

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Streets Ring Again At Circus Parades

Processions in Revival; Local Sponsors, National Advertisers Eye Ad Possibilities

By TOM PARKINSON

CHICAGO, May 29.—Few traditions in show business have been declared dead quite so often as the old-time circus parade. Yet the "grand free street parade at noon" is a mighty lively casualty, enjoying a strong revival.

Two of the leading under-canvas circuses are giving parades daily this season. Another has no formal parade but sends enough attractions into the business districts of the towns it plays to be in the same category. Still another parades on occasion, and a fifth, a smaller show, has been parading regularly for years.

This represents a great change in the situation over the past several seasons. While many have assumed shows still parade, only a few circuses have staged the street processions in the past 20 years.

Reason for Switch

There is good reason for the switch.

Most circuses now play under auspices of local organizations and these sponsors—showmen for a day—remember the street parades and insist the show produce. It is by popular demand.

Those same sponsors now carry much of the old burden which forced earlier circuses to give up the processions. Few city halls will set prohibitive rates or refuse parade permits when a local club makes the application. Nor will that club be bombarded with extra fees and charges for alleged street damage, additional police and so on.

Finally, the shows have plans on tap for making parades directly profitable. There never has been much doubt about the indirect value of a parade, that it pointed up arrival of the date advertised on all the posters, that circus day was at hand.

Without question, parades lead to bigger crowds under the big tops. But there have been detracting actors. Performers begged off. Equipment was costly or difficult to obtain. Valuable circus-day time was consumed. City traffic snarls were an important deterrent.

Seek National Ads

But now those disadvantages may be outweighed. Seen as a possibility is a show which parades with a number of special circus floats, each underwritten by a national advertiser.

Local bands and other marching units or vehicles may augment the show's own equipment.

Ballpark Dates Add Problems

ST. LOUIS, May 29.—Ballpark shows, such as the Tom Packer Circus, keep a sharp eye on the sports pages. Playing in baseball stadiums means the show must fit into "games away" time, and sometimes schedules are changed.

Packer was planning to play Cleveland two days, for example. But more recently the All-Star game, a once in 16 years event, has been scheduled for the Cleveland Indians' Stadium. Since the ball club wants the park vacant several days before the big game, the circus trimmed its stand to a single day, July 9. Similar changes in the Pittsburgh date were made to co-operate with the Pittsburgh Pirates.

One showman has considered

LIBERACE KEYS PACK MADISON SQUARE GARDEN

By GENE PLOTNIK

Liberace, the telepianistic marvel, took over New York's mammoth Madison Square Garden this Wednesday night (26) and for more than two and a half hours had a virtually packed house—including a lot of men—eating out of his hand. It was a fantastic exhibit of one-man showmanship.

The gross was probably well over \$50,000 (scale \$1.50-\$6), with Liberace taking out close to \$35,000 for his own end. The Garden rental was \$5,000. The music cost \$2,200. Promotion and advertising about \$5,000 and incidentals about \$2,000. Program profits were about \$2,000.

Garden officials claimed that they had the biggest crowd in a year and a half, about 16,000. Capacity is about 18,000, but a big section above the platform was purposely roped off and no tickets were sold for it.

Liberace ran the "concert"—and he himself admitted he wasn't sure it deserved to be called that—as if it were an intimate little soiree between him and his more than 18,000 good and loyal friends. Seated at the piano, he talked idly, almost endlessly about

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When Good Fellows Get Together, Cities Rake in the Money

Take \$1,000,000,000 in 20,000 Conventions; Chicago, N. Y. Lead

NEW YORK, May 29.—The rapidly-booming convention industry in the United States has grown to the point where nearly 20,000 major national conventions are held annually, with conventioners spending well over \$1,000,000,000 exclusive of transportation to and from the different cities.

This dollar volume figure is regarded as a very conservative estimate. More exact figures covering Chicago and New York, leading convention cities, indicate that trade channels in these localities are enriched by a total of approximately \$350,000,000 annually as a result of convention spending.

Washington, Atlantic City, Los Angeles, Miami and other cities are also keenly bidding for their share of this lush competitive field.

Neck and Neck

Chicago and New York are running a close race for supremacy. Chicago, considered the No. 1 city in view of its central location, size and facilities, played

host to 1,010 conventions during 1953. The 1,027,381 visitors who attended the gatherings spent \$162,329,000, according to the Chicago Convention Bureau.

The Chicago figures have not changed much in recent years, while those of New York show a continuing climb. In 1952, for instance, Chicago hosted 1,023 gatherings which brought in 1,011,435 people who spent \$158,937,053.

New York, while not equalling Chicago in the number of conventions per year, may have topped its rival in 1953 in dollar volume spent. The New York Convention and Visitors Bureau exuberantly estimates that between \$175,000,000 and \$200,000,000 was spent by 2,755,035 convention-goers attending 717 conventions.

The growth of New York as a center for this type of business is vividly illustrated by the Bureau's statistics. In 1945, the city hosted 366 conventions; in 1946, 458; 1947, 626; 1948, 649; 1949, 655; 1950, 710; 1951, 707; 1952, 701, and 1953, 717. The record of 1953 was exceeded only during the World's Fair year of 1939, when 742 organizations met here.

Needs Coliseum

New York desperately needs a large exposition hall to realize the full potential of convention business. The projected Coliseum, planned by Robert Moses and the Triborough Bridge and Tunnel Authority and expected to be completed in a couple of years, may fill this need.

The New York Bureau estimates that 75 conventions which cannot meet in New York attract now an annual out-of-town attendance of 850,000. These gatherings include the highest spending groups whose delegates would average expenditures of \$250. This represents an annual total of \$212,500,000. About 25 per cent of this could accrue to New York, according to the Bureau here.

Selling Need

The New York Bureau, whose secretary and executive vice-president is Royal W. Ryan, notes in its annual report that the city, despite its attractions and facilities, must be sold and merchandised like any other good product.

Royal, who is also president of the International Association of Convention Bureaus, states that

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NEWS OF THE WEEK

TV Nets in Talent Battle

For Spectaculars; Bidding High . . . NBC-TV and CBS-TV are beginning to wage a talent battle to feed their "spectaculars." Competitive bidding is especially high for legit properties, legit producers and actors. . . . Page 2

P&G's Faith in Daytime Radio:

Twelve Programs Renewed . . . In sharp contrast to the troubles that nighttime network radio is facing, daytime radio has won itself a resounding vote of confidence for next season from one of the medium's major users, Procter & Gamble, renewing 12 of the 14 daytime shows its sponsors. . . . Page 3

NARTB Scored for Failure To Discuss UHF Station Plight . . .

National Association of Radio and Television Broadcasters' convention ignored the manifold problems of UHF stations, thus bypassing a matter of vital importance to the entire industry. NARTB planners are charged with serious error. . . . Page 4

Broadcasters Frustrated By NARTB's Myriad Problems . . .

Futile and frustrating are two words used most often by broadcasters who attended this week's NARTB convention in Chicago. They left the meet with UHF elements fighting VHF broadcasters, networks faced with radio rate cuts, and no indication of unity in face of problems confronting the industry. . . . Page 4

Attempted TV Film Distributor Organization Blacks Out . . .

The attempt of the top TV film distributors to form their own industry organization has fizzled. Meanwhile, the distributors are eyeing with interest the new Television Advertising Bureau as a sales aid. . . . Page 6

Major Record Firms Change To 45's for Disk Jockeys . . .

Jockeys and librarians will receive 45 r.p.m. singles instead of 78's from all of the major record firms starting the second week of July. Mercury and Columbia have already

announced it, RCA Victor, Capitol, Decca and other labels will soon do so. . . . Page 14

Music Business Stages Meridian Show But Politicians Steal It . . .

National politics, rather than music, grabbed the spotlight at the National Hillbilly Music Day-Jimmie Rodgers Memorial Celebration at Meridian, Miss. . . . Page 14

New Names, Packages Spark Jazz Upsurge on Records . . .

Dealers are certain that the jazz revival is here as jazz albums turn into steady sellers. Upsurge of jazz has been sparked by bright new names, and the changeover from single records to LP's and EP sets. . . . Page 15

Southeastern Fair's Ad Policy In Drastic Switch; TV Gets 60% . . .

Southeastern Fair, Atlanta, this year under a new manager, E. Lee Carteron, is making drastic shift in its advertising campaign, marking 60 per cent of its advertising budget for television. This contrasts with most fairs which put about same percentage into newspaper advertising. . . . Page 50

Coin Phonograph Industry Unites To Push "Play Your Juke Box Week" . . .

National public relations program, launched by The Billboard, set for June 20 thru 26. Newspaper, radio, television, on-location publicity to direct consumer attention to "Music at the drop of a coin." . . . page 79

DEPARTMENTS AND FEATURES

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The Whole Music-Record Industry Is Talking About
OPERATION PUSHPOP—now in its 2d Big Week!

See Page 37

Businessmen Spend Most

NEW YORK, May 29.—The most profitable conventions to local show business are the large business aggregations headed by General Motors and its affiliates, followed closely by the Shriners, other Masonic orders. Legionnaires are conservative spenders and impede traffic, it's claimed.

In Chicago, the American Legion and Shriners account for much of the business at the smaller cafes and strip joints. But, like New York, the solid business comes from important annual conventions of the National Restaurant Association, National Petroleum Institute and the two annual furniture shows.

Trend to Higher Spot Rates Sparked by TV Web Flagships

WNBT & WCBS-TV Both Hike Local Time Costs Above Network Rates

NEW YORK, May 29.—One of the most basic facets of the TV industry, the prevailing pattern of higher charges for network time than for spot time, seems about to be reversed.

A distinct indication of this pattern is the increasing cost of local time here on flagship stations as compared to network time. NBC-TV's WNBT and CBS-TV's WCBS-TV both have hiked their spot rates, the former to \$6,200 and the latter to \$6,000. The network rate at WNBT is \$5,700 and at WCBS-TV \$5,500.

It is particularly on the CBS-TV web that the trend is likely to develop, according to informed sources. A comparison of rates on its basic affiliates reveals that only at WCCO, Minneapolis, is the local rate higher — \$1,070 network and \$1,100 spot. In four other basic stations network and spot rates are equal. Among the 30-odd other basic CBS-TV affiliates network rates are uniformly higher. Among some of the smaller CBS-TV affiliates—about 14 such stations not on the basic network—higher local rates are said to predominate over network time charges.

Even the WNBT raised its spot rate to \$6,200 last week, it is not felt that the NBC-TV network can do more eventually than follow whatever basic policy is set by CBS-TV. At this moment, however, it is most probable that the network rate in New York on NBC-TV will also be increased to keep pace with the local hike by its flagship station.

Strong Position

CBS-TV is in a stronger position as regards its affiliates be-

cause it is virtually sold out daytime and nighttime. NBC-TV has a considerable way to go in selling daytime TV. This allows CBS-TV to police its affiliates' network rates more easily. CBS-TV does not grant its affiliates increases in their network rates whenever they ask for it, as was more likely the case several years ago. The station must prove that such an increase is justified in terms of coverage area, greater audiences, etc.

The reason that the CBS-TV brass wants to keep network rates down, unless justified, is that the purchase of a network inevitably results in some overlapping coverage. For example, New York and Philadelphia, both basic buys on the network, overlap slightly. This gives the sponsor an inducement to purchase

network time, for there are also additional money-saving services he receives by virtue of being a network sponsor.

WCBS-TV, since it increased its power, is now an important station in such far away places as Allentown, Pa., Waterbury and New Haven, Conn. As time goes by and other stations also increase their power, they, too, will increase their coverage and overlap more.

But the network affiliates are in a position to raise their local rates because they naturally have complete control over them. Where they believe such increases justified, they will be put into effect. The obvious result is a governor on network rates, and none on spot rates, so that the local rates must eventually be higher than network.

Talent Quest on to Cast Spectaculars

NEW YORK, May 29.—CBS-TV and NBC-TV are now engaged in a battle for talent to feed their upcoming fall spectaculars. The bait, of course, is sponsor dollars, of which there are plenty. NBC-TV has already signed up Oldsmobile, RCA-Institutional, Ford and Reynolds Metals. CBS-TV has pacted Chrysler Motors and Westinghouse.

The budgets give NBC a large edge, that web having \$200,000 available per show for talent to CBS-TV's \$100,000 per show, but in any event plenty of cabbage is now growing in TV's patch. The talent being sought includes producers, who are being offered \$10,000 per show, name actors,

comedians, variety acts and properties.

There is quite a struggle going on for legit properties. Westinghouse's "Best of Broadway," which goes into Wednesday 10-11 on CBS-TV once monthly, is after

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Arthur Pryor Dies in N. Y.

NEW YORK, May 29.—Arthur Pryor Jr., veepee in charge of radio at Batten, Barton, Durstine & Osborn, died here Tuesday (25). He was a pioneer programing executive in radio, having joined the agency, which was then called Barton, Durstine and Osborn, in 1927.

Mr. Pryor produced the first dramatic show on the air, "Societyland Sketches." He directed "March of Time," and introduced to the American radio public such stars as Kate Smith, John Charles Thomas, Nelson Eddy, Sanderson and Crumit, and many others.

'Johnny Jupiter' Winds Up Hawley-Hoops Run

NEW YORK, May 29.—"Johnny Jupiter" wound up its run in this market for Hawley & Hoops today. The sponsor has the 15-minute series in some 80 odd markets all told. In some cities it will run thru the summer. Meanwhile, the Kagan Corporation, the show's packager, is still negotiating with distributors regarding syndication of the kiddie show. Ted Bates is the candy company's agency.

PIB Reports Network Race for Top Billings

NEW YORK, May 29.—NBC-TV, for the first month this year, moved ahead of CBS-TV in billings, according to the Publishers' Information Bureau's report on television network advertising for April. CBS-TV, however, maintains its lead over the rival web for this year with a four-month total advertising intake of \$42,980,081, as compared to NBC-TV's \$41,642,160.

The figures for April credit CBS-TV with \$10,921,640 in billings, as against NBC-TV's \$10,984,455.

Total TV network billings for the first four months of this year

BERNS ROAMS

Gets Fast Interview In Italy

Rome, May 29.—Some folks in Rome are convinced that if there's anyone who can do things in a hurry it's Bill Berns, of NBC-TV, who zoomed thru the Italian capital last week on a round-the-globe flight in connection with a series of interviews for his film show, "While Berns Roams."

First thing on arrival Berns phoned the Italian Films Export people to ask them to arrange a tape interview with Dennis O'Keefe, who is shooting a film here with Mara Lane.

"You're asking for the impossible," Berns was told. O'Keefe's been shooting all night and he's not getting out of bed for anyone at this hour. We'll fix up the interview for later."

"Later is too late," replied Berns. "I'm showing off first thing in the morning!" He got his interview.

NEW YORK, May 29.—WNYC, the city-owned radio station here, has been in practical preparation for its entry into TV for more than three years now thru the operation of a TV film unit. The WNYC Film Unit has not only given the station experience in the visual medium, but has put it a step ahead in its TV facilities problem.

The unit has been working out of a 38 by 38-foot studio in the veterans center here. The studio is outfitted with lights and film cameras and has a fully equipped editing room. It also has a balcony that seats over 100 spectators.

Now that it has received its grant for UHF Channel 31, the station plans to alter this studio for live originations. This will include a permanent kitchen wall.

Hazel Bishop Moves in \$5 Mil Spender Class

NEW YORK, May 29.—With its purchase this week of 10 Tuesdays, 8-9 p.m., on NBC-TV next season for a program to feature Martha Raye, Hazel Bishop will move into the select circle of sponsors who will be spending more than \$5,000,000 on network TV during 1954-'55.

If all of Bishop firm's current commitments remain firm, the advertiser will spend in the neighborhood of \$6,450,000, aside from discounts, an impressive sum when it is considered that it is being used to sell only one product, a lipstick.

The Bishop firm is also expected to purchase half of the 10 open Sunday night spectaculars on NBC-TV next season, Reynolds having already bought three full spectaculars that evening. And the firm, of course, will continue with "This Is Your Life," the Ralph Edwards show on NBC-TV.

In light of the other heavy commitments on NBC-TV, the Bishop firm may decide to give up half of "This Is Your Life." This decision is by no means firm, but is

55 COLOR SETS IN MILWAUKEE

MILWAUKEE, May 29.—A total of 55 color sets are in use in the area covered by WTMJ-TV here, according to the station, which claims itself to be the first TV outlet to set up a system of keeping an accurate count of color TV set purchases.

The station's system calls for it to check each of the set distributors in its area.

Mon. Longhair Music Line-Up Shaky at NBC

NEW YORK, May 29.—NBC radio's strong Monday night line-up of longhair music is in jeopardy for next season. Already canceled for next fall by virtue of its demise on NBC-TV is "Voice of Firestone," which is in the 8:30-9 p.m. slot on NBC radio.

And there are indications that the "Railroad Hour," now in the preceding half hour, may not return next season either. It has not been renewed, and the sponsor, the Association of American Railroads, will wait till late summer before coming to a decision.

CBS radio is also making strong overtures to the "Telephone Hour," which is on 9-9:30 p.m. Mondays on NBC. If CBS should succeed in snagging that show and "Railroad Hour" does not return, NBC would begin the fall with only "Band of America" in the 9:30-10 spot on Monday evenings.

Film Unit Paves the Way for WNYC-TV

In its three years, the Film Unit has produced nine films ranging from 5 to 25 minutes in length. WNYC has distributed these free to commercial stations throughout the country. Its latest production, "The Waters Around Us," has played practically every station in the country and is scheduled for some overseas airings.

In addition, the unit has produced public service spots and special study films for the traffic and fire departments.

The unit has also assisted in the production of a few live shows here in which the mayor reported to the city's citizens over local commercial stations.

As part of the station's presentation to the Federal Communications Commission, the unit produced a two-hour film showing

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Dow Chemical Buys 'Medic'

NEW YORK, May 29.—Dow Chemical this week made its most important network buy when it purchased Monday nights 9-9:30 on NBC-TV for "The Medic." The film program, which is written by James Moser and partially owned by Worthington Minor, will be on thrice monthly opposite "I Love Lucy."

Dow started in TV last season with "Today" but moved swiftly into the big time with its Kate Smith and a participation on "Your Show of Shows" as its Seran-Wrap won consumer acceptance. McManus, John & Adams is the agency.

NBC-TV Near Sell-Out for Saturday Night

NEW YORK, May 29.—NBC-TV this week just about set Saturday night 9-11. Imogene Coca has been signed to a new long-term deal by the network and goes into 9 that evening. Her sponsors are not definite, but probably will be Benrus, S.O.S. and Griffin Show Polish, all of whom have sponsored "Your Show of Shows." In any event, they will get first crack at her services.

The only other open time on Saturday evenings is 10 o'clock, which will likely go to Armour for a new NBC-TV package. The name to be featured is not known but the show will be comedy-variety. There is some speculation that George Gobel will get the time slot, but the network may offer a bigger name.

Saturday at 9:30 goes to Texaco for Durante-O'Connor, and "Hit Parade" will be sponsored by Lucky Strike - Parker Pen at 10:30-11, its usual time slot.

Mutual Firm To Fill in on NBC-TV Fri.

NEW YORK, May 29.—Mutual of Omaha will move in as the fill-in sponsor on Friday nights on NBC-TV following the fights presented by Gillette. Mutual will do a live quarter-hour show during the summer to complement Gillette's half-hour show which starts at 10 p.m. Beginning in the fall, however, it will use all the time available between the end of the fight and 11 p.m. as long as it is more than five minutes.

Chesebrough had the time period and presented "The Greatest Fights of the Century" there. They have already been seen four times, and the advertiser felt their audience value had been considerably lessened. Chesebrough also has plans for "Dr. Christian," its new vidfilm series.

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WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, May 29.—Don't be surprised if Chairman Charles A. Wolverson (R., N. J.), of the House Interstate and Foreign Commerce Committee, hoppers a companion to Sen. John W. Bricker (R., O.) bill to strengthen the Federal Communications hand on network regulation.

CLOUDS GATHER ON DRY BILL . . .

Early July is the target date by dries to get floor action on the Bryson-Langer Bill to ban TV and radio liquor and beer commercials. The House Interstate and Foreign Commerce Committee, which would up a wordy hearing on the legislation this week, intends to defer reporting on the legislation until after a Senate counterpart committee winds up hearings scheduled for June 19-21. Despite the big array of highly vocal dry witnesses supporting the measure, it now looks like its chances are dimmer.

PENTAGON CLOSER TO TV COIN . . .

You can expect Senate floor action by mid-June on legislation giving the Defense Department a boost in funds for radio and TV to support the military recruiting programs. The Senate Appropriations Committee, nearing completion of hearings on the proposed outlays, will discharge the legis-

lation quickly. The bill in its present form gives the Defense Department \$5,575,000 for public relations, nearly two-fifths of which would pay for TV and radio programing. The legislation authorizes the Air Force to run its own recruiting budget for the first time to the tune of \$1,200,000, most of which would go to TV and radio.

SENATORS EYEING KID PROGRAMS . . .

It's now certain that TV programing will come under the Senate Juvenile Delinquency Subcommittee's scrutiny. The subcommittee will examine children's programs to determine whether there's any relationship to juvenile crime. The Senate group will take up comic books first in resuming hearings next week (3, 4), will turn to TV programs later in the year.

JOHNSON DROPS HIS BASEBALL BILL . . .

In a surprise move this week Sen. Edwin C. Johnson (D., Colo.) gave up the fight for his bill to ban use of professional baseball in promoting beer sales via TV and radio. Johnson's action came after a Senate Judiciary Subcommittee hearing at which baseball Commissioner Ford Frick; Warren C. Giles, National Baseball League president, and August A. Busch, a director of Anheuser-Busch, Inc., brewer of Budweiser Beer, and president, St. Louis Cardinals, opposed the measure.

COURT ANGLE

WOR Takes Back 165G AFM Offer

NEW YORK, May 29.—WOR has withdrawn its offer to pay \$165,000 to \$200,000 a year to settle its dispute with Local 802 of the American Federation of Musicians, following a Federal Court decision on Wednesday (26) barring the union from its secondary picketing of WINS at the Yankee Stadium.

Local 802 has been picketing both WOR and WINS for several months as a result of the stations' refusal to hire full-time staffs of musicians. The stations are demanding that they be permitted to hire musicians on a per-show basis as needed.

WOR, in its past meetings with Local 802, offered at first a guarantee that it will spend \$200,000 a year in musicians' fees on a per-show basis.

The station later lowered this figure to \$165,000. Both offers were turned down by the local. According to a union spokesman, the 40 musicians previously on staff at WOR received a total of approximately \$500,000 a year.

WOR admits that it is withdrawing its past offers because it feels the court decision in the WINS case strengthens its hand in the dispute with the union.

P&G Renews 7 CBS Soapers, 5 at NBC

NEW YORK, May 29.—Procter & Gamble this week placed about \$12,850,000 of its chips on daytime radio for another season by renewing 12 out of 14 of its properties on CBS and NBC Radio.

CBS received a 100 per cent vote of confidence, as seven out of seven of the daytime soap operas were renewed by P&G.

This will mean about \$7,500,000 in time charges to CBS Radio.

On NBC Radio, five out of seven of its daytime stanzas will continue. Only "Life Can Be Beautiful," and "Road of Life" are to be canceled. The rest will remain.

The CBS serials whose future is insured for another season are "Rosemary," "Perry Mason," "Road of Life," "Guiding Light," "Young Doctor Malone," "Ma Perkins" and "Brighter Day."

P&G is undoubtedly the single most important sponsor in daytime radio in terms of the time it buys on both webs, so its decision to renew the majority of its shows was vital to the stability of the medium. It had been believed that there was some possibility that the advertiser would axe more of its daytime radio properties because of heavy daytime CBS-TV commitments, but the rating strength of daytime AM evidently precluded such a decision.

'Home,' 'Today' Reap 1 Million

NEW YORK, May 29.—NBC-TV this week grossed about \$1,092,000 from orders received for "Today" and "Home" from United States Tobacco and Grove Laboratories.

U.S. Tobacco, whose "Martin Kane" was recently bumped off NBC-TV after this season, bought 78 participations each in "Today" and "Home." Its order alone totals about \$851,200.

Grove purchased 58 participations in "Today," which will cost it about \$240,800. This sponsor will use the show twice each week for 26 weeks. A participation in "Today" costs \$4,300; in "Home," \$6,100.

LAMB VS. FCC

Initial Test In Battle Set For June 11

WASHINGTON, May 29.—The first test in a battle between Edward Lamb, owner of Station WICU-TV, Erie, Pa., and the Federal Communications Commission over Lamb's application for license renewal is set for June 11 in District Court. At that time, Lamb's attorney, J. Howard McGrath, former attorney general, will seek a court injunction to halt FCC hearings involving Lamb's applications for TV stations in Orlando, Fla., and Toledo, O., until the FCC decides on whether Lamb's Erie license will be renewed.

The case has been gathering steam since the FCC in a letter to Lamb last March notified him that he will be given an opportunity to reply to charges in FCC hands that Lamb was a Communist party member for a number of years and for that reason was not qualified to be a broadcast licensee (The Billboard, March 20). McGrath in replying to the FCC for Lamb denied the charges and declared that if the FCC had any such charges, the Commission should make them a matter of public record so that Lamb could know what the charges were preparatory to a hearing.

McGrath subsequently filed a suit in District Court asking the court to order an FCC revocation hearing, which, McGrath said, (Continued on page 49)

New ABC Show Slanted for Sunday Drivers

NEW YORK, May 29.—ABC Radio's new "Music and News" concept of nighttime network programing moved into second gear this week as the web slotted a new Sunday show, "Jimmy Nelson's Highway Frolics," to fill the 5-10:30 p.m. time periods not carrying news shows. The regular Sunday night news programs (Walter Winchell, Taylor Grant, Paul Harvey and George Sokolsky) continue in their present berths.

The Nelson show, which will feature recordings, live instrumental groups and weather reports, starts June 6. It follows the same pattern set by the web's new nighttime across-the-board "Jack Gregson Show" in that it, too, is leveled at non-TV audiences, such as motorists and folks at home seeking relaxing fare.

WOR Edges To Live TV

NEW YORK, May 29.—WOR-TV, here, which recently dumped all but a few of its live shows in favor of film, hopped partially back aboard the live TV bandwagon this week with a new "Treasurama," which is being slotted into the 4:30-5 p.m. time slot starting June 7.

The stanza, a John Ross package, comes to the station complete with seven participating sponsors, including North American Airlines, Mitchell Air Conditioners, Vigorelli Sewing Machines and Dro, Inc.

'Marge and Jeff' Sold Out on WABD

NEW YORK, May 29.—"Marge and Jeff" this week was completely sold out on WABD here, and will now carry 15 spots per week bought by eight sponsors. The co-op strip, now on 42 stations, in the 7:15-7:30 slot is telecast over the Du Mont network.

UHF Fight Boils Up on Eve Of D. C. Industry Hearings

Ultra-Highs Blast NARTB's Role In Study; Networks to Testify

WASHINGTON, May 29.—The row over UHF's plight gained new intensity here today as the National Association of Radio and Television Broadcasters' role in the fray emerged as a focal issue on the eve of resumption of Capitol Hill hearings (see NARTB convention story).

As the battle shifted back to the nation's capitol from the NARTB Chicago convention, major developments included the following:

(1) William A. Roberts, general counsel for the UHF Television Broadcasters' Association, took a wrathful view of NARTB's prospective witness role at the hearing, decrying what he described as "the intention of fat cats to use their enormous power" to prevent UHF's "salvation."

(2) Harold H. Thomas, temporary chairman of the UHF Industry Co-Ordinating Committee, called upon the NARTB President Harold Fellows to confer here Wednesday night (2) with industry-wide representatives on the eve of the UHF hearing's slated resumption Thursday (3) before the Senate Interstate and Foreign Communications Subcommittee headed by Sen. Charles E. Potter (R., Mich.).

(3) The Potter subcommittee, which this week gave its expected blessing to a bill waiving the federal excise for UHF-equipped TV sets (this bill is under another committee's jurisdiction), expects to hear spokesmen for the National Broadcasting Company and Columbia Broadcasting System next week as well as American Broadcasting Company and additional UHF witnesses.

Mutterings of an industry-wide split if the NARTB takes a

Capitol Hill stand cool to UHF demands were heard on all sides here in UHF confabing preparatory to the resumption of the Potter group's proceedings. Roberts, who is general counsel for Allen B. Du Mont Laboratories, Inc., and the Du Mont network as well as for the UHF TV Association, issued a blistering statement as follows:

"There can be no doubt now of the intention of the 'fat cats' to use their enormous power and resources to prevent any salvation for UHF television. Of course, NARTB is the national organization of all broadcasters and will continue to be, but for the present time the UHF TV association is the single purpose group which will persist in preserving UHF operation for the public, the advertisers, and the UHF broadcasters. All who agree with the idea should act now to co-operate with it."

Pack Resigns NBC Flagships

NEW YORK, May 29.—Dick Pack this week resigned as director of programs for WNBC and WNBT here and co-ordinator of programing of the network's owned-and-operated stations.

Pack has been with the NBC flagship stations for two and a half years. He has no immediate plans, but will vacation for a month before returning to broadcasting, probably as a producer.

Pack has been responsible for the development of such programs as the Steve Allen show and "Princeton 54," his latest success.

Friedman on ABC 'Boardwalk' TV

NEW YORK, May 29.—Hal Friedman, former producer of NBC-TV's "Broadway Open House" and "The Comedy Hour," has joined ABC-TV as co-producer of "The Boardwalk," the new Sunday night Paul Whitman stanza originating from the Atlantic City Steel Pier.

Friedman was with ABC-TV as a director and producer before he joined NBC-TV in 1950.

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Chrysler in 2d Web Buy

NEW YORK, May 29.—Chrysler Motors this week made its second important network buy within the past two weeks. The advertiser has purchased Tuesday 10:30-11 p.m. next fall on NBC-TV for "It's a Great Life," the situation-comedy owned by the network.

Chrysler two weeks ago bought Thursday 8:30-9:30 on CBS-TV for a top dramatic and variety show. McCann-Erickson is the agency.

to increase sales profitably...economically reach Channel 8-land

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Futility and Frustration Bedevil NARTB Conclave

Highlights Are UHF-VHF Beef, TvAB Growth, CBS Rate Move

By SAM CHASE

CHICAGO, May 29.—The 32d annual convention of the National Association of Radio and Television Broadcasters proved in many ways to be perhaps the most futile and frustrating yet held. Few of those who attended went away fully satisfied by what occurred, and more than a few left for home feeling genuinely unhappy.

The unity appeal by NARTB chief Hal Fellows, sounded in his own main address, went largely unanswered, and there is every indication that an even more divided broadcasting industry will face the manifold problems of the coming year. The feeling was that most of these were too momentous to be solved by any convention, and attempts to come to grips with them here either were abortive or undecided.

The two biggest individual moves at the convention did

nothing to help weld the industry tighter. First, a considerable group of UHF broadcasters, members of the UHF Co-ordinating Committee, sought to bring their case to the fore but were thwarted from any dramatic moves. Caucuses of both VHF and UHF video stations met behind the scenes to map their respective strategies, and in the sense that the UHF group made no appreciable progress, they may be said to have emerged second best.

The other big development

was the growth into a major factor of the Television Advertising Bureau, which made tremendous strides during the week in obtaining new members and charting its future course (see other story). However, there now seems utterly no possibility of rapprochement between TvAB and NARTB, and while there are no signs of open antagonism between the two, neither will there be any real co-operation so long as TvAB maintains its intention of being a station organization

(Continued on page 48)

New CBS Discount Move Affects Webs

NBC and ABC Seen Following Suit As Sponsors' Costs Are Cut 20%

CHICAGO, May 29.—A new adjustment in its discount structure for sale of evening time, arrived at here between the CBS Radio network and its affiliates, is expected to start a new chain reaction leading toward a general reduction in costs at all webs except, perhaps, Mutual. The CBS move is said to make the net cost of prime evening time some 17 to 20 per cent cheaper for bankrollers on that web.

While CBS was eschewing all use of the term "rate cut," in effect this marks the third such move inaugurated by CBS Radio within the past three years. In each of the first two moves, both NBC and ABC Radio followed suit, and spokesmen for those webs indicated here that competitive stresses will likely make similar moves necessary again this time. The CBS adjustment will take effect August 29, with affiliate signatures due to be appended to the revised station-web contracts by July.

Concurrently, the web and affiliates agreed upon a plan to provide longer station break intervals from which the stations can derive greater revenue from spot sales. Trade reports had this taking one of two possible forms: Increase from the present half-minute station break to 70 sec-

onds after every evening program, or a similar change to run only after sustaining programs. Latter limitation may be applied if current web sponsors object violently to having their shows trimmed and their ad messages cut down in impact by the increased number of local plugs which would follow.

The new discount switch brings the net cost of morning and evening time to approximately the same net amount, with afternoon programs still slightly less expensive. It makes it possible for an evening advertiser to get as much as a 70 per cent discount from card rate if all maximum advantages were applied. Formerly, up to a 52 per cent cut was feasible.

Reports are that agreement was reached for use of this formula rather than a straight cut in card rates, so that it would not tend to reduce a station's gross national spot rate, which usually is tied directly to the web rate. It is similar to the move which went into effect in July, 1952, when a similar discount revision at CBS reduced net costs by over 15 per cent, and station compensation was reduced about 14 per cent by contract. In 1952, CBS issued a straight 10 per cent cut on the gross card rate.

Filmsters Greet Many But Sign Few at NARTB Convention

CHICAGO, May 29.—The 32d annual NARTB convention supplied TV film distributors with a great opportunity to talk to station operators, but in marked contrast with last year's meet, few sought to do any hard selling. As a result, film's participation can be chalked up as an artistic success from a public relations point of view, but something of a bust from a commercial point of view.

Perhaps the most potent sales

pitch was that by General Tele-radio's film division, which was pushing especially hard on its package of 30 feature films not seen before on TV. It also was working on some of its new series. Sales chief Pete Robeck, as the convention displays were taken down, said he and his men had not had time to tally up their sales, but that they were "tremendous," a real "land-office business."

Cheryl TV Corporation, represented by John A. Eitlinger, concluded a deal with Klaus Landsberg, of KTLA, Hollywood, for the first tests and transmis-

EDITORIAL

Talk Can't Hurt

The plight of the UHF television station operator is no laughing matter. Altho there is no evidence that those in charge of planning the recently concluded broadcasters' convention find the UHF problem amusing, neither was there any indication that they recognize the urgent need for a solution to the problem. Of the many topics which could have been treated at this conclave, UHF should have been at or near the top. Yet it was no place to be found on the agenda.

In itself, this lapse was hardly to be ignored. But worse yet, when the subject came up during the final morning's panel session involving the members of the Federal Communications Commission, NARTB Chief Hal Fellows promptly cut off all mention of the subject save what came about thru release of a prepared statement by Commissioner Frieda B. Henneck. The basis for his action was that the current FCC hearings on UHF in Washington make this subject verboten for conversation.

Irrespective of the merits or demerits of the points of view taken by opposing sides on what, if anything, should be done about UHF, we think that a full and thoro airing of all opinions at the convention not only should have been permitted but actually should have been scheduled well ahead. What better opportunity have broadcasters to conduct a forum which is of vital interest to all facets of the industry than at their own all-industry meet?

We think that Fellows was in serious error in not granting UHF a prominent place at the sessions. His reasoning that the hearings preclude discussion seems specious and unworthy of the able, well-intentioned industry leader he has shown himself to be in other actions. This is no case pending before a court at which witnesses were speaking out of court. The Washington hearings are public expressions of opinion by key executives. Any open discussions preceding or concurrent with the hearings which help clarify the issues and help bring about a constructive solution should be welcomed and encouraged.

TvAB Grows to 105; 65 Join at NARTB

CHICAGO, May 29.—Rapid strides were made during the broadcasters' convention here this week to bring the newly organized Television Advertising Bureau up to fighting strength. Going in to the meet, TvAB had acquired 40 members in the 35 days of its existence up to April 22. When the last convention had packed his bag, TvAB had grown to membership total of 105.

Organizers of the group, which was formed to push local station business via local and national spot video advertising, expressed great satisfaction with the strides made, which now have brought into the organization's fold nearly one third of all TV outlets now on the air. This is more than half of the goal set, which is 60 per cent of all stations, in order to function at the desired \$500,000 annual budget. The total also is only three short of the total number of 108 video stations on the air only two years ago.

The four days here found the old as well as new members of TvAB firm in their conviction that the organization should be limited to stations only, and that to permit networks to become members would run counter to the expressed purposes of the group.

An executive committee meeting during the week took several actions:

Richard P. Doherty, consultant to the organizing committee, was set to continue on a permanent basis. Election of a permanent board of directors was arranged for early July, in which a slate will be drawn by a special committee from nominations made by member stations. The 15 directors will include five from cities with over 500,000 population, five from stations in cities with between 150,000 and 500,000, and five from cities under 150,000. Three special working committees were authorized, to carry on activities until after the election. These will screen candidates, work out the organizational and functional activities of TvAB, and continue the membership drive.

Dick Moore, vicepresident and general manager of KTTV, Los Angeles, was requested by the exec. board to continue to function as chairman until a successor is named, and Tom Harker, vicepresident of Storer Broadcasting, likewise will continue as treasurer. Headquarters will henceforth be at the New Weston Hotel in New York.

NARTB Hits Bryson Bill

CHICAGO, May 29.—Two bills, H.R. 1227 and S. 2989, received the prime attention on the convention resolutions committee of the NARTB. The Bryson Bill, H.R. 1227, which, if enacted, would prohibit the advertising in interstate commerce, of all alcoholic beverages, was opposed and the adoption of the resolution opposing this measure was accepted by the NARTB members.

The members also adopted a resolution to urge the enactment of S. 2989, which calls for the amendment of the "secondary boycott" in the Labor-Relations Act of 1947 (Taft-Hartley Act).

It was also resolved to encourage the work of the State Broadcasters Associations and the Freedom of Information Committee of the NARTB in their efforts on behalf of freedom of information. Other resolutions urged aid to the American Red Cross in disaster work, the Veterans Hospital Radio Guild, and to continue the NARTB's sponsorship of the Voice of Democracy contest.

A resolution calling for opposition to the utilization, by tax-supported institutions, of the spectrum for commercial opera-

(Continued on page 49)

Fellows, Hyde, Paley Talks Highlight NARTB

CHICAGO, May 29.—Three key addresses, one calling for the unity of the television industry, another relating the strength of the radio industry, and a third urging more responsibility in the field of newscasting, were delivered to the general assembly of the National Association of Radio and Television Broadcasters.

Harold E. Fellows, president and chairman of the board, NARTB, asked that unity of the industry be its "Target for Today." Aggressive salesmanship and promotion, ethical advertising and programing, and understanding and co-operation are the ingredients of the formula for prosperity in broadcasting, according to Fellows.

Rosel H. Hyde, chairman of the Federal Communications Commission, stated, "Radio is a mature industry." He added that the industry is still growing even in the face of TV competition. He made reference to the significant developments in broadcasting during the last year in spite of the almost double the number of TV stations in the same amount of time.

William S. Paley, chairman of the board, CBS, in his keynote address before the NARTB convention, pointed out the urgent need for the industry to take a more responsible and dedicated role in the issuance of news and discussions of public affairs.

This same theme was resound-

(Continued on page 49)

TV Board and Code Review Group Set

CHICAGO, May 29.—The election of John Esau, president of KTVQ, Oklahoma City, and W. D. Rogers, president of KDUB-TV, Lubbock, Tex., brings the total membership of the Television Board of Directors of the NARTB to 11 station and four network representatives. The election of Esau to the board marks the first time the group has had a representative from a UHF station.

Newly elected to the Television Code Review board were G. Richard Shafto, president of WIS-TV, Columbia, S. C., and William B. Quarton, vice-president and general manager of WMT-TV, Cedar Rapids, Ia. The new code board members will participate in their first meeting, probably June 21, in Washington.

Multiplex, Excise Taxes Are Major FM Panel Issues

CHICAGO, May 29.—Multiplexing, FM set excise taxes, and piracy of the FM band, were the chief points of interest brought out by the panel at the FM session of the NARTB convention this week.

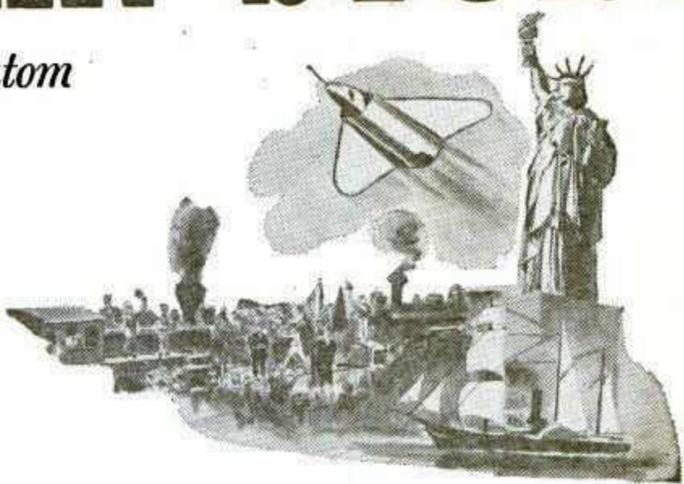
Ben Strouse, chairman of the NARTB FM committee, WWDC-FM, Washington, urged that FM operators should write to Senator Johnson to include a measure in HR 8300 which would eliminate the excise tax on FM sets. The bill is one which seeks to eliminate the excise tax on UHF television. There would be no united action on this, according to Strouse.

FCC member George Sterling

(Continued on page 48)

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Each 15-minute program consists of a single narrative by a noted historian who is expert in the period or subject.

Sixty scripts are already in work and other programs in this continuing series are being scheduled.

These programs are designed for presentation by one voice. The music cue sheets, to be supplied with each mailing, list the currently available recordings and published music to be used to emphasize and highlight each story.

Broadcasters can call upon their local, county and state historical societies to work with them in presenting similar programs of local historical interest to parallel "The American Story."

The series is available without cost, of course, to every broadcaster in the country.

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Sample scripts and full details of "The American Story" will be mailed to all broadcast licensees of BMI shortly. Please watch for this material.

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Distributors Calm as Rumors Fly on Fox Divest at MPTV

NEW YORK, May 29.—Widespread trade speculation over the past couple of weeks has it that Matty Fox is taking steps to dispose of a considerable interest in the feature film division of Motion Pictures for Television. The rumor is being treated with the utmost calm in distributor circles. It is regarded more as a result of Fox's own business and financial situation than as any indicator of business conditions generally.

Nevertheless, in the background of this situation, as well as the whole feature business today, stands the specter of Howard Hughes and the possibility of his releasing any of his backlog of RKO pictures to TV.

Fox is said to have about \$3,000,000 in outstanding obligations, both to banks and private parties. MPTV's present sales contracts on feature films are reported to be considerably higher than this amount. This would be the come-on for new interests.

By selling out a controlling share of the operation, Fox would be able to clear up all these obligations. Such is said to be his desire at this time. Fox himself could not be reached for comment this week.

Syndie Set

There is no indication, according to these reports, that Fox is giving any thought to disposing

Family Signs Pact For Baptist Pilot

HOLLYWOOD, May 29.—Family Films, Inc., producer of religious motion pictures for TV and church organizations, this week signed a contract to film a half-hour pilot for the Southern Baptist convention. Contracts were signed between Family Films president, Sam Hersh, and Dr. Paul Stevens, director for the radio-TV commission of the convention.

Pilot for the proposed telefilm series will be a modern version of the Biblical story, "The Prodigal Son," according to Hersh. Shooting is slated to commence in July at the KTTV studios here.

Distributors Eye TVAB as Own Association Fails

NEW YORK, May 29.—The recent move to form an association of TV film distributors now appears to have fizzled out. But, meanwhile, the distributors are eyeing with considerable interest the new Television Advertising Bureau that has been formed by the stations.

The distributors will undoubtedly be invited to join TVAB as associate members, but their participation in TVAB would in no way preclude the eventual formation of a distributor-only organization.

TVAB's central aim is to promote the sale of station time to national and local advertisers. The distributors are convinced they have a great deal to gain from this, since the syndicated shows will be the main source of programming for the time sold thru TVAB's efforts. It is expected that a great part of TVAB's research will be devoted to the track records of syndicated film series.

Distributors Only

On the other hand, a distributor-only organization, if it ever materialized, would be devoted primarily to technical, legal and financial problems that the distributors face in common. It is extremely doubtful that such a group would ever take any sales approach at all.

In fact, the hot sales rivalry among the several top distributors is considered one of the main reasons for the present breakdown in the attempt to form such an association.

of MPTV's syndication division, even tho it is not at this time a profit maker.

Regardless of Fox's personal reasons for considering a sell-out at this time, trade thinking generally is that the MPTV type of feature operation is coming to the end of its prime. Now that the issuing of station grants has leveled off, fewer stations are buying feature films merely to fill time.

Also, with the feeling that Hughes and other Hollywood majors might break into TV within the foreseeable future, many stations are reluctant to tie themselves down to a two or three-year feature contract, which has been the mainstay of MPTV's business.

The MPTV still maintains its reputation for the best servicing operation in the field, the firm is reported to have run into increasing resistance to its long-term deals lately. Its new "Sherlock Holmes" group, however, is selling briskly.

The feature business generally has been a declining one over the past year. Mainly, this is because of the paucity of new product. Despite this, distributors are not out to grab any product they can get their hands on.

Under present market conditions they feel it is quality rather than quantity that counts. While the long-term deals are losing in popularity, the distributors feel that a good picture individually will still make plenty of profits.

INTEREST IN QUARTERS

Distributors Eye Daytime Slots For New 15-Minute Series

NEW YORK, May 29.—Leading TV film distributors have been showing an increasing interest in the quarter-hour format for the adult audience. Many of them are hoping to break into the daytime periods with these new shows. To a great extent the trend seems to be spurred by the growing difficulty in clearing station time.

It is felt that quarter-hour shows will be found more alluring by stations, because they will

Campbell Buys Ford Re-Runs, MCA Segs

NEW YORK, May 29.—Campbell Soup has purchased eight "Ford Theater" re-runs from Screen Gems and five half-hour anthology episodes from MCA-TV to be used as a 13-week summer replacement for "Soundstage," NBC-TV, Friday, 9:30-10 p.m., this summer.

Campbell reportedly will replace its live "Soundstage" in the fall with another stanza not yet selected. Its agency is Batten, Barton, Durstine & Osborn.

enable them to sell more adjacent spots than is possible with half-hour shows. Also, as a matter of plane geometry, it is thought that 15-minute availabilities may be easier to find than half hours.

The distributors have no hopes of getting into prime time with these quarter-hour series. Aside from daytime, they are looking for early and late evening slottings.

Heretofore, the 15-minute format for the most part has been devoted to special interest shows, such as kiddie, sports and women. In general the quarter hour has not been a thumping success in syndication.

2 New Series

Two new series will be pitched directly for daytime slotting, in the usual soap opera format. These are "The Heart of Juliet," by Television Programs of America, Flamingo Films will pitch its "Top Secret" for daytime, but believes the science-fiction show will find evening demand as well.

National Telefilm Associates now has 26 in "The Passerby," and will go into further production in July. CBS-TV Film Sales is considering handling "On Stage With Monty Woolley," produced by Olympic Films.

Also, Sterling Television is

QUICK TAKES

Normak Blackburn, formerly of J. Walter Thompson, has joined Screen Gems as executive director.

John Mahon, formerly of George Foley, Inc., has joined Guild Films as controller, replacing Ed Grossman, who has been made director of Guild's radio division.

Charles E. Denney Jr., formerly of ABC-TV and Paramount TV, has joined Television Programs of America to cover New England.

Albert Boyars, formerly of Robert S. Taplinger Associates, has joined Transfilm, Inc., as public relations director.

Don McCure, formerly producer with Owen Murphy Productions, has joined Bonded Film Storage, Inc., in an exec position.

George Waggener has been signed by Gross-Krasne as writer-director of "Big Town."

WE PITY THE ERRING SWABBY

HENDERSON, Ky., May 29.—A mix-up in the splicing of two TV films here this week gave family viewers what is probably the broadest education in venereal disease ever shown on television.

Two films spliced for use on WEHT, Channel 50, by the Fifth Naval District resulted in the showing of a regular enlisted man's VD film with no punches pulled. The training film ran for seven minutes before the error was caught.

WSYR-TV FIRST TO HIT SCREENS WITH 'HOLMES'

BOSTON, May 29.—A new claimant for the honor of "First on the Air" with Motion Pictures for Television's "Sherlock Holmes" features was revealed here this week by Fred Yardley, MPTV's Northeast division manager.

Station WSYR-TV, Syracuse, says Yardley, hit the air with its first Holmes feature at 11 p.m., EDT, April 30. Contracts for the films were signed by WSYR-TV on April 18.

KTTV, Los Angeles previously claimed to have headed the race with an airing on May 2. Meanwhile, KMTV, Omaha, put in a bid for honors on the basis of its having gone on the air with Holmes on May 1.

Clients View Film Plugs At Tint Show

CHICAGO, May 29.—Indicative of the interest held for color TV commercials was the large amount of agency people who brought their clients to the Du Mont exhibit of color TV at the NARTB convention.

In all, over 10 agencies brought clients to view their own, as well as other colored TV commercials, as broadcast over closed circuit transmission by Du Mont. Counting both agency personnel and clients, more than 100 attended the showing. The Leo Burnett Agency accounted for 42 visitors.

Among the commercials used were the following:

"There's Color in Your Life" for Benjamin Moore Paint Company, by Campus Films; "Chiquita Banana" for United Fruit Company, thru Batton, Barton, Durstine & Osborne. This firm also sent several colored slides for showing, including Betty Crocker and Zerone. Pet Milk commercial, thru the Gardner Agency; Rand Shoes and Skelly Oil, thru Henri, Hurst & McDonald; Greyhound, thru Deaumont & Hohman; Kellogg, International Harvester, and Campbell Soups, thru the Leo Screen Gems; "California, World In a Week," by United Airlines; Gettleman's Beer (and several local products), thru Lewis & Martin agency; "God's Country," by Johnson Motors; "The Studebaker Story," Screen Gems; Folger Coffee, thru Grant Advertising and three institutional films for Chevrolet Motors thru Campbell-Ewald.

Du M Tele-Center Installs Color Set For C-C Testings

NEW YORK, May 29.—Du Mont next week will begin installing at least one of its 19-inch "Chroma-Sync" color monitors at its Tele-Center here, along with a color Multi-Scanner unit.

The equipment will shortly be available for closed-circuit screenings of color film. A Multi-Scanner is currently being tested via Du Mont's WABD here. The station is due to begin film color-casting in the fall.

SHORT STORY

S. Reynolds Makes 8 in Paris Studio

NEW YORK, May 29.—Sheldon Reynolds has been getting into theatrical production at his Paris studios, he revealed here this week. He has already made eight shorts in French, one of which is due to play art theaters here, and he expects to start work on a feature film shortly.

In addition, his "Sherlock Holmes" TV film series, to which Motion Pictures for Television has the world-wide distribution rights, will be booked theatrically in Europe, both as shorts and, with two or three segments tied together, as features.

The "Holmes" show is being brought in for about \$30,000 per half hour. The 14th segment is now in production. Holmes is played by Ronald Howard, and Marion Crawford plays Dr. Watson. The show is financed by European sources, with MPTV due to begin syndication sales within the month.

TELEMOUNT OFFER

Prospective Sponsors May Pick Their Stars

HOLLYWOOD, May 29.—Prospective national sponsors of four new telefilm series being readied by Telemount Pictures Productions Company are being given the opportunity to select their own stars, it was disclosed here this week by Producer Henry B. Donovan.

First of the quartet of telefilms—"13 Diamonds"—is set to roll within 60 days, Donovan said, after an undisclosed sponsor selects a female star from a slate of three. Donovan, who created the adventure series and who has assigned writers Monroe Manning and Buckley Angell to script, said 60 per cent of the shooting would be done on location.

"Thirteen Diamonds," like "State Police," "Lightning" and "United States Secret Service," would be shot in Eastman color. Donovan also announced that "Cowboy G-Men" would also resume shooting within 60 days, and would continue to be shot in color. The producer said that he expected to conclude negotiations by next week on the national sponsorship of "13 Diamonds" when he goes to New York for further talks.

Tho he now has a deal with Flamingo Films to distribute "Cowboy G-Men," Donovan would not commit himself on distribution deals for the other properties. Now in preparation is "State Police," a series based on actual stories of the California Highway Patrol. "State Police," Donovan said, will be filmed in a series of 26 half-hour shows and would be syndicated.

The producer also revealed that he had acquired the police dog story, "Lightning," from Sam Efrus, who originally produced it as a silent theatrical motion picture in 1925. This outdoor adventure series, with a modern setting, will consist of 26 episodes. Two half-hour films now are being shown for regional sponsorship. These pilots originally were shot as episodes for "Cowboy G-Men." "Secret Service" will be based on memos from the files of the U. S. Secret Service prior to the Civil War. Donovan has been working on this project since 1952 and said that he was acquired sufficient material for four years of programming. A total of 26 half hours, however, will be shot initially, he said.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since April 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials...

