWS

"NORTHWEST'S FINEST MIDWAY"

Opening May 13 with the finest route of Still Dates, Fairs and Celebrations in the Northwest. We play the ENTIRE MONTANA "B" CIRCUIT of 10 Fairs. Also Wild Horse Stampede, Wolf Point, Montana. Plus 5 BIG FAIRS & CELEBRATIONS in North Dakota after Labor Day.

WANT: Can use 3 or 4 clean cut, sober, dependable Ride Men who can and will drive. Winter quarters now open.

WANT: Can use a few well-flashed Hanky Panks. Do not need any other kind. Will place American Palmistry.

WANT: MOTORDROME with own transportation. The "B" circuit has never had a drome. Can use Grind Shows with own equipment and transportation. Fun or Glass House, Snake, Mechanical, etc. (10-in-1 already booked.)

Do not need any rides as we have plenty of our own. OSCAR WILEY, CONTACT.

FOR SALE: 8-car Mangel's Kiddie Roto Whip. Newly repainted and in A-1 condition. Special built Aluminum Trailer fully equipped for Popcorn, Snow Cone and Apples. Will book same on show and give exclusive.

PERMANENT WINTERQUARTERS: WORTHING, SOUTH DAKOTA. TELEPHONE 2691.

MIKE SMITH, Owner

LAWRENCE LA LONDE, Manager

# JIMMY CHANOS SHOWS

OPEN APRIL 30, RICHMOND, IND.

WANT—Legitimate Concessions of all kind, Guess Your Age and Scale, Ballgames, Basketball, African Dip, Short Range Shooting Gallery. Can use two or three Working Stores. WANT—Shows with own outfits, Monkey Show, Snake Show, or any Animal Show; pay only lights. Want Girl Show with own outfit, also Girls to work for Office Show.. Want Ride Help who drive semi; Flying Scooter Man, Caterpillar Fireman, Second Men on all rides. All replies to

**JIMMIE CHANOS**

c/o WESTERN UNION, RICHMOND, IND.

## FIFTH ANNUAL TRI-STATE OIL SHOW, INC.

WANTS DUE TO DISSAPPOINTMENT

### CARNIVAL

LABOR DAY WEEKEND, SEPT. 4-5-6

WOULD ALSO LIKE TO HEAR FROM COMPANY OR PROMOTER FOR PROGRAM AND CAR (CADILLAC) GIVEAWAY

VANELL SMITH, Tri-State Oil Show, Grayville, Ill.

## CALIFORNIA SHOWS

NOW BOOKING FOR 1954 SEASON

NEW YORK AND NEW JERSEY

WANT—Ball Games, Milk Bottles, Cats, Cork, Cork Gallery, Scales and Age, Hoop-La, Pitch to Win, Basketball, Photo Gallery, Candy Floss, Novelities, any Hanky Panky. No grift. WANT SHOWS—Monkey Drome, Wild Life, Snake, Side Show, good Girl Show. ANDERSON, write me. Also WHITEY, Wild Life Show. Can use any Major Rides that don't conflict. WANT RIDE HELP—For Merry-Go-Round, Ferris Wheel, Chair Plane and Kiddie Rides. Bob Sherry, Wally, Smithy, Red, write me. Winter Quarters.

FRANKLIN AVE. FRED CY PERKINS, Mgr. CAMPOAW, N. J. Phone: Wycoff 4-6333-44

## GOLD-BOND SHOWS

WANT FOR OPENING MAY 7—CREVE COEUR, ILL.

Will Leave Winter Quarters May 5

CONCESSIONS: Want small Cookhouse, Photos, Ball Games, Basketball, Pitch-Till-You-Win, Coke Bottles, Glass Pitch, Gold Fish, Bumpers, Roman Targets, Slum Blower, Age and Weight, Jewelry Sales, Jewelry Spindle, Six Cats and Buckets for stock only. SHOWS: 10-in-1, Snake, Mechanical, Titusion, Mickey Mouse, Small Drome, Monkeys. We can furnish complete equipment for 5-in-1 to reliable party. HELP: Want Help who drive and have operator's licenses.

All replies to **MICKEY STARK, Mgr.** P. O. BOX 229 (Phone: 320) MT. STERLING, ILL.

## SUNSET AMUSEMENT CO.

OPENING EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 29

Can place Long Range, Photos, Foot Long, Custard or Ice Cream exclusive for season. Can use Hanky Panks, also Ball Game, none booked as yet. Can use several second Ride Men but must drive Semi; must be here by May 5.

701 N. Main St., Excelsior Springs, Mo.

## WORLD OF TODAY SHOWS

WANT

FEW MORE DING SHOWS AND GRIND SHOWS

Opening for following Slum Concessions—Hi-Striker, Photos, Basketball, Watch-La, Milk Bottles, anything not conflicting. Can still use Ride Help.

WANT MANAGER FOR MOTORDROME WHO CAN RIDE, ALSO GIRL AND BOY RIDERS

WIRE OR CALL, NO TIME TO LOSE

BOX 782 Tel.: Murray 2-5920 MUSKOGEE, OKLA.

## JAMES H. DREW SHOWS

Annual Firemen's Spring Festival, Marmet, W. Va., April 22 to May 1 Inclusive.

WANT—Animal, Monkey, Illusion, Mechanical or any neatly framed Grind Show, WILL PLACE—Legitimate Stock and Hanky Pank Concessions. Good opening for Arcade, Custard, African Dip, Hi-Striker, Novelities, Balloon Dart, Long Range, Derby, Bazooka Guns, etc. NOTE: Our route includes 23 Fairs and Celebrations. Wonderful opportunity for Legitimate Amusements. Address c/o Western Union

**JAMES H. DREW SHOWS, Marmet, W. Va.**

## STATE FAIR SHOWS

WANT OPENING MAY 2

RIDE HELP for Wheel, Jenny, Roll-o-Plane, Dipper. SHOWS: People for Girl Shows, Five-in-One Side Show. Will book any Grind Show. CONCESSIONS: All open except Popcorn, Snow, Cigarette Gallery, Bingo, all others open. Have 14 Fairs and Celebrations. Want all Concessions at Cleburne, Texas, Big 100th Year Celebration, May 2-7, on Court House Square. NOTICE: I will be at San Antonio, Texas, April 23-24, contact me through Jack Ruback, Alamo Exposition Shows, there. FOR SALE: Parker Merry-Go-Round, \$1,500.00, cash only. 30x50 ft. Top and Wall, like new, \$400.00; Khaki, Two Pole, Top. Wire, write or call: C. A. GOREE, Azle, Texas. (Phone: 4J2).

## JAC-WAL SHOWS

Want for entire season of Bona Fide Celebrations. Legitimate Concessions—Photo, Pitch-Till-You-Win, Hoop-La, Floss, Short Range Gallery, Age and Weight, Balloon Dart. Will book Animal or Monkey Show, Wild Life, Side Show and Kiddie Train Ride. Opening May 31.

**JAC-WAL SHOWS**

SELINSGROVE, PENNA.

Contact Don Tinley, Mgr. Phone: Shamokin, Pa., 8-3764

## ELECTRICIAN WANTED BY I. T. SHOWS

For entire season, to start immediately. Last man taken ill and unable to finish out year. Must be able to handle 2 Caterpillar Diesel Light Plants. Play New York City thru May, then go on road thru October. Call or Wire at once.

**PHIL ISSER**

Phone: NAvarro 8-8960

1539 EAST 29TH ST. BROOKLYN, N. Y.

## WANTED

Major and Kiddie Rides for Kiddieland. Have A-1 location. Rides must be in perfect condition.

**JACK MARTIN**

383 BROADWAY BAYONNE, NEW JERSEY

# National Showmen Wind Up Affairs Until Next Fall

NEW YORK, April 17.—The National Showmen's Association wound up its winter season Wednesday night (14) with a good turnout considering the time of year. Visitors included Bill Moore and Claude Sechrist, of Cetlin & Wilson Shows, with Moore, president of the Miami club, being seated on the dais.

Also on the dais besides President Joe McKee were Morris Batsky, third vice-president; Fred C. Murray, club chaplain who was celebrating his 84th birthday, and Dr. Jacob Cohen, club physician. Assistant Treasurer Jeff Harris, who flew in from Boston, took part in the post-session festivities.

President Emeritus George A. Hamid, attending his first meet-

ing since returning from abroad, pledged the aid of the trustees toward acquisition of a new home. He urged the club to do its utmost to raise funds over the summer season and indicated that negotiations for a building under consideration will resume in the fall.

### Fund-Raising Urged

Also urging greater fund-raising efforts were Bill Moore and Past President Phil Isser.

New members voted into the club, both proposed by Sam Peterson, were Stanley E. Shapiro and Irving Kirchman.

Executive Secretary Ethel Weinberg reported that the March 17 Connecticut Night doings wound up with the club netting \$1,315, and the members responded with a rising vote of thanks at the suggestion of George Hamid for Sam Peterson, John Weisman, Vince Anderson and Morris Batsky, who footed the entire bill for the party. The award books will be in shortly, the secretary noted.

The closing hour of 4 a. m., it was announced, will be in effect thru May 1 at which time it will revert to the old time of 2 a. m. In the fall, it was said, the board of governors will consider a new closing hour for next winter.

A moment of silence was observed in memory of Al Wagner, who was killed in Pensacola, Fla., last Sunday (11).

The \$100 award given at each meeting went to Arthur Campfield.

The meeting broke up before 11 p. m., with members jamming the board of governors' room to watch the tail end of the fights and a ball game. A spread of ham sandwiches, cheese sandwiches, pie and coffee was put out by Frank (Shrimpie) Rappaport.

## Reynolds Inks Topeka Cele

MUSKOGEE, Okla., April 17.—World of Today Shows has been awarded the midway contract for the Greater Kansas Centennial Celebration to be held May 21-29 in Topeka, June Reynolds, general agent, announced.

This will mark the first time a carnival has played the city park in Topeka, Mrs. Reynolds said. Other activities during the event will include several parades, four night performances of a pageant, street dancing and band concerts.

Work at quarters here is well along. A Skooter and Dark Ride have been added, and the back-end was strengthened by the addition of a Motordrome. Much neon and fluorescent lighting is also being installed.

## Merriam Sets Boone, Ia., Bow

OGDEN, Ia., April 17.—Final preparations are being rushed on rides and other equipment of Merriam's Midway Shows for its May 3 opener at Boone, Ia. The Boone date is being handled by Ben B. Wiley Jr. and will be the first show to play the downtown lot since 1949.

Show will carry eight rides, four shows and upwards of 30 concessions this year and will play Iowa, Minnesota and Nebraska. Mr. and Mrs. Alva Merriam, owners, announced Otis Porterfield will be back as general superintendent. Red and Florence Cundiff will have the cookhouse and Russell Frey has returned with his sound car as advance man.

# 15 Seek Gold Member Cards In Miami Club

MIAMI, April 17. — Fifteen members of the Miami Showmen's Association have signified their intentions to seek gold life membership cards this year, according to executive secretary Phil Cook. He said the standings of those who have brought in new members so far is as follows:

A. R. (Dutch) Whiteside 25; John Keeler 11; Al Dorso, Pete Norman and C. C. (Specs) Groscurth, each 10; and the following with seven apiece: Lenny Lampell, Irving Sherman, Charles Wright and Whitey Byus.

President Bill Moore is sending a letter out to each member, with an application blank, asking each member to get a member. He has set 2,500 as the goal for the drive this year.

Shep Blumberg and Ep Glosser of the ways and means committee said a drive would be made on all shows this season on behalf of the Year Book, with emphasis on Booster sheets. The committee is aiming at 5,000 Booster names and Year Book income of \$15,000.

Cook will leave here the middle of May on a three-week visit to the Philadelphia area on behalf of the club. He hopes for a large jamboree there during circus week with the help of James Quinn, Jack Essner and Sydney Daniels.

## Two I. T. Units Playing Gotham

NEW YORK, April 17.—I. T. Shows' No. 2 unit opened its still date season Friday night (9) out at Northern Boulevard and 72d Street in Queens, under management of Phil Isser. Partner Is Trebish will take out the No. 1 unit beginning today at Union Turnpike and 152d Street, Jamaica.

Isser's unit will play thru tomorrow, then will move down to Rockaway Boulevard and Sutphin.

The organization was weakened last week with the sudden illness of Diesel electrician Charley Luether, who was taken to Jackson Heights Hospital and is expected to miss the entire season.

## NSA'S HEROISM MEDAL GIVEN TO RAPPAPORT

NEW YORK, April 17.—Frank (Shrimpie) Rappaport was honored with a medal by the NSA card-players Wednesday (14) for "unselfish devotion to duty and bravery in the face of extreme danger." Making the presentation at the final meeting of the season was Louis (Dada) King, who eulogized Rappaport and put him in the same class of Wild animal hunters as Ernest Hemingway. "The way Shrimpie handled the cheese in that trap was masterful," King said in his speech. It was reported to be the smallest mouse ever caught.

## Want-Agents-Want

For Six Cat, Buckets, Country Store, Fish Pond, Dart Balloon, Basketball and other Concessions, Also Counter Help for Bingo. (Jack Crutel, Al Wilkerson, Eddie Rotholmel, come on). Opening April 26.

**HAROLD EUTAH**

American Beauty Shows, De Soto, Mo.

## COLBERT'S AMUSEMENTS

Want Foreman for Ferris Wheel, Merry-Go-Round and Roll-o-Plane. Must be reliable.

**COLBERT'S AMUSEMENTS**

218 Main Street Boylston, Mass.

## HAVE TOP LOCATION

On boardwalk for Balloon Darts; good proposition for good Operator. 4 months same as Fairs. Have beautiful Popcorn, Cotton Candy, Sno Balls, Candy Apple stand; will turn over to right party. Can use Wheel Operator, long season. Drunks, stay where you are. Telephone—wire.

**TURNER SCOTT**

120 N. Grandview Ave. Daytona Beach, Fla.

## WANT

For Opening April 30th, S. High St., Columbus, Ohio. Foreman on Eli No. 10 Wheel. Help on Merry-Go-Round, Chairplane and Kiddie Rides. Allen McCleary, wire. Concessions: Cotton Candy, Apples, Popcorn, small Grab Trailer and non-conflicting Games. Earl Kreager and Charlie Anderson wants Agents. Have open weeks.

**A. R. BRIGGS** Box 544, Sta. G, Columbus, Ohio. Diamond 4602

## WANTED

Experienced Ride Foremen for Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Rock-o-Plane.

**DELGARIAN AMUSEMENT COMPANY**

2303 N. Melvina Chicago 39, Ill.

## THANK YOU

**JIMMY SMITH** of The Bahamian Club, Nassau, Bahama, in winter season; Cal-Neva Club, Lake Tahoe, Calif., in summer season, for your new BUICK E. V. purchase.

**JOHNNY CANOLE**

Altoona, Pa. Phones 9347 and 3-0003

## CLIFF PATTON WANTS

Strip and Cooch Dancers. Salary or percentage. Opening April 29. Write c/o

**DRAGO AMUSEMENTS**

1711 E. Markland Kokomo, Ind.

## Mosher's Amusements

Opening the last of May with Centennials, Fairs and Street Celebrations. Will buy or lease Octopus or Rock-o-Plane. Can use Legitimate Concessions, Scales and Age, Photos, Jewelry, Ribbons or Hats, Ball Games and French Fries. Also Help on Rides. Address:

915 Scott Ave., Port Huron, Mich.

## WANT CONCESSIONS

For July 3, 4 and 5 at Iroquois, Ill. Free entertainment afternoons and nights. Everything open except Popcorn, Cotton Candy and Snow Balls. No flats or gypsies. All replies to

**ALFRED WALL**

558 N. 5th St. Waukega, Ill.

## PARADA SHOWS

Opening Fair for Okla., May 3. Can place Bingo for season. Shows with own equipment. Stock Concessions. Want Agents. Ride Help on Octopus, Wheel, Merry-Go-Round, Mix-Up, Train.

**H. C. SURSHER**

Caney, Kansas—Phone 468 Luke, call me.

## RITTER'S UNITED SHOWS

Opening April 28-May 1 **RAMONA FIESTA DAYS** San Jacinto, Calif. Want a few more Concessions that work for stock and do not conflict with what we have. No grift. **HOLLIE RITTER**, 130 So. K St., San Bernardino, Calif. Phone: 4-4132.

## HIAWATHA SHOWS

OPENING MAY 1

Can use a few more Hanky Panks not conflicting for a choice route of Annual Northwestern Ohio Street Celebrations, starting June 1. Will book Shows—Fun House, Glass House, etc., that can set up on streets. Foreman for Tilt; Second Men for Wheel and Merry-Go-Round; top salaries.

All replies 132 Elm St., Morenci, Mich.

## COLEMAN BROS.' SHOWS

Opening Thursday, April 22, Middletown, Conn.

Want Concessions—Basketball, String Game, Hi-Striker, Custard, Coke Bottles. Want Second Men on all Rides. We have 10 outstanding Fairs starting first week in August.

**RICHARD J. COLEMAN, P. O. Box 886, Middletown, Conn.**

# WINTER QUARTERS

## North Star

ST. PAUL, April 17.—The show opens here May 13 under the management of Leo Ctibor. It will carry a Tilt-a-Whirl, Ferris Wheel, Merry-Go-Round, Sky Ride and a four-ride Kiddeland.

New ticket booths with indirect lighting have been built, and two light towers and new canvas have been added.

Concessionaires include Dave Puckett; Lee Moss, diggers; Sunny Allen, 2; Leo Magel, 5; Al Hodson, 2, and Roy McElfish, 2. Office-owned concessions include bingo, popcorn, caramel apples and novelties.

A route of celebrations has been booked, plus six weeks of fairs.

Most of the rides are ready for the road. Three rides were booked into the St. Paul Armory, March 27-28, for a Haddassah benefit.

## Stumbo Tri-State

GRAVETTE, Ark., April 17.—Mr. and Mrs. Fred Stumbo returned to quarters recently after completing a successful booking trip which netted the show 29 fairs and celebrations thru North and South Dakota, Nebraska and Arizona.

Work in quarters is well under

way. The Merry-Go-Round has been completely rebuilt, and Stumbo has added a Kiddie Auto Ride. Mrs. Stumbo purchased a new trailer for her concession, and Mr. and Mrs. J. W. Osbourn purchased a GMC tractor. Mrs. Osbourn is scenic artist for the show.

Staff includes Fred Stumbo, owner-manager; Mrs. Stumbo, secretary; J. W. Osbourn, concession manager, and Heavy McClain, who, with Osbourn, is in charge of quarters.

Those at quarters include Mrs. C. W. Anderson and Mr. and Mrs. Slim Parnell. Mr. and Mrs. Fats Martin are due soon.

The show is skedded to leave soon for Bridgeport, Neb., where other equipment will be picked up before the show hits the road in May.

## Mullins' Royal Pine

BANGOR, Me., April 17.—Work has begun on the new front gate which will measure about 60 feet. Work is being supervised by Red Williams, show builder.

Toby Kneeland, Girl Show operator, and the shows' scenic and pictorial artist, is completing his new 55-foot Girl Show front. Work will also start soon on the Fun House.

The fleet of show trucks has been completely overhauled and repainted with the show colors, yellow and blue. The office trailer has been painted to carry out the same color scheme. A new transformer wagon has been added to supplement the Diesels.

Mrs. Helen Ashley has arrived to take over the front of the new office-owned girl shows. Mr. and Mrs. Wenner will join with Beano. Mr. and Mrs. Tex Williams have the sit-down cookhouse. Mr. and Mrs. Frank Cleasby will again have candy floss and French fries, and Mrs. Toby Kneeland has a popcorn unit built on a Chevrolet truck.

## Belle City

MILWAUKEE, April 17.—The show will open April 30 in the business district here. Six ride men are working in quarters here.

A Tilt-a-Whirl has been added, plus a 32-foot Merry-Go-Round. The show will carry six major rides, five kiddie rides, a Fun-house, Wild Life exhibit, 25 games and 35-kw. and 15-kw. light plants on a truck.

The staff remains unchanged. It includes Charles and Dottie Panaceh, owners; Albert Fitchett, lot man, and Charles Panaceh and E. Joe Henke advance.

## FROM THE LOTS

### Hale's of Tomorrow

KANSAS CITY, Mo., April 17.—The April 2 opening for a five-week stand at Independence and White streets drew a fine turnout.

In the concession line-up were Joe Clayton, add up darts, glass pitch, blower, age and weight and rolldown; Frances Ballard, photos; George Leiter, airplane and ball games; Jewel Gordon, candy floss; Grant Alexander, high striker; Pat Patterson, over and under, balloon darts, fish pond and Coke bottles; Gene Ellsworth and Jack Henderson, lead galleries and popcorn; Raymond Clayton, huckley buck, fish pond and scales; Al Campbell and Suggett, darts and tip-up; L. R. Carter, cork gallery; Ginger Santoro, two ball games, balloon darts, cork gallery, cookhouse and bottle ring; Babe Rogers, slum spindle; Hazel Garrett, novelties and wheel pitch; Alex Santoro, basketball; Bob Chaney, pitch till you win and snow cones; George Gallaher, Coke bottles; Carroll Henderson, milk cans; Henry Patterson, huckley buck and age; Ted Cory, grocery store; Johnny Daniels, bear store; Tim Kettwig, panda pitch and a show, and A. Tinely's Atomic Attack show.

Rides: Merry-Go-Round, B. Henderson, foreman; Ferris Wheel, Cleve Woods; Tilt-a-Whirl, Randy Moss, Mike Speaks and Joe Drazic; Octopus, Earl Garrett and Lester Rothgeb; Rolloplane, Slugger Bradley, and a kid ride.

Staff includes Fern Hale, owner; Glen Hale, secretary; W. T. Hale, general manager and Diesel operator, and Lyle Hale, assistant manager. — GENE E. ELLSWORTH.

# THE MIGHTY GEM CITY SHOWS

**LAST CALL LAST CALL LAST CALL**

All personnel contracted by the executives of the Gem City Shows report to Carrollton, Ga. Show assembling in Carrollton this week.

THIS DATE FOLLOWED BY 4 BIG INDUSTRIAL CITIES (IN THE HEART OF TOWN), FIRST IN ON ALL SPRING DATES. 14 BONA FIDE FAIRS TO FOLLOW. ONE OF THE FINEST TRUCK ROUTES IN SHOW BUSINESS.

Following people get in touch—Jack King (Illusion Show Operator), Speedy Wells (Motordrome Operator), "Pop" Dillon with Kid Rides.

Want sober Billposter who can do a good job of putting up paper. Also experienced, sober Lot Man. Can place 24-hour and Publicity Man who can handle Kiddie Matinees and Free Animal Promotions. Can place experienced Dancers for Girl Show. Also general Carnival Help, including Second and Third Men for Rides, must drive semi. Will book Live Pony Ride. Want following Shows—Fun House, Glass House, Side Show, Animal Shows of all types or any other worthwhile Grind Shows, including Dark Ride.

### NOTICE

This Show will positively carry a Circus Menagerie with 30 head of lead animals and 40 assorted head of smaller animals. Every Monday there will be a Free Parade for the public with advance sales to assure plenty of people on the Midway—Something new in the Carnival Business.

### SHOWMEN — RIDE MEN — CONCESSIONAIRES

Here is your opportunity to make money during the spring. Every Date should be like a Fair Date. Reasonable privileges and percentages to those booking now. Hunky Pankers, act now, plenty of openings for all types of Hunky Pankers. Contact **THOMAS D. HICKEY, Owner, or DON GRECO, Concession Mgr.** CARROLL HOTEL, CARROLLTON, GA., THIS WEEK; THEN PER ROUTE.

# CETLIN & WILSON SHOWS

OPENING PETERSBURG, VA., APRIL 30th

**WANT**—Trainmaster and train help.

Man to work in shop who understands welding and blacksmith work.

**Ed. Bishop** the money you requested was sent and returned back here. Let us hear from you.

**WANT**—First-class sober Show Painter.

Wm. Jefferson please let us hear from you.

**WANT**—Roll-o-Plane Foreman.

Wm. Coy please answer this.

**CAN PLACE AND FURNISH WAGONS IF NEEDED.** Fly-o-Plane, Spitfire, Octopus or any ride not conflicting.

**CAN PLACE**—All legitimate Grind Concessions. Can place one Scale and one Age.

All Address **CETLIN & WILSON SHOWS, Petersburg, Va.**

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

CHESTER, PA., APRIL 26 THRU MAY 1

### CONCESSIONS

Can place Glass Pitch, Derby Racers, Hats, Novelties, Ball Games, Fish Pond, Short Range Gallery and any other legitimate Concessions.

### SHOWS

Can place good Monkey Show, we have complete top, banner line and everything except inside. Good proposition for right party. Can place Wild Life, Arcade, Mechanical Show or any Show not conflicting with what we have.

### HELP

**WANT MAN TO MANAGE SNAKE SHOW**  
We have Top, Banner Line and Show complete, everything except sound and snakes. Good proposition. Can place good, sober, reliable Help on all Rides. Must drive semi and do not drink. I will make room for good Men at all times. Want Man for Octopus, Tilt-a-Whirl and Roll-o-Plane. Also want Man for Front Gate. All Wineman, contact me; Mechanic wanted. Promoter wanted. Good Phoneman to work Kiddie Matinee Deal. Strong Auspices. Cities. Must be sober, reliable and furnish references. Address all mail and wires to Lloyd D. Seffass, Penn Premier Shows, Brooklyn Park, Md. (suburb of Baltimore), or phone Mt. Royal Hotel, Baltimore, Md.

# STERLING CROWN Shows

Eddie Young's

WANT FOR DOWNTOWN BILOXI, MISS., WEEK OF APRIL 26, AND A FINE ROUTE OF STILL DATES AND 20 FAIRS.

### CONCESSIONS

Scales, Age, Novelties, Arcade, Derby and Hunky Pankers of all kinds. Will book 2 P.C. Tables if party has at least one other Concession.

### SHOWS

Drome, 10-in-1, Wild Life or any Grind Show not conflicting.

### SHOWMEN

Have complete Side Show, Snake Show and a Monkey or Trained Animal Show, have all equipment and transportation for same. Want capable Managers for same.

### RIDES

Any Major Ride and two Kid Rides other than autos and airplanes.

### RIDE HELP

For office-owned Rides. Must have license and drive trucks.

All replies to **E. L. YOUNG, Mgr., Biloxi, Miss.**

## WANTED

Agents for Grind Stores, 6 Cats, Buckets and Hunky Pankers, also Boys to up and down concessions for season. Openings with Grand American Shows. Moberly Mo., April 23.

Wire **RED BURTON, Moberly, Mo.**

GIVE TO **DAMON RUNYON** CANCER FUND

## FOR SALE CONCESSIONS FOR SALE

Six Cats, 18x12, complete. Pan Game, 12x12, complete; Razzie, Rolldown, Pin Store, Slum Skillo, Wheel; all 18x10, all complete. Evans Spindle and Table, Evans Track, P.C. Table, Buckets, Hopper, etc., plus Background for all. 1950 G.M.C. Tractor and 26 ft. Carter Van Trailer, looks and runs like new, 22,000 actual miles. 42x20 walk-in type Bingo, leather stools, complete, ready to go, with about \$1,000.00 worth of merchandise. 1949 Chevrolet Tractor and 26 ft. Grammo Low Boy Trailer, 24,000 actual miles. This equipment cost over \$20,000.00; will take \$5,000.00, if sold at once. This is not junk, but high class equipment throughout. Serious illness is reason for selling.

Contact **RUTH McCABE**

c/o EAGAN'S TRAILER PARK BLYTHEVILLE, ARK.

## KELLY-MORRIS CIRCUS

Because of illness can place ONE MORE CONTRACTING AGENT capable getting good sponsors. ALSO TWO MORE PROMOTIONAL DIRECTORS. Enlarging Big Show, car use Acts, Elephant Man (Slim McCloud, answer). Address:

Dunn, April 20; Kinston, 21; Washington, 23; Elizabethtown, 24; Wallace, 25; Wendell, 26; Louisburg, 27; Smithfield, 28; Clinton, 29; Fayetteville, 30; Wilson, May 1; all North Carolinas.

## DROME RIDERS

FOR ROYAL AMERICAN SHOW

Trick Rider, Strait Riders, Girl for Cris Cross Race.

## GEO. W. MURRAY

314 Ponce De Leon Pl. Orlando, Fla. After May 1st, Memphis, Tenn.

## FOR SALE

ATOMIC RIDES & AMUSEMENTS, INC.

60-inch G.E. Searchlight mounted on steel frame 6-wheel trailer with power unit. Roll-O-Plane, Eyerly Fly-O-Plane, No. 5 Edl Ferris Wheel. Two 60 Kw. A.C. G.M. Diesels mounted in steel frame semi-trailer. REASONABLE. All replies:

M. F. Kaufman Jr.

1709 Tyler Parkway Louisville, Ky

## GOLD BOND SHOWS

NOW CONTRACTING FOR 1954

Rides—Shows—Concessions

MICKEY STARK, Owner P. O. Box 229 Mt. Sterling, Ill. Winter Quarters at Fairgrounds.

## WANT

For Colored lots, Beaumont, Port Arthur, Orange; plenty business. Hanks all kinds, Agents for Grind Store, Grocery Wheel, Roll Downs, Six Cats, Razzie, Swingers, Book Rides, Tilt, Wheel.

GREAT SOUTHERN EXPO. SHOWS

Beaumont, Texas.

## BINGO WANTED

Can place Bingo for season. Want Concessions, all kinds; Shows, Ride Help Parada Shows. Address

H. C. SURSHER

Caney Kansas—Phone 468

## FOR SALE

8-tub long-arm Octopus and Trailer especially equipped for loading and hauling. \$2,500.00 cash or terms to right party. Phone

BRUCE CRITTENDEN

Temple 5-2242 or Temple 9-9235, or write Route 1, Midland, Mich.

## WANT

Ride Help for Park and Road Unit. First and Second Men on all Rides. We have seventeen Rides. Good salary and bonus. Can also place Ride Superintendent who knows all Rides. Will pay top salary and percentage. Wire or come on.

SHERMAN HUSTED

Lake Waccamaw, N. C.—Phone 3731

## WANTED

A NICE CLEAN CARNIVAL

To play Canton, Mo., Free Fair, week of August 30, 1954. Contact **ALFRED TURNER** Canton, Mo.

# Blue Ribbon SHOWS

**WANT**

SHOWS—Want Shows for one of the best Routes in the Middle West. Especially want a Ten-in-One or will furnish a new top and give good proposition to a party to take charge of same. Can use a Motordrome and any other worthwhile attractions. CONCESSIONS—Have openings for a few more Hanky Panks. FREE ACT—Can use a high class Free Act. Shows opens at the Junior Chamber of Commerce Celebration at Oconto Falls, Wis., on May 29. Fairs to follow includes Wausau, Marshfield, Monroe, Portage, Rhinelander and Wilmot all in Wisconsin, and the Upper Peninsula State Fair at Escanaba, Mich. All replies to:

**E. A. Bodart**  
**BODART BLUE RIBBON SHOWS**  
 SHAWANO, WIS.

# CENTRAL STATES SHOWS

**"Where Business Is Good"**

Great Bend, Kansas, April 19-24; Salina, Kansas, Payday, April 26-May 1; Dodge City, Kansas, Boot Hill Fiesta, May 3-9. CAN PLACE a few more Hanky Panks.

WANT GRIND SHOWS—Motor Drome, Animal Show or any Shows of merit. Will book Fun House or Arcade, reasonable P.C. Can place Second Men on rides, Men for towers, searchlights and wiring. Also Kiddie Ride and Pony Ride Men.

**W. W. MOSER** Great Bend, Kansas

# METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

14 bona fide Fairs contracted starting last week in July.

WANT—Cookhouse and Grab, Custard, French Fries, Glass Pitch exclusive; all Hanky Panks, Age and Scale. SHOWS—Will book Animal, Fat, Midget, Crime, Torture; also Arcade with plenty of flash. We have equipment for complete Monkey Show. Need capable Manager with or without Monkeys. Want first class Girl and Posing Show Operator. Have brand new 120 ft. Front for Girl Show, 80 ft. Front for Posing Show. All equipment in first class shape. Will place Girls for Revue and one Strip to feature. RIDES—Will book Octopus, Scooter, Rocket, Little Dipper, Dark Ride. Can place Fly-o-Plane, Ride-o Foremen, Second Men on Rides. Capable Fun House Operator, we have beautiful outfit complete. Now playing Bessemer, Ala., until April 24; April 26-May 1, Gadsden, Ala. All wire or write:

**SAM LEVY, Owner**      **ART LEWIS, Gen. Mgr.**      **ROY CRAMER, Supt.**  
 c/o Showgrounds, Bessemer or Redmont Hotel, Birmingham, Ala., until April 24.

**F. M. SUTTON SR. presents**

# GROVES GREATER SHOWS

Want Special Agent with car. Good proposition. Will sell exclusive on Photograph Gallery. Will place Stock Concessions of all kinds and Independent Shows with own equipment. Can use Ride Help on Merry-Go-Round and Tilt. No wine heads or drunks wanted. Playing Louisiana all summer.

Contact **F. M. SUTTON SR.**  
**LAKE CHARLES, LA.**—(Phone: 6-9166)

**Last Call—HELLER'S ACME SHOWS—Last Call**

OPEN APRIL 22, FIREMEN'S FIELD, CLOSING MAY 1 AT CAMPGAW, N. J.

Want Concessions, Custard, Glass Pitch, Long and Short Galleries. A few choice concessions open. Want good Electrician who understands Caterpillar generator; Spitfire and Octopus Foremen. Lillian Zarra wants man to up and down concessions, \$50.00 per week. 9 Virginia Ave., West Orange, N. J. Phone Orange 3-2477. All others write **HARRY HELLER**, Campgaw, N. J., or Phone Wycoff 4-0333-A.

P.S.: Want to hear from Jimmie Winters, Cliff Carter and others with me before. Free Gate at all times, Kiddie Days, anything to bring the people. Office owns 10 Rides.

# HELMAN UNITED SHOWS

**WANT**      **WANT**

Foreman for #5 Eli Wheel, will pay liberal percentage. CONCESSIONS: Small Cookhouse, Photos, Popcorn and Peanuts, Candy Apples, Floss and Sno, Jewelry Engraving, Six Cats, Buckets, Sets and any other Stock Concessions. We book only Two-of-a-Kind. RIDES: Live Pony Ride (Otis Frency, please contact). Eunice, La., April 19 thru 25; Welsh, La., 26 thru May 2. Bona Fide Spring Fair and Rodeo at Natchitoches, La., middle of May. Then Fairs and Celebrations in Ark., Mo., Iowa. Contact: **MAURICE HELMAN**, Per Route Above.

# DRAGO AMUSEMENTS

**LAST CALL—Opening April 29, Kokomo, Ind.—"10 Big Days"—LAST CALL**

CONCESSIONS—Duck or Fish Pond, Ice Cream, Sno Ball, Short Range, Pitch-Tilt-U-Win, African Dip, Derby, Ball Game, Balloon Dart, Hi-Striker, String Game, Cork Gallery, Penny Pitch, Buckets or any other Hanky Panks. Will book Motordrome for small percent. Want Penny Arcade or any Show with own outfit. Want someone to manage "Lord's Last Supper." All Concessionaires and Showmen booked with No. 1 Unit, come on. All-booked with No. 2 Unit, come in May 5th. All replies: 1711 E. MARKLAND, KOKOMO, IND.—Phone 4907

P.S.: Marge Root wants Bingo Caller who can up and down.

# WANT FOR PORTER'S COLORED BEACH

Merry-Go-Round and Chairplane Foremen, open all season, no teardown, top pay, Can have Concession if you have someone to run it. All replies to:

**JIM GORDON**  
 WESTERN UNION OR ROUTE 2, BOX 626      Phone 45373      SMITHFIELD, VA.

# WANTED WANTED WANTED

Will book Photo, Long Range, Short Range, Scale, Age and other Hanky Panks that don't conflict. Ride Help on all Rides; must drive semi. Rockford, Ill., May 12 to 16; Rockford, Ill., May 18 to 23; Rock Falls, Ill., May 25 to 31; Byron, Ill., June 1 to 5.

# BIG FOUR AMUSEMENTS

135 21st AVE      Phone: Filmore 3-3751      MELROSE PARK, ILL.

# BEAM'S ATTRACTIONS

Firemen's Jubilee—Johnstown, Pa., April 29-May 8.

Can book few more legitimate Concessions. Want Side Show Operator with Acts. Have complete outfit. Experienced Foreman for Dinner, Spitfire and Kiddie Rides. Second Men that can drive semi. Concession Agents. Contact: **BEAM'S ATTRACTIONS**, WINDBOR, PA., this week. FREE GATE AT ALL OUR CELEBRATIONS.

## Strates Opens

• Continued from page 61

near Orlando, Fla., is very costly. Moreover, the dozens of concessions booked in here in the past are missing this year and with them the revenue.

Only some 30 concessions were reported, with only about six independents booked in. Strates said the low number did not result from lack of interest in the date but rather in his refusal to book them. He gave as his reason the problem of control and said that a large number of concessions sometimes caused confusion as to who was running the show and that he meant to keep control himself.

### Early Date a Must

Strates acknowledged that he was open too early but excused this by pointing out that the early date was necessary to insure a first-in date. He is convinced that he will earn the maximum benefits here for a carnival operation by being the first to play and also at other dates up the line, including Wilmington, Del., next week.

Strates says that he has often toyed with the idea of opening late and under safer weather circumstances but it is unlikely that he will make such a move as long as he retains the first-in privilege here and the date pays off. But the fact remains, Strates adds, that an opening must be made sometime and perhaps it is just as well to gamble with the weather.

The show completed its first winter in its own quarters near Orlando purchased a year ago. Strates said the acquisition of the 33-acre lot was one of the best moves he has made. He is currently negotiating to add 10 additional acres.

### W. Q. Advantages

Owning his own quarters made it possible to leave 15 wagons loaded with equipment there in the care of a resident caretaker. In the past, Strates said, it has been necessary to tote this equipment around the country even though a need for it did not exist.

About 3,700 feet of track in two sections was installed this winter. An artesian well was sunk 2,270 feet and there is a plentiful supply of water for all purposes.

The grounds are spacious enough so that living trailers can be well separated from the work areas. Only tents were available for inside work this year but, Strates said, he plans to erect buildings in the future.

## Metropolitan

• Continued from page 61

described as good and holding the promise of a fine season's work.

### Sharpe Units Set

Max Sharpe, another newcomer to the executive ranks, is business manager. He and his crew have been in quarters for some weeks and all of the front equipment is in excellent shape and stocked with attractive merchandise.

Ray Cramer, superintendent, supervised the building program. Sam Levy has been in quarters for several months, guiding the overall program. Mrs. Levy is fully recovered from an operation undergone in New York a couple of months ago, and is active in the direction of the show.

Other staffers include Bob Hallock, auditor; Cecil Shipman, chief electrician; Jack Edwards, special agent; Red Kelly, trainmaster; Tommy Finch, builder; Larry Lawrence, billposter; John Burns, shop foreman, and Iodine Bailey, tractors.

## Conklin Reports

• Continued from page 61

manship, said everything about the fun center was excellent. The lighting, for one thing, was said to surpass anything in use in this country.

The Conklins were the guests of Blackpool operator Leonard Thompson at an elaborate coming out party given for his daughter. They were also the guests of John Collins, of Battersea Amusement Park.

Patty hailed the slicing of the federal admission tax on amusements, noting that this was a timely aid for many operators. The elimination of taxes on tickets costing up to 50 cents should make a good season possible for everyone.

Apart from his regular show business activities, Patty has several deals cooking that will demand his immediate attention after arriving home.

# WOLFE Amusement

**FOLLOW THE WOLFE ARROW**

**THE SHOW THAT GETS UP ON SUNDAY**

**HAVE NO FEAR, THE WOLFE IS HERE**

Going North with the weather into industrial towns.

**WANT CONCESSIONS**

X on Custard, Novelties, Hat Workers, Hi-Striker, Cat Racks, Fish and Duck Ponds, Short Range, Long Range, Cork Guns, Pitch-Tilt-U-Win, Bowling Alley, Block Pitch, Mitt Camps.

**WANT SHOWS**

Big Snake with own outfit or will buy Snake for my complete outfit for good operator, any kind Grind Shows, Side Show, Fat Show, Fun House.

Laurens, S. C., all this week; Spartanburg, S. C., next; Lincolnton, N. C., to follow. GET WITH A WINNER. DO IT NOW. Wire **BEN WOLFE**, Laurens, S. C., this week.

# M. D. AMUSEMENT COMPANY

OPENING HAZLETON, PA., APRIL 28th—14th & JAMES STS.

CAN PLACE—Bingo Caller, Foremen for #5 Eli Wheel and New Allan Herschell Merry-Go-Round, also Help for other Rides. Have openings for Stock Concessions, String Game, Guess Your Age, Weight, Photos, Hi-Striker, Country Store, Long or Short Range. Can place Fun House, Snake Show, Monkey Show or any other Grind Show. John Cole wants Agents for Ball Games, Cigarette, P.C. and other Legitimate Concessions. Write, call or wire

**MICHAEL DEMBROSKY, Mgr.**  
 302 E. DIAMOND AVE.      Phone: 4651      HAZLETON, PA.

## RIDE SUPT.—BUILDER—GRAB WANTED

FOR BRAND NEW 7 RIDE KIDDYLAND

Permanent location in New Shopping Plaza. Eddie Rider, Mark Riley, Gene Bain, phone me. Good proposition for Man to handle Dairy Queen, Eats, Drinks, Apples, Cotton Candy, Novelties, etc.