Table listing TV film commercials with columns for Advertisers, Products, Agency, Length, Type, and Date. Includes entries for Alexander Film Company, Sun Oil Company, and others.

General Mills Buys Desilu's Havoc Series

NEW YORK, May 29.—General Mills this week bought the new situation-comedy starring June Havoc packaged by Desilu Productions...

Consolidated Near Profits

HOLLYWOOD, May 29.—By June 6—when George Bagnall & Associates, telefilm distributing firm, completes three months of operating Consolidated Television Sales for its new ownership...

Bagnall said his firm is continuing Consolidated's "station starter plan," but plans to emphasize its sale to UHF stations...

'Moonland' Sale To Cue Production

HOLLYWOOD, May 29.—A new children's telefilm series, "Kite-Flite to Moonland," is expected to go into production soon after anticipated completion next week of a deal for national sponsorship...

The series of quarter-hour puppet shows in color will be produced by Elizabeth Barry Enterprises and Stuart Reynolds Productions which joined this week for the venture.

THE BILLBOARD SCOREBOARD

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau...

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked...

Table with columns: April ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use.

WICHITA, KAN. 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Wichita, Kan. on Monday-Friday, including Amos 'n' Andy, Superman, Hopalong Cassidy, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Wichita, Kan. on Saturday and Sunday, including Badge 714, Liberace, Cisco Kid, etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Wichita, Kan. from 7 p.m. to sign-off, including I Led Three Lives, Racket Squad, Big Playback, etc.

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Cincinnati on Monday-Friday, including Superman, Mad Sq. Garden Highlights, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Cincinnati on Saturday and Sunday, including Cisco Kid, Cowboy G-Men, Captain Midnight, etc.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Cincinnati from 7 p.m. to sign-off, including I Led Three Lives, City Detective, Times Square Playhouse, etc.

Advertisement for 'The Halls of Ivy' featuring a woman and text: 'There's always the chance that a sick man will take a turn for the nurse. A line from the script of The Halls of Ivy starring Ronald Colman and his wife Benita Hume—coming soon.'

(Continued on page 9)

(Continued on page 8)

THE BILLBOARD SCOREBOARD

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

Continued from page 7

Table with columns: April ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

DALLAS-FORT WORTH 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Dallas-Fort Worth, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Dallas-Fort Worth, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Dallas-Fort Worth, 7 p.m. to sign-off, Monday through Sunday.

WASHINGTON 4 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Washington, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Washington, 7 p.m. to sign-off, Monday through Sunday.

McGowan Org Takes 'Death,' 'Dr. Christian'

NEW YORK, May 29.—Dorrell and Stuart McGowan this week revealed their tie with Flying A Productions and formed McGowan Productions, Inc., bringing along with them "Death Valley Days" and "Dr. Christian." The former show was produced and directed by the McGowans for the Pacific Coast Borax Company at Flying A. And Cheseborough is ready to go into production with "Dr. Christian" for spot booking.

Both shows are handled by Dorothy McCann for the McCann-Erickson agency, which services the clients. McGowan Productions has leased offices and studio space at the Kling Studios in Los Angeles.

Wasmuth Has S. A. 'Jethro' Pix for U. S.

NEW YORK, May 29.—The first series to be produced in South America for the U. S. market is currently being peddled to national advertisers by Bill Wasmuth, head of the Radio Program Production Company.

The half-hour series, "Adventure With Jethro Adams," has John McQuade starring as an Argentine. The producer, director and supporting cast are all Argentine. The show was conceived by Wasmuth and the help of writers Gil Braun and Bill Welch. The first 13 segments are already in the can.

Essex Selling Negro Series

MEMPHIS, May 29.—Essex Films, Inc., newly formed distributor headed by J. Marshall Lewis, has sold its "Tenth of a Nation," 15-minute Negro documentary series, to N. Strickland Company of this city for its Royal Crown hair-dressing. The sponsor is booking the show on WTTG, Washington, and a still unteleg, Washington in New York. Essex has also sold 15 prints of the segment on "The Arts" to the "Voice of America" for telecasting and screen showings abroad. Essex will eventually set up a New York branch. Meanwhile, Lewis is hiring part-time regional sales reps.

Advertisement for 'The Halls of Ivy' featuring a screwball charge and a line from the script. Includes logo for Television Programs of America, Inc.

Main table listing TV programs for Seattle, including columns for April ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, and Sets in Use.

SEATTLE 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Seattle, Monday-Friday, 7 p.m. to 7 p.m.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Seattle, Saturday and Sunday, 7 p.m. to 7 p.m.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Seattle, 7 p.m. to sign-off, Monday through Sunday.

Table with columns: April ARR Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs and their ratings.

SAN FRANCISCO 3 STATIONS

Table listing TV programs for San Francisco stations, including 'Sign-On to 7 p.m.—Monday thru Friday' and 'Sign-On to 7 p.m.—Saturday and Sunday'.

Table listing TV programs for San Francisco stations, including '7 p.m. to Sign-Off—Monday thru Sunday'.

Table listing TV programs for San Francisco stations, including '7 p.m. to Sign-Off—Monday thru Sunday' (continued).

Abe Saperstein, Sam Rosen Team In TV Film Biz

CHICAGO, May 29. — Abe Saperstein, owner and coach of the Harlem Globetrotters basketball team, is entering the TV film field in association with Samuel Rosen, who will be in charge of production and distribution in Hollywood.

First series to be distributed by the firm comprises 13 15-minute episodes titled "Kid Magic," starring David Kasday as Kid Magic, Frank Scannell, Kay Kuter, John Fryer and Robert Cherry.

BEER DECISION

'Intrigues' May End As 1st Run

NEW YORK, May 29.—"Foreign Intrigue" may be nearing the end of its career as a first-run spot network for P. Ballantine, which has it in about 35 markets and sub-distributes it to others.

Producer Sheldon Reynolds, who has completed 117 segments in the three years, wants to be in a position to get residual income out of the series.

Secondly, Ballantine is being ousted from the Thursday, 10:30-11 p.m., position on WNBT here by NBC-TV. It will have to decide whether the other slots available will be productive of a satisfactory rating.

Dine-Kalmus on Publicity for TPA

NEW YORK, May 29.—Television Programs of America this week named the Jo Dine-Allen Kalmus office as its publicity representative. Dine-Kalmus handled Screen Gems for a while, but has recently been without a film-distributor client.

SPRAYS OF IVY

Advertisement for 'Sprays of Ivy' featuring a large leaf graphic and text: 'Climate is just weather that's been approved by the Chamber of Commerce. A line from the script of The Halls of Ivy starring Ronald Colman and his wife Benita Hume—coming soon.'

Table with columns: April ARR Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists TV programs for Dayton, O.

Table listing TV programs for Dayton, O., including 'Sign-On to 7 p.m.—Monday thru Friday' and 'Sign-On to 7 p.m.—Saturday and Sunday'.

Table listing TV programs for Dayton, O., including '7 p.m. to Sign-Off—Monday thru Sunday'.

THE BILLBOARD SCOREBOARD

TV Film Commercials In Production Since March 1

Table listing TV film commercials in production since March 1, including advertiser, products, agency, how many, length, and type.

NEWS AT A GLANCE

N. Y. Showbiz Joins in Fight Against B.-O. Tax

NEW YORK, May 29. — All showbiz is now in a battle against Mayor Robert F. Wagner and his Board of Estimate in an all-out attempt to stop the proposed new 5 per cent box-office tax. Legit and movie houses will black out marquees Monday night (31) in protest. Petitions are being circulated inside and in front of all theaters. Actors in most Shubert houses make special pleas for audience support, between acts, against the new tax.

KALLEN DISK HIT PAYS OFF BIG . . .

NEW YORK—Kitty Kallen is expected to make between \$7,000 and \$12,000 a week for a series of one-nighters set to start August 1 and run thru Labor Day, as a result of her smash Decca record, "Little Things Mean a Lot."

Gal starts her tour in Salem, N. H., and winds up in Youngstown, O. Deals vary between \$1,250 to \$1,750 a night guaranty for the package against 60 per cent of the gross. It is expected that weekend dates will go into overages. Larry Potine band will be paid by Miss Kallen at the rate of \$500 a night.

AGENCIES PLAYING MUSICAL CHAIRS . . .

NEW YORK—There's a lot of switching of talent these days. Jackie Miles, for example, has left the Morris office. Kitty Kallen has also left that agency to sign with General Artists Corporation. At the same time Felicia Sanders has pulled away from GAC and will move over to Music Corporation of America. While all this shifting around goes on, Karen Chandler's demand for a release from Associated Booking is expected to start a battle.

CLEVELAND SYMPH HONORS C. FISHER . . .

NEW YORK — The late Carl Fisher's "Indian Suite" will have its preem at the Frankie Laine concert by the Cleveland Symphony Orchestra, in Cleveland, O., August 5. As a gesture to the late accompanist and arranger for Frankie Laine, Victor Young, will conduct for free.

NEW VEGAS HOTEL TO BE 9 STORIES . . .

LAS VEGAS, Nev.—The long heralded Casablanca Hotel was formally started (27) as ground was broken and the name changed to The Riviera. The newly christened inn will be the tallest building in Las Vegas (nine stories). The announced cost will be \$5,500,000. Principal owners of the Riviera are Myer

and David Gensberg, Beverly Hills real estate operators; Murray Saul, of Palm Beach, Fla., and Harpo and Gummo Marx. Nate Schleiffer will operate the casino.

MARTINO DENIES E. WILSON YARN . . .

LONDON — Al Martino, who opened his vaude tour here this week in Sunderland, denied N. Y. Post columnist Earl Wilson's report that he left the States because mobsters were threatening to put a knife in his back. At a press reception Martino claimed Wilson had timed the story's release while he was on his way to London and unable to answer the charge.

FRANK TAYLOR QUILTS GRADES, JOINS GAC . . .

CHICAGO.—Frank Taylor has resigned his position with the Lew and Leslie Grade Agency's New York office to join the General Artists Corporation, Chicago staff. He will join the band and acts department and will also serve as assistant to Pat Lombard, vice-president of GAC and head of the Chicago office.

SQUABBLE

Walters in Answer to Agent Beef

NEW YORK, May 29.—When is a manager an actor, or vice versa? This squabble is currently going on between independent agents and Lou Walters Enterprises, headed by Cass Franklin. Agents claim that Franklin, who does occasional club dates as a singer, has no right to be a manager and a performer at the same time. They demand that the American Guild of Variety Artists force Franklin to be one or the other.

Lou Walters said that neither he or Franklin had taken "a dollar out of the operation since we started it a year ago." He emphasized that he was protecting performers from "selfish managers." He gave examples. "At one time," he said, "the Szonys (ballroom team) were paying commission to four managers. Danielle Lamarr was paying out 65 per cent of her salary in commissions. We straightened out things."

"We promote our people, build them up, get them jobs," he added. "That's a lot more than most of these so-called agents have ever done."

Big Gloom Hangs Over Club Work in the West

KANSAS CITY, Mo., May 29.—Business thruout the country may be in a period of readjustment but so far as the night club field west of the Mississippi is concerned, there's no sign of any returning prosperity.

A survey of the smaller clubs where the majority of the performers find jobs disclosed a sorry spectacle. Only clubs which use acts, floor shows and traveling performers (not the plush rooms) were visited.

Hollywood, excluding Ciro's, Mocambo and the Coconut Grove, has Larry Potter's, Charley Foy's and Billy Gray's Bandbox. These are about the only spots using acts of the singers, dancers and comedy-emsee types. The scale in most cases is about \$100 top, with three to four shows a night. The same pay scale seems to exist in Seattle, San Francisco and Denver.

The San Francisco and Oakland, Calif., strip joints, once lush business getters, have been hit especially hard when the Department of Defense switched seven troop ships to Seattle. The loss of 40,000 men a month when Camp Stoneman was closed—the camp processed these men going and returning from the Far East and

Alaska—(Billboard, April 24) was another depressing factor.

Seattle's Fortune

But what was San Francisco's poison has signs of becoming Seattle's meat. At least clubs are running there and doing business. The trouble is that there are so many acts looking for work that pay seldom gets above \$100.

Denver has some clubs going. The Algerian uses strips and a fem singer as emcee. The Chez Paree has Lester Harding, emcee and two strips. The Aeroplane has a two-act show. The King Cole has a musical combo and two strips. The Turf has a musical trio and a couple of strips. The Torch, a semi-class room, runs only two days a week.

In spite of the work shortage in Denver, agents make daily pitches to induce acts to come here. The result is that for every job there are a half dozen acts available. The same situation exists closer to the Mexican border town of El Paso, Tex. There is a demand for acts, but the more acts that hit town, the more money is driven down. In the final analysis it's the strips that get the work.

Arizona and Oklahoma

Phoenix, Ariz., has a show tabbed "Guys and Dolls" using an emcee, a strip and two other acts. Tucson, Ariz., has only one club, La Jolla, using a show. Albuquerque, N. M., has two spots going, the Embassy and Hymie's Bar.

Oklahoma City has The Derby (Continued on page 13)

SPOTLIGHT REVIEW

Liberace Tickles Tunes for 35G at Madison Sq. Garden

Continued from page 1

himself and everything he loves and admires, which seems to include about everything he's ever run into.

As usual he kidded around a lot. He ribbed his brother, George, the musicians, his critics, his TV sponsors and most of all himself. Thru it all he never showed a moment's nervousness or strain. At 11 p.m., after more than two hours on stage, he ebulliently announced that he wasn't a bit tired and had much more he wanted to do. The audience responded with a whoop.

Hero Worship

This wasn't a bobby-sox crowd. But it definitely wasn't keeping its presence a secret. There wasn't a response that didn't shake the rafters. The audience seemed to be awed rather than electrified. There was a feeling of adoration almost religious in its

impact that Liberace tried to relieve with comedy chatter. But the audience still sat there, chuckling occasionally but obviously worshipping him.

Midst all the chit chat and horse play, he did manage to get in some music, which again was that unique admixture of class and corn that the whole Liberace phenomenon represents. With and without ork backing, he played "El Cumbachero," "Cement Mixer," Chopin, "Beer Barrel Polka," Gershwin, "Hey, Liberace," "The Rosary" and "Alexander's Rag Time Band." The biggest single slice of music came after 11 p.m., when after a pandemonium of shouted requests he sat down and strung a huge hodge podge of standards and classics into a single medley.

Many Garbs

Liberace made his initial entrance all in white midst an

elaborate fanfare from the orchestra and a deafening roar from the crowd, with a gang of photographers pressing in on him.

After intermission, he returned in tux, switched to a hillbilly get-up for "Hey, Liberace," and then switched to a metallic jacket, about which he told the crowd, "I hope you like it, you bought it for me." And again there was a yelp of appreciation.

Liberace

George Liberace, Columbia Recording ork. (Madison Square Garden, New York, May 26.)

SPEAKING OF LEGIT

By BOB FRANCIS

End of week leaves Actors' Equity-League of New York Theaters dispute over terms of new contract with some hope of settlement. Equity's strike threat speedily brought a resumption of negotiations after an impasse was reached last Monday. The managers' group offered more-or-less token concessions. These were unsatisfactory and a unanimous vote of 700 current Broadway players reaffirmed the powers of the org's negotiations committee. At meeting Friday (28), the two groups agreed to extend negotiations to Thursday (3). The contract expires June 1. Next get-together is skedded for Tuesday (1), with the League promising to offer an over-all "firm" package agreement on that date. Results of the discussions will be reported to Equity Council on Thursday (4) and to the full membership at the union's annual meeting on the following day. An Equity spokesman emphasized that the union doesn't want strike action, but added that the League better get on the job.

For over 25 years this reporter has been pals with one Tom Weatherly, drummer extraordinaire to matters theatrical and an occasional producer. From time to time, usually in the merry month of May, Tom and verdant spring have conspired to burst into poetry. This reporter never took these lyrical efforts very seriously nor did he think Tom did either. But now comes a collected edition of these effusions called "Main Stem Stuff" (Library Publishers, \$2.75), and any reader blest with a Broadway itch who doesn't find the Weatherly versifying delightful ought to have his head examined.

Tom, like the Broadway he salutes, has been around a long time, and despite a sardonic cynicism, he has loved every minute of it and also sees its ruefully funny side and his part therein. "Stuff" is grand scripting for anyone who has been mixed up with show business. Maybe this department has only thought it knew Tom over the years. It just didn't think he had it in him. He is herewith accoladed the Rupert Brooke of Bergens.

Martin Gabel and Harry Margolies have changed the title of the Harry Kurnitz play, "Reclining Figure," to "Reclining Nude." Also they have finally settled on Abe Burrows to direct it. As the title implies, the comedy has to do with painters. Gabel will play one of the top roles, that of an art dealer. Practice sessions sked to start in mid-August with a late September, Stem unveiling after New Haven and Philadelphia try-outs.

Florence Henderson is set for the fem lead in "Fanny," new musical by Joshua Logan and S. N. Behrman, with score by Harold Rome. The former have already finished a working book, and Rome has tunes almost in shape. Ezio Pinza has already been signed for the opus, and Walter Slezak is another likely choice. Rehearsals for this one are also not due to start before August 15.

Leonard Sillman announced this week the signing of Eartha Kitt as star and Guthrie McClintic as director for "Mrs. Patterson," a play with music by Charles Seebree and Gree Johnson, with special songs by James (Continued on page 13)

ACTS AND ATTRACTIONS

Harry Belafonte will go into the Latin Quarter in October, backed by an eight-man choral group. In December he'll work the LQ in Miami. . . . Paul Winchell will play the Chicago Chez Paree for two weeks June 28 for a guaranty plus a percentage. He'll be preceded by Myron Cohen plus the Red Caps and Damita Jo, who'll work the Chez starting June 16. . . . Kirkwood and Goodman have broken up. They're both now doing singles. Kirkwood starts at One Fifth Avenue, N. Y., Wednesday (2) and Goodman is at the Ruban Bleu.

The Don Cornell one-nighter tour of the New England States has been strengthened with the addition of the Gaylords. Tour starts in Holyoke, Mass., June 3. . . . Jenny Collins, who broke into New York showbiz via "King and I," gets her first big town break at One Fifth Avenue. . . . For the third time this year, London, England, producer has had to drop plans to bring in June Christy. Current reason is that she is expecting a baby.

That major club in Texas (you guess the city) which is sneaking gambling has a novel method to beat the law. When a Texas Ranger approaches, a bell is rung and all the crap tables, etc., become pool tables. It's quite a sight to see the elegantly gowned

fems stand around with cues in their hands pretending to get the 6-ball in the side pocket. . . . Billy Rose with his new Rolls Royce and chauffeur was an impressive sight at La Vie en Rose. Rose has lost 15 pounds. "It's easy," he said. "All the things you like—don't eat 'em." . . . Joanne Wheatly will be at the Copa, New York, on the show headlined by Sam Levenson. . . . Skinny (500 Club, Atlantic City) D'Amato in town lining up shows. He has Martin and Lewis for 10 days starting July 16; has Frank Sinatra, and is dickering with the Ritz Brothers and Jimmy Durante.

Acts on the Judy Garland Palace bill claim they've been told to be prepared to come back to the Palace in August when Judy comes back again. Authoritative sources deny any deal or any discussion of a deal tho they admit they'd be very receptive to Miss Garland's return. Dick Gabbe, of Gabbe, Lutz & Heller, is doing a minor burn at the printer's error in the Liberace program at the pianist's one-nighter last week. Printer spelled it Gabby. Incidentally the success of Liberace was so phenomenal that show biz is still shaking its head in amazement. The Garden, which charged a straight \$5,000 for the four walls, is now talking about cutting itself in on percentages on future deals where showbiz personalities buy the house.

Seek Talent For TV Specs

Continued from page 2

Broadway producers and plays, as is Leland Hayward, who is programming a dramatic spectacular on NBC-TV. And Chrysler is also in there pitching for properties, too, but it will go after Hollywood movie vehicles and actors, as it will originate from there.

Hayward is considering "The Innocents," "Summer and Smoke," "The Play's the Thing," and "State of the Union" as dramatic fare. He wants Jimmy Stewart, and is certain to offer him record loot. CBS-TV has already asked Alfred De Liagre to produce one of its Westinghouse shows, which is to be supervised by Martin Manulis. De Liagre refused them, as he did Hayward.

Max Liebman is handling the other NBC-TV spectaculars and must compete with the two CBS-TV shows. He signed comedian Dick Shawn this week and has already signed Betty Hutton for the first show, and Judy Holliday, Steve Allen, Nanette Fabray and Janet Blair for others. Miss Hutton is said to be getting \$75,000. Liebman will do book shows with original books and music, revues, and variety shows. He will have competing for talent the Colgate Comedy Hour, whose format is closely related to his own.

HOCUS-POCUS

By BILL SACHS

THE magic-marionette combination, billed as "Matinees for Moppets," and featuring Leroy the Magician (Arthur Leroy) and Peggy Bridge's Marionettes, has just finished its second full season at the 1,200-seat Academy of Music in Brooklyn. The magic-mario segs are augmented with a smattering of ballet, occasional circus acts, and a liberal sprinkling of guest magicians. Among the magic guest stars on the season just concluded were such notables as Richard Humber, Dick DuBois, Norman Jensen and Jackie Flosso. The Leroy-Bridge unit begins its third season at the Academy October 21. Guest magi already pacted for the new series are Richard Humber, Frank Garcia and the Great Williams. Others are to be added later. . . . Alan Shepard and The Amazing Mrs. Shepard present their mental illusions in the Gold Coast Room of the Drake Hotel, Chicago, June

6, for the Associated Retail Confectioners. The date will also mark the beginning of their fourth year in show business. . . . Chang is now in Portugal with his big show. . . . C. Thomas Magrum and Danny Johnson, the manipulator, dropped off at Syl Reilly's headquarters in Columbus, O., the other day en route to the SAM confab in Chicago. Syl steered them over to the Columbus Magic Club and then hosted the boys at dinner, where they put in an enjoyable evening mixing magic and fish. . . . Dave Roberts, who has settled permanently in Wewahitchka, Fla., is mapping plans for a school-assembly tour to begin in the fall. . . . Good reports continue to pour in on the Dai Vernon lecture-demonstration tour. Latest is from Mysterious Howard, of Houston, who typewrites: "Dai Vernon just in for a wonderful lecture. There were 25 in the class and all voted Vernon the best in sleight-of-hand. He held the boys in his palm for four hours. Bobo, himself an excellent performer, drove 300 miles to get in on the know-how." . . . J. L. Cates, recently with the Wayne McKayne show, is framing a spook turn to hit the road soon. . . . Torrini and Phyllis, on their recent engagement at the New York Palace, enjoyed backstage visits from numerous magi, including Vernon the Magician and wife, Fyloos Hesser; Ricky Dunn, and Al Meadro.

GEORGE MARQUIS, who recently revamped his show to work a space-ship gimmick on midnights under the direction of the veteran Anton Scibilia, writes from Anderson, Ind.: "Note where several of our competitors have arranged transportation to the Moon, and one has even gone so far as to put in reservations for a return-trip ticket. We wish them every Godspeed and hope they can take off very soon. Our show closed a tour of 126 Southern theaters and jumped North, where we got a bad start due to new people and the failure of an illusion builder to make prompt shipment of completed materials. The space pitch is for kids, comic-book devotees and morons. It won't draw at midnight. Some kid show performers might use it for matinees. Anyway, the show is hitting on 16 cylinders now, and we have a good show well flashed by the DeHaven Sisters. Mr. Scibilia is arranging a Korean USO tour and we are continuing in theaters until our sailing. Will trade two space illusions, eight space helmets and a space ship for one thumb tip, an egg bag and a sliding die box." Recent visitors on the Marquis show were Chet Roth, Mr. and Mrs. McDonald Birch, Mr. and Mrs. Tommy Windsor, Mr. and Mrs. N. V. Hoefert, Al Snyder, Benjamin Franklin IV, Murdock the Magician, and Jack Bridwell. . . . Tom Auburn heads up as president the new Maple Leaf Assembly, Society of American Magicians, recently formed in Montreal. This is said to be the first Canadian SAM assembly, and was the culmination of much preliminary work on the part of Auburn. Other officers are Henry Gordon, vice-president, and Douglas Scott, secretary-treasurer. Charter members of the new assembly, in addition to the officers, are Joe Kara, Delphis Verdon, Sidney Levine, Arthur Schalek, Sam Cramer, Maurice Nicholson, Louis Lavoie and George Mor-

BROADWAY SHOWLOG

Performances Thru May 29, 1954

DRAMAS	
Anniversary Waltz	4-7, '54 61
Caine Mutiny Court	
Martial	1-20, '54 149
King of Hearts	4-1, '54 68
Ondine	2-18, '54 116
Oh, Men! Oh, Women!	12-17, '53 188
Praise of Folly	2-23, '54 95
Sabrina Fair	11-11, '53 228
Tea and Sympathy	9-30, '53 276
The Fifth Season	1-23, '53 566
The Remarkable Mr. Penny	
Penny	12-30, '53 173
The Seagull	5-11, '54 22
The Seven-Year Itch	11-20, '52 638
The Solid Gold Cadillac	11-5, '53 236
The Tea House of August Moon	10-15, '53 263
MUSICALS	
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Gloom in West

Continued from page 10

and Louie's 29 Club, each using an emcee and a couple of strips. Tulsa, Okla., has the Orchid Club with just a strip, and that's about all the night club entertainment in the State of Oklahoma.

Wichita, Kan., has three clubs using strips exclusively, plus an emcee. Jungle Club, here, has an emcee and a strip. This city also has two additional clubs which run only week-ends.

Dallas is another lush area — for strips. Abe's Colony Club, once a fair user of standard acts is now a strip spot. Pappy's uses three small acts, mostly locals. The theater Lounge has a four-girl line, three strips and an emcee. But if strips are allowed, you still have to bring your own liquor. The clubs furnish the set-ups. Shreveport, La., has the Stork Club and the Beverly. Both used to buy good acts at fairly good prices. Both are now using strips and emsees.

St. Louis

About the only clubs using acts around St. Louis at present are past of the Big Muddy. These are Jimmie's Gay Inn and the White Swan, each running a full week. The city also has the Paddock weekends only.

Business west of the Big River generally is so bad that the American Guild of Variety Artists branches there have been warning acts to stay out of their territories unless they have contracts. Various AGVA branches claim they have been forced to disburse welfare funds to stranded acts to get them East. Consequently, salaries have dropped in most cities, not only to minimum, but frequently below it.

The Amazing Dr. Maurice (Morris Cohen) has had his Miami Beach, Fla., radio show picked up for an additional 13 weeks. And to top it all, he has landed his own program for TV, opening next week, using the same format as his radio airer.

SPEAKING OF LEGIT

Continued from page 10

Shelton. He will put the show in rehearsal around Labor Day.

Peter Larkin, currently repping the set designers on the Donaldson Awards Committee, has been signed to do the sets for "Dilly," a musical by Vernon Duke, Jerome Lawrence and Robert Lee, in which Ella Logan will star. Prior commitment heads him for the West Coast, where he will get to work on the new production of "Peter Pan," starring Mary Martin.

Rodgers and Hammerstein have given Nick Mayo, Philip Mathias and Jean Barriere exclusive U. S. and Canadian touring rights to "Oklahoma!" The trio are former stage managers of New York and national companies of "South Pacific." The idea is a bus and truck tour off the main railroad beat.

If the experiment works other R. & H. properties can follow. The motion looks good really to bring back live actors and shows to the hinterlands.

Alexander Minotis, last here with the visiting player from the Greek National Theater, has a deal pending with Guthrie McClintic to offer some Greek plays here in English next season. The star is currently appearing in Cairo, Egypt. . . . Frederick Fox is designing the Metopra's new production of Giordano's "Andre Chenier." . . . "Kismet" hit the 200-performance mark this week. All principals have signed up to remain with the show. The musical is playing to highest weekly gross. It has taken in nearly \$1,500,000 since opening 25 weeks ago.

BURLESQUE BITS

By UNO

Gypsy Nina, of Arabian birth, who headlined many a cast because of her work and drawing powers, went into retirement a few years ago. She is now replenishing an extensive wardrobe for a return to the stage via a smart routine of strip-tease. . . . Sammy Smith is returning to the cast of "Wish You Were Here" June 21 when that former Broadway musical begins a run of three weeks in the State Fair Auditorium in Dallas. . . . Raven and her bubble bath starts a two-week engagement June 10 at the Casino, Toronto, thru Jack Fauer. . . . Jack Coyle reports the death of William (Billy) Kilbinger, 63, a famous Midwest minstrel man of the Triangle Minstrels and a member of the Pastimers org of old-time showfolk, on March 24 in Chicago, where co-members of True Blue masonic lodge conducted funeral services. A widow and mother survive. The deceased, a Chicago resident, devoted much of his time to the entertainment needs of veteran hospitals in the Chicago area. . . . Heidie (Cookie) Shaw, former burly principal, is now office secretary for Jack Montgomery. . . . Chi Chi goes into her sixth month at Johnny Romolo's Algerian Club in Denver where she is backed by Chris Senako's ork. . . . George Tuttle opens July 1 for the summer as social director in Kramer's Hotel, Hurleyville, N. Y. . . . Scotti Tomar, who finished two weeks in Hobbs, N. M., moved for another fortnight to Hymie's, Albuquerque, N. M., and proceeded to Mexico City for a May 29 opening. . . . Conchita, known under two titles, "The Mexican Spitfire" and "The Delightfully Wicked," is now Connie Gale of 8443 Crenshaw Boulevard, No. 2, Inglewood 4, Calif. Charles W. LaVine, who attracted considerable attention and

lots of newspaper raves for his clever comedian and acting talents when he played the old-time big wheels, is now anxious to return to theaters and TV and drop niteries in which field he has been featured the last few years in and around Philadelphia. . . . Cavalcade of Burlesque mag, September, 1954, issue, shows Mary Mack on the front cover, Blaze Starr on the back, Rusty Lane on the inside front, Jennie Lee on the inside back, and Patti O'Hara on the editorial page. . . . Betty Dixon, billed as "The Bouncing Bundle of Nerves," closed May 29 at Henry Veto's Chez Paree, Denver, where she shared the spotlight with Dreen Lee, Oriental exotic. Miss Dixon leaves for Texas this week where she is slated for a series of one-nighters and club dates, between which she will marry Howard Parker, trumpet man with Gene Pringle's ork now traveling the Southwest. . . . Donald P. Crooks sends word from Boston that the Howard, since its police closing last November, is now presenting vaude with a mixture of burly talent, male and female, under the guise of a variety-type show, "which is just a different name in deference to the local authorities trying to clean up burlesk in this city." Also, that the Casino, the other former burly stop, is now showing foreign movies on an irregular schedule of week-ends and holidays. . . . The Globe, Atlantic City, resumes its summer stock burly policy on June 18 with Francine, featured; George Murray, Herbie Barris, Al Baker, Bob Ridley and Eileen Hubert. . . . Rose LaRose returned to the Hudson, Union City, N. J., as a feature May 23, with Georgia Southern following May 30.

NEW ACTS

Continued from page 12

their own without doing imitations. As evidence was the rapt audience attention to their "Burro's Lullaby." B.S.

JOAN HOLLOWAY (taps) Persian Room, Plaza Hotel, New York, May 26.

Joan Holloway is a very pretty strawberry blonde with a chassis full of sex appeal. But outside of looks and a vibrant youthfulness, she showed little in the spot she was in. A series of almost straight taps, relieved occasionally by spins and precise hand motions isn't enough. Part of the fault was probably the musical cues. A society band like Ted Straeter's, which stresses fiddles rather than brass, doesn't help her type of hoofing. Given a chance in another room or on a bill which doesn't conflict as this one did, Miss Holloway could easily be impressive. B.S.

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Politicians Descend On Meridian Fete

By JOE MARTIN

MERIDIAN, Miss., May 29.—By the time the two-day Jimmie Rodgers Memorial Celebration and National Hillbilly Music Day wound up here on Wednesday night (26), country and western music and artists ran a poor second to the politicians and labor leaders who descended on this city en masse.

What started out as a two-day event to spark wider interest in country and western music ended up as the all-too-incidental locale of a major political address by Adlai Stevenson.

It is no secret that the country artists and the general public were unhappy. Following Stevenson's 45-minute speech in a drizzling rain at Ray Stadium, Roy Acuff tried to take the political onus off the outdoor show by decrying the obvious political nature of the evening's program, but without making specific reference to Stevenson.

It must be pointed out, however, that the artists who gave of their time and efforts and many of the local townspeople worked valiantly to make of the Rodgers celebration a fine two-day con-

vention of country artists and a demonstration of their music.

Active Artists
Particularly active were Hank Snow, Ernest Tubb and the Meridian Star's C. H. Phillips. But their efforts almost were lost when the railroad unions moved in with a mammoth barbecue, and the politicians moved in with the Stevenson address.

The 45-minute speech rankled both the performers and the audience, because, they said, "Who pays \$1.10 to hear a politician speak—and in the rain?" The program of the evening, for example, started with the opening ceremonies, two quick songs, a few short speeches and then the 45-minute harangue.

As a result, almost two hours went by before the customers got to see and hear such country names as Hank Thompson, Hank Locklin, Bonnie Lou, Webb Pierce, Billy Walker, Tubb Snow, Ray Price, Acuff, Ferlin Husky, Jim Reeves, Little Jimmie Dickens, Minnie Pearl, the Davis Sisters, Eddie Hill and many others of similar stature and talent.

Grim Rumbings
There were even some rumbings to the effect that "unless we can recapture this whole thing for country music, I'm not coming back next year."

In any event, the show Wednesday night, when it got going was a near-fabulous event for the

(Continued on page 26)

DECCA CORRALS 1, 3 ON CHARTS

NEW YORK, May 29.—Decca Records walked off with first and third places on The Billboard's Best-Sellers chart this week, marking the first time in several seasons that the firm has been in top position. Number one is Kitty Kallen's "Little Things Mean a Lot," while the Four Aces' "Three Coins in the Fountain" jumped up to No. 3 from 10th position last week.

The Aces' record is also in third place on the deejay's most-played list, and in 10th position on the juke chart. The Kallen disk is second on the jockey list and seventh on the juke box list. Decca has been coming up strong on the charts since the first of the year, in line with the company's general resurgence sales-wise in the record field.

Victor Readies New Talent for Waxing

NEW YORK, May 29.—RCA Victor has a batch of new artists whose efforts are due for early exposure on the label. Added to the pop roster by artist and repertoire chief Joe Carleton are chanters Tony Travis, Wandra Merrill and Jan Arden, and guitarist Rico Turchetti. Set for some jazz diskings is trumpet player Dick Collins, and Charlie Stewart is being readied as an addition to Victor's country and western list.

EDITORIAL

Politics Not Needed

All the time and effort which went into the preparation of the second annual Jimmie Rodgers Memorial Celebration and National Hillbilly Music Day in Meridian, Miss., this week almost went for naught.

But the lessons learned this year should make the event next year that much greater. Civic leaders in Meridian, the guiding spirits in the country music field and other interested people know now that the addition of "national names" isn't a necessary ingredient to make such a worthwhile event successful.

With proper planning, experience based on this year's lesson in staging a national program and the desire to spotlight the many facets of country music, next year's celebration should be a wing-ding affair. Let's hope that Meridian, Miss., will be the scene of a great festival of music and talent on May 26, 1955, instead of the political rally staged there this year.

Young Pursues Broadcaster, Disker License Agency Talks

NEW YORK, May 29.—Barney Young, a publisher who took steps earlier this month to launch his National Juke Box Music, Inc., as a new music licensing agency (The Billboard, May 22), engaged in new talks with record manufacturers and broadcasters this week to get his plan off the ground.

In conferences with broadcasters, Young offered a blanket license to perform any and all tunes controlled by NJBMI for a fee of \$1 per year. The licensing organization claims to control the performing rights to 5,000 copyrights not currently assigned to any other licensing or performing rights agency. Tunes in all musical categories, pop, rhythm and

blues and folk, are said to be included.

The Young proposal was originally advanced to serve as a hedge against possible amendment of the Copyright Act to eliminate juke box exemption from the payment of performance royalties. It would make tunes controlled by NJBMI available free to juke box operators, as well as broadcasters (except for the \$1 token charge).

Juke-Disk Ties
Operators would guarantee a substantial order of any disks secured on NJBMI tunes, and record companies would cut the tunes with leading artists in re-

(Continued on page 26)

UNDER STARS

August Dance By the Light Of Moon Dog

NEW YORK, May 29.—Alan (Moon Dog) Freed, WJW, Cleveland r.&b. jockey who has attracted crowds ranging from 3,000 to 25,000 at his monthly "Moon Dog" dances, has given up on holding dances in armories.

For his next affair "The Moon Dog Jubilee of Stars Under the Stars," which will be held here in August, he has hired Ebbets Field, the 30,000-seat home of the Brooklyn Dodgers.

The date will be set within the next week. The nut for the show will run about \$25,000 with about \$15,000 laid out for talent. Talent being set for the show includes the Clovers, the Dominoes, the Orioles, the Count Basie and the Buddy Johnson orks and six combos, including Muddy Waters, Fats Dominoes and Little Walter's.

Freed this week set the talent for his portion of "Star Night," the massive three-city, one-nighter package set by promoter Bud Arvey of Chicago, which will play Cleveland, Chicago and Detroit on June 23, 24 and 25. Freed will emcee the part of the show which will star Ruth Brown, the Clovers and the Tiny Bradshaw ork.

Mellin, Ram Mamt. Team

HOLLYWOOD, May 29.—Music publisher Bobby Mellin this week joined with songwriter Buck Ram in the management of the latter's Personality Productions talent roster.

Ram arrived in New York Friday (21) to work out final details of the new partnership. First client to receive benefit from the new firm is Stewart (Rick) Rose, whose Look etching of "I Complained" and "I Want You" was purchased this week by RCA Victor's subsid Label X. Mellin's BMI publishing firm will handle selling rights to both songs.

Other artists handled by Personality include Audie Andrews, RCA Victor c.&w. artist; Jack Tucker and His Oklahoma Playboys, Stardust and Four-Star Records; Mary Rose Bruce, RCA Victor; the Platters, Federal; Peppy Prince, Hollywood Records, and the Chansonaires.

Ram will return to the Coast soon and continue to represent the firm here with Jean Bennett.

Majors and Subsids Switch To 45's for Pops to Deejays

NEW YORK, May 29.—As of the second week of July, Columbia, RCA Victor, Capitol, Decca and Mercury Records, and their subsidiary labels, will ship all pop singles to deejays on 45 r.p.m. records. Mercury and Columbia have officially announced the move to the stations they service. Many other firms are expected to announce the change to 45 shortly.

The reason for the shift to 45's from 78 r.p.m. platters to deejays is basically to save money. It is estimated that the step will cut costs of servicing stations with new pop releases tremendously, with savings estimated at 30 to 40 per cent under present costs. In money terms, for the firms named above and their distributors, the savings are estimated to be as much as \$250,000 per year.

Cap's Kenton Presents Jazz Line Headed by Noted Leader

HOLLYWOOD, May 29.—Capitol Records will bow their new jazz label tagged Kenton Presents come August 1, with maestro Stan Kenton named to head the new department within the firm's existing artist and repertoire organization.

Disclosure of the company's new jazz line, and the appointment of Kenton was made by Vice-President Alan Livingston, a.&r. topper at Capitol.

The new jazz department of the company will be specifically devoted to the exploitation of young, promising talent, who will be released under the new Cap banner. Cap execs emphasized that the new line will be distributed thru the firm's current branch and distributor set-up. Plans with respect to the method of packaging of albums and single releases on Kenton Presents were still in the discussion stage.

Kenton's new duties as a member of Capitol's artist and repertoire department will not halt the activities of his orchestra. Kenton's ork will continue to etch under the standard Capitol label. He is currently shaping the fall concert tour to be made by his ork, "The Festival of Modern American Jazz."

Kenton emphasized that he is interested in ambitious younger artists who must be in the jazz idiom. "I have no intention of

shaping them in the Kenton mold," he stated.

"They can express their own personality in their own way. As long as it is sincere, good music and deserves to be heard, I'm for it. I'll present it with the full power of Capitol's distribution and exploitation behind me."

The first Kenton Presents sides will be in the hands of distributors and branches on August 1, with additional singles and albums to follow. In confirming the appointment, Alan Livingston pointed out that Capitol would continue signing and recording established jazz personalities.

With the bow of a so-called second label by Capitol, the firm thus joins the ranks of all major recording companies who have subsidiary labels on the market. Prior to the Capitol announcement, the recent debut of Mercury's Emarcy Records, significantly a line used by that firm for the presentation of jazz artists, too, was the last to hit the disk market.

A rundown of the major firms and their subsidiary labels now shows RCA Victor with three via Groove, Camden and "X"; Decca with two in Brunswick and Coral, M-G-M via Lion, Columbia with two in Epic and Okeh, and Capitol and Mercury in the aforementioned labels.

of different types of records a minimum problem during this conversion.

"Plans for additional shipments of standards and catalog selections to follow thru the balance of the year have already been blueprinted. This advance notice will allow those few stations not currently equipped for the playing of microgroove records to make the minimum adjustments at their convenience."

The disk industry has wanted to switch to 45's for jock disks for over two years. However, it has been hesitant about taking the step. Some were afraid that stations did not have the equipment to play the records, others were concerned about the deejay reaction.

In order to try to cut costs, a number of majors came up with the seven-inch 78 for jocks about a year and a half ago. But they realized that this platter would add a "fourth speed" to the three-

(Continued on page 26)

Capitol Ends Service Pact With Griffith

NEW YORK, May 29.—Capitol Records is discontinuing its personal service contract with comic Andy Griffith effective June 30. The management pact with Griffith was the first ever initiated by the firm with an artist, and it started about six months ago.

The firm is dropping the contract because it believes that Griffith is now an important enough personality to handle his own affairs and Capitol guidance is no longer necessary.

Capitol stated that it had been successful with its management work with Griffith from a financial viewpoint and that the firm had proved it could successfully promote a new artist.

If, in the future, the firm runs across new talent that it believes will develop into an important personality, it is highly probable that he will be signed to a service contract. Griffith will continue to be booked by the William Morris Agency. His next release on Capitol will be ready shortly.

TIOMKIN TALKS

Blasts Lack Of Housing For Showbiz

HOLLYWOOD, May 29.—All fields of show business are suffering because America has outlived and outgrown scores of concert halls, opera houses and legitimate theaters, and there is an appalling lack of adequate, modern auditoriums, songwriter-conductor Dimitri Tiomkin charged on his return here from a cross-country check of musical and stage facilities.

"It is tragic," Tiomkin asserted, "that in the realm of music, for instance, patrons in most U. S. cities have to go over to the warehouse district and sit in dingy, outdated, third rate halls in order to hear the greatest concert artists."

"Music and legitimate drama, as well as stage musical comedy are all suffering from the fact that very few cities can offer adequate auditoriums. Many of the houses that are available to touring attractions in every phase of show business, are 40 to 50 years old and are located in inaccessible parts of town."

Tiomkin checked major cities across the country preliminary to formation of plans for possible road tours for "Romantic Weather," a musical comedy in which he collaborated with Claude Binyon, currently being set for fall production on Broadway.

3 More C&W Days Coming Up this Year

MERIDIAN, Miss., May 29.—At least three more special commemorative or celebration days for country and western artists have been scheduled for the remainder of this year.

In addition to the Jimmie Rodgers event, which wound up here on Wednesday (26), there are days already set aside for Webb Pierce and Hank Williams, and a special event slated for Maryville, Tenn. Nashville station WSM, of course, will again stage its disk jockey convention in the fall.

Hank Williams Memorial Day is set for Montgomery, Ala., on September 21, while Webb Pierce Day will take place in Monroe, La., on June 5. The latter event is being staged by the local businessmen's association, Chamber of Commerce and Junior Chamber of Commerce.

'Operation Pushpop' To Reach Retailers

NEW YORK, May 29.—"Operation Pushpop" will reach the retail level next Thursday (3) when record dealers in the 10 major markets previously selected for The Billboard's all-industry merchandising and promotion campaign receive their first special merchandising kits.

Meanwhile, record manufacturers continue to turn out potential hit disks by their top talent—all aimed at stimulating the pop record business thru the summer months.

The dealer kits will include a large window poster designed to sell the top records and pull consumer traffic into stores. The poster presents The Billboard's "Honor Roll of Hits," plus the week's "Best Buys." The poster also spotlights the tunes making the "Honor Roll" for the first time.

Dealers will also receive window posters; five additional reprints of the "Honor Roll of Hits" page for posting in listening booths, near cash registers or around record shops, and copies

of the current edition of "Today's Top Tunes" for test mailing to potential customers.

Display Kits

Disk jockeys, on Monday (31) will receive their second week's kits containing "Spotlight" tunes, "Honor Roll of Hits" to the 35th listed song, territorial charts for their specific cities, dealer-operator-jockey selections for future hits and a pop chart listing the top 80 records.

Again the prime purpose is to expose the newest recordings and songs to stimulate consumer interest in pop records.

Juke box operators, on Tuesday (1) will receive their second weekly kits containing free title strips of "Spotlight" records and the dealer-operator-jockey picks for future hits.

Typical of the type of merchandise being issued by the labels to join in the industry-wide drive to spark consumer interest is the line-up set by Coral Records. The label is issuing new cuttings by Teresa Brewer, Karen Chandler, Les Brown, Johnny Desmond, Georgie Auld and Lillian Roth.

Coral's sales manager, Norman Weinstroer, has said of "Operation Pushpop" that it is "one of the finest efforts ever devised by the record industry to increase pop record business during the summer months."

Meanwhile, too, dealers, operators and disk jockeys in cities other than the 10 selected markets have been writing to The Billboard for "Pushpop" promotional kits which are readily available to all dealers, operators or jockeys in any city.

Requests have been coming thru from such towns as Garden City, Kan.; Niagara Falls, N. Y.; Greeley, Colo.; Herrin, Ill.; and Maryville, Mo.

CORAL HAS 'EM ALL WORKING

NEW YORK, May 29.—Everybody gets into the promotion act over at Coral Records. This week, the firm recruited Barbara Cordell, secretary to Coral's sales top-per Norman Weinstroer, to help push Teresa Brewer's new disk, "Skinny Minnie," with local deejays.

Wearing an Ondine-type mermaid costume and accompanied by a Decca photographer, the pretty brunette made the rounds of local radio stations this week to hand out the Brewer platters to Manhattan spinners. However, jockeys at WNEW here were left on the beach. The indie station frowns on publicity tie-up photos unless the promotion gimmick is set up on an exclusive basis.

Robison Sets Disk Artists' Nation Tour

NEW YORK, May 29.—Fabor Robison, manufacturer of both the Fabor and Abbott country and western labels, is setting up a cross-country personal appearance tour of his disk artists. The tour, headed by Jim Reeves, will start in California, work north and then across the country to the Midwest and East.

According to Robison, he will promote many of the dates himself, but will also turn over his troupe to local promoters. All booking and management will be handled by Robison.

Among the 10 acts to be packaged are also Jim Wright, Jim Edward and Maxine Brown, Jerry Rawley, Shirley Bates and Alvidean Coker.

WNEW POLICY STAND

Station Bans Pop Disk Versions of Ad Jingles

By JUNE BUNDY

NEW YORK, May 29.—In a move to curb the growing number of pop records with commercial plugs, local independent radio station WNEW this week instituted a "no play" policy for the worst offenders. From now on the station will screen each and every disk before airing, with executives particularly on guard against pop versions of commercial jingles.

WNEW's new owner-manager, Dick Buckley, emphasizes that this is an industry problem rather than the fault of any particular record outfit.

Among the current pop jingle disks considered unsuitable for deejay programming by the station are RCA Victor's Freddy Martin disk "Muriel," based on the cigar jingle, and the McGuire Sister's Decca record "Heavenly Music," from the Chock-Full O' Nuts theme.

Buckley says he has no objection to a subtle brand-name mention in a lyric, e.g., Eartha Kitt's salute to Tiffany's in "Santa Baby," a reference to Life Magazine in Columbia's "Bunch of Bananas," etc., but he thinks the situation is getting out of hand on current waxings.

Examples Cited

For instance, he cites the Ronson Lighter plug in Patti Page's Mercury disk "Milwaukee Polka"; Scatman Crothers' new lyric twist on "Sunny Side of the Street," wherein he labels it a "General Motors' Cadillac," and Julius La Rosa's new Cadence cutting "Me Gotta Have You." The La Rosa record chalks up some kind of record for commercial plugs in one song. The lyric

mentions Burma Shave, Adler Shoes, Toni, Halo, Smith Brothers' Cough Drops and Swift's bologna.

In clamping down on the plug-platters, Buckley states, "The record companies should understand that the dictates of good broadcasting make it impossible to proceed or follow a hard-hitting commercial for one of our sponsors with popular records that have a commercial ring. Listeners resent it."

Program manager Bill Kaland takes this a step further by pointing out that it's actually to the record companies' advantage to eliminate the plug practice voluntarily, since the constant danger of sponsor conflicts limits station plays on the platters anyway.

Former Run-Ins

The publishers and record outfits, of course, are aware of this danger. In fact, many a potentially great record (based on a commercial jingle) has died on the disk jockey circuit because stations refused to spin it unless the jingle sponsor was an advertiser. Victor ran into this road block a few years ago with "Three Rings," which deejays

(Continued on page 24)

AFM, AFTRA Hearing Called By NLRB Leet

CHICAGO, May 29.—An order directing that a hearing be held on the American Federation of Musicians-American Federation of Television and Radio Artists hassle was issued here this week by George A. Leet, acting associate executive secretary of the National Labor Relations Board. The hassle broke out here last March, resulting in several musicians-singers being dropped from TV shows.

The NLRB will meet to hear both sides of the question, so that a ruling may be reached as to how the situation can be resolved. Until such a resolution is reached, all holders of AFM cards will be

(Continued on page 24)

LIBERACE

Idea for Set Lucrative & Ludicrous

Dealers across the country should be showing almost as many teeth as Liberace himself when our boy's new album hits the racks this week. The Casanova of the Candelabra set is so hot right now that fans would probably carry his platters home in a paper bag.

However—for added sales-insurance—Columbia has come up with a fantastically commercial package design for his new album, an idea as lucrative in con-

(Continued on page 24)

MPCE Warns Re Flemington

NEW YORK, May 29.—The Music Publishers' Contact Employees' Association here—the song pluggers' union—this week sent out a letter to publishers concerning the Flemington Distributors of Kansas City, Mo. Flemington had notified many local publishers that its M-G-M records could be "exposed" for a payment of \$14.40 per week (The Billboard, May 22).

The MPCE letter, from secretary Bob Miller, explained that "Participation by you in such a plan would be a direct violation of the provisions of the contract now in force between your company and our union."

This was explained as meaning that publishers who have signed with MPCE cannot hire anyone to work on a song unless they are members of the contactmen's union. Flemington Distributors and their salesmen and promotion men are not.

BREAD-AND-BUTTER SALES

Jazz LP's and EP's Become Disk Industry's Solid Staple

By BOB ROLONTZ

NEW YORK, May 29.—Jazz packages, all but overlooked by dealers a few years ago, have turned into solid selling items for dealers in almost every section of the country within the last year.

Sparked by the break-thru of new stars, a much wider acceptance of progressive music and the comeback of Dixieland, jazz packages have become a real bread-and-butter business for manufacturers, distributors and dealers.

In fact, where only a few months ago tradesters talked about the jazz revival in the future tense, many now say the jazz revival is here.

The jazz surge has been speeded by the switch which has taken place since 1952 from single records to LP and EP sets. This trend has been evident in other segments of the record business, it has happened much more rapidly in the jazz field. Some jazz labels, like Fantasy, issue hardly any single platters, concentrating all their efforts on LP's and some EP's.

Sales Trend

That this change-over has helped to sell more jazz is evident

from comments made by many dealers and distributors. Some point out that single jazz disks get little attention as a rule today but put them together on an LP or EP and they start to sell.

Jazz packages themselves are not new. What is new is the quantity of jazz sets being issued and the amount of sales being racked up on them. Jazz LP's which would have only sold a total of 2,000 or 3,000 copies back in 1950, now sell as many as 1,000 or 1,500 sets via a single distributor.

One distributor in Boston pointed out this week that his jazz package sales kept him in

business during the recent slow-down in sales on the pop and r.&b. levels.

There is little question that the interest stirred up in progressive jazz by a new generation of jazzmen such as Chet Baker, Gerry Mulligan and Dave Brubeck has been largely responsible for the current jazz boom. As in the case of the swing years of the 1930's, these men and others with young or progressive ideas have built up a large following among college students.

Other Forms

In addition, there has been a real resurgence of Dixieland mu-

(Continued on page 46)

Ricordi and BMI Sign World License Pact

NEW YORK, May 29.—In a precedent-setting deal between a music publisher and a record company, G. Ricordi & Company and Electric & Musical Industries, Ltd., have agreed on a blanket license covering the recording of copyrighted material on a world-wide basis.

The contract was signed here by Ricordi's general manager, Franco Columbo, and Dario Soria, president of Angel Records, EMI's American subsidiary, the paper is binding on all affiliate companies of both concerns in whatever country they may be located.

The pact will permit, for the first time, the unrestricted recording of a publisher's copyrights in any country, the rental of orchestral parts, the export and import of masters, the sale of pressings and reprint rights to librettos in the case of operatic records. All this will be permitted, despite differences in copyright law in the various countries, and particularly between the United States and signatories of the Geneva Convention.

Ricordi is copyright owner of most of the works of Verdi and Puccini, in addition to many compositions by important contemporary composers such as Gian

Carlo Menotti, Heitor Villa-Lobos and Virgil Thomson.

HMV Restriction

While EMI gains unrestricted use of Ricordi material, the blanket license is effective in this country only on records released here by Angel Records. Records pressed here by RCA Victor under its exchange pact with His

(Continued on page 24)

ORDERS MOUNT

Rescind Ban On 'Point Of Order'

HOLLYWOOD, May 29.—An order to King Records branch offices not to ship, distribute or promote the 4-Star Records version of "Point of Order" was rescinded by King Records president, Syd Nathan, late this week as orders mounted for the platter, according to Bill McCall, president of the 4-Star label.

McCall disclosed that two pressing plants in addition to the company plant had been added to

(Continued on page 24)

NEWS REVIEW

Eddie Fisher Rocks Kids At Carnegie

Carnegie Hall, which has housed such diverse talents as Kirsten Flagstad and Count Basie, Billy Eckstine and Vladimir Horowitz, on Thursday (27) presented the amiable Eddie Fisher as featured soloist in a pop concert conducted by D'Artega.

"Well, here we are in Carnegie Hall," Eddie remarked with shy satisfaction, and the noisy approbation of the throbbing bobby-soxers highlighted the wondrous quality of the occasion.

The RCA Victor artist, with Victor's musical director Hugo Winterhalter as guest conductor, sang his current release, "Green Years" and "My Friend," and several of his past hits including "A Girl, A Girl," "Lady of Spain" and "Oh, My Papa." Fisher, of course, could do no wrong. Just prior to his appearance, Winterhalter led the 60-piece orchestra in a spirited rendition of "Bahama Buggy Ride," one of his own Victor sides.

The program—for the benefit of the New York Heart Association—assumed its Broadway music business orientation only during the latter half. D'Artega, the Emil Cote Glee Club and violinist Leopold Rybb dallied with the immortals in the opening numbers. Tchaikovsky's "Heart Overture," Wieniawsky's "Violin Concerto No. 2" were creditably disposed of. A rendition of the late Robert Braine's "S.O.S." was taken stoically by the teenagers. As much, or as little, could be said of the Glee Club's reading of "My Heart" and "When I Lift Up My Heart in Prayer," and

(Continued on page 26)

Capitol Makes Big In Distrib Set-Up

NEW YORK, May 29.—Capitol Records this week made a number of important shifts and promotions in its distribution set-up. The changes, which are effective June 1, are the second step in the moves started last month by Capitol Records Distributing Corporation to strengthen its distribution position.

These included the establishment of two new branches, one in Jacksonville, Fla., and the other in Memphis.

The new personnel shifts, which were set by Bill Fowler, acting general manager of CRDC, are as follows: Paul Goetz, former manager of the Cincinnati branch, will become manager of the Minneapolis branch; Peter Goyak, now the Pittsburgh manager, will return to Cincinnati as branch manager; Joseph Berger, formerly the assistant branch manager in Philadelphia, will become the Pittsburgh branch manager for CRDC.

MUSIC AS WRITTEN

MILLS TO REP ITALY PUB IN U. S., CANADA . . .

Mills Music has been named its American and Canadian agent for the Italian publishing firm, Edition Curci. The latter company specializes in classical and educational material and features in its catalog an edition of the complete piano works by Bach and Chopin in arrangements by the prominent Italian musician Alfredo Casella.

FATHA HINES FRAMES NEW CREW ON COAST . . .

Veteran jazz pianist Earl (Fatha) Hines has assembled his first new band in three years. Rehearsals began last week in Hollywood preparatory to booking for the group currently being set. New group is expected to be a departure from Dixieland and progressive jazz orks under Hines' baton in the past.

'I CRIED' STIRS CORAL ACTION . . .

A new tune, "I Cried," is stirring up some excitement over at Coral this week. The song was originally recorded by Billy Duke and his Dukes on Top Tune Records, Ocean City, N. J. Coral bought the master and will issue it shortly under its own label. Coral has also taken an option on

Duke. Meanwhile, Decca's a.&r. chief Milt Gabler reportedly wants to do the tune with the Mills Brothers.

DECCA READIES CROSBYS WAX . . .

Moving into high for the summer, Decca Records will bring out another Bing and Gary Crosby disk shortly with "Cornbelt Symphony" on one side. The firm is also readying a Louis Armstrong-Mills Brothers album for a June 14 release, marking the first time "Satchmo" has teamed with the boys for an album. Meanwhile, Decca reports that its old Al Jolson albums, re-issued in markets where Columbia is showing the new wide-screen version of "The Jolson Story," are selling well.

INK PERRY COMO FOR 'STAR NIGHT' . . .

Perry Como has been signed by the producers of "Star Night" to appear along with Patti Page and Julius La Rosa as headliners of the three-city tour of the package. "Star Night" will play Chicago, Detroit and Cleveland, and along with the three stars there will be many other record artists as well as three name bands.

SAMMY DAVIS SIGNS DECCA DISK PACT . . .

Decca Records has signed Sammy Davis Jr. to a recording contract. Davis, big-time attraction on the night club circuit as head man of the Will Mastin Trio, was under contract to Capitol at one time, but most of his wax warbling was confined to vocal imitations. Decca plans to put his own style on record.

BERT SIEGELSON QUITS UMCA JOB . . .

Bert Siegelson has resigned as head record librarian at WMCA, New York, to take over as publicity director for Hutton's Restaurant here. However, he will continue to produce Murray Kaufman's nightly deejay show (11 p.m.-midnight) for WMCA on a free-lance basis. Prior to join-

ing WMCA, Siegelson was a staffer at WVNJ, Newark, N. J.

LES-MARY REMAIN IN COUNTRY MOOD . . .

The Les Paul-Mary Ford team will stay in the country and western mood with their upcoming disk release. The husband and wife team's current disk, "I Really Don't Want to Know," is originally a country song. The next release will be of an old Ted Daffan tune, "I'm a Fool to Care." Both Mr. and Mrs. Paul, of course, have been full-time country artists in years gone by. Paul was known as "Rhubarb Red," while Mrs. Paul once worked with the Gene Autry band.

BALKAN RECORDS INTO POP RANKS . . .

Balkan Music, Chicago independent record firm headed by Slavce A. V. Hlad, just released its first country and western record. The firm has heretofore specialized in international and polka records. Release pairs "When We Meet Up Yonder" and "Lonesome for Mother" and features Denver Duke and His Ozark Pioneers. More releases will follow, altho a

(Continued on page 20)

14 LAW SUITS OVER '2 CENTS'

ROME, May 29.—No less than 14 lawsuits charging plagiarism have been instituted against Carlo Donida, author of "Canzone da Due Soldi" (Song of Two Pennies), which was one of the hit tunes introduced at last spring's song festival at San Remo.

Meanwhile, "Song of Two Pennies" continues to be a national best seller in sheet music and records. Katina Ranieri's waxing of the song has been one of the year's most popular disks.

S. Goody Files 300G Suit Vs. Capitol, Sears

NEW YORK, May 29.—A \$300,000 legal action was started in federal court here this week by Sam Goody, who named Capitol Records, the Capitol Records Distributing Corporation and Sears Roebuck & Company defendants in a price discrimination suit.

Goody, a leading discounter and mail-order purveyor of records, charges that Sears consistently was able to purchase disks at a lower cost from Capitol and its distributing subsidiary than Goody was able to obtain. Sears was also granted "discounts, rebates, adjustments and allowances which they (Capitol) have not granted to the plaintiff," the complaint alleges.

The complaint, prepared by Goody's attorney, Abraham Lowenthal, also contends that this alleged action by Capitol constitutes "discrimination in price between plaintiff (Goody) and defendant Sears which is unlawful under the statutes of the United States in such cases . . . and the effect of such discrimination has been and is substantially to lessen competition between plaintiff and said defendant Sears and to injure, destroy or prevent competition of the plaintiff with the defendant Sears."

The legal document charges that Sears "knowingly induced or received" the alleged preferential pricing.

Because he had to pay more than Sears, according to Goody, the discounter claims that his sales and profits were affected. Damages in the amount of \$100,000 are alleged, and Goody is asking triple damages or \$300,000.

NEWS REVIEW

Col'bia Set Is the Cat's 'Pajamas'

Columbia Records has come up with one of the top show waxings of the season with this snappy, well-produced, original-cast waxing of the new Broadway musical, "The Pajama Game." The show received sock reviews when it opened in New York about two weeks ago, and two of the tunes from the score, "Hernando's Hideaway" and "Steam Heat," appear to be on their way to hitdom. The new set is sure to please those who have seen the show and should delight those who haven't.

THE PAJAMA GAME (1-12")—Original cast recording. Columbia ML 4840.

Sparked by John Raitt, who can really sell a tune, the entire cast does well by the light-hearted score. Raitt's top jobs are on "Hey There" and "Once-a-Year Day," and he and Janis Paige do well with "Small Talk" and "There Once Was a Man." Eddie Foy Jr. and Reta Shaw are cute on the bright "I'll Never Be Jealous Again," and Foy is amusing on "Think of the Time I Save." Carol Haney comes thru vibrantly with the hot "Steam Heat" and the outstanding production tune, "Hernando's Hideaway," helped by the entire ensemble. Stanley Prager sells "Her Is" very neatly, and he and Miss Paige sock over the happy "7½ Cents."

All in all, this is a first-rate waxing, full of the bounce and brightness of the show itself. It should sell steadily thru the summer. Bob Rolontz.

Spike Jones Kicks Off 23-City Trek

HOLLYWOOD, May 29.—Spike Jones kicked off his annual summer tour, comprising 23 cities in the Midwest and Canada, Thursday (27), starting at Cedar City, Utah.

Jones' "Musical Insanities" will run thru July 3, closing at the Totem Pole Ballroom, Boston.

Tour consists of 17 one-nighters in the Midwest, a week's run at the Chez Paree, Montreal, in addition to four one-nighters there, and the New England date.

ANOTHER BMI "PIN-UP" HIT



SOMEWHERE

(There Is Someone)
LOU MONTE Victor
TOMMY DORSEY Decca

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FROM THE HEART OF THE CAJUN COUNTRY

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DON'T WORRY 'BOUT ME

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Recorded by:
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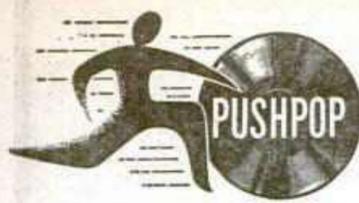
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THE NATION'S MOST POPULAR
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KITTY KALLEN

**LITTLE THINGS
MEAN A LOT**

I Don't Think You Love Me Anymore

29037

BILL HALEY And His Comets

(WE'RE GONNA)

**ROCK AROUND
THE CLOCK**

THIRTEEN WOMEN

29124



The FOUR ACES

**THREE COINS
in the FOUNTAIN
WEDDING BELLS**

(ARE BREAKING UP THAT OLD GANG OF MINE)

29123



**RED FOLEY
MY FRIEND**

LADY OF GUADALUPE

29159

CHARLIE APPLEWHITE

NO ONE BUT YOU

PARADE

29125



**GUY
LOMBARDO**



**HERNANDO'S
HIDEAWAY**

VAS VILLST DU HABEN?

29173

*America's Fastest
Selling Records*





THERE MUST BE A REASON

words and music by BENNY DAVIS and TED MURRY

b/w SOME DAY

FRANKIE LAINE

with PAUL WESTON orchestra • CARL FISCHER at the Piano



No. 40235



SAMMY'S
BEST SINCE
"HARBOR LIGHTS"

(I'VE GOT A)

DREAM FOR SALE

b/w
Sittin' and Waitin'

COLUMBIA 40248 (4-40248)

*Swing and
Sway with*

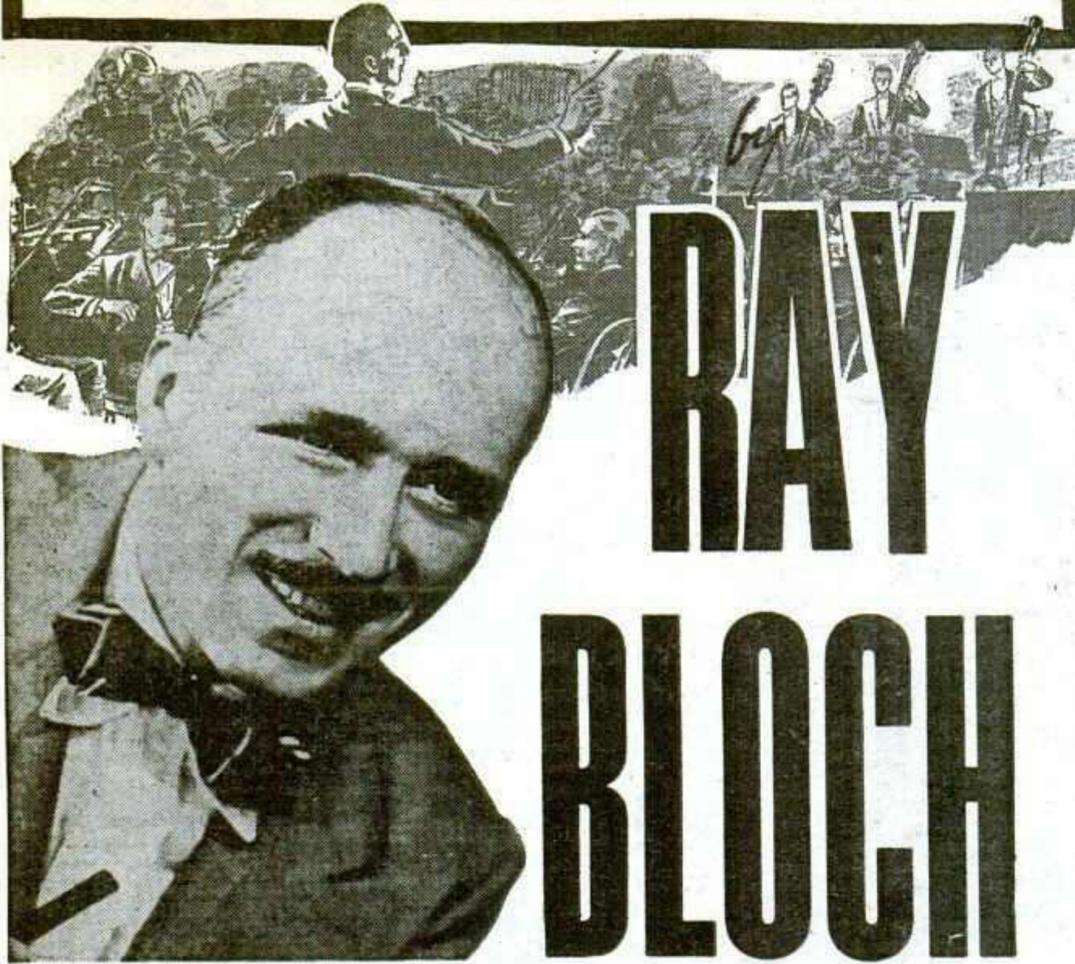
SAMMY KAYE

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"INSTRUMENTAL MAGIC"



RAY BLOCH

and His Orchestra

New Release

"SHANGRI- LA"

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61191 (78 RPM)
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CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)

MUSIC AS WRITTEN

• Continued from page 16

schedule has not yet been set. Simultaneously with the release of the country tune, Balkan released sides by the Polka Dot Five, Ed Korosa and His Merry-makers, the Windy City Hot Shots, Les Witte and his orchestra and Jimmy Bovdik and His Melody Mates.

RIDDLE TO DIRECT 'YOUR MUSIC' TV . . .

Nelson Riddle has been signed as the musical director of the new TV show, "This Is Your Music," which will originate from Hollywood starting in October. Riddle, who does scores of recordings for Capitol Records, is being honored by a group of New Orleans deejays on June 1. During the 24-hour period the jocks will feature Riddle records mightily often.

CSIDA, GREAN FORM FIRM FOR TALENT . . .

Joe Csida has set up a talent management firm in association with Charlie Grean, to complement his new publishing enterprises, Trinity Music and Towne Music. The talent set-up is Csida-Grean Associates, and the first talent pact by the firm is Kathy Godfrey, younger sister of Arthur Godfrey. The firm will concentrate mainly on musical talent but will move outside the field occasionally.

New York

Bobby Schneider, son of Decca's executive vice-president, Leonard W. Schneider, has his own deejay show over WRUV, the University of Vermont station.

M-G-M Records has inked Mizzi Mason, a young Bronx, N. Y., canary, to a recording contract. Her first disk—"Who Can Say" backed by "So Much More"—will be released June 18. . . .

Phil Brito starts a five-day appearance at Murray's Inn, Albany, N. Y., June 15. . . . Odette plays a one-week date at the Old New Orleans Club, Washington, beginning Friday (4). . . . Coral is sending out gratis copies of Lillian Roth's new autobiography, "I'll Cry Tomorrow," to key deejays this week. . . . Bill Crowley, Decca branch manager in Albany, N. Y., has been appointed special sales consultant on the firm's Gold label. The exec, who moves into the post at Decca's national headquarters here, will be replaced in Albany by Lou Verzola. . . . Coral enters the "High and Mighty" movie tune race next week with a vocal disk by Johnny Desmond and an instrumental by Georgie Auld. Dimitri Tiomkin, who composed the theme, will also record it as a Coral instrumental this month.

Vince Carson, who signed a Label 'X' recording contract this month, opens at the Esquire Room, in Montreal, June 28. Then he returns to the U. S. for a promotion tour. . . . RCA this week bought the masters of four Ted Norman sides from Bobby Mellin. . . . Songwriter William Delaney, whose father was a singing waiter, will have his new tune, "Myrtle, the Girl of My Dreams," introduced by the singing waiters at Lanes' Irish House in Coney Island.

Erroll Garner makes his last New York appearance of the season June 22, when he starts a one-week date at Basin Street. . . . Gene Krupa's softball team will play against a group of Philadelphia deejays June 6 at a benefit game for former band canary Dodie O'Neill, hospitalized for a year. An all-star show will also be staged for the gal's benefit that night, under the supervision of Philly deejay Eddie Newman, WDAS.

With some 15 Chicago polka bands making recordings, deejay Chet Schafer, WTAQ, Chicago, recently polled his listeners to select a polka champ. The winner was Dana Record artist Steve Adamczyk and His Hungry Six, with 5,102 votes.

Larry Green, who handled "X" Records promotion, has resigned his post to open his own promotion office in California. Sales manager Joe Delaney will announce his successor soon. . . . Pianist Frankie Carle has been signed to an exclusive writer's pact by Mills Music.

Art Lowrey and his ork open at the Edgewater Beach Hotel in Chicago on June 11. He will have his own band with him. . . . Debbie Ishlon, Columbia publicity head, will visit the West Coast on business the last two weeks of June. . . . Columbia exec Goddard Lieberman left for Europe Friday (27) on a short business

trip. . . . Stan Freberg will visit here for two weeks starting June 1. . . . Mid-State Distributors of Cincinnati is going out of business voluntarily within the next fortnight. . . . Jean Sack, secretary to a.&r. head Marv Holtzman of Epic Records, will marry lawyer Gene Wollan on Sunday, June 6.

Albert Marx, Trend Records president, headed back to his West Coast headquarters this week with stops scheduled at distributors along the route. His motor trip will carry him thru portions of Canada. . . . Eartha Kitt and the Lancers opened at La Vie En Rose Thursday (27) for a two-week stand.

Bee Walker was featured with Mac Gordon on the program of the annual ASCAP National Press Club matinee May 13 in Washington.

Chicago

"Bandstand Matinee," a new teen-age participation show, will premiere on WGN-TV, Tuesday, June 1, at 4:15 p.m., under deejay Jim Lounsberry. . . . Bill Bailey, local singer on radio and TV, leaves for Dayton, O., shortly, where he will become program manager of WLW-D. He will also have his own daily afternoon show, and plans to develop the station along country and western music lines. Bill is featured on M-G-M's "Turn Around Boy."

The Billy May orchestra with Sam Donahue will appear at the Gladys Entertainment Center in Montevideo, Minn., for a one-nighter Wednesday, June 2. . . . Guy Chorny, Tiffany artist, made 45 appearances in his three-day promotional at Chattanooga. The whirlwind tour of the city was made in conjunction with the premiere of his new release in that city, "Chattanooga, Tennessee."

Harry James, Columbia artist, was a visitor in town last week, along with his drummer, Buddy Rich. . . . Lionel Hampton and his band currently appearing at the Regal Theater. . . . Dick Contino, Mercury artist, who recently turned vocalist along with his accordion playing, currently appearing at the Chicago Theater. . . . The Mello-Larks stopped in town for a short visit with the deejays to plug "Gideon Bible" on the Epic label. . . . Betty Garrett, Allied Record artist, and wife of Larry Parks, in town to plug her latest release, "Soft Shoe" backed with "Go." She and her husband are all set for a tour of England.

Hollywood

Gene Norman returns to the KLAC disk jockey fold, with Bob McLaughlin exiting his "Top Tune" show. Jim Ameche replaces in the latter's air slot. . . . Anna Maria Alberghetti set by Manager Pierre Cosette for the Red Skelton show via CBS-TV on July 28, in addition to a shot on Eddie Fisher's NBC "Coke Time," June 16. . . . Perez Prado blasts into the Mocambo this week. . . . Eartha Kitt returns for her third engagement at the Mocambo come July 13. . . . Songstress Mae Williams headlines the Band Box show this month. . . . Peggy Lee sliced a brace of Latin sides at Decca this week. . . . Release of Jack Pleis' "Ah Ri Rung," a Korean folk song, slated for heavy promotion by Coral Records, with a raft of records due to follow on the plug tune. . . . Patti Andrews set for her Las Vegas opening following her break-in at Detroit as a solo performer. . . . George Goldner, Rama Records' president, visiting here this week. . . . KFVB inaugurates Larry Finley's daytime programing with a buffet luncheon at the Hollywood Palladium this week (1) and a host of celebrities to tee off the initial stanza. . . . Helen Troy and Tony Romano etched a couple of sides this week for Vito Records. . . . Chuck Cabot ork inked into the Schroeder Hotel, Milwaukee, for two frames, followed by one-nighters in New Mexico and Texas and a fortnight at the Marine Room, Pleasure Pier, Galveston, Tex., on July 9. . . . Rosemary Clooney and Jose Ferrer will duet in the Sigmund Romberg bio for M-G-M Pictures, in which Jose portrays the maestro. . . . Decca releases the Danny Kaye album from "Knock on Wood" this week. . . . Disk jockey Jack Wagner vacations thru June 14, with Fred Forgette subbing on the KHJ show. . . . Sauter Finegan begin a series of one-nighters in the Southland and return here June 11 for their initial offering as summer replacements for "Your Show of Shows."

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wonderful
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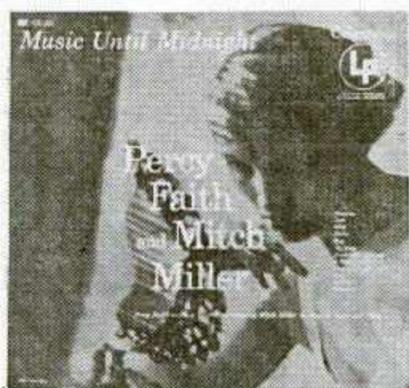


TRUMPET AFTER MIDNIGHT

Autumn Leaves • Judy • The Moon of Manakora • How Deep Is the Ocean • Symphony • Moanin' Low • If I Loved You • I Had the Craziest Dream • Theme for Cynthia • Lush Life • Bess, You Is My Woman • I Never Knew

12-inch "Lp" CL 553 • Extended Play Set B-410 (abridged).

PERCY FAITH *and his Orchestra*



with

MITCH MILLER

on English Horn and Oboe

MUSIC UNTIL MIDNIGHT

Nocturne • Duet • Ellen • Elaine • Rosa • The River • Music Until Midnight • A Waltz for Cynthia • Piece for English Horn • Lina • Edelma • Contrasts

12-inch "Lp" CL 551 • Extended Play Set B-372 (abridged).

CHET BAKER *with ensemble*



CHET BAKER AND STRINGS

You Don't Know What Love Is • I'm Thru With Love • Love Walked In • You Better Go Now • I Married an Angel • Love • I Love You • What a Diff'rence a Day Made • Why Shouldn't I? • A Little Duet • The Wind • Trickle-did-dle

12-inch "Lp" CL 549 • Extended Play Set B-398 (abridged).

The DAVE BRUBECK

QUARTET

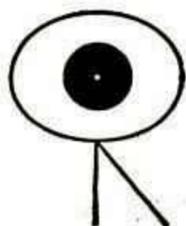


JAZZ GOES TO COLLEGE

campus concert recordings

Balcony Rock • Out of Nowhere • Le Souk • Take the "A" Train • The Song Is You • Don't Worry 'Bout Me • I Want to Be Happy

12-inch "Lp" CL 556.
Volume I: 10-inch "Lp" CL 6321 • Extended Play Set B-435.
Volume II: 10-inch "Lp" CL 6322 • Extended Play Set B-436.



COLUMBIA RECORDS



"Columbia" and (LP) Trade Marks Reg. U.S. Pat. Off. Marcos Registradas. Printed in U.S.A.

**DECCA IS FIRST WITH TWO OF THE
YEAR'S BIG SONGS CUT BY ONE OF THE
BRIGHTEST NEW STARS ON RECORDS**

Georgie

"WONDERFUL"

on **DECCA**
RECORDS



Shaw



♥

SOMEBODY ELSE'S LOVE SONG

♥

29160 (78 rpm) ● 9-29160 (45 rpm)

LEO IS PROUD OF THESE MGM HITS!



BILLY ECKSTINE

TEMPORARILY
BLUE
and
BELOVED

(From the MGM Film "The Student Prince")
MGM 11744 78 rpm
K 11744 45 rpm

SEABREEZE
and
NO ONE BUT YOU

From the MGM Technicolor Film "Flame and the Flesh"
MGM 11712 78 rpm
K 11712 45 rpm

PAT O'DAY

SHOW ME THE WAY TO LOVE YOU
and
TRY TO IMAGINE

MGM 11751 78 rpm
K 11751 45 rpm

BETTY MADIGAN



JOEY

and AND SO I WALKED HOME
MGM-11716 78 rpm
K-11716 45 rpm



UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

DICK HYMAN TRIO

UNFORGETTABLE

and
OUT OF NOWHERE
MGM 11743 78 rpm
K 11743 45 rpm

ALAN DEAN

WHO'S AFRAID
and
I AM A MAN

MGM 11747 78 rpm
K 11747 45 rpm

INTRODUCING

HARVEY NORMAN BY MY SIDE

and
A DIM CAFE

MGM 11754 78 rpm
K 11754 45 rpm

M-G-M is First with the Nation's Newest Hit!
LEROY HOLMES and his Orchestra

Whistling by FRED LOWERY

THE HIGH and the MIGHTY

Infectious Theme From the Warner Bros. Film "The High and the Mighty"

5/w LISA

MGM 11671 (78rpm) • K 11671 (45rpm)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS WITH RECORDS

Recordi and BMI Sign Pact

Continued from page 15

Masters Voice, also an EMI affiliate, do not come under the terms of the over-all agreement.

Until now Ricordi has conducted separate negotiations for each recording of copyrighted material. This was necessary, since the duration of copyright protection varies in different countries.

In the United States the copyright term is figured from the date of publication. In practically all European countries copyrights are continued in force until 50 or more years after the death of the composer. Some countries, such as France (83 years) and Italy (57) years, have allowed more than the original 50 years to compensate for unproductive war years.

Typical of the difficulties specifically avoided by the Ricordi-EMI agreement are copyright hassles which develop when the term runs out here but is still enforceable abroad.

A recent case involved the Puccini opera, "La Boheme," which entered the public domain in the U. S. last year. A recording of the opera, such as the Kostelanetz orchestral version recently issued by Columbia, results in no royalties on domestic sales to Ricordi. The publishing firm, on the other hand, can restrict the sale of the recording abroad where its copyright is still alive.

Angel's main use of the contract negotiated with Ricordi will revolve around planned recording sessions at La Scala in Milan. The manufacturer signed an exclusive recording contract with the Italian opera company earlier this year. A number of Puccini and Verdi operas have been scheduled for diskings soon.

Columbo described the agreement with EMI as "a great step forward in the organized diffusion of modern music." And Soria expressed the hope that "this contract will serve as a basis for similar contracts between other music publishers and other record companies."

More Deals?

Columbo stated his firm is open to the negotiation of similar deals with other diskeries.

The pattern established by the Ricordi-EMI contract enlarges the area of publisher-record company copyright relationships typified in the Columbia Records-BIEM contract, completed six months ago. The latter deal bridged an impasse, also resulting from variations in copyright law here and abroad, to permit Columbia to record works controlled by BIEM, the collection agency for mechanical royalties for many European publishers.

Van Kampen

Continued from page 15

mainly single record releases. Biblestone had released about 600 sacred albums as of now.

The Van Kampen Press is a key publisher of religious books and pamphlets. Van Kampen has been in the record business before, having been one of the owners of Singpiration Records, a sacred indie which was in business from 1947 to 1950. Recently Van Kampen started a new sacred label, Singtime, in collaboration with the Singtime Publishing Company.

Van Kampen has been distributing the Biblestone line for the past five years, selling the label in religious book stores, both the independent and denominational chains. One of the conditions of the sale was that the name Biblestone be continued.

Becker, who founded Biblestone, has left the record business. He is the owner of two kiddie parks in this city. He is not associated in any way with Biblestone, though he will draw a royalty from the sale of the records.

Among the top artists on the Biblestone label are the Homeland Harmony Quartet and the La Fevre Trio. The firm's albums include talking Bible sets, hymns, oratorio excerpts and organ music.

Orders Mount

Continued from page 15

handle the volume, with King Records scheduled to begin production in their Cincinnati plant this week. Thus far, 40,000 records have been shipped to both King branches east of the Mississippi and California, and to 4-Star distributors elsewhere.

McCall disclosed that reaction to the McCarthy-Army hearing satire on wax was thus far the largest experienced since the 4-Star click of some years ago by T. Texas Tyler called "Deck of Cards."

Disk jockey comment ran from "I hope they don't run me out of town" to "It's the funniest thing I've ever heard." No stations were reported banning the record, although trade speculation averred that some undoubtedly would.

Four-Star is promoting its record beyond normal exploitation channels, sending copies of same to all principals connected with the current hearings in Washington, in addition to news columnists and political reporters throughout the nation.

WNEW Policy

Continued from page 15

across the country turned thumbs down on because of the Ballantine Beer tie-up.

Consequently, publishers are increasingly wary of national sponsor jingles. However, they still consider local advertisers' themes have good sales possibilities. For example, "Heavenly Music" may get few plays in Manhattan, but it still has a chance with the rest of the country, since Chock-Full O' Nuts is exclusively a New York operation.

Altho only a few "plug" tunes have made it in the pop field—"Rum and Coca-Cola" and "Arthur Murray Taught Me Dancing in a Hurry"—publishers are still bidding for Lucky Strike's "Be Happy, Go Lucky" theme. However, the cigarette company insists it will never put the jingle on the pop market.

AFM, AFTRA

Continued from page 15

gagged during their performances.

The hearing is a direct result of a "motion to clarify" which was filed by ABC. The network became involved when Homer and Jethro, who hold AFM cards, were forbidden to sing by AFTRA while appearing on ABC's "Courtesy Hour" here. AFTRA followed this motion with an opposition.

At this point, the National Association of Radio and Television Broadcasters intervened and urged the NLRB to take jurisdiction as this case was an industry-wide problem, and not only concerned with the local ABC outlet, WBKB. The AFM also urged jurisdiction.

No site for the hearing has as yet been set. However, it was learned that the site, or sites, will be selected by the New York area NLRB. It is expected the hearing will lead to a trial, with all participants concerned eventually being called as witnesses.

Liberace

Continued from page 15

cept as it is ludicrous in execution.

SINCERELY, LIBERACE—
Liberace (2-10") — Columbia
BL 1001-1; BL 501-502

Each easel-backed album cover features a picture of Liberace framed in deep purple velour, so the buyer can keep it on the mantle. Inside, there is an eight-page picture-story worth the \$8.95 purchase price alone.

Utilizing a florid prose entirely in keeping with the pianist's style, e.g. "Little, as the saying goes, did she know," etc. Among other things, the anonymous scribe notes that the TV film idol is "relaxed and friendly without being downright matey."

The photo layout includes 11 shots of Liberace as a curly-coiffured and beaming adult and one as a toddler—straight-haired and sober-faced.

Music-wise buyers get their money's worth, with Liberace showing off his flashy technique and vocal style on 16 different numbers.

Paderewski's "Minuet in G" lends class to the line-up, but the bulk of the album is devoted to standard pops—"Sweet Sue," "Birth of the Blues," "Johnson Rag," etc.—which should automatically insure its chances of becoming a regular stock item.

The album, of course, is due for a powerful promotional build-up by Columbia, while Liberace will go all out on personal pitches for it on TV and during his packed concert dates. June Bundy.

JUNE IS
JONI JAMES
MONTH

Joni James



**IN A
GARDEN
OF
ROSES**

and

**EVERY
DAY**

MGM 11753 78 rpm
K 11753 45 rpm

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

America's Young Singing Star... 



**WENDY
WAYE**

**PRESS
ME**



and
**"I DON'T SEE
ME IN YOUR
EYES ANYMORE"**

CORAL 61173 (78 RPM) and 9-61173 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

THE WHISTLER

Sets Unique Tie-In With Wrestle Air

NEW YORK, May 29. — Fred Lowery, known widely as a whistling virtuoso, has set a unique tie-in with grunt and groan promoter Fred Kohler to push sales of "Wrestling Polka," a tune cut by the Satisfiers on Lowery Records.

The tune has been picked as the theme of Kohler's "Wrestling From Chicago" Saturday night show on the Du Mont network. The promoter also gets exclusive rights to the sale of the disk, which he will plug in sundry ways in connection with his wrestling activities.

The ditty, incidentally, is held in Graylow Music, Lowery's publishing enterprise.

Young Pursues

• Continued from page 14

turn for this initial order and exploitation, according to the projected blueprint.

On the record company end, some snags are already known to have developed. Confabs held with artist and repertoire executives have so far failed to result in a recording commitment, although talks are continuing.

Young is asking for top ranking artists, the favored few on any label that almost automatically pull heavy sales on any material they record. But he is only promising an initial order of about 10,000 records, a quantity a.&r. men of major labels rate insufficient for the talent requested.

Young, however, is also holding out the bait of preferential treatment by operators.

The NJBMI chief states that operators co-operating in the plan will slot the agency's tunes in No. 1 spots on their machines, thus focusing attention on the waxings. Young's main operator support is the Automatic Music Operators' Association of New York, whose members control the huge majority of coin phonographs in this city.

Eddie Fisher

• Continued from page 15

D'Artega's performance of his own "Fire and Ice Ballet."

The tout ensemble, however, was drawing closer to the Brill Building wave-length, and when they did a bright, abridged version of "Manhattan Tower" the girls livened up; for it could not be gainsaid that Fisher was hovering in the wings.

For the young in heart—as well as the old—it was an interesting event. Paul Ackerman.

Meridian Fete

• Continued from page 14

20,000 people who attended. A powerful array of country talent turned in slick performances of their best-known disk material.

Another event was an outdoor talent show on Tuesday (25) featuring such talent as Jimmy Swann, Ann Raye, Grady Wally, James Watson, Paul Robinson, Bill Bruner, Shelby Jones, Bill Gullett, Ed Nichols, Jimmy Hicks, R. D. Hendon, Sonny Burns, Hank Locklin, Wayne Cobb, Curtis Gordon and Gary Williams. The latter is a 16-year-old boy who hitchhiked from Seattle to attend the affair.

The mammoth parade on Wednesday morning took one hour and 44 minutes to pass and included brass bands, country artists, cowboys, floats and other typical parade ingredients. The local radio and TV stations ran special programs day and night on Tuesday and Wednesday; motor caravans led by screaming police sirens scooted thru Meridian at all hours of the day and night.

The teen-aged autograph hounds had a field day. Centers of attention, in addition to the name talent were Mrs. Carrie Rodgers; the 16-year-old English Rodgers' fan, Ian Lee, and Hank Williams' mother.

But despite the work of Meridian Star reporters C. H. Phillips and Dick Smith, and artists Tubbs and Snow, the affair was almost completely stolen by the political wheels.

Majors, Subsids

• Continued from page 14

speed situation, and they decided against using it.

45 Acceptance

Now the diskeries feel that the 45 is firmly enough established to use for deejay copies. According to latest estimates, about half of all single pop records sold are on 45 r.p.m. disks. And they claim that most stations can play the 45.

From the deejay side there are jocks who object to the platter and those who like it. Objections include such things as the difficulties of cueing 45 r.p.m. records, the fact that much current 45 r.p.m. equipment is unsatisfactory, and the fact that the light, thin disks often warp.

That these objections will not outweigh such things as quicker service, less storage space and higher fidelity is what the manufacturers are betting on.

HOLLYWOOD, May 29.—Local rhythm and blues enthusiasts get a new ballroom on June 4 with the opening of the Savoy Ballroom on Central Avenue here. Terp palace will feature rhythm and blues attractions, kicking off with the Earl Bostic orchestra and singer Christine Kittrell.

NOTICE

If You Are Looking for Point of Order

**WITH THE SENATOR
AND THE PRIVATE**

By CACTUS PRYOR

It Is on Four Star Record No. 1161 (X-93)

Order from your nearest King Record Distributor in the territory east of the Mississippi and in California. In the rest of the United States order from your nearest Distributor handling Four Star Records. This is the original two-sided full-length record and not the single side imitation that is being released to try to cash in on the popularity of our original record.

Four Star Record Company

305 S. Fair Oaks Ave.

Pasadena, California

Phone: RYan 1-6909

A SMASH!

HEART OF A FOOL



The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

THE HEART OF A FOOL (Joy, ASCAP)
Val Anthony—Essex 358—A lovely new tune is sung with much heart by Val Anthony, new to the label. The tune was waxed in England and the arrangement is mighty smooth. Song could help this one go. Flip is "The Portugese Fisherman" (Oxford, ASCAP).

The Billboard, May 22, 1954

Val ANTHONY

Essex

358

The Fabulous MILLS BROTHERS
Have Another NEW HIT!...

GO IN AND OUT THE WINDOW



The
**MILLS
BROTHERS**

on Decca 29115 (9-29115)

b/w
CARNIVAL IN VENICE



THE NEW **DECCA RECORDS** RELEASE THAT CAPTURES THE QUALITIES FOUND ONLY IN THE TRULY GREAT HIT SONGS

AH RI RUNG

KOREAN FOR "HILL OF PARTING"

"... the boy from the west,
the girl from the east—
They vowed they would
love till the stars ceased
to glow."

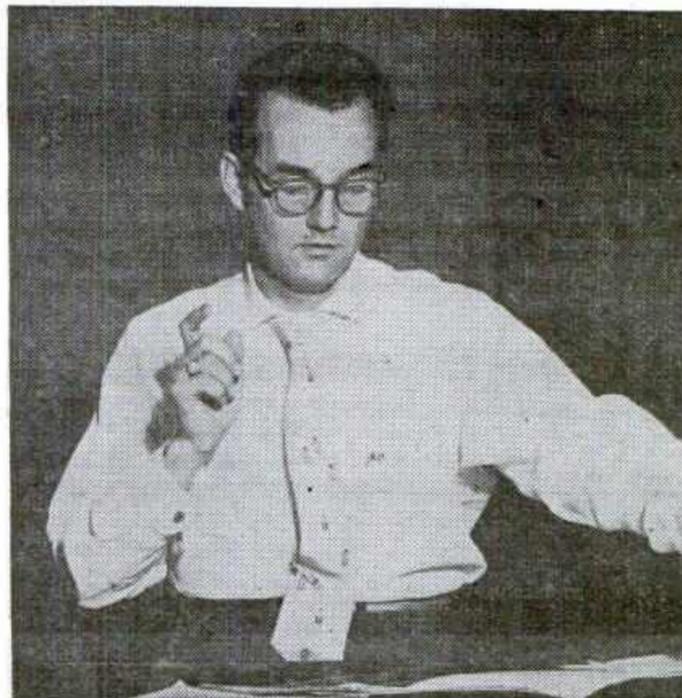


ROSANNA

Theme Music from The United Artists Production

"ROSANNA"

starring
**ROSANNA
PODESTA**



*arranged,
conducted and
recorded by...*

JACK PLEIS

*his orchestra
and chorus*

Decca
29174

ON



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	Week Last	Weeks on Chart
1. Wanted	2	13
2. Young at Heart	1	15
3. Three Coins in the Fountain	3	2
4. Little Things Mean a Lot	7	5
4. Answer Me, My Love	6	11
6. Happy Wanderer	4	4
7. Cross Over the Bridge	5	14
8. If You Love Me (Really Love Me)	8	4
9. Oh, Baby Mine	9	13
10. Make Love to Me	10	17
11. Man Upstairs	12	3
12. Man With the Banjo	11	7
13. Here	13	8
14. Isle of Capri	14	2
15. I Understand Just How You Feel	—	1

Tunes with Greatest Radio and Television Audiences

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

- Radio**
- Alone Too Long (R)—E. H. Morris—ASCAP
 - Answer Me My Love (R)—Bourne—ASCAP
 - Back in the Old Routine (R)—Famous—ASCAP
 - Cross Over the Bridge (R)—Laurel—ASCAP
 - Don't Worry 'Bout Me (R)—Mills—ASCAP
 - Dream, Dream, Dream (R)—Feist—ASCAP
 - Green Years (R)—Harms—ASCAP
 - Happy Wanderer (R)—Fox—ASCAP
 - Here (R)—Hill & Range—BMI
 - Hernando's Hideaway (R)—Frank—ASCAP
 - I Get So Lonely (R)—Melrose—ASCAP
 - I Really Don't Want to Know (R)—Hill & Range—BMI
 - I Speak to the Stars (R) (F)—Witmark—ASCAP
 - If You Love Me (Really Love Me) (R)—Duchess—BMI
 - Isle of Capri (R)—T. B. Harms—ASCAP
 - Jilted (R)—Sheldon—BMI
 - Knock on Wood (R) (F)—Famous—ASCAP
 - Little Things Mean a Lot (R)—Feist—ASCAP
 - Lost in Loveliness (R) (M)—Chappell—ASCAP
 - Make Love to Me (R)—Melrose—ASCAP
 - Man With the Banjo (R)—Mellin—BMI
 - No One But You (R)—Feist—ASCAP
 - Poor Butterfly (R)—Harms—ASCAP
 - Secret Love (R) (F)—Remick—ASCAP
 - Steam Heat (R) (M)—Frank—ASCAP
 - Sway (R)—Peer—BMI
 - Three Coins in the Fountain (R) (F)—Robbins—ASCAP
 - Tomorrow I'll Dream and Remember (R)—Bourne—ASCAP
- Television**
- And This Is My Beloved (R) (M)—Frank—ASCAP
 - Answer Me, My Love (R)—Bourne—ASCAP
 - Bimbo (R)—Fairway—BMI
 - Cargo (R)—Paramount—ASCAP
 - Cross Over the Bridge (R)—Laurel—ASCAP
 - Darktown Strutters' Ball (R)—Feist—ASCAP
 - Dream, Dream, Dream (R)—Feist—ASCAP
 - From the Vine Came the Grape—Randy Smith—ASCAP
 - Gilly Gilly Osenfeffer Katzenellen Bogen By the Sea (R)—Beaver—ASCAP
 - Green Years (R)—Harms—ASCAP
 - Happy Wanderer (R)—Fox—ASCAP
 - Here (R)—Hill & Range—BMI
 - Hit and Run Affair (R)—Duchess—BMI
 - Hold 'Em Joe (R) (M)—Folkways—BMI
 - I Get So Lonely (R)—Melrose—ASCAP
 - I Speak to the Stars (R) (F)—Witmark—ASCAP
 - If There's Anybody Here (R)—Promenade—ASCAP
 - Jilted (R)—Sheldon—BMI
 - Johnny Guitar (R) (F)—Victor Young—ASCAP
 - Little Things Mean a Lot (R)—Feist—ASCAP
 - Make Love to Me (R)—Melrose—ASCAP
 - Man With the Banjo (R)—Mellin—BMI
 - My Friend (R)—Pastor—ASCAP
 - Secret Love (R)—Remick—ASCAP
 - Steam Heat (R) (M)—Frank—ASCAP
 - Three Coins in the Fountain (R) (F)—Robbins—ASCAP
 - Too Soon Old—Und Too Late Shmart (R)—April—ASCAP
 - Wanted (R)—Witmark—ASCAP
 - Young at Heart (R)—Sunbeam—BMI
 - Your So Much a Part of Me (R)—Frank—ASCAP

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending May 26

This Week	Week Last	Weeks on Chart
1. Wanted	1	14
2. Little Things Mean a Lot	2	6
3. Three Coins in the Fountain	8	3
4. Cross Over the Bridge	4	14
5. Young at Heart	3	16
6. Happy Wanderer	7	5
7. If You Love Me (Really Love Me)	8	6
8. Oh, Baby Mine	5	18
9. Make Love to Me	6	18
10. Man With the Banjo	10	11

Second Ten

11. ANSWER ME, MY LOVE	11	14
12. MAN UPSTAIRS	12	6
13. HERE	13	9
14. HERNANDO'S HIDEAWAY	17	2
15. ISLE OF CAPRI	15	4
16. JILTED	14	7
17. I UNDERSTAND JUST HOW YOU FEEL	18	2
18. A GIRL, A GIRL	16	10
19. CRAZY 'BOUT YOU, BABY	—	1
20. DON'T WORRY 'BOUT ME	—	1

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

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

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Packaged Records, Classical...	47	Other Categories.....	45

The Music Corner

We have all been so busy working on "Operation Pushpop" over the last few weeks that we have not had much chance to comment on other recent happenings at The Billboard. But now that "Operation Pushpop" is under way—and really rolling—we have the chance to bring you up to date and even to explain some of the more recent incidents that might be of interest to our readers.

It is necessary to explain at this point that Tuesday afternoon, the day The Billboard is received in many sections of the United States, is a day for what could be called "corrective" phone calls.

Some of our closest friends grab phones to let us know that we spelled a name incorrectly, had the wrong date in a story or sometimes even inadvertently left out a fact or two in a story that would have made it a fuller account. Sometimes these errors happen in groups and then the phone calls come in groups, too.

This is what happened last Tuesday. First we received a phone call from the large and dignified song licensing agency, Broadcast Music, Inc. It seems that the abbreviation of the firm name came out as BUM in one of our "Spotlight" picks rather than BMI. They were not angry with us, but just a little hurt. This is to say that we were not trying to be critical, but that the error was due to gremlins in the typesetting machinery. And we hope that we did not offend our British friends either thru the misspelling.

The second phone call we received concerned a story about Vera Lynn. A London Records exec pointed out that the company had had other big hits in addition to Miss Lynn's "Auf Wiederseh'n" over the years. And, of course, the firm has, including Teresa Brewer's "Music, Music, Music," Gracie Fields' "Now Is the Hour" and Frank Chacksfield's "Ebbtide" and "Limelight." We were just so pleased to help Miss Lynn celebrate her 20th year in show business that we went a bit overboard. We apologize to London Records, but we are still happy for Vera Lynn.

The third phone call had to do with an elementary subject called arithmetic. It seems we ran a light story telling of the havoc Jackie Gleason caused on the Peatman charts last week via his TV broadcast of the songs in his Capitol album. We reported that since Gleason put eight tunes from the album on the Peatman TV listings, Dr. Peatman had expanded his listing from the regular 20 to 30. But our caller informed us that The Billboard printed only 28 tunes, and only six from the Gleason album and wanted to know if we could count. Well, we can, but a printer who couldn't accidentally left two Gleason tunes off the listing.

As you can see, it was some Tuesday. And now, back to "Operation Pushpop."

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.