**DICK DILLON, Standard Hotel, Sharon, 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.

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, 2 Centennials, 3 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.

STOCK TICKETS	We Manufacture	SPECIAL PRINTED
One Roll ..... \$ 1.50	<b>TICKETS</b>	Cash With Order Prices
Five Rolls ..... 4.50	of every description	2,000 ..... \$ 6.90
Ten Rolls ..... 6.50	Wheel tickets carried in	4,000 ..... 7.50
50 Rolls ..... 22.00	stock for immediate ship-	6,000 ..... 8.75
100 Rolls ..... 40.00	ment.	8,000 ..... 9.40
ROLLS 2,000 EACH	<b>THE TOLEDO TICKET CO.</b>	10,000 ..... 10.50
Double Coupons	Toledo 12, Ohio	30,000 ..... 15.50
Double Prices		100,000 ..... 33.00
No C.O.D. Orders		500,000 ..... 133.00
Size: Single Tkt., 1x2		1,000,000 ..... 250.00

Double coupon, double price

# ROYAL UNITED SHOWS

Want for full season of Centennial Celebrations, Fairs and bona fide Street Celebrations, including WATERLOO, IA., Centennial in June; Rushford, Minn., Centennial, July 3-5; Britt, Ia., Hobo Day; Nauvoo, Ill., Grape Festival; Forreston, Ill., Sauerkraut Day.

RIDE MEN on all rides, also Truck Drivers. Top salary to capable men. SHOW ELECTRICIAN who knows transformers. CONCESSIONS that work for stock. WILL BOOK SIDE SHOWS for committee money. (Don Erlenbusch, contact.) AL BROWN WANTS AGENTS for Buckets, Fish Pond, Pitch-Tilt-U-Win. Have good deal for Agents who are capable and willing to work for stock in Blower and Pia Store on all spots for entire season. (Opening May 20.)

ROYAL UNITED SHOWS, Phone #26274, Box 326, Sioux Falls, S. Dak.

# GEORGIA AMUSEMENT CO.

OPENING APRIL 26, CORNELIA, GEORGIA

Will book legitimate Concessions of all kind—Ball Games, Fish Pond, String Game, Hi-Striker, Bowling Alley, Spindles, Buckets, Six-Cats, Short Range and Cork Galleries, Bumper or anything that is on the up and up. Will sell exclusive on Bingo, Mitt Camp, Mug Outfit, Glass and Penny Pitch, Pop Corn and Apples. Shows—What have you? Ride Help—I have plenty, as I paid off last year. Will pay cash for eight-tub Octopus within radius of 500 miles. No junk, please.

**H. H. SCOTT, COMMERCE, GEORGIA**

# FUNLAND EXPOSITION SHOWS

Want for opening April 23 to May 3, Springfield, Mo. 3005-W. 66 Highway. Then Dogwood Festival, May 6-7-8-9, Camdenon, Mo.

Want Concessions of all kinds—Photos, Scales and Age, Buckets, 6 Cat, Swinger, Bingo, Glass Pitch, Penny Pitch, Hi-Striker, Jewelry, Novelties, Ball Game, Fish Pond, Girl Show, Big Snake, Monkey, Fat Show, Animal Show, Side Show. Will help frame Side Show. Can use Agents for office-owned Concessions. Show Help in all lines. For Sale or Trade—Spitfire, also Double Loop; will book on show. Want 20x60 Side Show Top, 50 to 100 Kw. Transformer with cable. Will book Sun Shine Train. Address:

**R. E. THOMAS, MGR., 3005 W. 66, SPRINGFIELD, MO. PHONE 6-7729.**

# ROLL TICKETS

100,000

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B

10,000	\$10.00
20,000	12.75
50,000	19.75

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

# SONNY MYERS AMUSEMENTS

OPENING MAY 12, APPLE BLOSSOM FESTIVAL, ST. JOSEPH, MO. 4 DAYS THIS IS THE LARGEST SPRING CELEBRATION IN MISSOURI—LIMITED SPACE

Attention, Concessionaires—This is an established route in Missouri, Iowa and Kansas Two Centennials, 24 Fairs and Celebrations, choice Still Dates. Legitimate Concessions only. Wanted—Cook House, Cakes, Long and Short Range, Photo, Pitch-Tilt-U-Win, Roman Target, Fish Pond, Bumper, Glass Pitch, Age and Scales, String Game or any non-conflicting. Will book Fun House or any Show of merit. Want Ride Help—Tut Foreman and Second Man, must drive. Address:

3911 N. 10TH STREET, ST. JOSEPH, MISSOURI.

# Last Call VOLUNTEER SHOWS Last Call

WANT Bingo, Jewelry, Book Sellers, Stump Concessions of all kinds. Live Pony Ride. Ride Help on all Rides. Animal and Merry-Go-Round and Tilt Foreman. P.C. M. (Sharon) Dava, Harrison, N. D., phone me. Earl Coffman, contact. Show People in all Departments.

**ELMER REID**  
 BOX 214      SPRINGFIELD, TENN.

**INDIANAPOLIS, IND.**

**Now playing past proven City Parks and Lots**

Can place Ball Games, Fish Ponds, etc. Good opening for Photos for full season's work. Outright sales privilege open. Can place Drome, Monkey, Glass House and other non-conflicting Shows for here and for season. All replies via Western Union to

**W.G. WADE SHOWS**

Douglas Park, 25th and Martindale Indianapolis, Ind.

**AMERICA'S BEST CARNIVAL-CIRCUS BANNERS**

**SNAP WYATT STUDIOS**  
Rt. 3, Box 1180 Tampa, Fla.  
(Phone: 44-2733)

**Midway of Mirth Shows WANT**

Agents for Six Cats, must work stock. (No drinks.) Can place Stock Concessions of all kinds. Address: Greenville, Ill., this week; Louisiana, Mo. (on the streets), next week.

**BILLIE BEJARANO**

Contact me as soon as possible. Need help.

**BUDDY CLARK**

c/o Billboard Pub. Co.  
390 Arcade Bldg. St. Louis 1, Mo.

**BINGO MANAGER**

Experienced, capable Man to manage Bingo. Contact

**Beam's Attractions**

Windber, Penna.

**AMERICAN READER**

On account of sickness can place two Readers for good route, some State Fairs. Close last of October; open April 29 with ACA Show. Contact

**MRS. EDITH KELLY**

Marquette Hotel Hot Springs, Ark.

**A-I Amusement Wants**

Foremen for Eli No. 5, 8-Tub Octopus, Super Rolloplane, Parker Baby-Q Merry-Go-Round. Must drive semi and have license. Best of wages and good conditions. Also use some Second Men who drive. Opening on Chicago lots, then long season south. Can also place few Hanky Panks working for stock.  
Write to JOHN HANSEN  
General Delivery, Antioch, Ill.

**WANT AGENTS**

For Fish Pond, String Game, Set Spindles and other Concessions. Slim, answer. Opening May 1, Minneapolis, with W. T. Collins Shows, Wonderful route.

**F. W. PAULI**

801 E. 7th St. Minneapolis, Minn.

**\$500 PUTS YOU IN SHOW BUSINESS**

with the "Girl in Iron Lung"

**P. DOBLER**

447 Maxwell St., West Hempstead, N. Y.

**CHEROKEE AMUSEMENT CO.**

Opening Date First of May  
All contracted Concessionaires and Agents be at Erie, Pa., not later than April 28. Have some Hanky Panks open. Mat Armstrong, contact me.  
**J. W. MAHAFFEY**  
Erie, Kansas

**AGENTS WANTED**

Swinger and Hanky Panks.  
Opening April 29, Hot Springs, Ark.

**TEX ROBERTS**

Care Amusement Co. of America

**TENNESSEE VALLEY AMUSEMENT**

Book Cook House, Sit Down Grab, Popcorn, Snow, Apples, Custard, Novelties, Age, Scales, Long or Short Range, 6 Cats, Buckets, Hanky Panks not conflicting.  
Agents for Skillo and Pin Store. Girl Show with or without equipment, Monkey, Geek. Contact  
**THEODORE MEADOWS**  
Calhoun City, Miss., this week; Savannah, Tenn., next.

**WANT**

Merry-Go-Round and Octopus Foreman and Second Men. Lead Gallery, Hanky Panks open. Shows with own outfits, 25 percent. Contact or come on. Fredericktown, Mo., this week.

**DYER'S GREATER SHOWS**

**CLUB ACTIVITIES**

**Showmen's League of America**

54 West Randolph Street, Chicago

CHICAGO, April 17.— Vice-President Maurice Ohren opened the regular Thursday (15) meeting. Also on the platform were Ned Torti, vice-president; Walter Driver, treasurer emeritus; Joe Streibich, secretary, and past-presidents J. C. McCaffery, Fred H. Kressmann and Lou Keller.

Final meeting of the season is scheduled for April 29 and the opening meeting of the fall will be October 7. The ways and means committee announced it was completing plans for the summer fund-raising drive and would announce its committee in the near future.

The membership was saddened by the death of former Vice-President Al Wagner, who was buried Friday (16) in Showmen's Rest. Also Mrs. Rose Lewiston Jaffe, who was buried here on the same day.

Vernon McReavy is confined to Illinois Masonic Hospital. Vince McCabe was released from Baptist Hospital, Memphis, and is now at the Eagen Trailer Camp, Blytheville, Ark. Others on the sick list include Harry Atwell, Fred Potenza, Louis Drillick, Russell Johnson, Dave Swarthout, Ray Balzer and Sam Manganaro. Ray Oakes Sr., is up and around again after suffering a heart attack. Harold Barrows is in Chicago to get treatment for arthritis.

Attending the meeting after absences were Harold Barrows, Herb Dotten, Frank Winkley, Al Rossman, Eddie Murphy, Jim Donahue, Ralph Woody, Jack Hawthorne and Harry Cherniak.

Clubroom visitors included Archie Wagner, C. A. (Red) Sonnenberg, Al Rossman, Charles Owens, John Lempert, Mike Giglio, Frank Wald, Joe Welles, William Wolper, Sunny Bernet, Paul Delaney, Jack Kaplan, Ozzy Breger, Chester Chapp, Lou Keller, Al Holzman, Chick Bohdan, Petey Pivor, Andre Dumont, Chick Schloss and Dave Malcolm.

George Flint reports an issue of News Flashes will be in the mail this week.

**Ladies' Auxiliary, Hotel Sherman**  
President Lucille Hirsch was in the chair at the regular meeting. Also on deck were Viola Moore, first vice-president; Mrs. M. Richard Horan, second vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Marie Brown, chaplain, delivered the invocation.

A rising vote of thanks was given Frances Keller for the successful social held under her supervision. Virginia Kline, third vice-president, is at her Salem, Ore., home. Mae Smith and Dorothy Dodge are vacationing in Florida and recently visited Nan Rankine at her Miami home.

Cash donations for April 22 birthday party received from Virginia Kline and Edna Burrows. Ann Doolan was reported ill in Altadena, Calif. Ann Sylster suffered a broken toe. Sophia Carlos is in Yakima, Wash., where she will join a show soon. A package of raffles received from Billie Billiken. Carmelita Horan will serve as hostess at the next social. Final meeting of the season will be April 29.

**Regular Associated Troupers**

3115 West Adams Blvd. Los Angeles

LOS ANGELES, April 17.— President Inez Allton announced at the final board meeting of the season that she would give a year's dues to every member securing 10 or more new members during the year. This will be in addition to the prize offered by Alex Freedman and Steve Vaughn, chairman and co-chairman, respectively, of the membership committee.

Sam Dolman, chairman of the ways and means committee, continues his drive for names on the brass plates and is working on other fund-raising plans. Harold Robideaux and Steve Vaughn are passing around a large jar for pennies following Nellie Baker Ramsey's suggestion that each member should fill a jar with pennies and bring the jars in for the building club.

A party was held recently by Daisy Morrison and her committee, which included President Inez Allton, Jennie Riegel, Emily Bailey and Lilabel Williams, with a

chicken dinner preceding the regular evening meeting. During that afternoon, a gift and gadget party yielded \$50 for the building fund.

**Greater Tampa Showmen's Association**

TAMPA, April 17.—The final meeting of the season saw President C. J. Sedlmayr Sr., handling the gavel. Also present were Bucky Allen, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

President Sedlmayr announced that club emblem pins would be awarded fund-raisers this year. For those who raise \$100, a gold and four-color pin will be awarded; \$500, a pin with ruby, and for \$1,000, a pin with diamond. Tie clasps will be given those who do not desire a pin.

Pete Burkhardt, house committee chairman, outlined work to be done during the summer months by Eddie Lowe, club custodian, under supervision of Uncle Joe Early.

C. J. Sedlmayr Jr., chairman of the cemetery committee, reported headstones had been placed on the graves. Other committee reports were given by Harry Rubin, Nat Rodgers, Johnnie Johnson, George Ringling, Eddie Lowe, Pete Burkhardt, Bill Clain, Harry Gaughn, Earl Maddox, Sam Delaney and Ernie Wenzik. Altho George Reinhardt had closed the club's kitchen previous to the final meeting, refreshments were served.

**Ladies' Auxiliary**

President Virginia McGee was in the chair for the final meeting of the season. Also on hand were Hazel Maddox, Esther Young and Vera Hauck, first, second and third vice-presidents respectively; Elsie Owens, treasurer, and Grace Fillingham, secretary.

The sick list included Dixie Gordon, Esther Felke and Dottie Carroll. Secretary Fillingham reported the membership totaled 606 and that she was holding a number of membership cards that had been returned due to incorrect addresses.

Mickey Wenzik, chairman of the ways and means committee, announced that anyone wanting money-raising projects during the summer should contact the secretary.

Bertie Perrot, chairman of the garden club, announced that work on the cemetery plot would continue thruout the summer and that votes for the third annual flower queen contest would also be sold during the summer months. Contestants are Vera Hauck, Francis Jones, Ann Beasley and Gertie Weiss. Margaret Porter reported favorably on financial matters.

Essie Pike won the dark horse and refreshments were served by Neva Warbritton.

**Miami Showmen's Association**

1799 N. W. 28th Street Miami, Fla.

MIAMI, April 17.—The emergency building committee will meet soon to make arrangements for improvements in the building during the summer so that all will be in readiness when the members return. The office is starting to work on the first issue of the Bulletin which will be sent to all members during the summer, advising them of activities and events taking place here in Miami.

We were all saddened by news of the death of Mrs. Rose Jaffe Lewiston, wife of the well-known Side Show operator, Harry Lewiston. She passed away Tuesday (13) after a long illness. Burial will be in Chicago. We were also saddened to hear of the death of Mrs. Minnie Goldberg, sister of Billy Anthony and sister-in-law of Buddy Anthony, well-known concession operators. She passed away April 3 in Los Angeles.

Everyone here was greatly shocked by the death of Al Wagner.

On the sick list are Bert Rosenberger, Silver Court Trailer Park, 3170 S.W. Eight Street, Miami; Dutch Ross, Veterans' Hospital, Augusta, Ga.; Max Kimerer, at home; Steve Homan, Lantana (Fla.) Hospital; Ed (Spot) Cooper, Sampson County Memorial Hospital, Clinton, N. C.; Pete Richardson, McGuire Hospital, South Richmond, Va.; Rob-

**Show Folks of America**  
145 Turk St., San Francisco

SAN FRANCISCO, April 17.—The regular Monday (12) meeting was called to order by President Charlotte Porter. Officers attending included Phil Sapiro, third vice-president; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

Mrs. James Ross and Leonard E. Sprague are new members. A moment of silence was observed in the memory of Al Wagner. The chair introduced Mrs. Lillian Eisman and Mrs. E. S. Fitzgerald, who were back after absences.

Joe Ryan, club custodian, is leaving for the summer and John Provenzale, chairman of the house committee, will take over the official greeter chores until he leaves next month.

Personalized Easter eggs were awarded each member, the art work being done by President Porter.

Terra and Sue Walters. Forty-eight members and friends attended, with prizes being won by Millie Strause, Goldie Draughman, Mrs. Saraman, Ann Whitehead, Rose Hicks, Micky Hawkins, Kitty Glosser, Letha Fleeman and Ida Halpin.

The cake donated by Cezzara Buzella was won by Ann Whitehead. The April 7 party, given by Elsie Keeler and Barbara Brafield, was well attended. Prize winners included Kitty Glosser, Lois Weiss, Dora Pearson, Betty Glassberg, Florence Badanas, Lillian Tucker, Mae Levine, Judith Soloman, Myrtle Brooks and Shirley Ryan. The cake donated by Cezzara Buzella was won by Gay Markell.

All money donated at these summer parties will go to the upkeep of the ladies' rooms. The parties will continue thru July, every Wednesday evening.

**DICK BEST WANTS**

FREAKS—NOVELTY ACTS—SIDE SHOW ACTS—ATTRACTIONS OF ALL KINDS—TALKERS—TICKET SELLERS FOR

1201 SURF AVE.  
CONEY ISLAND, N. Y.  
OPENING MAY 28  
LONG BEACH, CALIF.  
OPENING JUNE 1

RIVERVIEW PARK  
CHICAGO, ILL.  
OPENING MAY 15  
WORLD OF MIRTH SHOWS  
OPENING MAY 30

ADDRESS: 214 Austin Highway, San Antonio, Tex., until May 25; then 1201 Surf Ave., Coney Island, N. Y.

**JOE SCIORTINO WANTS**

GIRLS for Posing Show and Girl Show. Experience not necessary, but must be attractive. Wardrobe and transportation furnished and top salaries paid. TICKET SELLERS with experience on shows. Must drive semi. Ralph Teague, answer.

Address

**JOE SCIORTINO**

2102 W. WATERS AVE.

TAMPA, FLA.

**WANTED**

**C. A. STEPHENS SHOWS**  
CORDELE, GA., THIS WEEK

CONCESSIONS: Can place for season Ball Games, Long and Short Range, Jewelry, Balloons, Age & Weight, Bumper, Novelties, Water Joints, Pitches, Coke Bottles, String Games, Glass Pitch, Buckets, Six Cats, Pin Store and Custard. Want Agents for Count Stores and Buckets.

SHOWS: Glass House, Fun House, Monkey Show and neatly framed Grind Shows.  
RIDES: Can place for "100-Year Celebration" at Douglas, Ga., May 10 thru 15. Major and Kiddie Rides. This will be a big date.

**MULLINS ROYAL PINE SHOWS**

Opening April 29 in Bangor, Maine. First Carnival to play a still date here in years; 10 days. Will be on lot April 26.

CONCESSIONS—Custord, Novelties, String, Jewelry or any Hanky Pank. We book One-of-a-Kind. Want operator for new Fun House. Blackie Fairbrother, contact me. J. E. Steel, get in touch.

All Reply: **C. W. MULLINS, Bangor, Me.**

**WANT**

Girl Revue and Posing Show. Must meet standards of our midway and be able to join at once.

Can place Long Range Gallery and other Merchandise Concessions.

Address

**JOHN MARKS SHOWS**

Richmond, Virginia, this week.

**SMALL CARNIVAL WANTED**

For Montgomery, Ohio, Business Men's Club Street Festival, for three-day weekend latter part of August. Prefer one with two Major Rides, three Kiddie Rides and fifteen to twenty Hanky Pank Concessions. No eats or drinks. Address

**L. H. FERRIS**

BUSINESS MEN'S CLUB, MONTGOMERY, OHIO.

# Horwath Cats, Nine Malkos Top Gil Gray's New Line-Up

TULSA, April 17.—Gil Gray Circus closed its seven-day run at the Fairgrounds Pavilion here Sunday (11). Show gave six afternoon and six night shows. Date is Shrine sponsored.

Performance includes Joe Horwath's Lions and Tigers, the act purchased last fall from Si Rubens; elephants worked by George King and GeeGee Engesser Powell; Mel Hall Troupe, cycles; Wanda Dixon's seal; Emil Fallenberg Jr., bears; Eva Vasque, aerial; Ricco, juggling; Wong Troupe, balancing and acrobatics, worked by Dolly Jacobs, Hazel King and GeeGee Powell.

The Flying Malkos have expanded to nine performers for

their flying return act. Show's clowns, headed by Mickey McDonald, include Ed Raymond, Paul Jung, Billy Burke, Nolly Tate and Jack and Randy Sandra. Opening spec is "Arabian Nights" and closer is "Anchors Aweigh." Band is directed by Skinny Goe. Cleo Plunkett is back as equestrian director. Trucks are well painted and all personnel is uniformed.

## Langhorne Readies Speedway Opener

LANGHORNE, Pa., April 17.—Langhorne Speedway will open its one-mile oval May 2 with the feature event to be a 150-mile late-model stock race.

## Carnival Routes

Continued from page 58

Burkhart: Piedmont, Mo. Capital City: Barnesville, Ga.; Lawrenceburg 26-May 1. Catlett Greater: Bonner Springs, Kan.; Merriam 27-May 2. Cavalcade of West: Portland, Ore.; Yakima, Wash., 27-May 2. Central States: Great Bend, Kan.; Salina 28-May 1. Cella & Wilson: Petersburg, Va. Cherokee Am. Co.: Erie, Kan. Coleman Bros.: Middletown, Conn., 22-May 1. Crafts Expo.: Santa Paula, Calif. Drew, James H.: Marmet, W. Va., 22-May 1. Dumont: Goldsboro, N. C.; Laurinburg 26-May 1. Dyer's Greater: Fredericktown, Mo. Ferris, Carl D.: Laurinburg, N. C. Franklin, Don: Victoria, Tex.; Bryan 26-May 1. Funland Expo.: Springfield, Mo., 22-May 3. G. & B.: Mason City, W. Va.; Spencer 26-May 1. Gem City: Carrollton, Ga. Gentsch, J. A.: Winona, Miss. Geren, W. R.: Jeffersonville, Ind. Gillette Bros.: Stamford, Conn., 24-May 1. Gladstone Expo.: Batesville, Miss. Gold Medal: (Roswell Street and Highway 41) Marietta, Ga. Grand American: Moberly, Mo., 23-May 1. Great Wallace: Taylorsville, N. C. Hale's Shows of Tomorrow: (Independence and White) Kansas City, Mo., 20-May 2. Hannum, Morris: Baltimore 22-May 1. Helman United: Eunice, La.; Welsh 26-May 2. Hill's Greater: Midland, Tex.; Leveland 26-29. H. & M. Amuse.: Stoney Creek, Va. Happy Attrs.: Newark, O.; Jackson 26-May 1. Hotle, Buff, No. 1: Marrero, La. Hotle, Buff, No. 2: Bogalusa, La. Interstate: (Foust St. & Rossville Blvd.) Chattanooga, Tenn. Lane, Leo.: Savannah, Ga. Manning, Ross: Roanoke Rapids, N. C. Marks, John H.: Richmond, Va. Metropolitan: Bessemer, Ala.; Gadsden 26-May 1. Midway of Fun: Sinton, Tex. Midway of Mirth: Greenville, Ill.; Louisville, Mo., 26-May 1. Mighty Page: Ashboro, N. C. Milliken Bros.: Baxley, Ga. Moore's Modern: Ada, Okla.; Shawnee 26-May 1. Oklahoma Expo.: Eufaula, Okla. Page Bros.: Springfield, Tenn. Pan American: Erin, Tenn.; Central City, Ky., 26-May 1. Pan American Amuse.: (Pair) San Fernando, Calif.; (Pair) Lakewood 28-May 2. Penn Premier: Brooklyn, Md.; Baltimore 26-May 1. Perry, Jack: Calhoun Falls, S. C. Playtime: Manchester, N. H.; Clinton, Mass., 26-May 1. Prell's Broadway: New Bern, N. C.; Richmond, Va., 26-May 1. Red Ribbon: Hazelhurst, Miss. Royal Expo.: Augusta, Ga. Royal Midwest: Paragould, Ark.; Metropolis, Ill., 26-May 1. Schafer Just for Fun: Longview, Tex. Shan Bros.: Harrison, Tenn. Siehrand Bros.: Miami, Ariz. Southern Valley: Malvern, Ark. Stephens, C. A.: Cordie, Ga. Sterling Crown: Blox, Miss. Strates, James E.: Wilmington, Del., 22-May 1. Tassel, Barney: Savannah, Ga. Tatham Bros.: Tiptonville, Tenn., 25-26; White Hall, Ill., 25-May 1. Tennessee Valley: Calhoun City, Miss.; Savannah, Tenn., 26-May 1. Thomas Joyland: Logan, W. Va. Tidwell, T. J.: Hobbs, N. M. Tinsley, Johnny T.: Greenville, S. C. Tivoli Expo.: Webb City, Mo., 19-22; Joplin 24-May 1. 20th Century: Fort Smith, Ark. United Expo.: Herrin, Ill.; Belleville 26-May 1. United States: Hickory, N. C. Virginia Greater: Suffolk, Va. Vivona Bros.: Little River, Md. Wade, W. G.: Indianapolis. Wallace Bros.: Jackson, Miss. West Coast: Bakersfield, Calif. Wolfe Am. Co.: Laurens, S. C.; Spartanburg 26-May 1.

## PERSONNEL

### King Roster Lists Staff, Bosses, Band

MACON, Ga., April 17.—Staff members, department heads and additional personnel on King Bros. Circus this season include: Floyd King and Arnold F. Maley, owners; Ira M. Watts, assistant manager and superintendent; Paul M. Conaway, general counsel; Jim Hirschberg, secretary; Mrs. Ira M. Watts, assistant secretary; Mal Fleming, adjuster; Ben Thomas, 24-hour agent.

Advance: Ora O. Parks, general press agent; C. S. Primrose, contracting press agent; Charles T. Underwood, story man; Fred Hunter, press agent with show; Benline Fowler and Harry Kackley, contracting agents; Bob Allen, Jack Bishop, D. M. Brown, J. R. Fremont, Joe Hayworth, Walter Hohn, Syd Karp, Herbert M. Knight, H. A. Myers and Elmer Yates, promotional managers; L. B. Holikamp, national advertising; Elmer Kaufmann, manager advertising car No. 1; Louis Ingleheim, manager advertising car No. 2.

Department Heads: Jim Conley, equestrian director; Mrs. Howard King, superintendent of front door; Mrs. Jack Arnott, downtown tickets; Keller Pressley, parade marshal; Carl Wyche, superintendent of big top; P. J. Jones, superintendent of elephants; Jack Neville, assistant superintendent of big top; Charles Luckey, boss carpenter; Whitney Thora, superintendent of lights; Don McInlosh, superintendent of props; John Smith, superintendent of ring stock; Leona Theodora, wardrobe mistress; George Chief, Side Show canvas; James Stanek, superintendent of animals; Teddy Porter, Side Show band leader; Jack Arnott, banner painter.

Musicians, Prop Men Big Show Band: A. Lee Hincley, leader; Rene Giannone, Bob Dentil, Phil Garkow, cornets; Wiley Scott, Tony Ramirez, clarinets; Eddie Doman, bass; Walter Peele, baritone; Bill Tobia, Ed Jeffords, trombones; Al Yoder, Ted Girard, drums; W. Whitaker, callopo.

## 15-CENT PIECES TRICKLE INTO R-B SIDE SHOW

NEW YORK, April 17.—Performers on the Ringling Side Show at Madison Square Garden report less success on their pitches than in recent postwar years. But some of that has been offset by an influx of 15-cent subway tokens, which have been passed off by some patrons as dimes. Baby Thelma, fat girl, and Sealo the Seal Boy took in a dozen tokens last week. Most of them are funneled to Musical Harold, local resident who plays tunes on drinking glasses.

## 3 Indoor Units In Calif. Area

SAN FRANCISCO, April 17.—Three indoor circuses have played this area in recent weeks.

Kaye Bros. Circus, at Oakland Auditorium, Oakland, include Wally Wallace, emcee; Taylor horizontal bar act; the Collegiate trampoline; clowns including Wallace and Bernie Griggs; three ladders; Hollywood Canine Review; St. Leon Troupe (6), teeter board; Hamilton's Seals (3); Jordan Brothers, hand balancing Caswell's Chimp; Taylor's Boxer Dogs, and two elephants.

Frank O. Howard Circus, playing the Fiesta Building at San Mateo, included Escalantes, aerial bars; Harmon's Chimps (2); Amazing Monohans (3); Relyon and teeterboard; three webs; Jack Cavanaugh, ropes and whips; Guiteras Sisters, wire; Jumpin' Jacks (3), trampoline; Clara and Adolph Del Bosq, dressage horse seal act; Clark's Bears; clown swing and clowns. Show annually plays San Mateo, Ukiah and Eureka, Calif.

Rudy Jacoby's Rudy Bros. Circus, at Redwood City, had Ar LaRue, come-in; Hap Henry's dogs; Balancing Phelps, furniture balancing; four ladder girls; Le Rue and Manly, clowns; Dorothy Herbert, who was leaving to join King Bros., working Rudy Bros. ponies; DeWaynes, trampoline Great Ellston (Henry), wire Aerial Burdicks, double and single traps; Miss Yreka, iron jaw; riding dogs and monks; DeWaynes Risely; Henry's elephant, Marie two webs; high school horse; Dick Berg's seals, and DeWaynes (6) teeterboard.

## Danish Tent Season Open

COPENHAGEN, Denmark: April 17.—Danish tent circus season got under way Saturday (10) with the opening of Circus Miehé at Nykobing. Openings skedded for Monday (19) are Circus Moreno, at the Copenhagen suburb of Soborg; Circus Bellig, at Haderslev, and Circus Meta, at Horsens. Circus Louis (Schmidt) opens at Vernings on Tuesday (20) and Circus Benneweis, at Helsingor, on Sunday (25).

Circus Schmidt Bros., Circus Robert Daniels, Circus Royal and Circus Bruun will not go out this summer, but the Schmidt horse numbers will work with Danish and Norwegian cirks.

**HAVE SIX RIDES**  
Would like to place in Park or Beach or Kiddieland. Prefer a location in Florida. Have for sale a Crosley and Trailer Fire Truck. Good for advertising. Will carry 24 kids. Cheap.  
Phone 64-2867  
**ELSIE KEELER**  
3007 N. W. 36 St. Miami, Florida

**MERRIAM'S MIDWAY SHOWS**  
Want Shows and Concessions. Ride High, come on. Brownie, Shorty Hall, Pat Bright, let's hear from you.  
Opening Boone, Iowa, May 3.  
**ALVA MERRIAM**  
Ogden, Iowa

**WANT FERRIS WHEEL**  
To book for season or longer in one of the finest amusement parks in Western Michigan. Low percentage. House trailer space. Contact  
**DON WILLIAMS**  
Ramona Park Grand Rapids, Mich.  
Telephone: G.L. 4-8224

**MORRIS HANNUM SHOWS**  
LAWRENCE PARK, ESSEX, BALTIMORE, NOW UNTIL MAY 1—TEN BIG DAYS  
Can place capable Grind Shows with own equipment. Side Show Manager with inside equipment. Want Custard, Photos, Break Plates, Glass Pitch, legitimate Games. Ben Herman can place one more Grind Store. Capable Ride Men for Tilt, Chairplanes and all other Rides, prefer Drivers.  
All replies to  
**MORRIS HANNUM, Mt. Royal Hotel, Baltimore, Md.**

**INTERSTATE SHOWS WANT**  
SHOWS—Want organized Minstrel Show with not less than 15 people, including band. Will book any non-conflicting Grind Shows. RIDES—Foreman for Merry-Go-Round and Second Men on all Rides. Have good opening for set of Kiddie Rides, Live Pony Ride, one or two more Flat Rides. CONCESSIONS—Banky Fanks of all kinds. Will sell ex on Popcorn, Candy Apples, two Mitt Camps. Have good opening for Custard, Ice Cream, French Fries, Novelties, Jewelry, Hats, Age and Weight, High Striker, Long Range Gallery, Short Range Gallery, Buckets. Want Agents for Nails. Want Electrician who is capable of handling GM Diesel Plants, must furnish references. Want Mechanic with tools for fleet of late model trucks, must be sober, reliable and know your business. Want Cook for the up-to-date Cookhouse. Replies to  
**H. B. ROSEN**  
FOUST STREET AND ROSSVILLE BLVD. CHATTANOOGA, TENNESSEE

**UNITED EXPOSITION SHOWS**  
WANT RIDE HELP THAT DRIVE SEMI TRAILERS. BINGO HELP OF ALL KINDS. CHARLIE MCCARTHY WANTS ROLL DOWN AND PIN STORE AGENTS. WANT ATHLETIC SHOW MANAGER WITH TALENT, ALSO GIRL SHOW MANAGER WITH TALENT. CAN PLACE SIDE SHOW HELP.  
FOR SALE—COOKHOUSE, built-in kitchen on 24-ft. all-steel semi, deep freeze, 2 refrigerators, 2 Coke boxes, electric meat slicer, coffee urn, steam table, dish-washing sink, all butane, fluorescent lighting; dining room top, 18x30 ft., with stools. No more, no less—\$1000.00. Stored at Kennett, Mo.  
Wire or write **C. A. VERNON, Mgr.**  
Herrin, Ill., this week; Belleville, Ill. (Soldiers' Payday), next week.

**GLADES AMUSEMENT CO.**  
WANTS FOR AMERICAN LEGION SPRING FESTIVAL, WAYCROSS, GA., WEEK OF APRIL 26 AND ALL SEASON  
Kiddie Rides, Animal Show, Fun House, Jig Show. CONCESSIONS—Fish Pond, Cork Gallery, Short or Long Range, Ball Games, Small Glass Pitch or other legitimate Concessions that don't conflict. Can use Second Man on Wheel, Elkins Trailer Court, Waycross, Ga., this week.  
**FRANK ROSS or JERRY SADDLEMIRE**

**JACK J. PERRY SHOWS**  
WANT CONCESSIONS—Exclusive on Age and Scale, French Fries, Jewelry, Custard, other Stock Concessions open. RIDES—Book, buy or lease Two-Abreast Merry-Go-Round. SHOWS with own transportation, Girl Shows, Side Show, Fun House, Wild Life, Snake, Minstrel. Business is good, join now. All replies to  
**JACK PERRY** Calhoun Falls, S. C.

**ROYAL MIDWEST SHOWS**  
Want for Metropolis, Ill., April 26-May 1—\$1,000,000 Atomic Plant Payroll  
Can place Bingo, Photos, Pony Ride, Hi-Striker, Ball Games, Live Ducks, Six Cats, Diggers, Gold Fish, Stock Concessions of all kinds. Penny Arcade, Funhouse, Monkey Show, Glass House. Manager for Athletic Show. Wire or phone  
**ROXIE HARRIS** Phone 2-7971 Paragould, Ark.

**PAN AMERICAN SHOWS**  
Want Bingo, Frozen Custard, Lead Galleries, Jewelry, Bumper, Pitch-Tilt-U-Win, Slum Darts, Balloon Darts, Novelties and other Hunky Fanks. Shows—Minstrel, Side Show, Illusion, Mechanical City and Shows with equipment and transportation. Want Manager with girls for Girl Shows. Man to take complete charge of Animal and Snake Shows. Help—Foremen for Chairplane, Octopus and Merry-Go-Round. Second Men on all Rides. Agents for Skillo, Grind Stores and office-owned Concessions. Bucks Dandy wants to hear from capable men. No habits. Playing industrial and military centers in Kentucky and Ohio. Address: Erin, Tenn., this week; Central City, Ky., next week; then the big Ft. Knox Soldiers' Payday at Muldraugh, Ky.

**CARL D. FERRIS SHOWS**  
Week of April 19, Laurinburg, N. C.  
CONCESSIONS: Fish Pond, Duck Pond, Novelties, String Game and any kind of Ball Games and Six Cats. RIDES: Merry-Go-Rounds, Kiddie Rides and non-conflicting Rides. SHOWS: Monkey Show, Ten-in-One, Fun House, Glass House, Penny Arcade, Wild Life, Girl Show, Duffy and Tex White, contact me.  
All Answers: Western Union. **CARL D. FERRIS**, Laurinburg, N. C.

**FERRIS WHEEL FOREMAN WANTED**  
Small Show. Good treatment. Must know his business and drive semi. Top salary.  
**BOX D-35**  
BILLBOARD, 2160 Patterson St. Cincinnati, Ohio

## Down River Org To Spend Season Inside Michigan

DETROIT, April 17.—Down River Amusement Company, which opens its season May 4 in near-by Roseville, will remain in Michigan all season, Severin Hilo, owner-manager, announced.

A full crew is busy now readying the show for the opening. Fairs on the route will include the Stockbridge Free Fair, Wayne County 4-H Fair, Cassopolis County Fair and the Croswell, Mich., annual.

Bill Ferguson, who will again be assistant manager, and Mrs. Ferguson, arrived recently from their Poplarville, Miss., ranch and took delivery on a new 36-foot New Moon Trailer, sold them by Johnny Blair of St. Louis, Mich.

Belgie Margodt, cookhouse op, came in Saturday (10) but was taken ill and is recuperating in the Deaconess Hospital here following an appendectomy.

## English Show In Telecasts

LONDON, April 17.—Five telecasts were made of Chipperfield's Circus last week, three of them on Sunday (4) with the five adding to three hours and 10 minutes of time.

On Sunday, opening day at Gloucester, a 15-minute telecast entitled "Here Comes the Circus" showed the march of managerie and performing animals from the railroad station to the show-ground. Then "Homes on Wheels" offered informal views of performers and animals getting ready for their stay at the grounds.

"The Big Top Gets Ready" showed the preparation of the ring and Hippodrome track. On Tuesday (6) some of the "Circus Children" were introduced to adult and young viewers, and on the following night, starting at 8:20, a 45-minute special performance was telecast.

## King Bros. Opens With 3 in Macon

New Top, 13 Bulls, Bigger Parade, Heavy Performance Spotlight Show

MACON, Ga., April 17.—A heavy turnout gave the reorganized King Bros. Circus a favorable start here Saturday (10). Co-Owners Floyd King and Arnold Maley reported a 12 per cent increase in the opening gross over the 1953 opening.

Features this year include Walter Jennier, seal act; Conley Family, bareback riding and juggling; Dorothy Herbert, high school horse; the Great Eugene, high wire; Dingler Trio, bars, and the Flying LaForms.

Performance closes with a revival of old-time hippodrome races. The show is carrying 13 large elephants with P. J. Jones and Bert Pettus in charge.

Show is using a new big top, 130 with three 50s, that has a double row of aluminum quarter poles. It is white trimmed in blue and red and gives the show a seating capacity increase of nearly 1,000.

The street parade has been enlarged for this season, with more horse-drawn vehicles, and 30 mounted people included. At the first day's parade in downtown Macon a team of Shetland ponies ran onto the sidewalk but they were stopped and there were no injuries.

### TRAFFIC PROBLEM

## Hartford Out For Ringling This Season

NEW YORK, April 17.—Hartford is definitely "out" for this season's trek of the Ringling circus. F. A. (Babe) Boudinot, general agent, confirmed this week that the projected five-town swing thru Connecticut in June now has but four dates: Stamford, 7; Bridgeport, 8; Waterbury, 9, and Wallingford, 10.

It had been planned to show in East Hartford, then in Massachusetts before turning into Northern New York State. Monday, June 14, is slated for Albany.

The East Hartford police chief and Town Council president said traffic conditions would not permit the Big One's showing in that suburb, across the river from Hartford. It would have been the first date in the Hartford area since the 1944 fire. The officials said a circus showing would present a traffic problem which would require help from outside towns to control.

## Rudy Straws Two At Portland, Ore.

PORTLAND, Ore., April 17.—Rudy Bros. Circus reported straw matinees Saturday (3) and Sunday (4) and fair night houses in its two-day stand at the Armory here. Both days were rainy.

The show was sponsored by the Grotto, and merchant tie-ins were used. Admission was \$1.20 for adults, 60 cents for children. The circus opened Monday (5) at Olympia, Wash.

## Tex. Tornado Ruins Capell Show Canvas

MART, Tex., April 17.—Canvas of the Edgar B. Buck Circus was demolished in a tornado which struck it here Thursday (15). H. N. (Doc) Capell, owner of the show, estimated damage to the big top and Side Show at \$5,000. No injuries were reported as a result of the storm.

The circus moved as scheduled to Marlin for Friday (16) and was

Despite threatening weather, a noon performance drew about half of capacity, mainly children. The 2:30 matinee was packed and at the night performance estimated at 95 per cent of capacity, only a few reserves on the back side remained vacant.

The gross take, despite heavy volume of passes in this winter quarters town, was about \$9,000, which was \$1,000 ahead of opening day last year, King and Maley said.

Mayor B. F. Merritt Jr. presented a floral gift to the show owner at special ceremonies at the matinee. There were many well-wishers on hand during the day and congratulatory messages displayed in the office wagon included a wire from Lucio Cristiani, King's former partner, Ralph J. Clawson and other personnel now with the Bailey Bros. & Cristiani Circus.

Dress rehearsal on Friday (9) drew more than 500 invited guests. This performance ran three hours. By the next night it was cut to two hours and 20 minutes, and King and Maley are aiming at a two-hour show. Jim Conley is equestrian director and Side Show Manager Dee Aldrich aided with announcing duties on opening day.

### Program Details

Running order of the program was as follows:

Display 1—Spec. "Circus on Parade." 2—Matt Laurish, Frieda Conley, A. W. Kennard, dog-pony-monkey acts. 3—Red Dingler, Frank Dix and Phil Enos, aerial bars. 4—Clowns. 5—Claudine Conley, Virginia Conley and John Conley, menage riders. 6—Sylvia Gregory, Jerry Pressley, Edith

(Continued on page 70)

## R-B Biz Gaining; Sunday Hypo Flops

NEW YORK, April 17.—The Ringling Bros. and Barnum & Bailey Circus tried its second 7 p.m. Sunday show last week (11) and came out of it as poorly as in its 8:30 performances of recent years.

For the second straight Sunday there was no turnaway matinee crowd. It was explained that some of the turnaway business can be caught at an earlier night performance, but the patrons to do this were lacking again.

An early Sunday night show was tired last fall by the rodeo, which failed in its attempt to boost Sunday grosses.

### Good Easter Sales

The over-all sales picture depends on heavy attendance after the Easter week, which has several packed houses in the bag. All matinee tickets for the matinees beginning today have been gone for more than a week, and pretty good sales are reported for the night shows.

Altho a percentage comparison with recent years was not in the offing, it was said that Ringling will probably go out of New York with a better take than in 1952, but nowhere near the all-time income racked up last year.

The grosses so far are disappointing but money in the till

## BEATTY, POLACK AIR OPPOSITION

LOS ANGELES, April 17.—Opposition is rolling along here between Clyde Beatty Circus, which ends its local run on Sunday (18), and Polack Bros., whose Western unit starts here Monday (19). Polack is urging via broadcasts that the public see a circus "the modern way, enjoying our comfortable indoor seats."

## Greens Frame Canadian Show

HALIFAX, N. S., April 17.—W. H. Green and Ken Green, father and son combination, are framing a small circus to troupe Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. The show will open late in May and play under canvas. Show will include a display of native animals. It has made an offer for an act featuring a white seal. The seal was captured at Mispec, N. B., and is being trained by Dan and Ken Hartley for exhibition.

## BAILEY-CRISTIANI ALASKA DATES SET

Corpus Christi Stands Draw 44,000; Unit Moving on Show-Owned Trucks

CORPUS CHRISTI, Tex., April 17.—Bailey Bros. & Cristiani Circus played to a reported 44,000 persons in eight performances under Shrine auspices at the ball park here. Stand ended Saturday (10) and the show continued along its Texas route.

Meanwhile, details of the show's scheduled stands in Alaska were revealed. Show will sail

## Beatty Beats 1953 At Los Angeles Run

Orman Says Attendance Up; Girl Hurt; Hollywood Celebs Bally Circus, Movie

LOS ANGELES, April 17.—Warm days and clear skies have given the Clyde Beatty Circus crowds "well ahead" of 1953, Frank Orman, general manager, said. The show opened here April 8 for a 11-day run that will end tomorrow night.

Irma Rodriguez, 17-year-old aerialist who plunged 14 feet into the center ring during Sunday's matinee performance, was reported improving at Queen of Angeles Hospital. She was performing in the iron-jaw routine when she fell. X-rays showed she was suffering from concussion.

The show opened with Hollywood fanfare, with approximately 300 celebrities on hand for the debut. Since that time other celebrities have attended. On Thursday (15) newsreel cameramen were on hand to shoot Beatty and Pat O'Brien, who appear in

the forthcoming "Ring of Fear."

Orman would not venture an estimate on the amount of increase of the current run over 1953 on the same lot at the corner of Washington and Hill streets.

Harry Golub, manager of the Side Show, which makes a flashy appearance with its 120-foot banner line, said that business on this lot had surprised him. The attraction is about 20 per cent ahead, he said.

General business on the lot was believed hiked by the increase in advertising budget for this date. Also helping the ticket selling, Orman declared, is that instead of one press agent last year, the show carries three.

The flacks of the Warner Bros. Pictures have also aided here. Their interest being in connection with the "Ring of Fear."

On Monday night (12) Beatty was host to members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary. After the performance the circus personnel was entertained in the clubrooms.

The show moves from here to Compton, a suburb, for two performances under the auspices of the American Legion. Mrs. Frances Seber has handled the ticket sale in the city. A parade is set for noon, with Beatty to ride in the automobile used by President Eisenhower on his recent visit to Palm Springs. High school bands are to be paraded, with the line of march estimated to take two hours.

No parade was held here. Altho one was scheduled for the Coliseum, it was canceled. The wagons are displayed in the center of the managerie tent.

## Wirth Opening Hartford Stand

HARTFORD, Conn., April 17.—The Hartford Shrine Circus, produced by Frank Wirth, will open Monday (19) for a one-week run at the State Armory.

Line-up will include Dick Clemens, cats; Nana Woolford, dogs; Annel and Brask, bikes; Rudy Rudynoff, horses; the Great Barton, cloud swing; Kovac Troupe, the Hildalys, Flying Valentines, Tom Packs' Elephants, Four Arturos, Four Phillips; Willie West and McGinty, comedy, and Aida, aerial act. Mickey Sullivan will have the band.

## Capell Finds Business Off in Arkansas, Texas

RUSK, Tex., April 17.—Business for the Edgar B. Buck Circus has been spotty since the show opened in Arkansas March 29. Owner H. N. (Doc) Capell said this week. Since entering East Texas on April 6, he said, business has been poor.

Exceptions, he said, were two full houses at Malvern, Ark., (1); three-quarter and half houses at Arkadelphia, Ark., (2), and a light matinee and three-quarter night at Dangerfield, Tex.

Show has been moving on time and makes a good appearance on the lot, according to visitors. Several persons from the Kelly-Miller, George W. Cole and Tex Carson shows have visited.

Program includes Felix Morales, trampoline, head slide; Theresa Morales, traps and cloud swing; Wayne G. Newman and Company, posing horses and bareback; Blonda Ward, dogs, ponies, monkeys; Norma Capell, aerialist, elephants; Dorothy Capell, wire, dog act; Eddie Mason, Liberty horses, pony drill; Ted and Lois McIntire, juggling; Cowboy Jack Wright, Buster Todd, Tobe Lewis and Sam Marlow, concert; Marie Loter, organist; Johnnie Howard, drums; Jean Mercer, Paul Bejano, Otis Reynolds, Tom Snyder and Bobo Smith, clowns, and Doc Capell, equestrian director.

represents an upswing beginning with Easter Week.

### Sunday Upturn Hoped

The Sunday night experiment may click next week, it was explained, since that matinee is already a sellout. Last Sunday (11), for the second consecutive week, all prices of tickets from \$1.50 thru the \$6.50 tops were available at the ticket windows.

The circus and Rodeo are not the only units trying an earlier show to boost attendance. Several legit houses in New York adopted an experimental policy along the same lines, in order to entice out-of-towners who would be able to get out of the shows early enough to catch a bite and still get home reasonably early in the night. The results were poor, however, and legit houses are holding to their 8:30 and 8:40 times.

## Richards' Ring Opens Season; Has Cristianis

PENSACOLA, Fla., April 17.—Franco Richards' Ring Bros. Circus opened its second season here with a three-day stand that included Friday (9) and a performance that is headed by the second Cristiani Family.

Show is moving on about 14 trucks, newly painted and decorated. The blue big top and Side Show top are virtually new and the show has 350 new grandstand chairs plus blues.

Midway includes Side Show, Jungle Show, Snake Show, concession top and ticket wagon. Richards operates some of these pit shows independently during the winter. Show was sponsored by a navy organization here.

sidewalling the performance. Capell said replacement canvas was to be delivered to the show on Sunday (18). The show had been using a 90 with five 30's and a 60 with four 30's.

Business for the show has been spotty since its March 29 opening in Arkansas. Capell had said earlier this week. Since entering East Texas on April 6, he said, business had been poor.

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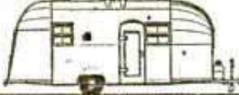
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UNDER THE MARQUEE

From Ringling's Madison Square Garden run, Mary Jane Miller reports: Mrs. Trevor Bale joined with her infant daughter, Charley Bell joined after an operation in Sarasota and reports Charlotte Bell Kora hopes to be out of her cast and back on the show soon. Mickey and Freddie Freeman celebrated their 26th wedding anniversary. With Sunday night shows starting at 7 p.m., they are out and over by 10, allowing everyone to take in entertainment. Bev Kelley and Charlie Schuler are keeping acts busy with radio and TV. Jimmy Armstrong is backyard bugler. Joe (Banana) Sparpana is the mail man. Madeline Parks, sculptress, is busy in the menagerie with new models. The "Dragnet" clown bit is scoring. Albert White has the biggest hat in spec and Felix Adler has the biggest costume. Agnes Stewart entertained relatives from Connecticut. Henry Kyes sat in with the band when he visited.

Roy C. Lee, theater equipment agent in Dallas, recently bought seven air calliopes at Norfolk, bringing his collection to nine.

Joe Hodges Hodgini pens from the Siebrand show that Tucson, Ariz., was good. Personnel of the Erikson Troupe includes Kay Myers, Madeline Long, Harold Strucely, Mary and Sara Garcia and Concha, Carl and Hans Erickson. Press man is Bill Jones and guests on TV have included Pancho Roche, Vern Colbert and Loretta LaPearl, Willy Whitehouse, Madeline Long and Rudy Mueller with his elephants. Announcer on the program with Rudy watered the elephants, resulting in a mess for the studio janitor. Recent visitors to Siebrand were Justus Edwards, of Polack Western and Dick Moss.

Polack Eastern people who made a Veterans' Hospital show at Albany, N. Y. (2), included Landon Troupe, Bogino Family, Fredrick Werner, Poodles and Gracie Hanneford, Gene Randow Larry Benner, Frank DeRue, Paul Kaye and Rollo, with Mr. and Mrs. Harry Schayer, Oma Reed and Rose Downing visiting. Henry Kyes reports. Visitors to the Polack unit included Roger Towne, Buffalo fan; Fred B. Naylor, son of Bill Naylor, the press agent, and himself a veteran of Sells Floto; Fredrick Roodel, Utica, N. Y., fan; Mrs. Eddie Ward and father, Catskill, N. Y., and former members of the Three Speeds roller act.

E. F. Day, formerly of Long Branch, N. J., tells that he had a good winter-date season at Phoenix, Ariz., and will start another series of clowning dates this week. Ira Gaskill, formerly with Biller Bros.' Circus, visited with Pete and Lil Pierce and son Chi Chi, Jerry Pressly and Dian Keller when they played the Fort Wayne, Ind., sports show recently. Johnny Fulghum, circus biller for several years, will be ahead of the John H. Marks carnival this season. Kinko, the contortionist-clown, will be with Bailey-Cristiani this season but is scheduled to leave the show long enough to make a repeat appearance on the Ed Sullivan TV show.

Hagen Bros.' correspondent, Beverly Allen, of Allen's Bears, reports that San Antonio gave everyone time to catch up on shopping. The Harry Allens were guests of Nate Worman at Bryan, Texas. Nelson's Canines joined after a jump from Ohio. Jean Nelson and Fancher Pierce are rehearsing vocal numbers for web and ladder acts. Lee Virtue has resumed his snake dance act. The Villeponteaus have the 24-hour duties this year. Eddie Aikins has the props as well as elephant act. Frances Morrison entertained personnel at Seguin, Tex. Visitors have included Sims Jockey Dogs, the Ray Morrissons, Bertha Drane, May Stevens, Flo McIntosh, Tommy Bentley, Ted Rae and Tom McLaughlin.

Fred and Shirley Logan are back in Kelley-Miller winter quarters after making Minneapolis, St. Paul and Sioux Falls

S. D., Shrine dates with the K-M elephants. They will take five young bulls to the St. Louis Police Circus. Terrell Jacobs, breaking several new combinations for the coming Kelley-Miller wild animal department, has started work on an elephant-riding bear. Bill Woodcock took the Miller Performing Elephants to Manhattan, Kan., leaving Hugo, Okla., quarters Saturday (10), and he will join Orrin Davenport's unit at Duluth April 19. After 10 days there, he hops down to New Orleans for two weeks at Lake Pontchartrain.

Elizabeth Bancroft, sword-swallower who performs as Lady Beth in the Ringling Side Show, appeared on the TV "What's My Line?" quiz on April 11.

Tom Inabinette, Harlingen, Tex., caught Bailey Cristiani Circus at Brownsville. He tells that the April issue of Future Magazine carries a story about Jaycees sponsoring circuses in Texas. It includes photos of the Afterburys, Miss Ninon and Eris. The sheet is national Jaycee publication. Wayne Sanquin, Hugo, Okla., builder, has completed a new air calliopo body for George W. Cole Circus. Mills Bros.' Circus will play Park Ridge, Ill., May 27, with Dr. H. H. Conley, CFA, on hand.

The Colleanos were having a reunion in New York last weekend. Con Colleano is with Ringling at the Garden. Winnie Colleano will appear on "Big Top" TV show and four Colleanos open at the Palace Theater. Rayford the clown, appeared on a TV show at Springfield, Mass., for the Circus Clown Club and National Circus Week (June 1-7), and Roy Arnold, model builder, is to be on the same station, WWLP, soon.

Vernon L. McReavy is at the Illinois Masonic Hospital, Chicago, for a check-up. Bill Montague, CFA publicity chief, and Alexander P. Clark, calliopo authority from Princeton, N. J., caught Ringling in New York. Walter (Forbes) Kernan climbed a web at the Ringling opening to rescue a new web girl from a tangle and won a hand from the audience.

Fairview, Okla., newspaper recently carried an article stating that Kelly-Miller circus was considering moving its quarters to that town; however, in Hugo, present quarters, there appeared to be no sign that the show might move.

The Paramount picture, "The Big Top," made with Clyde Beatty equipment, is to have Comic Jerry Lewis in the role of a fellow studying lion training under the G. I. bill of rights. Joe Bryan III, is working on a circus book. Tony Diano, Mrs. Diano, and Eli Burson have formed a new corporation. Diano had a circus last year and will have his animals on the World of

King Bros. Opens

Continued from page 69 Jackson, Ann Dingler, Doreen Enos, Barbara Jones, Jo Brannon, Mary Rooks and Higinia, America, Beatriz and Ernestina Estrada, swinging ladders. 7—A. W. Kennard, Harry Rooks, Matt Laurish, pony drills. 8—Eddie Hendricks, foot slide. 9—Dingler Trio, Estrada Sisters, the Jacksons, acrobatics. 10—Clown firehouse. Display 11—Jacksons' balancing, Chick Yale's table rock and the Dingler Trio. 12—Web. 13—Walter Jennier and "Buddy," seal act. 14—Anita Marie, Dorothy Herbert, Miss Laurish, dog acts. 15—Phil Enos and Merle Cook, funny Ford. 16—Pierce Sisters, Lolita, Eddie Hendricks and Company, wire acts. 17—Single elephant, Babe, worked by Barbara Jones. 18—The Conley Family, bareback riding. 19—Clowns. 20—Miss Helen, Miss Aerioletta, La-Form Sisters, aerial trapeze. Display 21—Dorothy Herbert, riding specialty. 22—Jimmy Douglas, the Conleys, Miss Velarde, juggling. 23—Matt Laurish, Harry Rooks, A. W. Kennard, three Liberty horse acts. 24—Sylvia Gregory, Estrad. Sisters, Helene Hendricks, iron jaw. 25—Frank Cain's clown band. 26—Elephants, worked by Paul Jones. 27—Great Eugene, high wire. 28—Clown walkaround. 29—Flying LaForms, flying returns. 30—Hippodrome races: small ponies with monkey riders, Roman standing races, jockey race, race against a riderless horse and Roman chariot race.

Mirth this year. Skinny Goe is bandmaster for the Gil G. Gray Circus. Red Sonnenberg is in Chicago after leaving Ringling, where he had the programs for several years.

Whitey and Helen Haven, back from a tour with the Wirth show in Australia, will be with Kelly-Miller. Jorgen Christiansen, now at his Fulton, Ind., home, has added a second llama to his mixed animal group. Since closing with the Minneapolis Shrine show and returning to Fulton, he has visited the Mill Herriotts and Walter Jenniers at Peru, Ind. Johnny Weldes and his family visited Christiansen recently. Mrs. Weldes' mother is visiting from Denmark. Neal Walters is putting out a newspaper-size herald for Clyde Beatty and a multi-color herald for the George W. Cole Circus as well as similar pieces for other shows. Jack Bell, head of Detroit's United Billposting Company, announced the arrival of a granddaughter, Diana Jane Losik, with a two-color one-sheet in circus style.

Home & Highway, pocket magazine sent to more than 2.7 million All-State Insurance Company policy holders, has a color pic of Ringling clown Emmett Kelly on the cover of its spring issue, and an illustrated circus yarn by George S. Elrick inside.

Trolle Rhodin's Zoo Circus, playing Sweden, has dispensed with big-animal acts and instead the second half now has an ice spectacle staged by Teddy Rhodin. First half numbers are the Four Najarros, tumblers; Three Stawicki Bros., aerial novelty; Five Hansels, bareback riders; Trolle Rhodin, horse numbers; Tay-Ru, equilibrist; Thea Orlando, high school horse. Kollman's elephants and Karl Zippile's sea lions.

Marlene Dietrich was pictured at her Ringling premiere emcee chores in the Copenhagen Ekstra Bladet on April 5. Music Hall & Circus, the Belgian trade magazine, devoted most of its April 1 issue to the first part of a serialized history of the R-B show, written by the publisher, A. Brachert.

The Flying Marilees, Lee Stath, catcher; Mary Atterbury, leaper, and Rodger Merrill, leaper, are skedded to appear on the TV program, "You Asked for It," soon. The Marilees recently finished making a short for Movie-tone News in which they had speaking parts. They caught Hagen Bros.' Circus recently when the show played San Antonio, and visited with Ben Mouton and Tommy Scaparlanda, circus fan, among others.

The Washington zoo was expecting arrival of a baby giraffe on the day Doc Mann had Hamid-Morton people there as guests. Claire Conway suggested it be named for Astrid Franklin if it was a girl giraffe. Alberto Zoppe suggested it be named for Cucciola if it was a boy. Result: New giraffe named Astrid.

The Great Fussner, equilibrist, will open the season June 8 at Nashville with the Tom Packs Circus. Fussner performed his act for Art Baker's "You Asked for It" TV show, and also played six weeks on the West Coast for the John H. Billsbury agency last year.

The Hyden (Ky.) Baseball Club and Leslie County High School Athletic Association will jointly sponsor Byron Gosh's All American Indoor Circus for a late April date. The circus will follow this date with a Sunday show at Big Stone Gap, Va., sponsored by the Appalachian Ball Club and City Council League.

Members of the Barbetta aerial troupe, now in their fourth month at the Moulin Rouge, Hollywood, are Ailene Hartman, Dolly Green, Marilyn Boyden, Ellaine Millar and Peter Garey.

KELLY-MORRIS CIRCUS

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Old Bandwagon Hauled Back To Baraboo

BARABOO, Wis., April 17.—The Columbia bandwagon has been moved to Baraboo from Cole Bros.' Circus quarters near Peru, Ind. It arrived here Tuesday (6). Wagon is owned by John M. Kelley, former attorney for Ringling-Barnum and a resident of Baraboo who is active in a movement to establish a circus museum here. The wagon has been stored at Cole quarters since that show closed. It was sold first to Bill Brinley and he sold it to Kelley some time ago. It was built 50 years ago for the Ringling Bros.' Circus. Plans call for placing the wagon in the proposed museum.

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## Al Wagner Fatally Shot

Continued from page 53

resulted from an argument over pay. Burke maintained that he drove up to the office wagon with his wife and went to the wagon window and asked for two weeks' back pay. He said Wagner's secretary told him the owner was asleep and that he would not wake him. Burke said he then went back to the truck but noticed some persons standing near the front of the trailer. Returning, he said, he saw Wagner in the wagon and again asked for his money to which, he said, Wagner's reply was: "I'll give it to you," and that Wagner then came out with a gun in his hand.

Burke stated that he then fired several shots from his gun into the ground, then turned around the corner of the wagon. Wagner followed him and the two took aim at each other. Both, he stated, fired once, with Wagner dropping to the ground.

**Heart, Lung Pierced**  
Rushed to a hospital, Wagner was pronounced dead upon arrival. An autopsy revealed that he died from a bullet which pierced his heart and lung and that he had also been wounded once in the

right arm between the elbow and the wrist.

Five bullet marks were found in the side of the wagon, which eye witnesses said were fired by Burke after he left the window of the trailer. Mrs. Cecil Brown, concession operator, said that when she heard Wagner cry out he was clutching at his chest and falling. Two of the bullets from Burke's gun ricocheted, she said, but that she did not realize this until she subsequently saw the holes and found the slugs. Others on the show lot heard the shots but thought they came from a balloon concession.

Burke had been with the Cavalcade of Amusements for three years, according to Archie Wagner. Associates described him as being "usually mild" in manner.

**Ends Long Career**  
For more than 35 years Wagner had been one of the most colorful persons in the carnival field. He began as a concessionaire with shows out of Detroit. Subsequently, he was connected with amusement parks and became associated with one operator, Henry Wagner, from whom Al, who was born a Bernstein, drew his show business name.

From park operations in Ohio and Texas, he became a truck show owner, developing one show—the Great Lakes Exposition—into what was regarded as one of the most profitable in the business. He launched that show in 1938 and continued with it thru '43.

By then he had gained considerable stature and decided to start a railroad show. He purchased much of the equipment, such as flat cars, light towers, light plants, wagons, some rides, etc., from Elmer and Curtis Velare and a private railroad car from Max Goodman, and started the Cavalcade of Amusements.

**Builds Flashy Show**  
The carnival business at the time was enjoying war prosperity. The Cavalcade prospered and he kept adding equipment. Wagner built the show to 50-car size, dressed it up, and carried an abundance of lights, including the huge light towers purchased from the Velare brothers.

At war's end, when many of the war-suspended fairs resumed, he succeeded in building a strong fair route. Business conditions were excellent and the show thrived. By 1948 there were many who rated it the second strongest railroad show in the country. But conditions changed and Wagner didn't. He resisted the changes. He continued the show as a one-man operation, without strong supporting key-men.

Out-of-step with the changes, he began to lose major fairs, and each year beginning in '49 his fair route became weaker until this year he faced a season without a single big one.

**Cuts to 30 Cars**  
Meanwhile, he had been forced to cut back. When he finally opened this season the show moved as a 30-car show, 20 cars less than at its peak.

On the slide, he repeatedly was

## Feinberg Inks

Continued from page 53

the State Armory in Syracuse will include Will Hill's Society Circus, with Hill working 2 elephants, 6 ponies, 10 dogs and a monkey.

Feinberg will provide the eight-act after-banquet program on May 11 for the New York State Dental Society meeting in Buffalo, at which ex-Gov. Harold Hoffman of New Jersey will be emcee. There will be only variety acts and band. No line.

The package mentioned will have John Reed King, TV personality, in a "Barrel of Fun" audience participation program. Consisting of King and a couple of stooges, it features audience members who are costumed and put thru a series of humorous tasks. Prizes are awarded and there are to be guests from the TV and film world. Contracts include guarantees that King will take part in radio-TV promotions arranged by the sponsors.

## Allan Herschell

Continued from page 54

of a highly successful and profitable operation."

A licensed engineer and 1937 graduate of Purdue University, Tober has been associated with the Herschell company for the past seven years. During that time he worked intensively on the development and design of many rides, including the redesigning of the Little Dipper, Boat, Jeep, Auto, Merry-Go-Round, Sky Fighter, Tank and Buggy rides in the kiddie field.

He also worked with Norman Bartlett, of Willow Point Park, Rochester, N. Y., on the improved version of Garline's patron-operated sports car. The new Allan Herschell Ride Timer, the work of Tober, is encased in a rain-proof, electric control box that is now standard equipment on all Herschell rides.

## Ground Broken

Continued from page 53

office building and two 14-story residential buildings.

As has been planned, the government is to contribute \$6 million of the \$30 million required for the project. The Triborough Bridge & Tunnel Authority expects to complete the Coliseum by March, 1956. It will be basically a four-level exhibition hall occupying the entire westerly frontage of Columbus Circle from West 58th to West 60th streets.

faced with crises. Of these, the most serious was the recent action of the Internal Revenue Service in tying up the show.

It finally released the equipment when he paid \$6,000 as a payment toward the more than \$260,000 owed in back taxes, and when he further agreed to pay \$300 per week on those back taxes.

Thus, he managed to have the show leave winter quarters in Mobile only a few days before he was slain.

## Cite Danger of State Taxes

Continued from page 53

been bolstered by promises that the relief would benefit the public as well as the operators.

**Reply to Survey**  
Replying to a price survey conducted by the National Association of Amusement Parks, Pools and Beaches, Hamid said, in part: "I committed myself to recommend to all of the outdoor amusement industry that at least one-half of the savings be passed on to the public and to definitely reduce prices on all amusement patronized by children.

"In my opinion this was the most effective approach and I hope and trust that our industry will not shirk its duty and responsibility."

Hamid also noted that the savings earned by the operator could be used advantageously in buying and improving equipment.

COMPO, it was noted, did not commit itself in advance on price policies when seeking relief. That organization did promise to recommend to its members that a good part of the savings be passed on to the public, Hamid said.

While the outdoor price pattern is not yet clear, it is apparent

that there is no intent to pass any considerable part of the expected savings to the public. For the most part they seem inclined to even out their price scales in multiples of five. This, it is said, will result in savings in some instances as the charges are scaled down to reach a "rounded" figure. In other instances it will result in the addition of several pennies to the charge.

Most operators are approaching the matter cautiously in that they are waiting, insofar as possible, to gauge the experiences of those opening earlier. This "what the traffic will bear" attitude can be said to be prevalent.

A pessimistic belief that the benefits derived from a cut in federal excises will be short-lived is held by a number of operators who have been plagued by State, county and city taxes for years. Their attitude is based on the inevitability of taxes. In Philadelphia there is a 10 per cent tax and a number of townships in Pennsylvania now levy taxes on amusements. South Carolina has a 10 per cent levy and the city of Charleston in that State levies an additional 10 per cent.

## America on Wheels Girds for Contests

ELIZABETH, N. J., April 17.—Preparations are well advanced at Twin City Arena here for the 1954 America on Wheels skating championship, April 19-23. Competition will start at 8 a.m. daily and continue until midnight, interrupted only for skating sessions. Climax will be an elaborate dinner-dance at Military Park Hotel, Newark, N. J., Friday night (23).

The first AOW championships were held in 1941, covering skate dancing only. In original form it was a round robin contest between rinks in the chain. In succeeding years the championships grew from a handful of contestants to more than 300 so that today the competitions are second in size only to the nationals of the United States Amateur Roller Skating Association.

Presently every phase of roller skating is incorporated in the contests—figures, dance, mixed pairs, ladies pairs, fours and speed in classes covering juveniles, sub-novices, novices, intermediates, juniors and seniors.

Top award is a huge sterling silver trophy. Once it has been won three times by a club it becomes that organization's permanent possession. Two such trophies have been retired by the Twin City Skating Club. Legs on the current trophy, donated in 1951, have already been won by Boulevard Arena Skating Club, Bayonne, N. J., in 1951 and 1953.

AOW recognizes the fact that some clubs have far more competitive skaters than others, some with a great deal of experience. In order to equalize the chances of all clubs winning the championships, a handicap point system has been devised. The handicap is based upon the number of entries from each club, taking into consideration the potential number of points each entrant may win. From this information a percentage is worked out for each club, and this percentage is applied to the points earned to arrive at a final figure determining the winning club.

This year's percentages are as follows: Paterson (N. J.) Arena, 20 per cent; Bladensburg (Md.) Arena, 38 per cent; Boulevard Arena, 45 per cent; National Arena, Washington, 55 per cent; Twin City Arena, 65 per cent; Capitol Arena, Trenton, N. J., 69 per cent; Alexandria (Va.) Arena, 70 per cent; Mount Vernon (N. Y.) Arena, 80 per cent, and Peekskill (N. Y.) Arena, 95 per cent.

## Paterson Holds AOW Race Lead

ELIZABETH, N. J., April 17.—The nip and tuck battle for first place in the America on Wheels inter-rink racing league in the Northern division continues unabated. As a result of the latest contests the Paterson (N. J.) Arena speedsters are holding a small 20-point lead over the Reading, Pa., entry.

Paterson now has a total of 194 points while Reading has 174. Well down in the standing are Mount Vernon (N. Y.) Arena, 130; Boulevard Arena, Bayonne, N. J., 126; Capitol Arena, Trenton, N. J., 48; Twin City Arena, Elizabeth, 42; Florham Park (N. J.) Rink, 38, and Peekskill (N. Y.) Arena, 30.

Next competitions are scheduled to be held April 24 at Capitol Arena.

## Biz Reported Good at Day's Bedford Spot

BEDFORD, O., April 17.—Business has been good at Joseph Day's new Bedford Roller Gardens, which opened a little more than a month ago, and prospects for the period following Easter are even brighter because of a good schedule of party bookings.

Owner Day has reported a number of favorable comments on the rink floor, said to be an innovation in the roller rink business. A Koroseal title surface made by the B. F. Goodrich Company, it is said to be durable, give good traction and make the use of powder unnecessary. Day said that several visiting rink operators have expressed surprise at the surface's traction.

Day is not using clamp skates in the rink, confining rentals to shoe skates. Rink professionals are Mrs. Annabelle Day and Paul R. Svec. Day said he contemplates joining the Roller Skating Rink Operators' Association.

## Ocean Beach Spot Set

HARTFORD, Conn., April 17.—The skating floor at Ocean Beach Park Rink, New London, Conn., has been refinished. Skating admission at the resort is 60 cents.

## Mineola Western Party

MINEOLA, N. Y., April 17.—Mineola Rink's annual Western party was held Wednesday (14) night, with operator Earl Van Horn offering the usual features at such affairs—a jail house in the center of the floor with a judge's bench and sheriff's quarters adjoining it.

Benrus wrist watches were given to the best dressed cowboy and cowgirl and to the best dressed Indian boy and Indian girl.

## Bell to Walled Lake

DETROIT, April 17.—Jesse E. Bell, rink operator for the past 16 years at Walled Lake (Mich.) Park, will again operate the rink this summer. Bell announced that the rink will open Easter Sunday (18), the same day the park opens. The rink is scheduled to be open evenings and on days when special events are held in the park.

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**WANTED AT ONCE**  
Experienced Manager for portable skating rink, opening at once. Good equipment. Write or call at once stating all in first letter and salary expected. Make all calls person to person.

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5777-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish, soldered links.

**\$4.25** **\$48.00**  
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Doz. Gross

No. 710 Full of Fire Brilliantly Cut

**\$3.85** **\$45.00**  
Doz. Gross Gold Finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

Deposit with all C.O.D. orders. Please state your business.

**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

### BEST SELLER on the midway FOR 2.75



Auctioneers, pitchmen, concessionaires! Here's your one chance for an easy buck. Ht. 29" in wine, green, blue, natural; 18" Empire plastic shade 14" deep with large bow; asst. pots.

\*3 doz. or more. Ask for catalog B4.

**VOLKAN Lamp & Shade Co.**  
2 Second Street, Clifton, N. J.

### EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, \$9.95  
Bonrus, Gruen Watches . . . \$2.00

For agents and women, new model cases and dials. Reconditioned and guaranteed like new.

\*Yellow Exp. Band, 95¢ add.

Save \$15.40 on This Deal — 6 asst' above \$9.95 Watches and 6 95¢ Bands to match. All for . . . \$50

Send for Our New Big 100-page 1954 catalog only 25¢ (refunded on your first order)

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guarantee if not satisfied.

**JOSEPH BROS.**  
5 S. Wabash Ave., Chicago 3, Ill.  
"The Watch and Diamond House"

### FLAMINGOS



Cast Aluminum, 30 inches high, \$40.00 dozen pair. Sample pair postpaid \$4.95

—Aluminum Red Birds, Eggs & Nest, Woodpeckers, \$18.00 dozen. Samples \$2.00 each post paid.

**Boyd Manufacturing Co.**  
Valley Station, Ky.

### MILLS SALES CO

Cut Rate WHOLESALEERS Since 1916  
26 West 23rd St., New York 10, N. Y.

\$1.00 Value Needle Books, with Needle Threaders, in envelopes, 2 styles. Contents 70 and 100 quality needles. 144 BOOKS COMPLETE, \$7.20 and \$9.60.

★ FREE CATALOGS ★  
UNEQUALED VALUES  
Gifts, Toys, Novelties, Etc.

**MAKE MONEY SELLING TIES**  
Buy Direct From Manufacturer  
**Outstanding Dollar Sellers**  
**FREE CATALOG.** Write to:  
PHILIP'S NECKWEAR  
20 W. 22nd St., Dept. 311  
New York 10, N. Y.



# 708 Sansom St. is back in business again with bigger selections and better service! OPENING SPECIALS FOR MOTHER'S DAY

Every Mother will be proud to receive these beautiful and unique gifts!



Glittering rhinestone Choker & Earring set with matching 7 jewel Watch. Gold color Plastic Presentation Box which can be used as an exquisite jewelry box. **\$12.50 SET**



Sky Tripper "Bound Edge" series luggage set including 12" Train Case, 21" Weekend Bag and 26" Pullman Bag. Full rayon pocket in both Weekend and Pullman Cases. A starting value, styled & priced right. **\$12.50 SET**



Fryer-Cooker. Heavy gauge aluminum. Automatic Signal Light. Gleaming mirror finish. Fully automatic. 4-quart capacity. A 9-in-1 household appliance. \$24.95 retail tag. **\$12.50 EA.**

1/3 dep., bal. c.o.d., f.o.b. Philadelphia. Full cash with orders under \$20.00.

## RAKE & CO., INC.

Salesroom & Warehouse:  
609 Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-7866

Sales Office & Showroom:  
708 Sansom Street  
Philadelphia 6, Pa.  
MArket 7-7428

## HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

### ACTORS WANTED

Part Time  
If you are in between engagements, we can offer you an excellent lucrative proposition. We know that show people can present our educ. survey very successfully. Call daily 10-4 p.m., YO 5-6021, New York.

AGENT OR AGENCY TO BOOK OUT-stand- ing act for summer season. For full description write or wire Harland Stretz, Tipton, Mo.

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.

GIRL TRIO FOR LOCATION—PIANO, drums, etc.; other female musicians write, Fred Thomas, 513 Saratoga Drive, Lexington Park, Md. my8

INSTRUCTOR FOR SOUTHERN MUSIC school; prefer experienced high school band teacher with flute or oboe major; will consider others. Write full details, including minimum salary, availability. Must have car. Charleston Music Center, P. O. Box 702, Riverland Terrace, Charleston, S. C. my1

MUSICIANS FOR COMMERCIAL BAND traveling midwest; travel in cars; home nearby every night. P. O. Box 1031, Grand Island, Nebraska. ap

NEED FIDDLE PLAYER—WHO SINGS tenor and doubles on bass and guitar. Guaranteed salary. Write Slim Mims, WJMK, Florence, S. C.

FITCHMAN WANTED—NO FAKES, HICKS-ville Farmers Market Tuesdays, Fridays Amityville Farmers Market Thursdays, Saturdays, Box 359, Hicksville, N. Y.

### SALESMEN AND SALESWOMEN PART TIME

Our experience proves that people in show business are particularly suited for selling our product successfully. A brief but thorough training program prepares you to supplement your income handsomely during your liberty. Call any day, 9-10 a.m., Ludlow 3-7031, N.Y.C.

WANTED—GIRL MUSICIANS; PIANO, trumpet, bass for combo; traveling; unions; must read. Send full particulars, photo, Box C-18, c/o Billboard, Cincinnati 23, Ohio. ap24

WANTED: WOMAN PARTNER, CHORD guitar, some vocals; Western and folk. Have everything. Write Don Watters, Waynesboro, Pa.

WANTED FOR COLORED MEDICINE Show—People all lines; white partner that knows medicine platform show. Charlie Hudson, Box 111, Charlotte, N. C.

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

### BANDS & ORCHESTRAS

AVAILABLE—4 OR 5 PIECE GIRL UNIT for summer resort. Dinner and dance music; union. Box C-13, c/o Billboard, Cincinnati 22, Ohio. ap24

COUNTRY-WESTERN MUSICAL COMBO—Top notch; vocals, instrumentals; wardrobe; available resorts, parks, dances, etc.; union. Good agent wanted. Musician, 11723 Robertson, Cleveland, Ohio. my1

### CIRCUS & CARNIVAL

"MR. MACLOWN AND THE HAUNTED House"—A brand-new spook show package, including first-rate feature films, entirely different in format, style, and presentation, suitable for schools, movie theaters, and the carnival midway. Write agent or agency to handle bookings. Write c/o W. C. Malone Building, Greenville, Ky. ap24

### DRAMATIC ARTISTS

AVAILABLE NOW FOR FALL AND WINTER Bookings—English actor in dramatic readings from Dickens, reasonable club rates. Hugh Hamill, Box #923, The Billboard, 1564 Broadway, N. Y.

### MISCELLANEOUS

FORMER MINSTREL MAN—SINGER, dancer, drummer, clubs, rep. med., Western swing or Dixieland band. Chas. "Possum" Gill, Gene Autry, Okla. ap24

MAILORDER SPECIALIST AND OFFICE Mgr., 41; trouble shooter, systems man; expert in promotion of TV, radio, phonographs, records; 8 yrs. with company; seeks better opportunity. F. W. Samuels, 89 Fairview Ave., New York. LOrraine 7-2668.

"TEDDY DIXON," COMEDY M.C.; FLASHY wardrobe; girl shows; open May 1. Write or wire 536 Thompson St., Ann Arbor, Mich.

### MUSICIANS

BASS PLAYER—DOUBLE ON VOCALS and square dance calls. Available for summer jobs. Walter Urosaki, 127 Guernsey St., Brooklyn 23.

DRUMMER—PLENTY SHOW EXP. strips, production, etc.; Jazz "Mickey" Timbales; pay own transportation to join. Frank Kestler, 215 N.W. 79th St., Miami, Fla. Phone 89-1377.

DRUMMER-ARRANGER—26, SINGLE, white; good habits; travel; 4 name band references, Timbale Virtuoso. Vocals; tenor, lead; experience. 60 Riverside, New York City. SV 4-0271.

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; any proposition considered; dance or show; new equipment; plenty rhythm; reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ap24

GUITAR—ELECTRIC, LEAD-OR FULL rhythm, read or fake; good voice, solo or parts; union, white, sober; years of experience. Small combos preferred. Musician, Box C-19, c/o Billboard, Cincinnati 22, Ohio. my8

HAMMOND ORGANIST—\$5000 ORGAN, gives added pleasure, class and good will your business. My music brings people, you profit. Box C-24, c/o Billboard, Cincinnati 22, Ohio. my8

"LOVELY TO LOOK AT; DELIGHTFUL TO hear." College student wants work playing piano; experienced; start June 14th. Write, wire Judy Shepard, Goucher College, Baltimore 4, Md. my8

PIANIST—UNION; SINGLE, MALE, GEN- tile; trained musician; popular, classic, orchestra, alone, accompanist, soloist; all-round experience. Box C-27, c/o Billboard, Cincinnati 22, Ohio. my1

PIANIST—SOCIETY, LATIN, COMMERCIAL, shows; capable, dependable, sober; locations only. Box C-25, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—HIGH-CLASS; EXPERIENCED fine hotels, cocktail lounges, summer resorts, radio, etc. Kathy O'Neil, 849 Colburn St., Toledo 9, Ohio.

TENOR SAX, CLAR., DOUBLE TROM- bone—Lead or section, locations, commercial; sober, married. Musician, 321 W. Belmont, Pensacola, Fla. Phone 39949.

TRUMPET—READ, FAKE, CONDUCT floor shows, sing ballads; 30 yrs. old; available immediately. Lee Francis, 719 College Ave., Panama City, Fla. Tel. 3-9450. my1

### TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

TRUMPET—ALL AROUND EXPERIENCE. Address Musician, 207 West Main, Taylorville, Ill.

TRUMPET—AVAILABLE IMMEDIATELY; lead section or combo; read, fake. Del Noel, 1025 North Herbert, Tucson, Ariz. Ph. 43789.

VIBES, GUITAR, CONGA DRUMS, VO- cals; floor show, T.V., cocktail; sweet, jazz, dinner music. Tiny & Tina, Oakdale Trailer Village, Johnson City, N. Y. my1

### PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap24

CHARLES LA CROIX—OUTSTANDING "rapese act" (platform necessary); available for outdoor celebrations; flashy paraphernalia; real act. For particulars, literature, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana.