- Secret Love—Harms, Connelly (Remick)
- Happy Wanderer—Bosworth (Fox)
- Friends and Neighbours—Michael Reine (*)
- Heart of My Heart—Francis Day (Robbins)
- Changing Partners—Robt. Mellin (Porgie)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Someone Else's Roses—John Fields (Leeds)
- I See the Moon—Feldman (Plymouth)
- Bimbo—Macmelodies (Fairway)
- Cross Over the Bridge—New World (Laurel)
- Such a Night—Sterling (Raleigh)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Make Love to Me—Morris (Melrose)
- The Book—Kassner (Kassner)
- The Little Shoemaker—Bourne (*)
- I Get So Lonely—Edwin H. Morris Co., Ltd. (Melrose)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Deadwood Stage—Harms, Connelly (Remick)
- Shadow Waltz—Sterling (*)
- Oh, My Papa—Maurice (Shapiro-Bernstein)



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

ANSWER ME, MY LOVE	N. Cole	2687
WHY	F. Sinatra	2787
I COULD HAVE TOLD YOU	F. Sinatra	2787
DON'T WORRY 'BOUT ME	F. Sinatra	2787
I REALLY DON'T WANT TO KNOW	F. Sinatra	2787
SOUTH	L. Paul & M. Ford	2735
MAKE HER MINE	N. Cole	2803
I ENVY	N. Cole	2803
THE MAN UPSTAIRS	N. Cole	2803
IF YOU LOVE ME	K. Starr	2769
OH, BABY MINE (I GET SO LONELY)	The Four Knights	2654
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
SWAY (QUIEN SERA)	The Four Knights	2654
MONEY BURNS A HOLE IN MY POCKET	D. Martin	2818
THIS MUSIC BE THE PLACE	D. Martin	2818
THE HONEYMOON'S OVER	B. Hutton & E. Ford	2809
THREE COINS IN THE FOUNTAIN	B. Hutton & E. Ford	2809
RAIN	F. Sinatra	2816
YOUNG AT HEART	F. Sinatra	2703
TAKE A CHANCE	F. Sinatra	2703

COMING UP FAST Listed Alphabetically

ALONE TOO LONG	N. Cole	2754
IT HAPPENS TO BE ME	N. Cole	2754
BACKWARD, TURN BACKWARD	N. Cole	2754
FACE TO FACE	G. MacRae	2760
GOODNIGHT, SWEETHEART, GOODNIGHT	G. MacRae	2760
HAPPY HABIT	Ella Mae Morse	2800
HANG UP	Ella Mae Morse	2800
SORRY, SORRY, SORRY	H. O'Connell	2783
I WAS MEANT FOR YOU (THE WAN-WAN SONG)	H. O'Connell	2783
THEY TELL ME	The Four Knights	2782
TOO BAD!	The Four Knights	2782
FIDDLE-A-DELPHIA	J. Carr	2812
VENEZUELA	J. Carr	2812
THE SEA SONG	L. Baxter	2799

LATEST RELEASES

Numbers
422 & 423

ISLE OF CAPRI	Duke Ellington	2817
BAND CALL	Duke Ellington	2817
SWAY (QUIEN SERA)	Duke Ellington	2817
MONEY BURNS A HOLE IN MY POCKET	Dean Martin	2818
THE MAN I LOVE	Dean Martin	2818
BLUE NOCTURNE	Dick Stabile	2819
SUNSHINE SPECIAL	Dick Stabile	2819
I CLOSED MY HEART'S DOOR	Roy Acuff	2820
COUNT ME IN	Roy Acuff	2820
YOU STARTED IT, ALL	Dub Dickerson	2821
UNDER A BLANKET OF BLUE	Dub Dickerson	2821
THE LADY IN RED	Stan Kenton	2822
MAKE HER MINE	Stan Kenton	2822
I ENVY	Nat (King) Cole	2803
RIVER OF NO RETURN	Nat (King) Cole	2803
GIVE ME YOUR WORD	(Tennessee) Ernie Ford	2810
HONKY-TONK GIRL	(Tennessee) Ernie Ford	2810
WE'VE GONE TOO FAR	Hank Thompson	2823
LAUGH, LAUGH, LAUGH	Hank Thompson	2823
IN REMEMBRANCE OF YOU	Cousin Herb Henson	2824
I BOWED DOWN	Cousin Herb Henson	2824
HE'LL PART THE WATER	Martha Carson	2825
CANDELABRA BOOGIE	Martha Carson	2825
PLEASE DON'T SEND ME DOWN A	Jerry Lewis	2833
BABY BROTHER	Jerry Lewis	2833

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

A MAN AND HIS MUSIC—Skitch Henderson	45 rpm "EP" No. FAP-1-502 & FAP-2-502	33 1/3 rpm No. L-502
AND AWAAAAY WE GO!—Jackie Gleason	45 rpm "EP" No. EBF-511	33 1/3 rpm No. H-511
THE DUKE PLAYS ELLINGTON—Duke Ellington	45 rpm "EP" No. EAP-1-477 & EAP-2-477	33 1/3 rpm No. H-477
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
NAT (KING) COLE 10TH ANNIVERSARY ALBUM— Nat (King) Cole	45 rpm "EP" No. EAP-1-2-3-4-5-14	33 1/3 rpm No. W-514
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
TV CURTAIN CALLS—Kate Smith	45 rpm "EP" No. EBF-515	33 1/3 rpm No. H-515

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

A FOOL, A FAKER	H. Thompson	2758
BREAKIN' THE RULES	H. Thompson	2758
EVERYTHING DEPENDS ON YOU	D. Dickerson	2719
MAMA LAID THE LAW DOWN	D. Dickerson	2719
I ALWAYS GET A SOUVENIR	T. Collins	2806
LET ME LOVE YOU	T. Collins	2806
I LOVE YOU, MAMA MIA	S. McDonald	2774
REMEMBER YOU'RE MINE	S. McDonald	2774
JERSEY BOUNCE	H. Thompson	2792
SUNRISE SERENADE	H. Thompson	2792
LOOSE TALK	F. Harl	2726
THE CURTAIN NEVER FALLS	F. Harl	2726
NOLA	M. Moore	2796
FLY RIGHT BOOGIE	M. Moore	2796
THEN I'LL BE HAPPY	J. Heap & P. Williams	2767
CRY, CRY, DARLING	J. Heap & P. Williams	2767
THEY MADE ME FALL IN LOVE WITH YOU	F. Young	2780
YOU'RE RIGHT	F. Young	2780
TWO WHOOPS AND A HOLLER	J. Shepard	2791
WHY DID YOU WAIT!	J. Shepard	2791
YOU BETTER NOT DO THAT	T. Collins	2701
HIGH ON A HILLTOP	T. Collins	2701
YOU'RE JUST MY STYLE	R. Hogsed	2807
TOO MANY CHIEFS AND NOT	R. Hogsed	2807
ENOUGH INDIANA	R. Hogsed	2807

BEST SELLING— "EP" ALBUMS Listed Alphabetically

DIXIELAND—Pee Wee Hunt	45 rpm "EP" No. EAP-1-507
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506
INVITATION—Les Baxter	45 rpm "EP" No. EAP-1-494
PIANO RAGS—Joe (Fingers) Carr	45 rpm "EP" No. EAP-1-497
RAY ANTHONY PLAYS FOR DANCING	45 rpm "EP" No. EAP-1-504
SONGS BY NAT (KING) COLE	45 rpm "EP" No. EAP-1-500
TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519
YAYA CON DIOS—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-495
YOUNG AT HEART—Frank Sinatra	45 rpm "EP" No. EAP-1-510

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
BOZO HAS A PARTY—Pinto Colvig	78 rpm No. DBX-3133 45 rpm No. EAXF-3133
EL TORITO, THE LITTLE BULL—Don Wilson	78 rpm No. CAS-3194 45 rpm No. CASF-3194
HOPALONG CASSIDY AND THE SHEEP RUSTLERS— Hopalong Cassidy	78 rpm No. CAS-3197 45 rpm No. CASF-3197
I TAUT I TAW A PUDDY TAT—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
WALT DISNEY'S STORY OF PINOCCHIO— Art Gilmore & June Foray	78 rpm No. CAS-3203 45 rpm No. CASF-3203
WALT DISNEY'S STORY OF ROB ROY— Art Gilmore & Tom Conway	78 rpm No. CAS-3198 45 rpm No. CASF-3198
THE SEASONS—Don Wilson	78 rpm No. CAS-3195 45 rpm No. CASF-3195
WALT DISNEY'S STORY OF ROBIN HOOD— Nestor Pavia & Billy May	78 rpm No. DBX-3138 45 rpm No. EAXF-3138

STAN KENTON

plays for **EVERYONE!**

"Under a Blanket of Blue"

"The Lady in Red"

Record No. 2822

ROY ACUFF
and his Smoky Mountain Boys

"Sunshine Special"

"I Closed My Heart's Door"

Record No. 2820

HANK THOMPSON
and his Brazos Valley Boys

"Honky-Tonk Girl"

"We've Gone Too Far"

Record No. 2823

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 26

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. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		8	LITTLE THINGS MEAN A LOT—K. Kallen	1
			I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
2		14	WANTED—P. Como	2
			Look Out the Window—V 20-5647—ASCAP	
3		3	THREE COINS IN THE FOUNTAIN—Four Aces	3
			Wedding Bells (Are Breaking Up That Old Gang of Mine) (26)—Dec 29123—ASCAP	
4		7	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	4
			Man Upstairs—(10)—Cap 2769—BMI	
5		6	HAPPY WANDERER—F. Weir	5
			From Your Lips—London 1448—ASCAP	
6		16	YOUNG AT HEART—F. Sinatra	6
			Take a Chance—Cap 2703—BMI	
7		18	OH, BABY MINE—Four Knights	7
			I Couldn't Stay Away From You—Cap 2654—ASCAP	
8		15	CROSS OVER THE BRIDGE—P. Page	8
			My Restless Lover—Mercury 70302—ASCAP	
9		2	HERNANDO'S HIDEAWAY—A. Bleyer	9
			S'll Vous Plait—Cadence 1241—ASCAP	
10		8	MAN UPSTAIRS—K. Starr	10
			If You Love Me (Really Love Me)—(4)—Cap 2769—BMI	
11		14	ANSWER ME, MY LOVE—Nat (King) Cole	11
			Why?—Cap 2687—ASCAP	
12		11	HERE—T. Martin	12
			Philosophy—V 20-5665—BMI	
13		10	MAN WITH THE BANJO—Ames Brothers	13
			Man, Man Is for the Woman Made—V 20-5644—BMI	
14		18	MAKE LOVE TO ME—J. Stafford	14
			Adi-Adios Amigo—Col 40143—ASCAP	
15		4	ISLE OF CAPRI—Gaylords	15
			Love I You—(23)—Mercury 70350—ASCAP	
16		11	A GIRL, A GIRL—E. Fisher	16
			With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP	
17		7	JILTED—T. Brewer	17
			Le Grand Tour de L'Amour—Coral 61152—BMI	
18		2	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	18
			Sugar Lump—Jubilee 5132—ASCAP	
19		4	HAPPY WANDERER—H. Rene	19
			My Impossible Love—V 20-5715—ASCAP	
20		4	ISLE OF CAPRI—J. Lee	20
			By the Light of the Silvery Moon—Coral 61149—ASCAP	
21		1	THREE COINS IN THE FOUNTAIN—F. Sinatra	21
			Rain—Capitol 2816—ASCAP	
22		5	CRAZY 'BOUT YOU, BABY—Crew Cuts	22
			Angelia Mia—Mercury 70341—BMI	
23		1	LOVE I YOU—Gaylords	23
			Isle of Capri—(15)—Mercury 70350—ASCAP	
24		1	STEAM HEAT—P. Page	24
			Lonely Days—Mercury 70380—ASCAP	
25		14	CUDDLE ME—R. Gaylord	25
			Oh, Am I Lonely—Mercury 70285—BMI	
26		2	WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—Four Aces	26
			Three Coins in the Fountain—(3)—Dec 29123—ASCAP	
27		4	I REALLY DON'T WANT TO KNOW—L. Paul & M. Ford	27
			South—Cap 2735—BMI	
28		2	DON'T WORRY 'BOUT ME—F. Sinatra	28
			I Could Have Told You—Cap 2787—ASCAP	
29		2	IF YOU LOVE ME (REALLY LOVE ME)—V. Lynn	29
			C'est La Vie—London 1412—BMI	
29		22	SECRET LOVE—Doris Day	29
			Deadwood Stage—Col 40108—ASCAP	

This Week's Best Buys

THANK YOU FOR CALLING (Blackwood, BMI)

WHERE ARE YOU? (Grady, ASCAP) — Jo Stafford—Columbia 40250

This disk broke in almost every territory of the country checked this past week. With almost no exceptions, the record was reported strong and building rapidly. The "Thank You for Calling" was the preferred side, several areas indicated that the flip was doing well and could be a sleeper. A previous Billboard "Spotlight" pick.

HIT AND RUN AFFAIR (Duchess, BMI)

THERE NEVER WAS A NIGHT SO BEAUTIFUL (Broadcast, BMI)—Perry Como—RCA Victor 20-5749

Out in most territories little more than a week, this record is taking off with Como's usual speed. Good sales reports were returned from most Eastern points, including Boston, New York, Buffalo and Philadelphia. Other exceptionally good early re-

ports were received from St. Louis, Durham, Nashville and Pittsburgh. At this point, there is an inconclusive jockeying for side domination, with "Hit and Run" holding an early edge. A previous Billboard "Spotlight" pick.

I LOVE YOU TRULY (Boston, ASCAP)
OH! PROMISE ME (Schirmer, ASCAP)—Lib-erace—Columbia 48008

The burgeoning following of this TV personality has been boosting sales of his single releases to ever greater heights, and this release, timed with very recent personal appearances in New York and Detroit, moved like hot cakes in many dealers' stores thruout the country this past week. In addition to New York and Detroit, the record was also reported selling well in Los Angeles, St. Louis, Pittsburgh, New Orleans, Nashville, Durham and Milwaukee. There is as yet no definite side preference. A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending May 26

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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	Label
1		13	WANTED—P. Como	1
			Look Out the Window—V 20-5647—ASCAP	
2		13	CROSS OVER THE BRIDGE—P. Page	2
			My Restless Lover—Mercury 70302—ASCAP	
3		17	OH, BABY MINE—Four Knights	3
			I Couldn't Stay Away From You—Cap 2654—ASCAP	
4		18	MAKE LOVE TO ME—J. Stafford	4
			Adi-Adios Amigo—Col 40143—ASCAP	
5		13	YOUNG AT HEART—F. Sinatra	5
			Take a Chance—Cap 2703—BMI	
6		12	MAN WITH THE BANJO—Ames Brothers	6
			Man, Man Is for the Woman Made—V 20-5644—BMI	
7		4	LITTLE THINGS MEAN A LOT—K. Kallen	7
			I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
8		6	JILTED—T. Brewer	8
			Le Grand Tour de L'Amour—Coral 61152—BMI	
9		5	MAN UPSTAIRS—K. Starr	9
			If You Love Me (Really Love Me)—Cap 2769—BMI	
10		3	THREE COINS IN THE FOUNTAIN—Four Aces	10
			Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
11		11	ANSWER ME, MY LOVE—Nat (King) Cole	11
			Why?—Cap 2687—ASCAP	
12		4	HAPPY WANDERER—F. Weir	12
			From Your Lips—London 1448—ASCAP	
13		4	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	13
			Man Upstairs—Cap 2769—JMI	
14		4	ISLE OF CAPRI—Gaylords	14
			Love I You—Mercury 70350—ASCAP	
15		10	HERE—T. Martin	15
			Philosophy—V 20-5665—BMI	
16		9	A GIRL, A GIRL—E. Fisher	16
			With All My Heart and Soul (Anema E Core)—V 20-5675—ASCAP	
17		10	I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford	17
			South—Cap 2735—BMI	
17		1	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	17
			Sugar Lump—Jubilee 5132—ASCAP	
17		1	HERNANDO'S HIDEAWAY—A. Bleyer	17
			S'll Vous Plait—Cadence 2141—ASCAP	
20		2	CRAZY 'BOUT YOU BABY—Crew Cuts	20
			Angelia Mia—Mercury 70341—BMI	

Most Played by Jockeys

For survey week ending May 26

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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	Label
1		14	WANTED—P. Como	1
			Look Out the Window—V 20-5647—ASCAP	
2		8	LITTLE THINGS MEAN A LOT—K. Kallen	2
			I Don't Think You Love Me Anymore—Dec 29037—ASCAP	
3		3	THREE COINS IN THE FOUNTAIN—Four Aces	3
			Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
4		7	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	4
			Man Upstairs—Cap 2769—BMI	
5		14	CROSS OVER THE BRIDGE—P. Page	5
			My Restless Lover—Mercury 70302—ASCAP	
6		17	YOUNG AT HEART—F. Sinatra	6
			Take a Chance—Cap 2703—BMI	
7		11	HERE—T. Martin	7
			Philosophy—V 20-5665—BMI	
8		20	MAKE LOVE TO ME—J. Stafford	8
			Adi-Adios Amigo—Col 40143—ASCAP	
9		6	HAPPY WANDERER—F. Weir	9
			From Your Lips—London 1448—ASCAP	
10		11	MAN WITH THE BANJO—Ames Brothers	10
			Man, Man Is for the Woman Made—V 20-5644—BMI	
11		20	OH, BABY MINE—Four Knights	11
			I Couldn't Stay Away From You—Cap 2654—ASCAP	
12		3	THREE COINS IN THE FOUNTAIN—F. Sinatra	12
			Rain—Cap 2816—ASCAP	
13		3	HERNANDO'S HIDEAWAY—A. Bleyer	13
			S'll Vous Plait—Cadence 1241—ASCAP	
14		5	HAPPY WANDERER—H. Rene	14
			My Impossible Love—V 20-5715—ASCAP	
15		8	MAN UPSTAIRS—K. Starr	15
			If You Love Me (Really Love Me)—Cap 2769—BMI	
16		2	CRAZY 'BOUT YOU BABY—Crew Cuts	16
			Angelia Mia—Mercury 70341—BMI	
17		5	DON'T WORRY 'BOUT ME—F. Sinatra	17
			I Could Have Told You—Cap 2787—ASCAP	
18		11	A GIRL, A GIRL—E. Fisher	18
			With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP	
19		16	ANSWER ME, MY LOVE—Nat (King) Cole	19
			Why?—Cap 2687—ASCAP	
20		7	JILTED—T. Brewer	20
			Le Grand Tour de L'Amour—Coral 61152—BMI	

NEW TALENT TO WATCH



Frankie Valley

"Somebody Else Took Her Home"

AND

"Forgive And Forget"

MERCURY 70381 • 70381X45

FRANKIE VALLEY—Somebody Else Took Her Home.....80
MERCURY 70381—The label has come up with a new singer with an exciting style and a sound somewhat in the vein of the early Johnnie Ray. He sings this pretty ballad with a lot of life and feeling over a quiet backing. The chanter bears watching, and with exposure this record has a chance. (Chappell, ASCAP)
Forgive and Forget.....75
The chanter turns in another powerful rendition on this slight new tune, this time with help from a large chorus and a pounding otk arrangement. Flip has more power, but this side could also pull spins. (Favorite, ASCAP)



Laurie Sisters

"Do It Over Again"

AND

"Son Of A Gondolier"

MERCURY 70382 • 70382X45

THE LAURIE SISTERS—Do It Over Again.....80
MERCURY 70382—The Laurie Sisters, new group on the label, show off a fine sound on their debut waxing here. The tune is a happy bouncer, penned by the label's Eastern a.&r. heads, and the girls sell it with elan. The arrangement is smart, and the side could get action. Watch it. (Favorite, ASCAP)
Son of a Gondolier.....76
The girls do another good job here, this time with an Italian-styled ditty about a Venetian gondolier. Flip has better chance. The girls sing neatly together, and they have a fresh quality. Keep an eye on them. (Laurel, ASCAP)

Current Best Sellers

- | | |
|---|--|
| 1. "STEAM HEAT"
"LONELY DAYS"
Patti Page
MERCURY 70380 • 70380X45 | 6. "CUDDLE ME"
"OH, AM I LONELY"
Ronnie Gaylord
MERCURY 70285 • 70285X45 |
| 2. "ISLE OF CAPRI"
"LOVE I YOU"
The Gaylords
MERCURY 70350 • 70350X45 | 7. "HERNANDO'S HIDEAWAY"
"THE CUDDLE"
Richard Hayman
MERCURY 70387 • 70387X45 |
| 3. "CROSS OVER THE BRIDGE"
"JOHNNY GUITAR"
Patti Page
MERCURY 70302 • 70302X45 | 8. "WOW"
"OH, LOVE OF MINE"
Ronnie Gaylord
MERCURY 70378 • 70378X45 |
| 4. "CRAZY 'BOUT YOU BABY"
"ANGELIA MIA"
The Crew Cuts
MERCURY 70341 • 70341X45 | 9. "SHAKE A LEG"
"HOLD YOUR HAND"
The Carlises
MERCURY 70351 • 70351X45 |
| 5. "WAIT FOR ME DARLIN'"
"WHISTLE"
Georgia Gibbs
MERCURY 70386 • 70386X45 | 10. "BIG LONG SLIDING THING"
"YOU CAN'T LOVE TWO"
Dinah Washington
MERCURY 70392 • 70392X45 |



HEADING FOR BIG SALES!

GEORGIA GIBBS

"WAIT FOR ME DARLIN'"

AND

"Whistle And I'll Dance"

MERCURY 70386 • 70386X45



Vic Damone

'SLEEPING BEAUTY'

AND

'Don't Take Your Lips Away'

MERCURY 70384 • 70384X45



Eddy Howard

'DON'T WORRY BABY'

AND

'Vieni Su'

MERCURY 70388 • 70388X45

BUSTED WIDE OPEN

The Original

200,000 SOLD TO DATE

The Four Tunes

Singing ...

"I UNDERSTAND JUST HOW YOU FEEL"

^{b/w}
"Sugar Lump"
ON
JUBILEE-5132

Note change of Title

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N.Y.
Available in Canada on QUALITY Label

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending May 26

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

Atlanta

1. Little Things Mean a Lot
K. Kallen, Dec.
2. If You Love Me (Really Love Me)
K. Starr, Cap.
3. Wanted, P. Como, V.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Cross Over the Bridge, P. Page, Mer.
6. Young at Heart, F. Sinatra, Cap.
7. Man Upstairs, K. Starr, Cap.
8. Make Love to Me, Jo Stafford, Col.

Boston

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Wanted, P. Como, V.
7. Isle of Capri, Gaylords, Mer.
8. Jilted, T. Brewer, Cor.

Buffalo

1. Three Coins in the Fountain
Four Aces, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Love I You, Gaylords, Mer.
4. Young at Heart, F. Sinatra, Cap.
5. Steam Heat, P. Page, Mer.
6. Make Love to Me, J. Stafford, Col.

Chicago

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Wanted, P. Como, V.
7. I Understand Just How You Feel
J. Valli, V.
8. Isle of Capri, Gaylords, Mer.
9. Here, T. Martin, V.
10. Three Coins in the Fountain
F. Sinatra, Cap.

Cincinnati

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Young at Heart, F. Sinatra, Cap.
4. Man With the Banjo, Ames Brothers, V.
5. Cross Over the Bridge, P. Page, Mer.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Three Coins in the Fountain
Four Aces, Dec.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Oh, Baby Mine, Four Knights, Cap.
10. Make Love to Me, Jo Stafford, Col.

Cleveland

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Isle of Capri, J. Lee, Cor.
3. Happy Wanderer, F. Weir, Lon.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Wanted, P. Como, V.
7. Place Where I Worship, Four Lads, Col.

Dallas-Ft. Worth

1. Wanted, P. Como, V.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Answer Me, My Love
Nat (King) Cole, Cap.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Young at Heart, F. Sinatra, Cap.
7. Oh, Baby Mine, Four Knights, Cap.

Denver

1. Wanted, P. Como, V.
2. Here, T. Martin, V.
3. Young at Heart, F. Sinatra, Cap.
4. Oh, Baby Mine, Four Knights, Cap.
5. Make Love to Me, J. Stafford, Col.
6. A Girl, a Girl, E. Fisher, V.
7. Answer Me, My Love
Nat (King) Cole, Cap.
8. Cross Over the Bridge, P. Page, Mer.
9. Little Things Mean a Lot
K. Kallen, Dec.
10. Man With the Banjo, Ames Brothers, V.

Detroit

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Man Upstairs, K. Starr, Cap.
6. I Understand Just How You Feel
Four Tunes, Jub.
7. Wedding Bells (Are Breaking Up That
Old Gang of Mine) Four Aces, Dec.
8. Three Coins in the Fountain
F. Sinatra, Cap.
9. Answer Me My Love
Nat (King) Cole, Cap.

Kansas City

1. Wanted, P. Como, V.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. If You Love Me (Really Love Me)
K. Starr, Cap.
4. Here, T. Martin, V.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Oh, Baby Mine, Four Knights, Cap.
7. Man With the Banjo, Ames Brothers, V.
8. Cross Over the Bridge, P. Page, Mer.
9. Young at Heart, F. Sinatra, Cap.
10. Make Love to Me, J. Stafford, Col.

Los Angeles

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Little Things Mean a Lot
K. Kallen, Dec.

4. Man Upstairs, K. Starr, Cap.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Cross Over the Bridge, P. Page, Mer.
7. Three Coins in the Fountain
Four Aces, Dec.
8. Oh, Baby Mine, Four Knights, Cap.
9. Answer Me, My Love
Nat (King) Cole, Cap.
10. Make Love to Me, J. Stafford, Col.

Milwaukee

1. Happy Wanderer, F. Weir, Lon.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. Wanted, P. Como, V.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Crazy 'Bout You, Baby, Crew Cuts, Mer.
8. Man Upstairs, K. Starr, Cap.

New Orleans

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Wanted, P. Como, V.
4. Here, T. Martin, V.
5. Make Love to Me, Jo Stafford, Col.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Hernando's Hideaway, J. Ray, Col.
8. Answer Me, My Love
Nat (King) Cole, Cap.
9. Cross Over the Bridge, P. Page, Mer.
10. Young at Heart, F. Sinatra, Cap.

New York

1. Young at Heart, F. Sinatra, Cap.
2. Wanted, P. Como, V.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Cross Over the Bridge, P. Page, Mer.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Hernando's Hideaway, A. Bleyer, Cdc.
7. Happy Wanderer, F. Weir, Lon.
8. Make Love to Me, J. Stafford, Col.
9. Oh, Baby Mine, Four Knights, Cap.
10. If You Love Me (Really Love Me)
K. Starr, Cap.

Philadelphia

1. Three Coins in the Fountain
Four Aces, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Wanted, P. Como, V.
4. Happy Wanderer, F. Weir, Lon.
5. Young at Heart, F. Sinatra, Cap.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. A Girl, a Girl, E. Fisher, V.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Here, T. Martin, V.

Pittsburgh

1. Little Things Mean a Lot
A. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Happy Wanderer, H. Rene, V.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Rose Marie, S. Whitman, Imp.
7. Wanted, P. Como, V.
8. Isle of Capri, Gaylords, Mer.
9. Here, T. Martin, V.
10. Happy Wanderer, F. Weir, Lon.

St. Louis

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. If You Love Me (Really Love Me)
K. Starr, Cap.
4. I Understand Just How You Feel
Four Tunes, Jub.
5. Hernando's Hideaway, A. Bleyer, Cdc.
6. Isle of Capri, Gaylords, Mer.
7. My Friend, E. Fisher, V.
8. Three Coins in the Fountain
F. Sinatra, Cap.
9. I Should Care, J. Chandler, Dec.

San Francisco

1. Wanted, P. Como, V.
2. Man With the Banjo, Ames Brothers, V.
3. Oh, Baby Mine, Four Knights, Cap.
4. Little Things Mean a Lot
K. Kallen, Dec.
5. Cross Over the Bridge, P. Page, Mer.
6. Here, T. Martin, V.
7. Young at Heart, F. Sinatra, Cap.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Happy Wanderer, F. Weir, Lon.
10. Answer Me, My Love
Nat (King) Cole, Cap.

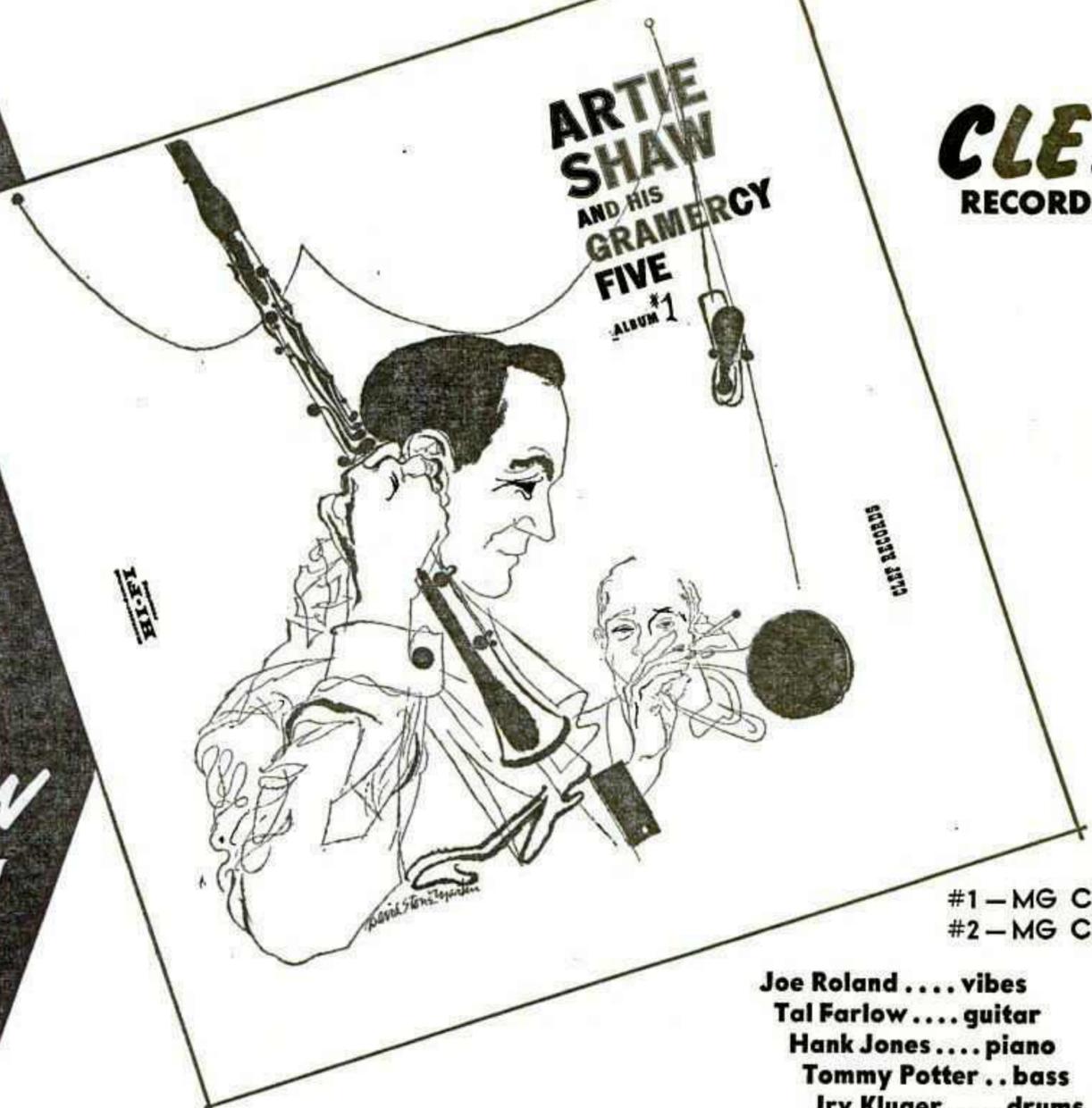
Seattle

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Man With the Banjo, Ames Brothers, V.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Man Upstairs, K. Starr, Cap.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. Little Things Mean a Lot
K. Kallen, Dec.
8. Cross Over the Bridge, P. Page, Mer.

Balti.-Wash.

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Man Upstairs, K. Starr, Cap.
4. Man With the Banjo, Ames Brothers, V.
5. Three Coins in the Fountain
Four Aces, Dec.
6. Cross Over the Bridge, P. Page, Mer.
7. Isle of Capri, J. Lee, Cor.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Answer Me, My Love
Nat (King) Cole, Cap.
10. Happy Wanderer, H. Rene, V.

The
First
2 LP
 Releases
 of
ARTIE SHAW
 and his *NEW*
GRAMERCY FIVE



ARTIE SHAW
 AND HIS
GRAMERCY FIVE
 ALBUM #1

CLEF
 RECORDS

#1 - MG C159
 #2 - MG C160

Joe Roland vibes
 Tal Farlow guitar
 Hank Jones piano
 Tommy Potter .. bass
 Irv Kluger drums

Three
 More
 Great New
CLEF
 Releases
 LP & EP



JAZZ MOODS BY
ILLINOIS JACQUET
 MG C622 (12") EP 207



CHARLIE PARKER
 MG C157 EP 208 & 209



JUMPING MOODS BY
FLIP PHILLIPS
 MG C158 EP 210

CLEF
 RECORDS

New
CLEF
 Singles
 78
 &
 45
 RPM

GENE KRUPA TRIO

Don't Be That Way
 This Can't Be Love
 89114

COUNT BASIE

& His Orchestra
 Peace Pipe
 The Blues Done Come Back
 89115

ROY ELDRIDGE QUINTET

When It's Sleepy Time Down South
 Echoes of Harlem
 89116

ARTIE SHAW

& his Gramercy Five
 Imagination
 Sunny Side Up
 89117

451 NO. CANON DR. • BEVERLY HILLS, CALIF.

522 5th AVENUE • NEW YORK CITY

TODAY'S HOTTEST STORY

"POINT OF ORDER"



STAN FREBERG • DAWS BUTLER

Better than Television!

...BACKED WITH

"PERSON TO PEARSON"



Record No. 2838

Now Heading Into Its 2nd BIG WEEK

The Billboard's
Promotion and
Merchandising Program
to Stimulate
Public Interest in
—and Demand for—
Single Records
NOW and Thruout
the Summer

Operation Pushpop



The OPERATION PUSHPOP Schedule	Kit No. 1	Kit No. 2	Kit No. 3	Kit No. 4
To Help DISK JOCKEYS Build Audiences . . . <small>special kits of exclusive programing material never before made available.</small>	5/24	5/31	6/7	6/14
To Help OPERATORS Increase Play . . . <small>buying and programing kits containing listings of the best new records.</small>	5/24	5/31	6/7	6/14
To Help DEALERS Increase Store Traffic and Sell Extra Volume . . . <small>kits containing attractive and effective point-of-sale and mail-order material.</small>	5/31	6/7	6/14	6/21

THE COST FACTOR LIMITS OPERATION
PUSHPOP TO THESE 10 MARKETS:

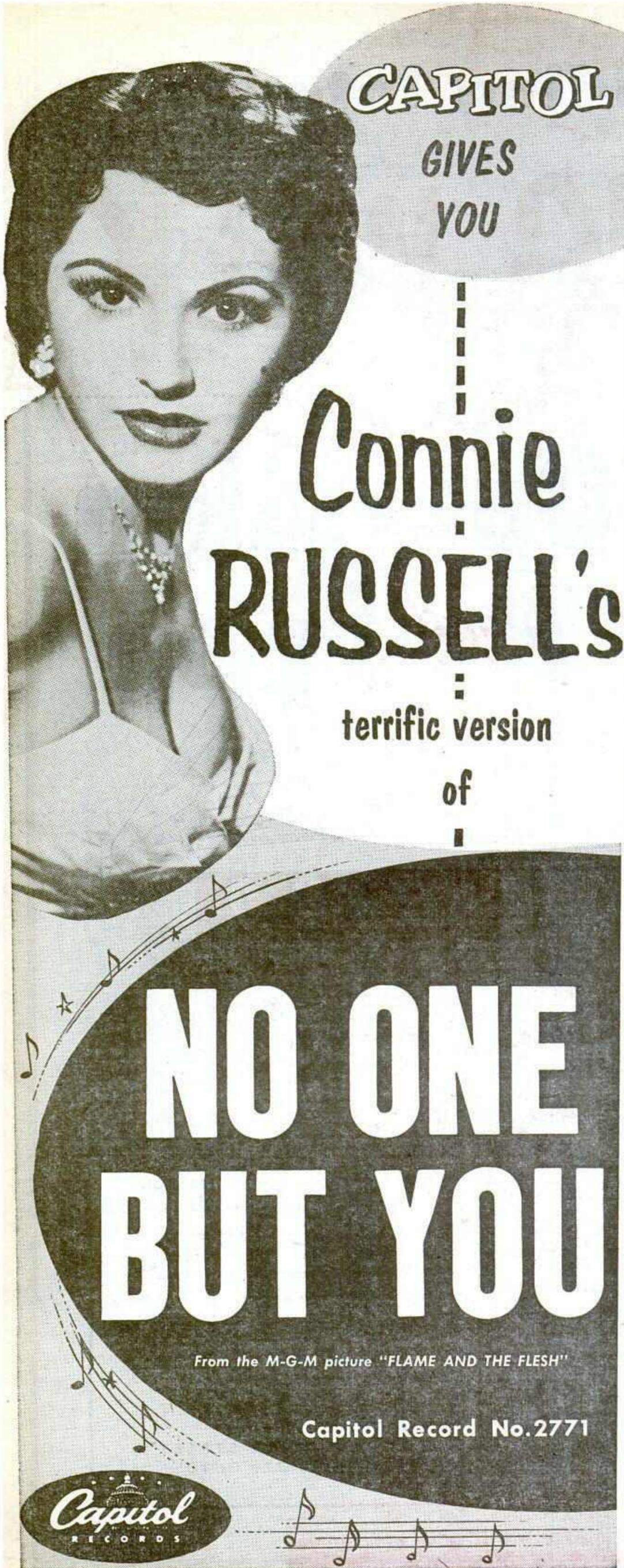
New York . . . Chicago . . . Los Angeles . . .
Philadelphia . . . Detroit . . . San Francisco-
Oakland . . . Pittsburgh . . . Cleveland . . .
St. Louis . . . Boston.

The effort in those markets, however, should stimulate pop record interest and consumer buying in other parts of the country. Any Disk Jockey . . . or Operator . . . or Record Dealer outside these market areas may participate in the program and receive special kits by writing to . . .

OPERATION PUSHPOP
THE BILLBOARD
2160 PATTERSON STREET
CINCINNATI 22, OHIO

The
Billboard

The Music-Record Industry's
Leading Newsweekly



CAPITOL

GIVES
YOU

Connie
RUSSELL'S

terrific version

of

**NO ONE
BUT YOU**

From the M-G-M picture "FLAME AND THE FLESH"

Capitol Record No. 2771



**The Billboard Music Popularity Charts
POPULAR RECORDS**

**• Review Spotlight on . . .
RECORDS**

AMES BROTHERS

Leave It to Your Heart (Paxton, ASCAP—RCA Victor 20-5764)—The Ames Brothers do a wonderful job here with a very pretty ballad. The boys are hot right now and this release should keep them that way. Flip is "Let's Walk and Talk" (Regent, BMI).

TERESA BREWER

Skinnie Minnie (Wemar, BMI)—Coral 61197—Still on the "Ricochet" kick, the diminutive thrush comes thru with another sparkling reading of a bright, happy novelty. Little question that her fans will want this one, too. Flip is "I Had Someone Else Before I Had You" (Feist, ASCAP).

GEORGIA SHAW

Somebody Else's Love Song (Rush, BMI)—Decca 29160—The warbler is in fine fettle on this new "Tennessee Waltz"-type story ballad. The arrangement is first-rate and the chanter could have a big one. Flip is "Wonderful" (Pickwick, ASCAP).

STAN FREEBERG

Point of Order—Capitol 2838—Stan Freberg kids the pants off the current Senatorial investigation of the Army-McCarthy charges on this bright new comedy disk. It could move out fast and then fade just as quickly. Mainly for dealers. Flip is "Person to Pearson."

• Reviews of New Pop Records

PERRY COMO

There Never Was a Night So Beautiful 88
V 20-5749—A Billboard "Spotlight" 5-29-'54. (Broadcast, BMI)
Hit and Run Affair 86
A Billboard "Spotlight" 5-29-'54. (Duchess, BMI)

LIBERACE

Oh Promise Me 87
COLUMBIA 48008 — A Billboard "Spotlight" 5-29-'54. (G. Schirmer, ASCAP)
I Love You Truly 85
A Billboard "Spotlight" 5-29-'54. (Boston, ASCAP)

THE FOUR LADS

Gilly Gilly Ossenfaffer Katzenellen Bogen by the Sea 86
COLUMBIA 40236 — A Billboard "Spotlight" 5-29-'54. (Beaver, ASCAP)
I Hear It Everywhere 85
A Billboard "Spotlight" 5-29-'54. (Beaver, ASCAP)

FRANKIE LAINE

Some Day 86
COLUMBIA 40235 — A Billboard "Spotlight" 5-29-'54. (Famous, ASCAP)
There Must Be a Reason 78
A philosophical effort, and a pretty one, receives a smooth, intimate rendition from Laine over quiet backing by the Paul Weston crew. Pretty, but not as strong as the flip. (April, ASCAP)

DEAN MARTIN

Sway 85
CAPITOL 2818—A Billboard "Spotlight" 5-29-'54. (Peer, BMI)
Money Burns a Hole in My Pocket 78
A catchy tune, penned in the style of the style of the Depression, from the new Martin and Lewis movie "Living It Up." Heavy pic promotion should pay off in jock spins, but the flip is stronger side. (Chappell, ASCAP)

JONI JAMES

Every Day 82
M-G-M 11753—What better theme for the springtime than a young girl's dream of romance? And here the intimate thoughts are sweetly projected by the songstress. Side should win spins, and should please the thrush's big audience.
In a Garden of Roses 80
Weeper about a lover who married another is sung with appropriate tenderness by Joni James. Tho not one of the thrush's best efforts, it will still undoubtedly pull some action.

JOE FOLEY

My Heart Tells Me 79
JUBILEE 5146—Foley exhibits lots of vocal know-how in this ultra-smooth warble of the strong ballad. Thru the hint of Sinatra in his piping there is enough that is distinctively his own to focus attention on this new boy. The label may have a potent new talent with the warbler. He's worth watching. (Bregman, Vocco & Conn, ASCAP)
All or Nothing at All 74
The oldie serves as a good companion showcase for Joe Foley. If he's given proper exposure, he could win many fans. (Leeds, ASCAP)

BURL IVES—GORDON JENKINS ORK

Wait for Me Darling 78
DECCA 29129—This pretty, country-styled material is kicking up a lot of interest currently, and this version ought to compete easily with others. Tailor-made for Ives' style, this attractive arrangement sells it persuasively. (Reis, ASCAP)
Casey Jones 77
The story of the legendary folk figure is presented here in a slicked-up,

modern version by Ives and the Gordon Jenkins chorus and ork. Ives' folksy, tongue-in-cheek style, plus the colorful, solidly rhythmic backing by Jenkins, adds up to a good novelty. (Shapiro-Bernstein, ASCAP)

THE JOHNSTON BROTHERS

The Bandit 77
LONDON 1470 — Tune grabbing attention in England receives a good performance by the Johnston Brothers. Tune is a Western-styled ditty, and it could pull much air-play.
The Secret of Our Love 75
The boys who grabbed attention with "Crystal Ball" could get spins on this side, too. Listenable wax.

LEROY HOLMES ORK

The High and the Mighty 78
M-G-M 11761—Theme from the upcoming movie is handed a lush arrangement by the Holmes ork. Fred Lowery whistles the melody for a few haunting refrains, too, in a slicing that's likely to attract many deejay spins and plenty of sales if the picture clicks.
Lisa 73
Another movie tune, this from Paramount's "Rear Window," is played tastefully by the ork.

JOSE FERRER-ROSEMARY CLOONEY

Ay Ay (Who's the Guy?) 77
COLUMBIA 40233 — A Latin-American-styled novelty is sung neatly here by Rosemary Clooney and Jose Ferrer, over a listenable ork backing. With the success of their last slicing, this one could also get attention. (Tannen, BMI)
A Bunch of Bananas 75
A calypso take off on Hemmingway's famous crash diet "a bunch of bananas and a bottle of gin," complete with nose-dive opener. The duo sings it well, but the idea doesn't quite come off. Disk should get good play from jukes and jocks who dig the Hemmingway story. (Witmark, ASCAP)

JANETTE DAVIS-ARTHUR GODFREY

Exactly Like You 76
COLUMBIA 40246—Janette Davis and Arthur Godfrey team up for a listenable performance of the oldie, doing the second chorus in patter style. Cute and headed for spins, even tho it could have used more sparkle. (Shapiro-Bernstein, ASCAP)
Love Him so Much
I Could Scream 73
The novelty ballad receives a good vocal from the thrush as she tells how much she loves her man. Backing is bright, and a lot of jocks will spin this side, too. (E. B. Marks, BMI)

LES BROWN ORK

Sentimental Train 75
CORAL 61188—Jo Ann Greer tells of returning home on the sentimental train, while the band backs her in sweet fashion. It's not another "Sentimental Journey," but it has an appeal that should help it get many spins. (Brandam, ASCAP)
The Gal From Joe's 73
The "band of renown" has a good hunk of material here, and they play it in the precise swing style expected of them. The tune is a Duke Ellington oldie, which of course means it is both melodic and listenable. For the ork's fans (American Academy, ASCAP)

DICKIE VALENTINE

My Arms, My Heart, My Love 75
LONDON 1437—Valentine sings this march-styled love ditty brightly. Arrangement is unusual, and jocks may spin it.

(Continued on page 43)

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- 49, Poor

Their **VERY** first
 release on **DOT**
 ... and a **VERY**
 Big Hit

The
**FONTANE
 SISTERS**

**IF I
 DIDN'T
 HAVE YOU** *and* **HAPPY
 DAYS**
 and
**LONELY
 NIGHTS**

DOT 15171



PERK UP YOUR SALES WITH DOT'S "HOT" PARADE

JIMMY SACCA

MANSION ON THE HILL
 ALONE WITH MY HEART
 Dot 15163

FRANCIS CRAIG

NEAR YOU
 BEG YOUR PARDON
 Dot 15159

THE HILLTOPPERS

WRAPPED UP IN A DREAM
 POOR BUTTERFLY
 Dot 15156

RUSTY BRYANT

ALL NIGHT LONG
 CASTLE ROCK
 Dot 15134

RUSTY BRANT

PINK CHAMPAGNE
 SLOW DRAG
 Dot 15164

A BRAND NEW HIT BY

Johnny Maddox

and the Rhythmasters
PEG O' MY HEART
TEDDY BEAR

Dot 15169

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
 THE NATION'S BEST SELLING RECORDS

VOX JOX

By CHARLOTTE SUMMERS

The requests for "Operation Pushpop" kits are coming in hot and heavy, and we want you deejays to know that we are filling them as quickly as they come in. For you fellows who might have missed it, just write The Billboard for the programing kit

which is sent without charge, so that you, too, can get on the bandwagon for "Operation Pushpop."
Jox Trix
Big Bud. WGRD, Grand Rapids, Mich., turned his morning show over to a group of boys who were enlisting in the Armed Forces.

Bud gave them the chance to pick all their favorite records, introduce and play them for their friends. . . . **Norman Plotnick**, WWDC, Washington, runs a segment on his morning show called "Old Timer's Corner." Listeners are asked to send in memory tune requests, and Plotnick reports an excellent response. . . . **Donn Tibbetts**, WKBR, Manchester, N. H., is doing "Eddie Fisher Coke Shows" from the neighborhood supermarkets, with trips to New York offered as prizes.

John Parker, WCOG, Greensboro, N. C., is preparing a backyard barbecue for his Teen-Age Panel, which is retiring after a year and a half of participation on the show. . . . **WWCA**, Gary, Ind., is going to originate the "Beach Ballroom" with **Sid Knight** thruout the summer from the Wells Street Beach on the southernmost tip of Lake Michigan. . . . **Dirk Fredericks**, WABC, New York, is programing his "Melody Fair" show with music which at one time occupied the



Amalia Rodrigues



in SONGS of
FADO AND FLAMENCO
FROM PORTUGAL AND SPAIN

JUST RELEASED

Angel Records

("blue Angel" popular series)

- "Amalia Rodrigues is the foremost entertainer of Portugal, the country's greatest singer of the fado or national song." *Newsweek*
- "She sings about love, jealousy, the sadness of parting — and fate in general. And without understanding more than a word or two, the crowd sits entranced." *Time*
- "It took 7 songs in a 20-minute stint to introduce Portugal's 'foremost singing star' to a movieland star-studded, first-night crowd at the Macambo. But her opening, a gypsy song titled *Tani* was sufficient to establish Amalia Rodrigues in the firmament of elite vocalists." *Billboard*

Amalia Rodrigues in Fado and Flamenco
Angel "blue" label 64002 . . . \$3.95
Side 1: FADO (sung in Portuguese) — *Uma Casa Portuguesa*, Lisbon
Não Sejas Francesa, *Fado de Saudade*, Coimbra (original of the hit song, *April in Portugal*)
Side 2: FLAMENCO (Spanish gypsy songs) — *Lé Ré Lé*, *No Me Tires Indiré*, *Doce Cascaheles*, *Tani*

ATTENTION: DISC JOCKEYS
Send in this coupon for your free copy
AMALIA RODRIGUES
SONGS of FADO and FLAMENCO
(available only on 33 rpm microgroove)

Name
Station Program
City State

ANGEL RECORDS, Attn: Mr. Gould Cassal
38 West 48th St., New York 36, N.Y.

SWEEPING THE COUNTRY

"WHEN LIBERACE WINKS AT ME"



As Sung By

LIBBY MORRIS

b/w

"LET ME BE YOUR DARLIN'"

Coming Up:

"The Bells On Sunday Morning"

Denny Vaughan

"He Gotta Go"

Bruce Webb

ALVINA RECORDS

Suite 1-D, 825 West End Ave., N. Y. C.
4 Collier Street, Toronto, Canada

YESTERYEAR'S TOPS—

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

JUNE 3, 1944:

1. I Love You
2. I'll Get By
3. I'll Be Seeing You
4. Long Ago (And Far Away)
5. San Fernando Valley
6. Holiday for Strings
7. It's Love, Love, Love
8. Amor
9. Don't Sweetheart Me
10. Milkman, Keep Those Bottles Quiet

JUNE 4, 1949:

1. Riders in the Sky
2. Forever and Ever
3. Again
4. Cruising Down the River
5. "A"—You're Adorable
6. Some Enchanted Evening
7. Careless Hands
8. I Don't See Me in Your Eyes Anymore
9. Bali Ha'i
10. A Wonderful Guy

top spot and has not been heard from for a great length o. time. The theme of the show is that of a musical fair at which may be found an unlimited variety of types of music performed by solo artists, vocal groups and orchestras.

Don Bell, KRNT, Des Moines, is wringing wet as a result of his efforts on behalf of "National Take a Bath Week." Members addicted to taking showers are regarded as being in good standing and those who prefer tubs are designated as members in good sitting. Bell was at one time father of the "National C.me In Out of the Rain Week." . . . **Elby Stevens**, WTVN, St. Johnsbury, Vt., recently started doing record hops for the St. Johnsbury Kiwanis-sponsored "Teen-Age Dance." The dances are bi-monthly and feature The Billboard's "Honor Roll of Hits" from 8 to 11 p.m.

Surface Noises

Bob Adams, KFH, Wichita, Kan., writes, "Orchids to **Stan Freeman's** candid discussion of what an irresponsible and poorly informed deejay could do in the way of a disservice to good improvised music. Whether you call it jazz or whatever, it's basically our only contribution as a nation to world's culture. Now if we could only have Freeman talk to the station managers and program directors." . . . **Jack Wandell**, KFRO, Longview, Tex., has something to say about **Stan Freeman's** remarks, too. "Swell to read Freeman's remarks in last week's Vox Jox. His points are well taken, shared by myself and several other East Texas jockeys."

Bill Burford, WHHH, Warren, O., is worried about the sudden avalanche of records. He says, "Some fine new talent and songs are being pushed into the background without being given a real chance because records are coming out too fast. If a new record doesn't hit immediately, it's lost in the shuffle. Mass production worked for **Henry Ford**—but Fords are all alike—records are not."

Ray Golden, KSTN, Stockton, Calif., speaks out about Vox Jox. "In the past six years I have probably had my name in your Vox Jox as much as any deejay. However, I still feel that your column does nothing except to allow a deejay to get his name in
(Continued on page 45)

OK, OPERATION PUSHPOP
HERE'S YOUR NEW POP TO PUSH
DJ's--Ops--Dealers Doing
Great With This Disc

It's lovely

CHRIS CONNERS'

(former Stan Kenton thrush)

record of

ASK ME—

A natural for the jocks and jukes—DJ's and ops are having a ball with this disc—great over-the-counter sales for record shops.

ASK ME

b/w

CHIQUITA FROM CHI-WAH-WATT

accompanied by Jim Bright Orch.

Arranged by Sy Oliver.



For Available Territories

MURRAY SINGER
Nat'l Sales Mgr.

Record Promotion

ELAINE BERGMAN
1650 Broadway

BETHLEHEM RECORDS

1650 Broadway—Suite 1205—
New York 19, N. Y.
JU 6-2062

Dealers! Operators!

STOP

Running Around in Circles!

GET ALL THE SMASH HITS NOW!

Records **5**¢
Over Regular Wholesale
Albums 10% Over

WE SHIP ALL LABELS WITHIN 24 HOURS

Save freight charges . . . save time and aggravation by ordering all your records from us.
No substitutions . . . no back orders . . . no delays! Once you've tried our service, you'll never use any other!

ALL SPEEDS! ALL LABELS!

UPTOWN ONE STOP RECORD SERVICE
4956 Delmar, St. Louis 8, Mo. • Phone Forest 2602



MUSIC ON TAPE
CAN MEAN
NEW PROFITS
FOR YOU.
GET THE FACTS
ON PAGE 85!

"Heinie" Roberts

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

**RX DOCTOR LEO PRESCRIBES
MGM RECORDS for EXTRA SUMMER SALES!**



**BILLY ECKSTINE
NO ONE BUT YOU**

(From the MGM Picture "Flame and the Flesh")

SEABREEZE

MGM 11712 78 rpm
K 11712 45 rpm

**MARTI STEVENS
THREE COINS IN THE FOUNTAIN**

(From the 20th Century Fox Film "Three Coins in the Fountain")

MGM 11724 78 rpm • K 11724 45 rpm

**WHY
DIDN'T
YOU TELL
ME**



GEORGE STOLL and the **MGM Studio Orchestra**
PEDDLER MAN | EXCERPTS FROM **"FLAME AND THE FLESH"**

(Both from the MGM Picture "Flame and the Flesh")

MGM 30851 78 rpm • K 30851 45 rpm



**TOMMY EDWARDS
THE JOKER**

(In the Card Game of Life)

WITHIN MY HEART

MGM 11718 78 rpm
K 11718 45 rpm

**FRANK PETTY TRIO
HEARTS WIN, YOU LOSE** | **PINO PANTALINO**

MGM 11711 78 rpm • K 11711 45 rpm



Sound Track Album:

CARLOS THOMPSON

FLAME AND THE FLESH

No One But You
Languido
Peddler Man (Ten I Loved)
By Candlelight



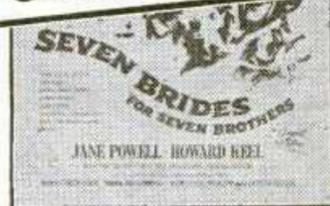
X 1080 extended play
45 rpm

8 GREAT NEW SONGS IN A BRAND-NEW SOUND TRACK ALBUM

COMING SOON!