FIVE STAR ACTS—HORSES, BEAR, RID- ing Act, Lady Acrobat. Send self-ad- dressed envelope for reply. Herman Miller, Wilton, Wis. my8

HIGH DIVE—SMALLEST TANK IN world; Spears Fire, Back Somersault, etc. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Phone 4-5337 my8

PROFESSOR WRIGHT AND HIS TAL- ented 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. my2

I MAN PUPPET SHOW—IDEAL FOR KID- dieland or park; will send pictures and other info upon request. Greg King, 1607 Sansom St., Philadelphia, Penna. ap24

### VAUDEVILLE ARTISTS

MAGICIAN-FIRE EATER—AVAILABLE for night clubs, TV or stage. Kardwell, 50 Manhattan Ave., Apt. 3D, New York City. AC 2-4149. my1

### VOCALISTS

TV SINGER AVAILABLE—24 YR. OLD baritone, previously employed by Mid-west TV station. Now with semi-name dance band, seeking better job on TV or with combo or band. Previous to present job cut record with Arno Marsh, formerly with Woody Herman, which will be sent on request with pictures. Write or wire 1519 McKay Tower, Grand Rapids, Mich.



RETRACTABLE BALL POINT PENS ASSTD. COLORS—GUARANTEED BANK APPROVED \$19.50 GROSS \$25.00 HUNDRED THREE LINE IMPRINT

F.O.B. New York  
EDWARD'S MERCHANDISING CORP.  
106 E. 23rd Street New York City



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.

### EARRINGS

New Designs Weekly  
\$3.50 Dozen—Assorted  
KENROE EARRING MFG. CO.  
Yorktown, Indiana

## HOTTER THAN EVER!

6 piece magnetized screw driver set & rack

Now with every set of the 6-piece magnetized screw driver set we will include a steel rack at no extra charge.

This handy set of magnetized screw drivers is made from the finest oil tempered steel.

Still at the Same Low, Low Price of \$9.00 per doz.

Samples \$1.25 each.

25% deposit, balance C.O.D. Send for free wholesale catalog. Enclose payment in full for samples. Phone: OREGON 3-6330.



## CUTTLER & COMPANY, INC.

928 Broadway, New York 10, N. Y.

### NEW EXCLUSIVE NUMBER!



30" GRIZZLY BEAR Real fur, long hair, assorted colors, with combination of Rayon Plush Chest & Nose. Dz. \$28.50 With chain \$30.00 dz.

20" BEAR, same as above, \$16.50 doz. Get in on this terrific bargain. Order 1 dozen at once!

F.O.B. N. Y. C., 25% dep., C.O.D. if not rated. FREE 32-pg. Catalog.

## ACE Toy Mfg. Company

122 W. 27th St. N.Y., N.Y.

### NEW GOLD COLOR

Black or White Dial HEADS \$3.40 each

Minimum Order 25 Watches.

Write for Full Catalog of 1-17 Jewel Watches

MENTOR WATCH CO.  
55 W. 42nd Street  
New York, N. Y.  
BRyant 9-1355

## BE 1ST WITH KIPP'S CLIMBING BOZO!

BRAND NEW Climbs up, runs down a string! All Plastic 6 Bright Colors 4" Monkey, 18" String With Rings \$3.00 dz. \$33.60 gr. Include postage with order. 25% deposit with c.p.d. orders.

KIPP BROTHERS Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

## Fully Automatic Pocket Lighter

Imagine a fully automatic lighter for only \$7.20 doz. \$84.00 gr.

Plus Postage. Compares with lighters selling for 5 or 6 times as much. C is a m u c h. C is a m i n g chrome finish. No Federal Tax. Never before offered at this low, low price! This lighter will prove your fastest seller ever. Ideal for gift, prize or premium. Nicely boxed.

They are moving fast, so order your complete stock TODAY. Top lever action exactly like the Ronson. Minimum order one dozen. (SEND FOR CATALOG)



## STERLING JEWELERS

PHONE ADAMS 4621 44 E. LONG STREET, COLUMBUS, OHIO

## SOUVENIR MEN—CONCESSIONAIRES! State Pennants, 4" x 7 1/2"

All 48 States. Felt Pennants in bright 4-color print with appropriate design for each State. Order your State and surrounding States. (Minimum 100 of a State) Price: \$5.00 per 100. \$45.00 per 1,000. Display rack FREE with orders of 500 or more. One-Week Delivery.

John Paul Jones & Co. Franklin 3, Pa. SEE OUR BILLBOARD ADV., APRIL 17 ISSUE, for TEE SHIRTS, CUSTOM PENNANTS, APRONS, CRYING TOWELS, Etc.



## DIRECT FROM MANUFACTURER

Beautiful, Better Quality Three-Piece Set with Metal Caps Hooded point fountain pen, mechanical pencil and ball pen Available in four or more colors Attractively boxed Gross Sample \$48.00 Doz. \$5.00 tax incl.

OTHER SETS UP TO \$72.00 GROSS. 25% Deposit, Balance C.O.D. F.O.B. New York.

MODERN PEN MFG CO INC  
295 Broadway, N. Y. 13. CANal 6-8016

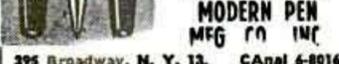
## BEYOND BELIEF

35¢ each Sensational CLOSE OUT Exclusively ours

Exclusively to the trade! Beautiful, LARGE ALADDIN Table Lighter. Gorgeous Floral Design. Fluted Base. Silver Plated. At the unbelievable low price of 35¢ each. Minimum order 1 dozen.

Ask for FREE Catalogue of Tremendous Bargains.  
10 WEST 77TH STREET, N. Y. C.

BURKE



295 Broadway, N. Y. 13. CANal 6-8016

# PIPES FOR PITCHMEN

By BILL BAKER

**HUSK O'HARE** . . . the Chicago perfume baron, observes that the 1954 Exposition of Modern Living which recently closed at the Navy Pier in the Windy City was a pretty fancy shindig. Says Husk, "Again this year the space allotted to demonstrations and to the pitch boys and gals was very small. The management insisted on no loud talking with the result that everyone was resorting to a hoarse whisper. Despite these natural road blocks, everyone who was fortunate enough to get space did some pretty sharp business." Regarding the recent reduction in the Federal excise tax on perfume and hair preparations, Husk says that cut has been a great help to business in the Chicago area and he's wondering how it has affected the trade in other sections of the country?

**IT SEEMS** . . . that the yelp that goes up occasionally from this column for more ballyhoo from some of the older brothers has again penetrated the hinterlands. Here is a welcome note from Dave Rose, a gent from whom we haven't heard in over a year. Dave muses over the changes that have taken place in the pitch business during the past many years. He observes that:

"Times have changed and so have the pitch folk. Most pitchmen nowadays work stores and fairs. It's a rare sight to see one of the boys working on the street corner or a lot in a small town because the law makers in those towns or cities don't want us there." What Dave says may be true, but it doesn't mean that the experiences of the store and fair operators are less interesting to hear about, nor does it mean that the people, who are still active in the trade, aren't

anxious to hear occasionally from those old-timers who have long since retired from the business. Dave wonders what has become of Morris Kantroff, Doc Frank Clark, Gene Knight, Al Napier, Eddie St. Matthew, Eddie Gillespie, Red Hallie and Irene Roth.

**MARY E. RAGAN** . . . pens from Troutdale, Ore., that Madaline, the other half of the renowned Ragan duo, is sick in Jackson Hospital, Miami. She would like to hear from her many friends. Notes can be addressed to her at Tamiami Station, Miami 44, Fla. Sister Mary is en route to the West Coast after spending the winter in West Palm Beach, Fla.

## MERCHANDISE TOPICS

### From All Around

In the April 10 issue of The Billboard the price for the **Osborn Bros. Supply Company's** new and inexpensive gold stylized electric pen set for the embossing of monograms, signatures, designs, etc., was given as \$2.50. The correct price, says the Osborn firm, is \$9.75. Extra rolls of gold paper cost \$2.50 when reordered. Set consists of an electric ball point pen, eight-foot cord with plug-in for AC outlet and small cylindrical condenser located along the cord. The set includes a 50-foot roll of half-inch wide gold paper.

**H. Fishlove & Company**, Chicago, announces four new items. One is called "Lucky Strike," a novelty action item of a fisherman, standing upright, who moves as the fighting fish. Each of the brightly colored figures comes with an attractive display folder. Another item is "Scampy's Nose," a bright red nose similar to the one used by clown Scampy on the "Super Circus" TV show. It is easily attached to a hose of any size and holds fast. It comes in a cellophane envelope on a gay display card. A third item is "Early Bird." The bird's eyes move and it can be made to pull a worm from the earth and then drop it back into the hole. The birds are brightly painted and come in transparent plastic box. "Back Seat Driver" is an item good for lots of laughs, says Fishlove. It's a miniature plastic toilet with thistle in bowl. The words, "For Back Seat Drivers," are printed on the cover. Suction cup holds it firmly to car windows or dashboards.

**Temple Company, Inc.**, distributor of exclusive and name brand premiums, gift and incentive awards, announces the opening of a new street-level showroom at 804 Sansom Street, Philadelphia. New showroom occupies 5,400 square feet of space and is designed and decorated to show Temple's merchandise at its best advantage and to make in-person purchasing more convenient and comfortable for customers. Opening of the new showroom has eliminated the need for the auxiliary showroom at 708 Sansom Street. Now the entire Temple operation is housed under one roof.

Crush proof, jumbo size, assorted color leis, may be had for \$7.20 a gross from **Hawaiian Leis Manufacturing Company**, Alliance, O. . . **Simon Warner**, Shelbyville, Tenn., is now pushing his line of six-inch sharpened pencils with brass feral and erasers for \$1.25 a sample gross. . . Genuine moth control pads, Nu-Life polish for silver, etc., and full-size ball point pens are being offered by **Joe's Products**, Fitchburg, Mass. . . **Brown Novelty Company**, Cincinnati, is reminding all that it is in new and larger quarters with a complete line of carnival and streetmen merchandise. Currently being promoted by Brown Novelty are large plaster items at \$30 a hundred, 30-inch rayon plush bears, \$27.50 a dozen, and carnival baseballs at \$3 a dozen. . . Slum jewelry of all types for giveaways on games is now being featured by **Samuel B. Pockar Company**, Providence, R. I.

A comprehensive assortment of lighters for men and women, along with a pearl and rhinestone studded ball point pen with perfumed ink are being offered by **S. J. Charia & Company**, New Orleans. . . **Sterling Jewelers**, Columbus, O., is pushing jewelry sets. Made of quality imported stones, a self-adjusting neck chain is attractively displayed in a heart-shaped gift box. Sets sell for \$21 and \$30 a dozen.

**Arlane Manufacturing Company**, Philadelphia, is again pushing a complete line of low-priced tricks, joke items and slum. . . **Pearl Sales Company**, El Paso, has added hand-painted skirts to its

line, priced at \$4.90 each or \$4.50 each in dozen lots. . . Attractive, personalized View Tiles, with your own design, may be obtained from **Screencraft Products**, West Yarmouth, Mass. An exceptionally big seller for fraternities, camps, schools, clubs and resorts. . . **Los Tropicalos**, Miami, is promoting its hand-made, hand-painted tropical and religious sea shell and genuine star fish lamps. Designed by competent craftsmen and consisting of sea shells, coral and marine curios, these lamps have tremendous eye-appeal and are proven fast sellers, the firm says. All lamps come individually boxed complete with cord and bulb.

**Jay Toys, Inc.**, New York, one of the leading carnival plush toy manufacturers, is expanding operations to accommodate many early-season orders. . . **Louis J. Linder**, New York, announces "Gard A Door," an item constructed of natural rubber and triple-plated rustproof chrome. Gard A Door fits on the door of any car at the impact point and prevents dents and scratches when the door slams against the garage wall or other cars in a parking lot. It is made to retail for \$2 a pair.

## COMING EVENTS

- Alabama**  
Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 708.
- 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. Domenico Pantasia, 205 Main St., Thomaston.
- Idaho**  
Emmett—Cherry Festival, June 21-26.
- Illinois**  
Benld—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—Mermaid 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—VPW Spring Festival, April 12-13.  
Houston—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. P. W. Nick Kahler, 1845 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—Fat Lamb Show, June 7. Kenneth Walkup.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.  
Morehouse—VPW Picnic, June 3-5. Post 3174, Sikeston.  
St. Joseph—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.
- 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 13-15.  
Garfield Heights—American Legion Carnival, June 15-20. Bill Streidl, 3641 Bosworth Road, Cleveland 11.  
Middleport—Spring Festival, April 16-May 1. Chas. Childs.
- Oklahoma**  
Guyton—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.  
Tarentum—Fawn Township Firemen's Fair, June 13-19. Frank L. Christy.  
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.
- Rhode Island**  
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.
- South Dakota**  
Aberdeen—Shrine Circus, April 29-May 1.  
Lake Andes—50th Anniversary Celebration, June 11-12.  
Lennox—Diamond Jubilee, June 22-24.  
Menno—75th Anniversary Celebration, June 7-8.  
Moberly—Celebration, June 30-July 5.  
Parker—Diamond Jubilee, June 9-10.  
Pierre—Days of '81, June 14-20.  
Watertown—Diamond Jubilee, June 20-26.
- Tennessee**  
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.  
Memphis—Cotton Carnival, May 8-15.
- Texas**  
Cleburne—Centennial, May 2-7.  
Corpus Christi—Bucaremer 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. P. 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 699.
- Washington**  
Tacoma—Home Show, May 19-23. George Colours, 1103 1/2 Division St.  
Wenatchee—Apple Blossom Festival, April 26-May 1.
- Wyoming**  
Casper—N. Platte River Races, June 4-6.  
Lovell—Annual Regatta, May 23.  
Sheridan—Cowtown Hoedown, May 28-29.

- CANADA**  
**Alberta**  
Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisagar.  
**Ontario**  
Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.  
**Saskatchewan**  
Saskatoon—Bull Show and Sale, April 14. S. N. MacEachern.

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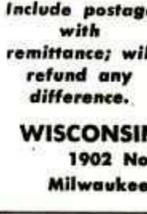
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Alvarado Wonder  
Anderson, Bobby  
Anderson, Jack &  
Andreas, Frank  
Annin, Ralph J.  
Arnet, O. J.  
Arnold, V. Floyd  
Ashley, Frank  
Ashley, C. W.  
Ayers, C. W. (Bob)  
Baggett, Mrs. Betty  
Bailey, Ira G.  
Baker, Mrs. E. O.  
Ball, Paul  
Bancroft, Betty  
Barber, J. L.  
Barlow, Chas. P.  
Barnes, Charis &  
Baer Walker  
Barnhart, Clyde E.  
Barrington, Prof.  
Barron, Fred  
Barthel, Clarence  
Bays, Dick  
Beal, Joe  
Beck, Don  
Beck, Wm. Marlin  
Beckly, Paul  
Begka, Walter  
Bell, W. C. & Mrs.  
Bench, Smokey  
Benson, Paul  
Bentley, Claude  
Berall, Ronnie  
Berk, Harry  
Bernard, Joe & Mrs.  
Bishop, Barbara  
Bishop, J. R.  
Bishop, Lawrence  
Blakely, Beaton H.  
Blakely, Bob  
Blankenship, Barbara  
Blue, Marsha (Mar-  
Shan)  
Bluestein, Morris  
Bockus, Ethel May  
Bohrn, Henry (Crip)  
Bordman, Ernest  
Bouchard, Paul  
Bouman, R. A.  
Boyd, Frank  
Bradley, Thos.  
Breedon, Wm. Donald  
Brennan, Mrs. Emily  
Brennan, H. J.  
Brink, Floyd  
Brown, Elva  
Budd, Charlie  
Bullard, "Blackie"  
Bullard, Clyde Lewis  
Burns, Larry R.

Burns, Lucky  
Cales, Robt.  
Calk, Tommy  
Carey, Ester  
Carlyle, M. A.  
Carpenier, Mrs. K.  
Carpenter, Ron  
Carr, Kenneth  
Carter, Eston  
Carter, Sam  
Cassano, Louis  
Cassidy, Kay  
Chalmers, Edw.  
Chalmers, Edw. R.  
Chambers, Mrs. Patsy  
Cinerecki, Leonard  
Clarkson, Robt.  
Clevenger, Fred L.  
Cobb, Bob & Peeewe  
Comfort, Wm. Conway  
Cooper, Billie  
Cooper, James  
Cooper, James Davis  
Cooper, Nelson  
Cooper, Sam  
Copeland, N. H.  
Cormier, Peter  
Cotrall, Mr. Gene  
Cowan, W. D.  
Cox, Shirley  
Coynes, Thos. J.  
Cosart, John  
Crooks, Barney  
Cummings, Phyllis  
Curies, Irene W.  
Cutler, Richard R.  
Daniels, Chas. E.  
Daniel, Edw.  
Davis, Al & Mrs.  
Duffy, Jack  
Davis, John Bob  
Davis, Mrs. Mina  
DeArmitt, Ernest  
Deitrich, Francis  
Delap, Robt.  
DeLeo, Frank  
Delph, Tommie  
Demetro, John Dutch  
Dengler, Geo. O.  
Dengler, Jack  
Dignam, Robt.  
Donahue, Bobby  
Dodds, Pvt. Thos. H.  
Donaldson, Jennie H.  
Doto, Phillip  
Duffy, John D.  
Dundee, Rickey  
Eagle, Wallace (Okie)  
Eddels, Harry  
Edmond, Geo.  
Edwards, Al  
Ellis, Chas. W.  
Ellis, Frank  
Emswiler, Mrs. Sadie  
English, Mary C.  
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Evan, Specks  
Evans, James & Mrs.  
Fate, Ronald O.  
Fenn, Clarence  
Ferguson, Vivian  
Fiola, Phillip V. & Mrs.  
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Fowler, Melvin  
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Gill, Ralph E.  
Gillmore, Roger  
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Goldstein, Sam  
Goldstein, Lewis (Shows)  
Graham, Sam  
Gray, Don  
Gross, Frank  
Grucel, Jack  
Guiliano, Charles  
Guthrie, Clay  
Guthrie, Jack  
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Hall, Kenneth Preston  
Hamilton, Olin Wm  
Hansen, Mrs. H. L.  
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Harris, Marley  
Harris, Melvin  
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Hubbard, Paul  
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Hunt, Bill (Gil Grey  
Circus)  
Hunt, Michael  
Hunter, Miss Billie  
Huntins, Lynn D.  
Hurley, John  
Ingram, Howard  
Inman, Richard  
Ishower, Geo.  
Jabonga, Rudolph J.  
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Johnson, Odie  
Johnson, Pete & Nancy  
Johnson, Ralph  
Johnson, Lloyd  
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Jones, Geo. H.  
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Koonitz, Harry & Mrs.  
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Lally, Raymond H.  
Lambert, W. H.  
Lamson, Burt F.  
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Lawrence, Bob  
Lee, Mildred  
Leedy, Bob  
Leslie, Allan  
Leonard, Wick (Dog  
Fate, Trainer)  
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Lewis, Sam  
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Loder, Edward  
Lombardi, Robert  
McAllister, Tite  
McCormick, Trixie  
McDaniels, Gyp  
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Mauck, Joseph Barton  
Mensation, Manuel  
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Miller, R. E. (Bobby)  
Miller, Red & Mrs.  
Miller, Rex  
Mills, Cebron Blair  
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Montello, James  
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Moreno Sr., Tito M.  
Morily, Mrs. Mona  
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Murray, Edw. & Norma  
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Nelson, Jack M.  
Nelson, Snook  
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Page Vincent J. & M M  
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Petranis, Mike  
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Webster, George H.  
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McCown  
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Fuont, LeRoy  
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Nelson, Arthur E.  
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Wolford, Ted  
Gonzales, Speedy  
Levin, Mary  
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Pierce, Wendell  
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Piland, James  
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Poore, E. H.  
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Quillman, Mrs. Dale  
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Regan, Miss M. E.  
Roberson, G. M.  
Roberson, W. A.  
Sandusky, A. D.  
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Shadel, Dick  
Shepard, Luther W.  
Smith, Henry N. & Marion  
Smith, Kenneth H.  
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Stephens, William P.  
Troy, Elva  
Turner, A. R.  
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Wannish, Solomon  
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Baker, Glenn Wilson  
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Brown, William B.  
Bryer, Mr. & Mrs.  
Caldwell, Edward S.  
Caldwell, & Imogene  
Caraway, Mrs. Evelyn  
Carl, Robert Earl  
Carlyle, Melcoe A.  
Carpenier, W. E.  
Caseman, Augustus Ellis  
Chapman, Archie  
Chisholm, Dave  
Conley, W. T.  
Cousins, John  
Cox, Francis  
Crowe, Jesse  
Crow, Mrs. Leona  
Cummings, John  
Damison, Albert C.  
Decker, Robert C.  
Dillon, J. R.  
Dillio, Leonard  
Dodds, Thomas  
Doersom, Chas.  
Dunn, Danny  
Elias, Frank  
Fidler, Valerie  
Freeland, Raymond F.  
Gawie, Mr. & Mrs.  
Gospodarski, Larry  
Hagan Wallace Circus  
Hagen, O. L.  
Hampton, Dudley  
Harmen, Eddy  
Hayes, J. W.  
Henderson, Les & Vera  
Hickman, Ray  
Holston, J. F.  
Hyland, Richard C.  
Johnson, Ray  
Kelly, Mrs. Mana Lea  
Kelly, Pat  
Kingsley, Mr. & Mrs. Ralph  
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Leigh, Mary  
Lightner, Henry S.

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## MILLS, PIONEER MFG. FIRM, CHANGES HANDS

CHICAGO, April 17.—Mills Industries, Inc.—one of the oldest manufacturing companies in the coin machine business—was sold this week to a group of investors reportedly headed by Richard Dooley.

A. E. Tregenza, Mills vice-president, confirmed the fact that the company had been sold to an "undisclosed group." Tregenza said details would not be released until after the corporation's annual meeting, April 26, at which time a new board of directors will be elected.

Mills principal business until 1950 was the manufacture of slot machines. After 1950, and the enactment of the Federal law which prohibits the interstate shipment of these machines, Mills concentrated on its ice cream freezer line, candy, gum and soft drink machines.

Most recently, Mills showed a hot coffee vending machine and purchased the rights to the ice cream bar vender formerly built by Arctic Vendor Sales of Appleton, Wis. Neither the coffee nor the ice cream machine are in production as yet.

## Canada Drops 15% Excise Vender Tax

Cuts Levy to 10% on Games, Jukes; Ops Get Lower Prices, Put Less Down

By HARRY ALLEN

TORONTO, April 17.—The Canadian government last week dropped the 15 per cent excise tax on vending machines and cut the tax to 10 per cent on coin-

operated amusement machines and juke boxes.

The sales tax of 10 per cent on all coin-operated equipment still applies, whether or not the equipment is manufactured in Canada. Still applicable also is a duty ranging from 7 to 22½ per cent.

The government action brought the price of vending machines down in the Canadian market, making it easier for operators to buy new machines with smaller down payments.

In a market which has shown considerable signs of softening, the Canadian vending picture—as result of the tax move—looks considerably brighter.

As a result, it is expected many new operators will enter the field. Banks will be more generous in loans. But a big worry crops up: The blue-sky operators are still a threat to the whole industry in Canada, in a country where automatic merchandising is just beginning to come into its own.

The blue-sky operators are (Continued on page 92)

## Keeney Names Georgia Distrib

CHICAGO, April 17.—J. H. Keeney & Company, Inc., named Variety Distributing Company, Atlanta, Ga., exclusive distributor in the State of Georgia, Paul Huebsch, general sales manager, announced Wednesday (14).

Variety Distributing, headed by C. O. Moon, is located at 585 Grant Street, S.E. in Atlanta.

Keeney is currently shipping its six-player Diamond Bowler and Mainliner Bowler, and its Deluxe cigarette vender.

## SET UP EASTERN COIN OP GROUP

9-Month-Old Association Has 22 Members Who Operate 2,000 Units

FREEMONT, L. I., April 17.—The Automatic Coin Operators' Association of Long Island, an organization of juke box, amusement machine and kiddie ride operators in Suffolk County, will be presented with its charter Monday night (19) at the Shore Crest Hotel, Freeport.

Sid Seiben, Bay Shore attorney who is counsel for the group, will make the presentation. The ACOALI, organized nine months ago, has 22 members operating about 2,000 pieces of equipment in Eastern Long Island.

Suffolk County begins about 40 miles east of Manhattan and extends to the easterly tip of the island, a point opposite New London, Conn. The Western part of the county is in the New York suburban area and has been the scene of a mushrooming housing growth in the last three or four years.

### Great Potential

While the number of coin-operated amusement, music and vending devices is not great consider-

## Genco Appoints Steibel in Ind.

CHICAGO, April 17.—Genco Manufacturing & Sales Company appointed S. L. Steibel, Steibel Games, Inc., Evansville, Ind., as a new distributor.

Ralph Sheffield, Genco sales manager, said the new distributor will handle Genco products in Evansville and the surrounding area.

# 1953 COIN EXPORTS TOP \$11 MIL; ALL-TIME HIGH

58,650 Units Total \$11,370,188; Games, Venders Up; Jukes Soar

By ROBERT DIETMEIER

CHICAGO, April 17.—For the fourth straight year coin machine exports shot to a new record in 1953.

While official U. S. Department of Commerce figures are not yet available for January of this year, reports indicate that the foreign coin market has never been healthier.

The stage is set for 1953's thunderous new record of \$11,370,188 to topple this year under new stepped-up demands of foreign coinmen.

In the eight years from 1946-1953 new and used coin-operated amusement games, juke boxes and vending machines have been shipped abroad for a total aggregate of \$39,283,252—an average of almost \$5 million a year. (See accompanying chart.) Last year's total alone accounts for over 25 per cent of this figure; the last three record years total \$24,113,873 or almost 65 per cent of coin equipment exported in the post-war period.

Last year's record outstripped 1952's final tally by almost \$4 million—a margin just about equalling the 24 months of 1948 and 1949.

A total of 58,650 amusement games, vending machines and jukes made up the impressive \$11 million-plus total for 1953, compared to 69,036 units shipped overseas in 1952 for a total \$7,621,879 (for the 12 months of 1953,

The Billboard estimated 58,174 units, totaling \$10,657,844 in the January 23, 1953, issue).

### \$1 Million a Month

Exports averaged almost \$1 million a month during 1953, over 50 per cent up from 1951. December coin exports (the last month for which official U. S. Department of Commerce figures are available) topped \$1 million with a final \$1,042,419 total for 4,968 units.

Even more impressive is the

fact that the first nine months' total of 1953 which stood at \$7,994,394 nosed out the full 12 months' total of 1952: \$7,621,879.

The same thing happened a year earlier. In the January-September period of 1952, 51,361 new and used coin units were exported for \$5,269,460. In the full 12 months of 1951, 29,719 units were shipped to foreign countries for \$5,121,806.

Coin machine exports have (Continued on page 91)

## Grandpa's Arcades Take On New Look

Continued from page 1

produce for the greatest market—which happens to be locations." The result is that arcade owners are more than ever buying games and rides originally intended for kiddie ride and game operators.

### Costs Vs. Gross

An operator who ran an arcade in Little Rock, Ark., during the war and catered mainly to servicemen fought it out toe-to-toe with higher costs and lost. He closed shop in 1946. His costs had jumped from \$680 a month to \$1,465. And this did not include new equipment. At the same time, gross income had dropped from \$2,500 a week to \$500.

The problem: Higher costs combined with a trade made up mostly of servicemen. His was an extreme case, definitely not indicative of most year-round arcades in cities.

On the plus side of the fence, Ted Kruze and Vince Connors opened an arcade in the Illinois Central Railroad Station at Michigan and Randolph Streets in Chicago April 1, 1944, leased a fountain which served food and

soft drinks and included a novelty counter where cigarettes, cigars and candy could be bought.

The arcade has prospered. Kruze and Connors celebrated their 10th anniversary in the arcade business April 1, and in (Continued on page 88)

## Chi Coin Adds New Home Run Game Model

CHICAGO, April 17.—Chicago Coin Machine Company started shipping samples of its new match and free play model of Home Run baseball game.

Scores registered, as in the regular model, by hitting balls into elevated tiers on the playfield. (Continued on page 92)

## Ohio Agencies Disagree on Remote Bell

Internal Revenue OK's; Liquor Bd. Orders Seizure

TOLEDO, April 17.—A converted remote-control bell machine, the first seized in Ohio by agents of the State department of liquor control, this week was ruled not in violation of internal revenue laws or the federal tax on wagering, Gilbert C. Hooks, Toledo District director of the Internal Revenue Service, announced.

Despite Hooks' announcement, Michael Corsaro, State liquor agent in charge of the Toledo district, Friday (16) said Edward J. Allen, State liquor law enforcement chief in Columbus, has instructed agents to confiscate any remote control bell machines found in places holding licenses.

### Internal Revenue Ruling

In announcing the Internal Service ruling, Hooks said his men found the machine, seized in the Fraternal Order of Eagles (Continued on page 91)

## BERT LANE PLANS NEW MIAMI PLANT

To Manufacture Rides; Blueprint Other Types Coin Equipment

MIAMI, April 17.—The Bert Lane Company, kiddie ride manufacturing firm, announced an expansion program this week which includes a new plant and manufacturing of coin-operated amusement pieces in addition to kiddie rides.

President Bert Lane stated he plans to build a factory in North Miami which ultimately will contain 40,000 square feet for manufacturing kiddie rides and other coin-operated equipment.

The initial step was taken last week when a \$60,000 building permit was issued for the first wing

of the factory—a 15,000 square foot plant to be constructed at 1860 NE 146th Street in the Bennett industrial subdivision. The construction contract was awarded to Webb Construction Company, North Miami.

Lane said the plant will be entirely air conditioned and will also contain a heating system. Plans call for the sub-assembly not only of kiddie rides but a host of new coin machine products still in the blueprint stage.

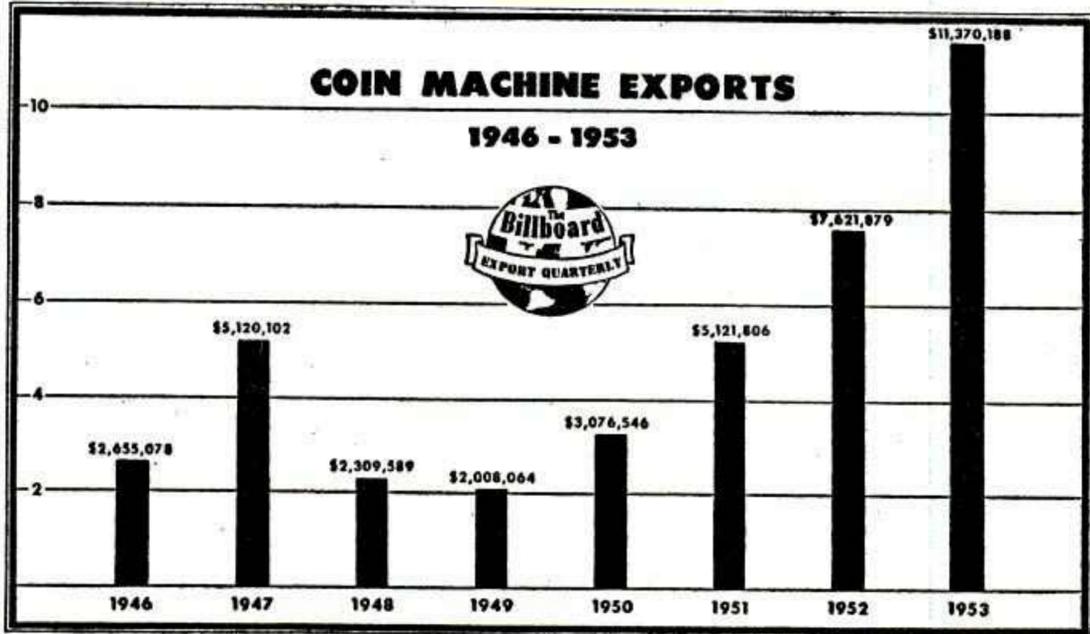
The present Lane factory at 372 NE 61st Street, Miami, will be used for the final assembly of some items even after the eventual completion of the new 40,000 square foot plant in North Miami, Lane said.

Lane declared that it will be the first factory in the State of Florida devoted exclusively to the manufacture of coin-operated amusement devices.

## Arcades, Parks Order Bull Pen

EXETER, N. H., April 17.—The Dodgem Corporation, manufacturer of the recently introduced Bull Pen game, reported that 14 parks and arcades have placed orders for installations.

According to Fred L. Markey, company executive, the coin-operated game is primarily a skill contest, with the score based on the player's pitching ability. The player gets nine balls for 10 cents. (Continued on page 91)



## 1953 Juke Exports Up 50%; 14,089 Units at \$6,317,533

### Venezuela Tops \$1 1/4 Mil Mark, Twelve Countries Hit 6 Figures

By JIM WICKMAN

CHICAGO, April 17.—Juke box exports hit a staggering total of \$6,317,533 in 1953, an increase of 50 per cent compared to 1952's \$4,138,884 and a jump of over 100 per cent compared to 1951's \$3,058,749.

In just a few short years the juke box export volume has grown from a comparatively small factor in the music industry to a major outlet. Last year, 14,089 juke boxes were shipped from this country.

Another significant factor in the export picture is the number of new machines being shipped each year. In 1947 the average price of a machine leaving the country was about \$300. By 1951 the average had climbed to about \$350 and in 1953 it hit \$445. This increase in average price shows a definite trend of newer machines being bought each year.

Once again a relatively few number of countries bought the bulk of the exports. Last year a dozen countries imported juke boxes valued at over \$100,000. (See chart elsewhere on page.)

Venezuela, top juke importer

since 1949, skyrocketed to \$1,263,096 last year, setting a new record. Canada had previously held the record with \$1,233,213, set in 1947.

Of the top twelve countries importing juke boxes, only Cuba reduced its amount. All others far surpassed their 1952 totals. Moving into second place for the first time, Belgium soared from \$412,316 in 1952 to \$880,795 last year, an increase of over 100 per cent. Canada, Colombia and Mexico, in that order, make up the rest of the top five importers.

The greatest single increase was accounted for by Colombia. In 1948 Colombia imposed a ban on all imports and dropped from the number one spot to the bottom of the list. Last year the ban was partially lifted and juke imports rose from \$75,757 to \$676,712, an increase of almost 900 per cent.

Mexico and Canada, altho among the top five, are hindered

by assembling restrictions. Both countries require assembling done by domestic labor.

#### European Market

Another country making a sudden rise in the export picture was Western Germany. From a meager \$1,210 in 1952, Western Germany rose to the number eight spot with a total of \$209,573.

France also entered the field with a virtual bang. With no imports recorded in 1951 and only a modest \$46,562 in 1952, France opened its doors to juke boxes this year and imported a record number valued at \$381,425, capturing the sixth position on the chart.

The last three years show the direction of juke box exports. And coupled with new foreign distributor appointments, improved machines and lower embargoes, every indication points to an even faster growth than witnessed in the past.

## 1953 Juke Exports

### Leading Markets

Country	1951	1952	1953
Venezuela .....	\$ 714,738	\$ 877,873	\$1,263,096
Belgium .....	285,131	412,316	880,795
Canada .....	633,307	636,619	808,742
Colombia .....	35,888	75,757	676,712
Mexico .....	201,117	454,065	489,544
France .....	.....	46,562	381,425
Cuba .....	505,986	478,026	332,250
W. Germany.....	2,072	1,210	209,573
Netherlands .....	19,815	53,524	195,701
Salvador .....	157,347	90,121	169,743
Panama Rep.....	30,858	36,614	122,714
Guatemala .....	132,538	59,724	110,581
Other Countries.....	339,952	1,025,812	676,657
<b>TOTALS .....</b>	<b>\$3,058,749</b>	<b>\$4,248,223</b>	<b>\$6,317,533</b>

## Top 600 Mark at Coven's Chi Wurlitzer Showing

CHICAGO, April 17.—Juke box operators from nearly every county in Illinois attended Coven Distributing Company's unveiling of the new Wurlitzer models here last week, making the event one of the most successful showings in Coven's history.

Over 600 operators and guests crowded the showrooms during

## Hirsh de La Viez Promotes Show At Army Hospital

WASHINGTON, April 17.—Hirsh de La Viez, operator and vice-president of Music Operators of America, is promoting a series of entertainment shows for patients of the Walter Reed Army Medical Hospital in behalf of the local Variety Club, Tent 11.

Last week patients saw Jimmy Nelson, ventriloquist; Jody Miller, singer; Valentina Reeden, singer, and Danny O'Day. Next week Betty Hutton will appear.

Hirsh said that the series was to be a permanent one. At the last gathering 1,500 patients either saw the show or heard it over the hospital radio station.

the two-day event (4-5). Buffet luncheons were held both days.

On hand at the showings from Wurlitzer's executive offices here in Chicago were Reuben Roling, president; E. L. Hahne, secretary-treasurer; Morris C. Bristol, vice-president, and R. W. Carlson, comptroller.

Host for the event was Ben Coven, head of Coven Distributing. Greeting operators along with Coven were Chris Tiansen, Nate Tass, Joel Schulerman, Frank Chojnowski, Lee Taylor, Leonard Petenain, Henry Seghers and Mary Jane Merk.

#### Operators Attending

Among the operators who attended were: Bob Risley, Mr. and Mrs. Joel McQuidey, Les Montooth, Lou Casola, Carl Zimmer, Angelo Angeleri, John Bush, Chuck Sisney, E. W. Gilbert, Marshal Boynton, Mr. and Mrs. Matt Pohl, Boyd Lukens, Mr. and Mrs. Barney Poss, and Mr. and Mrs. Paul Brown.

Moses Proffit, Bill Nyland, Bob Gnarrow, Mr. and Mrs. Paul Golden, Louis Arpaih, Mr. and Mrs. Henry Lonie, Art Velasquez, Phil Levin, Ray Cunliffe, Bob Lindelof, Les Martin and Frank Padula.

In addition to the Wurlitzer displays, Coven showed the Klopp coin counter and the Apco cigarette vender.

## 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:

**SCOREBOARD OF RECORDS RELEASED.** Decca tops majors with most sides on the market (Music department).

**TEEN-AGERS DEMAND RHYTHM AND BLUES.** Juke box operators are first to recognize growing trend (General-Music departments).

**DISK SUPPLIES PLENTIFUL.** Canvass of Commerce Department shows plenty of material available for disks (Music department).

**HAWAIIAN MUSIC CATCHES HOLD.** Surge of activity cues bevy of record firms to promote field (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Wurlitzer Distrib Operator Showings Pull Record Crowds

### Heavy Interest Sparks Events In Cities From Coast-to-Coast

CHICAGO, April 17.—Wurlitzer distributors throuout the country moved into their second week of operator showings of the two new Wurlitzer phonographs with heavy interest and attendance being reported in such widely separated areas as San Francisco, Chicago, Cincinnati and Jacksonville, Fla.

During the past two weeks operators saw Wurlitzer's new 1700 Carousel series with 104 selections available with either high-fidelity or standard sound equipment, and its restyled 48-selection 1600 and 1650 models.

Following are spot-reports from showings held April 4-5. (See The Billboard April 17 for additional showings.)

### Over 250 Ops Attend Cleveland Showing

The Cleveland office of Northern Music, Inc., played host to over 250 operators and their guests during its showing of the new Wurlitzer phonographs, April 4-5.

H. E. Wedewen, manager of Northern Music, said that the showing was the best that he had ever seen. Northern staffers assisting Wedewen in receiving guests were Nora Smith, Joe Va-

lenti and Bill Court. On hand from Wurlitzer were Mr. and Mrs. James R. Hunter.

Among the Cleveland operators and guests who attended were Mr. and Mrs. Ed Kenney, James R. Ross, Rudy and Sanford Levine, Milton Browning, Joe Stone, Charles Comella, S. J. Smith, Ben Mart; Nate, Lou and I. Pearlman; Hymie Silverstein, Hank Ilg, George Zollos, James Murray, Comer and Buddy Crew, H. F. Lescock, Claude Palmer, Izzy Fink, Tom Hunter, George and Delores Herman, Joe Scott and Charles Metro.

John Cover, Bob Kiser, Mr. and Mrs. R. E. Dideon, Paul J. Weiss, Mrs. H. E. Wedewen, Miss Nora Mae Smith, Ed Kovachy, John L. O'Brien, Mr. and Mrs. Bill Brown, Mr. and Mrs. J. Mitchell, Pat DeFranco, Russ Stroh, Mr.

(Continued on page 83)

## Sked 4-State Meet in S. D. May 29-30

MOBRIDGE, S. D., April 17.—The next meeting of the South Dakota Phonograph Operators' Association is expected to include operators from three other States, Harold Scott, secretary-treasurer, announced this week.

The meeting has been set for May 29 and 30 at the Charles Gurney Hotel in Yankton. Mike Imig will act as host.

Out-of-State operators expected to attend will be from Nebraska, South Dakota and Minnesota. If present plans are carried thru, Scott said, the meeting will be the largest ever held by the association.

## AMOA Sponsors Local Vocalist

MIAMI, April 13.—The Amusement Machine Operators' Association, here, this week decided to sponsor Miami vocalist Elaine Gay in a promotional campaign designed to kick off her initial Deluxe recording in Dade County's juke boxes.

First in the promotion was to dub the vocalist "Miss Miami Juke Box" by AMOA members. In addition, her manager, Henry Stone of Deluxe records, a King subsidiary, and AMOA President Willie Blatt are mapping a program of press releases, radio and TV appearances, supplemented with decals to be placed on juke boxes operated by AMOA members throuout Miami, Miami Beach and surrounding territory.

Miss Gay's first recording, serving as the vehicle for the campaign, is "Love" backed by "Deep Secret"—both her own compositions.