SEVEN BRIDES FOR SEVEN BROTHERS

(From the MGM Picture "Seven Brides for Seven Brothers")



M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 36, N. Y.

not one, but
6 TREMENDOUS NEW HITS on
COLUMBIA RECORDS



**MARTY
ROBBINS**

**YOUR HEART'S TURN
TO BREAK
PRETTY WORDS**

21246 • 4-21246

**GEORGE
MORGAN**

**I THINK I'M GOING
TO CRY
IT'S BEEN NICE**

21237 • 4-21237



**LEFTY
FRIZZELL**

**A KING WITHOUT
A QUEEN
YOU CAN ALWAYS
COUNT ON ME**

21241 • 4-21241

**CARL
SMITH**

**BACK UP, BUDDY
IF YOU TRIED AS
HARD TO LOVE ME**

21226 • 4-21226



**'LITTLE'
JIMMY
DICKENS**

**OUT BEHIND THE BARN
CLOSING TIME**

21247 • 4-21247

**BILLY
WALKER**

**THANK YOU FOR
CALLING
PRETEND YOU JUST
DON'T KNOW ME**

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COLUMBIA
country and western
RECORDS

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The Billboard Music Popularity Charts

**COUNTRY &
WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending May 26

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	18
You Just Can't Be True—Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—	2	22
E. Arnold..... I'll Never Get Over You—V 20-5525—BMI		
3. I DON'T HURT ANYMORE—H. Snow..	6	2
My Arabian Baby—V 20-5698—BMI		
4. ONE BY ONE—K. Wells & R. Foley...	8	3
I'm a Stranger in My Home—Dec 29065—BMI		
5. I'LL BE THERE—R. Price.....	3	14
Release Me—Col 21214—BMI		
6. YOU BETTER NOT DO THAT—	4	15
T. Collins..... High on a Hilltop—Cap 2701—BMI		
7. BACK UP BUDDY—C. Smith.....	5	6
If You Tried As Hard to Love Me— Col 21226—BMI		
8. ROSE MARIE—S. Whitman.....	7	6
We Stood at the Altar—Imperial 8236—ASCAP		
9. RELEASE ME—R. Price.....	10	8
I'll Be There—Col 21214—BMI		
9. EVEN THO—W. Pierce.....	—	1
Sparkling Brown Eyes—Dec 29107—BMI		

• **Most Played in Juke Boxes**

For survey week ending May 26

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	15
Dec 28991—BMI		
2. I REALLY DON'T WANT TO KNOW—	2	21
E. Arnold..... V 20-5525—BMI		
3. YOU BETTER NOT DO THAT—	3	14
T. Collins..... Cap 2701—BMI		
4. BACK UP BUDDY—C. Smith.....	5	4
Col 21226—BMI		
5. ROSE MARIE—S. Whitman.....	4	4
Imperial 8236—ASCAP		
6. RELEASE ME—R. Price.....	—	6
Col 21214—BMI		
7. I'LL BE THERE—R. Price.....	5	8
Col 21214—BMI		
8. JILTED—R. Foley.....	7	3
Dec 29100—BMI		
9. AS FAR AS I'M CONCERNED—	9	7
R. Foley..... Dec 29000—BMI		
10. I LOVE YOU—G. Wright-J. Reeves....	—	6
Fabor 101—BMI		
10. I DON'T HURT ANYMORE—H. Snow..	—	1
V 20-5698—BMI		

• **Most Played by Jockeys**

For survey week ending May 26

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

This Week	Last Week	Weeks on Chart
1. SLOWLY—W. Pierce.....	1	17
Dec 28991—BMI		
2. OH, BABY MINE—Johnnie & Jack....	2	9
V 20-5681—ASCAP		
3. I'LL BE THERE—R. Price.....	3	13
Col 21214—BMI		
4. I REALLY DON'T WANT TO KNOW—	4	20
E. Arnold..... V 20-5525—BMI		
5. BACK UP BUDDY—C. Smith.....	6	4
Col 21226—BMI		
6. YOU BETTER NOT DO THAT—	5	16
T. Collins..... Cap 2701—BMI		
7. ROSE MARIE—S. Whitman.....	7	2
Imperial 8236—ASCAP		
8. MY EVERYTHING—E. Arnold.....	8	6
V 20-5634—BMI		
9. I LOVE YOU—G. Wright-J. Reeves....	9	22
Fabor 101—BMI		
10. GOOD DEAL LUCILLE—A. Terry....	—	5
Hickory 1003—BMI		
10. EVEN THO—W. Pierce.....	—	1
Dec 29107—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

I LOVE YOU SO MUCH I LET YOU GO (Driftwood, BMI)—Ray Price—Columbia 21249

The speed with which Price's latest release is taking off around the country indicates that dealers look on him as a "chart regular." Strong sales reports were received this past week from Richmond, Nashville, Durham, Dallas, St. Louis, Chicago, Pittsburgh and Cleveland. Flip is "Much Too Young to Die" (Gabbard, BMI), on which there was reported to be some action also. A previous Billboard "Spotlight" pick.

LOOKING BACK TO SEE (Dandelion, BMI)—Goldie Hill & Justin Tubb—Decca 29145

This attractive material is reported to be selling strongly now in the following territories: Richmond, Atlanta, Nashville, Durham, Los Angeles, St. Louis and Eastern Pennsylvania. The version by Jim Edward and Maxine Brown, who originally waxed the tune for the Fabor label, is still selling nicely in certain areas. Flip of the Hill-Tubb disk is "I Miss You So" (Lois, BMI).

• Reviews of New Pop Records

Continued from page 38

I Know You're Mine...74
Dickie Valentine shows a lot of promise on this lovely ballad. His phrasing is artful, and his tone, sincere.

DICK STABILE ORK
The Man I Love...75
CAPITOL 2819—The Gershwin classic is swung brightly, slow and brisk in turn, serving primarily as a vehicle for some virtuoso tenor sax work by Stabile. This will bring pleasure to many. (New World, ASCAP)

Blue Nocturne...71
Lazy-beat Stabile original will provide enjoyable and relaxed listening for many. Deejays will probably program it with gratifying frequency. (Robbins, ASCAP)

SCAT MAN CROTHERS
On the Sunny Side of the Street...74
DECCA 29097—This hoarse warble of the optimistic evergreen is mighty listenable. Crothers plays around with the tune in his own infectious style, and the side ought to pull lots of spins over the air and on the coin boxes. (Shapiro-Bernstein, ASCAP)

A Smile Will Go
A Long, Long Way...72
Another attractive bit of chanting with bright Dixieland backing by Matty Matlock and his ork. (Mills, ASCAP)

DON CHERRY-THE COMMANDERS
Anywhere, Anytime, Anywhere...73
DECCA 29142—Happy new song receives a listenable performance by the chanter, while the Commanders come thru with a snappy arrangement. Jocks can use this one. (Skidmore, ASCAP)

Lulu's Back in Town...71
Pleasant reading of the oldie by Cherry over swiny backing by the Commanders ork. (Witmark, ASCAP)

JOAN REGAN
Someone Else's Roses...73
LONDON 1401—Joan Regan warbles the Western ditty in pop style here. The backing is very lush.
The Love I Have for You...70
The canary sings a routine ballad with feeling. She has a rich quality and the admirable diction so characteristic of British singers.

BOB STEWART
First Romance...73
M-G-M 11759 — Stewart looks back nostalgically to his first romance on this sentimental new ditty. He sings it calmly but pleasantly, and the side could get many jock spins.
Moments Like This...68
The oldie receives a quiet warble from the chanter over a pretty backing.

ROGER WILLIAMS
The Boy Next Door...72
KAPP 70-101—Here's a lovely performance of the fine evergreen by pianist Roger Williams. His style is that of a class night club performer, and there is little doubt that many jocks, especially those with late shows, will latch on to this beautiful slicing. (Fest, ASCAP)

You'll Never Walk Alone...72
Same comment. (Williamson, ASCAP)

GEORGE SHEARING QUINTET
Mambo Inn...72
M-G-M 11754 — The rhythm is the thing here, and it's beat out infectiously. Good for listening or dancing.
I've Never Been in Love Before...71
Tune from "Guys and Dolls" is awarded a graceful performance by Shearing and his group. Arrangement shows imagination, and the platter is likely to attract attention from discriminating music lovers.

DINAH SHORE
Three Coins in the Fountain...72
V 20-5755—Still another version of the movie theme sung pleasantly by the thrush. Should get some spins, but it's a late entry, and the arrangement isn't outstanding enough to stir up much excitement. (Robbins, ASCAP)

Pakistan...71
"I'm gonna pack me off to Pakistan" warbles Miss Shore in traditional Shore style. A bouncy ditty with a beat. (Burke & Van Heusen, ASCAP)

THE CORONET ORK
Venus and Back...71
M-G-M 30852 — This programmatic music concerning an exciting round trip to Venus is performed with exactness by the Coronet ork. The slicings were made in England, and the ork has that fine English sound. Could get spins.
Adrift...70
A lush instrumental is played with grace by the Coronet ork, flaunting its many, many strings. The tune is rather involved, but the performance may make up for it with the jocks.

POP GALLEY NO. 2.....
MARY KAYE
Almost.....71
V 20-5751—A competent reading of the delightful Ogdan Nash-Fred Spielman ditty by a talented new singer on the label. Miss Kaye builds a winningly sad, nostalgic mood. (Witmark, ASCAP)

Don't Laugh at Me...70
The songstress cries her heart out over an unsuccessful love affair. She projects a lot of emotion here and is backed by the lush strings of the Hugo Winterhalter ork. (Leeds, ASCAP)

• Review Spotlight on... RECORDS

HANK THOMPSON
We've Gone Too Far (Texama, ASCAP)
Honky Tonk Girl (Brazos, BMI)—Capitol 2823—Two fine tunes are warbled persuasively on this new release by the full-voiced singer. "Too Far" is a lovely weeper sold solidly by Thompson, and "Honky Tonk Girl" is a bright new novelty. Both are loot grabbers.

KITTY WELLS
He's Married to Me (Tree, BMI)
You're Not Easy to Forget (Vern, BMI)—Decca 29134—Kitty Wells is still one of the hottest thrushes in the field, and she is bound to remain so via this new slicing. The top side is a clever weeper, sung with feeling by the canary, and on "Forget" she again comes thru with a potent reading. Two good sides.

SACRED

EDDY ARNOLD
The Touch of God's Hand (American, BMI)
The Chapel on the Hill (Acuff-Rose, BMI)—RCA Victor 20-5753—The fine sacred song receives a warm reading from Arnold here, and the flip, a new religious effort is also sung with sincerity. His sacred and c.&w. fans will want this new record.

• Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

New members joining the Martha Carson unit were **Lightening Chance**, one of the "Grand Ole Opry's" top bass players, and **Becky Bonham**, Kansas City, Mo. . . . Rex Allen returned to Hollywood from the Houston Fat Stock Show, where he was named the "world's best dressed cowboy." . . . The tailor, why Nudie, of course. . . . The Al Cody show being set for dates by the Fisher Entertainment Agency. . . . Smith Brothers continue barnstorming thru Alabama, Georgia, Mississippi and South Carolina. . . . Webb Pierce and Kenny Lee, along with a ball game involving the Atlanta Crackers vs. Memphis, jammed Ponce De Leon Park with 8,000 paid admissions last week. Bill Lowery promoted the c.&w. portion of the show. . . . Ann Kroger, of the Hotel Gibson, Cincinnati, handling reservations for the second annual Fan Club Convention there in November. . . . Betsy Gay ties the knot this week to Thomas E. Cashen, Hollywood. Betsy will continue on her "Town Hall Party" show in Los Angeles following a brief honeymoon. . . . The York Brothers with Clyde Chesser, the Texas Village Boys, and the Gay Brothers, of KCEN-TV, Temple, Tex., guested at Murl Alexander's Hillbilly Picnic Park near Waco, Tex., last week. Sonny James, Neal Jones, Buddy Brady and Slim and Molly Ann Harbard, from the "WFAA Shindig," Dallas, set for this week's show.

Tex. . . . Bill Cason, WWL, New Orleans, recorded his first sides for Coral Records last week. . . . Marty Roberts, WCKY, Cincinnati, also sliced four new ones for the same label. . . . Carl Stuart starts as headliner at the Lone Star Ranch, Nashua, N. H., in addition to his 30 hours of country music spinning via WCOP, Boston. . . . Conrad Brabson airing a new show via WTJH, East Point, Ga. . . . Tex Robarge and gang finished at the "Warren County Jamboree," Warren, Pa., as guests of Joe Vario last week. . . . Youngster Mary Sue Ciere, KWSH, Seminole, Okla., celebrates her new accordion with a break-in date at Westville, Okla., June 17.

Lon Backman, WVOT, Wilson, N. C., receiving excellent audience response to his early-morning "Wake Up in Dixie" show. . . . Casey Strong, formerly at KOSY, Texarkana, Tex., is now at KALT, Atlanta, Tex. . . . George Lester moves to KDRC, Mansfield, La., from KAPK, Minden, La. . . . Foreman Dave Davis pulling more than 3,000 letters weekly via his "Tales of the West" show on WNEM-TV, Bay City, Mich. . . . Jimmy Key appeared on the "All-Star Country Road Show" in Fort Worth last week, along with Chuck Wills, Ginny Wright, Tom Beardon, Darrell Glenn, Bill Mack and Martha Lynn. . . . Cowboy Hock Harper, who has a kiddie show on KPTV, Portland, Ore., cut his first sides for Northwest-ern Records. . . . Bob Hackleman now airing a two-hour c.&w. show via WROS, Scottsboro, Ala. . . . Dave Chase replaces Jolly Cholly on the "Red River Roundup" at KWKH, Shreveport, La. . . . Dave Hendricks, WBUX, Doylestown, Pa., has his second sacred release out on Evergreen Records. . . . Bob Neal, WMPB, Memphis, had Hank Thompson, Jim Reeves and Maxine Brown in for two shows Sunday (30). . . . Fred Chapman, Capitol Records, opens at Rocky Glenn Park on Memorial Day with his W-Bar-E Ranch Boys.

Uncle Buck, KSGM, St. Genevieve, Mo., visiting with Onie Wheeling in Sikeston, Mo., recently. . . . Tommy Trent, KTHS, Little Rock, cards us of the great time he had during the appearance of the "RCA Victor Country Caravan" there. . . . Bill Price, WCOJ, Coatsville, Pa., was guest emcee at the Maddox Bros. and Rose show at Sunset Park, West Grove, Pa., recently. . . . Henry Tuck, KRIC, Redsville, N. C., applauds the wonderful show that the Carlises put on recently at Danville, Va. . . . Butch Casperson, KFLO, Sioux Falls, S. D., looking forward to a visit with Hank Snow there in the near future. . . . Joe Morris, WKDK, Newberry, S. C., guested with Johnnie and Jack. Kitty Wells and George Morgan during their appearance in Augusta, Ga., recently. . . . David Rogers, the Beam Brothers, Lew Banks and the Dixie Wranglers from WHIE, Griffin, Ga., headlined the Griffin Music Merchants' Association show early last month. . . . Jay Bennett, KGAR, Garden City, Kan., reports the Cowboy Copas show, featuring Randy Hughes, Dale Potter and Cathy Copas, played to top audiences at the State Theater in Garden City last week. . . . Goldie and Tommie Hill appeared with Jimmy Heap on the latter's KTAE, Taylor, Tex., d.j. show last week during their trek thru Central Texas. . . .

• C & W Territorial Best Sellers

For survey week ending May 26

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

Cincinnati

1. I Really Don't Want to Know E. Arnold, V.
2. I'll Be There, R. Price, Col.
3. Slowly, W. Pierce, Dec.
4. Rose Marie, S. Whitman, Imp.
5. You Better Not Do That T. Collins, Cap.
6. One By One, K. Wells-R. Foley, Dec.
7. Breakin' the Rules, H. Thompson, Cap.
8. Release Me, R. Price, Col.

Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Bimbo, J. Reeves, Abb.
4. Even Tho, W. Pierce, Dec.
5. Cry, Cry Darling, J. Newman, Dot
6. Release Me, J. Heap, Cap.
7. I'll Be There, R. Price, Col.

Houston

1. Even Tho, W. Pierce, Dec.
2. One By One, K. Wells-R. Foley, Dec.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. Wrong About You S. Burns-G. Jones, Sdy.
5. Cry, Cry Darling, J. Newman, Dot
6. Rose Marie, S. Whitman, Imp.
7. I Don't Hurt Anymore, H. Snow, V.

Memphis

1. One By One, K. Wells-R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Lookin' Back to See Maxine & J. E. Brown, Fab.
4. Even Tho, W. Pierce, Dec.
5. I'll Be There, R. Price, Col.
6. Slowly, W. Pierce, Dec.
7. Breakin' the Rules, H. Thompson, Cap.
8. Then I'll Stop Loving You J. Reeves, Abb.

Nashville

1. Oh, Baby Mine, Johnnie & Jack, V.
2. I'll Be There, R. Price, Col.
3. I Really Don't Want to Know E. Arnold, V.
4. Slowly, W. Pierce, Dec.
5. Back Up Buddy, Carl Smith, Col.
6. One By One, K. Wells-R. Foley, Dec.
7. I Don't Hurt Anymore, H. Snow, V.
8. Release Me, R. Price, Col.
9. You're Right, F. Young, Cap.

New Orleans

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells-R. Foley, Dec.
3. King Without a Queen, L. Frizzell, Col.
4. Even Tho, W. Pierce, Dec.
5. Cry, Cry Darling, J. Newman, Dot
6. Back Up Buddy, Carl Smith, Col.
7. Slowly, W. Pierce, Dec.

• Reviews of New C & W Records

GOLDIE HILL
Cry, Cry Darling...89
DECCA 29161—Tune now moving up via Jimmy Newman's new record receives a meaningful performance here from through Goldie Hill. She has a large enough audience to grab off a share of the loot on this one. (Acuff-Rose, BMI)

Call Off the Wedding...74
The canary claims that she should be the one to marry the bridegroom and thus the wedding should be stopped. She sings the weeper with proper feeling, and jocks will probably hand this many spins. (Shapiro-Bernstein, ASCAP)

AL BRITT
Blue Water...76
M-G-M 11756—A plaintive lament to a lost love with effective guitar backing.
Sweet Little Cutie...74
Bright and bouncy effort with a good beat and personable vocal by Britt. Side should pull spins.

DUB DICKERSON
Count Me In...76
CAPITOL 2821—One of the most potent disks Dickerson has come up with in quite a while. He does a fine job as he offers his love to his girl. The lyrics are original and read with charm by the singer. Could get loot. (Acuff-Rose, BMI)

TABBY WEST
Forbidden Fruit...74
CORAL 64174—Thrush Tabby West tells of the perils of forbidden fruit on this melodious new weeper. She sings it with feeling, and if exposed it could get some attention. (Wemar, BMI)

MOON MULLICAN
Where Beautiful Flowers Grow...74
KING 1355—A lovely sacred item receives a meaningful reading from Mullican. Should do well in the c.&w. and sacred fields. (Mar-Kay, BMI)

THE SLEWFOOT FIVE
Isle of Capri...73
DECCA 29146—With the current revival of the tune in the pop field, this new cutting of it by the Slewfoot Five should catch some coins in both country and pop boxes. (Harms, ASCAP)

Twelfth Street Rag...73
Another fine item for the boxes. (Shapiro-Bernstein, ASCAP)

ROY ACUFF
Sunshine Special...73
CAPITOL 2820—A fast paced novelty which should get spins. Acuff handles the tune neatly. (Acuff-Rose, BMI)

BILL MONROE
Get Up, John...73
DECCA 29141 — This instrumental hoe-down side should have much appeal in the Piedmont area for both listening and dancing. The instrumental work is mighty bright. (Monroe, BMI)

LUKE McDANIEL
Honey, Won't You Please Come Home?...68
KING 1356—McDaniel has an appealing weeper here, as he pleads sorrowfully for his runaway wife to return. He handles the material with emotion and smooth style. (Lois, BMI)

JIMMY TYLER
I Wish You Wuz My Darlin'...65
NUCRAFT 108—Tyler has some good material in this funny bit about female deception, and if he had put a little more spirit or style into it, this could have been a strong disk. On the basis of material alone, it could attract deejay spins.

THE 102 RANCH BOYS
I Love You, Mama Mia...65
Smitty and the 102 Ranch Boys have a humorous side here which, in this engagingly bouncy arrangement, could sell as a good commercial novelty, if it gets enough exposure.

LITTLE RITA FAYE
Don't You Play With Billy...65
M-G-M 11757—The moppet sings this slight item pleasantly.
Momnie's Little Helper...64
A bouncy ditty with cute lyrics is handled in okay style by Little Miss Faye.

HARMONICA KID
I Don't Do Nothing...59
NUCRAFT 130 — Poor production masks whatever humor there might be in this Italianate novelty.
Little Dutch Girl...45
Ditty is presented adequately on a side of no great promise.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending May 26

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

This Week	Last Week	Chart	Weeks on	
			Chart	Chart
1.			1	7
1. WORK WITH ME ANNIE—Midnighters..... Sinner's Prayer—Federal 12169—BMI				
2.			3	5
2. SHAKE, RATTLE AND ROLL—J. Turner..... You Know I Love You—Atlantic 1026—BMI				
3.			2	16
3. YOU'LL NEVER WALK ALONE—R. Hamilton.... I'm Gonna Sit Right Down and Cry—Epic 9015—BMI				
4.			4	12
4. LOVEY DOVEY—Clovers..... Little Mama—Atlantic 1022—BMI				
5.			6	6
5. GOODNIGHT, SWEETHEART—Spaniels..... You Don't Move Me—Vee Jay 107				
6.			5	11
6. LITTLE MAMA—Clovers..... Lovey Dovey—Atlantic 1022—BMI				
7.			9	16
7. I DIDN'T WANT TO DO IT—Spiders..... You're the One—Imperial 5265—BMI				
8.			—	1
8. JUST MAKE LOVE TO ME—Muddy Waters..... Oh, Yeh—Chess 1571—BMI				
9.			—	1
9. I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... Sugar Lump—Jub 5132—ASCAP				
10.			7	21
10. THINGS THAT I USED TO DO—Guitar Slim..... Well I Done Got Over—Specialty 482—BMI				

• Most Played in Juke Boxes

For survey week ending May 26

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	
			Chart	Chart
1.			1	14
1. YOU'LL NEVER WALK ALONE—R. Hamilton.... Epic 9015—BMI				
2.			4	3
2. WORK WITH ME ANNIE—Midnighters..... Federal 12169—BMI				
3.			5	4
3. SHAKE, RATTLE AND ROLL—J. Turner..... Atlantic 1026—BMI				
4.			2	11
4. LOVEY DOVEY—Clovers..... Atlantic 1022—BMI				
5.			3	5
5. GEE—Crows..... Rama 5—BMI				
6.			7	8
6. IT SHOULD'VE BEEN ME—R. Charles..... Atlantic 1021—BMI				
7.			6	10
7. SUCH A NIGHT—C. McPhatter..... Atlantic 1019—BMI				
8.			8	13
8. I DIDN'T WANT TO DO IT—Spiders..... Imperial 5265—BMI				
9.			9	13
9. I'M YOUR HOOTCHY KOOTCHY MAN— M. Waters..... Chess 1560—BMI				
10.			—	4
10. LITTLE MAMA—Clovers..... Atlantic 1022—BMI				

• Rhythm & Blue Notes

By BOB ROLONTZ

Jay Michaels, long one of Pittsburgh's top pop jocks over Station WCAE, there, is adding an r.&b. segment to his daily afternoon show. He will play the records with a beat from 4:30 to 5 p.m. daily. By the way, Michaels became the father of a girl Friday (28). . . . Peacock's two leading record sellers, Johnny Ace, of Duke Records, and Willie Mae Thornton, of Peacock, are out together on a one-nighter tour thru the Carolinas.

Atlantic Records, having come up with a real live one in "Sh-Boom" on its new Cat label by The Chords, is re-coupling the platter. The firm will take "Cross Over the Bridge" off the back side and will replace it with "Little Maiden," also originated by the quartet. The new slicing will be available next week.

The Dominoes have finally broken their contract with Associated Booking Corporation. Billy Ward's group has been in a hassle with the agency for a long time. No new agency has yet been set, but one soon will be. . . . Ray Charles intends to start his own combo sometime this summer. Up to now the singer has been working as a single. . . . Chuck Willis will soon start his own combo after working as a single for the past year.

Here's an interesting note: Charles Brown, Amos Milburn and Guitar Slim all bought brand-new fishtail Cadillacs this week. . . . California will play host to many of our top r.&b. singers this summer. The Clovers will be at the 5-4 Ballroom in Los Angeles starting June 24; Fats Domino will do one-nighters in the State starting July 2. . . . Joe Morris and Faye Adams will be there from August 13 to September 13, and Guitar Slim will be there from August 28 to September 18.

Jack Archer, of Shaw Artists, will spend this weekend in Florida looking over new talent and setting a couple of tours.

• Reviews of New R & B Records

CLYDE McPHATTER-THE DRIFTERS
Honey Love88
ATLANTIC 1029—A Billboard "Spotlight" 5-29-'54. (Progressive, BMI)
Warm Your Heart.84
A Billboard "Spotlight" 5-29-'54. (Progressive, BMI)

THE MIDNIGHTERS
Sexy Ways85
FEDERAL 12185—A Billboard "Spotlight" 5-29-'54. (Armo, BMI)
Don't Say Your Last Goodbye.80
A Billboard "Spotlight" 5-29-'54. (Armo, BMI)

DINAH WASHINGTON
Big Long Sliding Thing.85
MERCURY 70392 — Suggestive side side may have some trouble gaining air exposure, but there's little doubt that it will sound often and loud in many juke bistros. The thrush sings it with feeling, and it should be a real coin-grabber. (Hollenden, BMI) (No, No, No)
You Can't Love Two.80
Dinah Washington cautions that proper romance should be reserved for one partner. A clever item sung in her usual knowing manner. Fans of the thrush will welcome this one. (Tamasa, BMI)

THE ORIOLES
Drowning Every Hope I Ever Had84
JUBILEE 5143—A Billboard "Spotlight" 5-29-'54. (Bennell, BMI)
Maybe You'll Be There.81
This familiar ballad gets a fresh appealing reading by the group's lead singer, backed quietly by the Sid Bass ork. This side, tho a little weaker than the flip, will find easy consumer acceptance in both the pop and r.&b. markets. (Triangle, ASCAP)

THE MOONGLOWS
Ooh Rocking Daddy82
CHANGE 1156 — The distinctive sound, the crazy riff and the rocking beat that the group works up here ought to be a formula for success on this side. It's wild and exciting stuff that ops can certainly use. Strong wax. (Joni, BMI)
I Was Wrong.78
In a more subdued vein, the lead singer tells his girl he's sorry and begs forgiveness. A pretty, smoothly harmonized ditty with a solid dance beat. (Joni, BMI)

THE EAGLES
Please, Please80
MERCURY 70391—The group debuts on the label with a potent hunk of material that could go a long way toward establishing them in this field. The tune is fast, can boost a highly original arrangement and set of lyrics. Solid performance is set to an infectious beat. (Brownwood, BMI)
Tryin' to Get to You.77
The lead singer of the group belts out his happiness at the news that his girl still loves him. Slick commercial material that should have no trouble selling in this market. (Motion, BMI)

BERTICE READING
Little Things Mean a Lot78
GROOVE 0022—Solid reading of the big hit in the pop field by the thrush over listenable backing by a chorus and the ork. The gal really belts the pretty tune out, and with enough exposure, the record has a chance for coins. A fine performance by Bertice Reading. (Felst, ASCAP)
I Wash My Hands.76
New ballad in the style of "Shake a Hand" is handed a powerful rendition by the thrush over a solid ork backing. She is joined later by an un-billed chanter. This side, too, could grab coins. Two impressive sides by the thrush. (Berkshire, BMI)

LAVERN BAKER
I Can't Hold Out Any Longer76
ATLANTIC 1030—This bright blues brings out the exciting qualities of this singer's voice. Building quietly, she achieves a wild climax that impresses. Gal could get attention with this one. (Progressive, BMI)
I'm Living My Life for You.75
Miss Baker takes a tune from the pop field and dresses it up in a sexy, sophisticated blues version here. Her personality is effectively projected and underlined by the restrained backing of the ork. (Mills, ASCAP)

ARNETT COBB
No Child No More75
ATLANTIC 1031 — A snappy band vocal on this bright riff, plus the instrumental work of Cobb and the

combo, makes this a good item for the boxes. Good debut wax for Cobb and a side that could get some coins. (Progressive, BMI)
Night.72
Arnett Cobb bows on the label with a swinging riff effort which he sells with a lot of drive over pounding backing by the combo. Should appeal to his fans. (Progressive, BMI)

THE RAY-O-VACS
Darling73
JOSIE 763—Herb Milliner is the vocalist with the Ray-O-Vacs here, and he intones on this new disk some heart-felt sentiments of love to his girl. He sells this pleasant tune with a smooth, relaxed style. Tasty backing by the ork. (Bennell, BMI)
Ridin' High.70
Led by a boldly improvising tenor man, the ork bounces gaily thru this solid instrumental, which makes a very listenable dance item. (Bennell, BMI)

BIG ED McHOUSTON ORK
I'm Tired.73
GROOVE 0020—Here's a rocking effort by the McHouston crew, new on the label. They sell it with a solid beat, while Larry Dale contributes an effective warble. Could get some juke loot. (Emperor, BMI)
Where Is My Honey?69
The Ed McHouston ork bows on the label with an okay rendition of a new rocker with chanter Larry Dale doing a fair job on the vocal. Okay wax. (Emperor, BMI)

SONNY THOMPSON ORK
Single Shot72
KING 4718—A bright, listenable instrumental that generates considerable excitement with its fine dance beat and its swiny riff. (Jay & Cee, BMI)
I'm Beggin' and Pleadin'.67
Paul Tate is the vocalist on this side. He pleads in this routine weeper with his girl to reconsider her decision to leave him. (Jay & Cee, BMI)

DEEP RIVER BOYS
No One Else Will Do.72
JAY-DEE 788—The combo sings warmly and easily as they offer up a tasteful ballad that should be able to garner some pop attention, as well as r.&b., if given enough exposure. (Davis, ASCAP)
Truthfully.70
Same comment. (Davis, ASCAP)

HAL PAIGE
Big Foot May71
ATLANTIC 1032—An okay side by the chanter and the ork. This has a solid rhythm, and it should appeal to dancers. (Progressive, BMI)
Please Say You Do.69
Romantic ballad with a gentle, pulsating beat is a pleasurable listening experience. Will win spins. (Progressive, BMI)

J. B. AND HIS HAWKS
Combination Boogie70
CHANGE 1155—Happy slicing has a joyful theme, and the sounds captured are rough and intriguing. This could do some juke box business. (Joni, BMI)
Now She's Gone.69
Southern style etching has the chanter voicing a sincere lament because his gal has left him. (Joni, BMI)

FRANK MOTLEY ORK
Crying, Crying68
JOSIE 761—Theme of the item is familiar, but it's handled well by chanter and ork, which backs the soloist in buck-dance style. (Claborn-Davis, BMI)
I'm Gonna Miss You.63
Blues is listenable in this smooth reading by chanter Calvin Ruffin and the ork. Okay for late-hour spots. (Claborn-Davis, BMI)

THE MAJORS
Big Eyes64
ORIGINAL 1003—Rapid patter opus is chanted infectiously by the group. A listenable side. (Lowell, BMI)
Go Way.62
Routine rhythm item is delivered in okay fashion. (American Academy, ASCAP)

SAM HENDERSON ORK
Too Bad, Sweet Mama.60
GROOVE 0021—Routine riff item receives a so-so reading from the combo and vocalist Billy Black. (Campbell, BMI)
Go, Mother, Go.60
Same comment. (Campbell, BMI)

• This Week's Best Buys

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

HONEY LOVE (Progressive, BMI)—Clyde McPhatter & The Drifters—Atlantic 1029

In the first week of release, this disk took on big sales proportions in almost all territories where it had been received. Strongest sales reactions were reported in New York, Philadelphia, Washington, Baltimore, Pittsburgh, Nashville, Atlanta, Durham and New Orleans. Flip is "Warm Your Heart" (Progressive, BMI). A previous Billboard "Spotlight" pick.

PLEASE FORGIVE ME (Lion, BMI)—Johnny Ace—Duke 128
Appearing on the Cincinnati territorial chart this week, and reportedly strong in Dallas, Houston, New Orleans, Durham, Nashville, Los Angeles, St. Louis, Detroit, Philadelphia and Pittsburgh, disk is climbing rapidly toward national best-seller lists. Flip is "You've Been Gone So Long" (Lion, BMI). A previous Billboard "Spotlight" pick.

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a time, there
were three

PARKERS—

Poppa Parker,
Mama Parker

and



LITTLE JUNIOR PARKER

One day in a recording session LITTLE JUNIOR recorded on DUKE #127 an OP's and DJ's dream!

"PLEASE BABY BLUES"

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"SITTIN', DRINKIN' AND THINKIN'"

THE SULTANS!!!



THEY'RE NEW

THEY'RE MONEY-MAKERS

THEY'RE ON DUKE #125

THEY'RE BACKED UP BY
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THEY'RE DOING:

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b/w

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THEIR
DUKE DEBUT

DUKE RECORDS

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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

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

Atlanta

1. Shake, Rattle and Roll, J. Turner, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Lovey Dovey, Clovers, Atl.
4. You'll Never Walk Alone R. Hamilton, Epi.
5. Just Make Love to Me, M. Waters, Chs.
6. I Understand Just How You Feel Four Tunes, Jub.
7. Little Mama, Clovers, Atl.
8. I Feel So Bad, C. Willis, Oke.
9. Story of My Life, Guitar Slim, Spe.
10. Oh, Baby, Little Walter, Che.

Charlotte

1. Shake, Rattle and Roll, J. Turner, Atl.
2. Lovey Dovey, Clovers, Atl.
3. Little Mama, Clovers, Atl.
4. You'll Never Walk Alone R. Hamilton, Epi.
5. I Didn't Want to Do It, Spiders, Imp.

Chicago

1. I Understand Just How You Feel Four Tunes, Jub.
2. You'll Never Walk Alone R. Hamilton, Epi.
3. Such a Night, C. McPhatter, Atl.
4. Lovey Dovey, Clovers, Atl.
5. Work With Me Annie, Midnighters, Fed.
6. Things That I Used to Do Guitar Slim, Spe.

Cincinnati

1. Work With Me Annie, Midnighters, Fed.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Lovey Dovey, Clovers, Atl.
4. I've Got a Feeling, Big Maybelle, Okeh.
5. Goodnight, Sweetheart, Goodnight Spaniels, VJ
6. Things That I Used to Do Guitar Slim, Spe.
7. If I Loved You, R. Hamilton, Epi.
8. Please Forgive Me, J. Ace, Duk.
9. You'll Never Walk Alone R. Hamilton, Epi.
10. Little Mama, Clovers, Atl.

Detroit

1. You'll Never Walk Alone R. Hamilton, Epi.
2. Work With Me Annie, Midnighters, Fed.
3. Lovey Dovey, Clovers, Atl.
4. Goodnight, Sweetheart, Goodnight Spaniels, VJ
5. It Should've Been Me, R. Charles, Atl.
6. Such a Night, C. McPhatter, Atl.
7. Sugar Lump, Four Tunes, Jub.

8. You're the One, Spiders, Imp.
9. Work With Me Annie, Midnighters, Fed.
10. Gee, Crows, Rma.

Los Angeles

1. Sh-Boom, Chords, Cat.
2. Lovey Dovey, Clovers, Atl.
3. Goodnight, Sweetheart, Goodnight Spaniels, VJ
4. I Didn't Want to Do It, Spiders, Imp.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. A Thousand Stars, Rivileers, Bln.
7. Things That I Used to Do Guitar Slim, Spe.

New Orleans

1. Shake, Rattle and Roll, J. Turner, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. You'll Never Walk Alone R. Hamilton, Epi.
4. Baby Please, Fats Domino, Imp.
5. Just Make Love to Me, M. Waters, Chs.
6. Oh, Baby, Little Walter, Che.
7. Everything I Do Is Wrong B. B. King, RPM
8. Lovey Dovey, Clovers, Atl.
9. The Rock, S. Lewis, Imp.

New York

1. Goodnight, Sweetheart, Goodnight Spaniels, VJ
2. You'll Never Walk Alone R. Hamilton, Epi.
3. Such a Night, C. McPhatter, Atl.
4. If I Loved You, R. Hamilton, Epi.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Answer Me, My Love Nat (King) Cole, Cap.
7. Story of My Life, Guitar Slim, Spe.
8. Sh-Boom, Chords, Cat.
9. Work With Me Annie, Midnighters, Fed.
10. It Should've Been Me, R. Charles, Atl.

Philadelphia

1. Work With Me Annie, Midnighters, Fed.
2. Goodnight, Sweetheart, Goodnight Spaniels, VJ
3. Lovey Dovey, Clovers, Atl.
4. I Understand Just How You Feel Four Tunes, Jub.
5. You'll Never Walk Alone R. Hamilton, Epi.
6. I Feel So Bad, C. Willis, Oke.
7. If I Loved You, R. Hamilton, Epi.

St. Louis

1. Wish Me Well, Memphis Slim, Uni.
2. No Place to Go, H. Wolf, Chs.
3. Work With Me Annie, Midnighters, Fed.
4. You'll Never Walk Alone, R. Hamilton, Epi.
5. Lovey Dovey, Clovers, Atl.
6. Just Make Love to Me, M. Waters, Chs.
7. Goodnight, Sweetheart, Goodnight Spaniels, VJ
8. Eisenhower Blues, J. B. Lenore, Par.
9. Until Sunrise, D. Washington, Mer.
10. Lucille, C. McPhatter, Atl.

Balti.-Wash.

1. Work With Me Annie, Midnighters, Fed.
2. You'll Never Walk Alone R. Hamilton, Epi.
3. Goodnight, Sweetheart, Goodnight Spaniels, VJ
4. Shake, Rattle and Roll, J. Turner, Atl.
5. I Didn't Want to Do It, Spiders, Imp.
6. Until Sunrise, D. Washington, Mer.
7. Oh, Baby, Little Walter, Chs.

Review Spotlight on... RECORDS

DINAH WASHINGTON

Big Long Slidin' Thing (Hollenden, BMI)
You Can't Love Two (Tamasa, BMI)—Mercury 70392—There is little doubt that "Big Long Slidin' Thing" won't get much air play, but there is also little doubt that it will grab juke loot. It's in the vein of "TV Is the Thing This Year," and it's socked over solidly by the thrush. The flip is a smooth effort also sold well.

THE ROBINS

Riot in Cell Block No. 9 (Quintet, BMI)
Wrap It Up (Quintet, BMI)—Spark 103—A new group, a new label, a song with a bright set of lyrics and a good performance by The Robins make this add up to a strong new release. Top side is clever and catchy, and "Wrap It Up" is a real rocker. Both have possibilities.

SPIRITUALS

PROFESSOR ALEX BRADFORD

Just the Name Jesus (Venice, BMI)—Specialty 865—This rousing spiritual is sung with conviction and power by Bradford and it should do mighty well in the field. Flip is a slower entry "I Won't Sell Out" (Venice, BMI).

No Chance for Tightened T-H Law on Music

WASHINGTON, May 29. — A proposal to tighten the so-called "anti-featherbedding" provisions of the Taft-Hartley labor law, which has a bearing on the music industry, faces no chance of being revived this session.

With the Senate Labor Committee having recommitted all Taft-Hartley revisions, the committee's staff recommendation to stiffen the "anti-featherbedding" provision by prohibiting union employees from demanding payment for services "which are not relevant or useful" has died. In so doing, Congress left intact the present law's stipulation that payment can't be asked for services "which are not performed or not to be performed."

The issue has been of considerable interest to the music industry, particularly since the Supreme Court's decision last year upholding the American Federation of Musicians' right to demand that a theater hire a local union orchestra to play overtures, intermissions and exit music when a name band is employed.

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 #1566—Chess
"NO PLACE TO GO"
 #796—Checker
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"WISH ME WELL"
 b/w "Sassy May"
 #137—STATES
CARAVANS
"Blessed and Brought Up by the Lord"
 b/w "Jesus Is a Rock"
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"MY PLEA"
 #1126 Dave Dixon
"BLUE HOURS"
 #1128 Hot Shots
"I WONDER"
 #1129 Nappy Brown
"DARLENE"
 #1130 The Dreams

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"BABY, PLEASE"
 b/w
"Where Did You Stay?"
 #5283
Imperial Records
 6425 Hollywood Blvd. Hollywood 28, Calif.

Vox Jox

Continued from page 40

print. It serves as your payment for his time in filling this out. Period."

Don Veith, KVAN, Vancouver, Wash., writes us that he has a gripe. "I'm tired of hearing all the petty little gripes of the buys all over the country." . . . Chuck Blower, KTKT, Tucson, Ariz., would like to add his voice to the many others who are protesting Mercury's plan to issue samples on 45's only. "Mercury is gonna goof! Roughly 18 to 20 per cent of the records programed today are Mercury. If they go thru with their plan, they will be lucky to get 5 per cent. Many of us don't have the equipment to make roughly six adjustments on the standard table. . . . they can't be cued properly. . . . the donuts are a pain to handle and the envelopes are an expense. Perhaps a few loud complaints in Vox Jox will awaken Mercury in time."

Don Stewart, KWJB, Globe, Ariz., writes us that he can't understand record companies who thank him for playing records he never received and quite often never heard.

Change of Theme

Mac McGarry, WRC, Washington, has a new half-hour show called "Show Tune Time." . . . Lucky Len Ross, Bob Baker and Bill Binford taped two half-hour "All Star Parade of Bands" shows with Tommy and Jimmy Dorsey. The program was aired over NBC for the Savings Bond Division of the Treasury Department. . . . Buddy Webber, new music director at WIRE, Indianapolis, is now featured on his own deejay show.

Wes Wise, KRIC, Beaumont, Tex., was best man at the wedding of Gordon L. Clark and took over Clark's "Best by Request" show the following Sunday while Clark honeymooned. . . . George Cross has left WHLS, Port Huron, Mich., to work for a record company. Fred Letzgas, recently released from the Air Force, is taking Cross' place. . . . Bob Cramer, WWCO, Waterbury, Conn., is back at the turntables after his illness. . . . Hal Murray, WEEK, Peoria, Ill., has just had an extra full-hour TV show tacked onto his schedule. . . . Don John Ross, WSPD-TV, Toledo, was appointed official judge for the 1954 season by the American Academy of Recorded Music.

Charlie Shaw, WOLF, Syracuse, has had one hour and 45 minutes added to his morning show. . . . Tommy Van Sandt, WJOL, Florence, Ala., has a new show on Saturday from 3 to 5 p.m. . . . Carl Caudill, WFTC, Kingston, N. C., is back on his "Coffee Shop" after spending three weeks in the hospital following a bad wreck. . . . Bruce Wilson, hill-billy deejay at WWPF, Palatka, Fla., has left the station after seven years to go into religious work in Miami.

Announcer Fred Bethea, WTMC, Ocala, Fla., has left the staff for a position as speech and English teacher at Birdwood College. Jim Mullins, formerly of WOR, New York, has joined WTMC as a deejay.

New Release
RUN ON TO THE END
 b/w Way Bye and Bye
Silvertone Singers of Cincinnati
EXCELLO 2034

GOTTA HAVE YOU, BABY
 b/w The Natural Facts
Louis Campbell
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 b/w Trust Him Today
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Kid King's Combo
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NOTICE
THE CHORDS' SMASH CAT RECORD #104
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SOLID SALES DIET

Jazz Sets Become An Industry Staple

• Continued from page 15

nic among teen-agers as well as older groups. And there has been a noticeable increase of interest in other types of jazz, such as swing, or jazz-based Latin mambo.

Much of the jazz revival can be laid at the door of the smaller record labels, thus repeating a situation that occurred back in the 1930's. Fantasy, Pacific Jazz, Blue Note, Riverside, Contemporary, Good Time Jazz, Clef and a few others led the way.

Among the large companies, Capitol Records played an important role, especially via its Stan Kenton recordings and its releases of new jazz artists right after World War II. Other smaller labels that have been active in jazz include Discovery, Regent-Savoy, Prestige, Dial, Roost and Atlantic.

The major labels have been active in the jazz field since the war mainly thru the re-issue of older masters made by the big bands, like Columbia's releases of Benny Goodman tapes, RCA Victor's re-issued of Glenn Miller and Artie Shaw and Decca's issued of Louis Armstrong concerts. Victor's label "X" is doing well with older jazz sets.

However, since 1952 the major labels and their subsidiaries have shown an active interest in progressive jazz musicians.

Brunswick Jazz

Coral Records had its subsidiary label, Brunswick, concentrate on jazz releases and has issued sets and singles with men like Terry Gibbs and other moderns. Columbia recently closed a contract with Dave Brubeck, is negotiating one with Gerry Mulligan and has arranged with Fantasy for one release with Chet Baker.

RCA Victor, with the Sauter-

Finegan crew, is trying to repeat the Kenton success formula, and has Shorty Rogers under contract. Decca intends to step up its activities in the field. M-G-M has released some "Hot vs. Cool" jazz sets. Mercury is issuing jazz on the EmArcy label.

Even classical firms have turned to the jazz field. Vanguard Records, for instance, one of the pioneer LP indies, has started a progressive jazz series and has been very well satisfied to date with the commercial results.

The switch of jazz waxings from 78's to LP's and EP's has brought about some interesting and commercial changes in the field. First of all, more and more jazz a.k.a. heads are recording jazz artists on a jam session type of kick. Instead of waxing the men on three-minute selections which used to be standard on 78's, the artists will take one tune and stay with it for the entire length of the LP disk. This allows the musicians to play as tho they were at a regular live performance, instead of being held back by arbitrary record limitations.

Audience Bits

In order to get the live performance feel, jazz firms today often invite outsiders to a recording session, allowing them to applaud after a difficult solo or at the end of a tune and etching this on the record. In addition, jazz combos like Dave Brubeck's tape most of their concert performances and these ultimately are issued on wax, with the crowd sounds adding to the disk.

The art work on many modern jazz sets is as progressive as the music itself. In fact, some jazz covers have won prizes in cover contests. And the liner notes on some jazz albums far surpass many pop album notes and are on a par with classical liner scholarship.

All of these things add to the attractiveness of new jazz releases and have helped turn jazz sets into real bread-and-butter staples for dealers.

37% of Tape Units Webcor

CHICAGO, May 29.—Webster-Chicago accounted for 37 per cent of all tape recorders manufactured last year according to an Armour Research Institute survey, it was disclosed at a meeting of Webster-Chicago distributors here this week.

Altho no change is contemplated in the 1954 line, Webster-Chicago execs told the distributors that the firm's 1955 merchandise will be shown at the July Music Show here. Dealers will introduce next year's line to the public around September 1.

In a move to bridge the information gap between distributor and dealer, Webster-Chicago is also readying new sales training material, designed to acquaint new retail sales staffers with the firm's latest merchandise and sales promotion material.

'Caine Mutiny'

Meanwhile, the firm is going ahead with a new tie-in promotion for its Webcor tape recorder in connection with the new Columbia movie "The Caine Mutiny."

The promotion, similar to that conducted by the firm for its Musicale hi-fi instrument in co-operation with "The Glenn Miller Story," will again be handled on the local level by dealers. The tie-in calls for Columbia to conduct a contest for amateur thespians in 50 cities, with Webcor tape recorders as prizes.

In line with this, shipments are scheduled to start shortly on the Webcor Playhouse Package. Priced at \$2.95, the package contains scripts and appropriate sound effect records to enable amateur drama groups to record their own efforts on tape.

EQUIPMENT NEWS

MODEL NEWS

Trav-Ler Radio Corporation will show its 1955 high fidelity line to distributors at the Ambassador East Hotel, Chicago, June 17-18. . . . Beam Radionics Corporation unveiled its new phono products line in Chicago this week. Included are four portables, ranging in price from \$49.50 to \$69.50; a hi-fi table model, \$89.50 and \$99.50, and two children's phonos—a portable at \$24.95 and an open table model at \$19.95. . . . Pilot Radio Corporation has introduced a new chairside hi-fi unit, "The Encore," with a Garrard RC-80 record changer, six-tube, eight-watt amplifier and two speakers, six and eight-inch, priced at \$149.95. . . . Eicor, Inc., Chicago, will start deliveries on its new automatic, continuous-play hi-fi tape recorder, listed at \$229.92, in October.

TRADE NOTES

The Ampro Corporation (tape recorders) has named the United States Recording Company, Washington, as its distributor in that area, replacing the Simon Distributing Corporation. The latter outfit says it will not take on another tape-recorder line to replace Ampro. . . . The Bureau of Census reports that manufacturer shipments in 1953 of radios and radio-phonos (excluding car radios) totaled 7,800,000 sets, valued at \$171,000,000, as compared with 7,100,000 sets, valued at \$162,000,000, in 1952.

Shura-Tone Products, Inc., has appointed the D. & H. Distributing Company, Inc., Baltimore, as exclusive distributor of the Howdy Doody phono line in Maryland; Sussex County, Del., and five counties in West Virginia. Shura-Tone's regular phono line will continue to be distributed thru its present channels.

More Collaro record changers were sold during the first four months of 1954 than at any other four-month period in the firm's history, according to Jack Wilson, sales manager of Rockbar Corporation, national distributor for Collaro. . . . George C. Tanty has been named sales manager for RCA Victor in Chicago, succeeding J. P. Valley, who resigned.

Beam Radionics Corporation, Chicago, will start shipment in mid-June on its A-1 open three-speed phono, priced at \$14.95.

RCA 'Listener Digest' Bow for NAMM Meet

NEW YORK, May 29.—RCA Victor's "listeners digest" package, quietly nurtured by company executives for the past several months, will be introduced to dealers in July at the convention of the National Association of Music Merchants.

The package, designed to enlarge the market for 45 r.p.m. records, will be merchandised by Victor's new phonograph division, now in the process of being wrapped up (The Billboard, May 29).

Included in the package is a 45 r.p.m. player and a number of EP records, to be sold as a unit. The disks will consist largely of condensed versions of familiar classical music, such as might appeal to the novice collector.

Thus, for instance, it may be possible to include an EP that within the span of its 15-odd minutes of music contains all the themes and partial development

of a warhorse like Beethoven's Fifth Symphony. There is a possibility that a pop and a country music package may also become part of the listeners digest plan.

Also to be shown at the NAMM confab are new tape recorders and pre-recorded tapes. The Victor exhibit will include a display of best-selling disks in the firm's low-cost Bluebird line and a new merchandiser and point-of-sale material for dealer use.

Demonstrations will be held to explain the principles of the New Orthophonic recording method, and Victor will distribute to dealers 10,000 copies of its new hi-fi catalog.

M-G-M Releases '7 Brides' Album As Film Preview

NEW YORK, May 29.—In a move to build additional audiences for the new M-G-M musical, "Seven Brides for Seven Brothers," M-G-M Records is releasing its sound track album two months in advance of the picture's release date. Heretofore, M-G-M and its parent company have scheduled film and sound track album releases at the same time, but the record outfit is adopting a different timetable for this package.

The musical, which stars Jane Powell and Howard Keel, carries an entirely new score by Johnny Mercer and Gene de Paul, so M-G-M hopes to pre-sell the picture to record fans by "previewing" its musical sequences in the album and ballyhooing it as "a musical preview" of the movie.

The record firm will launch a special dealer-deejay promotion on the package this month, with special screenings of the movie for dealers and a contest for the best window display. At the same time, two of the eight album tunes—"When You're in Love" and "Sobbin' Women"—will be sent out as a special deejay record to 150 key jockeys and 1,300 record librarians.

The M-G-M album will be released as a 10-inch LP, two pocket EP and a four-record 78 package. Altho the official release date is July 2, the album will be on sale in many markets by mid-June. Some tunes from the score will also be available on other labels as singles by next month.

Bowl Sets Season Of 16 Symphony, 8 Pop Concerts

HOLLYWOOD, May 29.—The Hollywood Bowl kicks off its 1954 season of 16 "Symphonies Under the Stars" and eight Saturday night pop concerts on July 15 with Sir Adrian Boult, celebrated British maestro, conducting, and soprano Eleanor Steber and tenor Jan Peerce as guest artists.

Schedule of concerts includes guest conductors Andre Kostelanetz, John Barnett, Meredith Willson, Georg Solti, William Steinberg, Carlos Chavez, Pierre Monteux and Alfred Wallenstein. Guest soloists include Lily Pons, Robert Merrill, Michael Rabin, Dorothy Kirsten, William Primrose, the Roger Wagner Chorale and Mischa Elman.

Richard Rodgers conducts the first pop concert night on July 17 with a program of his own successes. Other pop conductors and soloists include Leroy Anderson, Benny Goodman, Johnny Green, Tony Martin, Nat (King) Cole, Ethel Merman, Ray Bary and Liberace.

already declared himself in favor of the bill.

Hearings on the legislation will wind up next Tuesday (1). The subcommittee has already staged two days of hearings. Three other bills to give the District the same fair trade laws as now apply in neighboring Virginia and Maryland have already been defeated in previous Congresses.

Victor Using New Hi-Fi Tag on Pops

NEW YORK, May 29.—RCA Victor is laying new stress on high fidelity, using the term as a promotional slogan to glamorize its pop records in addition to its album output.

New pop disks going out to the field this week sport the tag line "New Orthophonic-High Fidelity" on their labels. And the same goes for white label copies going to disk jockeys. Victor distributors are also being told to have the phrase "high fidelity" appear on all title strips given out to juke box operators. The strips must carry the term if distributors are to charge off their cost against co-op advertising allowances.

The company has also prepared its first hi-fi catalog for distribution to consumers via retailers. Listed are LP's and EP's in both the classical and pop categories. New Orthophonic disks are starred.

Dealer Doings

By JUNE BUNDY

TRAFFIC BUILDERS

Herman Lemberg, The Record Collectors Shop, New York City, inaugurated a series of free jazz concerts at his store Thursday night (27) at 8:30 p.m., marking what Lemberg believes was the first official presentation of live music in a record store. Miles Davis and his jazz outfit played the first concert, and Gerry Mulligan and Chet Baker are scheduled to follow.

Lemberg plans to present other concerts during the year, and will feature "not only jazz ensembles but also some of the most prominent chamber music players." . . . Aaron Appelbaum, Bergenfield Music, Bergenfield, N. J., writes, "We had an excellent turnout for Kitty Kallen's appearance at our store. Altho sales on her "Little Things Mean a Lot" record were disappointing during the p.a., the response on subsequent days was sensational. Incidentally, one would have to go far to find as lovely and gracious an artist." . . . Katz Drug Store, St. Louis, keeps a daily report on the "top five" hanging on the wall of its record section "in full view of the customers."

Stanley Rosenberg, head of Independent distributors will marry Judy Mogul June 6. Rosenberg's firm was recently formed in New York to serve as an LP one-stop.