## Canadian Tax Cut Good News To Juke Trade

TORONTO, April 17.—The Canadian government last week cut the 15 per cent excise tax on juke boxes to 10 per cent, assuring an up-swing in the juke box business here in this country.

Altho a duty ranging from 7 to 22 1/2 per cent is still applicable on all equipment coming into the country, imports also are expected to go up.

Imports from the United States hit \$633,307 in 1951, \$808,742 last year, and might well top the million dollar mark in 1954.

### IN LONDON

## New Juke, King Cole Pool Forces

LONDON, April 17.—For the past two weeks Arcadia Automatic Acoustics, Ltd., Manchester, has had its new juke box, The Minstrel, playing at the London Palladium in a promotional tie-in with Nat (King) Cole, Capitol recording star, who has been appearing there.

The Minstrel, located in the lobby of the Palladium, has been stacked with Cole's records exclusively.

Arcadia Automatic, which distributes its own machines, introduced the Minstrel to operators at the Amusement Trades Exhibition here last February.

## DISTRIB FINDS BULL FIGHTING AN IDEAL AID

PEREIRA, Colombia, April 17.—Simon Velasco, Rock-Ola distributor here, has come up with what he thinks is one of the largest, most effectively placed advertising signs ever devised.

High above the local bull fighting arena is fastened a huge Rock-Ola poster. And with the entire town turning out for the bull fights every Sunday, Velasco may be right on the second count at least.

The poster announces that Rock-Ola phonographs are available in 120-selections at the Simon Velasco, C.I.A.

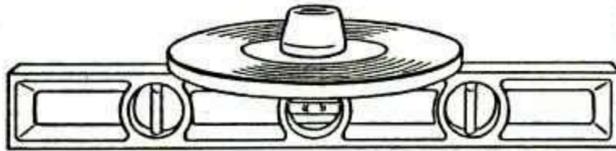
## Monthly Phonograph Exports

### 3-Year Comparison

	1951		1952		1953	
	No.	Value	No.	Value	No.	Value
January .....	907	\$ 254,500	924	\$ 264,439	943	\$ 462,409
February .....	771	241,580	852	379,573	1,183	589,334
March .....	779	316,330	813	334,527	953	448,978
April .....	1,245	334,393	706	294,625	953	401,040
May .....	410	172,340	760	319,857	1,170	544,147
June .....	681	240,226	988	320,226	1,065	447,832
July .....	350	131,969	967	394,214	955	404,794
August .....	650	301,263	684	203,871	942	405,809
September .....	549	224,887	959	383,083	1,144	482,665
October .....	502	224,323	1,268	516,413	1,366	544,686
November .....	776	223,329	902	382,379	1,912	812,621
December .....	822	333,609	1,098	454,246	1,603	771,218
<b>TOTALS .....</b>	<b>8,442</b>	<b>\$3,058,749</b>	<b>10,901</b>	<b>\$4,248,223</b>	<b>14,189</b>	<b>\$6,317,533</b>

Sound  
reasons  
for  
sound  
leadership  
with  
Model "E"  
true-tone  
fidelity  
in  
low notes  
—and high!

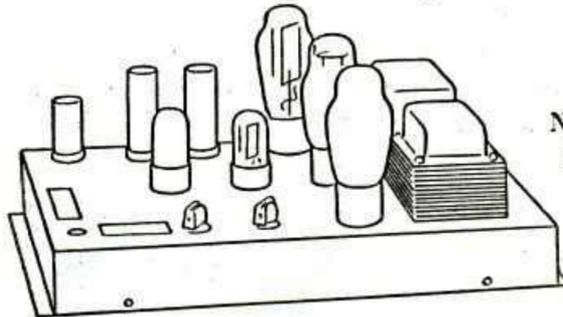
**sound playing base**



"It's on the level"

Unvarying gravity alone brings needle and tone arm into firm, even contact in the Model "E." Gently does it with horizontal play on every high and low spot on the record.

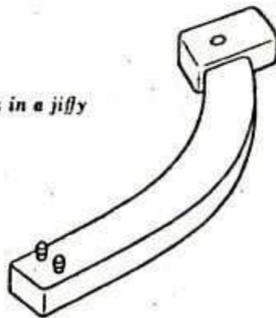
Reserves of power—but just 5 tubes



**sound electronics**

Not wizardry. No magic. Just relentless research by sound engineers produces the AMI amplifier that is distinguished for its simple circuitry, fewer parts and ability to get the most out of every record—new and old.

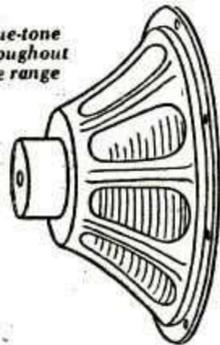
Changes in a jiffy



**sound pickup**

The single tone arm, single needle, does the job on the Model "E," gives high quality reproduction for long periods of continuous operation without the need for replacement.

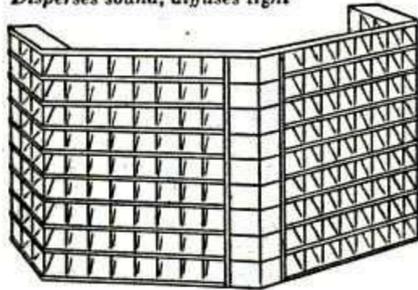
True-tone throughout the range



**sound single speaker**

The big, 15 inch Alnico permanent magnet speaker used by AMI brings out bass and treble in fully rounded reproduction, acts in simple, unified response with the AMI sound system.

Disperses sound, diffuses light



**sound dispersion**

The ingenious open-end color cube doors on Model "E" transmit sound at front and sides, spread music evenly throughout the location. There's no need for extra loudness in front to get sound around when "E" plays.

**AMI** Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

**BOY! A BUY!**

**ROCK-OLA**

**1422**

**\$55.00**

Clean — All Plastic Intact  
Ready for Location

First Come . . . First Serve

Wire — Write — Phone

**MUSIC SYSTEMS, INC.**

DETROIT, MICH.  
10217 Linwood  
Tulsa 3-3900

TOLEDO, OHIO  
1302 Jackson  
Main 6192

**HEINIE ROBERTS . . .**

asks that you watch  
and get ready for the  
greatest development in  
music ever conceived!

**COMING VERY SOON**

**COINMEN YOU KNOW**

**New York**

Irving Holzman, Flushing Music, bought Earl Backe's operation, National Novelty Company, Merrick, L. I. Joe Green is associated with Holzman in the venture. The route consists of 60 games, juke boxes and kiddie rides. Backe's coin machine distributing business was also included in the deal.

Edward J. Sullivan, Parkway Amusement Company, Flushing, joined the Associated Amusement Machine Operators of New York and the Coin Machine Employees' Union.

Paul Levine, office manager at Herman Distributors, said the entire sales force and a factory representative, will be on hand at the 10th Avenue showroom next week at the first local showing of the Evans Holiday, a 100-play hi-fi unit. Invitations have been sent to 500 operators. Levine reports that orders for Shuffleboard pins have been coming in from all over the country and the conversion business is good.

Visitors to 10th Avenue this week included Mrs. Anne Koenig, Kingston, N. Y.; Mrs. Lupe Macarelli, Catskill, N. Y.; Pie Haley, Middletown, N. Y.; Jules Olshain Albany, N. Y.; Harold Siedel, Kingston, N. Y.; Jerry Basile, Brooklyn, and Hy Rosen, Binghamton.

Mrs. Robert Kohn, daughter of Barney Sugarman, Runyon Sales, gave birth to a girl in the Beth Israel Hospital, New York. . . . Martin Dunoff, Runyon serviceman, became father of a girl this week. . . . Perry Lowengrub, Runyon salesman, was at home ill this week.

Bill Gaudio and Charley Guerci, officials of Local 1148, Automatic Coin and Vending Machine Employees' Union of Nassau and Suffolk counties, AFL, met with Jim Caggiano and Al Gilbert, New York Coin Machine Employees' Union here this week.

Tony Tessinari, of the Electro Music Company, sold his route to Joe Bruno, B&M Music Company. . . . Joe Madden's fighter, Joe Baski, scored a recent one-round KO over Billy Smith.

**Detroit**

Carleton Gardner, who founded the Metered Service Company in partnership with his wife, Edith Gardner, six years ago, remains the principal owner and head of the firm following a recent incorporation. Benon Torossian is accountant for the company.

Anthony Swarga, head of Nu-Way Pop Corn Confections Company, specializing in popcorn machine operation, is on a month's vacation in California, leaving the business operation under the direction of his mother-in-law, Mrs. Florence Rake, who is a partner in the enterprise. Swarga has also moved offices and service department of Nu-Way, formerly in the Northwest section on Puritan Avenue, to West Warren Avenue, but will maintain this firm as a separate entity from the American Popcorn Confections Company at the same address, which he also acquired last year.

Robert C. Douglas, who operates a cigar vending route, is spending

the week with his son, out of school for Easter vacation, on a fishing trip up to the smelt-dipping country of Northern Michigan, topped by a session with the trout on Saginaw Bay. . . . Charles Levitt, who formerly operated a miniature bowling machine route as the City Bowling Company, and is now running a route of shuffleboards, is moving into the jukebox field as well, operating under the new name of National Music.

F. Stanley Collins, of Collins Vending, who operates one of the most highly diversified routes in this area, is adding ice cream vendors. He specializes in "package deals" for industry. . . . Gene Greenfield, veteran serviceman for the International Ice Cream Vending Company, is convalescing following the extracting of all his teeth at one big bite.

**Hartford, Conn.**

A new Connecticut corporation, Automatic Products, Inc., Southington, has filed a certificate of incorporation with the secretary of state's office, listing amount paid (Continued on page 82)

**Vital Statistics Deaths**

Ralph Smith, Pekin, Ill., operator, Tuesday (13) in his home. Funeral services held at the Preston Funeral Home. Survived by widow, Betty, and two children, Sharon Louise and Harold.

**Ralph Smith Dies Of Heart Attack**

PEKIN, Ill., April 17.—Ralph Smith, 40, well-known Illinois operator, died here Tuesday (13) of a heart attack.

Smith, who headed Automatic Music Corporation for the past five years, is survived by his widow, Betty, and two children, Sharon Louise and Harold.

Funeral services were held at the Preston Funeral Home.

**THE BILLBOARD INDEX  
ADVERTISED USED  
MACHINE PRICES  
MUSIC MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 17	Issue of April 10	Issue of April 3	Issue of Mar. 27
<b>AMI</b>				
Model A.....	\$139.50 180.00	\$139.50 185.00	\$139.50 195.00	\$139.50 195.00
	195.00	195.00		
Model B.....	229.50 250.00	229.50 250.00	229.50 269.00	269.00
	275.00	275.00(2)	275.00(2)	275.00(2)
Model C.....	249.50	249.50 275.00	249.50 299.00	279.50 299.00
	275.00(2)	325.00	325.00	325.00
Model D-40.....	395.00(2)	395.00(3)	395.00(2)	395.00 400.00
				400.00
Model D-80.....	495.00(2)	475.00 495.00	495.00(2)	495.00(2)
<b>CHICAGO COIN</b>				
Band Box.....	139.00	139.00	139.00	139.00
<b>EVANS</b>				
Constellation .....		325.00	325.00	325.00
<b>RISTAUCRAT</b>				
Selective, 12 Rec., 45 RPM.	50.00			
<b>ROCK-OLA</b>				
Fire Ball 45 RPM.....		495.00	495.00	475.00
1422 .....	75.00 89.00(2)	89.00(2)	89.00(2) 95.00	89.00(2)
	125.00			
1426 .....	109.00	109.00		
1428 .....	225.00		225.00	
1436 Fireball 45 RPM.....	495.00(3)	495.00	495.00 695.00	495.00
52-50 .....			395.00	
<b>SEEBURG</b>				
Hideaway .....	125.00	125.00	125.00	125.00
M 100 A 78 RPM.....	449.50	449.50	419.95 449.50	495.00(2)
			495.00	
M 100 B 45 RPM.....			550.00	
146 .....	99.00 125.00	99.00 135.00	99.00 135.00	99.00 99.50
	135.00			135.00
H 146 Hideaway.....	75.00	75.00	75.00	75.00
1947 Hideaway.....				99.50
147 .....	129.00 145.00	75.00 129.00	129.00 150.00	109.50 129.00
	150.00	150.00		150.00
148 Hideaway.....	195.00	140.00		
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148 .....	190.00	195.00	195.00	195.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	199.00	199.00	159.50 199.00
1946 Hideaway .....				89.50
<b>WURLITZER</b>				
1015 .....	79.50 100.00	79.50 99.00	79.50 85.00	99.50 135.00
		135.00	135.00	
1017 Hideaway .....	89.50	89.50	89.50	
1017 A Hideaway.....				
1080 .....	99.00 100.00	99.00 119.00	95.00 99.00	99.00 125.00
	115.00	125.00	125.00	225.00
	125.00(2)			
1100 .....	189.50 195.00	189.50 225.00	175.00 189.50	
	225.00 245.00		225.00 245.00	
1217 Hideaway.....	199.00	199.00	199.00	219.00
1250 .....	249.50 275.00	249.50 275.00	239.95 249.50	249.50
	290.00 295.00	295.00	295.00(2)	295.00(2)
1400 .....	419.50	419.50	399.95 419.50	429.50
1450 .....			419.95	429.50

**Tops in Design!**

**BOTH INSIDE AND OUT**

Revolutions in New Mechanism

"High Styled" Cabinet designed by one of America's Top Designers

3-WAY Accessible Top

The Smallest Cabinet less than 30 inches wide

MODEL 1438

MODEL 1546

Chrome Cover With One with 120 Selections

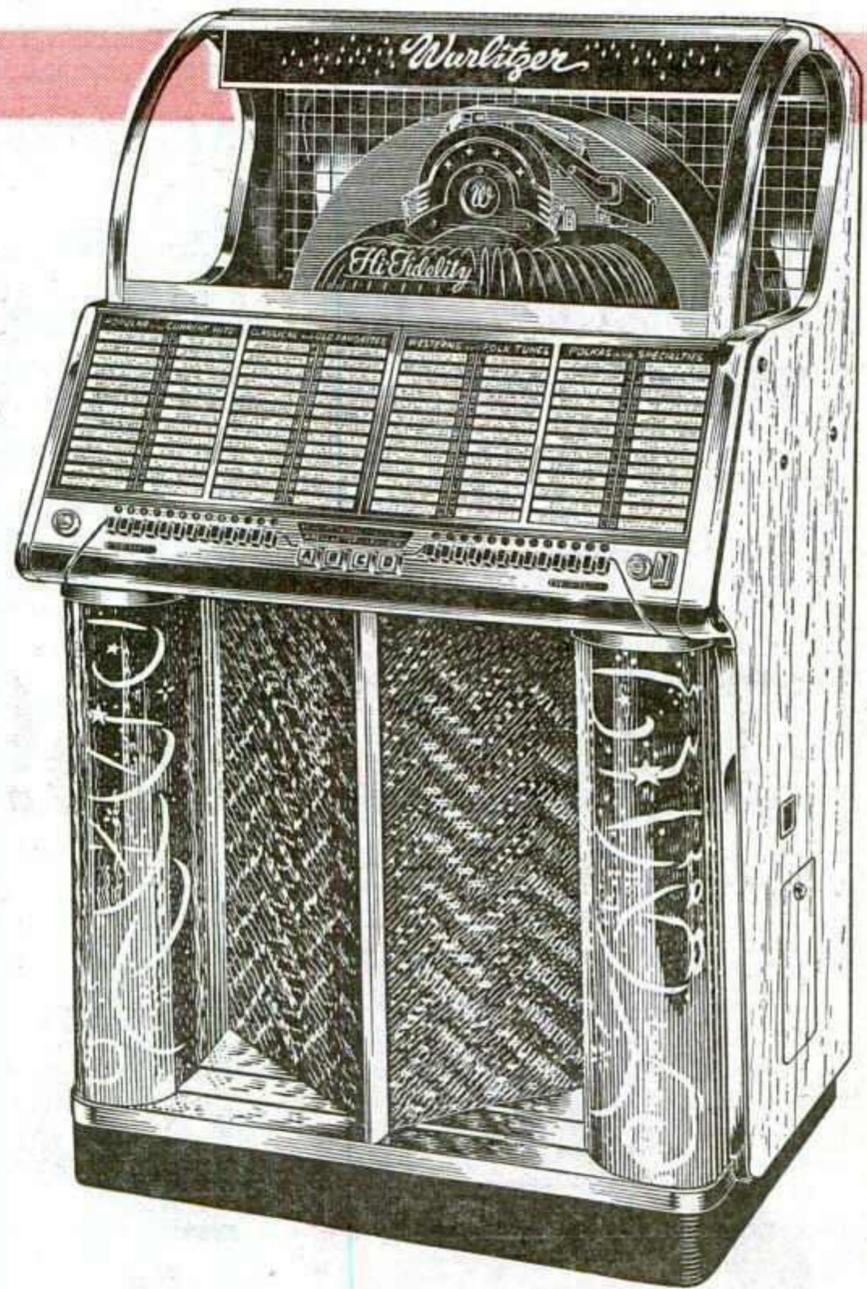
ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue • Chicago 51, Illinois

~ ~ THE GREATEST PHONOGRAPH OF ALL  
 TIME WON THE GREATEST RECEPTION IN  
 THE HISTORY OF THIS INDUSTRY. THOU-  
 SANDS OF OPERATORS SAW IT—HEARD IT—  
 BOUGHT IT—AND QUICKLY LEARNED IT IS  
 IN A CLASS BY ITSELF IN EARNING POWER.

**ONLY**  
 The Fabulous High Fidelity  
*Wurlitzer*  
**1700 HF**

**OFFERS YOU ALL THESE  
 MONEY-MAKING FEATURES**

- NEW** . . . ALL New — Phonograph
- NEW** . . . Carousel Record Changer
- NEW** . . . Gorgeous Cabinet Design
- NEW** . . . Ultra Simplified Mechanism
- NEW** . . . Full High Fidelity Sound
- NEW** . . . Color Styled Selector Panel
- NEW** . . . Size for All Locations
- NEW** . . . Weight—308 Pounds
- NEW** . . . Increased Earning Power



**SEE IT, HEAR IT  
 AND BUY IT AT YOUR  
 WURLITZER  
 DISTRIBUTOR**

**THE RUDOLPH WURLITZER COMPANY • North Tonawanda, New York**

# COINMEN YOU KNOW

Continued from page 80

In cash, \$25,000; president, **William J. Burke**, West Hartford; treasurer, **Irving B. Korman**, New Haven, and **J. Stanley Sutherland**, North Haven.

**Allan L. Burton**, formerly with Radio Corporation of America, specializing in new product administration, has joined Veeder-Root, Inc., of Hartford, manufacturers of counters and computing devices for coin machines, to carry out market research and electronic development.

### Portland, Ore.

**Budge Wright**, of Western Distributors, concentrated on contacts with the production end of the industry.

### Washington

**Mrs. G. L. Sinclair**, of the Northern Virginia Music Company, is pleased that business is picking up steadily. She says the outlook for summer collections is brighter. . . . **Kwik Kafé** of Washington, headed by **James Bowen**, is bracing itself for the seasonal decline which warm weather will bring. Bowen's firm places new machines daily, and business is holding up well. Most recent installation was at Andrews Air Force Base.

**Hirsh de La Viez**, of Hirsh Machines, is active in the local Variety Club, which is sponsoring shows alternate Thursdays at

Walter Reed Hospital. Entertainment from night spots in and near donates time for the shows.

**Sid Lotenberg**, owner of Westway Vending, recently bought out Larstan Vendors, a soft drink route. Sid has also opened up a completely automatic snack bar in the Rosemary Village Apartments and reports it as successful. He plans to spend a weekend in New York soon to see some shows.

### Chicago

**Herb Oettinger**, United Manufacturing Company, was looking for someone to bet with on Cubs-Sox openers. **Milt Marmor** of Cincinnati was a guest at United last Monday (12). **Bill De Selm**, sales manager, expecting **Al Bergman**, Sheldon Sales, Buffalo, in soon. . . . **Paul Huebsch**, general sales manager at J. H. Keeney reports **Jerry White**, Music Distributors, in from Pittsburgh.

Friends were sorry to hear of the death of **Bill Fielding**, Donald Fielding & Company, Windsor, Ontario, who passed away last Wednesday (14). . . . **Alvin Gottlieb**, D. Gottlieb & Company, returned from Florida, where he has been enjoying a month in Miami with wife and daughter. . . . **Ralph Sheffield**, Genco Manufacturing, says he has the golf clubs all polished and is just waiting for the April rains to dry up.

**Monty West**, Purveyor Distributing, anxious to hear from **Herb Perkins** down in New Orleans. Herb is traveling thru Louisiana, Mississippi and Georgia and then heading up to Kansas City and St. Louis. . . . Chicago Coin's **Frank Mencuri** is in the Cincinnati area where he is calling at parks, outdoor shows and kiddielands and other potential locations for the Round-the-World Trainer.

**Al Stern**, World Wide Distributors, back at his desk after Florida refresher. **Len Micon** says Williams baseball games and Rock-Ola Comet phonos going good with summer resorts opening up. Exports going to Hong Kong, Caracas, Belgium. **Mac Brier** says the gang at Donan Distributing looking forward to deliveries of Bally bowlers, Surf Club, and Easter holidays.

**Les Rieck** and **R. W. (Bill) Hood**, both of H. C. Evans & Company, report that getting phonographs to distributors seems to be about all they have time for these days. Both said that business was very good. . . . **Mike Spagnola**, AMI distrib, was also heard to say that business was sailing along. Incidentally, Mike's looking for a weekend golf partner. Says he's getting the spring bug.

**Johnny Oomen's** off to Wisconsin, but with the Chicago Operators Bowling League in the

final stretch, you can be sure he'll be back by Monday night. Brother **Andy** was seen hustling out at the shop. "No time for anything else," says Andy.

**Eugene Smith**, salesman of Automatic Phonograph, back from California. Gene passed on the bad news about **Ralph Smith**, Pekin operator, dying.

### Miami

**Harold McCarthy**, Key West music operator, is recuperating after surgery for ulcers. . . . **Oscar Garcia**, who also operates juke boxes in Key West, has already ordered some new Wurlitzer Model 1700's, says **Ozzie Truppman**, of Bush Distributing. . . . Altho the new Wurlitzers are to be shown at West Palm Beach in the near future, **Gleason Stambaugh**, Florida Music Company of West Palm Beach, drove over to Miami for the unveiling here.

**Burt Blatt**, son of **Willie Blatt**, is becoming adjusted to his new surroundings in Miami. Burt recently moved his family down here and is employed by his dad at Supreme Distributors. Young Blatt lives in Hialeah with his wife and two daughters, **Carol** and **Felice**.

**Keith Nelson**, M & N Amusement Company, is recuperating from a virus infection. . . . **Mrs. Virginia Petrocine**, whose hubby, **Eddie**, owns North Dade Vending, is on the mend after a minor operation. . . . **Willie Blatt**, Supreme Distributors, purchased a small music route on Miami Beach from Mangone and Mangone.

**Lloyd Cook**, Southern representative of Mercury records who works out of Nashville, Tenn., is expected in town any day, according to Mercury distributor **Steve Brookmire**. Brookmire reports that juke box ops continue to reorder **Patti Page's** "Cross Over the Bridge," which is still the top Mercury seller. He added that the firm is now Florida distributor for the all-wood carrying case for 45 r.p.m. records manufactured by **David Rosen**, Philadelphia distributor for AMI phonographs and Mercury records. Brookmire's wife, **Rose**, expects to retire soon to the duties of a housewife and the rearing of their 20-month-old son, **David**. She has been assisting with the office duties.

**AMOA Secretary Doris Shapiro** took a week off from her duties to fly to New York for a visit with her son, **Eddie**, and their relatives. **Patricia Hamill** held down the fort in her absence. . . . **Al Schlesinger**, of Square Amusement Company, Poughkeepsie, N. Y., is winding up his seasonal visit to Miami. While here, Schlesinger indulged in his favorite hobby of fishing nearly every day.

Coin changers placed in Miami Beach parking lots get a brisk workout from motorists seeking change from quarters and dimes for parking meters. . . . **Keith Nelson**, M & N Amusement Company, is suffering from bronchial pneumonia and is confined to the Veterans' Hospital in Coral Gables.

**Mr. and Mrs. Al Huber**, of New York City, are vacationing here. Mrs. Huber is the sister of **Willie Blatt**, Supreme Distributors. . . . **AMOA** members are doing their best to promote the career of Miami singer **Elaine Gay**, Deluxe recording artist, by pushing her first disk on the juke boxes. Miss Gay has been named "Miss Miami Juke Box." Her father, **Jack Rouse**, himself an experienced showman, is assisting Manager **Henry Stone** in getting Miss Gay before the public.

**Bert Lane** has revamped the fishing grounds at his Fun Fair. It seems the patrons were catching so many fish that there was no profit left in the operation. So now the anglers who cast their lines must pay 60 cents for every fish they bring up.

Bush Distributing Company exhibited the new Model 1700 Wurlitzer in Tampa April 10-11, in West Palm Beach April 13 and was scheduled to unveil it at Orlando a few days later. President **Ted Bush** said: "We have received a greater respons. to the showing of the Model 1700 than of any Wurlitzer phonograph displayed since the Model 600 before World

War II." Bush also noted good reaction from Chicago Coin's new Home Run baseball game which enables as many as six players to participate.

**Ed Mercer**, Orange Blossom Music, reports that **Jo Stafford's** recording of "Make Love to Me" is the top number on his juke box route, with "Young at Heart" runner-up. . . . With **Dave Engel**, Dade Vending Company, it's a little different. Engel says that the Four Knights' version of "I Get So Lonely" is the top puller on his route, with "Wanted" in second place.

Taran Distributing has received a sample of the new Williams baseball game All Star, and **Eli Ross** predicts it will find favor with the operators. . . . **Eddie Frink**, shop foreman at Taran Distributing, had double cause for celebrating on April Fool's Day. It was not only his own birthday but his sister gave birth to a son that day. . . . **Beatrix Behar**, Taran receptionist, received best wishes on her birthday April 10. A native of Germany, Beatrix came to the United States only two years ago and is attending night school to prepare herself for the day when she can become an American citizen.

Secretary **Wylene Brown**, Taran Distributing, is nursing a right arm as the result of a dog bite. Bookkeeper **Ethel Dawson** is vacationing in New York City, so chief bookkeeper **Jean Guberman** is carrying a double load of work.

**A. D. Palmer**, advertising manager of the Rudolph Wurlitzer Company, paid his first visit to Cuba in the company of **Ted Bush**, of Bush Distributing, to attend the unveiling of the new Model 1700 Wurlitzer at the firm's Havana office. Palmer was amazed at the phenomenal interest displayed by juke box operators who flocked to the capital from all over the island, to get a look at the new machine. Later, with branch manager **Leon Shapochnik**, he toured Havana's night spots and other places of interest.

A rash of penny ball game vendors have made their appearance in downtown Miami, sponsored by charitable organizations such as the Kiwanis Club of Miami, Lions Club and Junior Deputy Sheriffs League of Dade County. Proceeds from the gum vendors and also weight machines which take pennies, nickels or dimes, are earmarked for use of worthwhile projects such as youth groups and underprivileged youngsters. Sidewalk space for the machines is donated by department stores such as **Burdine's** and **Richards**.

**Bob Norman**, Southern Music Company, is recuperating from a virus infection which kept him at home a few days. . . . Planning a juke box route in Miami are the **Koganovskys**, of New York, father and son.

## 33 years ago they told me: "YOU HAVE LESS THAN A YEAR TO LIVE!"

"MUST HAVE BEEN back in 1919 or '20. Hopeless case of diabetes. No known cure.

"BUT HERE I AM. They found a treatment—insulin—in time. Today, nobody has to die of diabetes.

"CANCER, I know, is a tougher problem. But the laboratories can lick that one, too—with our support. Already, they're curing people who would have been done for a few years ago. Last year—thanks to \$5,000,000 allocated by the American Cancer Society from our contributions—they found out a lot more.

"THEY NEED MONEY, though. \$5,000,000 is still less than 4 cents per American per year. Not enough to find the answer fast—230,000 Americans will die of cancer this year, they say.

"I'M NOT RICH, but I gave 'em \$50 last year. After all, where would I be if the laboratories working on diabetes, that time, hadn't been given enough support—?"

**Cancer**  
MAN'S CRUELEST ENEMY  
Strike back—Give  
AMERICAN CANCER SOCIETY

## FOREIGN BUYERS, PLEASE NOTE!

# New EVANS' PHONOGRAPHS NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensationally swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1892 and throughout the 60 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments . . .

- rugged, trouble free mechanisms . . .
- unfailing true-to-life Tone Reproduction . . .
- freedom from excessive service calls . . .
- low operating overhead.

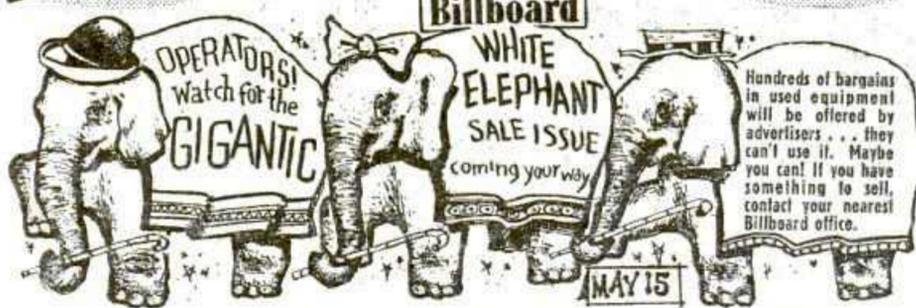
In your country, as elsewhere, it is profitable to distribute and operate Evans' Phonographs!

FOR COMPLETE INFORMATION, WRITE:

**H. C. EVANS & CO.**

1556 W. Carroll Ave., Chicago 7, Illinois, U.S.A.

# fun n' profits



CHICAGO 188 W. Randolph St. NEW YORK 1564 Broadway CINCINNATI 2160 Patterson St. ST. LOUIS 590 Arcade Bldg. HOLLYWOOD 6000 Sunset Blvd.



ONLY THE BILLBOARD — among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

# Wurlitzer Distrib Operator Showings

• Continued from page 78

and Mrs. Jack Brock and Danny Karnelos.

Operators and guests from 20 other Ohio cities attended the showings. Some of those present were: Max Brown, Newark; Roy George, Painesville; Orin Everhart, Clem Sponseller, Mr. and Mrs. Case Hocking, Howard Page and Mr. and Mrs. Leonard Haas, all of Canton; Roger Doerer, Akron; Willard Krause, Mt. Vernon; Wallace Fritz, Mt. Vernon; and M. F. Hallabrin, M. L. Folmer, Lloyd and Hayes Stricker, George Frailes, Mr. and Mrs. George Truxler and Mr. and Mrs. M. G. Thompson, all of Mansfield.

Robert E. Stewart, Bellefontaine; C. L. Hopkins, Maynard Hopkins, Howard Kleffman, Mr. and Mrs. Larry Gaust, Mr. and Mrs. Harry Moore and Bill Court, of Galion; William J. Ellis, David Ellis and George Ellis, of New Lexington; George Hatem, New Straitsville; Joe Elum, Findlay; Pete J. Amon, N. Alexander, Joe Alexander, F. Alexander and E. Manser, of Youngstown.

Mr. and Mrs. B. Green, Mr. and Mrs. L. H. Clark, and Mr. and Mrs. J. Hunery, of Niles; Ben Schieman, Wickliffe; P. L. Jennings, Ravenna; Mr. and Mrs. Joe Friedman and Mr. and Mrs. G. C. Terry, of Warren; Walter Dugan and Mike Watson, of Willoughby; C. J. Starbuck and Ralph Sterling, of Colerain; Mr. and Mrs. Joe D. Nance, Marion; and Robert Hermetet, Chardon.

## Jacksonville Distrib Shows to Record Crowd

Operators had their first look at the new Wurlitzer models here in Jacksonville, Fla., when Bush Distributing Company opened its doors early Sunday morning, April 4.

Over 250 persons attended the two-day showing, designated throught the country as "National Wurlitzer Days." D. J. Barton, manager of the Jacksonville office of Bush Distributing Company, was lost for the event.

A few of the local and out-of-town visitors included J. L. Board, Jack Williams, Mr. and Mrs. T. K. Coleman, Mr. and Mrs. M. G. Tatum, B. C. Paul, C. O. Hutchinson, C. W. Ledfor, Delbert York, R. E. Balentine, C. D. Amerson, Mr. and Mrs. T. C. Monroe, Harry L. Baumgarner and E. A. Bright, Jr., all of Jacksonville; Mr. and Mrs. Al Lively and John Kirkpatrick, of Orlando; Merton Niewisch, Salt Lake City; Mr. and Mrs. Earl Brockington, Cocoa; and L. J. Louque, Perry.

Phil Goldman, St. Augustine; Mr. and Mrs. William Mosser, Daytona Beach; Mr. and Mrs. E. Emerson, Palatka; J. E. Smith, Starke; Fletcher Fuller, Ocala; D. W. Shader, Palatka; Walter Hines, Tallahassee, and W. Dukes, Atlantic Beach.

Out-of-State operators included Ralph Levenson and T. L. Dowling, of Georgia.

## Milwaukee Unveiling Pulls Over 350 Ops

The Milwaukee showing of the new Wurlitzer phonograph models here at the showrooms of United, Inc., drew a record crowd of 350 during the two-day event.

Bob (Coffeehead) Larsen, popular Milwaukee disk jockey, and Jeff Chandler, UI film star, were on hand to greet operators and their guests. Reid Whipple, service engineer of Wurlitzer, also assisted in the activities.

Operators from all over the State attended the showing. First to appear was William R. Johnson, of St. Ignace, Mich., who traveled over 400 miles. Other operators from around the State were Mark Case Jr., Eagle River; Paul and Louis Jacobs, Stevens Point; Mrs. Oliver Williams, Baileys Harbor; Clem Weinandt, Menasha; Lucas Zetting, Slinger; Harry Kososki, Niagara; N. C. Tompkins, Two Rivers; Herman Delitz, and Ronald Nelson, Racine; Arnold Fochs, Beloit;

Jack Zimmermann, Watertown; Joseph Callahan, Tomahawk; Stanley Gerlach, Palmyra; Sam Anderson and Arvid Mode, Rhineland; Adolph Germain, Mel Malcore and C. Bookmeier, of Green Bay; Nick Dacquisto, Thiensville; O. Marks, West Bend, and Frank Barca and Louis Albofonte, Kenosha.

Milwaukee operators present included Carl Klein, Otto Hadrian, Leonard Sheehan, J. E. Beck, Chris Lamee, Jerome Jacumet, Arnold Jost, George Schroeder Jr., Edwin Walker, Red Wiskerchen, Casimir Michniewicz, Pete Stolz, Edward Panko-

nen, Milton Wudtke, William Zajc, Andrew Pesick, Joseph Pelligrino, Robert Puccio, Bert Liesch, Vince Waters, Marge Wajer, Harry Cisler, Raymond Bates, Max Mathusek, David Jakubowski, Danny Cisco, E. A. Tarman, Milo Curro, Harold Summerfield, C. E. DeMelle, Walter Waters and Clarence Smith.

## Cincinnati, Indianapolis, San Francisco Showings

Wurlitzer distributors in Indianapolis, Cincinnati and San Francisco reported attendance during the operator showings of

the new Wurlitzer phonographs topped past records.

Lew Jones, head of the Indianapolis office of Coven Distributors, held operator showings to a packed house at the Severin Hotel.

Over 300 operators and guests attended Emarcy Distributing Company's open house in San Francisco April 4-5. Most of the showing was J. Rosenberg, assisted by J. B. (Jack) Smith, regional sales manager of Wurlitzer.

T & L Distributing Company, Cincinnati, held the largest operator showing in its history, reported Leonard J. Goldstein, manager of the office.

## How Was Your Timing on . . .

# "RELEASE ME"

RAY PRICE

COLUMBIA 21214

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

MARCH 3, 1954

Title Strips Ready for Top Juke Profits

MARCH 3, 1954

## CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Sterling Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

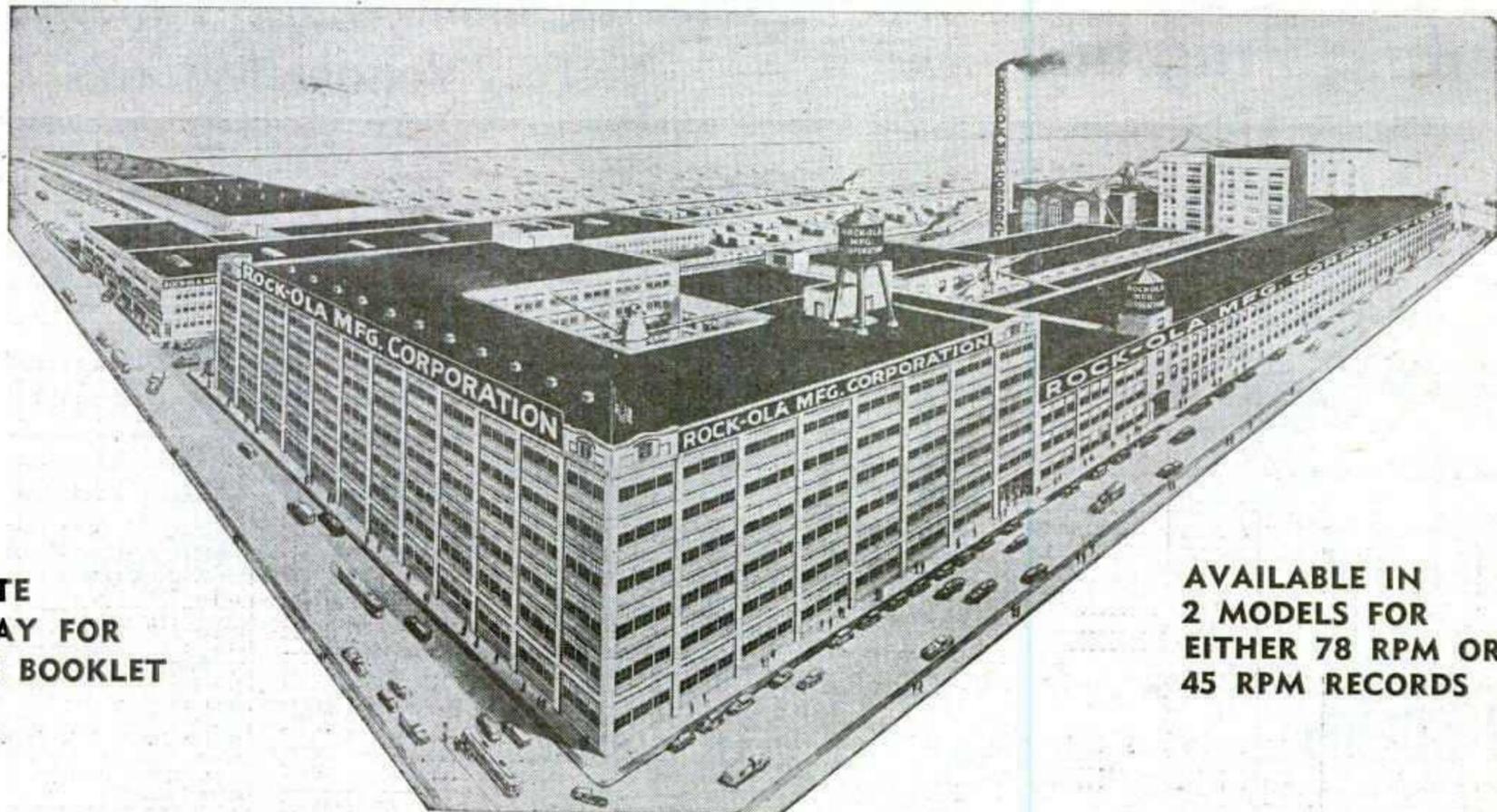
Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# HOME of the ORIGINAL 120 SELECTION PHONOGRAPH



WRITE TODAY FOR FREE BOOKLET

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## Vender Exports Continue Climb: \$1,093,474 for 1953

**\$ Increase, Lower Unit Figure Show Demand for Major Equipment**

By FRED AMANN  
CHICAGO, April 17. — With vending machine exports steadily building up to new dollar peaks over the past eight years, and breaking the \$1 million mark for the first time in 1952, the 1953 record of \$1,093,474 came as no surprise to the U. S. automatic merchandising industry.

Coupled with the higher dollar volume: a lower unit figure. This indicates that the foreign buyer is demanding the more costly types of American equipment, especially electrically operated, heated and/or refrigerated models.

According to U. S. Department of Commerce statistics, 1953's tally of 16,222 venders exported for \$1,093,474 reveals that 22,128 less units were exported for \$19,766 more than in 1952. In the latter year, 38,350 machines went to foreign markets for \$1,073,708.

As indicated by an earlier re-

port on 1953 export returns (The Billboard Export Special, January 23) the drop-off in high Canadian demand for bulk vending machines was a prime factor in the lower unit volume recorded last year.