PLATTER PRICING

L. J. Arends, Arends TV Center, Shenandoah, Ia., is in favor of lowering record prices from 89 cents to 79 cents. "If this were done, notes Arends, "it might enable folks to buy a few more records and get some of the slower moving artists in circulation. It also would offer stiffer competition to the cut-rate brands—35 cents, 49 cents, etc. As it is, it's hard to sell anything but the top hits."

Meanwhile, Manhattan's famed bargain mart, Klein's, last week staged its first LP sale, with 12-inch LP's peddled for 79 cents each, and Capri three-speed portable phonos (listed at \$29.95) going for \$17.99.

Hollywood

Lennie and Jean Saden, Rosslyn Music Shop, Los Angeles, report an increase in business with good outlook for early-summer months. . . . Wally and Della, at the D & W Record Shop, growing into one of the more sizable volume dealers in town. . . . Irv Shorten, Allied Music Sales Company, reports that Annette Sutton at A & A Amusement, Yuma, Ariz., increasing their business by leaps and bounds each month. . . . Ray Barnes, American Music Company, touting both the Four Aces and Frank Sinatra renditions of "Three Coins in the Fountain." . . . Genial Chubby at Eastern Columbia promoting his extensive line of low-priced package merchandise.

Trade Eye on D. C. Fair Trade Vote

WASHINGTON, May 29.—The retail music industry is watching with interest the fate of latest legislation to bring the District of Columbia into the ranks of States with fair trade laws. A bill to accomplish this long-sought end is approaching a showdown vote in a Senate district subcommittee, where it stands a fair chance of getting a favorable report.

With the recent death of Sen. Clyde Hoey (D., N. C.), the subcommittee has been reduced to two members—Sens. Frederick Payne (R., Me.) and Frank A. Barrett (R., Wyo.). Barrett has

NEWS REVIEW

La Tucker 50th Anni. Set Plush

Surely one of the most colorful and lush-looking record albums ever issued is the one-record set out by Mercury Records to honor the great Sophie Tucker's 50th year in show business. And while the \$15 price tag on an album containing only one LP may seem high, the packaging and material will keep many a potential customer happy, despite the price.

The white cover, multi-color photos, picture album, limited-edition aspect and autographing all make this kind of package the night club goers can ill afford to miss.

Miss Tucker in the set does a good portion of her new night club act—the Jubilee act—which has been packing 'em in wherever she plays.

FIFTY GOLDEN YEARS:

Sophie Tucker, Eddie Cantor, George Jessel, Jack Benny, Patti Page, Georgia Gibbs, Rusty Draper, Vic Damone (1-12)—Mercury MG 22249

The second side of the disk offers some of the top show business names in bows to Miss Tucker via a telephone call gimmick. In addition, the Misses Page and Gibbs and the Messrs. Draper and Damone deliver songs of the Tucker era. But it's the 16-page photo and bio albums and the fabulous Fred Steffen cover which make this a most attractive piece of packaged merchandise.

The Tucker special material with Jack Yellen lyrics is delightful. Piano accompaniment by Tucker standby Ted Shapiro and the lush backings by the Richard Hayman ork are both additional assets.

The dealer who merchandises this properly will rack up a fairly good high-unit sale more often than not. Joe Martin.

The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Reviews and Ratings of New Classical Releases

ORCHESTRAL AND CONCERTO

DE FALLA: THE THREE CORNERED HAT; LA VIDE BREVE (1-10")—New York Philharmonic; Dimitri Mitropoulos, Cond. Columbia AL 44 80

There are at least seven versions of "The Three Cornered Hat" on the market today, but this excerpt is so fine it should nevertheless find a ready audience. Then, too, the album is in Columbia's lower-priced group.

KHATCHATURIAN: VIOLIN CONCERTO (1-12")—Igor Oistrakh, Violin; Philharmonia Orchestra; Eugene Goossens, Cond. Angel 35100 79

This is the concerto that introduced David Oistrakh to an incredulous American public several years ago. Now his son, a phenomenal fiddler in his own right, is to be heard in the same work, cut during a tour in England last year. Dealers can dramatize this curious situation to their benefit with the assurance that buyers will find this set a brilliant addition to their collections.

SCHUBERT: SYMPHONY NO. 4 (TRAGIC); SYMPHONY NO. 5 (1-12")—Philharmonic Symphony Orchestra of London; Dean Dixon, Cond. Westminster WL 5274 73

A fine coupling, unduplicated in the catalog. Dixon, an American who is gaining important recognition abroad, should win new friends here with these sensitive and thoughtful readings. Recording has clarity and presence. A good, popular package for newer collectors.

RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR (1-12")—Geza Anda, Pianist; Philharmonia Orchestra; Alceo Galliera, Cond. Angel 35093 73

The much-recorded warhorse in a probing performance by the young pianist. Most dealers must, of course, stick with the proven winners here—Rubinstein, Kapell and Rachmaninoff himself—but Anda has won friends with his earlier Angel entries and this package stands to sell satisfactorily, if displayed. Bonus assets are the inclusion of two Rachmaninoff preludes, one of which is the popular one in G Minor, Op. 23, No. 5.

SCHUMANN: SYMPHONY NO. 2 IN C MAJOR (1-12")—Stadium Concerts Symphony; Leonard Bernstein, Cond. Decca DL 9715 71

With earlier recordings of this moderately popular work sporting powerful conductorial names—Mitropoulos, Szell and Stokowski—this well-executed album will have to be pushed largely on the strength of Leonard Bernstein's personal popularity and the excellence of the orchestra, composed almost entirely of regular players of the New York Philharmonic. The young (35) composer-conductor has his own following, particularly among younger collectors and those who admire his work in the legit musical comedy field. Latter might be eased into the classical field this way.

SYMPHONIC "POPS" CONCERT (1-12")—Bamberg Symphony; Ferdinand Leitner, Cond. Decca DL 8509 67

This set should interest the new collector, offering as it does excerpts from familiar operas and two old standbys in the waltz field by Strauss and Weber. Included are capable interpretations of well-known passages from "Martha," "Mignon," "The Barber of Seville" and "Pagliacci," along with the less-often-recorded overture to Cherubini's "Medea." A zither solo in the Strauss number provides an effective note of old world nostalgia.

OPERA, CHORAL AND VOCAL

WAGNER: TRISTAN UND ISOLDE: LOVE DUET (1-12") —Telefunken LGX 66004 74

WAGNER: TRISTAN UND ISOLDE: LIEBESTOD; BEETHOVEN: FIDELIO, ABSCHUELICHER (1-10") Telefunken TM 68003 70

GLUCK AND VERDI: ARIAS FROM ORFEO, DON CARLOS AND MACBETH (1-10") —Martha Modl, Orchestra of the Staatliche Oper, Berlin. Telefunken TM 68009 62

Miss Modl, one of the finest German singers to appear since the war, is heard here in a variety of roles that show her darkly-colored voice and exceptional interpretive gifts to great advantage. At her best in Wagner, as those who have heard her at Bayreuth or in London's great "Parsifal" recording will corroborate, she brings careful musicianship and dramatic fire to the Gluck, Beethoven and Verdi arias as well. The Tristan "Love Duet" is one of the great moments in opera, and when done as well as it is here by Modl and Wolfgang Windgassen, it shapes as a "must" disk for all dedicated Wagner collectors.

DVORAK: STABAT MATER (2-12")—Czech Singers Chorus; Czech Philharmonic; V. Talich, Cond. Urania URLP 234 71

This first LP recording of this important choral work shows us Dvorak in one of his most moving and inspired creations. An exceptionally capable group of soloists were assembled for this performance, the tenor Blachut making a particularly fine impression. Set could sell better than the subject might indicate. It's something to call to the attention of the serious collector.

HANDEL: BELSHAZZAR (2-12")—Berlin Chamber Choirs and Berlin Symphony Orchestra; Helmut Koch, Cond. Vanguard BG 534-5 67

HANDEL: BELSHAZZAR (2-12")—Chorus and Orchestra, State Conservatory of Music; Hans Grischkat, Cond. Period SPL 594 64

A seldom performed oratorio, not available on LP before, has now been released by two firms. The both versions are abridged, each within its two-hour run offers a rich sampling of Handel's vocal and choral art. The Vanguard version makes a noble attempt to invest this huge, sprawling work with color and dynamic contrasts that spur and sustain modern listener interest. While the sound of the Period record is not quite so bright, this reading is also musically competent. Customers who cherish the "Messiah" ought to be approached with either of these packages. Any of the choruses would make good demonstration bands. German-English text provided in both cases.

MOTETS OF THE VENETIAN SCHOOL (16th Century), Vol. 2 (1-12")—Choir of the Capella di Treviso; G. D'Alessi, Director. Vox PL 8610 66

A collection of 17 short choral works used in connection with the Catholic liturgy in the 16th century. Not for the casual listener, this volume, like its predecessor, is a musicological gem.

INSTRUMENTAL AND CHAMBER MUSIC

DEBUSSY: IMAGES, BOOKS 1 AND 2; POUR LE PIANO; ESTAMPES; (1-12")—Walter Gieseking, Piano. Angel 35065... 75

The fourth Gieseking-Debussey album to be issued by Angel in what promises to be a complete survey of that composer's works for the piano. The compositions presented here were available in prewar recordings made by Gieseking for Columbia and were top sellers. The Angel disks, recorded since the war, show that the Gieseking's tone has mellowed and his technique lost a bit of its glitter, he is still the master when it comes to this part of the piano repertoire. Individual tastes will differ as to whether the Angel or Columbia version is superior; only the largest dealers can safely carry both.

PROKOFIEV: SONATA FOR 'CELLO AND PIANO, OP. 119; KODALY: SONATA FOR CELLO UNACCOMPANIED, OP. 8 (1-12")—Edmund Kurtz, Cello; Artur Balsam, Piano. Columbia ML 4867 71

While some admirers of Prokofiev will be attracted by this first recording of the Cello Sonata, appeal of the coupling will be limited largely to those interested in the cello itself. The Kodaly, especially, suggests itself to this small group. A forbidding work, its technical demands impel the listener to live thru its hazards with the performer. Kurtz, incidentally, rises nobly to the challenge.

MOZART: SERENADE NO. 10 IN B FLAT (K. 361) (1-12")—Rias Wind Ensemble. Telefunken LGX 66006 67

Clear and tonally effective presentation of the oft-recorded work. Moderate sales expectancy.

LINER NOTES

By IS HOROWITZ

Columbia Records is alerting dealers in cities to be covered in the upcoming **Andre Kostelanetz** concert tour to capitalize on the conductor's presence in their communities. The tour kicks off in Cleveland June 3, with New York, Philadelphia, Chicago, Denver and Los Angeles on the 15-concert schedule. Columbia is offering retailers special display material, photos and ad mats to spark KOSTY record sales.

Futures . . .
A new recording of Faure's "Requiem" will soon be issued by Epic. The work was cut in France. . . . For connoisseur collectors RCA Victor is readying a re-issue of the **Virgil Thomson-Gertrude Stein** opera, "Four Saints in Three Acts," as conducted by "Thomson. . . . New London LP contains a "New Year" concert of assorted Strauss items, performed by the Vienna Philharmonic under the direction of the late **Josef Krips**. The conductor's untimely death last week canceled a series of recordings he was to do for Vox in Vienna.

Westminster has in preparation an **Aaron Copland** package, grouping on a single LP "Appalachian Spring," "El Salon Mexico," "Billy the Kid" and "Fanfare for the Common Man." Performance is by **Howard Mitchell** and the National Symphony. . . . A jumbo Tchaikovsky package is being readied by Vox. Included in the LP, whose total running time is in excess of one hour, are the "Romeo and Juliet Overture" and "Capriccio Italienne." The conductor is **Jonel Perlea**, now an exclusive Vox recording artist.

Columbia has an LP of four modern piano works played by the young American artist **Zadel Skolovsky**. . . . Decca will soon offer dealers a disk containing highlights of Richard Strauss' opera "Elektra," featuring soprano **Elizabeth Hongen**.

News and Comments . . .
George Mendelssohn, president of Vox Records, leaves on a three-week business trip to South America June 4. He'll spend most of his time in Brazil and Argentina, where his firm's LP's are manufactured by local pressing plants. . . . The Jewish Music Documentary Society will hold a reception in New York to introduce the Westminster recording of "Sabbath in the Synagogue," featuring Cantor **Sholom Katz**. . . . Columbia Records has donated a collection of albums to an Alaskan Army post.

Price Cutting . . .
It's been some time since dealers have taken the trouble to write and tell us how they feel about price cutting. Perhaps it's only because most have come to accept it as a permanent fixture in the packaged record business, at least in certain parts of the country. But this week we are in receipt of a strongly worded note from **Gordon Darrah**, of the Sinfonia Record Shop, in Grand Rapids, Mich. Here's what he writes:

"Price cutting is still the biggest headache, altho nobody seems to give much of a darn about it any more. We are still expected, however, to rationalize to our customers a hypocritical double standard fostered by our manufacturers. The McGuire Act leaves it squarely up to the manufacturers to list their products for fair trade protection.

"If the large manufacturers are not going to give us such protection they should at least have the guts to say so, face the situation honestly and let us take it from there. As things stand now, if we in the sticks should cut prices, we would have our supply pulled right out from under us, but the big New York price-cutters thrive and grow on what is denied us. If records are to be worth different prices in different places, it should be up to the manufacturers to say so and not up to us to alibi for their seeming inconsistency."

Sammy Duncan's Dixielanders have joined the staff of WLW-A, Atlanta, to do their own tele seg, "Strictly From Dixie," and appear on other telecasts. In the unit are **Jimmy Lunford**, drums; **Loran Bearden**, piano; **Wray Thomas**, trombone; **Herman Foretich**, clarinet, and **Duncan**, on trumpet. Also new on WLW-A is **George Pilon**, vocalist, who sings daily on the "Bill Lowery Show," from 3-4 p.m. He was formerly with the Rhythm Aces and Sacramento Music Circus in California.

• Classical Best Sellers (All Categories)

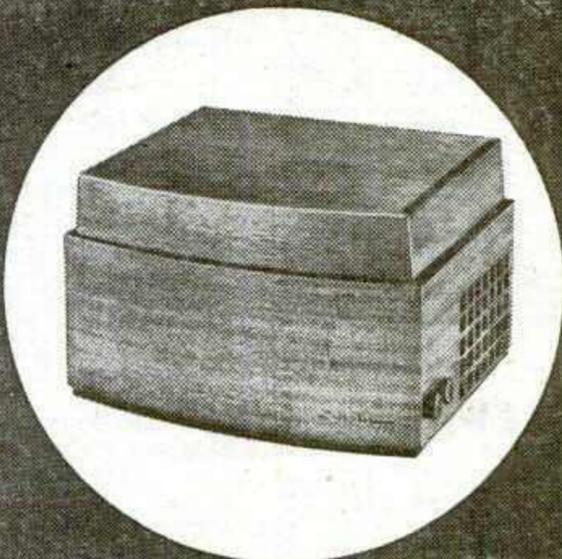
Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. **DVORAK: SYMPHONY NO. 5 ("New World)**—NBC Symphony (Toscanini) RCA Victor LM 1778
2. **RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME**—NBC Symphony (Toscanini) RCA Victor LM 1768
3. **BEETHOVEN: MISSA SOLEMNIS** — Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6013
4. **RACHMANINOFF: PIANO CONCERTO NO. 2**—Rubinstein, NBC Symphony (Golschmann) RCA Victor LM 1005
5. **BIZET: CARMEN SUITE**—Kostelanetz Orchestra
6. **BEETHOVEN: SYMPHONIES NOS. 5 AND 8**—NBC Symphony (Toscanini) RCA Victor LM 1757
7. **WAGNER PROGRAM (Orchestral Excerpts from "Lohengrin," "Die Meistersinger," "Die Walkure" and "Tannhauser")**—Philadelphia Orchestra (Ormandy) Columbia ML 4865
8. **BEETHOVEN: SYMPHONIES NOS. 1 AND 9**—NBC Symphony (Toscanini) RCA Victor LM 6009
9. **RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI; BEETHOVEN: PIANO CONCERTO NO. 2**—Kapell, Robin Hood Dell Orchestra (Reiner) RCA Victor LM 9026
10. **STRAVINSKY: LE SACRE DU PRINTEMPS**—Minneapolis Symphony (Dorati) Mercury 50030
11. **BORODIN: POLOVETSIAN DANCES; STEPPES OF CENTRAL ASIA; IPPOLITOV-IVANOV: CAUCASIAN SKETCHES**—New York Philharmonic (Mitropoulos) Columbia ML 4815
12. **BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO**—London Philharmonic (Van Beinum) London LL 203
13. **TWENTY-FIFTH ANNIVERSARY ALBUM** — Boston Pops Orchestra (Fiedler) RCA Victor LM 1790
14. **IN MEMORIAM**—William Kapell RCA Victor LM 1791
15. **RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL**—Detroit Symphony (Paray) Mercury 50020
16. **TCHAIKOVSKY: SWAN LAKE** — Philharmonia Orchestra (Irving) Bluebird LBC 1064
17. **ENESCO: ROUMANIAN RHAPSODIES NOS. 1 AND 2**—Stokowski Orchestra RCA Victor LRM 7043
18. **BELLINI: I PURITANI**—Callas, Di Stefano, Rossi-Lemeni, La Scala Chorus and Orchestra (Serafin) Angel 3502
19. **VERDI: LA TRAVIATA**—Albanese, Peerce, NBC Symphony (Toscanini) RCA Victor LM 6003
20. **RAVEL: BOLERO; MOTHER GOOSE SUITE**—Boston Symphony (Koussevitsky) RCA Victor LM 1012

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Reviews and Ratings of New Popular Albums

THE HITS OF KAY STARR81
(1-10")
Capitol H 415

Some of the top hits turned out over the past three years by thrush Kay Starr are contained in this new set. Sides include "Wheel of Fortune," "I Waited a Little Too Long," "Comes a-Long a-Love," "Kay's Lament," "Bonaparte's Retreat," "Fool, Fool, Fool"; "Three Letters" and "Half a Photograph." What more could any Kay Starr fan want? The cover is attractive, too.

AMALIA RODRIGUES SINGS FADO FROM PORTUGAL. FLAMENCO FROM SPAIN78
(1-10")
Angel ANG 64002

Here's an excitingly different album for customers who consider themselves connoisseurs of the unusual. Backed by deep-toned Portuguese guitars, Amalia Rodrigues generates considerable excitement and dramatic intensity with four of her native fado songs and a like number of fiery Spanish flamencos. Altho the fado is meant to convey a tragic obsession with fatality, the vibrant-voiced canary (Portugal's highest-paid performer) breathes a smoldering note of vitality into the passive lyrics, one of which, "Coimbra," is better known in this country as "April in Portugal." She rated rave reviews from U. S. nitery critics last year.

LES DREAM76
Les Brown Orchestra (1-10")
Coral CRL 56116

Here's an unusual album by the "band of renown." It is music that will appeal to the mood-music customer as well as loyal followers of the Brown ork. For this new set Brown added flute and vibraphone to the instrumentation and the ork sounds rich and lush. Tunes include "Dream," "A Million Dreams Ago," "Darn That Dream," "Street of Dreams," "Did You Ever See a Dream Walking?" and others with dream in the titles. Good listening here.

TRUMPET AFTER MIDNIGHT75
Harry James Ork (1-12")
Columbia CL 553

Here's a pop package that falls, softly, midway between mood music and dance readings. Fact is, it is both. It features, of course, the James trumpet. The band is a lush studio organization replete with a large string section. The selections are in the standard category, yet most are not yet in the class of hackneyed tunes because of over-use. There's no reason why this shouldn't do as well as or better than the previous eight James LP disks. Good recording and packaging are added assets.

CAFE CONTINENTAL66
Liane, Boheme Bar Trio (1-10")
Vanguard VRS-7007

This is the third set of multilingual ditties performed by the Viennese chanteuse. Much like the first two, this combines light, sultry, bouncy and dreamy ditties into a package of continental music which should please many. The gal sings well and the trio delivers both slick vocals and neat backings. Just as the title says this is continental cafe stuff. Recording is excellent.

Jazz
COUNT BASIE BIG BAND78
(1-10")
Clef MGC 148

The Count Basie ork is still one of the best in the business. In case anyone is not aware of this all they have to do is to listen to this new set. It features the band on a group of original instrumentals and on every one Basie contributes his inimitable piano work, with help from Paul Quinichette and Eddie Davis on tenor, Marshall Royal on alto, Joe Newman on trumpet and Gus Johnson on drums. Little doubt that jazz fanciers will be interested in this new release.

THE LIONEL HAMPTON QUARTET77
(1-12")
Clef MGC 611

The second album by the Hamp on Clef is just as exciting as was the first. It shows off the old Hamp, playing his vibes with all the artistry and feeling that he used to show before he had his big band. He is joined on this new release by Buddy Rich on drums, Oscar Peterson on piano and Ray Brown on bass. There are only four tunes on the 12-inch LP. "S'Wonderful," "Always," "Air Mail Special" and "Soft Lights." The ballads receive glowing performances from Hamp and Peterson, and on "Air Mail Special" and "Soft Lights" the whole group swings. This is a fine set for Hamp's many old-time fans.

Children's
GROANING78
Josef Marais and Miranda (1-78)
Columbia J-193

These are cute ditties with plenty of rhythm. The label has invested them with slick orchestrations and, of course, the singers are fine. Good kid wax, this, in every way.

THE GREATEST SOUND AROUND76
Sam Hinton (1-78)
Decca 88166

This disk has basic kiddie appeal by including almost all animal sounds. Songs are cute and Hinton chants them ably. A good item for the three-to-seven set.

DOCTOR SNIFFLESWIPER; THE FOX AND HIS FRIENDS75
Tom Glazer (1-45)
Columbia J 4-192

As usual, Glazer sells the kiddity in a slick manner which should get and hold the attention of the moppets. Tunes are cute enough to the kids and good enough for the parents. In all, a worthwhile disk item.

Filmsters Greet Many, Sign Few

Continued from page 4

declined to ink any pacts until after some pending regional deals have been wrapped up. Kaufman did set a great number of deals for the new Liberace transcribed radio series, however. Another distributor who showed product thruout the meet was Charles Amory of Minot TV, with the Hank McCune series screened consistently.

Screen Gems took advantage of the convention to hold staff meetings and hold plans for the future. One of these involves setting up advertising, public relations, publicity, and merchandising operations under Elihu Harris, with as many as three new men to handle these functions likely to be added in the near future.

Sales chief John Mitchell said that the Screen Gems sales force is to be increased to two to three times its present size. New offices are to be opened soon in Washington, St. Louis or Kansas City, and possibly Denver. Also, one or two new salesmen will be added to existing sales offices, including New York.

A major discussion revolved around an increase in the firm's activities in shooting film commercials. Facilities are to be set up in Detroit and possibly Chicago for this purpose, with Screen Gems aiming at getting heavy commercial business from auto manufacturers. The new plants are likely to be ready by fall.

Another staff session of the type is to be held later this year, and again at next year's NARTB convention, where once more the staff will review program and sales policies and seek to chart the Screen Gems course in the developing film industry.

NBC Film Division featured displays of its merchandising ac-

Taxes Panel Issue

Continued from page 4

advised the FM operators that he thought it would be improbable that the FM band would be narrowed to make room for more UHF channels. He used the recent refusal of such a move sought by an industrial group. Sterling also pointed out that multiplexing would be the shot in the arm necessary to revitalize FM. He added that this would be urged to complement regular FM broadcasts rather than replace them.

Filmsters Greet Many, Sign Few

Continued from page 4

activities, and its bar was one of the most popular spots at the convention. CBS Film Division had station managers agog with its promotion stunt of filming them with stars of its various syndicated series, with the pictures processed and printed immediately and sent for airing to the exec's station.

Virtually all the distributors turned up with attractive displays with many of them offering gimmicks and most having bar set-ups.

Among the stunts, one of the most talked of was that of Flamingo Films, which had four attractive models posing on behalf of a series it is handling. Visitors were invited to ballot on a winner.

One of the less satisfying aspects of the meet with regard to most of those participating was the panel discussion on that subject. The general feeling among distributors and station personnel was that it was too elementary and that few were able to learn much of additional benefit.

The panel members did touch on such problems as contracts, video tapes, film buying, and the use of TV film as a competition beater. Harold See, KRON-TV, San Francisco, who presided at the session, referred to the attempt at working out a standardized film contract which is acceptable both to distributors and broadcasters, as his committee's main project.

See predicted that video tape, which he claims will be ready for commercial use around the fall of 1955, will revolutionize the film field and will solve some of the problems of geographical distances. Elaine Phillips, WSPD-TV, Toledo, O., gave a rundown on the methods of film buying.

Futility, Frustration Bedeviled

Continued from page 4

only, with networks not permitted to become members.

Network radio broadcasters found their attention focused upon the affiliate meetings of CBS and Mutual, with the former web's move in changing its evening discount structure certain to cause repercussions at the other networks, with the possible exception of Mutual (see other story).

Operators Eye Color

TV station operators, when not harassed by the UHF vs. VHF problem, spent most of their time looking over the new color video equipment line in the exhibition hall. While the mouth-watering displays caused tremendous excitement, one of the most commonly heard expressions was, "where are we gonna get the loot to buy half of this stuff?" As expected, color equipment for local film originations seemed to get top priority from station personnel.

FM radio broadcasters, altho hearing much talk about multiplexing and high fidelity, got little consolation from the meet in the way of concrete suggestions as to how to keep their heads above water right now.

TV film distributors, out in force, left for home with sore palms from an excess of handshaking, but with few exceptions they did not find this a particularly lucrative meet in terms of writing orders. Altho they expressed satisfaction with the opportunities to meet and greet present and potential clients, some of the smaller firms found the convention a costly piece of public relations.

Independent Stations Thrive

Perhaps the least troubled group at the meet were the independent radio station operators, whose numbers continue to

mount and who now are thriving as never before. Unlike their brethren among the web radio stations or among the TV independent outlets, the independent radio station men came to the sessions exuding prosperity and wearing beatific smiles which bespoke rising billings, no network rate, program or affiliation headaches and of having carved out a place for themselves in today's broadcasting world, regardless of TV.

The UHF broadcasters who were members of the UHF Coordinating Committee indicated that they may well pull out of NARTB if the latter organization indicates it will line up with the VHF interests in the current UHF-VHF beef. However, they drew some encouragement when FCC Commissioner Frieda B. Hennock declared flatly in favor of moving all TV, including current VHF stations, into the UHF band. Miss Hennock made this statement at the panel including all but one member of the FCC. Because she already had distributed copies to the press due to a misunderstanding, this statement was permitted altho NARTB chief Harold Fellows had issued an edict against discussion of the UHF situation. Announcement that NARTB will send two representatives to testify at the current UHF hearings stimulated fears by the UHF operators that the organization may put itself on record against some, if not all, of its demands.

The convention broke up Thursday night (27) with a banquet at the Conrad Hilton at which the entertainers included Bert Lahr, Jack Albertson, June Valli, Eileen O'Dare, Marguerite Piazza, the Billy Williams Quartette, and the Jimmy Richards band. Russell Sanjek produced.

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Convention Centers Rake in the Money

• Continued from page 1

the largest New York convention in 1953 was the Shriners, attended by more than 100,000. Jehovah's Witnesses attracted another 100,000. The American Medical Association chalked up 49,000, and the Kiwanis, 20,000.

Some of the larger conventions scheduled for 1954 in New York are The American Association for Health, Physical Education and Recreation; Triple Industrial Supply Association; National Education Association; Lions International; Hadassah; American Farm Bureau Federation; National Association of Food Chains; American Chemical Society, etc.

Chicago, notwithstanding the upsurge of New York, is still considered the convention capital and "Host to the Nation." Surveys based on the U. S. Department of Commerce indices show that the average convention visitor remains in Chicago four and one-half days. This visitor spends a daily average of \$36.04 or a total of \$157.14.

The Chicago convention dollar is broken down as follows: Night clubs, theaters and sports, 12.7 cents; local transportation, 4.8 cents; hotel rooms and incidentals, 24.1 cents; hotel restaurants, 12.6 cents; other restaurants, 12.5 cents; retail stores, 17.2 cents; beverages, 7.7 cents and other items, 8.4 cents. These figures are based on a survey of 40 conventions of all types.

Some of the larger groups which have congregated in Chicago are The Shriners, The Lions, The Road Builder's Association, The American Legion National Convention, The American Nurses' Association and the National Restaurant Association.

Field Work

In trying to keep its top position in the national convention race, Chicago has five men on the road constantly in an effort to capture more organizations. Already these men are booking conventions as far ahead as 1960.

Salaries of this staff are paid by the Chicago convention bureau membership, businessmen who are told that "For every dollar expended more than \$1,600 comes back to local outlets in new business." It is estimated that if Chicago were to lose its conventions, more than 100,000 persons would lose their incomes.

Chicago is conducting an all-out drive to interest groups to hold their meetings the latter part of the week. Traditionally, meetings are set for Mondays, Tuesdays and Wednesdays. Housing problems would disappear if groups could be sold on the advantage of meeting later in the week.

Washington

Washington is keenly contesting other cities for convention business. In 1953 dollar volume spent totaled \$25,000,000. Bookings for 1954 already total 340 conventions, and businessmen are looking forward to a record take of \$35,000,000 for the year, according to Clarence Arata, executive director of the Greater National Capitol Committee.

"Competition," according to Arata, "is hottest on small conventions. Dozens of cities can handle a group of 100, but only five or six can handle the American Legion, which we are getting this year for the first time. On a peak day, the Legion will bring in 100,000 out-of-towners." He added that most conventions are booked two to six years ahead.

Washington conventioners total about 250,000 annually. This is a segment of the 4,000,000 visitors who come to Washington each year and spend approximately \$200,000,000.

Los Angeles

Los Angeles, another city in high favor with convention groups, offers many advantages including Hollywood glamor and equable climate.

The Los Angeles Convention Bureau reports a total of 240 organizations convening in 1953, attracting 158,559 delegates who spent \$20,306,651.13. The average delegate spent 4.96 days in Los Angeles at an average daily expenditure of \$25.82, or total average of \$128.07.

These figures do not include regional meets, State meets or trade shows such as the Audio Fair; Gift Show; Antique Show; Home Fair; Corset, Brassiere and Lingerie show.

Thru April of 1954, Los Angeles had 92 conventions. It is estimated that the year's total will be 280. As in the case of Miami,

another big convention city, delegates to Los Angeles are wont to seize the opportunity to regard a convention as an occasion for a brief family vacation.

Miami and Miami Beach are making an intensive drive for more convention business — so much so that Atlantic City, traditionally a great convention city, is being hard-pressed to maintain its position as leader of the resort-type convention centers.

Miami Offer

The Miami area offers outstanding advantages, including fabulous hotel accommodations and all-year, equable climate, such sports as dog and horse racing and plush night clubs offering top entertainment names. The climate, incidentally, is not only an asset of itself, but also permits the erection of outdoor tents for trade shows and other facilities.

Atlantic City's awareness of the economic potential of the convention industry is, of course, well known. The city for years has made a specialty of catering to this field. Convention Hall, which will be 25 years old in May, is often considered the world's largest auditorium.

Manager Phillip E. M. Thompson estimates that more than 30,000,000 persons have passed thru its doors. Built at a cost of \$15,000,000, the hall, which covers seven acres and which has housed practically every type of convention and exposition, has a permanent staff of 75 employees.

Conventions, of course, are of all types: fraternal, scientific, professional, etc. A key to the business potential of the field is indicated by the statement of the New York Bureau, which estimates that almost everyone of adult age in the United States is a member of a group which holds a convention.

These groups generally hold their meetings annually; some, however, meet once in two years. Many change sites yearly. Thus, the number of conventions held in the different cities has a tendency to fluctuate.

The paramount facet of the field today, however, is its keenly competitive nature and its development as a big business enterprise.

WNYC Films

• Continued from page 2

the work of WNYC and the Film Unit. This became superfluous when WNEW withdrew its competitive application for the channel.

The unit has been operating on an annual budget of \$25,529. It has four permanent staffers. The entire broadcasting division of the city has an annual budget of \$306,294. This covers AM and FM operations, 40 per cent public address and two-way radio systems.

Education TV

WNYC has contributed its nine films to the National Educational Radio and TV Center in Ann Arbor, Mich., which is currently distributing five hours weekly of filmed programming to the six educational stations now operating in the U. S.

The unit is now beginning work on a 13-minute documentary on the old-age problem for the Department of Welfare. After that will come two public service films for the Department of Sanitation.

WNYC-TV is due to begin telecasting about January 1. Whereas the radio station's record library, one of the best classical collections in the country, is completely donated, the TV station expects to have a limited budget for film rentals.

Lamb Vs. FCC

• Continued from page 3

would require the FCC to bear the burden of proving Lamb is not qualified to hold a broadcast license, whereas in a renewal hearing Lamb would bear the burden of proof of his qualifications.

Warren Baker, FCC general counsel, filed a motion this week seeking to dismiss the court suit, charging that Lamb and McGrath are prejudging FCC action by alleging the FCC will make an error in the Lamb hearing, when and if it is held. Baker said that the usual procedure is to hold the FCC hearing, and if any party is hurt by the decision, he can appeal it to the District Court of Appeals.

THE FINAL CURTAIN

ALTMAN—Charles A., advertising manager for the Cass Theater, Detroit, recently in that city. Originally on the staff of the Whitney Grand Opera House, Detroit, he at one time teamed with Sam Morton in a song-and-dance number with Bridges' Boston Minstrels. Later he did a bar act with Beckett Bros.' Circus.

BAIN—Donald, 58, entertainer who could imitate the sound of almost every living being and quite a few inanimate things, including the voice of the M-G-M trademark lion, May 22 in Long Island City, N. Y. He had been heard on radio, television, the stage and in movies for 25 years. On Broadway he had been heard in the roles of the cat in "I Remember Mama," the mule in "A Bell for Adano," a bloodhound and a duck in "Our Town" and a duck, a hog and a hound in "They Walk Alone." His most extensive film work was on the sound track for the Frank Buck film, "Bring 'Em Back Alive." Besides animal noises, he also imitated crying and laughing babies, screaming murder victims, howling ghosts, automobile horns, screaming brakes, creaking doors and a policeman's whistle. Five brothers survive.

BILLOW—J. Stanley, 51, former manager of Crystal Ballroom at Buckeye Lake Park, Buckeye Lake, O., and circulation manager of the Newark (O.) Advocate, May 19 in Newark Hospital of pneumonia and complications. (Details in Park section.)

BOND—John Fred, 64, veteran circus and carnival performer, May 18 in Tampa. Early in the 1920's he was a high diver with the Morris & Castle Shows. In 1927 he started several seasons with Rubin & Cherry Shows and later worked as an Arcade man on the Royal American Shows. Burial in Colon Cemetery, Tampa.

CORELLI—Marie, retired vaudeville performer, May 10 in Detroit. For many years she and her husband appeared as Marie Corelli and Company in a strong act. She retired about four years ago. Survived by a son, Aubrey West. Burial in Windsor, Ont.

DANNELLY—Frank C., 56, widely known concessionaire, newspaper columnist and publisher, recently in Pico, Calif. He was the founder, editor and publisher of The Talco (Tex.) News and at one time was co-editor of The Donna (Tex.) News Advocate. For several years he was press agent for the Russell Bros.' Circus, which later became the Clyde Beatty Circus. More recently he was a concessionaire and public relations man for Streamland Park, Flco. Survived by his widow, Ruth, and two brothers, Henry G., Dallas, and Perry Fort Worth. Burial in Restlawn Memorial Park, Dallas.

DIAMOND—Paul, 38, Eastern division manager of Unity Television Corporation, May 28 during the NARTB convention at the Palmer House, Chicago. A New Yorker, he was son of the late Louis S. Diamond, once

Fellows, Hyde

• Continued from page 4

ed thruout the convention and again was felt when Edgar Kobak, WTAW, Thomson, Ga., said during the panel discussion on "Freedom of Information," "We must be prepared to face any possible exceptions to events when microphones and cameras should not be allowed, and at the same time fight for their use where they should be used to render proper freedom of information. Our printing plant is the electronic tube. We record, actually, what happens without editorializing, better than a still picture, a reporter's notes, or a stenographer's report."

Paley's comments contained a thinly veiled reference to the McCarthy-Murrow bit on CBS. Paley, in summing up his remarks, stated, "The broadcaster has the same right to editorialize and the same right to independent expression as the free press."

Presentation of the Keynote Award, which was given this year to William S. Paley, was made following his address by Harold E. Fellows, president of the NARTB.

NARTB Hits

• Continued from page 4

tion in competition with private enterprise was referred to the general membership referendum for a vote. The resolution urged that all such facilities be used for educational and non-commercial purposes as intended by the FCC in making such allocations.

The FCC also has filed a motion in opposition to the injunction sought by McGrath on similar grounds.

McGrath will argue for the injunction on the basis that Lamb might be unjustly disqualified in comparative hearings on applications for TV channels in Orlando and Toledo until the issues in the WICU case are settled.

The hearing on the injunction, the first step in the proceedings, will be heard before Judge Edward A. Tamm. A separate hearing on the FCC's motion to dismiss the entire suit will be slated subsequently.

president of Famous Music Corporation and Paramount Music Corporation, who died of a heart attack in 1946. Paul Diamond was a navigator with the 8th Air Force in Europe during World War II. He attended George Washington High School and Rutgers University, and formerly was an executive of the TV department of Paramount Pictures Corporation. His widow, Gertrude, and two daughters survive.

DIETZ—George E., 58, promoter, first president and a director of the board of the Calaveras County Fair and Jumping Frog Jubilee, in Angels Camp, Calif., May 18 in Stockton, Calif. Survived by his widow, Rita; a brother, Walter, and a sister, Mrs. Hatti Hertzig, San Andreas, Calif.

DONAHUE—John Patrick, 48, veteran showman, recently in John Gaston Hospital, Memphis, of a heart ailment. Survived by his widow, Viola, and two daughters, Mrs. William Jahnke, Mt. Prospect, Ill., and Mrs. Fred Schmidt, San Bernardino, Calif. Burial in Arlington Cemetery, Elmhurst, Ill.

DRYDEN—Charles R., 82, retired circus performer, May 18 in Wichita, Kan. Starting out in 1886 with Dr. Hunter's Med Show, he later appeared as a juggler on many circuses, including Sells-Floto, John Robinson, Christy Bros. and Hagenback & Wallace. He was last with Mills Bros.' Circus in 1942. Survived by a sister, Mrs. Nora McLean. Burial May 20 in Maplegrove Cemetery, Wichita.

DZIKAS—Anthony, 57, originator and director of the Lithuanian program of news and music on Station WTEL, Philadelphia, May 17 in that city. He had been on the radio 17 years and was also a professional organist. Services May 22 in Philadelphia, with burial in Holy Sepulchre Cemetery there.

EVANS—Jean, 37, former circus performer and sister of the late Harriet Beatty, in Los Angeles May 24. (See Circus department for details.)

FARMER—William E., known as Koko the Clown, May 27 in Elmira, N. Y. Survived by his widow, Ida Mae.

GRAH—Reinhard, 48, widely known singer, May 17 in Bridgeport, Conn. Survived by his widow; a daughter, Caren; his mother, Mrs. Adel E. Grah; a brother Max, and four sisters. Burial May 19 in Lakeview Cemetery, Bridgeport.

GRAMICK—Joseph F., 27, musician and a television control engineer with the Philco Corporation in Philadelphia, May 21 in Episcopal Hospital, Philadelphia. He was a drummer with the Kaminski Brothers' orchestra. Surviving are his mother, a brother and two sisters. Services May 25 in Philadelphia, with burial in St. Mary's Cemetery there.

KOSTELANTEZ—Nachman, 82, father of Andre Kostelanetz, the orchestra conductor, May 25 in New York. Another son and two daughters also survive.

KRIEGER—Evelyn, 67, former opera singer, May 24 in Detroit. She was for five years with the Ben Hur Opera Company under her maiden name of Evelyn Simmons and in later years was with the Detroit Civic Light Opera Company. Survivors include her husband, Max, and three sons, Byron, Milford and Lawrence. Interment in Clover Hill Park Cemetery, Detroit.

KRUG—Ethel, concessionaire on the Crafts Shows and independent midways for 30 years, May 22 in Los Angeles. She was the widow of Joe Krug, concession operator and Pacific Coast Showmen's Association past president. (See Carnival department for details.)

LEVY—Charles, 82, owner of the Claridge Hotel, Memphis, recently in that city. He was well known among musicians and band men, and was one of the first to engage bands on a weekly basis in the South. Survived by his widow and two sons. Burial May 23 in St. Louis.

LIGER—Henry (Scoop), 52, veteran concessionaire, May 21 in Sturgis, Mich. For many years he operated concessions on the Gold Medal, Royal American and Peterson shows. Survived by his sister, Mrs. Larry Puerne, Sturgis.

MCDONALD—Elmer (Walden C.), suddenly May 17 in St. Louis of injuries sustained in an automobile accident. He operated the McDonald Theatrical Booking Agency, that city, for many years. Survived by a sister, Mrs. Margaret Current. Services May 21, with burial in Sunset Burial Park, St. Louis.

MCDONALD—James C., 62, vice-president of the Manitoba Provincial Exhibition, Brandon, Man., May 15 of a heart attack in Calgary, Alta. (Details in Fair section.)

MILLER—Mrs. May G., 64, sister of Sam Lefkowitz, Bridgeport (Conn.) correspondent for The Billboard, May 18 in Bridgeport. In addition to her brother, she is survived by her husband, Meyer, and another brother, Louis. Burial May 19 in Eintracht Cemetery, Fairfield, Conn.

MORSZTYN—Helena, 65, Polish-born American concert pianist and teacher who made her U. S. debut in 1928, May 22 in New York. She was well known thruout Europe and the United States. Survived by one sister in Warsaw, Poland.

NAMELOK—Emil, 72, German actor and producer who took refuge in Switzerland when Hitler came to power, recently in Lucerne, Switzerland.

PORTER—Mrs. Cole, wife of songwriter Cole Porter, in the Waldorf-Astoria Towers, New York, recently. Besides her husband she is survived by a sister, Mrs. William Wallace, and a half-sister, Mrs. Lee Abbott.

FRYOR—Arthur Jr., vice-president in charge of radio at Batten, Barton, Durstine & Osborn, May 23 in New York. (See Radio-TV department for details.)

ROGERS—Mrs. Gertrude L., 77, well-known carnival personality for over 50 years, recently in Mansfield, Mass. (See Carnival department for details.)

RYAN—Thomas, 58, former equestrian with Sells-Floto Circus, May 13 in Rahway, N. J., of a heart attack. In recent years he was rigger for his son-in-law, Don Francisco, wire walker, and since retiring from the road had been a bookbinder in Rahway. Survived by his widow, Margaret; a son, Thomas, Detroit, and a daughter, Mrs. Mary (Don Francisco) Mijares. Burial in Linden, N. J.

SACCO—Tommy, 55, Chicago talent booker and ride operator, May 22 of a heart attack. (Details in Outdoor section.)

SASSE—Charles L., 82, former owner of the Sasse Theater Booking Office, New York, May 22 in Morristown, N. J. He had conducted his business from his home in Morristown after 1938. Burial in Restland Memorial Park, East Hanover, N. J. His widow and two sisters survive.

SCHOLIBO—Mrs. Joe, wife of Joe Scholibo, well-known carnival showman, May 18 in Houston.

SWANN—Mrs. Sarah F. M. T., 69, musician, May 24 in Taylor Hospital, Ridley Park, Pa. She was prominent in musical work in England, Belgium and this country after her arrival in 1913. She played the viola with the Swarthmore (Pa.) Symphony Orchestra and other musical groups. Surviving are her husband, William F. G.; two sons, a daughter and a brother. Services May 27 in Swarthmore, Pa., with burial there.

In Memory of
C. H. TODD
Who passed away June 3, 1953
CHAS. & NELL CLEVELAND

TRENT—Sheila, 46, veteran Broadway actress, May 26 in New York. She made her stage debut at the age of 18 in 1927 in "Mister Romeo" and had appeared in the ensuing 25 years in many Broadway plays, including such hits as "Dead End" and "My Sister Ellen." During World War II she was active with the USO, playing in "Room Service" and other shows for the Armed Forces. From 1949 to 1951 she played with Mae West in the revivals of "Diamond Lil."

BIRTHS

BISHOP—A son, Stephen Jeffrey, May 22 to Mr. and Mrs. Pat Bishop in California Hospital, Los Angeles. Father is KFI newscaster.

CHILDRESS—A son, Mark, to Mr. and Mrs. Don Childress May 5 in St. Joseph Hospital, Fort Worth. Father is with Station WBAP, that city.

CLARK—A son, James Robert, to Mr. and Mrs. Gene Clark May 24 in Witham Hospital, Lebanon, Ind. Grandparents are Mr. and Mrs. James Challie, Lebanon, and Mr. and Mrs. Keith Clark, Zionsville, Ind.

FORD—A daughter, Krista Donnell, to Mr. and Mrs. Rocky Ford, May 2 in Coeur D'Alene, Idaho. Father is head man of the Rocky Ford Trio.

GOLDSTEIN—A son, Jack Earl, to Mr. and Mrs. Sam Goldstein in Georgia Baptist Hospital, Atlanta. Parents are owners of Majestic Greater Shows.

LANZA—A son to Mr. and Mrs. Mario Lanza May 19 in Cedars of Lebanon Hospital, Los Angeles. Father is the noted tenor.

STANLEY—A girl to Mr. and Mrs. Jay Stanley recently in St. Joseph, Mo. Parents are concessionaires on the Sonny Myers Amusement Company.

THOMAS—A son, John Allen, to Mr. and Mrs. E. P. Thomas May 11 in Tyler Memorial Hospital, Meshoppen, Pa. Father is chef on Metropolitan Shows.

WESTCOTT—A son to Mr. and Mrs. Rouen Westcott in Glendale Seventh Day Adventist Church Hospital, Glendale, Calif., recently. Father is on KNBH sales staff.

MARRIAGES

GRUM-TOLLES—Jimmy Grum, sports director on WLWC, Columbus, O., and Marion Tolles, non-pro, recently in Mansfield, O.

PARKER-DIXON—Howard Parker, trumpet player with Gene Pringle's orchestra, and Betty Dixon, dancer, recently in Dallas.

SKILLMAN-McROBBIE—James M. Skillman and Elenora McRobbie, vocalist on WWJ-TV, Detroit, May 25 in Dearborn, Mich.

STRONG-STRICKLAND—Gary Strong, former trick roper and juggler with Gene Autry and club dates and now in the Army Special Services, and Jayne Strickland, dramatics student, recently in Tacoma, Wash.

Atlanta Fair Shifts Advertising Pitch, Puts 60% Into TV

Lee Carteron, New Manager, Tells Of Fair's Plans to Broaden Appeal

CHICAGO, May 29.—Sixty per cent of the \$20,000 advertising-promotion budget of the Southeastern Fair, Atlanta, this year will go into television, E. Lee Carteron, recently named manager of the fair, disclosed here this week.

The percentage is believed the highest ever allocated to TV by any major fair. Most fairs spend about 60 per cent of their advertising outlays for newspaper space, with radio getting the second biggest slice and with outdoor advertising, TV and other forms sharing the remainder.

The decision to rely heavily upon TV was based on the fact that Atlanta has three video stations, two of which are particularly strong, Carteron said. TV, he maintains, will enable the fair to get intensive advance treatment in the concentrated area from which the fair draws the major portions of its patronage.

Besides purchased TV spots, the fair plans to use remotes from the grounds. Some of these, he said, would be sponsored by other TV advertisers and some would be carried as public service features.

To Shift Appeal

Carteron disclosed that the fair will shift its appeal, giving far greater stress to non-amusement features than in the many years during which Mike Benton served as fair manager.

"We feel that the people in Georgia want something more than a thrill out of a fair. We are going to appeal to people who

(Continued on page 56)

PROPOSE 5%

Gotham Ops Again Face Ticket Tax

NEW YORK, May 29.—Operators of outdoor amusements in New York, who thought they had a breather from admissions taxes with the slicing recently of the federal levy, this week were facing up to, and battling, the proposal of Mayor Wagner and his Board of Estimate that a 5 per cent levy be placed on all amusements charging over 10 cents.

Accepted by the Board of Estimate, the measure needs only to be passed by the city council on next Tuesday (1) to become law and go into effect almost immediately, in which case it would eliminate ever one season's respite for the outdoor operator.

Altho every newspaper in the city has editorialized against the unfair and discriminatory nature of the proposal, it has been freely predicted from the start that the bill would pass with virtually no council opposition.

Public Hearing

Because of the clamor, raised in particular by the motion picture industry, an open meeting will be held prior to the voting.

Harry Batt, chairman of the legislative committee of the National Association of Amusement Parks, Pools and Beaches, in town this week, labeled the proposal unfair, adding that in the case of outdoor amusement it would strike at the heart of recreational effort.

New York City outdoor ops are expected to plead additionally that the burden of the proposed tax would handicap them in their competitive efforts with the neighboring spots in Jersey and New York.

Swenson Inks 8 State Fairs

SPRINGFIELD, Mo., May 29.—Swenson Thrillcade will play a total of eight State fairs and one major Canadian fair this year, Aut Swenson, top man in the organization, announced this week. Swenson recently completed an extended booking tour.

On the show's long route of still dates and fairs are the following fairs: Tennessee State Fair, Nashville; Kansas State Fair, Hutchinson; The Free Fair of Kansas, Topeka; Oklahoma State Fair, Oklahoma City; Minnesota State Fair, St. Paul; Iowa State Fair, Des Moines; South Dakota State Fair, Huron; Nebraska State Fair, Lincoln, and the Manitoba Provincial Exhibition, Brandon.

TROUPERS HUNT CHILDREN OF NEEDY FAMILIES

NEW YORK, May 29.—The Troupers, Inc., a charitable organization dedicated to helping the children of needy show families, are afraid that some who need help—hospital, surgical, medical, dental and clinical care; clothing, shoes, food and camp—are not aware of its availability. Of necessity limited to residences of the metropolitan New York area but offered without regard to race, color or creed, the aid is intended for the children of parents in either indoor or outdoor fields. The club maintains offices in the Woodstock Hotel.

Award Wirth 8G for Talent

NEW YORK, May 29.—An award of \$8,000, plus interest and costs, was made to the Frank Wirth Agency which had sued J. A. Prud'Homme, Canadian promoter, for failure to pay in full for a circus program supplied for an Ottawa showing a year ago.

Wirth said here today that he had received word of the award from His Lordship, the Hon. Leon Lajoie of the Superior Court at Three Rivers, Providence of Quebec.

BEECHER IN CUBA

Says Business Is Good For American Showmen

HAVANA, May 29.—American showmen have been enjoying good business in Cuba, and U. S. show and ride owners also have profited from low labor costs and the climate in readying their equipment here for operation in the States. These are the observations of Gene Beecher, general manager of the Coney Island Road Show.

"The Cuban season is about over and most American show people here are taking advantage of the climate and the native labor in repairing and remodeling their equipment for the trek thru the States," Beecher said.

Continuing, Beecher reported: "The Lone Star Shows, with Dick and Myrtle MacSpadden supervising, is getting everything in top shape for their departure from here June 2. The Merry-Go-Round, Ferris Wheel, Rolloplane and Tilt-a-Whirl are sparkling in fresh paint and new upholstery. Their light plant has been completely gone over and shines like a jewel on the midway.

"Mr. Schiff's set of kiddie rides has taken on a new look with the addition of new lighting effects. The Side Show has added 20 more feet to its banner line with the addition of two new acts from South America.

"Mr. and Mrs. Les Evans have completely overhauled their drome and decorated their front with several more foreign made

machines. Curly Brideweiser's Aquarina Revue had the opportunity to use one of Cuba's best artists in repainting the front and interior of the tank. Mr. and Mrs. Kennedy's custard stand is sporting a new paint job.

"Top grosses have been enjoyed by all shows. Rides and concessions have surpassed '53 grosses by more than 20 per cent. George Golden's bingo and Earl Fisher's concessions, with Jack Wilkinson managing, have been doing great. The office-owned concessions and rides also have been turning in good grosses."

Regina Ex Paves Midway As Part of 119G Program

REGINA, Sask., May 29.—Hard-surfacing of the midway area at the fairgrounds at a cost of \$25,500 will be one of the major expenditures of the Regina Exhibition Association this year, directors decided when they met to consider the 1954 budget.

Another \$6,000 will be spent to improve the drainage in the same area.

At the same time, directors gave the go-ahead to the grounds and buildings committee to look into the possibility of construction of a \$40,000 administration building on the grounds, with work to start after the summer fair.

Year-round exhibition business would be handled at the grounds instead of in downtown offices as is done at present.

Work has already started on the hard-surfacing of the midway and when completed there will be 60-foot wide walks thru the concession area, around the midway site and in front of the church dining halls.

An outlay of \$18,000 for installation of a race track totalizer was approved by directors and changes will be made in the parliamentary set-up. The race track is to be leveled and resurfaced at a cost of \$4,500 and a new stand for racing judges, to cost \$1,500 will be built.

Two portable dressing rooms for grandstand performers are to be built at a cost of \$12,000 and work is going ahead on a portable attractions platform to cost \$8,000. New washrooms and toilets in the midway area will be built at

Streets Ring Again At Circus Parades

Continued from page 1

matic tires. Only rarely will one see old-time sunburst wheels.