While 1953 chalked up a new record in dollar sales of venders to foreign buyers, it did not do so by the same margin of 1952 over 1951. Where the 1952 gain over the previous year was a startling near-100 per cent jump of \$530,073 (\$1,073,708 from \$543,635), the increase for 1953 over 1952 was the more modest \$19,766 cited earlier.

Successive gains made in vending machine exports since the pre-war year of 1939 are pointed up

by the following Commerce Department figures:

1939.....	\$ 66,449
1940.....	166,865
1946.....	119,207
1947.....	471,234
1948.....	332,059
1949.....	451,923
1950.....	501,843
1951.....	543,635
1952.....	1,073,708
1953.....	1,093,474

The rising export business of the U. S. vender manufacturer and in some instances his distributors, can be attributed to at least two factors:

1. The increasing awareness of and demand for automatic selling in foreign countries, and
2. The American manufacturers' increased capacity for production and his desire to develop more markets.

That the trend to bigger and broader-market export selling by the U. S. vending industry will continue in 1954, and from there on into subsequent years of this decade at least, appears to be a confident expectation of those firms engaged in serving out-State customers.

This growth, it is pointed out, will parallel (but of course on a reduced scale) the steady climb of vender placement and development on the domestic level.

(See separate table breaking down exports both by countries and quarters.)

### COFFEE BREAK

## R-M Woos New Locations Via Financial Pub

NEW YORK, April 17.—Rudd-Melikian, Inc., coffee vender manufacturer, is making a direct pitch to locations in an effort to stimulate business for R-M operators.

The Thursday (8) edition of The Wall Street Journal carried a two-column advertisement based on the theme "Keep the coffee-break in your control." A cartoon showing office workers stepping off an elevator and juggling coffee cups appears over a caption, "The Thundering Herd."

Copy reads, "Stampede on the 25th floor! It's a fact that in many office buildings, elevator traffic reaches its peak at 10 a.m., the time for the 'coffee-break.' Rudd-Melikian's Kwik-Kafe puts an end

(Continued on page 89)

## NABV Appoints '54 Convention Comm. Heads

CHICAGO, April 17.—National Association of Bulk Vendors increased the pace of its 1954 convention planning this week with the appointment of two special committees.

Following the NABV board of directors meetings, it was announced that Sterling Douglas, Ball-Gum, Inc., was named chairman of the NABV Program Committee; other committee members are Phil Sparacino, S & S Vending, Chicago, and Harry Bell, Lawndale Candy Sales, Chicago.

Heading the NABV Convention

(Continued on page 89)

## Times May Launch Vending Program

NEW YORK, April 17. — The New York Times may be on the verge of launching a major drive to dispense newspapers thru venders. The paper has been experimenting quietly with venders for two and a half years and currently has nine units on location, all in the New York subway system.

According to W. M. Pike, the Times' assistant circulation manager who heads the experimental program, the newspaper is satisfied that vending sales could prove a concrete aid to circulation. The only trouble has been to find a vender which functions properly, he said.

The current model holds 60 64-page papers—more or less depending on the size of the edition. However, Pike said that the

Times is not satisfied with the way the unit is functioning. He said the vender does not always dispense after a nickel has been inserted and good will is lost when this happens.

However, Pike disclosed that 10 new experimental venders arrived

(Continued on page 83)

## Atlas Appoints Dairy Supplier Vender Distrib

ST. LOUIS, April 17. — Atlas Tool & Manufacturing Company announced the appointment of Cherry-Burrell Corporation, Chicago dairy equipment supplier, as a distributor for its Col-Snac ice cream vender.

Cherry-Burrell plans to handle the machine for its ice cream manufacturer and distributor customers. Its sales pitch: "a means of creating ice cream sales that would not be made otherwise."

## NAMA Skeds Two Additional Top Meetings

CHICAGO, April 17. — The Regional and Area Activities Committee of National Automatic Merchandising Association will hold May meetings in Dallas and Chicago, according to an announcement by Marcus Kaplan, Virginia Cigarette Service Corporation, Roanoke, Va., committee chairman.

The Texas meets will take place at the Baker Hotel in Dallas, May 7-9, for operators in Texas, Arkansas, Kansas, Nebraska, Colorado, Louisiana and Oklahoma. Joseph Dobson, Dobson Vending Service, Inc., of Dallas, will deliver the keynote address, and John E. Murray, Midwest sales manager of P. Lorillard Company, will talk on cigarette problems.

In Chicago the meet will be May 14-15 at the Edgewater Beach Hotel for operators in Illinois, Indiana, Wisconsin, Iowa, Minnesota, and North and South Dakota.

## CANADA KILLS 15 PER CENT EXCISE TAX ON VENDERS

OTTAWA, April 17.—Removal of Canada's 15 per cent excise tax on all types of merchandise vending equipment last week will give the Canadian automatic merchandising industry strong impetus this year.

U. S. imports, as a result, should surpass dollar volume records rung up by Canadian operators during recent years. Still applying, however, is the 10 per cent sales tax on all machines, whether manufactured in Canada or not, and a duty ranging from 7 to 22.5 per cent (rate dependent upon whether the vender is produced in Canada).

See full Canadian tax story elsewhere in this section.

## U. S. Mfrs. Court Overseas Market

**See Greater Percentage of Annual Production Going to Foreign Buyers**

CHICAGO, April 17. — U. S. vender manufacturers are paying increasing attention to the plus-market overseas. Accustomed to supplying the neighboring Maple Leaf operators with an expanding variety of automatic merchandising equipment, American companies during the past two years, especially, have set up new export divisions, special crating programs (or employ facilities of export houses), and clarified paper work connected with more distant and complex export markets.

Currently, over 50 per cent of U. S. vender manufacturers are engaged in exporting their product. Individual firms' export volume ranges from a minimum 1 per cent to a high of 10 per cent of annual output, according to a

recent survey by The Billboard. Such special attention adds approximately \$1 to \$60 to the cost of different type machines. The low dollar mark-up is on bulk venders, with the top figure (\$25 to \$60) going on soft drink cup equipment. This is in addition to duties, taxes and other customer-borne costs that are common to the export-import trade.

Spacarb, Inc., estimated that its 1953 foreign business accounted

(Continued on page 88)

## Reynolds' Unit Sales Decline, Profits Climb

JERSEY CITY, N. J., April 17.—John C. Whitaker, board chairman of the R. J. Reynolds Tobacco Company, this week told stockholders at the annual meeting that the firm's unit sales for the first quarter of 1954 were off from a like period a year ago.

He explained tho, that the comparison may be misleading in view of the heavy buying in January and February, 1954, in anticipation of the late-February price increase.

The policy of Reynolds is not to

(Continued on page 89)

## Canada, Latin America Top Vender Markets

CHICAGO, April 17. — As in previous postwar years, Canada and the South American markets imported the lion's share of U. S. vending equipment that went to foreign customers in 1953. (See separate table in this section.)

Leading the Latin nations as vender buyers were Venezuela, Salvador and Colombia. Making their appearance as important European markets were Belgium and France (latter, however, imposed an import ban on venders, among other manufactured items, last December).

Switzerland and the United Kingdom also came on the scene as vending machine customers. Mexico continued as a steady market, as did Cuba and Panama to a minor degree.

An interesting note: token pur-

(Continued on page 89)

## Gibbs Named to DuGrenier Post

HAVERHILL, Mass., April 17.—Richard E. Gibbs this week was named sales manager of Arthur H. DuGrenier, Inc., here, manufacturer of cigarette, candy and gum venders. He had been assistant sales manager and director of the D. Emil Klein Company, manufacturer of Haddon Hall cigars. Gibbs had been with Klein since 1937.

His first assignment will be to organize his department at the main plant. Then he will work with the following DuGrenier field directors: Julius A. Levy, New York and New England; Robert Kline, Pennsylvania; A. F. (Tony) Parina, West Coast; Jimmy Martin, Midwest, and Willard East, North Carolina and South Carolina.

## Vender Export Table

1953			1952			1951		
No.	Venders	Value	No.	Venders	Value	No.	Venders	Value
<b>First Quarter</b>			<b>First Quarter</b>			<b>First Quarter</b>		
January	1,352	\$102,359	January	1,048	\$ 30,232	January	620	\$ 74,247
February	1,695	90,642	February	1,056	59,742	February	498	22,077
March	2,157	91,014	March	938	50,783	March	1,756	76,898
<b>TOTALS</b>	<b>5,204</b>	<b>\$284,015</b>	<b>TOTALS</b>	<b>3,042</b>	<b>\$140,757</b>	<b>TOTALS</b>	<b>2,874</b>	<b>\$173,322</b>
<b>Second Quarter</b>			<b>Second Quarter</b>			<b>Second Quarter</b>		
April	1,885	\$123,312	April	4,103	\$ 87,832	April	1,035	\$ 54,883
May	1,200	83,742	May	1,821	65,345	May	584	70,654
June	667	112,397	June	3,832	81,769	June	550	51,192
<b>TOTALS</b>	<b>3,752</b>	<b>\$319,391</b>	<b>TOTALS</b>	<b>9,756</b>	<b>\$234,946</b>	<b>TOTALS</b>	<b>2,169</b>	<b>\$176,739</b>
<b>Third Quarter</b>			<b>Third Quarter</b>			<b>Third Quarter</b>		
July	896	\$ 44,718	July	4,618	\$ 67,630	July	693	\$ 41,640
August	1,598	49,873	August	4,745	84,598	August	378	32,751
September	1,127	93,926	September	4,265	91,666	September	655	27,610
<b>TOTALS</b>	<b>3,621</b>	<b>\$188,517</b>	<b>TOTALS</b>	<b>15,628</b>	<b>\$243,894</b>	<b>TOTALS</b>	<b>1,726</b>	<b>\$102,001</b>
<b>Fourth Quarter</b>			<b>Fourth Quarter</b>			<b>Fourth Quarter</b>		
October	1,206	\$ 78,544	October	5,804	\$138,348	October	387	\$ 52,047
November	730	144,516	November	3,782	144,899	November	292	20,837
December	1,609	78,431	December	3,001	82,076	December	305	18,799
<b>TOTALS</b>	<b>3,645</b>	<b>\$301,491</b>	<b>TOTALS</b>	<b>12,587</b>	<b>\$365,323</b>	<b>TOTALS</b>	<b>984</b>	<b>\$ 91,683</b>
<b>YEAR</b>	<b>16,222</b>	<b>\$1,093,474</b>	<b>YEAR</b>	<b>38,350</b>	<b>\$1,073,708</b>	<b>YEAR</b>	<b>7,753</b>	<b>\$543,635</b>

### 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

## Profit Margin Narrows For Orange Juice Ops

NEW YORK, April 17. — The margin between that which an operator pays for his orange juice or concentrate and the vending price has narrowed considerably, with indications that the differential will grow still smaller.

The villain in the piece is the law of supply and demand—it's simply a matter of less oranges on hand than the public wants, a complete turnabout from the situation that existed a month ago.

Two of the largest packers, the Minute Maid Corporation and the Snow-Crop Division of Clinton Foods, this week increased prices at the warehouse for a dozen six-ounce cans from \$1.43 to \$1.59 (\$1.63 west of Denver), with others expected to follow suit. At the retail level, the increase will add a cent or two a can to the cost.

### Up 30 Cents

Paul Sullivan, sales manager of Snively Groves, Inc., manufacturer of a juice vender and supplier of vender juices, said that prices have gone up 30 cents in the last three weeks, 15 cents of this increase being tagged on this week.

He added, tho, that Snively operators are covered by the firm's price protection plan, which as-

ures them of paying a uniform price for their juice, despite market fluctuations.

Sullivan explained that Florida orange packers processed a million cases last week and shipped 1.25 million cases. The inventory is already low, he added, and it is getting lower.

### \$1.50 a Box

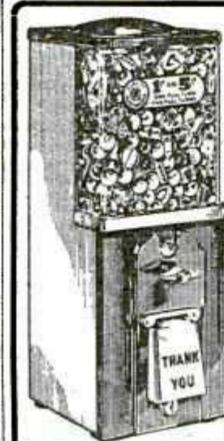
According to the Florida Citrus Mutual, major grower and processor which has a vending finance program, concentrators are now paying \$1.50 a box for oranges delivered at their plants. This is about 40 cents more than they were paying three weeks ago.

Also total production is expected to hit 60 million gallons this year, compared with 46.4 million gallons in 1952-53, packers estimated consumption is currently ahead of last year's by a third, with the demand topping the supply.

Last December, at the start of the orange concentrating season, packers cut their warehouse prices from \$2.11 to \$1.69 for a dozen six-ounce cans. In February, the prices dipped to \$1.59, then to \$1.43. Before today's boost, the average per-can retail price was 13.5 cents, compared with 15.6 cents a year earlier.

## D. C. Firms Appoint Advertising Agency

WASHINGTON, D. C., April 17. —The Music Box and the Hollywood Record Shop appointed Dave Herman Associates, this city, advertising and promotional agency, to handle their accounts.



### 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.

### CHARMS IN CAPSULES

- Initial Rings. Per 1,000 ..... \$20.00
- Funny Face Rings (24 different items). Per 1,000 .. 20.00
- Rings Are Ass'd., Nickel Gold & Oxidized.
- Key Chains. Per 1,000 ..... \$22.50
- Playing Cards. Per 1,000 ..... 20.00

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

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 233 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk Porc.	7.45
Silver King 1c B.G. or Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mds.	8.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.55
Pistachio Nuts, Vendor's Mix	.70
Pistachio Nuts, Sheik	.52
Cashew Whole	.55
Cashew Butts	.50
Peanuts, Jumbo	.38
Spanish	.38
Mixed Nuts	.55
Almonds 480. ct. 5 lbs. vac. pk.	.85
Baby Chicks	.35
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.38
Licorice Lozenges	.35
M & M	.44
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. \$ .38  
Adams Gum, all flavors, 100 ct. .... .44  
Wrigley's Gum, all flavors, 100 ct. .... .47  
Hershey's Chocolate, 200 ct. .... 1.30  
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

## NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## HERE AGAIN!!!

### VICTOR'S TOPPER

The world's finest bulk and charm vendor

**\$50.00** per case of 4, less than 25 cases.

**\$48.00** per case of 4, 25 cases or more.

We stock the complete line of Victor vendors.



Send today for complete charm and merchandise lists and all bulk vending supplies.

**BIRMINGHAM VENDING COMPANY**  
540 Second Ave., No., Birmingham 4, Ala.  
Tel.: 54-7526

## SUPPLIES IN BRIEF

### Peanut Use Up

The use of shelled peanuts for salted peanuts and for making candy is running about 1 per cent above a year ago, according to the Department of Agriculture. Total reported uses of shelled edible peanuts amounted to 296 million pounds thru February 28 this year compared to 293 million pounds in the same period last year. Off-farm supplies of peanuts, which include allowances for peanuts held as roasting stock and shelled edibles, were 6 per cent larger at the end of February than on the same date a year ago.

### Candy Sales Steady

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 the Census reported. Sales of package goods made to retail at \$1 or more a pound were down 25 per cent in poundage and 24 per cent in dollar value; at 50 to 99 cents per pound, up 2 per cent and 10 per cent; at less than 50 cents per pound, up 17 per cent and 13 per cent; 5 and 10 cent specialties, down 4 per cent and 1 per cent, and bulk goods, including penny items, down 6 per cent and 6 per cent.

### Sugar Prices Rise

The price of raw sugar in New York, duty paid, rose to 6.25 to 6.27 cents per pound in the second week of March from the 6 cents-per-pound level which held thru February 15, according to the Department of Agriculture. Imports of 1,107,382 tons of sugar, raw value, during January-February were slightly above the five-year average of 1,082,000 tons for the same period.

### Coffee Imports

Coffee imports, which amounted to nearly 1,500,000,000 pounds in 1953, will have to go up another 50 per cent in the next 20 years to satisfy the increased coffee drinking of the American people, John F. McKiernan, executive vice-president, National Coffee Association, said in testimony before the Senate Banking and Currency special subcommittee investigating coffee. McKiernan based his prediction on Agri-

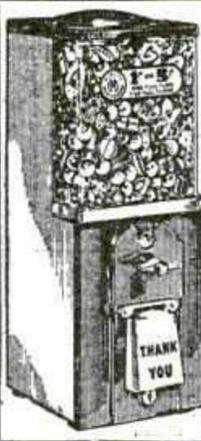
(Continued on page 93)

See Price Index on Page 89

## 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



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 Esser St.  
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READY FOR DELIVERY NOW!

1c or 5c  
**ACORN**  
ALL-PURPOSE  
BULK MERCHANDISER

Featuring the new  
**Silver Streak**  
BRUSH HOUSING

**Empire**  
COIN MACHINE EXCHANGE  
1012 Milwaukee Ave. • Chicago 22, Ill.

**Guaranteed Deal . .**

**SPECIALTY SALESMEN WANTED**

Change in company policy allowed an unusual opportunity for reliable salesmen to handle nationally known line. This is positively a guaranteed deal. Locally and nationally advertised. WE want salesmen—not promoters. Find out the complete details. Write to BOX 728, c/o The Billboard Publishing Co., 188 W. Randolph St., Chicago, Ill. Complete Line of Vending Machines  
GUM • HOT NUTS  
PEANUTS • CANDY BARS



## 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)

892

Name .....

Address .....

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

Occupation .....

**NEW 5c ROCKET CHARM MIX**  
(TRADEMARK)

We always have new items in the above mix. Immediate Delivery! \$21.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

**SPECIAL GET STARTED OFFER**

4 Victor 5c Rocket Charm Machines	\$57.00
2,000 "Graff's 5c Rocket Charm Mix"	40.00
<b>TOTAL COST</b>	<b>\$97.00</b>

**30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED**

Terms: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

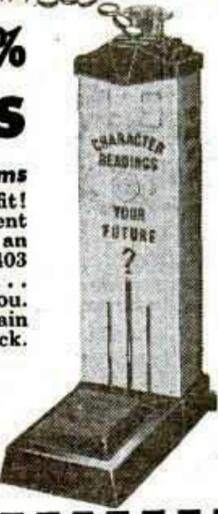
**GRAFF VENDING SUPPLY CO.** 2841 W. Davis  
Dallas, Texas

There's a **SMALL FORTUNE** in it... for You!

# PAYS 50% TO 200% STEADY PROFITS

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble



Yours for Only **\$25** DEPOSIT

## AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

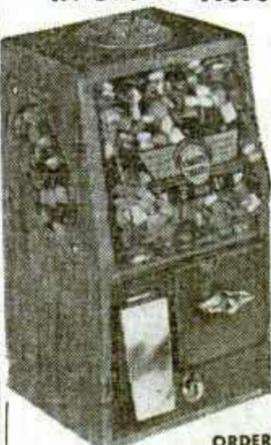
★ Mail coupon today for immediate delivery or further details, - monthly terms as low as \$10.

## Capitol's Porges, Bittaker to S. A.

HOLLYWOOD, April 17.—San-dor A. Porges, head of Capitol Records' international division, and Floyd Bittaker, manager of the department's offices here, embark on a six-week tour of South America April 19.

Porges and Bittaker will visit Capitol Records manufacturing and distributing outlets in the principal cities and countries in South America, as another step in the firm's emphasis on foreign markets. Scheduled stops include Peru, Uruguay, Ecuador, Brazil, Argentina, Montivedeo, Bolivia and Venezuela.

### IN STOCK VICTOR'S



New Deluxe Model **BABY GRAND CHICLE TREATS VENDOR**

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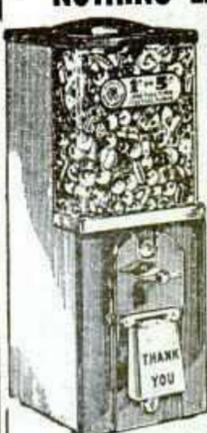
New **LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL**

- Bubble Ball Gum, 140-170 & 210 ct. . . . .24¢ lb.
- Clor-o-Vend Ball Gum, 140 & 210 ct. . . . .40¢ lb.
- Clor-o-Vend Chicks, 275 & 320 ct. . . . .45¢ lb.
- Chicle Chicks, 320 & 520 ct. . . . .36¢ lb.
- Bubble Chicks, 320 & 520 ct. . . . .30¢ lb.

F.O.B. Factory, 150 Lb. Lots  
 AMERICAN CHEWING PRODUCTS  
 4th & Mt. Pleasant • Newark 4, N. J.

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**Victor MODEL HMS**

\$16.95 each

Less than 100

\$16.50 each

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We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

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 Telephone YA-8323

# Vender Exports by Countries

January Thru December, 1953

Countries	January	
	Units	Value
Canada	1,126	\$ 80,613
Venezuela	65	15,214
Panama	12	2,988
Switzerland	100	1,735
Others	49	1,809
<b>Total</b>	<b>1,352</b>	<b>\$ 102,359</b>
February		
Canada	1,059	\$ 71,543
Colombia	20	7,938
Honduras	3	4,725
Mexico	501	3,314
Switzerland	101	1,350
Venezuela	6	1,150
Others	5	622
<b>Total</b>	<b>1,695</b>	<b>\$ 90,642</b>
March		
Canada	1,062	\$ 55,076
Venezuela	231	23,072
Belgium	700	7,370
Guatemala	5	1,610
Portugal	50	1,066
Others	109	2,820
<b>Total</b>	<b>2,157</b>	<b>\$ 91,014</b>
April		
Canada	721	\$ 44,311
Belgium	888	34,630
Venezuela	75	18,623
Panama	41	10,819
Cuba	21	7,875
Mexico	67	4,090
France	51	1,358
Others	29	1,606
<b>Total</b>	<b>1,885</b>	<b>\$ 123,312</b>
May		
Canada	830	\$ 69,113
Venezuela	19	6,505
Switzerland	30	3,597
Belgium	250	2,625
Others	71	1,902
<b>Total</b>	<b>1,200</b>	<b>\$ 83,742</b>
June		
Canada	542	\$ 97,792
Venezuela	25	7,500
Salvador	4	2,935
Mexico	35	1,400
Others	61	2,770
<b>Total</b>	<b>667</b>	<b>\$ 112,397</b>
July		
Canada	615	\$ 24,132
Belgium	135	3,750
Venezuela	40	10,507
Mexico	23	1,800
Salvador	3	2,201
Others	53	2,328
<b>Total</b>	<b>869</b>	<b>\$ 44,718</b>
August		
Canada	1,428	\$ 34,687
Salvador	3	2,201
Honduras	5	3,210
Venezuela	15	2,000
United Kingdom	10	3,500
Belgium	136	3,700
Others	1	525
<b>Total</b>	<b>1,698</b>	<b>\$ 49,923</b>
September		
Canada	343	\$ 37,528
Colombia	10	3,733
France	70	1,270
Venezuela	55	8,894
Belgium	22	7,646
Cuba	74	21,864
Mexico	500	3,100
Panama	8	2,224
Nicaragua	2	1,270
Bahamas	40	4,130
West Germany	1	1,012
Others	2	1,275
<b>Total</b>	<b>1,127</b>	<b>\$ 93,926</b>
October		
Canada	506	\$ 45,519
Mexico	39	14,580
Belgium	182	5,740
Venezuela	11	4,040
France	114	2,852
Salvador	5	2,032
Japan	6	1,830
Costa Rica	3	1,235
Others	40	716
<b>Total</b>	<b>1,206</b>	<b>\$ 78,544</b>
November		
Canada	478	\$ 51,168
Colombia	20	7,115
Belgium	120	42,032
Salvador	26	11,401
Japan	2	2,990
Philippine Republic	10	4,025
Costa Rica	1	1,305
Panama	10	3,770
Others	3	795
<b>Total</b>	<b>730</b>	<b>\$ 144,516</b>
December		
Canada	1,459	\$ 71,001
Cuba	100	1,790
Venezuela	11	3,394
United Kingdom	2	1,000
France	37	1,246
<b>Total</b>	<b>1,609</b>	<b>\$ 78,431</b>
<b>Year Total</b>	<b>16,222</b>	<b>\$1,093,474</b>

## 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 Chlore 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:** 7½ lbs. 210 count ball gum.  
**IMPORTANT:** Specify Which Wheel You Desire.  
 6 Decals furnished with each machine.

**PRICES:**  
 Less than 100 machines . . . . . \$16.95 ea.  
 100 or more . . . . . \$16.50 ea.  
 Packed and sold 4 machines per case. Minimum shipment: 1 case.  
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 5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Precision-Built for PROTECTION & PROFITS!

## ACORN ALL-PURPOSE VENDOR

The only completely die-cast aluminum, precision built

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
 BRUSH HOUSING & BALL GUM WHEEL

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 OPERATORS VENDING MACHINE SUPPLY  
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**MANUFACTURING CO., INC.**  
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 DON'T JUNK THAT OLD EQUIPMENT or PARTS . . .  
 Here's a REAL opportunity to clean your basements of used equipment . . .

**The Billboard WHITE ELEPHANT SALE ISSUE**  
 will be the hottest issue of the year to sell old equipment.  
 Your unwanted games may be just what someone else may want . . .

**CHICAGO** 188 W. Randolph St.  
**NEW YORK** 1564 Broadway  
**CINCINNATI** 2140 Patterson St.  
**ST. LOUIS** 590 Arcade Bldg.  
**HOLLYWOOD** 6000 Sunset Blvd.

Issue Date: **MAY 15**  
 Ad Deadline: **MAY 6**

For ad rates and information, contact your nearest Billboard office.

# No Dip in Coffee Prices Seen Until July, 1955; Supplies to Remain Short

## Ops Face Paradox; Decreased Consumption Would Lower Tab, But Would Hurt Gross

NEW YORK, April 17. — The price of coffee is on the way up and, according to commodity experts, it isn't likely to go down much until July, 1955.

The prediction is based on the economic law of supply and demand, coupled with the physical law of hot and cold. Here's how it works:

The original estimate for the 1953-'54 Brazilian coffee crop was 14,150,000 bags, about 650,000 bags below the harvest for the previous year. When the frost of July, 1953 came, most of the crop had already been picked, but about 1,000,000 bags were lost.

The Brazilian crop slated to be harvested early this summer has been even more severely damaged, with estimates saying that a third of the crop may be lost.

### July, 1955

Trees planted in 1950 won't bear fruit until July, 1955, by which time older trees will have had time to recuperate from the frost. However, should a cold snap hit Brazil during its winter or early spring, coffee will still be in short supply.

In any event, the July, 1955, date is one which could herald the beginning of lower prices—but it is not a date which would necessarily

mark the beginning of a downward trend.

Working hand in hand with physical forces are economic factors. If consumption goes down enough, prices could still dip despite adverse weather. But that would hardly be a blessing to operators—cheap coffee is no good if you can't sell it.

### Price Rises

Meanwhile, the price of coffee in both liquid and powdered concentrate form to vending ops either rose or held firm on earlier increases.

Holiday Brands, Walpole, Mass., jumped to \$4 a pound for its concentrate early this month. The last previous increase had been to \$3.65 in September.

The Borden Company, New York, now sells its powdered vending concentrate for \$4.20 a pound. The price went up from \$4.05 a pound on March 9.

### Schroeder Increases

Monday (12), Schroeder Products, Woburn, Mass., boosted the prices of its two liquid concentrate grades. The AM grade went from \$9.10 to \$9.65 a gallon, while the IVI grade went from \$9 to \$9.65 a gallon.

The Harrison Company, New York, is currently selling its liquid concentrate at \$10.20 a gallon for other labels. George Harrison, company executive, said the price has risen, but he did not say how much. Tuesday (13), Chase & Sanborn boosted its price for liquid concentrate by 43 cents a gallon.

Other price changes, as reported in The Billboard last week, are: American Home Food Products, from \$3.33 a pound to \$3.53 a pound on its G. Washington concentrate; General Foods, to \$3.50 a pound on Maxwell House, and Nestle, from \$4.15 to \$4.40 a pound on Red Label.

Crop conditions aside, the price of coffee presents a paradox to operators. The only thing that can drive prices down in the next year is a sharp reduction in consumption.

Such a reduction—if it were drastic enough to have a marked effect on cost—would affect route grosses in a manner which operators wouldn't like to see them affected.

If consumption increases, it stands to reason that operators will sell more coffee. But they'll also pay more for it.

### Can't Control Supply

Coffee differs from most vended items in that the manufacturer cannot control the supply for the demand, do a volume business, and keep the price down.

The ideal situation, of course, would be heavy consumption and an adequate supply. But for the next year anyway, the only way the supply can become adequate is by means of decreased consumption.

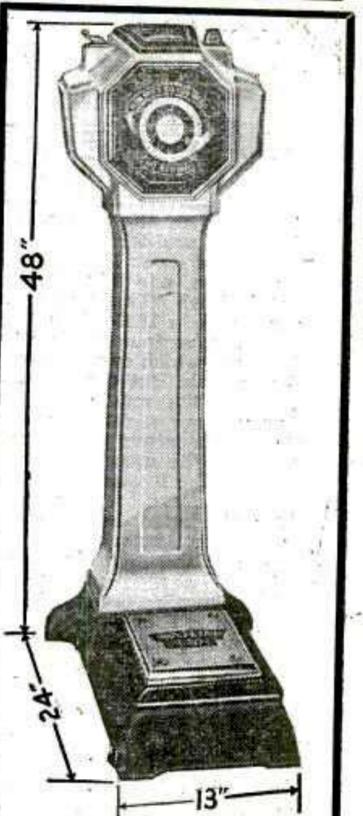
It's a difficult situation, and nobody claims to have the solution.

## Service Methods Key Nat'l Meeting

ST. LOUIS, April 17.—New service techniques keyed the three-day annual sales meeting of National Rejectors, Inc., attended by sales and servicemen from branch offices in Atlanta, Chicago, New York, Dallas, Los Angeles and Toronto.

Recently developed service short cuts by National revolved around new methods to keep repair cost at a minimum and increase efficiency of the operator's maintenance organization.

National also unveiled new models of products, some of which are scheduled for production in the near future. One, the Simplex Cup Dispenser, will be marketed this month.



# \$25 DOWN

## Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

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Greatest Time-Saving **PENNY WEIGHING SCALE**

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled handworkmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

ORDER TODAY  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

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.

## Mandell Named N. Y. Distrib for Andico Vender

LANSDALE, Pa., April 17.—American National Dispensing Company has appointed Northwestern Sales & Service Company, New York, as distributor for its Andico Hot Coffee vender. Northwestern, headed by Moe Mandell, will cover the State of New York.

Andico's announcement followed the firm's recent change in sales and distribution policy (The Billboard, March 27). Formerly, Andico had agreed to produce its unit for U. S. and Canadian sales exclusively for Cole Products Corporation, retaining European, South American and other markets. Under the new program, Andico is again handling its own machine in the U. S. and Canada.

See Price Index on Page 89

The Baseball season's started and we've got the first hit with our...

**SENSATIONAL BASEBALL TOP**

**\$9.00 PER M**

Available in assorted color plastics fits in capsules... vends perfectly—1 at a time—in most machines. Our Baseball Top provides more fun, more action, more repeat sales than anything on the market!

ORDER TODAY IMMEDIATE DELIVERY!

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**CHARMS PLASTIC AND PLATED**

Series #2 & Series #3

Series #2—52 Assorted Kinds	
Plastic	\$2.00 per 1,000
Copper Plated	\$3.00 per 1,000
Silver Plated	\$3.25 per 1,000
Gold Plated	\$3.75 per 1,000
Metallic Plated	\$3.75 per 1,000
Series #3—90 Assorted Kinds	
Plastic	\$1.50 per 1,000
Color-Inlay	\$2.50 per 1,000

f.o.b. Jamaica, N. Y.  
Minimum order \$10.00 and up  
Or: At Your Distributor.

Big two-sided Charms, beautiful colors, fine details, cleanly molded.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 2, L. I., N. Y.

**VICTOR'S HALF CABINET**

\$13.50 each 100 or more  
\$14.25 each Less than 100

Write for low prices on ball gum and charms.

Tel.: Emerson 4300

**H. B. HUTCHINSON JR.**  
860 North Ave., N. S.  
Atlanta 6, Ga.  
Tel.: Emerson 4300

**THIS WEEK'S SPECIAL IN CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**UNEEDA CIGARETTE VENDORS**  
Model E, 4 cols., 168 cap. \$ 75.00  
Model E, 9 cols., 270 cap. 85.00  
Model A, 9 cols., 270 cap. 95.00  
Model 500, 9 cols., 350 cap. 100.00

**ROWE CIGARETTE VENDORS**  
Imperial, 6 cols., 180 cap. \$ 85.00  
Royal, 10 cols., 400 cap. 110.00  
Royal, 8 cols., 320 cap. 100.00  
Crusader, 10 cols., 475 cap. 155.00

**SPRING SPECIAL**  
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.

**DUGRENIER CHAMPION**  
9 Columns  
420 Cap.  
**\$97.50**

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW RECONDITIONED LIKE NEW  
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It's 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.**  
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Phone Orchard 1-77251 Cleveland 11, O.

Also vends NUTS and CANDY  
Be first with the best in your territory! Get the facts!  
Write, Wire or Phone TODAY!

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**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
Candy Gum & Nuts  
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Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
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(Foreign rate, one year, \$6)

Name .....

Address .....

City .....

Occupation .....

# Grandpa's Arcades Take On New Look

• Continued from page 77

Looking back on 10 years saw a consistently profitable picture, tho there were lean years. "There's been one big slump," Kruze admitted. "That was about six years ago in 1948 when television made serious inroads in our business which caused a drop of 35 per cent. But the last two years, with the movie business picking up, our night commuter traffic (which is our chief trade) has been on the upswing, tho, of course, not like it was during the war."

Kruze attributes the success of the arcade in large part to the attraction of the fountain and to heavy traffic at night with people returning from an evening's entertainment in the Loop.

Kruze and Connors agree that equipment today is about two and a half times higher than it was 10 years ago, but point to the fact that many new machines today operate at a dime and a nickel, whereas earlier they operated for a penny and a nickel.

Those are the two extremes—one bad, one good. Yet both arcades were similar in size, number and kind of machines. But certain elements were different. The big factor was location—the arcade which flopped was set up mainly for servicemen; the one which made good is aimed at a steady year-in, year-out commuter traffic. Also the one which succeeded has kept the same rent, and the amount set aside for new equipment has remained constant: 7 per cent of the year's gross.

Generally, however, downtown year-round arcade operators agree that rising costs keep eating increasingly bigger chunks out of net profit.

## Rent & Salaries

Schaffer, one of the largest Eastern operators, with four arcades in and near Times Square, is quick to say rising costs are his biggest worry. "Every time a lease is up we get clobbered," he complained, "and we are paying more than double for equipment and salaries compared to 10 years ago."

Schaffer employs 40 people in his four arcades, 20 of them in his 52d Street playspot. Tho the arcade contains more than 200 pieces of equipment, the 20,000 square feet of floor space is enough to give the installation an uncrowded appearance and allow room for a workshop.

Considering operating costs in other businesses, the increases he mentions are not out of line. But the catch is that most other businesses can hit the consumer with the increased cost of doing business, while the arcade operator doesn't dare, except to a limited extent.

Schaffer's reasoning is that the public will patronize a downtown arcade only if the prices are low enough and any sharp price increase will be met with marked consumer resistance.

## Fast Penny Best

About 50 per cent of Schaffer's pieces operate for 1 or 2 cents, with most of the rest at a nickel. Photo and voice recording machines are 25 cents, while the name plate unit is a dime. Schaffer considered boosting his prices, but he feels that a fast penny is better than a slow dime.

Two veteran downtown arcade operators in Chicago—Al Tigerman and Lou Fenn—agree with Schaffer.

Fenn has been in the arcade business 16 years, now operates three on South State Street, a new one at Kiddietown at Harlem and Irving Park (an outlying section) and several in big bowling alleys. He also operates one of the largest popcorn machine businesses in the city.

## Rotating Machines

According to Fenn, the arcade business has dropped off about 25 per cent in the last five years. But his business climbed 30 per cent in 1953 over the previous year, and he expects to do even better this year than last. He is adding about 30 per cent more new and used equipment this year, mainly in the Kiddietown location. He prefers a machine he can use for 10 years, and most of his machines are old. He shifts half a dozen machines around every two years to a different location, operates about 300 machines altogether.

Significantly, many of the machines he's adding this year are

penny machines in Kiddietown, including pistols, Kicker & Catcher and Fike's Peek. Most are rebuilt machines. Coin-operated horses and new photo machines do well. He says ray guns are consistent attractions and moneymakers. Fenn remodeled an old gun made by Bally Manufacturing Company 13 or 14 years ago—a duck machine—which he converted into a "swing target" with a bull's-eye.

## Rent on Percentage

Fenn operates no lunch counters or novelty stands in conjunction with his arcades. His Kiddietown Arcade measures 25 by 60 feet; his largest arcade in the downtown area is 25 by 50 feet. He pays rent on a percentage basis, owns all his arcade equipment.

Al Tigerman owns and operates Hollywood Arcade on South State Street, another at 63d and Cottage Grove. He's been in the coin machine business for 25 years; in arcades, 12 years. Tigerman stated that the last three years have been the worst years since he has been in the business, despite the fact that he used to do about 25 per cent of his business with penny machines, while today most of the machines operate for a nickel, and most of the movies (his biggest moneymaker) show for a dime. Tigerman added only about 10 new pieces in the last five years, because, he said, new machines are too expensive.

Unlike Fenn, Tigerman operates a lunch counter, tattoo artist, photo studio and novelty stand at the Hollywood Arcade which covers 5,000 square feet. But business at the lunch counter has plunged 60 per cent since last year.

He operates 26 movie machines, 25 shooting games and 15 other games at Hollywood, including a Drive Mobile, photo machines, scales, peanut and ball gum machines. Since last year Tigerman said business at the shooting galleries dived about 35 per cent, and the net from the entire arcade has fallen off one-third.

## Heavy Taxes

Besides higher equipment and wage costs, taxes are heavy. Tigerman pays total license fees of \$45 for a movie machine (city fee \$25, State \$10, federal \$10).

In Chicago, a new operator with no previous years in the arcade business with which to compare net take, is proceeding cautiously.

Charles Napolitano, in the new Greyhound Bus Terminal at Randolph and Clark Streets in Chicago, so far has done well enough to meet his guarantee each month. He opened the arcade last December, looks for business to pick up 50 per cent by the end of May. His trade is almost all transient.

Altho he recognizes the advantages of a fountain, being in the concession business, Napolitano's contract specifies only arcade equipment. He has about 38 machines, including many new games. He has photo machines, Dale guns, a Seeburg Coon Hunt, two Seeburg Shoot the Bear guns, Exhibit Supply's new gun, four shuffle games, a Chicago Coin Around the World Trainer, a kiddie ride and several Capitol Projector Corporation's movie machines showing historic fights.

## Resorts Best

Operators in resort centers and amusement parks have generally fared better than those in year-round downtown locations, altho they agree on these main factors in the arcade business today:

1. Net profit is down from what it was several years ago because operating costs are much higher.

2. Cleanliness, service and friendliness help keep business steady but alone are not enough.

3. Until this year, few manufacturers were turning out new arcade equipment, so that any new equipment bought were games and rides intended for locations, and many operators were making old equipment do.

4. For year-round operations, the amusement center type arcade has the best chances of success.

A relatively new arcade operator on the West Coast, Tom Wall, who operates Funland in San Diego, Calif., with partner Cal Brown, reported that business currently at his main-stem spot was slightly off. Yet, he said that was not unusual for a city depending largely on Navy men at

the 11th Naval District headquarters. Wall, whose spot is two years old, could not estimate any increase in operating cost.

"We are too new to start comparing costs," he declared. "Since we opened here the money that has been spent, over and above actual operation, went for improvements. We now have the spot about where we had planned."

Wall's Funland is 40 by 70 feet, has about 60 machines. During the season he employs about 10 people, altho he maintains only a skeleton crew now.

## Need Something New

"What we need in the arcade business is something new, something which would appeal to the people of the town. Then the arcade would not have to depend on transients for business."

Dick Geist, vice-president of Rockaways' Playland, Queens amusement park in New York (which depends on its arcade gross for a share of its business), faced with rising equipment costs and the difficulty in raising prices, buys old equipment and gives it a thoro going-over in his modern and well-equipped shop.

For example, last year he paid for a Puss 'n Boots. It averages \$10 a week on a year-round basis. Rides and games are dismantled, refurbished and rewired each year. A few years ago he replaced arcade pieces every two years, now he makes them do.

## Equipment Breakdown

The equipment breakdown shows 10 per cent operating on pennies, 33 per cent at 2 cents, 33 per cent at 5 cents and the rest mostly at a dime. Photo machines operate at 25 cents and voice recorders at 30 cents.

Important, as Geist points out, is the fact that two-thirds of the revenue is accounted for by 2-cent and nickel units.

Next year, Geist plans to add another 1,185 square feet to his arcade space. But he is not overly optimistic about the future of the arcade business unless the manufacturers come out with more new machines and lower prices.

In Balboa, Calif., a summer resort town, Harold Hannaford, operator of the 4,000 square-foot Fun Zone Arcade, which he bought five years ago, has 100 machines of various types. Hannaford believes his operating costs this year will not be any higher than they have been for the past two years.

In contrast with these two seasonal amusement centers is Como Norris' year-round arcade in Long Beach. His spot is 30 by 60 feet, and he operates about 100 machines of all kinds.