Trucks, tractors and semi-trailers have found their way into the processions that once were the private domain of heavy draft horses. Heavy wood-carved parade wagons of the past have been replaced with lighter vehicles that may be transported readily on flat-bed trailer trucks when the circus moves to different towns.

The circus parade is a granddaddy of advertising gimmicks. It stems from the entry into town of an ancient wagon-transported show. At the edge of town, the wagon caravan halted, show people put on red coats and decorated the wagons with flags. Then they were ready for their triumphant entry.

Shortly after the Civil War, the Howes & Cushing Circus returned from a tour of Europe with a series of huge, ornate wagons such as had never been seen here before. These led to the circus parade as it was known in its prime.

Build 30-Yr. Supply

Other shows built similar show pieces for their parades, and the day of such features as 40-horse bandwagon teams was at hand. Barnum used the Howes & Cushing wagons until the advent of overhead electric wires forced abandonment of the high wagons. That was in the 1880's, and that is when Barnum, Forepaugh and others built the best of all parade equipment.

The demand for big wagons, long parades and more and more novelties in those years brought about construction of many parade wagons — enough to equip most of the scores of circuses that paraded in the ensuing 30 years.

In 1903, Barnum & Bailey put out an all-new and highly expensive procession of parade vehicles in what was probably the best single parade. But by 1905, it was ready to abandon the entire idea of giving street displays, only to be forced by the public and competition to resume them. Next big break in the chain came in 1920, when the Ringling Bros. and Barnum & Bailey Circus quit parades.

Several other major shows stopped parading in the mid-1920's and the Depression knocked the others off the streets.

When the Hagenbeck-Wallace Circus paraded in 1934, it was counted as a "revival." Cole Bros. revived the parade for 1935-'37.

The early 1930's also saw several major motorized circuses, such as Tom Mix Circus and Dcwnie Bros. Circus, give parades. Robbins Bros. paraded in 1938, Cole again the next season and Parker & Watts in both years. Jay Gould Circus soon picked up the banner and kept the parade tradition alive until the present "revivals."

New Outlook

The current processions mark the first major change in showmen's outlook on parades. For the first time, they have concluded that to say "parade" does not necessarily dictate "carved wooden wagons."

Behind this is the fact that the backlog of parade wagons, built from 1880 thru 1920 by big shows and later filtered down to the smaller ones, has finally been exhausted by fire and repeated revivals. Now they must build new parades.

With advertisers paying part of the costs, with local participation clearing the way and with showmen aware of the parade's advantages, it is not unlikely that a circus of the immediate future will display vehicles of entirely new design, using plastic, glass neon, aluminum and nylon in place of hand-carved designs depicting Greek goddesses.

But even the atom-age parade will display elephants, horses and bands. Chances are that even youngsters of the future will be eager to see the clowns and hear the callopie in the circus parade.

Tommy Sacco Dead at 55

CHICAGO, May 29.—Funeral services were held here Wednesday for Tommy Sacco, 55, Chicago talent booker and ride operator, who died Saturday (22) following a heart attack. The attack came as he was driving from his home to his office.

Born in Italy, Sacco came to this country at an early age. He started in show business as a musician and later entered the booking business, providing talent for a number of clubs and theaters in the Chicago area. In recent years he had been booking entertainment at fairs and celebrations and in addition operated a string of kiddie amusement rides at various spots in the Middle West.

He was a member of the Showmen's League of America and the Entertainment Managers' Association of the Midwest.

Survivors include his widow, Gladys, and four sisters, Mrs. Lena Merlo, Mrs. Martha Saporacino, Mrs. Kate LaGabbio and Mrs. Mary Rakowski. Interment was in Accacia Park Cemetery here.

Portland, Ore., Votes For \$8 Mil. Aud-Arena

PORTLAND, Ore., May 29.—Portland voters this week approved an \$8,000,000 city bond issue to finance construction of a sports arena and convention center.

Altho a North Portland site, Vanport, which was destroyed by a flood in 1948, has been proposed as location for the arena, definite selection of the site remains in the hands of a committee.

One of the chief beneficiaries of the project will be the Pacific International Livestock Exposition. This big show last year was reduced to exhibits in tents as result of leasing of its 11-acre building for Air Force warehouse use. The 1954 exposition, however, will return to the Pacific-International

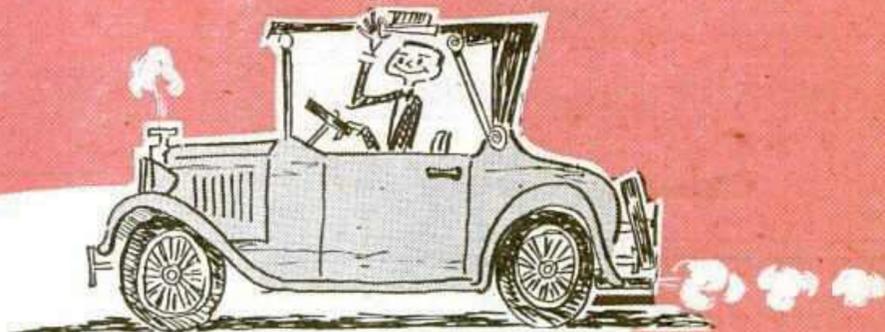
building, the lease having been canceled.

The offer of the exposition to donate its property to an arena project was one of the factors in obtaining a favorable vote in the bond election.

The Multnomah County Commission also is giving thought to possibility of using arena facilities for the County Fair, now held at Gresham. Commissioners would go no further than to say that the arena would be discussed and indicated the commission still favored a site under option on the northeast outskirts of Portland.

The arena, on a 640-acre tract, was put forth as an attraction for conventions, athletic events, trade shows and theatrical attractions.

The Billboard 44th Annual SUMMER SPECIAL ISSUE



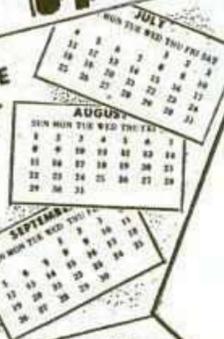
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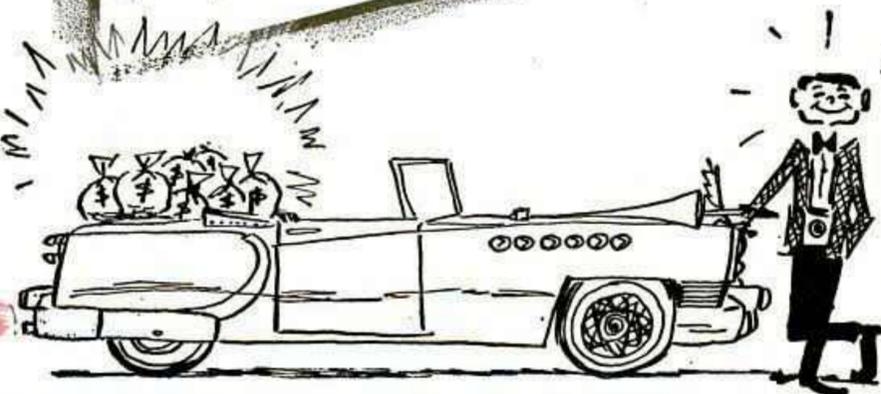
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FATHER SULLIVAN REPORTS

New Eng. Holds Promise of Good Takes for Small Shows

By GUY LIVINGSTON

BOSTON, May 29.—New England is more circus minded this year than it has been for several seasons, and despite more unemployment and less spending there is still plenty of money to be garnered by smaller circuses that can appeal to the whole family in the six-State area, Father Edward S. Sullivan, national chaplain CFA, declared at the Ringling-Barnum record-breaking stand at Boston Garden (May 11-16).

The famed "circus priest" said the Big One has left the New England territory wide open for both large and small circuses this season. "New Hampshire, Maine and Vermont and all of Eastern Massachusetts will be by-passed by Ringling, and there is plenty of family business in that territory that good circus offerings can get if they want to go after it," the circus authority said.

Reviewing Ringling in the Hub on opening day, he predicted that the Big One would hit bigger grosses this season because the management "has returned top attractions, is offering more clown work, more dressage, more animal acts, and has eliminated the floor-show type review numbers that bogged down the program last year."

Last year at the Boston stand Father Sullivan found the show too overwhelming for the children, too lacking in clown work and animal acts and too full of "girly" production numbers to appeal to the public as a traditional circus.

The CFA chaplain, who lectures and shows his outstanding collection of arena circus motion pictures to thousands of New Englanders annually, advised small circuses coming into New England to stick to the small towns.

"Competition of television, amusement parks, seaside resorts, drive-in theaters is greater this season than ever before. It has completely changed show business in the last generation. Where entertainment used to be brought to the people, now they think nothing of traveling vast distances in modern motor cars over super highways to the place of entertainment. That is where a big show like Ringling has the edge and can pile up big grosses. But there's still plenty of room for the small circuses. They can play one-night stands in the rural areas in New England and make money, because the head of the family will be happy to take everybody to the circus near or in his home town at a popular price, whereas he would find it a heavy burden to travel a long distance and pay big show prices," Father Sullivan explained.

Father Sullivan said that Hunt Bros., Mills Bros. and King Bros. would play the New England territory this year again as they did last year. He said that they have dropped their over-all prices because of the tax cut this season and that they have every expecta-

tion of getting bigger grosses this year.

One of the mistakes that was made in the circus business during the past few years on both large and small shows was the introduction of a sort of follies-type performance, Father Sullivan contended. "Whether this was done to cover up inadequacy of acts, inability to get top acts, or whatever it was, I don't know, but it was soon evident to circus managements that if the circus was going down as a fading chapter of history, the follies-type review was going to pull it down there fast.

"People today don't want to go to a circus to see a follies-type show, a musical comedy or a vaudeville show—television is filling that bill very nicely. What the people want to see is a real circus, the same kind they saw when they were youngsters—animals, elephants, horses, sensational acrobats, jugglers, wire walkers, trapeze flyers—acts like Con Coleano, Josephine Beresini, Unus—and clowns, clowns and more clowns."

May Weather Badly Mauls N. E. Funspots

BOSTON, May 29.—Pre-season funspot business, which in past years has helped make the nut early, was washed out by record-breaking rains in the New England territory in May.

Rainfall for May totaled 12 inches in the first three weeks, breaking all official and unofficial records for the month in the history of the Boston weather bureau.

Ops saw 10 straight days of rain from the first of the month. Rain fell on two Sundays (2 and 9), and on the morning of 16th. Weather was extremely cool. Early openings at the beaches started in the last part of April when hot Sundays indicated an early season. However, they had to close in May for lack of patronage due to the unprecedented rain.

Look to Holiday
 For the first time in several years, funspots, beaches, parks and other outdoor spots are in reality starting the season Decoration Day, with no advance receipts in the sock to help over any rough spots that may come up weatherwise.

Norumbega Park, which had pulled as high as 8,000 admissions on Sundays in April, was hurt by the bad weather in May. Revere Beach and Nantasket, which got off to slow starts in April, had little activity of any sort.

Pre-season crowds were reported out in April, but with the bad weather in May, stayed close to home. Outdoor ops will have to have good weather over Memorial Day and thru June weekends to even with last season.

B-C, Pyro Shows Set at Superior

SUPERIOR, Neb., May 29.—About 10,000 people are expected to attend a July 5 celebration here, the first held in Superior since 1948, according to R. Vernon McBroom, manager of the Chamber of Commerce which is sponsoring the event in co-operation with veterans organizations and civic clubs.

Arrangements have been made for a Barnes-Carruthers production to be offered as an evening attraction in the baseball stadium and a \$500 fireworks display supplied by Ralph Rhoades Fireworks, Company, St. Joseph, Mo. Other program features will include an afternoon parade with the music of four bands, two dances and a water fight by seven volunteer fire departments.

Adds Chariot Races

SWIFT CURRENT, Sask., May 29.—A new feature at the Swift Current Frontier Days rodeo and exhibition this year will be chariot races on each of the three nights. Day money of \$150 has been posted, with \$100 offered for the best average time.

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 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Clute, Wood Ball Markers, M.75
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 Round white N.J. Card board Markers, 2 sizes; 1/4-inch diam., 1800 to 1b.; larger size, 1/2 diam., 1000 to 1b. Either size, 1b.85
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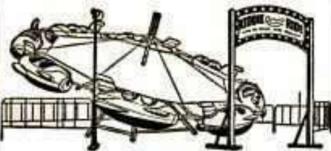
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JAY WARNER
BOX 181, BAY ST. LOUIS, MISS. PHONE 348.

Kochman Has New Equipment Set for June 29 Season Bow

INDIANAPOLIS, May 29.—With 120 thrill show dates set and the season not scheduled to get under full swing until June 29 at the Metropolis (Ill.) Fair, the Jack Kochman Hell Drivers, nevertheless, were on view before thousands of persons here this weekend.

Harbored at the 15th Street Speedway, across the street from the famed Indianapolis Speedway, the Kochman equipment was lined up and on view to the thousands of persons attending the 500-mile Memorial Day Classic. The night before additional crowds were on hand for the 16th Street races and the added performances of Neil Hamilton, top Kochman stunter.

Kochman has a new fleet of Dodge tractor-trailers and 12 new Dodge Coronet sedans for use this season. All equipment is finished in the special yellow used by Kochman but the style of lettering and insignia have been changed. This year the Dodge insignia—a ram's head—will form the outline. The Kochman name and skull and cross bones will be incorporated.

This location and display of equipment has heavy backing from Dodge. The site is labeled as "spring training quarters" for the daredevils.

Personnel Listed
Personnel includes Art Hoard, veteran announcer; Neil Hamilton, George Patton, Marty Stepke, Jack Plumstedt, Louis Owens, Stacy Pennington, all feature

drivers; Walter (King) Kovaz and Russ Aldrich, clown alley and, ahead of the show, Sam Conn, Tex Sherman and C. O. Hart with Bill Skinner and L. H. Gately doing the billposting for the fourth year.

Plans for next season are already being set by Kochman, Bob Conto, general agent, and Hoard. According to previously announced plans, Kochman next season will offer greyhound racing for fairs. The dog races and the thrill show will be offered as separate units. There is no planned combining of attractions unless the separate deals happen to coincide.

PREDICTION!

Nifty Weather Due for North Zone Beaches

BOSTON, May 29.—Longer, hotter and drier seasons were forecast at the annual convention of the American Shore & Beach Preservation Association at Hotel Sheraton Plaza this week by Walter A. Lynch Jr., a member of the staff of the Baxter International Research Bureau, who said: "We are in the midst of a 350-year warm-weather cycle."

"As the heat zone moves northward, you will find that more and more of our Northern beaches will be subject to not only a greater recreational and residential use but, what is more, the recreational use will be for a much longer period," he said.

"Indeed," he added, "from the New Jersey coast to Maine, you will find an ever-increasing use of beach areas."

He explained that "changes in the seasonal pattern are not a temporary factor, but rather a long-term trend. The weather changes are not merely local in area, but actually world-wide."

Lynch pointed out that the 350-year warm cycle would assure "better winters in the North, with much less snow and precipitation and hotter, drier summers."

"At the same time," he said, "we can expect the spring season to be cool and wet."

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Samples of each of the above items for 25¢ No. 1 1/2-Page Assorted Color Covers ... 50¢

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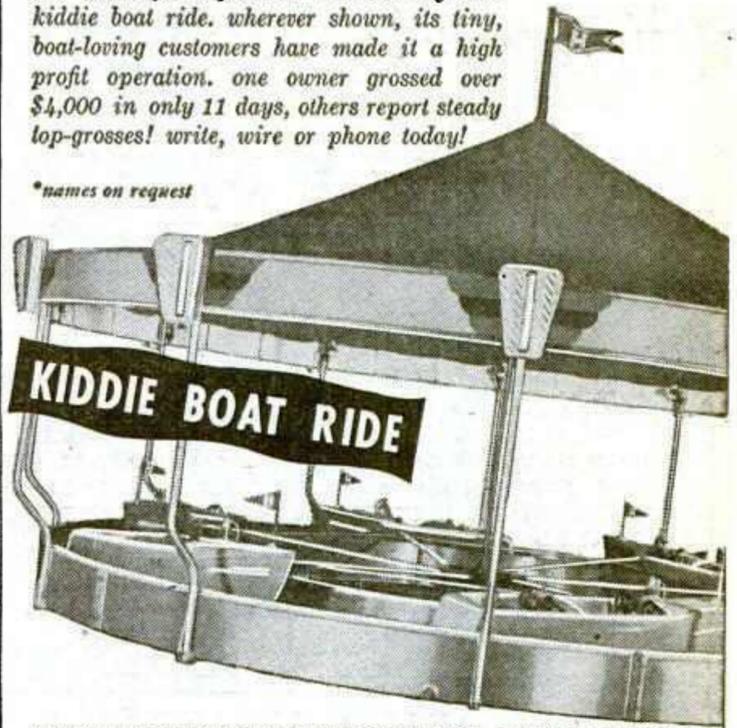


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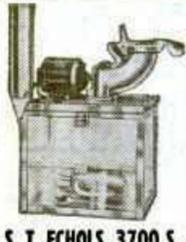
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NEW DEVELOPMENTS
Soft Drink Dispenser Has Multi-Draw Taps

ST. LOUIS, May 29.—Multiplex Faucet Company has introduced a multiplex dual faucet soft drink dispenser that it claims is in itself a complete soda fountain. The unit, in addition to drawing two ice cold drinks, also dispenses carbonated soda for making ice cream sodas. Root beer, either solid or creamy, is drawn from one tap, while a cola drink can be drawn from the other faucet. The cola faucet dispenses a finished drink when the handle is turned to one side and plain carbonated

water when turned to the opposite side. The unit is made of stainless steel in red enamel or custom enameled in desired colors. Equipment includes stainless steel faucets, liners, drain pan and parts. —**Multiplex Faucet Company, 1400 Ferguson Avenue, St. Louis 14, Mo.**

Coffee Dispenser Uses Concentrates ...
 PHILADELPHIA—Operating at the push of a button, Counter Model Coffee Maker CC-5 dispenses as many as 400 cups of coffee an hour, according to its manufacturer, Rudd-Melikian, Inc. Unit uses frozen liquid coffee. (Continued on page 63)

Manley Book Published for Drive-In Ops

KANSAS CITY, Mo., May 29.—Manley, Inc., popcorn machine manufacturer and distributor of concession equipment, has published free a manual entitled "Design and Operation of Your Drive-In Concession."

The 36-page booklet, in red and black, includes suggestions on proper location of the refreshment stand, speed of service, items to handle, gross profit potential, anticipated turnover, type of equipment and how to merchandise products properly.

Nut Stocks Below 1953

WASHINGTON, May 29.—Supplies of peanuts, not on farms at the end of April totaled 585,000,000 pounds, a 10 per cent decline from a year ago and the lowest figure since 1950, the U. S. Department of Agriculture announced.

The amount of peanuts used in making candy and salted peanuts thus far this year is about the same as that used for the same purposes last year, the department revealed.

The firm suggests a basic menu and prices and also lists what a minimum inventory of foodstuffs should include. Also touched on are water and electricity supply, methods of controlling inventory and ordering, and education of sales personnel.

In the design section of the manual, seven typical refreshment stand layouts are displayed. Manley recommends that drive-in theaters with a capacity of under 40 cars have counters 25 to 35 feet in length; 400-500 cars, 35-40 feet; 500-600 cars, 40-45 feet; 600-700 cars, 45-55 feet; 700-800, 55-65 feet, and over 800 cars, 65-75 feet.

Suggestions are also contained on what type of equipment is desirable for certain size theaters.

Tastee-Freez Corp. Pushes Expansion

CHICAGO, May 29.—Tastee-Freez Corporation of America opened 115 new stands to its chain during the first quarter of this year, Leo S. Maranz, president, announced. The organization now has more than 910 outlets and expects to expand its operation to a total of 1,300 by the end of 1954, he said.

Organize New Ice Firm

NEW YORK, May 29.—Frozen Desserts, Inc., has been organized here to manufacture and sell at wholesale, ice cream and related products and to specialize in the manufacture of Italian style ices. Firm is located at 2811 White Plains Road and is headed up by David Schott.

Bert Parlays Snow Cone Stand Into Major Biz

DALLAS, May 29.—Sammie Bert, concessionaire at State Fair Park midway here, has parlayed shaved ice and sirup into a mammoth business which includes amusement rides, food and a roller rink as well as snow cones.

Bert first appeared on the State Fair midway in 1919, fresh from service as a combat hospital corpsman in France with the 78th Division. He set up a small snow cone stand, shaving the ice manually with a carpenter-style plane. Then he invented an electric snow-making machine that got him off to a good start in the next few years.

In addition to shaving machines, Bert makes and sells sirup and finds demand is greatest for grape and strawberry flavors. He is at present working on a new and improved electric model.

10 Fair Stands
 Bert operates three snow cone locations at Fair Park during the summer midway operation and 10 during the annual fair. He employs about 150 people in all of his various operations during the 16-day exposition.

Altho it is almost impossible to pinpoint his production of snow cones during the fair, the fairs' statisticians estimate he might sell as many as one million cones during the fair, which has an annual attendance of about two and a quarter million. Last year: 2,382,712.

As one of the senior concessionaires at State Fair Park, he now owns and operates a \$100,000 Roller Coaster, the Cotton Bowl roller rink and cafeteria, and concessions for popcorn and peanuts.

Two Sizes
 Bert makes and sells two sizes of snow-making machines at present. The large size can produce 50 pounds of shaved ice in less than one minute. At full capacity, this runs at \$20 a minute, since 50 pounds of ice will make 200 snow cones at 10 cents apiece.

His best days, of course, are the big ones during the fair, when it is not unusual for a quarter million people to be on the fairgrounds in a single day. It always helps if it is a hot day, and Texas usually has a warm October with a few real scorchers. Many people pass up sirup and buy just the snow to cool themselves off and slake their thirst.

Bert says the large machine can take care of the needs for an entire fair or park, even on big days like some of the ones at the Texas fair.

The smaller model grinds a little over 12 pounds of ice in one and one-half minutes. Bert claims this machine can pay for itself in one day. He estimates the cost of the snow cone to be about 1 1/4 cents. Ads in The Billboard have brought him inquiries about his snow-making apparatus from as far away as Alaska. He also manufactures a hand-operated ice shaver.

Kids' days at the fair are always good. And there are a few really good days during the summertime, altho the volume of business at this time usually doesn't come until nighttime, when things have cooled off and when the crowds are less likely to be hungry.

Bert believes there has been a steady increase in the acceptance of snow cones by the public. He believes that improving the product will mean an even greater increase in sales. That is one reason he spends a lot of his time thinking up new ways to make better snow faster.

Lower Coffee Prices Seen By Next Year

WASHINGTON, May 29.—Despite earlier predictions to the contrary, the Department of Agriculture this week made the observation that rising coffee prices are "almost sure to go down in 1955, and may drop later this year."

Earlier the department had maintained that it would be 1955 or 1956 before the coffee price trend began to decline.

Reason for the new outlook on the price picture is that the department's Foreign Agriculture Service, after a new look at the world coffee situation, concluded the lower prices would develop because:

1. The expected decrease of coffee production by Brazil, due to the frost damage to crops last year, is expected to be largely offset by increasing output in Columbia, Africa and other producing areas during 1954-'55 crop year.
 2. The resulting improved supply prospects will tend to influence prices a full year before the crop comes in, as coffee producers may decide to dip into their reserve stocks, thus putting more coffee on the mark.
- The department also revised upward its March estimate of 1953-'54 coffee production by about 400,000 bags to 40.7 million bags (almost as much as was produced during the preceding year).
- This was based on a raise in original output estimates of Brazilian and Colombian production by some 200,000 bags to 8.3 million bags for the former and 6.9 million for the latter.

Dr. Pepper Sponsors Show At Texas Fair

DALLAS, May 29.—Dr Pepper Company of Dallas will sponsor the Children's World Theater at the State Fair of Texas this year with 64 performances of "Aladdin and His Wonderful Lamp."

The Children's Theater is produced by Prestige Producers of New York. Shows will be staged in the Theater '54 Building at State Fair Park where the in-the-round theater has a seating capacity of 190.

Orange Juice In Good Supply

WASHINGTON, May 29.—Stocks of frozen orange juice in public cold storage warehouses reached 26,670,000 gallons in April this year, a jump of nearly 4,000,000 gallons over the previous month and 6,000,000 gallons more than in April a year earlier. Other frozen fruit juices in cold storage in April totaled 12,800,000 gallons, up 200,000 gallons from March.

BIG PROFITS WITH SOFT ICE CREAM



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CANDY APPEMEN ATTENTION!

Will sell you a secret that will keep the apples from running with the same formula you now use.

For information write
JIM FOREST
 31 N. Atlantic Ave., Daytona Beach, Fla.

Hefty Talent Sked Set for Steel Pier

NEW YORK, May 29.—New show features and a full season of top names have been set for the Steel Pier, Atlantic City, which opens its weekend season tomorrow.

George A. Hamid, pier director, said here that improvements and additions made to the pier run into several hundred thousand dollars. Included is some \$75,000 worth of equipment bought prior to the dismantling of the Center Theater, famed Radio City show-place.

A new tank and tower have been constructed for the Carver Diving Horses at the end of the pier. The equipment, which can be moved, will make it possible for the act to appear in conjunction with the anniversary showing of the Bloomsburg (Pa.) Fair this year. The act will be offered to fairs next year, Hamid said.

Outdoor Acts Set

Regular features for the end-of-the-pier circus will include the

Flying Constellations, a three-people European import signed by Hamid during his recent trip. Act uses a rigging similar to that of the Kimris and performs in the manner of the Geraldos. They are slated for the Hamid-Morton Circus in the fall.

The Sky Tones, high wire; Lavine's Chimps; Sylvia's Dogs and the Diving Collegiates are other features. All of these acts will work thru the season.

Names Booked

Name talent set for appearances includes Julius La Rosa, Johnnie Ray, Frankie Laine, Georgia Gibbs, Dagmar and the Dorsey and Flanagan bands.

Since Atlantic City is celebrating the invention of the Edison light, Hamid will have on the pier six Army searchlights. The massive sign on top of the pier has been redone in changing neon. The front of the building, long a dead white, this year is blocked out in red and white.

A new roof has been added to the ballroom and air conditioning units and new wide screen equipment to all of the theaters.

Carroll Spot Needs Daily Play to Gain

AGAWAM, Mass., May 29.—Riverside Park goes into a full-time schedule Decoration Day weekend. Ed Carroll's park has been battling bad weather since the early April opening, but hopes to gain on the long holiday stretch when a flock of special promotions are scheduled.

Today the first 100-lap stock car race of the season will be staged along with the initial bill of circus acts on the midway. The Al Martin Office, Boston, is again handling all attractions.

Tomorrow will feature the second annual Howdy Doody Day, with television stars in person. On Monday (31) will program the inaugural sportsmen-type cars in action on the track.

The following Sunday (6) there will be a thrill show in the stadium, with Buddy Wagner's group of drivers featured. On Sunday (13) Captain Video will appear in person with special prizes and gifts for the youngsters.

Edgewater Alters Policy On Pyro, Acts, Ballroom

DETROIT, May 29.—Business has been running slightly behind last year at Edgewater Park due to weather and monetary conditions generally. Park manager Milton Wagner, however, remains optimistic over prospects for the season, pointing out that it is too early for adequate comparison.

While no major changes in attractions have been made at Edgewater this year, several new angles in policy are being used, including new slants for promotional efforts.

Saturday afternoon business build-up is being sought thru giveaways by which the park plays hosts to all comers. Each patron receives a free ride on any device he chooses and a free hot dog. The latter is considered a new departure in park promotion, offering solid merchandise rather than rides as an inducement to bring business.

A broadcast from the park of a radio show with disk jockey Robin Seymour of WKMH has been featured for the past four Saturday

afternoons. Seymour has been drawing 700 to 800 teen-agers for the event.

Holiday Free Act

The Great Eugenes, high wire, have been booked as a free act for Decoration Day weekend, the first time in five years such an act has been used on the holiday weekend. Policy of using fireworks for major holidays, an Edgewater trademark for several years, has been dropped, with civic relations and allied traffic tangles being credited for the change.

Use of name bands at Edgewater Ballroom has been cut down this year. Three have been booked for 1954 dates and the Mike Falk agency handled this work. Bands and dates are Buddy Morrow, May 29; Les Brown, July 31, and Billy May, August 21. The spot had nearly a dozen name bands last season, but it is acting on the experience that the local Fred Netting orchestra, booked into the park indefinitely, is finding favor, and only an occasional name fillip is needed.

Death Claims J. S. Billow

NEWARK, O., May 29.—J. Stanley Billow, 51, formerly active in the management of Buckeye Lake Park, Buckeye Lake, O., as assistant to Manager A. M. Brown and for several seasons manager of that spot's Crystal Ballroom, died May 19 in Newark Hospital following his removal there two days earlier. Death was due to pneumonia and complications.

Billow had been in failing health since late 1951 and had suffered a stroke in 1952. A veteran employee of the Newark Advocate, he had been that paper's circulation manager since 1943. Active in public affairs, Billow had been a member of the Buckeye Lake Civic Association, the Lions Club of Hebron, O., and active in Boy Scout work. He had also been a member of the Ohio and International Circulation Managers association.

Surviving are his widow; three sons, Bruce, James and Joseph; his mother, four sisters and a grandson. Services May 22 and burial in St. Joseph's Cemetery, Newark.

West View Gives Tickets Via Cigarette Machines

PITTSBURGH, May 29.—West View Park will distribute tickets good for a half-million free rides in a tie-in promotion being worked out in co-operation with cigarette vending machine operators.

Park will supply 500,000 books of matches for the vending machines. About 50,000 of them will be redeemable for 10 rides each at the funspot.

Free strip-tickets will be honored on weekdays in the period between July 4 and Labor Day, according to Alan F. Leonard, West View advertising manager. George M. Harton is president of the park.

A dozen vending companies operate in this area. Their machines will be stocked with the West View match books and on book will be delivered with each package of cigarettes vended.

Each will have a four-color cover with a clown picture, clown insignia, name of the park and

the words, "Free, see inside cover." Inside type will explain that if there is a clown picture under the match scratching surface, the folder will entitle the bearer to the 10-ride free ticket. Tickets may be claimed at the radio tower at West View. Placement of the winning design is designed to disguise a particular book as a winner until it has been vended and opened.

Promotion is scheduled to start June 1. Since there is no expiration date on the giveaway folders, the plan could run over into 1955. William Martin, Universal Match Corporation, assisted in arranging the plan.

Detroit Bob-Lo Books Bigger Picnic Score

DETROIT, May 29.—Advance bookings of picnics are running 25 per cent ahead of last year at Bob Lo Park here. Opening of the park is set for Saturday (29). Principal group patronage is coming from churches and schools this year, according to Ray Scheetz, passenger agent.

Two major new attractions have been provided, the Overland Roller Coaster and a Hrubertz Round-Up.

New policy change designed to draw the small fry will be the personal appearance of a television personality on the island each Friday.

Schedule of boat sailings will be the same as last year, with six trips out of Detroit daily until Labor Day. The park is accessible only by boat. Tariffs are being kept at \$1 weekdays and \$1.50 Sundays and holidays, with the rates for children set correspondingly at 50 and 65 cents.

and attractions are staffed by high school and college teachers and students. James J. Batterbury, general manager, supervises all concessionaire units and help.

Coney, Rocks Again Get Pyro Show Aid

NEW YORK, May 29.—Coney Island and the Rockaways will again have weekly fireworks shows thru the regular season jointly sponsored by the Schaeffer Brewing Company and their respective Chambers of Commerce.

The shows, which begin June 15 at Coney and on June 30 at Rockaway, will be staged each Tuesday and Wednesday thereafter thru September 1.

The Rockaway spectacles will be produced by the International Fireworks Company, North Bergen, N. J. The Coney shows have been contracted by the Interstate

Fireworks Company, Bridgewater, Mass. All shows will be shot from barges, as in the past.

This year will mark the 30th anniversary of the revival of Coney's fireworks. Rockaway began its current season in 1938 with lapses during World War II and 1952.

The weekly pyro shows are credited by operators with being a great crowd stimulator. Last July at Coney some 400,000 persons were claimed to have been attracted to the resort by the fireworks shows.

Hampton Set for Gala Season With Top Names, Promotions

HAMPTON BEACH, N. H., May 29.—Looking forward to a big red one Decoration Day weekend to kick off the season here, John J. Dineen, president and managing director of Hampton Casino, said more would be offered at the funspot this season than at any time in the past to garner more dollars to crack last year's big grosses.

Ray L. Goding, president of the Chamber of Commerce, says August will be the big festival month. Bill Elliot, the Singing Cop, is taking over as executive

secretary for beach promotion for the season. General chairman of the August festival committee is Charles (Ben) Butler. Fishing derby, photo contests, weekly beauty contests, children's parades, festival parades, water ski shows and free acts will be presented.

Dineen, who is serving as publicity chairman for the August festival, is bringing in recording artists for appearances at his Hampton Casino Ballroom.

Booked are the Four Aces, June 9; Ralph Flanagan, June 23; Jerry Vale, July 5-10; Four Lads, July 12-17. For the August festival, Dineen is bringing in top names to be announced.

Casino concessions have been touched up and freshened for the season. The gift shop is under the management of Alice L. Dineen, executive vice-president of the Casino Associates and sister of President Dineen.

All Casino concessions, exhibits

KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

CHAIRPLANE FOR SALE

AFTER JUNE 18
Le Roi Motor, 15 ft. Tower, \$600 complete. Set up and operating at
Chain of Rocks Park
10783 Lookaway Dr., St. Louis 15, Mo.

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

CONEY ISLAND, N. Y.

By UNO

As the result of one man hitting a jackpot, a new game has hit Coney this season, bringing with it a wave of empty Coca-Cola bottles that are used by as many as 50 concessions. The operation method is ring the bottle and win a prize which consists of, in most cases, stuffed dolls. The price is six rings for two bits. To name a few in the biz, there are Jean Breese, operator also of a Greyhound Racer di-

rectly opposite her bottles on the Bowery; Don Hayes, on Surf Avenue; George C. Tilyou III, and one of the McCullough brothers who now have the monopoly of carousel rides operating on Coney including the latest lease in Feltman's Park to Leonard McCullough. Still another ring-a-coke-bottle concessionaire is Raye D. Perkins, managing director of the staff in charge of "Mrs. (Continued on page 56)

NEW TRENTON PLAYLAND

Located in front of Fair Grounds right in the heart of town. Wanted to join immediately.

Will book Merry-Go-Round, Ferris Wheel and any other Adult Rides. Cotton Candy, Novelties and Arcade Machines. We have buildings. Will lease Custard and Hot Dog Stand Snack Bar fully equipped. We have enough Kiddie Rides (12), including big Roller Coaster. This will positively be the biggest spot in the East. Day and night factory workers—large steel plant near-by. Contact

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Atlanta Fair Shifts Advertising Pitch, Puts 60% Into TV

Lee Carteron, New Manager, Tells Of Fair's Plan to Broaden Appeal

Continued from page 50

"want more out of living," he explained.

In line with this, the fair has closed plans for what will be billed as the "House of Electricity," which will be a showing of all of the latest in electrical appliances. To be presented in conjunction with the Georgia Power Company, the building will be tied in with the Diamond Jubilee of Light and will be topped by a 75,000-watt bulb symbolic of the observance.

The fair is also tying in strongly with the centennial program of Fulton County, in which Atlanta is situated. A pageant will be presented during the fair to mark the county's 100th anniversary and a parade, consisting of floats tied to the centennial theme, will also be held. The floats will be displayed on the grounds.

Efforts are being made to build up women's and youth days, Carteron also said. He disclosed that the fair is currently mulling programming a fraternal day, when events designed to attract heavy attendance of such orders as the Masons and Shrine would be held.

Study Other Set-Ups

Carteron pointed out that a carnival and some of the attractions already had been constructed before he assumed the post as fair manager April 16 and that the short time before the fair would not permit all of the many changes currently under consideration.

The O. C. Buck-Model Shows

have been contracted for the midway and Jack Kochman's thrill show has been signed for eight performances.

"We are thinking of turning from an Eastern to a Midwest carnival for future years," Carteron said. He added that the fair also is considering what it should do with its park operation.

"At this time, we don't know whether we should continue to operate the park ourselves or to lease out the rides, shows and concessions," he said. "But, it is our intention to have a brand new midway in 1955."

The Roller Coaster, which did not operate last year, is to be repaired and put back into operation for this year's fair, he disclosed.

Carteron was accompanied here by Alfred S. Papy, fair president and past president of the Atlanta Chamber of Commerce and long prominent in Atlanta civic affairs. While here, they attended the convention of the National Industrial Recreation Association, visited Riverview Park and conferred with fair attraction bookers.

Before returning to Atlanta, Carteron and Papy planned to visit Coney Island, Cincinnati, and the Milwaukee State Fairgrounds, Milwaukee.

Carteron was associated with the Milwaukee fair from 1938-1942, when he assisted in the promotion of dairy products at the fair and during which time he promoted "Alice, the Dairy Queen Contest."

Now 39 years old, Carteron spent 12 years in the Army, being discharged April 18 with the rank of colonel after serving as a military attaché in the Philippines, as chief intelligence officer in Southeast Asia, and on the staff at Bolling Field, Atlanta, where his duties included the promotional of Army-sponsored charity events.

Long-Range Plans

Carteron says that the fair's plans call for the development of the fairgrounds as the site for expositions and trade shows the year-around. He said the hope is to erect some new buildings this fall and that the crying need is for livestock buildings and for a trade show building.

Natural gas lines are being brought into the fairgrounds now so that buildings can be heated for winter use. An auto show already has been signed for the fall and others are expected to be signed.



E. LEE CARTERON recently assumed the post of manager of the Southeastern Fair, Atlanta, after 12 years in the Army, which he left with the rank of colonel. Prior to his military service, he promoted milk products in Wisconsin and was associated with the promotion of the Dairy Queen Contest for the Wisconsin State Fair.

Mass. Event Revives Run

MARSTON MILLS, Mass., May 29.—The Barnstable Country Agricultural Society, inoperative since 1934, is being revived here and will hold a three-day fair August 12-14, Charles J. Meyer, secretary-manager, announced.

The fair will be held under tents on a 40-acre pasture and quite a bit of commercial exhibit space has already been sold. Colbert's Fiesta will provide the midway attractions and several acts will be featured in the arena area. Other attractions include a junior horse show, pet show, athletic events and band concerts. Horse racing is being mulled as an attraction for next year.

Officers, in addition to Meyer, include Chester Crocker, president; Harry Jones, vice-president; and Carl Salo, treasurer. A total of 10 members make up the board of directors.

Swanson New Director Of Detroit Grandstand

DETROIT, May 29.—Don Swanson, who has been the assistant controller of the Michigan State Fair, was named director of grandstand operations by the Board of Managers at a recent meeting.

One-Day Run for Annual

MELVILLE, Sask., May 29.—A one-day fair will be held July 8 or 9, directors of the Melville and District Agricultural Society decided. Willis Auckland was elected president. Vice-president is Elmer Wotherspoon and secretary-treasurer, D. A. Wotherspoon. A bank balance of \$453 was reported.

REGINA EX BUDGETS FOR 109G PROFIT IN '54

REGINA, Sask., May 29.—A surplus of \$109,439 on the year's operations and \$55,255 on the summer fair are anticipated in the 1954 budget of the Regina Exhibition Association.

Surpluses of \$134,494 on the year and \$70,773 for the fair were recorded in 1953.

The fair estimates that revenue this year will be \$434,232 and expenditures \$324,793, compared

with \$438,987 and \$304,493 last year.

Summer fair revenue is expected to be \$268,150 against actual revenue of \$265,526 last year, and expenditures are estimated at \$214,895, compared to the 1953 outlay of \$194,753.

Stadium revenue is expected to be \$43,178, with expenditures at \$40,881, for a profit of \$2,297 against last year's deficit of \$1,775.

Winter fair loss is estimated at \$6,603, compared with \$5,815 in 1953.

The annual estimates that grounds and buildings revenue will be \$70,000, with expenditures of \$39,875, for a surplus of \$30,125. In 1953 revenue was \$78,590 and expenditures \$39,680 for a profit of \$38,910.

Capital expenditures this year are estimated at \$119,300, compared with last year's \$55,256.

Exhibition revenues in 1954 are expected to total \$268,150, made up as follows: Main gates, \$60,000; grandstand, \$75,000; midway, \$25,000; races, \$55,000; concessions, \$38,000; exhibit space, \$14,000; auto camp, \$150, and exhibitors' fees, \$1,000.

A gain is expected in main gate revenues because of a boost in admission charges but revenue for other departments will be off slightly.

The race committee, which spent \$45,440 in 1953, is budgeting for an outlay of \$56,085. Race purses will be \$37,000.

The executive and finance committee's figure is \$75,565, slightly higher than 1953 expenditures, and the attractions committee is budgeting for \$21,520. The grandstand revenue will cost \$13,700 and fireworks, \$4,300.

Lethbridge Adds \$45,400 Building For Youth Program

LETHBRIDGE, Alta., May 29.—Construction of a \$45,400 4-H and agricultural building has started at the Lethbridge Exhibition. The building, of all-metal, will be 60 by 160 feet. It will be the first major building job on the grounds since the early 1920's.

The building will have accommodation for boys' and girls' dormitories, a superintendent's room, a kitchen, dining room and rest rooms, according to C. E. Parry, secretary-manager.

It will be used for junior farmers' camp purposes during the first week of July, when about 350 boys and girls are expected to attend. At fair time it will house soil product exhibits, government and agriculture displays, competitive district displays and horticulture entries.

Half of the building will be winterized for use during the winter months for 4-H Club rallies, agricultural meetings, short courses and seed fairs.



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- WACO, TEXAS, May 4 thru 9; Dorothy Helen Godfrey, Director; c/o Heart-O-Texas Coliseum
- SAN ANTONIO, TEXAS, May 8 thru 16; Grover Godfrey, Jr., Director; c/o Varsity House, Coliseum
- DALLAS, TEXAS, May 8 thru 16; H. F. VanHorn, Director; 102 Walnut Hill Village
- CEDAR RAPIDS, IOWA, May 18 thru 23; Paul Waters, Director; 606 Guaranty Building
- WINSTON SALEM, N. C., May 5 thru 9; Douglas Brooks, Director; c/o Chamber of Commerce
- WILMINGTON, N. C., May 12 thru 16; Douglas Brooks, Director; c/o Star-News Pub. Co.
- TACOMA, WASH., May 18 thru 23; George Coloursis, Director; c/o C.P.S. Field House, Coliseum
- CALGARY, ALBERTA, CANADA, Sept. 10 thru 18; George Coloursis, Director; c/o Calgary Exhibitions & Stampede
- EDMONTON, ALBERTA, CANADA, Sept. 24 thru Oct. 2; Johnny Scallan, Director; 11311-110 Avenue
- NIAGARA FALLS, N. Y., Sept. 11 thru 19; Anthony P. Sullivan, Secretary; 210 Hancock Building
- REGINA, SASK., CANADA, Oct. 11 thru 16; Max C. McAra, Director; c/o Regina Exhibition Stadium
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WANTED ARENA ENTERTAINMENT October 6-9 BOX 506 Nacogdoches, Texas

CONEY ISLAND, N. Y.

Continued from page 55

Haroy," the giant whale on Stillwell. His game located on the Bowery end of the whale lot, has been transferred to another concessionaire.

Cavalcade of Varieties, the largest and most patronized of the Island's three freakeries, operated and well conducted by Fred and Ida Sindell, has for this season's attractions Frank Francisco Lentini, 3-legged man; DeNyse Purdin, armless wonder; Bob Melvin, the man with two faces; Johanna Dickens, bear girl; Carrie Adams, Aunt Jemima; Marjorie, smallest woman in the world, 26 years old, 26 inches high and 24 pounds in weight; Maraca King and Calypse, Latin-American dancers; Eunice Martin, snake charmer and dancer; Kokomo Trapini, mule-faced boy and John Shivers and Rita Thomas, Harvest Ball dance team winners. Extra added attraction is Albert Alberta, sex mystery. An immense quota of bally entertainers has George Carivas, dummy and his wife, Marian; Lydia Suarez, Spanish dancer; Estrella and Ravell, Momba dancers and Tylo, mechanical man. Inside lecturers are Edith and

DeNyse Purdin, Outside talkers and managers are Jimmie Hurd and Justin Wagner. Ticket sellers are Mary Cox and Helen Lentini and ticket takers, Edith and Sal Esposito.

Coney Island Smithee has quit show biz to become a partner of Ruby Kann in the sign painting art on Mermaid Avenue. . . . Fred Sindell, upon the resignation of Fred Moran, who filled the post creditably the last five years, is the newly appointed head of the Promotion Committee for the Chamber of Commerce and is now busy between freakery and ride operations, with matters pertaining to that office, one heavy chapter of which, is the collection from Island merchants the sum of \$75,000 necessary for this season's promotion package which includes fireworks and the Mardi Gras. \$15,000 of this has already been subscribed as usual toward the fireworks by the F. & M. Schaefer Brewing Co. . . . Coney is celebrating this season its 300th anniversary of existence. It was on May 7, 1654 that the Island was sold by the Canarsie Indians to the Dutch.

Fair Dates

Copyright 1954 The Billboard Pub. Co. The following changes and additions to the list of Fair Dates were received during the week ending May 28. 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.

Connecticut Lyme—Hamburg Fair. Aug. 21. Carolyn Cone. Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Mrs. Dorothy B. Herrick. Wethersfield—Wethersfield Grange Fair. Sept. 8-9. Chester Andrews.

Missouri Marshfield—Webster Co. Fair. Sept. 1-4. Ellis O. Jackson.

CANADA New Brunswick Bathurst—Gloucester Co. Fair. Sept. 15-18. Allison Branch. Keswick—Keswick Fair. Sept. 22-23. Everett Carlisle. Port Elgin—Port Elgin Fair. Sept. 21-22. James R. Taylor. St. Martins—St. Martins Fair. Sept. 16. Cecil L. Black. Ontario Renfrew—South Renfrew Agri. Soc. Sept. 14-17. A. R. Donnelly.

Joliet Stand Yields Fair Biz for ACA

New Fronts Being Framed for 'Waters,' Bob Edwards Unit

JOLIET, Ill., May 29.—Amusement Company of America was getting fair business here the early part of the week but cool evenings and some rain kept many would-be patrons off the lot. Show's stand last week at Decatur, Ill., was good, matching grosses racked up last year.

Work has started on a front for the "Dancing Waters" unit that will join for fairs this year. Also to be added for the fair season will be a Rock-o-Plane, Looper and the Skywheels. Bert Slover's Roller Coaster joined at Decatur

(Continued on page 58)

Herkimer, N. Y., Grosses Light For Continental

HERKIMER, N. Y., May 29.—The Continental Shows bagged only light business here for the week ending Saturday (15). While the weather was faulty thruout the early part of the run, clearing failed to bring out very big crowds or much money. Friday night (14) was entirely lost to rain.

Personnel isn't singing any blue notes, however, since this is the first weak spot the shows have played. It wasn't a blank-out since the concessions did well with all reporting off the nut.

The show moved to Fulton, N. Y., this week, a town that has been closed for eight years. While the ordinance still stands, meetings held early last spring resulted in a special permit for the Continental Shows.

When last played several years ago Fulton proved the best still late of the season and the hope is that it will repeat. Opening good on Monday and Tuesday (24-25), the indications are that will hold up.

Visitors included King Reid and Harry Agne, of the King Reid Shows; Allan Travers, general agent of the James E. Strates Shows, and Danny Dorso whose name on this show is operated by Jack Mantinue.

Gooding Tabs Okay Biz at Early Stands

COLUMBUS, O., May 29.—With eight units on the road, Gooding Amusement Company has been racking up satisfactory business when the weather permits. Units operating here and in Cleveland both report good business, altho cool nights cut into crowds at times.

The Gooding unit of "Dancing Waters" opened recently at Coney Island Park in Cincinnati under the management of Bob Purvis and got away to good grosses. George Leonard, Gooding press chief, spent the opening weekend in Cincinnati hyping the attraction.

The Atomic show operated here at the State House lawn for the real boys club and, despite cold and rain, pulled over 12,000 people during the run. Everett Klingham is managing the show. The "Believe It Or Not" back-end unit, managed by Raymond Lesch, left here recently to join the Charlie O'Brien unit in the state.

Personnel is waiting delivery of the new 4-abreast Merry-Go-Round which is expected to arrive here soon from the Allan Perschell Company plant in North Lawanda, N. Y.

20th Century Starts Okay At Urbana

URBANA, Ill., May 29.—The 20th Century Shows finally hit pay dirt here early this week after several stands that were hurt by rain and cold weather. Org moved here from Owensboro, Ky., where takes were just fair.

First two stops on the route, El Dorado and Fort Smith, Ark., saw rain and cold on the week-ends and the same weather prevailed at Pine Bluff. Org is using a clown team to promote its Kid Days and will carry the duo into fairs as an added attraction. First celebration on the route is scheduled next week at North Chicago, Ill.

PCSA Names Steve Vaughn Ball Chairman

LOS ANGELES, May 29.—Steve Vaughn, veteran concessionaire and head of the club's house committee, will be chairman of the annual Pacific Coast Showmen's Association banquet and ball December 9, it was announced. The appointment was made by Hunter G. Farmer, PCSA president, and revealed at a membership meeting by Harry Seber, acting president.

Seber also revealed that the banquet will return to the Biltmore Hotel here, where it has been held for years. Last year the scene of the function was Ciro's on the Sunset Strip in Hollywood.

Following his appointment, Vaughn told the PCSA membership that he would do everything within his power to make the event a success.

The date, December 9, spots the event on a Thursday night. In the past the banquet and ball has been held on Tuesday, with the Memorial Services preceding it on Sunday and the President's Party on Monday.

Weather Swamps Buck But \$ Outlook Is Good

PHILADELPHIA, May 29.—Oscar S. Buck, of the Buck-Model Shows, admitted this week that he had seldom run into such a spell of weather as this year, not even when his opening stands were confined to up-State New York in the days when he operated a truck show.

Currently it seems the problem is to outlast the weather. If this can be accomplished, there is plenty of hope for a successful season because, Buck said, the clear balmy spells enjoyed by the shows brought out people who had money to spend and appeared to have fun doing it.

As long as the availability of money isn't the principal problem, there is every reason to feel that the season will work out well. The show turns from its West Philadelphia location, where it opened well this week, to Coatesville, Pa., next week. The route lined out should be good.

Bad Opening

The show got off to a bum start in Charlotte, N. C., where it was hoped a good start would be made. The hope was built around the fact that the Buck unit was the first to play the city in a number of years. The opening was marred by rain and the light attendance was attributed to the weather. However, the greater part of the 10-day stand was clear and but few more people were drawn to the attractions despite an advertising budget pegged at around \$1,000.

Along the route the story has been pretty much the same, insofar as weather is concerned, but not business. A couple of clear days in Wilmington and there was evidence of a nifty week with more working hours. Chester and Philadelphia worked out the same way.

New Philly Circus Lot Promises Bonanza Date for Lucky Ones

Quinn Group Holds 5-Year Site Contract, Choice Locations for Some 100 Units

By JIM McHUGH

PHILADELPHIA, May 29.—The magic allure of the Ringling Bros. and Barnum & Bailey Circus this week is benefiting not less than 100 operators of concessions, rides and shows appearing side by side with the Big One as well as the large, organized John H. Marks Shows across the street on another lot.

As well populated with miscellaneous units not directly associated with the circus as the new Erie Avenue location is, the grouping and congestion of these units by no means even comes close to approximating the scene at the South Philadelphia location used by the Big Show the past several years. In South Philly last year the circus was literally surrounded by three carnivals—Penn Premier, Marks and the railroader, James E. Strates, plus miscellaneous rides, shows and concessions utilizing an area equal to about four city blocks; the 100,000-seat Municipal Stadium which featured auto racing two nights each week, a drive-in theater converted to \$1 parking for the run, and a permanent kiddieland.

Free Lot for Circus

The new set-up involves a spacious plot of ground owned by the Lighthouse Settlement for Boys and used until now for purely recreational purposes. John Quinn

and his partner, Jack Essner, obtained the grounds which are fenced and have an imposing gate entrance. They give the location to the circus without charge and, in return, retain enough space to the front of the Big Show to set up about 100 concessions, rides and shows. Included in the total are many which front on the sidewalk outside the show grounds and back up to its fence.

Every circus patron must travel the entire length of the main independent midway to get to the Big Show. There is no other way around or in. Consequently, for the favored few who are on hand, the date is adding up to a banner one. For most, too, it is badly needed since the past four or five weeks have been hard hit by the weather.

The lot is located in the best section of this metropolis, being easily accessible to all the better residential areas. The lot in South Philadelphia is at a dead end and the likely patrons for the Big Show had to travel the entire length of the city, including the tougher neighborhoods, to reach the show.

Five-Year Lease

Quinn has a five-year lease on this location and if the circus is happy with its grosses here, and it appeared early in the week that it would be, then it is likely that the Big Show will be returning

here for at least that length of time. If such assurance is received by Quinn, then the foot traffic areas are likely to be paved well in advance of next year's showing.