## Costs Creep Up

In discussing costs, Norris said, "In 1953 our operating costs were slightly more than in 1952. I think 1952 was about 10 per cent more than 1951, and 1950 costs were about 20 per cent above those in 1949."

Norris agrees with Wall and Hannaford, however, in thinking that the solution to today's higher costs is better machines and hard work to keep them in good shape. "What we need in this business is better machines, the precision type. And they should be streamlined. With this type of equipment, the arcade will draw people in the higher income bracket. At present we are not getting those people."

Altho operating costs have risen steadily the past five years and many smaller operators have been obliged to close, lessened competition has swelled business for the larger locations, said Hiliard F. Bach, manager of the Penny Arcade, New Orleans.

With 320 pieces grouped in his 5,500 square-foot location, Bach employs 11 people exclusive of an assistant manager. He agrees that the increased costs of labor and rent added greatly to overhead, but argues that tighter management, regular purchases of new equipment and interesting groupings of machines will pull in the customers.

A top French Quarter location, the Midway Amusement Arcade, operated by Eddie Centa, is on Royal Street in the night club strip. In an area of about 1,600 square feet, the Midway has 130 machines.

## Tourist Trade Brisk

Centa, like Bach, looks forward to a good, steady business, relying on tourist trade to keep operation profitable, altho he agrees overhead costs have risen steadily.

Centa believes that excessive taxation and license fees are the gloomiest threat in the future. Both Centa and Bach stress good employee relations for good business. They emphasize neatness among employees for location

# 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 10—Amusement Machine Operators' Association of Greater Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

May 14—Music Guild of New Jersey, 17th annual banquet, Military Park Hotel, Newark, N. J.

May 14-15—NAMA sectional meeting, covering Illinois, Indiana, Wisconsin, Iowa, Missouri, Minnesota, North and South Dakota, Edgewater Beach Hotel, Chicago.

May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.

## 3-D Theater Modified; Price Cut to \$395; Sales Pick Up

NEW YORK, April 17.—Nat Cohn, head of the Riteway Sales and Manufacturing Company here, has redesigned the firm's 3-D Theater and reduced the list price from \$495 to \$395.

While no changes have been made in the basic action, the cabinet depth has been reduced from 24 inches to 18 inches. The height is still 72 inches and the width still 22 inches.

The chassis which houses the mechanism has been changed from wood to steel, so the unit is now all metal. The coin chute is now flat on the cabinet door, and the cabinet is now yellow and blue.

## Display Pictures

Original transparencies rather than reproductions are now used as display pictures, while a blinking display light replaces the stationary light.

Cohn said that sales have picked up sharply recently, with 40 units shipped out last week. He added that North Carolina, South Carolina and Florida are opening up.

Most of the orders, he said, come from amusement parks and arcades, with 3-D Theaters now on location at Coney Island, Rockaways' Playland and Atlantic City.

Cohn said he had several inquiries from manufacturing and

prestige and consistent customer attraction.

Said Bach: "One thing which I emphasize to employees is that they are here to serve the customers. It is important that happy employee relations be maintained. It is a big factor in any arcade's success."

The continuing success of seasonal amusement park arcades such as Riverview Park in Chicago, and at Irving Fischelberg's Funcade and Funland arcades in Atlantic City, supports the view made by amusement center arcade operators in towns where tourist traffic is heavy. While costs have gone up, and not as much money is being made as during boom years, the amusement center type arcades are faring best.

## Park Gross Up

Herb Tekip, arcade manager at Riverview, is in charge of three arcades with a total of some 300 machines including gum games, card vendors, novelty pieces like Kiss-O-Meters and Love Testers, Drive Mobiles, punching bags, and kiddie rides. Last year, Tekip said, was a peak year, up about 15 to 20 per cent over 1952.

What this season will bring he can't say, but he's bought 25 new machines to back up his belief that it will be just as good as last year: Three Round the World Trainers, four of International Mutoscope's 3-D movies, 10 new Exhibit card vendors, two Exhibit shooting galleries, two Mutoscope's 50-second Photo-Matics.

Tekip states that dime play is hard to sell at Riverview since much of the trade is children. Machines at a nickel and a penny do well.

Irving Fischelberg, who operates about 200 machines in Funcade and about 100 in Funland on the boardwalk in Atlantic City, looks for a good year, but he is cautious in his estimate. He has been open two months on week-ends when weather has been good, and right now, several conventions are in town. But so far the good weather and the convention traffic hasn't helped business much.

display firms about the 3-D Theater for industrial purposes. He explained that these inquiries involve wiring the mechanism for sound and using it as a non-coin operated viewer for presentations.

## Exhibit Adds 3 New Distributors

CHICAGO, April 17.—Exhibit Supply appointed three new distributors in Chicago, Michigan and California, Art Weinand, vice-president announced Friday (16).

First Distributors, Chicago, will distribute in the Chicago area; Empire Coin Machine Exchange, Chicago, will handle the State of Michigan, and Lou Wolcher will distribute in Northern California.

All three distributors will handle Exhibit's new Shooting Gallery gun.

## US Manufacturers

• Continued from page 84

for approximately 5 to 10 per cent of its total business volume. Cole Products, which has shipped its drink vender to Germany, Cuba, Venezuela and Panama, chalked up an increase in its export sales last year. Total out-State shipments accounted for some 5.5 per cent of the year's volume. Prior to 1952, Cole did not export equipment.

Warming up with "cold" equipment on the export market, Fred Hebel Corporation has shipped its ice cream vender to European, South American and Canadian buyers. Some 3 per cent of 1953 production went out of the country. Hebel, which handles foreign business thru export concerns, figures about 5 per cent of its U. S. list price is added to cover costs.

Rowe, Stoner, International Mutoscope, etc., are examples of the over-all industry trend to export business. Rowe has been concentrating on its cigarette line in such markets, with Stoner shipping its Univendor line to customers in Europe, Africa and Canada.

## 'PINBALL PROF' SAFETY DEVICE STUMPS EXPERTS

NEW YORK, April 17.—An electrically illuminated "professor" who appeared to be a cross between a pinball machine and a safety device proved to be a big hit with the crowd at the Greater New York Safety Council's annual meeting in the Statler Hotel.

The novel machine uses a series of cards, each containing a question and four possible answers to educate its players along the lines of safety. Quick, true answers, registered by pressing a button, bring high scores, with an instantaneous true reply rating 20 points and a green light. Red lights mean wrong replies and each second taken to answer cuts the score off one point.

The Navy is presently using the machine to educate personnel in recreation rooms and similar locations.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with 5 columns: Item Name, Issue of April 17, Issue of April 10, Issue of April 3, Issue of Mar. 27. Lists various vending machines like Acorn Tab Gum, Adams Gum Vendor, etc.

Canada, Latin

Continued from page 84

chasers of American vending equipment during 1953 were the United Kingdom, Japan, Portugal and West Germany.

Best export month of 1953, for U. S. manufacturers, was toward the end of the year: November, with \$144,516 worth of equipment.

Taking the dubious honor of lowest dollar-volume export month was July, whose \$44,718 was markedly below the year's monthly average of \$80,000.

J. Kehoe Honored At NACJ Dinner

NEW YORK, April 17.—John R. Kehoe, vice-president of the Union News Company, was honored Thursday (8) at the fourth annual dinner of the tobacco and candy industries of the National Association of Christians and Jews at the Waldorf-Astoria Hotel.

Ira Katz, president of the Metropolitan Tobacco Company, was chairman, and Norman Cousins, editor of the Saturday Review of Literature, was guest speaker.

Coffee Break

Continued from page 84

to this widespread loss of time and efficiency.

"Employees take their 'coffee-break' right in the office or plant without leaving their work area, and lost time is cut to the minimum."

The advertisement goes on to explain that coffee may be dispensed automatically, at no cost to management. A coupon is part of the advertisement.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3). DISPLAY CLASSIFIED. IMPORTANT INFORMATION. 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.

Parts, Supplies & Services

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea.

TAB GUM—MIN. 25 BOXES. All Wrigley, 47¢; All American Chicle, 44¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1c), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.

Ball Gum, 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb.

KING & CO. Direct Factory Distributors for Northwestern Venders and PX Cigarette Venders.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery.

Routes for Sale

Cigarette Route for sale or trade for route in Eastern Phoenix, Arizona; lots of room for expansion.

Well established western route—Late model phonographs, bingos, bowlers, etc., \$70,000.

Used Coin-Operated Equipment

A-1 Cigarette and Candy Machines, \$25 up; other vending machines, \$5 up; what have you to sell?

Advance Aspirin Vendors wanted—Two Advance Sanitary Napkin Vendors and one 25¢ machine, all \$35; write for additional price lists.

All showroom samples—Like brand new. Klopp Model D Counter, \$170; Arist-O-Scale, \$85; Mir-O-Scale, \$90; Acme Electric Shocker, \$15; A.B.T. "Challenger" machine, \$36.

Best offer 18 Silver Queen 1¢ Candy Tab Gum Venders, E. Crosby, 2000 Golden Gate, San Francisco, Calif.

Cigarette Machine, quarter operation Uneeda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Uneeda 5-column Candy Machine, \$37.50; Stutler 9-column Cookie Machine, \$22.50; DuGrenier Cigarette, \$40.

Completely Shopped Used Vendors—New Shipman 3 col. Stamp, \$37.50; 1 Postmaster Dival 3 col. Stamp, \$35; 20 U-Select-It 72 Candy Bar, \$35; 4 new Shipman 3 col. Candy, \$39.50; 6 New National King Candy, \$25; 2 Craig Ice Cream Cup, \$210; 6 Revco Ice Cream Cup, \$150; 10 Silver King 5¢ Hot Nut Vendors, \$15; 200—1¢ Silver King Nut or Gum, \$8.50; 15 Atlas Ace 1¢ Merchandise, \$6.50; 10—1¢ Masters, \$7.50; 4 new Masters, \$8.50; 6—1¢ Advance Stick Gum, \$8.50; 6 Hershey 20 col. 1¢ Bar, \$8; 3 SuperVend 3 Drink, \$325; 3 Bradley 2 selection cup, \$295; 6 Hupp Cold Drink, \$225; 2 Hot Snack Bar 6 col., \$200; Floor Sample Coffee Spa, \$725; 30 Pop-Sez Popcorn, \$65; 5 Hawkeyes Popcorn, \$55; 1 Pop-N-Hot Popcorn, \$50. One-half deposit with order, balance sight-draft. Cleveland Coin Machine Exchange, Inc., 2029 Prospect Ave., Cleveland, O.

Falcon and Imperial Shoe Shiners, in good condition, priced right; make offer. Box M-49, c/o The Billboard, Cincinnati 22, O. ap24

Fifty 1¢ Silver Kings and Victor Universals, \$9.95 each; one Mills Panoram Projector. Birmingham Vending Co., 540 2nd Ave., North, Birmingham, Ala. my1

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

Seven Automatic Popcorn Vending Machines—These pop each bag separately for 10¢, used only few weeks, cost \$800 each; will sacrifice for \$300 each f.o.b. Burke Matthews, Star Route A, Austin, Tex.

30 Kickers and Catchers—11—52 Models, all in excellent condition mechanically; cabinets like new, \$15 each; \$400 for lot or best offer. Jolly W. Fields, 3542 Gallia St., Portsmouth, O.

Wanted to Buy

Cigarette, Candy and other Vending Machines; any make, size, model or condition; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. tf

Standard Metal Typers; 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

NABV Appoints

Continued from page 84

Publicity Committee is Tom King, King & Company, Chicago. Committee members are Jack Nelson Jr., Jack Nelson Company, Chicago, and Jane Mason, of the Leaf Gum Company, Chicago.

The NABV convention and exhibit this year, July 9-11 at the Congress Hotel in Chicago, will feature a more comprehensive business program and diversified exhibits than at any of the previous three meets, according to Ted Raynor, general counsel.

Non-member firms will be permitted to exhibit for the first time, will include equipment in kindred vending fields. Service-type coin machines will also be displayed.

A convention feature will be a contest for the best methods of dressing bulk vendors (charms and ball gum). Prizes will be presented to winning operators.

Another first will be a special ladies' program, supervised by Mrs. Rolfe Lobell.

Reynolds' Unit

Continued from page 84

issue quarterly statements in the belief that such information might aid competitors. However, Whitaker did say that first quarter earnings are ahead of what they were in 1953. He attributed this to the elimination of the excess profits tax and the price increases.

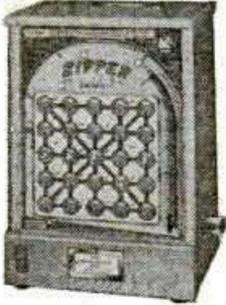
Net Earnings

Net earnings in the first quarter of 1953 were \$7,685,000. Income before taxes was \$21,562,000.

Whitaker reported that the company's new filter-tip brand, Winstons, has been given a favorable reception and that distribution and production will be increased as rapidly as possible.

He reported that while Camel sales slumped, the brand is still the nation's leader, and that king-size Cavaliers reached their highest volume, more than doubling 1952 sales.

USE THIS HANDY FORM TODAY. Forms Close Wednesday for the Following Week's Issue. Please use pencil when filling in this form. 1. Clip your ad to this form. 2. Check classification you want your ad to appear under. 3. Check whether you want Regular or Display Classified. 4. Count all words, then enclose check or money order. The Billboard Coin Market Place 188 W. Randolph St. Chicago 1, Ill. Please insert my ad in "Market Place" and run as indicated below: [ ] Next 6 issues [ ] Next 4 issues [ ] Next 3 issues [ ] Next issue only \$ Payment enclosed [ ] Bill me (on 3 or more issues only) Name Address City Zone State



BINKS "ZIPPER" FAST BINGO HIGH SCORE COUNTER GAME..... \$79.50

SPECIAL \$15.00 TRADE-IN ALLOWANCE

on your old counter amusement game. Ship in your old ABT Targets, Kickers & Catchers, etc. prepaid, and we will allow you \$15.00 on the new Binks "Zipper."

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St., Phila., Pa. Phone: Lombard 3-2676

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and machines with columns for machine name and issue dates (April 17, April 10, April 3, Mar. 27) and their corresponding prices.

Table listing various amusement games and machines with columns for machine name and issue dates (April 17, April 10, April 3, Mar. 27) and their corresponding prices.

FOR SALE ARCADE EQUIPMENT

- 1 Star Series (Williams).....\$ 79.50
1 All Stars (Williams)..... 69.50
1 Exhibit Space Gun..... 179.50
3 Jet Guns ..... 149.50
1 Shoot the Bear ..... 149.50
1 Drive Mobile ..... 159.50
1 Silver Bullet ..... 119.50
3 Three Way Mercury (Athletic Grippers). Ea. .... 49.50
1 Sc Quizzer ..... 79.50
1 Panoram Projector
3 Sc Evans Ten-Strike

1/3 DEPOSIT BIRMINGHAM VENDING CO. 540 2nd AVENUE, NORTH BIRMINGHAM, ALABAMA

MIREMUNVES NEW-1954. Munves Grandma, novel, animated—does everything but talk. Baseballs — Williams and Chicago Coin. Basketball — Genco 2 Player and Set Shot. Air Hockey | Air Football. Mighty Mike | Pitching Practice. 2 New Guns, best money maker ever. Western Gun, Exhibit ..... \$299.00. Football Match, competitive ..... 195.00. Chicago Coin Skee Ball ..... \$175.00. Exhibit 6 Shooter, Jet Gun, Shoot-A-Line and Space Gun. Each ..... 199.00. 4 Floors of REAL Factory Reconditioned Equipment. Looks and Works Like New. Just Off the Press—1954 32 page. 272 illustration catalog FREE.

CLEAN EQUIPMENT LOW PRICED! AMI D-80 ..... \$534.50. Wurlitzer 1450 ..... 474.50. Seeburg M100B ..... 639.50. Wurlitzer 1080 ..... 99.50. Chico Bandbox ..... 99.50. Muto. Drivemobile ..... 169.50. Wms. Horsefeathers ..... 75.00. Ex. Six Shooter ..... 135.00. Wms. All Star Baseball ..... 34.50. Seeb. Bear Gun ..... 164.50. Many other buys. Send for complete list. 1/2 deposit with order. No packing charge. OLSHEIN DIST. CO. 1100 Broadway Albany 4, N. Y.

KIDDIE RIDES (COIN-OPERATED) \* METEOR LEADS THE FIELD! \* LARGEST ASST. OF MODELS—10 IN ALL! \* ALL STEEL CONSTRUCTION! \* THEY'LL OUTLAST 'EM ALL! \* ONE YEAR GUARANTEE! \* FREE INSURANCE! MAIL THIS AD FOR DETAILS! METEOR MACHINE CORP. 75 W. 45th St., New York 36, N. Y. Phone: Circle 6-2241

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.

Table listing various arcade equipment and machines with columns for machine name and issue dates (April 17, April 10, April 3, Mar. 27) and their corresponding prices.

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

Arcades, Parks

Continued from page 77

with an automatic scoreboard keeping a running score.

Installations will be set up at Sportland, New York; Palisades (N. J.) Amusement Park; Coney Island; Woodside Park, Philadelphia; Mountain Park, Holyoke, Mass.; Seaford Heights, N. J.; Forest Highlands Park, St. Louis; Le-Sourdsville Park, Middletown, O.; Asbury Park, N. J.; Bruckner Boulevard, Bronx, N. Y.; Olympic Park, Rochester, N. Y.; Willow Point Park, Webster, N. Y., and Salisbury Beach, Mass.

STEALS \$181, LEAVES TV SET

NEW ORLEANS, April 17.—Police this week were seeking a thief who broke into the bar of Paul Rodriguez and rifled cigarette vender, juke box and pinball games of \$181. Rodriguez more than broke even, however. Returning unexpectedly to his tap-room, Rodriguez surprised the burglar who left a valuable television set on the sidewalk making his get-a-way.

Growth of Game Exports

1951-1953

Table showing game export statistics for 1951, 1952, and 1953, including columns for No. and Value.

'53 COIN EXPORTS TOP \$11 MIL

Continued from page 77

made tremendous gains the past five years. Since 1949 exports have jumped almost 600 per cent; in three years exports have more than doubled. (The major reason for the 1948 setback is the embargo placed on coin units by Canada in that year.)

Gains for all segments of the trade—amusement games, vending machines and juke boxes—were made in 1953. Noteworthy is the change in balance among the three divisions. Several years ago juke boxes accounted for about 70 per cent of the total export volume and vending sales only 5 per cent. Here is the percentage of each division of the total export volume for last three years:

Small table showing percentages for Jukes, Games, and Venders in 1951, 1952, and 1953.

The gap is narrowing slightly between juke and games, but vending machines slipped percentage-wise last year because the 1953 gain was very small, while the total coin export volume gain was very large.

Juke All-Time High

Juke box overseas shipments for 1953 climbed to the all-time high of \$6,315,533—over \$1 million more than the total coin export dollar volume for 1951. Juke exports for the first nine months of 1953 almost equalled this at \$4,187,008.

Almost 10,000 more coin-operated amusement games were exported in 1953 than in 1952. A total of 18,762 units were shipped in 1952 for \$2,613,007, compared to 28,439 games exported in 1953 for \$3,960,181. The total number of games exported almost equals combined music machine and vander unit sales.

Vending machine exports for 1953 showed the smallest increase of the three coin divisions in the trade, but still set a new record total of \$1,094,474 for 16,122 units. Vender export sales sky-

rocketed from \$543,635 in 1951 to \$1,073,708 in 1952.

Canada accounted for almost 50 per cent of the total game exports in 1953, buying 10,507 units for \$1,816,642. France was runner-up with a total of \$545,805 paid for 5,075 games. Japan, whose coin imports have been growing rapidly, came in third with 1,064 games imported for \$318,575. Venezuela and Belgium were fourth and fifth respectively.

Top Game Countries

Here's the top eight countries importing games in 1953, the number each bought and their value:

Table listing top game countries: Canada, France, Japan, Venezuela, Switzerland, Cuba, Netherlands with their respective numbers and values.

In music machine exports, Venezuela, Belgium, Canada, Colombia and Mexico—in that order—were top importers. Top juke importer since 1949, Venezuela's imports shot to \$1,263,096 last year. Belgium's juke imports jumped from \$412,316 worth of juke imports in 1952 to \$880,795 worth in 1953.

Canada and the South American countries—Venezuela, Salvador and Colombia—imported the major share of vending machines in 1953.

Significantly, the unit-dollar volume figures for the last several years indicates that more new, more expensive and bigger coin machines are being imported. In 1952 the average price per coin machine unit was \$107; in 1953 it had almost doubled to \$192.

The average price per juke box exported has climbed from \$321 in 1947 to over \$440 last year.

In 1952, 38,350 vending machines exported brought a total dollar volume of \$1,073,708; last

year just 16,122 venders shipped brought a \$1 million total slightly larger than 1952's.

Coin-operated game exports in both 1952 and 1953—according to unit-dollar volume figures, have maintained a per-game average of around \$140, indicating that both new and used games have been sold in about the same proportion during these two years.

The coin machine export market keeps looming larger each year, has swelled into a big factor in the American coin machine industry. American manufacturers are working harder to establish a healthy trade; with the exception of France, embargoes by most countries have softened; more foreign investors are becoming interested in putting their money into coin machines. All these reasons are responsible for the stepped-up expansion of the market.

Figures for the first month of 1954 are not yet available (all transactions must be rechecked to make certain all financial obligations are fulfilled causing a usual four or five-month delay), but indications are good for another record year in 1954.

Joe Caldron, of Trans-World Distributing Company, Chicago, declared that their exports during January and February were on about a par with 1953, but that Trans-World exports during March—and thus far in April—are considerably above those for the same months last year, as much as 30 or 40 per cent more.

Sale Groenteman, executive of the International Amusement Company and the Scott-Crosse Company, on returning from a three-month business trip to Europe in March of this year, said: "The market for American coin machines was never better" (The Billboard, March 27).

Ohio Agencies

Continued from page 77

clubhouse, did not have a coin deposit or payoff chute; therefore it did not come under the slot machine regulation which reads that the device must be operated by means of insertion of a coin, token or similar object which, by application or element of chance, may deliver or entitle the persons playing or operating the machine to receive cash, premiums, merchandise or tokens.

Corsaro said the machine had been converted so that, instead of being operated by direct action of coins, it was released for action electrically by means of a push-button behind the bar in the clubhouse. The machine has no coin chute, no payoff opening and no jackpot compartment, he said. It lists a number of "odds" in the form of "free plays" a user could have if he hit a lucky combination, Corsaro reported.

The machine, Corsaro said, was installed in the clubhouse in March and the club received a percentage of the receipts from the game, at 10 cents a play.

Possession of a bell machine, with or without a payoff attachment, is a felony under Ohio law. The State law says such a device is illegal whether the player may receive a direct payoff from the machine or "may become entitled to receive" a payoff when the right combination comes up.

Meanwhile, the FBI is checking on the case to determine if it should take action under the Johnson - Preston Act which forbids interstate shipment of gambling devices, it was announced by Norman H. McCabe, agent in charge at Cleveland.

The machine is being held by the liquor department at its Columbus headquarters, Corsaro said.

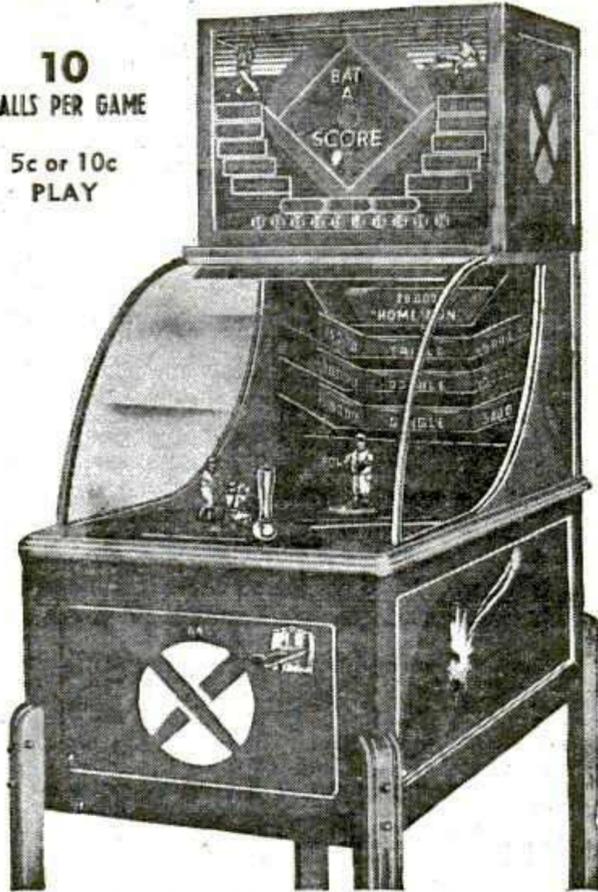
SHUFFLE GAMES

Large table listing various shuffle games and their prices across different issues.

Table listing specific shuffle game models like Royal Shuffle Alley, Shuffle Alley Deluxe, etc., with their prices.

# PLAY BALL! HERE'S THE PITCH! EVANS' BAT-A-SCORE

10  
BALLS PER GAME  
5c or 10c  
PLAY



**ANIMATED MANIKIN ALL SKILL BASEBALL—  
AN AMUSEMENT GAME PERMITTED ANYWHERE!**  
Here's Action Proven by Players for Appeal—Proven by Operators for Profits!  
Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run depending on skill of the player!  
IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!  
**IMMEDIATE DELIVERY!**  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

# Oregon Court Rules: Games Under Cities

**Portland May Enact License Ordinance;  
Ops to Consider Fee Higher Than \$20**

By BUFORD SOMMERS

SALEM, Ore., April 17.—The State Supreme Court Wednesday (14) ruled that cities may prohibit operation of amusement-only pinball games despite a provision in State law taxing these machines.

The high court upheld validity of a 1951 Portland city ordinance banning games and thus overruled a Multnomah County Circuit Court, which held the Portland ordinance to be in conflict with State law because of State taxation of machines (The Billboard, April 10).

Alexander Brown, Portland city attorney, said games would be banned in Portland upon receipt of the Supreme Court mandate "within several days."

During the three years of the litigation, games have operated in Portland without payment of city license fees.

The Supreme Court opinion found the Portland City Council balked on an intention announced earlier of enacting an ordinance providing for control and licensing of games.

### May License

City Commissioner Stanley Earl, who had made one attempt to introduce such an ordinance, said after the high court ruling that he "might" again introduce a pinball resolution but that he had not definitely decided to do so.

The present city council, differently constituted from the council that enacted the pinball ban, had lent a sympathetic ear to pleas that the city avail itself of an estimated \$100,000 annual revenue from pinball licensing. It had indicated it was awaiting only a ruling from the Supreme Court so that such enactment would not embarrass the legal department in defending its legislation before the high court.

The new attitude definitely clouds the favorable climate game operators thought they were enjoying.

Game men were watching the Supreme Court case with the hope that a favorable decision

would preclude any city or county from banning games on which the State collects license fees. The opinion means that games now are at the mercy of any governmental unit within the State that might decide to banish them.

The ruling was a defeat for Stanley G. Terry, Portland operator, who, on behalf of himself and other operators, had taken the city ordinance to court. The city had appealed from the 2-to-1 Circuit Court opinion, and last November six justices of the Supreme Court divided evenly as to legality of Portland's ordinance. This necessitated a reargument of the case March 31, but this time the high justices were unanimous in finding for Portland.

### Tax Measure Only

Justice George Rossman wrote the court's opinion, which agreed with Portland's contention that the State pinball law was a taxation measure and thus did not preclude a city from enacting a ban under its policing powers. It found against Terry's contention, as voiced by Attorney David Fain of Portland, that the State law granted a privilege, one which the city could not take away.

Surprisingly, Rossman's opinion seemed to hold that pinball games are gambling devices in that he asserted the city's right to exercise police power for their control. One Portland attorney said he thought this tended to support the contention that a free play is of sufficient value to bring games within the constitutional provision against lotteries.

Justice Rossman wrote: "Obviously the police power authorized the prohibition of gambling. Therefore, if the machines which plaintiff (Terry) possesses can properly be deemed gambling devices, the police power can be employed for their elimination."

Denying Terry's contention that the State had granted a privilege in enactment of the taxation measure, Justice Rossman said:

### Location Receipts

"Where owners pay the tax, the State issues to them no paper in the form of a license, but hands them a document entitled 'receipt'."

"A law enacted solely in the exercise of the power to tax manifestly does not regulate and therefore it cannot pre-empt regulation. Likewise, a measure enacted solely as a taxation act does not legalize the possession of the object which it taxes."

Chief Justice Earl C. Latourrette wrote a special concurring opinion in which he said the primary purpose of the State law was to raise revenues for old-age assistance. He said it contained nothing that would prohibit the city also from legislating on the matter.

### \$150,000 a Year Revenue

The State Tax Commission said it collects some \$150,000 a year from pinball and music machines and that slightly more than one-half this amount comes from the \$50 pinball fee.

Terry, who employs 23 men and who the Supreme Court indicated had a \$100,000 investment in machines, said he was hopeful the city would again legalize games. He said the \$20 license fee netted the city about \$100,000 a year and that game operators were willing to consider a higher license fee. At the time the city was getting squared away to enact a new game license schedule, \$50 was mentioned as a possible figure.

"If Portland throws out the 2,000 or more machines now operating without a license, they're depriving some 25,000 people of an honest income," Terry said. (He was referring to tavern, cafe, drugstore operators and others).

"What's more, the city would be doing the State out of all the revenue it has been collecting."

### No Summer Meets for Det. Shuffleboard Group

DETROIT, April 17.—The Detroit Shuffleboard Association decided to discontinue meetings during June, July and August at the April 1 meeting held at the Tuller Hotel, Detroit.

### Install 4 Coin Typewriters in Congress Library

WASHINGTON, April 17.—The Library of Congress announced that four coin-operated typewriters have been placed in operation for the convenience of readers who want to transcribe from books and documents.

Two of the typewriters are located in the Government Publications Reading Room, another is located convenient to the Periodicals Reading Room, and a fourth is in the Newspaper Reference Room. The machines provide a half hour of typing for a dime.

The L of C said that the use of coin-operated typewriters has been successful in such other libraries as the Los Angeles Public Library and the Los Angeles County Law Library.

### Chi Coin Adds

Continued from page 77

The match feature comes into play when the last digit of the score is matched with a number which flashes on at the end of the game. The machine is adjustable to offer free plays when the number is matched.

A double-star feature increases free plays when stars are illuminated over matched numbers. The added-feature model will have single and double coin chutes and will operate on either a dime or three-for-a-quarter basis.

Ed Levin, director of sales, said that Chicago Coin is still in production on the regular Home Run model and the Super Frame and Criss Cross bowlers.

**BINKS "ZIPPER"**  
FAST BINGO HIGH SCORE  
COUNTER  
GAME..... **\$79.50**  
NEW "SAFES" CLOSEOUT  
PRICES—ALL REVOLVAROUND  
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1 DOUBLE UNIVERSAL  
1 SINGLE HEAVY STEEL  
1 DOUBLE HEAVY STEEL  
1 TRIPLE HEAVY STEEL  
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**THIS WEEK'S  
SPECIAL  
Exhibit Jet Gun, \$145**  
Will pay cash for Bally Bingos.  
State quantity and price.  
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DISTRIBUTING COMPANY  
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WURLITZER 1700... THE NEW STANDARD IN  
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like new.... 99.00
- 1080—like new 135.00
- 1400..... 445.00
- 1500..... 795.00
- AMI C's..... 225.00
- AMI D 80's..... 475.00

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- 47's.....\$ 65.00
- 48's M. L..... 89.50
- M100A..... 395.00
- M100B..... 495.00
- M100C..... 695.00
- WALL BOXES—LIKE NEW  
Wurlitzer 3020's...\$17.50
- 4820's..... 39.50
- 5204's..... 79.50
- Seeburg 100 Select. 69.00

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CENTURY  
\$395**

Exclusive AUTHORIZED Distributors of RUDOLPH WURLITZER Phonographs • SMOKESHOP Cigarette Vendors • EXHIBIT SUPPLY CO. • KLOPP Coin Counters • COVEN Cart Sled • CAPCO Cleaners.

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when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

### Canada Drops

Continued from page 77

promising the man with limited capital "the moon." They tell him he can make a lot of money fast.

As a result, too many operators are expecting big returns when they go into the business.

They have made the large down-payments on new machines, leaving themselves with little or no money for carrying on the business. The end result is there are a number of vending machines sitting in the customs waiting to be picked up. Rather than put themselves further into debt, the operators are leaving the machines sit.

The operator, however, received another aid from the government in last week's budget. The tax on soft-drink gas, CO<sub>2</sub>, was reduced from 25 cents a pound to 15 cents a pound. This saving is not being passed on to the customer, rather the operators are keeping this gain to bolster their profit margins.

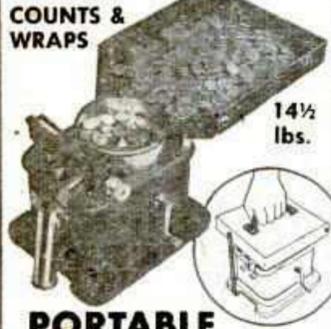
Cup operators need this bolstering. While salaries, and other costs have climbed considerably, salaries have begun to level off somewhat. Industrial vending has been soft because of the closing of a number of factories. However, within the last two weeks, business has picked up a bit with the reopening of some plants.

### Sell Vender Need

Canadian industry in general, however, still needs education as to the value of venders. Operators have a problem in that field. They have to convince management of the wisdom of allowing their employees to go to the machines at any time, thus resulting in greater production. This is a job to be done by the whole industry, thru an association.

When coffee machines first came into operation in Canada, the average buyer was not critical of his drink. Now he wants superior flavor. There is plenty of competition from the mobile caterers who serve coffee from thermos jugs. The same is applicable in the case of all other products which can be vended.

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- INDIANAPOLIS, Ind. Coven Music Corp. 1545 E. Kelly St.
- CHICAGO 18, Ill. Coven Music Corp. 3181 Elston Ave.
- ATLANTA, Georgia Friedman Amusement Co. 441 Edgewood Ave., S. E.
- NASHVILLE 3, Tenn. Hermitage Music Co. 423 Broad St.
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- DALLAS, Texas S. H. Lynch & Co. 2900 Gaston Ave.
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- MEMPHIS, Tenn. Sammons-Pennington Co. 1049 Union
- ST. LOUIS 1, Mo. W. B. Distributors, Inc. 1012 Market St.
- PITTSBURGH 19, Pa. Banner Specialty Co. 1508 Fifth Ave.
- OKLAHOMA CITY, Okla. Copeland Distributors 900 No. Western
- CANADA, Toronto, Ont. E. A. Horton Sales Co. 3071 Bloor St., W.

**GOOD TERRITORIES STILL AVAILABLE**

## Supplies in Brief

Continued from page 85

Culture Department estimates that by 1975 there will be 154,000,000 Americans over 15 drinking coffee, and recommended a five-year co-operative technical aid program to boost world coffee production.

### Tobacco Sales

Wholesale sales of tobacco products amounted to \$203,000,000 in February, the same as in January, while inventories of tobacco products increased from \$156,000,000 in January to \$161,000,000 in February, according to the Department of Commerce. Wholesale sales in February, 1953, were \$216,000,000 while inventories were \$162,000,000.

### Filbert Control Board

Six members of the Filbert Control Board, which adjusts the supply of in-shell filberts to demand, have taken office, according to the Department of Agriculture. Grower members selected are: Harold Quick, Chehalis, Wash.; Ben W. Forbes, Newberg, Ore., and Oral Grove, Beaverton, Ore. Handler members are: Robert L. Melden, Portland, Ore.; Sam N. Peterson, Portland, and Ralph Dugdale, Cornelius, Ore. A seventh member will be nominated by the six members already selected.

### Tobacco Plantings

Farmers' March 1 intentions indicate that 1,629,600 acres will be planted to tobacco this year, a decrease of one-half of 1 per cent from last year's 1,638,100 acres, altho intended acreage of cigar tobacco is expected to total 75,000, up 5 per cent from last year's 71,000 acres, according to the Department of Agriculture.

Practically all of the 1953 crop of tobacco has been marketed except for Maryland tobacco auctions, which will begin around mid-May. Prices of tobacco sold so far this year were generally above a year ago, with burley up 4 and 5 per cent, and Pennsylvania and Connecticut binder type cigar tobacco up 7 to 15 per cent.

Imports of unmanufactured tobacco are holding steady with 105,000,000 pounds imported in 1953 compared to 103,000,000 in 1952 and 105,000,000 in 1951, the Department of Commerce reported.

## Times May

Continued from page 84

this week; he feels that these may be the answer to the mechanical difficulties. While the maker is not in the vending machine manufacturing business, Pike said he is equipped to turn out enough units to satisfy the newspaper's needs.

While no figures are available, it is felt that New York's morning newspapers lose considerable circulation because of their unavailability in the late p.m. and early a.m. hours.

Only a few subway stations maintain newsstands on a 24-hour basis, and it is impossible to buy a paper in most subway stations after dark.

Thus, when a suitable newspaper vender is developed, it appears likely that hundreds of locations in the New York area will open up.

## GET 'EM OUT OF MOTHBALLS... PUT 'EM TO WORK!

Response was terrific from our first ad in Billboard. The demand for our conversion unit is mounting. Get your order in Today. Immediate Delivery!

### A PROVEN FINANCIAL SUCCESS AS A GAME FOR AMUSEMENT ONLY

Convert your game and STOP being fouled up with laws on gambling devices... the complete game has been thoroughly location tested and the playing public love it and play it like they used to play a standard bell machine.

#### A YOUR EQUIPMENT

Your dusty bell machine now becomes a useful amusement game when converted with our remote control cabinet and electrical unit.

Federal and State courts have rendered decisions to the effect that our conversion equipment makes a non-gaming device.

#### B REMOTE CONTROL

Compact unit, complete with 40 ft. of cable; lets you know the "score" at all times.

It's easy and quick to assemble game with electrical unit.

#### C CABINET AND ELECTRICAL UNIT

Provides an ideal stand for your bell machine that combines both beauty and utility to this revolutionary new amusement game. Yes, your bell equipment plus our electrical unit with remote control converts any make, any model into a non-gaming device.

We furnish book of instructions for conversions.

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Phone, wire or come on in. The personal contact will be worth the trip.

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Williams ALL-STAR BASEBALL  
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 Army & Navy ..... 195 Four Corners ..... 105  
 C. O. D. .... 185 Times Square ..... 125  
 Fairway ..... 145 Starlite ..... 115

### BINGO SPECIALS

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 BRIGHT SPOT ..... 125  
 CONEY ISLAND ..... 125  
 YACHT CLUB ..... 250

### SHUFFLE GAME SPECIALS

UNITED CLOVER .....\$275  
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1 Rock-Ola 1428 .....\$225 | 1 Rock-Ola 1422 .....\$125  
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 1—\$14 5—\$11 Ea.  
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"Shop" in this case, is where the Jones Boys give used coin-operated equipment a new lease on life. The shop in the photograph is in our Salt Lake office, but there are four more just like it in San Francisco, Denver, Portland, and Seattle. Every piece of used equipment is guaranteed to be in top working order. The service is fast and expert. So far as we know, our prices on used equipment are the best in the world. If you're a foreign buyer, shouldn't you be doing business with the Jones Boys?



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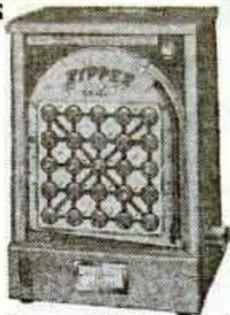
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	UNITED
	Red Shoes ... \$89.50
	Arizona ... 79.50
	Utah ... 84.50
	Tampico ... 79.50
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	Aquacade ... 59.50
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GENCO'S GOLDEN NUGGET \$125.00



BINKS ZIPPER Fast, high score BINGO Counter Game ... \$79.50

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GENCO SHUFFLE POOL
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United Star 10th Frame ... 275.00
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Star Bowler, 10', 2 Player, Wood Balls ... 295.00
Universal 18' Bow-A-Matic ... 345.00

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT For United 4, 5 and 6 Players ... \$49.50

2 NEW CHANGEMAKERS CONTINENTAL 2 dimes, 1 nickel for 25c \$89.50 COINWAY 5 nickels for 25c 2 nickels for 10c \$69.50

COUNTER GAMES

Art Show & Film ... \$49.50
Mercury Counter
Grip, New ... 34.50
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Turf King ... \$109.50
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FACTORY REBUILT, 25c, KING SIZE COLS.
Rowe President, 10 Col. or 8 Col. ... \$155
National Model 950, 9 Col. ... 145
National 930, 9 Col. ... 130
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CLOSING OUT GENCO'S "400" \$69.50

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

HONOR ZETZMAN

Pioneer Drink Op Wins Star Salesman Tag

NEW ORLEANS, April 17 — Recipient of an award as New Orleans Star Salesman-at-Large for 1953 was William G. Zetzman, president of Zetz Seven-Up Bottling Company, who this week was honored at the annual award banquet at the Jung Hotel.

He was presented a plaque noting outstanding salesmanship in selling the commercial and cultural qualities of New Orleans and the surrounding area thruout the Americas.

Zetzman recalled the days when ice refrigerated machines were found on only a few locations such as railroad stations and bus depots.

"While it is difficult to arrive at a precise figure," Zetzman said, "not far into the future, 90 per

C&C Names Odquist V-P

ENGLEWOOD, N. J., April 17.— Maurice V. Odquist was named by the Cantrell & Cochrane Corporation as vice-president in charge of national sales of C&C Super soft drinks in cap-top cans.

Before joining C&C, he was vice-president in charge of merchandising at the Hilton & Riggio advertising agency; before that he was an advertising account executive for White Rock, Pepsi-Cola and Piel's Beer.

Odquist also handled the introduction of canned beer for the American Can Company and had been in charge of store merchandising for the A&P chain.

C&C is currently promoting its line of canned carbonated beverages in vending machines.

Cig Prices Up

Washington, April 17.—Primary wholesale prices for cigarettes in March were 2.6 per cent higher than in the same month last year, while prices of other tobacco products remained steady, according to the Bureau of Labor Statistics this week.

Non-alcoholic bottled beverage prices in March showed a 5 per cent jump over a year ago. cent of all soft drinks will be by venders. It is quite within the realm of possibility that within a few years untapped location sources will be realized."

SPRING SPECIALS SALE!

WURLITZER 1500's ... \$595
WURLITZER 1400's-1450's ... 495
CHICAGO COIN ROUND THE WORLD TRAINER ... WRITE

LARGE STOCK of

- KIDDIE RIDES—like new
- Late UNITED ALLEYS
- BALLY DUDE RANCH
- PALM SPRINGS
- BALLY ICE FROLICS
- CONEY ISLANDS

WE WILL TRADE ABOVE for

- SEEBURG M-100 A, B & C
- Turf Kings & Futurities

REDD DISTRIBUTING CO., INC. 298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040 Exclusive distributors for AMI BALLY-UNITED

It's New It's Sensational ADJUST-A-PINS

JUMBO PINS specially designed TO FIT ALL SHUFFLE ALLEYS

- ✓ Install On Location In 15 Minutes
- ✓ Use Original Wire Hangers

Unhook old pins ... hang ADJUST-A-PINS on original hangers ... no wires to change. Special slots enable you to adjust pins up, down or sideways to proper position. And in 15 minutes or less ... on location your alley is ready to attract maximum play again. Set of 10 Only \$12.95

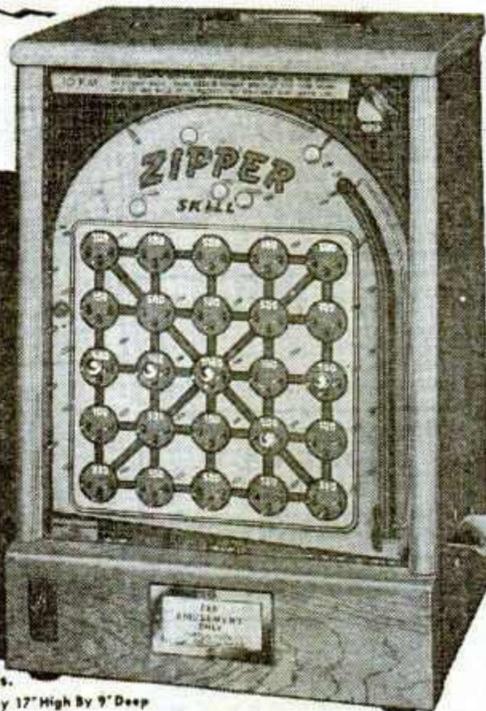
With Order, Balance C.O.D. • Rush Your Order Today! Distributors Write For Territory Available

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TREMENDOUSLY ANIMATED FAST 5 BALL PLAY!

GREATEST COIN MACHINE ON THE MARKET TODAY!



BALL GUM VENDER Wt. 21 lbs. LARGE CASH BOX 12" Wide By 17" High By 9" Deep

Opens up New Locations Everywhere!

1. Popular 3-4-5 in-line scoring
2. HIGH SCORE for competitive play between players and onlookers!
3. STEEPLECHASE ZIG-ZAG BALL ACTION!

IT MATCHES THE EARNINGS OF COSTLIEST EQUIPMENT WHEN PLACED ON THE COUNTER IN YOUR PRESENT LOCATIONS.

Order BINKS ZIPPER TODAY! If Your Local Distributor or Jobber Does Not Have ZIPPER— Write or Wire the Factory Direct.



BINKS INDUSTRIES INC. MANUFACTURERS OF PROFITABLE COIN-OPERATED EQUIPMENT!

4350 N. PULASKI ROAD • CHICAGO 41, ILLINOIS, U.S.A. • TELEPHONE MULberry 5-4100

WANTED BRAND NEW MILLS OR JENNINGS SLOTS ALL DENOMINATIONS

Quote in your letter amount you have. Serial Numbers, All Types, Lowest Prices. Also interested in Brand New BINGO TYPE GAMES—CLOSE-OUTS IRVING BROMBERG COMPANY 8313 1/2 W. 3rd St. WYoming 0125 LOS ANGELES 48, CALIFORNIA

WANTED Beach Clubs & Beauties

Will sell factory reconditioned Bright Light and Spot Lites, \$70. W. E. Keeney Mfg. Co. 5229 So. Kedzie Ave. Chicago 32, Ill. Phone: Hem 4-3844

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923 735 S. Brook St., Louisville 3, Ky. 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio 129 W. North St., Indianapolis, Ind.

# Shaffer Specials

## SPRING CLEAN UP SPECIALS

AMI	
D-40 .....	\$395.00
Model "C" .....	249.50
Model "B" .....	229.50
Model "A" .....	139.50

WURLITZER	
1250 (48 Sel.) .....	\$239.50
1017 Hideaway .....	99.50
1015 .....	69.50

SHOOT THE BEAR .....	\$179.50
Mercury Athletic Scales .....	49.50
SEEBURG	
M-100-A (78 RPM) .....	\$449.50
148 Blonde .....	159.50

Post War Wall Boxes	
5204A .....	\$54.50
3020 (48 Sel.) .....	29.50
3020 (24) .....	12.50
253 Wurlitzer Steppers .....	32.50

DON'T MISS SEEING "SEEBURG'S" COON HUNT

Write for Illustrated Catalogue of Late Model Phonographs

Terms: 25% Deposit, Balance C.O.D.

# Shaffer Music Co.

Cincinnati, Ohio  
1200 Walnut St.  
MAin 6310

Columbus, Ohio  
New Address  
849 N. High St.  
KLondike 4614

Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

## Rule Alberta Bell Act Does Not Hit Games

EDMONTON, Alta., April 17.—Alberta may change its Slot Machine Act to prohibit operation of coin-operated machines which offer no prizes but involve an element of chance.

This possibility follows a ruling by the Supreme Court of Canada March 31, stating that such machines, used for amusement only, are not "slot machines" under the definition in the Alberta act.

An official of the Alberta attorney-general's department said the Alberta act was intended to prohibit operation of any coin-operated game or device which has an element of chance, and that there will be no decision on whether changes must be made in the act until the judgment is studied.

## Rakes Form Mdse. House

PHILADELPHIA, April 17.—Nathan Rake and Emanuel Rake, partners in the Rake Coin Machine Exchange, have organized Rake & Company, Inc., with Gil Friedman, George Stern and John Kusturis. The three last named had been associated with the A. Zlotnick Company, merchandise house.

The new firm will carry jewelry, watches, gifts and appliances. It will maintain offices and showrooms at 708 Sansom Street, with an open house set Wednesday (28) from 9 a.m. until 9 p.m. Warehouse will be at the Rake Coin Machine Exchange, 609 Spring Garden Street, with orders being taken from that address until the opening.

### Correction

In the last issue of The Billboard (17) Coven Distributing Company was inadvertently referred to as the Chicago distributor for the new portable coin counter manufactured by Klopp Engineering, Inc., Livonia, Mich. Coven is actually the distributor for all of Illinois and Indiana as well as Chicago.

## EXPORT BUYERS!



CONTACT **FIRST** first . . .

we are equipped to handle all your needs, quickly and efficiently!

**FINEST STOCK!  
GREATEST VALUES!**

### ARCADE

#### Chicago Coin HOME RUN

6 Player Baseball Game! Grand Stand Home Run Features for Extra Runs! Ball flies through air! Animated players run bases! 1 to 3 innings per game! Just in time for season opening!

#### "FIRST-CONDITIONED"

EX. REINDEER .....	\$395	CHI COIN BASKET- BALL CHAMP .....	\$175
WMS. PENNANT BASE .....	325	EX. GUN PATROL .....	165
BALL, Fl. Sample .....	325	MUTOSCOPE .....	95
GENCO NIGHT FIGHTER .....	325	JET SAUCER .....	95
EX. SPACE GUN .....	195	EX. SIX SHOOTER .....	145
SEEBURG SHOOT .....	145	CHICKEN SAM .....	75
THE BEAR .....	145	RIFLE RANGE .....	75
MILLS PUNCHING BAG .....	189	RAY GUN .....	75
EX. JET GUN .....	175	CHI COIN GOALEE .....	75
		EXHIBIT DALE GUN .....	65

### BINGO 5 BALLS

NEW  
BALLY SURF CLUB  
UNITED MEXICO

"First-Conditioned"  
BALLY

DUDE RANCH .....	\$425
YACHT CLUB .....	295
BEACH CLUB .....	375
BEAUTY .....	315
PALM BEACH .....	215
FROLICS .....	215
ATLANTIC CITY .....	175
CONEY ISLAND .....	125
SPOTLIGHT .....	115
BRIGHT SPOT .....	125
BRIGHT LIGHTS .....	95

### VENDING

KEENEY NEW  
DELUXE ELECTRIC  
CIGARETTE VENDOR

Easy to Service  
• Quicker Loading  
• Greater Profits



### MERCHANDISE BOARDS

Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 and up. Satisfaction absolutely guaranteed.

# FIRST DISTRIBUTORS, Inc.

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

### SHUFFLE GAMES

#### NEW

Chicago Coin  
SUPER FRAME  
CRISS CROSS

Keeneey  
DIAMOND BOWLER  
MAINLINER  
United  
TEAM SHUFFLE  
LEAGUE SHUFFLE  
Genco  
SHUFFLE POOL

#### "First-Conditioned" UNITED

CLASSIC .....	\$345
OLYMPIC .....	325
CASCADE .....	285
STAR 10TH FRAME .....	265
SUPER 10TH FRAME .....	225
STAR 6 PLAYER .....	210
OFFICIAL S.A. (Match) .....	175
SUPER 6 PLAYER .....	185
DELUXE 6 PLAYER .....	145
6 PLAYER w/form. .....	125
6 PLAYER .....	100
5 PLAYER w/form. .....	100
5 PLAYER .....	75

#### KEENEY

DOMINO .....	\$325
CARNIVAL .....	295
CLUB BOWLER, 10 Player .....	245
10 PLAYER TEAM BOWLER .....	235
6 PLAYER .....	125
BIG LEAG. BOWL .....	85

#### CHICAGO COIN

DOUBLE SCORE BOWLER .....	\$275
TRIPLE SCORE BOWLER .....	325
CROWN BOWLER .....	275
6 PLAYER HI SCORE, flyaway pins, form. 135	
6 PLAYER HI SCORE w/stat. pins, form. 105	

**Headquarters for BEST BUYS**  
in **USED Bally GAMES**

Just buy one, see why you pay a little more—and be glad you did! 1/2 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

Get new **SURF-CLUB** for biggest in-line earnings

# Allan SALES, INC.

937 MARKET STREET  
WHEELING, WEST VIRGINIA  
PHONE: WHEELING 5472

## ATTENTION FOREIGN BUYERS!

NATIONAL OFFERS THE BEST IN RECONDITIONED EQUIPMENT

- \* MACHINES IN GUARANTEED OPERATING CONDITION
  - Completely checked and reconditioned by our staff of expert mechanics—refinished to look brand new!
  - Changes for operation on any type electrical current can be made at nominal charge.
  - Coin Chutes adapted to fit almost any coin.
- \* MACHINES CAREFULLY CRATED!
  - Durable crates used on all shipments.
  - Steel-banded for extra safety.
  - Lined with water-proof paper.

TO GET THE MOST FOR YOUR DOLLARS, WRITE TODAY FOR LITERATURE AND PRICE LIST

Complete Stock of All Types of Coin Operated Equipment:  
Amusement Games, Phonographs, Shuffle Games.

### NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS . . . WRITE

#### RECONDITIONED SHUFFLE GAMES

Un. Leaders .....	\$445	Un. Olympic .....	\$325	Un. 5 Play, F/7-10 .....	\$110
Un. Imperials .....	425	Un. 10th Fr. Star .....	265	Ky. 6 Play Conv'n .....	145
Un. Classics .....	345	Un. DeLuxe .....	125	Chicoin Gold Cup .....	310
Un. Clover .....	325	Un. 6 Play, F/7-10 .....	125	Chicoin Crown Bowl .....	275

WANT TO BUY BINGOS FOR CASH

Dude Ranches—Beach Clubs—Palm Springs  
—Beauty—Yacht Clubs—Frolics—Atlantic City. Also other late games.

CLAYT NEMEROFF • CHARLEY PIERI

Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3967-8

QUICK DELIVERY—WRITE!  
Keeneey's Diamond Bowler and Mainliner, Surf Club, Exh. Shooting Gallery, Un. Team Shuffle—League Shuffle, all others.

Write for Latest List

Let's Look at the Record!

Even the best has to be sold.  
Here's how The Billboard does this job—

- By **SUBSCRIPTION SALES**—Every week an average of 26,435 buyers in 48 states receive their own copies of Billboard through the mails.
- By **NEWSSTAND DISTRIBUTION**—On 9,000 newsstands in big cities and small towns where many operators first try Billboard.
- By **DIRECT MAIL**—The Billboard will send out more than 2,000,000 pieces of direct mail in 1954 . . . some will solicit advertising . . . some will answer inquiries . . . others are press releases going to thousands of newspaper editors, radio and TV stations.
- By **"HOUSE" ADS**—In Billboard and Vend promoting special issues, editorial features, reference listings, etc., to an average weekly readership of 159,991.
- Through **McGraw-Hill International**—our subscription agency for foreign buyers.

A Continuing Story of  
**Leadership in Action**





**3 Popular MODELS!** 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

**SUPER (MATCH REPLAY)**—Match Feature with Replay Feature (1 to 16 Replays)

- SUPER-LIFELIKE ACTION
- AUTOMATIC BALL LIFT
- 60 SEC. PLAYING TIME
- GLASS ENCLOSED FIELD
- VARIABLE SCORING ON EVERY SHOT

**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!

PATENTS PENDING

**GENCO**

MFG. & SALES CO.

2621 N. ASHLAND AVENUE

CHICAGO 14, ILL.

STILL IN PRODUCTION  
**Genco's "INVADER" and "SKY GUNNER"**  
 (2 Terrific All-Location Gun Games!)

THE COINS OF YOUR COUNTRY FIT ATLAS AUTOMATIC PHONOGRAPHS  
**ONLY ATLAS MUSIC COMPANY OFFERS ALL THESE**

**Seeburg Model M-100-A**  
 100 Selections 78 RPM  
 Plays 10" and 12" records intermixed  
 \$495.00

**Spring Specials**

<b>ROCK-OLA FIREBALL</b> . . . . .	<b>WRITE</b>
120 SELECTIONS—MODEL 1436	
<b>ROCK-OLA—MODEL 1422</b> . . . . .	<b>\$125.00</b>
<b>WURLITZER—MODEL 1015</b> . . . . .	<b>125.00</b>
<b>SEEBURG—MODEL 146</b> . . . . .	<b>115.00</b>
<b>SEEBURG—MODEL 147</b> . . . . .	<b>145.00</b>

**WRITE FOR INFORMATION ON ANY MAKE OR MODEL YOU DESIRE**

**ATLAS MUSIC COMPANY**  
 ★ 2122 N. Western Ave., Chicago 47, Ill. U. S. A.  
 Cable Address: "ATNOVCO"—Chicago

REFERENCES: Main State Bank, Chicago—J. P. Seeburg Corp., Chicago  
 —International Forwarding Co.—Bally Mfg. Co., Chicago.

TERMS: 50% Deposit With Order, Balance, Sight Draft. F.O.B. Chicago, Illinois, U. S. A.

All Phonographs illustrated operate on 60 cycle 110 Volt A.C. Available for 220 A.C. Current & 50 Cycles at slight additional cost.

**For Everything You Need**  
 in new and used equipment  
**LOWEST PRICES**  
**Write for Our Lists**

**DAVID ROSEN**  
 Exclusive A.M.I. Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA.  
 PHONE: STEVENSON 2-2903

**BINGOS!**

PALM SPRINGS	\$495.00
BEACH CLUBS	395.00
BEAUTYS	295.00
YACHT CLUBS	250.00
ATLANTIC CITY	165.00
FROLICS	165.00
SPOT LITE	99.50
BRIGHT LIGHTS	85.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
 854 N. High St. Columbus 8, Ohio  
 Tel.: UNIVERSITY 6900

**fun n' profits**

Here's your chance to build your mailing list and add new prospects . . . and at the same time realize a profit on used equipment!

For ad rates, contact your nearest Billboard office.

the Billboard's **WHITE ELEPHANT SALE** ISSUE

**WHAT HAVE YOU GOT TO SELL?**

**SELL IT FAST IN THIS GREAT ISSUE!**

**DATE: MAY 15 CLOSING DATE MAY 6**

CHICAGO 188 W. Randolph St. NEW YORK 1564 Broadway CINCINNATI 2140 Patterson St. ST. LOUIS 590 Arcade Bldg. HOLLYWOOD 6000 Sunset Blvd.

**ATTENTION, EXPORT BUYERS**  
 Completely Reconditioned and Ready!

**BINGO GAMES**

Bally Bright Lights	\$ 79
Bally Coney Island	119
Bally Atlantic City	179
Bally Frolics	219
United Cabana	249

**ARCADE GAMES**

Seeburg Shoot the Bear	\$159
Evans Bal-A-Score	149
Exhibit Space Gun	159
Photomatic (Postwar)	329
Willcox-Gay Recordio	129

Genco Sky Gunner . . . . . Write

**SHUFFLE BOWLERS**

United 5 Player, form, top, 19 pins	\$109
United 6 Player DeLuxe	129
United Star Bowler	189
United 10th Frame Super	219
United 10th Frame Star	229

**PHONOGRAPHS**

Rock-Ola 1422	\$ 89
Seeburg 148-ML, Blonde	179
A. M. I., Model B	269

Prompt Service on Export Orders.  
 Write for Complete List  
**IRV OYITZ**  
**ACME-INTERNATIONAL**  
 DISTRIBUTORS  
 3643-45 W. Montrose Chicago 18, Ill.  
 Cornelia 7-7272

**WANTED FOR CASH**

**Arcade Equipment**

- Exhibit Rotary Merchandisers
- Microscope Punching Bag
- Cross Country Drive Mobile
- Metal Typers
- Photomatics
- Kiss-O-Meter
- Jet Gun
- Voice-O-Graph
- Williams Pennant
- All Types of Penny Games

**State condition and price**  
**DONALD ZAK**  
 3017 South 14 St., Milwaukee 14, Wis.  
 Phone: Evergreen 4-6466

**FOR SALE**

A well established Coin Machine Route. This route established over 30 years ago; first time offered. Fifty (50) Music Machines, mostly 100-record Seeburg, and 50 Pin Ball, 4 & 6 ways; Bowler and Guns.

**M. E. ENGLAND**  
 Box 97, Purdy, Missouri



PICK OF THE EXPERTS!...

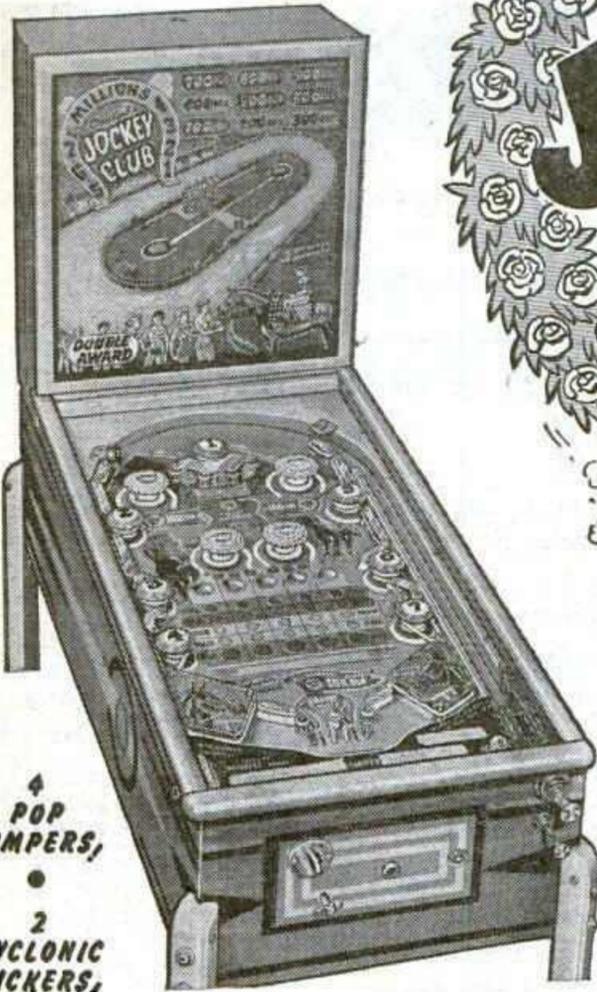
DOUBLE AWARDS!...  
Inserting 2 coins at start of game doubles all Replay Awards!

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!

ROTATION SEQUENCE!...  
Completing 1 to 7 sequence lights traveling light Targets for Replay!

HIGH SCORE!...  
Roll-Over buttons turn Pop Bumpers "on" and "off" for points!

POINT SCORE!...  
Making "A" and "B" Roll-Overs lights bumpers for Super-High Score!



4 POP BUMPERS,

2 CYCLONIC KICKERS,

4 SUPER-POWERED FLIPPERS!

GOTTLIEB'S  
**JOCKEY CLUB**



RACING THRILLS RIGHT FROM THE START!



CHECK THE CHART!  
THEN SEE YOUR DISTRIBUTOR QUICK!

**D. Gottlieb & Co.**

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO**

Now Delivering—HOMERUN BASEBALL GAME  
SUPER FRAME BOWLER  
CRISS CROSS MATCH BOWLER

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM.  
WHOLESALE PRICES

**ARCADE**

- Bally Big Inning...\$140.00
- Exhibit Gun Patrol 195.00
- Exhibit Space Gun. 185.00
- Mutoscope Voiceograph—Late Model... 595.00
- Wilcox Gay Voice Recorder... 195.00
- Midget Movies... 185.00
- Mills Panoram... 250.00
- Genco Sky Gunner Write
- Midget Skee Ball... 145.00
- Exhibit Dale Gun... 69.50
- Exhibit Jet Gun... 175.00
- Seeburg Shoot the Bear... 195.00
- Goalie... 95.00
- 4 Player Derby... 195.00
- Foot Ease, 54... 75.00
- Big Bronco... 500.00
- Bally Champion... 500.00
- Horse... 185.00
- Chicago Coin Band Box—Used... 139.00
- Heavy Hitter and Stand... 45.00
- Exhibit Card Vendors... Write
- Pitcher and Batter... 185.00
- Chicago Coin Bowl-a-Ball... 200.00
- Evans Ball-a-Score... 160.00
- Muto. Photomatic—Late Model... Write
- Sky Fighter... 125.00
- Texas League... 50.00
- Williams Super World Series... 145.00
- Keeney Submarine Gun... 110.00
- Blow Ball... 125.00
- Chicago Coin Super Jet... 495.00

**PIN GAMES**

- Hay Burner
- Sea Jockeys
- Spark Plug
- Jalopy

\$75.00 Ea.

**BINGOS**

- ABC... \$50.00
- Atlantic City... 150.00
- Spot Lite... 90.00
- Lite-O-Line... 50.00
- Frolics... 185.00
- Cabana, Like New... 275.00
- Dude Ranch... 425.00
- Palm Springs... 495.00
- Leader... 90.00
- Beach Clubs... 385.00
- Beauty... 325.00

**NEW GAMES**

- Genco 2 Player Basketball... Write
- Chicago Coin 6 Player HOMERUN Baseball... Write
- Chicago Coin Super Frame Bowler... Write
- Chicago Coin Criss Cross Bowler... Write
- Chicago Coin Round the World Trainer Write
- Binks Zipper Counter Game... Write

**SPECIALS**

- Genco Scoring Units for Shuffle Boards... \$5.00
- Genco Gold Nugget 100.00
- Nat. King Candy, Single Col., New... 25.00
- Genco Silver Chest Saddle & Turf... Write
- Acorn Charm Vendors, New... 14.95
- Nat. King Ball Gum Vendors, New... 8.50
- National Cigarette Vendor, Model #950 & #930... Write

1/3 Deposit on all Orders.

Every Machine Is Cleaned & Checked, Ready For Location.

**SHUFFLE GAMES**

- Williams Double Header... \$40.00

**CHICAGO COIN**

- Matched Bowler, Drum Scoring... \$165.00
- 10 Frame... 165.00
- Super Matched... 200.00
- Name Bowler... 210.00
- 10 Frame Special, Double in the 5th Frame... 235.00
- Double Score Bowers... 280.00
- Crown Bowler... 295.00
- Triple Score Bowers, Like New... 330.00
- Col Cup, Replay Model... 365.00
- Advance Bowers, Like Brand New... 395.00

**UNITED ALLEYS**

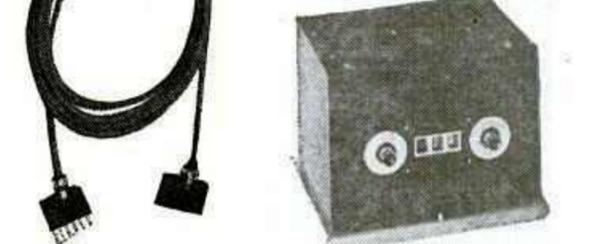
- United 4 Player, Formica Top & Large Pins... \$65.00
- United 5 Player, Formica Top & Large Pins... 75.00
- United Deluxe, 6 Player, Formica Top, Large Pins... 95.00
- United Super, 6 Player, Drum Scoring... 140.00
- United 10th Frame Super... 165.00
- United Cascade... 270.00
- United Olympic, Like Brand New... 295.00
- United Royal, Like Brand New... 345.00
- United Team Bowler, Like Brand New... Write

**WANTED TO BUY**

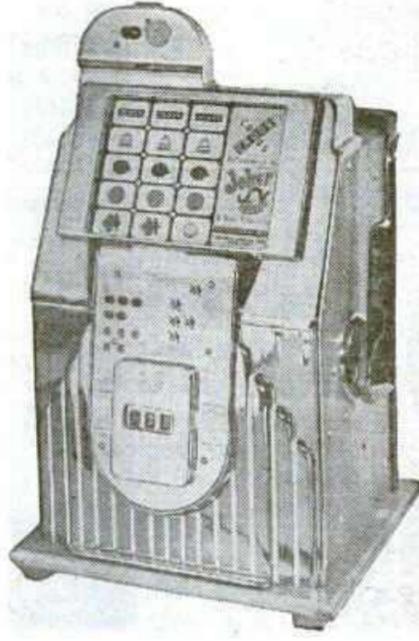
- Mutoscope Voiceograph
- Mutoscope Drive Mobile
- Mutoscope Cross Country
- All Types of Arcade Equipment

**HERE IT IS — The New 1954 Model of our Original Famous "FLASH JOKER"**

This is the machine that has been cleared by the Department in Washington, D. C., as not coming under the Johnson Act, and can be shipped in Interstate Commerce.



The "Joker" is not coin-operated, therefore it doesn't require either the \$10 or \$250 Federal Stamp. The "Joker" is not a conversion. Both units are constructed of all new parts made solely for us.



This unit fits any standard Bell-type Cabinet or Stand. Thoroughly location tested, it doesn't have so-called "peak play" . . . it always gets better. Some Joker units have been in continuous play in some locations since 1950. COMES EQUIPPED WITH 25 FT. CONNECTING CABLE.

**NOTICE!**  
This machine is fully covered by patent applications now pending in the U. S. Patent Office. Any person selling or using or offering a similar machine for use will be subject to liability under the federal laws for infringement when one or more patents are issued. The "Booster and Joker" are exclusive trade-marks of P. & M. Enterprises.

**DISTRIBUTORS**

- Zell Wright, Box 787, Anchorage, Alaska
- T & P Enterprises, Inc., 1221 S. Franklin, South Bend, Indiana
- Miller Music Co., Huntsville, Ohio
- Cigarette Service Co., 334 Shockley Ferry Rd., Anderson, South Carolina
- Powers Amusement Co., 1101 N. Dakota Ave., Sioux Falls, South Dakota
- Coin Amusement Co., 120 Valley St., Williamsport, Pa.
- Cheyenne Music Co., Cheyenne, Wyoming

PHONE, WIRE or WRITE. Several States Still Open Box 605 Phone: 700 Lander, Wyoming

**P & M ENTERPRISES, INC.**

**MONROE COIN MACHINE EXCHANGE, INC.**  
2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. : 5Uperior 1-46U0)

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



YEAR ROUND! EXCITING!

**Williams ALL-STAR**

**6-PLAYER BASEBALL**

*New!*

**THE ONLY AUTHENTIC TYPE BASEBALL GAME**  
with the **ANIMATED BASE RUNNING UNIT**  
an exclusive Williams feature!

WILLIAMS BASEBALL GAMES HOLD THEIR POPULAR APPEAL AND LAST INDEFINITELY!

**TRIPLE MATCH FEATURE**

NUMBER	STAR	PENNANT
0 to 9	★	🚩

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!

**3 OUTS PER INNING**  
Adjustable 1 TO 5 INNINGS!



Order YOUR Williams **ALL-STAR** BASEBALL GAMES TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

**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.

**FOREIGN BUYERS**  
Cable for Special Price Lists  
Parts and Service Manual Available

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience . . . know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET



**SCOTT-CROSSE COMPANY**

Rittenhouse 6-7712

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

**EXPORT**

WE HAVE 20 YEARS' EXPERIENCE IN

- EXPORT SALES
- SHIPPING
- EXPORT FINANCING

CIF Prices quoted on new and used Wurlitzers, Rockolas, AMI, Seeburg, Gottlieb, Williams, Genco, etc.

For complete information, prices, catalogs, write.

**BADGER SALES COMPANY, INC.**

2251 W. Pico Blvd., Los Angeles 6, California

**fun n' profits**



For ad rates contact your nearest Billboard office . . .

**DON'T JUNK THAT GAME . . .**  
It may be worth money to someone . . . You can offer it for quick sale in

The Billboard  
**WHITE ELEPHANT SALE ISSUE**

Dated: MAY 15 Ad Deadline: MAY 6

CHICAGO 188 W. Randolph St. NEW YORK 1564 Broadway CINCINNATI 2160 Patterson St. ST LOUIS 590 Arcade Bldg. HOLLYWOOD 6000 Sunset Blvd.

**ELECTRIC SCOREBOARDS**

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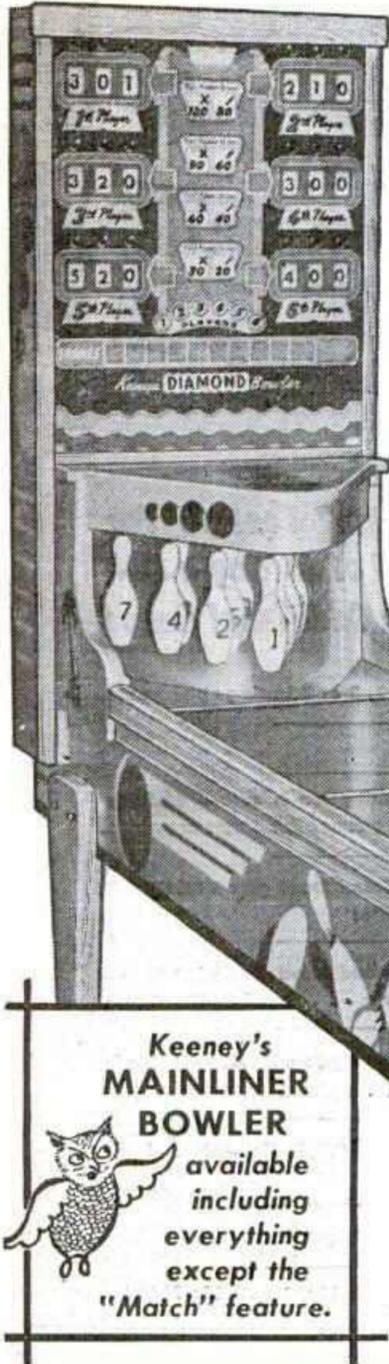
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6 PLAYERS multiply PROFITS!



**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!**

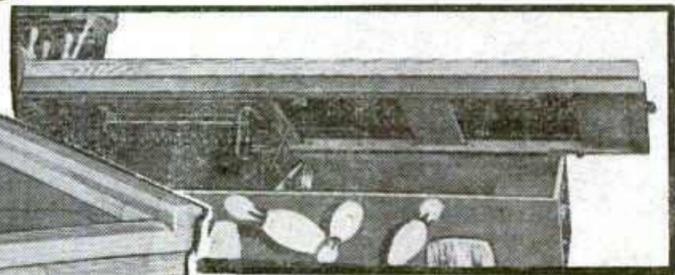


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**HINGED LITE INSERT FOR EASY SERVICING!**

**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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Keeneys' MAINLINER BOWLER available including everything except the "Match" feature.

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*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!  
• Fast Play!  
• 6 Foot Size!

*A Natural Attraction for ALL LOCATIONS!*

- ★ Game can be set to operate at 1, 2 or 3 innings per game.
- ★ Each inning constitutes 3 outs.
- ★ Single player continues at bat until game is over— Multiple players alternate as in bowling games after 3 outs are made.
- ★ Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!
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- ★ Designed for easy play for BOTH "Right Handed" and "Left Handed" Batters!
- ★ Balls Hit onto Ramps Actually Fly Through the Air!
- ★ AVAILABLE IN STRAIGHT 10c; OR 10c, 3 FOR 25c PLAY!

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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.

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

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You Get Increased Revenue from 10c 3 for 25c Play!

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**LOOK!**  
New Front Hinged Score Frame Glass for Easier Servicing!

**LOOK!**  
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Special light on Front Panel illuminates Coin Chute and Front of Game!

**STILL!...**

**The Most WANTED Game  
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**chicago coin's**

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8 Ways To CRISS CROSS By Matching Numbers—Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

**NEW FEATURES!**

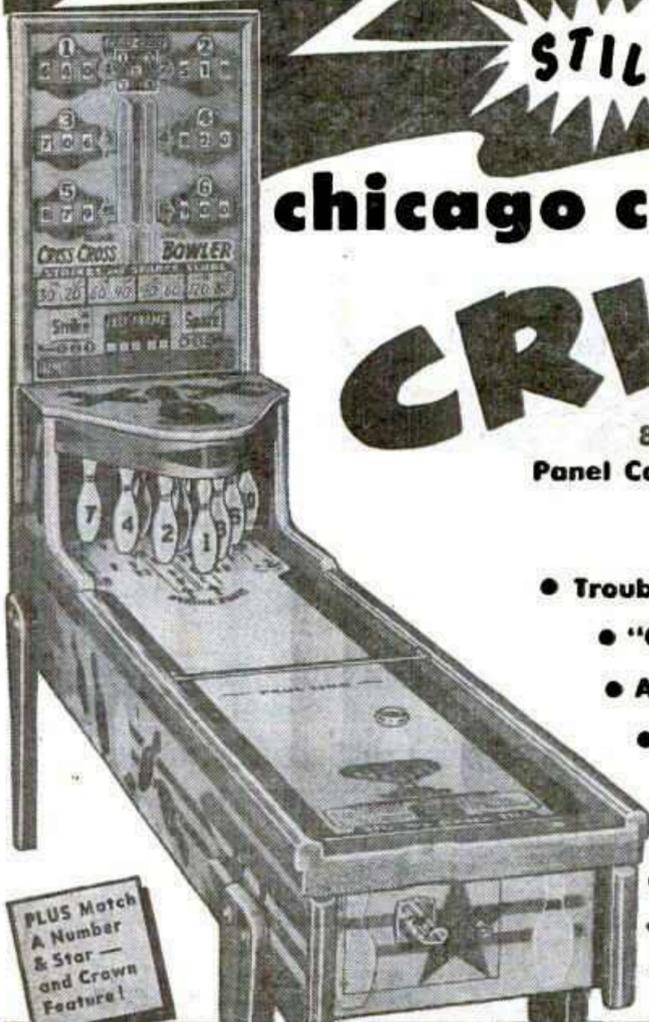
- Trouble Free Double Stacked Pin Reset Motor!
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WITH **NEW**  
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**FEATURE**



**1. Select-a-number**

**2. Sensational Super-selection**

PERMITS CHOICE OF  
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4-IN-LINE SCORES 5-IN-LINE  
BOTH SUPER CARDS  
BOTH SPECIAL CARDS

Simply Press Buttons for Choice

**PLUS**

Lite-A-Name

**ADVANCING SCORES**

4-Corners Score 5-in-Line

**ALL BALL RETURN FEATURE**

*Extra Time Feature*

UP TO 3 EXTRA BALLS PER GAME

*Equipped with  
United's Modern  
E-Z SERVICE  
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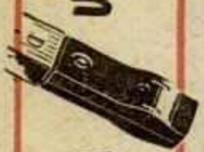
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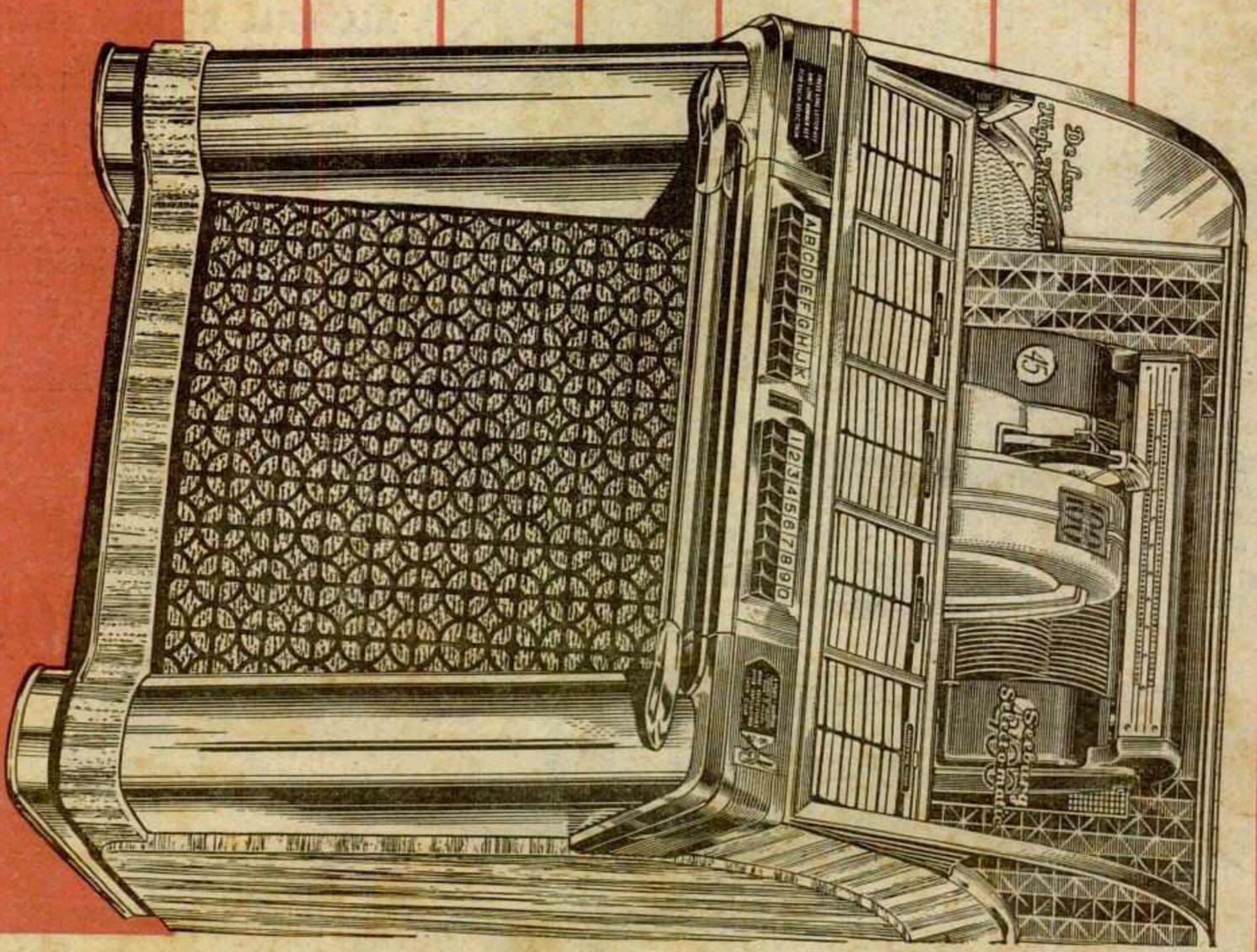
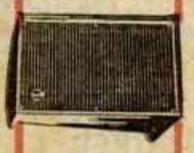


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