Principal disadvantage to the circus is the need to locate the cookhouse a block away from the back yard because of space limitations. The midway takes up considerable area, and the ball di-

(Continued on page 58)

First St. Louis Weekend Gives RAS Big Gross

Leon Claxton Unit Paces Show to Best Sunday Take in City

ST. LOUIS, May 29.—Whopping weekend business was given the Royal American Shows here Saturday and Sunday (22-23), the first of three weekends during the Royal American's 21-day stand at Grand and Laclede.

There were overcast skies Sunday (23) yet the RAS take for the day topped any previous Sunday's ride and show gross since it began playing the Grand and Laclede lot.

Leon Claxton's "Harlem in Havana" was way outfront as top-money getter. Other shows that registered good business were Bobbie Hasson's Side Show, Walter Kann's Fat Show, George Murray's Motordrome and Noel Lester's Illusion Show.

Claxton himself was honored this week for his charitable work in this city. The girls committee of the Neighborhood Association, Coule Street branch, gave him a plaque at a luncheon in his honor Tuesday (25). Howard Woods, city editor of The St. Louis Argus, made the presentation before a large group of Negro businessmen.

The Royal American Shrine Club gave its annual party at the Shrine Crippled Children's Hospital here Thursday (27). The show included the "Harlem in Havana" band, Buster Littlejohn, clown with the Glen Porter's monkey speedway, and acts from other shows in the RAS line-up.

Rains Dilute Prell Earnings In Richmond

RICHMOND, Va., May 29.—Soaked by some 18 days of rain followed by unseasonable cold, Prell's Broadway Shows have not been able to get lucky in their showings here altho an attempt was made to outwit the weather by staying over a second week on the North Broad Street lot.

The weather experience has been just about the same for the shows since the start of the season. Several days of the Washington engagement, a stand that held promise of substantial earnings, were lost to the weather.

A stand in South Richmond a week ago was similarly hurt and business was reported scant as a result.

Brydon Confined In Vet Hospital

INDIANAPOLIS, May 29.—Ray Marsh Brydon, veteran outdoor showman, is currently confined in the heart ward of the Veterans Hospital here and according to doctors will be forced to remain here for some time. His address is Room 323, East-3, U. S. Veterans Hospital, 1481 West Tenth Street.

PLENTY OF PEOPLE

Holly Kicks in High Cotton Sticking to Ga. Territory

GREENVILLE, Ga., May 29.—Holding the line on its territory mostly in Georgia with the exception of a few North Florida spots, the Holly Amusement Company got off to a good start four weeks ago.

Operated by Fred Hollingsworth Sr. and Fred Jr., the show

reportedly has been drawing crowds up to 5,000 and 6,000 at celebrations in small towns. Douglas, Ga., contributed this kind of attendance, it is said.

While the crowds are big, the per-capita spending is reported not quite up to last year. Still, according to the Hollingsworths, business should equal last year provided more effort is put into the operation, no Mondays are missed and not too many days are lost to rain.

Operating without a gate, the show carries a Merry-Go-Round Ferris Wheel, Chairplane, Spitfire, Rollo-o-Plane, Kiddie Auto and Kiddie Plane. About 25 concessions are in the line-up. Only one show, a gorilla platform unit, was included here.

Twelve fairs are on the show's route. Last year the crops in the area played were about 50 per cent destroyed by drought. This year, however, the crops are well started and the harvest outlook is good, reason enough to look for banner times at fairs. The Hollingsworths are counting heavily on the fairs and their belief now is that they will do well.

The father and son arrangement works out especially well, with the son handling the agenting, billposting and electrician jobs, and the father holding down the lot and general managing chores.

Charles H. Lee Opens Operation At Tawas City

TAWAS CITY, Mich., May 29.—Charles H. Lee, owner-manager of Lee United Shows, Friday (28) started ride, show and concession operation at the Tawas City Beach. His line-up, consisting of 9 rides, 2 shows and about 20 concessions, will remain in the park for the season, but he will make some homecomings and celebrations during July and August, with Duke Remington handling the road unit.

The park here is situated in the heart of the city on the beach. Fireworks and free acts will be attractions thruout the summer.

Ethel Krug Dies After Long Illness

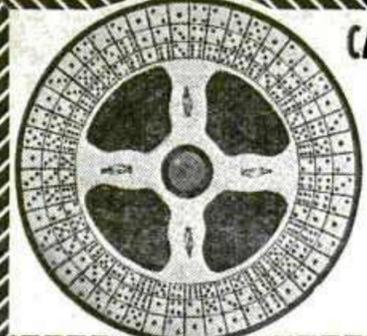
LOS ANGELES, May 29.—Funeral services for Ethel Krug, past president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association and widow of Joe Krug, PCSA past president, were held here Tuesday (25). Mrs. Krug died Saturday (22) in a local hospital after being in a coma for 27 days.

The Krugs had made their home on the West Coast for 30 years with the husband-and-wife team operating eating concessions and candy apple and floss stands on the O. N. Crafts Shows and fair independent midways. After Krug's death in 1952, Mrs. Krug continued the operation of the floss stands.

Mrs. Krug was president of the Ladies' Auxiliary in 1936 and he headed the PCSA in 1950.

She is survived by two brothers, both residing in Detroit.

Funeral services at the Bresee Brothers & Gillette mortuary here were attended by many friends and club co-workers. Pallbearers were Fred Smith, James Dunn, Ted LeFors, Orville Crafts, Al Flint, and Steve Vaughn. Burial was in the Ladies' Auxiliary plot of Showmen's Rest, Evergreen Cemetery, here.



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Last Call—CUMBERLAND VALLEY SHOWS—Last Call

Will open June 7 in So. Pittsburg, Tenn.; then for the **BIG CENTENNIAL AND CELEBRATION, June 20 to July 3, right in the heart of town in Union City, Tenn.**

Have opening for a few more legitimate Concessions. Would like to book Motor-drome. Can use Ferris Wheel and Kiddie Ride Foremen. Alto Orr can use Agents for Hanky Panks. Blackie Gonzales, answer. Address all mail and wires to **LAVOY WINTON So. Pittsburg, Tennessee**

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Want Concessions, High Striker, Pitch Wins, Ball Games, Scales, Short Range, Jack Daniels, wire. Shows want trio small Grind Shows. Lee Huston, wire Tom Blackhall, I wired you.
 Cambridge, Ohio, May 31-June 5; New Comerstown, Ohio, to follow.

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. Those who have worked for me in the past, contact. **CANDY PITCHMAN** on good candy route. State experience. All answers

J. Sciortino, W. G. Wade Shows
 GRANDVILLE, MICH.

CHANGING OVER THE BACK END

Want Side Show, Girl Shows, Monkey Show, Animal Show to join when you have given present show notice.

SUNSET AMUSEMENT CO.
 Dubuque, Iowa, this week; Fort Madison next.

ROLL TICKETS
 PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

100,000	\$31.50
10,000	\$10.00
20,000	\$12.75
50,000	\$19.75

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

New Philly Circus Lot
 • Continued from page 57

monds and other recreational features have been isolated by the use of snow fencing so that they would not be damaged. The flexible nature of the snow fence, however, made the lack of a foot or two of additional space no problem.

This is a bonanza date that promises to be much better if the amiable relations between all important factions continues. The people attracted to this spot, especially those who are attracted by the conglomeration of show activity rather than to attend the Big Show performance, are better supplied with money than the residents of South Philadelphia. Circus patrons are closer to their homes and so inclined to linger longer if attracted by the midway units.

Happy Atmosphere

Quinn termed the set-up near ideal for all concerned. He visualized only happiness on the part of the circus because the location is good and because of the opportunity for control of all units so that there could be no objections from any quarter.

Bingo, a Bill Jones unit, was allowed to go with darts starting Tuesday (24) and it was possible to get started with a free one shortly after noon. Ball games, glass pitches, custards, etc., abound. Only Harry Modele, who held an exclusive with four cigarette spots, had cause to be unhappy, as he couldn't work.

Six rides were in operation here at the end of a short, side midway. Three, an Octopus, Tilt-a-Whirl and Jeep, are owned by Oscar C. Buck. Three others, a Merry-Go-Round, Ferris Wheel and Schiff Coaster, are owned by the Quinn

group. The big rides worked for a straight quarter; the kiddie rides for 20 cents.

Coaster Flown In

The Schiff Coaster was air freighted in here to make the date. It will be added to the mobile Quinn-Essner properties for a number of other dates in and around the Philadelphia area, including the Devon Horse Show next week.

It looked like a shut-out for everyone else here until a lot across the street was secured by Allan Traver, show agent. Reportedly offered to James E. Strates, who turned it down, John H. Marks picked it up despite a stiff grounds fee reported at \$5,000.

The lot, it is said, was unavailable until purchased recently by a large food chain as a market site. They agreed to make it available for show use this year but construction of a new super market will begin soon.

The location is not particularly good and the Marks personnel can expect only a fraction of the traffic attracted to the units adjoining the circus. Because of its location it is likely to be seen only by circus patrons coming in one direction.

Steady Play

The undoubtedly high promotional costs handled by Quinn seemed not to overburden those booked with him. The deals are flat and p.c. in combinations and, even at midweek, everyone was happy and looking for a gala wind-up. There was action on the lot thru the afternoon, but the best play was at night with all units continuously busy. Everything has to be shuttered and the lights off by midnight, but by then it has been had.

Phil Cook, executive secretary of the Miami Showmen's Association, was on hand thru much of the week, making arrangements for a club jamboree.

Veterans United Is Off to Good Start in Minn.

TRACY, Minn., May 29.—The Veterans United Shows, which launched the season May 17 at Litchfield, Minn., is booked solidly thru September 18, with still dates thru June 5 and a long string of fairs and celebrations starting June 7 and running thru the remainder of the season.

The Litchfield opener caught good weather, fair crowds and good spending, with the advance sale of tickets thru the Boy Scouts providing good results.

New in the show's line-up is a Tilt-a-Whirl purchased by Owner Charles Carroll during the winter. Other new equipment includes a truck for the pot wagon and a tractor to pull one of the Tilt trailers.

Jackie Miller's Athletic Show joined this week. Jungle Jim joined recently with his act.

Staff Members

Besides Carroll, the staff includes Betty Carroll, assistant manager; Ross Sinderson, lot superintendent; Jerry Ramsey, secretary, mailman and The Billboard agent.

Concessions are bingo, P. F. Ebersole, owner; Maynard Newman, Chuck Pierce, agents; cookhouse, Stewart Knock; jewelry, Ross Sinderson; Blackie Woods, 2; Wesley Spence, 3; Al Williamson, 6; Clem Smith, 2; popcorn, Martha Brown; penny pitch, Torche Colcleaser; diggers, Bill Sitka; mitt camp, Bob Evans, and Roman targets, Wayne Rex.

Ride personnel follows: Merry-Go-Round, Tex Brown, foreman; Joe Warner and Connie Desjarlais; kid rides, Peewee Falin, foreman; Jimmie Smith; Ferris Wheel, Bill Boucher, foreman; Ray Berceir; Octopus, Swede Colcleaser, Emmetsburg Jack; Tilt-a-Whirl, Blackie Jurden, Ronnie Thorsen and Stan Smith.

Blackie Rowley doubles as electrician and Funhouse operator.

Joliet Stand
 • Continued from page 57

but was erected here for the first time.

J. C. McCaffery, Paul Olson, Lou Barber and Jack Morgan visited Royal American Shows in East St. Louis while ACA shows was in Decatur. J. L. Machamer, office secretary, is in East St. Louis where his wife is ill. Chester Mays, concession secretary, is pinch-hitting during his absence.

Bob Edwards, show op, is busy building a new back-end unit. William H. Brownell is framing a miniature live animal circus to replace his two-headed calf, which died just prior to the season's opener. Canvas is being made in Chicago for the show.

Show's personnel includes:

Ride Foremen
 Merry-Go-Round, Harry Wagoner; Ferris Wheels (3), Frank Doodall; Rolloplane, William Garner; Rocket, Fred (Sip) Baker; Skooter, Lou Barber; Ghost Train and Caterpillar, Buck Nelson; Octopus, M. Wilcott; Roller Coaster and Tilt-a-Whirl, Bert Slover; Live Ponies, Faye Ayers; Kiddie Rides (5), Al Denton, and Kiddie Rides (4), Herb Elrod.

Shows
 "Cotton Club Revue"—Charles Taylor, manager; Mrs. Charles Taylor, producer; Buddy Clark, orchestra leader; Audrey June, featured dancer; Williams and Williams, comics; John Hall, vocals; Eddie Martin, dancer; Ardeth Jones, femcee, and line of eight girls.

Circus Side Show—James Chavanne, manager; George P. McAllan, assistant manager; Lady Louise, sword swallower; Cardeo, magician and lecturer; Fred Vining, glass blower; Thelma Webb, atomic girl; Bill Vining, tattooed man; Lionette, lion-faced girl; Andy Briskey, fire manipulator; Rex Carson (Americo), antonomical man; Harold Ware, iron tongue; A. W. Short, twist; Thomas Goodall, broom illusion; Ellee Briskey, sword box; Frank Salino, alligator boy, and Ben Walker and Tom Halstead, tickets.

Motor-drome—Herb Elrod, manager; Patsy Hawk, Jack Rogers and Speed Mullins, riders; Jack Elrod, mechanic and tickets, and Mike Kelfer, tickets. Snakes—H. D. (Doc) Hartwick, Glass House—Betty Hartwick. "Snow White"—Mrs. Bob Edwards, Unborn—William H. Brownell. Torture—Bob Edwards, Monkey Speedway—Bob and Jennie Perry, Arcade—Jack Young, Funhouse—Chester Bowman, Hollywood Revue—Harold Wetherbee and Scotty McNeil, managers; Julianne, featured; Will Raymon, vocals; Jimmy McNeil, comedian.

Concessionaires
 George Powell, stock man; Arch Schluter, assistant stock man; Clint and Marlon Shuford, ice cream, candy apples, popcorn, peanuts, cotton candy; Eddie Yeager, crockhouse and grab stands; Sol Wannish, frozen custard; Mrs. Gladys McAllan, jewelry; Mr. and Mrs. Hugo Mailman, tobacco and candy stand, mail and agent for The Billboard; Roy McCurdy, pitch stand; Bennie Gross; merchandise sales; William Stacy, bingo; Dell Barfield, derby racer; Edith Kelly, palmistry; Don Saladin, doll stand; Bert McGrean, lamp stand; Elsie Powell, pitch-till-you-win; Jerry Konefat, clock stand; Harry Roberts, toys; Mr. and Mrs. Eddie Gabel, cigarette and dish stands; Eddie Hackett, glass pitches; M. E. (Frenchie) Frenzel, scales; Mr. and Mrs. Arthur Weldeman, short range; Mrs. Jack Morgan, milk bottles; Ester Young, photos; George Gordon, five hanky panks; Jewell McCurdy, ball game; Tex Roberts, a.

World of Pleasure Does Okay in Ohio

SANDUSKY, O., May 29.—World of Pleasure Shows opened here Monday (24) to fair crowds and business built as the week progressed, according to staffer O. (Buck) Saunders. Show was scheduled to remain here over the holiday weekend and then leave for Toledo. American Beneficial Club sponsored the stand here.

Beautiful Healthy

PARAKEETS

PRICED FOR CONCESSIONAIRES

WELLS BIRD FARM
 2143 South Myrtle Ave.
 Monrovia, Calif.
 Phone: Elliott 8-6185

Orders accompanied by Cashiers
 Check or Money Order

SHIPPED SAME DAY

WHITEY BEARDSLEY

Wants Ball Game Agents, Balloon Agents and any Shiv Store Agents who can cut it. Also toy store Crew and Balloon Dart Agents for

WORLD OF MIRTH SHOWS

17 weeks of strongest fairs in East and South. Need Semi-Drivers. Any one useful. Will pay you all you are worth. All answers:

Whitey Beardsley
 Care COLEMAN BROS.' SHOWS
 Willimantic, Conn., (opens June 2) then Norwich, Conn., June 7.

Southern States Shows

Want for Long Beach Resort, Panama City, Florida

Sober, reliable Ride Men who are interested in steady work. No tear downs. Reasonable salary every week and no promises or meal tickets. Have opening for Ferris Wheel and Merry-Go-Round Man. Will operate here until September then play fairs in Georgia and Florida until in November; preference given to those who can and will drive trucks after beach season ends. Also have opening for Photos and a couple of Hanky Panks that do not conflict; will furnish booth, light and license, you pay us 25 per cent of gross.

All answers to **JOHN B. DAVIS**

JOE STARR WANTS

For Legion Festival, Heavener, Oklahoma Exposition Show

Concessions of all kinds, Cook House, Bingo, Coke Bottle, Fish Pond or Dug Pond, Six Cats, Bowling Alley, Cigarette Shooting Gallery, Want Girl Show or Athletic Show Managers. Will book Merry-Go-Round, Octopus, Kiddie Ride or any Ride not conflicting with what we have. Plenty fairs and celebration in Missouri and Nebraska, Oklahoma then Texas for the cotton.

GEORGE W. GORDON WANTS

Hanky Pank Agents for Coke Bottles, Balloon Darts and Huckley Bucks. Semi Drive preferred.

c/o Amusement Co. of America
 Kenosha, Wisc.

WILL RENT OR SEI

On terms to responsible party
 C-CRUISE, ready to operate.

SAM EDELSTEIN
 1200 Fourth Ave., Asbury Park, N.
 Phone: PProspect 5-3152

CARLIN EXPOSITION

June 8 to 12, Struthers, Ohio

Want Hanky Panks of all kinds. Help—Wheel and Merry-Go-Round for Men; 2 Men on all Rides; wire or photo for Sale—Double Loop with Trail \$650.00. **GEO. LOCKHART, Assistant Manager, 4055 South Ave., Youngstown, Ohio. JACK CARLIN, Owner-Manager, Buckeye Lake, Ohio. Phone 4191.**

WANTED

Ferris Wheel Foreman. Good salary right man. Also want Concessions Pawnee, Ill., Centennial, June 17-18.

MOUND CITY SHOW
 1417 Craftan St. St. Louis, Mo.

MIDWAY CONFAB

Rosie Starr, owner-manager of the Oklahoma Exposition Shows, reports that after July 4 she will operate a No. 2 unit built around her Ferris Wheel.

Al Huband, formerly with the Lew Dufour, W. T. Stone and John Marks shows and now ride inspector for the city of Richmond, Va., was a frequent visitor on the Prell's Broadway Shows these past couple of weeks. Al only recently recovered from a serious illness.

J. Lee (Buck) Smiles, Cavalcade of Amusements, letters from Mobile, Ala., that he'll play fair dates this fall. . . . Sandy and Ruby Neal, who celebrated their first wedding anniversary recently in New Orleans, will not take to the road until fair season. As an anniversary gift Neal presented his wife with a heart-shaped pigeon blood ruby surrounded by diamonds. . . . Jay and Ruth Williams joined Fitzie Brown on the Pan American Shows with their concessions recently. . . . C. W. Johns joined the World of Today Shows at Topeka, Kan., May 22 with his clothespin pitch. . . . Hazel Timmons, W. T. Collins Shows, reports that trucks were pulled onto the midway during a storm at Minneapolis to hold joints and rides down. The Penny Arcade was destroyed and all machines damaged, but the top was saved. . . . Thomas J. (Si) Clerkin, Johnsonburg, Pa., writes that seeing a letter in the Confab column from Walter B. Fox, Mobile, Ala., about pictures of Minnie Ha Ha brought back old memories. Clerkin worked the cookhouse with Tom Rudloff on the Empire State Shows in 1920. Joseph G. Ferrari owned the show and Frank Bergen, now of World of Mirth Shows, had charge of Minnie Ha Ha.

Mr. and Mrs. Sam Goldstein, owners of Majestic Greater Shows, announced the birth of a son, Jack Earl, May 18 at Georgia Baptist Hospital, Atlanta.

Gallagher Amusement Company moved to LaPlata, Md., last week after getting rain and cold weather at its Suitland, Md., outing under fire department auspices.

Mike C. Piccolo, Uniontown, Pa., caught the Gooding Shows in his home town and visited with Charlie O'Brien, Hap Berkshire, Pauline Clark and John Gallagan.

Bobby Cohn, general representative of the West Coast Shows, is so used to making bids for spots that he could not resist the temptation at the Silver Dollar Fair here to bid successfully on some of the prize livestock. When Lena Waters, 4-H Club member, offered her 219-pound hog, Cohn bid 41 cents and 4 1/4 cents per pound for the 740-pound heifer of Jeanne Richardson, also a 4-H'er.

Charles Stapleton Jr., son of the late Charles Stapleton, supply

dealer, with his shooting gallery has joined the new Carl Shows, headed by Tony Carl. The Carl unit is playing Detroit suburban towns.

Don Garrison, recently returned from Korea, is visiting his parents, Mr. and Mrs. Robert Garrison, Side Show operators on the Central States Shows. Don is enjoying a 30-day furlough. Mrs. Tex Chambers, of the Central States Shows, left the show May 27 to attend the graduation of her daughter, Maxine, in Dallas. Mrs. Chambers and her son, Jackie Clevenger, planned to return to the show in about a week.

Carl J. Lauther, vet showman, opened his 10-in-1 with the Happyland Shows at Mount Clemens, Mich., recently following an extensive refurbishing at his Millers Tavern, Va., winter quarter. Besides Lauther and his wife, Frances, the line-up includes Lee Hayford, talker; Goldie Fitts, inside lecturer; Don (Tex) Blake and Ace Jones, tickets; Tony Zarlengo, fire manipulator; Lucky Laurendeau, torture; Frank Koyama, sword ladder and glass dancer; Garris Brazell, alligator boy; Violet Stager, Miss Electra and stage assistant; Dottie Fontz, iron tongue; Nancy Morford, headless woman; Jack Smith, Scottish bagpipes, and Tommy Cobb, cook. Annex again features the four-legged girl and chimps, Cheetah and Coco.

Lillian Russell cards that Phil Sunderlin, after closing with the Johnny Tinsley Shows, has taken the Side Show on the Morris Hannum Shows and is being assisted by his partner, George V. Ice. . . . Joseph Lehr, spot worker, reports from Philadelphia that his friends Spot Pinsonault and George Harris opened their spot store with the Gillette Bros.' Shows at Stamford, Conn., recently. . . . Nate Eagle, who formerly had the Midget Show on the Jaffe Stratcs Shows, is reported ill.

Mrs. Otis LaBerta is at her home in Lindenwold, N. J., after being dismissed from Cooper Hospital, Camden, N. J. She would like to hear from friends in Texas and on the West Coast.

Floyd Woolsey, back-end show operator on the Blue Grass Shows, was a Chicago visitor last week. Woolsey has three units on the Groscurth org this year, Side Show, snakes and illusions.

Clara and C. F. (Doc) Zeiger, former owners of Zeiger's United Shows in the Northwest and now retired, are scheduled to leave Los Angeles soon for a three months' stay in Upper New York State, around Niagara Falls, Zeiger's home. The Zeigers will visit relatives in that area, where Doc has a brother. . . . Tom Condron, who has undergone two operations at Veterans' Administration Wadsworth Hospital, Sawtelle, Calif., is scheduled to undergo additional surgery there soon. At the present, he is at his home in Ocean Park.

Charlie Goss, who recently arrived in Los Angeles from St. Louis, is now with the Velare Bros.' Manufacturing Company in Long Beach, Calif. He and Tony Martone, former show operator in the Middle West but now manager of the Hi-Tide Amusement Company on the Nu-Pike, attended a meeting of the Pacific Coast Showmen's Association in Los Angeles.

Leo Haggerty, former show manager for Orville Crafts and later general agent for the Frank W. Babcock United Shows, returned to Hollywood recently following a trip East. While there, he visited several show lots and made an informal report to the Pacific Coast Showmen's Association members. . . . Harry Seber, girl show producer, has left the Clyde Beatty Circus Side Show and returned to his home in Los Angeles. Formerly a resident of San Francisco, Seber and his wife, Frances, moved to Southern California about a year ago. Seber left the circus following the San Rafael, Calif., date.

Edward P. Womack, who formerly had the United Novelty Company in Detroit, reports he has recovered his health sufficiently and is opening the Variety Sales Company, carnival supply firm, in Highland, Mich. He continues to make his home on White Lake.

GOLD MEDAL shows

LAST CALL! LAST CALL!
CANADIAN "B" CIRCUIT 14 FAIRS, FOLLOWED BY STRONG ROUTE OF FAIRS UNTIL NOVEMBER.
FAIRS START JUNE 21.

Why play still! Ask anyone who has played Canada.

CAN PLACE

RIDES	SHOWS	CONCESSIONS	HELP
LIVE PONY DARK RIDE FLYPLANE CATERPILLAR ROLLOPLANE ROCKET SPIDER	Organized Minstrel to join at once. Have new \$5,000 front for same. Wire-call. Special deal for flashy Fun House. Want Monkey, Unborn, Illusion, Mechanical and Snake. Want Sideshow Acts and Freaks to feature.	Hanky Panks of all kinds, Novelties, Scales, Age, Punk Rack, Ball Games, High-Striker, Water Games, Basketball. Special deal for Penny Arcade. Wimpy, call. Will sell ex on Fiddle Sticks.	Second Men on all rides. A-1 Billposter with transportation. Top salary. Bobby Cooper wants Cookhouse and Grab Help. Norman Anderson and Ralph Flanagan want Bingo Relief Caller and Countermen for North America's most beautiful corn game.

Gene James, get in touch with Johnny Denton, Jack Perry, contact Chuck Magid.

WATERLOO, IOWA, THIS WEEK

JOHN DENTON or CHARLES MAGID, Hotel Ellis, Adams 38401, Waterloo, Iowa

BEAVER COUNTY EXPOSITION & FREE FAIR

Ambridge, Pa., June 7 to 12 inclusive.

CAN PLACE—All Eating & Drinking Stands for this fair. All legitimate merchandise concessions.

CAN PLACE—Little Dipper, Octopus, Fly-o-Plane, Spitfire and any new ride not conflicting with what we have. No Kiddie Rides wanted. Will furnish wagons if required.

WANT LARGE CIRCUS SIDE SHOW. Will furnish wagons for same if needed. Col. Lew Alter, please answer.

WANT—One Billposter, with or without transportation.

All Address

CETLIN & WILSON SHOWS

This week, Uniontown, Pa.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT—Hanky Panks of all kinds, working for stock, Pitch-Til-You-Win, Ball Games, Coke Bottles, String, Long Range, High Striker or what have you. Privilege on still dates, \$26.50. Bob Franz can use you, also Mr. Grey. Fairs start July 19. Solid until October 2.

SHOWS—Can use Side Show, Drome, Glass House or what have you. This is the show you have heard so much about. A clean show and the finest rides and equipment in show business.

All replies, wire Western Union.

W. R. GEREN

This week Marion, Indiana; next week, June 7 to 12, Kokomo, Ind.

THE MIGHTY

GEM CITY SHOWS

WANT FOR THREE WEEKS AROUND LOUISVILLE, KENTUCKY, AND 18 OF THE OUTSTANDING FAIRS IN THE COUNTRY TO FOLLOW

CONCESSIONS Basketball, Novelties, Custard, Long Range, Short Range, Hoop-La, and Hanky Panks of all descriptions.

AGENTS Want capable Agents for Peek Store, Count Store, Swinging Ball, Six Cats, and Buckets.

RIDES Scooter (Lloyd Burge, get in touch), Caterpillar, Dark Ride or any Ride not conflicting.

Those answering now will be given preference at fairs—many exclusives can be obtained in the above wants.

ALL REPLY TO

THOMAS D. HICKEY, Mgr.

PHONE: Atwood 5896
Louisville, Ky.

or

DON GRECO

PHONE: Atwood 5896
Louisville, Ky.

FOR SALE

500 FIREPROOF ASBESTOS BATHHOUSES
400 STEEL LOCKERS
60 LARGE CAROUSEL HORSES
20 UZZELL SCOOTA-BOATS
WARD AMUSEMENT CORP.
3025 W. 12th St., Brooklyn 24, N. Y.
Coney Island 6-2528

GRAND AMERICAN SHOWS

THIS IS A 12 RIDE SHOW
WANT FOR IOWA CELEBRATIONS AND FAIRS STARTING JUNE 14-20 AT DES MOINES.
2 BIG JULY 4th CELEBRATIONS—WASHINGTON, JULY 1-2-3; NEWTON, JULY 5-6-7.
ALL STREET CELEBRATIONS AND FAIRS TO FOLLOW.
Want Grind Shows with own equipment. Will furnish top and fronts for Bally Shows, also top and banners for Side Show. Want Arcade and Motor Drome. Billy Freeman with minstrel, contact me. Want Concessions, Hanky Panks that put out stock, Novelties, Ball Games, Age and Scales, Glass and Duck Pitches. Want second ride Help and truck Drivers. Want top Man for wheel. James Reegan wants Girls for Revue. Red Burton wants Agents for one Count Store, two Peek Stores and two Bucket Agents. Salary and percentage. Fort Dodge, Iowa, now.
L. O. WEAVER, Mgr.

ALL TYPES OF WHEELS



Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
ESplanade 2-7510

FOR SALE

One 36 ft. 2-abreast Allan Herschell Merry-Go-Round and one 26 ft. Semi Van Trailer. Top and ride in very good condition, some of the horses need repairs, price \$3,000 cash. One Allan Herschell Blue Goose Ride and one Allan Herschell small Airplane Kid Ride with ten planes, both rides in fine condition, a twenty ft. Trailer goes with both rides at a bargain price of \$2,500.00 cash.
GREEN BROTHERS
Phone 26508 or 35793, 610 Baltimore St. Huntington, West Va.

RIDE HELP WANTED

Wheel Foreman, Tilt Foreman, Merry-Go-Round Foreman. Second Men for all rides. We pay top wages for sober, reliable help. Agents for office-owned concessions.

A. J. SUNNY AMUSEMENTS
3006 E. 130th St. Cleveland, Ohio
Phone Washington 1-4679

YOUNG NORMAL PARAKEETS

Lowest prices, 24 hour service. All Rares, Harlequins, Violets, Rainbows, Selfs Opalines, etc.
CERTIFICATE OF GOOD HEALTH ISSUED WITH ALL OUR BIRDS
Write for free catalog.
M. & B. NURSERY
322 Wilson Ave. Sunnyvale, Calif.

CARAVELLA AMUSEMENTS

WANT ★ ★ ★ WANT ★ ★ ★ WANT

for

5th ANNUAL CLEARFIELD COUNTY FIREMEN'S CONVENTION
Winburne, Pa., June 7-12

Photos, Hi-Striker, Fish Pond, Scales & Age, Glass Pitch, Ball Games, Floss, Popcorn, Apples—other legitimate Merchandise Games.

Can use: 1 or 2 clean Shows; space limited.

Will Buy or Lease: Merry-Go-Round, Ferris Wheel, Octopus, Roll-a-Plane or any other Ride not conflicting.

Want Help on Roller Coaster, Kiddie Rides, Electrician.

Lou Hall wants Agents for Concessions.

All wires to W. E. LA SALLE, Tyrone, Pa.

BADGER STATE SHOWS

WANT DUE TO DISAPPOINTMENT

WANT SHOWS—Mechanical, Motor Drome, Penny Arcade, Ten-In-One or Five-In-One, Wild Life. Can use live Ponies.

CONCESSIONS—Ball Game, Basketball, Photo Gallery, Straight Sales, Jewelry, Fishpond, or any stock concession not conflicting with what we have.

Gilbert, Minn., June 1-6; International Falls, 8-13. In the Range till Fair time—12 Fairs starting July 8.

J. VOMBERG

O. C. Buck - Model Shows,

America's Finest Railroad Show
FIREMEN'S PARADE AND CELEBRATION—TARENTUM, PENNA., NEXT WEEK.
HOMECOMING, CONTESTS DAILY.

Can Place—Dark Ride, Snake Show, Glass House, Wild Life. Want—Men in all departments, Ride Help, Second Men, Convasmen. Eddie Johnson wants to hear from his former Skooter Help. Talkers for Girl and Monkey Shows. Train Hands, Palers, Builders. Good proposition for Man to take charge of Light Towers. Place Hanky Panks, Balloons, Ball Games, Racer, Age and Scale.

Our Fairs start Anderson, Indiana, Free Fair, July 1, for 10 days.

15 Fairs including the Great Atlanta Fair, Atlanta, Georgia.

RESERVE SPACE NOW

All answer
O. C. BUCK, MODEL SHOWS, INC.
COATESVILLE, PENNA.

CAREY, OHIO, June 8-12, FIREMEN'S ANNUAL STREET FAIR; WELLINGTON, OHIO, June 15-19, VETERANS' ANNUAL STREET FAIR; ELYRIA, OHIO, June 21-26.

Want Concessions and Shows of all kinds—Buckets, Custard, Jewelry Sales, Photo, French Fries, Coke Bottles, Ball Games, Hi-Striker, Age and Weight and Concessions of all kinds. Cash for Kid Coaster in A-1 shape.

FRED NOLAN
NOLAN'S SHOWS

Marion Township Fire Dept., Lockbourne Rd., Columbus, Ohio, June 2-5.

DOUGLAS GREATER SHOWS

Want Hanky Panks, Coke Bottle, Milk Bottle, High Striker, Guess Your Weight, Motordrome Rider. A Cookhouse that caters to showfolks. Contact as per route, week of May 31 to June 5, Crescent City, Calif.; Paul Bunyan Celebration at Orick week of June 7 to 12; following week in Eastside, Ore.

STATE FAIR SHOWS UNDER NEW MANAGEMENT
WANT FOR 14 FAIRS AND CELEBRATIONS

Concessions all open except Corn and Snow, want all others. Good deal to Stock Concessions. Want Managers for Cookhouse and Bingo. Can always place good Ride Men. Will book extra Rides for Omaha, Neb., June 19-27. Want Girl Show People and Side Show People. I have tops and fronts. Want Manager for Fun House. Will book any Grind Show. Can place useful Carnival People in all departments. This Show plays Omaha (Downtown), Neb., June 19-27; Red Oak, Iowa, July 3-5. Others in Nebraska, Kansas, Oklahoma. All Fairs and Celebrations after June 19.

E. J. MORRIS, New Manager
Fairbury, Neb., this week.

MAGIC EMPIRE Shows

Want Cookhouse, Bingo, String Game, Fish Pond, Bumper or any Hanky Pank not conflicting. Shows: Monkey, Snake or any Show of merit. 18 Fairs and Celebrations to follow. Hanky Panks, small nut or 25 per cent. Rides: Need First Men for Wheel, Merry-Go-Round and Rolloplane, useful Help for office Concessions. As per route: Dayton, Washington, Fair, June 2 to 7; Hot Springs, Montana, Fair, June 12 to 14; Brownings, Montana, July 4th; Kalspell, Deer Lodge Fair, Want good one. Contact AL SULLIVAN, Legal Adjuster
BABE GALLAMORE, Concessions

FOR SALE

CARNIVAL SUPPLY AND RESTAURANT
SUPPLY COMPANY

Located in Chicago. Includes brick building, 21,500 sq. ft. Elevator in building. Reason for selling: Ill health of owner. Don't waste your time or ours unless you have money. Write to
BOX 735, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 29.—Past President Harry Seber conducted the regular Monday night (24) meeting in the absence of President Hunter Farmer, who is on the road with the West Coast Shows. On the rostrum with Seber was Al Flint, executive secretary, pinch-hitting for Secretary Joe Mead.

Following the Allegiance to the Flag, the lights were dimmed in tribute to Mrs. Joe (Ethel) Krug, who passed away last week.

Seber announced that Steve Vaughn would be chairman of the annual banquet and ball to be at the Biltmore Hotel in December.

There was a lively discussion on the proposed improvement of the air-conditioning system in the meeting room. The motion was made and seconded that the board of governors be informed with a view to action to remedy the condition. It was also suggested by John Lorman that windows be cut thru the meeting room walls. E. J. Rose, who kicked off the discussion, asked that the secretary be allowed to ask for bids for the improvement.

The sick and relief group reported that Harry Wallace was a patient in Wadsworth Hospital. Harry (Sweeney) Ostrov was reported improving at the Culver City hospital. A letter from Red Hildebrand was received from Camp White in Oregon. Others on the sick list include Ray Rosard, who is suffering from arthritis, and Clyde Gooding, who was injured in a fall on an escalator in an underground parking garage.

With Monday, May 31, being observed as Decoration Day, the clubrooms will be closed. The monuments at Showmen's Rest will be decorated and the flag flown at half staff. Because of the holiday, the meeting will be switched from Monday to Tuesday night.

Seber called upon several members who had not attended for several meetings. They included Tony Martone, former Mid-West show operator and now manager of the Hi-Tide Amusement Company in Long Beach; Charlie Goss, now with Velare Bros. Amusement Manufacturing Company in Long Beach; Frank Platten Jr., town from Walnut Creek, where his father has a walnut grove; Bob Banard, who leaves soon for Omaha; Leo Haggerty, just back from a trip East; Lee Garland; Ted Metcalf, who is with Clyde Gooding, operator of the Pico and Overland Kiddieland, and Harry Quillen, show photographer, who reported that Polack Bros.' Shrine Circus and Rudy Bros.' Circus were doing good business.

Miami Showmen's Association

1799 N. W. 28th Street
Miami, Fla.

MIAMI, May 29.—Phil Cook, executive secretary, is again on the road visiting shows and other units harboring outdoor show people.

In Richmond, Va., he met the whole Prell family, including Sam, and sons Paul, Mack, Abe, Joe and Bennett. On the same show he saw Jackie Davis, Milton Prell, Charles Thompson, William Houston, Mickey Karr, J. Kelley, Joe Dernoga, Nick Anniello, Marty Saul, Sam Soloff, Tony Vaccaro, Charles Guttermuth, Albert Reisinger, John Hoffman, Patrick J. Finnerty, Joe Ross, Burman Holland, Joe Brower, Harry Talner, Joe Bellinger, Sam Cohen, Joe Cename, Abel Pastor, Jack Resell, Paul Williams, Anthony Waver and Ben Glass.

On the Buck-Model Shows in Wilmington, Del., the secretary visited with Dave Endy, Oscar C. Buck, Sid Goodwalt, Bill Cowen, Con Weiss, Ted Williams, R. W. Rocco and Charles Zucker.

Members met on the Cetlin & Wilson Shows were: John W. Wilson, Issy Cetlin, William Hartzman, William B. Moore, Claude Sechrest, Ernie Felice, Ted Price, Kenny Slaughter, Left Bowen, Willie Levak, Sonny Broeffle, George Hartley, Steve Monticello, Mike Ruff, James Leahy, Aaron Katzen, Bill Norton, David Backovitz, Lucky Tropiano, Murray Cohen, Ernie Buzzella, Nunzio Er-

rico, Philip Duskin, James Stover, Nick Rovers, Cyril Nelson Wilkens, Nathan (Giblets) Kilberg, Nathan Rubin, Lee Thomas, Harry Benjamin, James Sakobie, Pee Wee Manning, Peter Wagner, Charles Norwood, Al Dorso, Henry Goldberg, John Kerwin, Rody Ridings, Jack Gallupo, Nick Thomas.

President Moore appointed Raymond (Shep) Blumberg a committee of one to visit sick members in eastern area. Blumberg, chairman of ways and means committee, had tickets printed for benefit bingo games. He also had printed 2,000 jamboree tickets for the Ringling Circus jamboree in Philly. Five gross of award books have been ordered, supplementing a batch ordered last winter and already used up. A drive is on to stage jamborees at all celebrations and other events attracting show people. Cook presented a plaque to Blumberg and Irving Sherman awarded under the regime of William Cowan, past president.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, May 29.—Clubrooms are open daily and members working in the Detroit area have been dropping in. Robert Morrison, club secretary, is painting and cleaning the rooms and is contemplating putting in a new lounge and sitting room, equipped with a new television set.

Pork Chops Ginsberg's wife, Frieda, is in Grace Hospital for a throat operation. Pork Chops has been undergoing a series of x-ray treatments at the same hospital.

George Harris left for Dayton, O., where he will spend the summer. President Harry Stahl of Jefferson Beach is busy with his new boat-well. Harry Green, now feeling better, is putting in a little time at Edgewater Park, where Charles Schimmel, second vice-president, is concession manager. Members of other clubs are urged to visit the club when in the vicinity.

National Showmen's Association

1564 Broadway, New York

NEW YORK, May 29.—Award books are ready and being distributed to the entire membership. One of the first to show action is Bess A. Hamid who sent in a check for \$50 from Col. Robert H. Morton, of the Hamid-Morton Circus. Fourteen prizes will be awarded at the open house party scheduled for Tuesday, November 23. The prizes will be donated by Joseph McKee, Vincent Anderson, John S. Weissman, Morris Batalsky, Phil Isser, Max Tubis, Isidore Trebish, Bernard Allen and Frank Bergen, all of whom are giving \$100 government bonds; George A. Hamid Sr., \$200 government bond; Jeff Harris, \$50 government bond; Frank Rappaport, \$50 government bond; Gerald Snellens, Philco television and radio receivers and a case of Philip Morris cigarettes; Joe Gilbert, ladies' gold Bulova watch; Irving Sherman, ladies' diamond Sherco wrist watch.

Congratulations are in order for Dan Thaler who will join the benedicts on June 12 in the absence of Secretary Ethel Weinberg who was vacationing the office was cared for by Harry Rosen, treasurer and Arthur E. Campfield. Birthday wishes are due Bernard B. Arrent, Henry Cogert, Jerome J. Gottlieb, Jack Greenspoon, Leo Eichol, Arthur Rothbard, Edward Rouch, Ralph Decker, Al Dorso, Frank Rappaport. Regret was expressed on the death of Brother Italo Fantino, whose real name was Otto Ernst, on May 26. Funeral services were held from the Walter Cooke Funeral Home, New York, Saturday (20).

Recent visitors were Phil Cook, executive secretary of the Miami Showmen's Association; Percy Drillick, Sam Peterson, Michael Wynn, Abe Steinberg, Julius Roth, Vincent Anderson, A. J. Morrill, Mark Rosen, Morris Batalsky, Henry Kaufman, Jack Alfred, Sam Weisser, Henry Fein, Frank Batlasky, Bernard Allen, Arthur Campfield, Sam Walker, Jack Supan, Harry Lavine, Ben Rosenberg, Edward Elkins, Louis Raiben, James Reid, Louis Elias.

All graves in the association plot in Ferncliff Cemetery were decorated on Memorial Day, as is customary. No services were

held because nearly all members are now on the road.

Current addresses are needed so that mail being held can be forwarded.

Ladies' Auxiliary

A special meeting was called on May 20 for the purpose of joining with the parent body in a fund-raising project for the building fund and various charities.

President Margaret McKee announced the following appointments: Ann Halpin, chairman of the grievance committee, and Elivare Renaldi, chairman of the relief committee. The summer emergency membership committee is headed by Bess Hamid, with Ray Goldman, Margaret McKee, Dorothy Pachtman, Sylvia Stern, Lillian Elkins and Rose Weiss members.

The mother of Rhoda Kuran and sister of Mildred Peterson is in the hospital. A diabetic, she recently had a foot amputated. The membership wishes her a speedy recovery. Members who recently passed away were Lillian Basile, wife of Joe Basile; Lena Keeney and the husband of Palmeno Fautino.

BIRDS-BIRDS

Carnival Birds.

PARAKEETS
CANARIES
FINCHES
and
CAGES

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Cal.

Phone: PLeasant 8-5294

—24 Hour Service—

FOR SALE

#5 Eli Ferris Wheel, seats newly upholstered; located in Louisville, Kentucky. Price \$2,500.00.

STANLEY T. BURKOFF

735 S. Brook St. Louisville, Ky.
Phone: WAbash 5839

ENJOY A BETTER MOBILE HOME NOW

SHOWMEN'S TERMS

New Silver Homes, New Aluminum Trailers, \$950.00 full price. Used 30 ft. Vagabonds, Peerless, all with baths. Spartanettes, \$1895.00. Many others.

Write, phone or visit

SELLHORN'S
TRAILER COACHES,
BOATS AND YACHTS
East Lansing, Mich. Sarasota, Fla.

WANTED AT ONCE

Man and Wife to operate a beautiful new Reptile Show mounted on semi-trailer around if you wish living quarters in same. Must have driver's license and be able to handle the above. Liberal salary and percentage. None but experienced need to apply. Attention, Janice and Dick of Miami.

D. REX BARNES

c/o Gooding, 1300 Norton Ave.
Columbus, Ohio

WANT BINGO

FOR STRUTHERS, OHIO, JUNE 8 TO 12

Also Hanky Panks and other legitimate concessions that work for stock only. Edensburg, Pa., June 16 to 19. Have solid route of annual celebrations in Ohio and Pennsylvania. Want Shows for season. Write, wire or phone LE. 6-6407.

GEO. LOCKHART

4055 South Ave. Youngstown, Ohio

CARNIVAL WANTED LABOR DAY

Write

S. COAN

Graettinger, Iowa

RIDES WANTED

ANNUAL HOMECOMING, ROODHOUSE, ILL.

AUG. 19-20-21

Sponsored by Junior Chamber of Commerce. Contact
BILL HATCHER, Chairman
Roodhouse, Ill.

WANTED

FOREMEN AND SECOND MEN FOR WHEEL, TILT, MERRY-GO-ROUND

Top wages for Men who know their business and will work. If you will not drive our equipment, stay where you are.
SAM FIDLER
MALDEN AIRPORT, MALDEN, MO.
P.S.: Bobby Sickles, please contact me.

WANT AGENTS

For Count Stores, Buckets, Tommy Mooney, John Kelly and Frenchie Travelle, wire, Bob Wyrick, will give you head of Buckets.
BILL HARRIS
Royal Midwest Shows, New Albany, Ind.

AT LIBERTY
CAPABLE CARNIVAL EXECUTIVE

Can handle General Agent duties, office or manage Concessions. Sober and reliable and can furnish references.
Address: BOX 314, c/o The Billboard
390 Arcade Bldg. St. Louis 1, Mo.

WANTED

Monkey, Snake, Illusion or Mechanical Show and Funhouse. Can use few more legitimate Concessions. Mena, Ark., this week; Waldron, Ark., week of June 7.

Raines Amusement Co.

WANT RIDES

For amusement park 12 miles from Philadelphia. Opening May 22 and running to September 25. All Major and Kiddie Rides and Live Pony Ride. We want 25% of gross receipts. Novelties, Cotton Candy, Ice Cream, Hot Dogs, Popcorn concessions open. Wire or phone
DOC IRVING
4313 Roosevelt Blvd., Philadelphia, Pa.
Phone: CUMberland 8-3321

OPENING JUNE 7

Want Agents for all my concessions. (Ray Logsdon, Bob Lee, Tom Bozza, answer.) Want two Agents for Peek Store, two Count Store Agents and two Bucket Store Agents. (Jerry Mathais, Little Al, contact me.)

BOOTS CUTLER

Hot Springs, Arkansas, until June 5

GREAT WALLACE SHOWS

JACK PERRY Gen. Mgr. **AL WALLACE** Secretary **CHARLES SOLOMON** Gen. Agent

WANT FOR SEASON

Concessions: Account of disappointment have opening for Bingo. Sell exclusive on Custard, Popcorn, Candy Apples, Photos, Age and Scales. Can use Lead Gallery, Coke Bottles, Ball Games, Fish Pond, Balloon Darts and other prize Concessions. Some P.C. open. Roy Allen wants Count, Peek and Skillo Agents for #2 Unit. Tommy Cary wants Clothes Pin Agents. Shows: Book Monkey, Wildlife, Animal and other worth-while attractions. Side Show Acts, Drome. Have complete Minstrel Wagon Front, want Manager with performers, good proposition. Rides: Book Live Ponies, Train, Kiddie Autos and Octopus. Help: Place capable Ride Foreman and Second Men who drive semis. Need real Mechanic with own tools. All people with me before don't wire, come on.

Contact **JACK PERRY, Mgr.**
TAZEWELL, VA., THIS WEEK

County Amusement Co.

Featuring

GANGLER BROS.' CIRCUS FREE ACT

Want Hanky Panks of all kinds. Also Working Help. SHOWS—Any Shows of merit, no Girl Shows. RIDES—Any Ride not conflicting. Thompsonville, Conn., this week; West Hartford Centennial, June 7-12; Milford, Conn., June 14-19; then the Stamford Exposition. We join the big one.

All answer as per route. Night phone, Hartford, Chapel 7-5043.

Wm. T. Collins Shows Want
DUE TO DISAPPOINTMENT
WILL BOOK MOTORDROME

ALSO WANT ANIMAL SHOW OR WILDLIFE. ROLL-O-PLANE FOREMAN AND SECOND MEN ON ALL RIDES.

Address **WM. T. COLLINS, Mgr.**
AUSTIN, MINN., THIS WEEK.

GLADES AMUSEMENT CO.

THIS WEEK, WEST POINT, VIRGINIA; NEXT WEEK, JUNE 7, BROADNAX, VIRGINIA

Will book Photos, Fish Pond, Pitch-Till-Win, Balloon Darts and American Camp. Only one of a kind. All summer in Virginia. Can use small Animal Show or Funhouse.

JERRY SADDLEMIRE

P.S.: Harry Owens, received your wire too late to answer; come on.

PAGE BROS.' SHOWS

Want Agents for Count Stores, must stay sober and work. Frankie and Johnnie, who worked for me in Mobile last November, answer. Playing nothing but payroll towns. Good salary to man to up and down Concessions and take care of stock. John Z. Ziemba, answer. Will book legitimate Concessions. Sober Ride Help, come on.
CHARLES GRIGGS, Wellston, Ohio

TRI-CITY AMUSEMENTS

Want for the following spots: Flint, Mich., June 6-12; Lansing, Grand Rapids, Sand Lake and Muskegon to follow.
Concessions of all kinds. Good opening for Ball Games. Good prop to any neatly framed Shows. Good spots, good treatment.

KEN BOONE

GENERAL DELIVERY, WAYNE, MICH.

GIVE TO DAMON RUNYON CANCER FUND

FROM THE LOTS

Inter-Mountain

PROVO, Utah, May 29.—The No. 1 unit opened the season here this week, with the No. 2 unit playing the Spanish Fork Live-stock Show and Ephraim Live-stock Show, both Utah dates.

Officials report that the show will play nothing but fairs and celebrations this year. Among dates set are an event sponsored by the Logan (Utah) Chamber of Commerce; a number of Idaho dates, including the Emmett Cherry Festival, 10-Mile Rodeo at Boise and the Midvale Harvest Festival; the Nevada Fair of Industry, Ely; Cowboy Days, Evans-ton, Wyo.; Spanish Fiesta Days, Spanish Fork, Utah; the Cache County Fair of Utah and several other fairs.

WANT AGENTS

For Ham Wheel, Grind Stores and Per-centage Games.
P.S.: Nello, Howard Grey, Harry Fisher, Eddie O'Connor and others who have worked for me before, contact.
JOHN CARUSO
Morris Hannum Shows, Lancaster, Pa.

ROYAL MIDWEST SHOWS

Fairs starting June 20
Can place Stock Concessions of all kinds, Long and Short Range, Hi-Striker, Girl Show, Mitt Camp, Pony Ride. Wire, don't phone.

ROXIE HARRIS
New Albany, Ind.

PALMETTO
EXPOSITION SHOWS

Can place Rolloplan or Octopus Fore-man. Tiny Jamison, can use you and your wife and daughter. Good propo-sition on Octopus. All replies to
MILTON McNEACE
Sanford, N. C.



WANT FOR CELEBRATIONS AND FAIRS WHICH START NEXT WEEK AT PEORIA, ILLINOIS

RIDES:

Will book Rock-o-Plane, Caterpillar, Flying Scooter, Octopus or Fly-o-Plane.

SHOWS:

Fun House or Glass House, and any good Grind Shows. Have splendid proposition for good Ding Dong Show.

Address: NORTH CHICAGO, ILL., this week; then PEORIA, ILL.



CAN PLACE NOW AND FOR BALANCE OF SEASON

CONCESSIONS

Floss, Snow, Scales, Age, Ball Game, Fish Pond, Novelties, Basket Ball, Long Range, Hanky Panks of all kinds. Can place two P.C. Outfits if you have one or more Concessions.

AGENTS

For Peek, Count Stores and Six Cats.

SHOWS

Will book Drome, Monkey, Snake and Side Show or any Grind Show not conflicting. Must have own equipment and transportation.

SHOWMEN

Have complete Shows and Truck for following: Side Show, Monkey Show, Trained Animal or Snake Show for capable Operators.

RIDE HELP

Sober and licensed drivers.

20 FAIRS STARTING LAST WEEK IN JUNE

All replies to E. L. YOUNG, Mgr., Millington, Tenn., this week



BINGHAMTON, N. Y., June 7-12

CONCESSIONS

Can place Fish Pond, Pitch-Till-You-Win, Novelties, Ball Games, Cork Gallery, Balloon Darts, Fish Bowl or any kind of legitimate Concession (Derby Racer).

SHOWS

Can place any Show of merit not conflicting. Can place Talkers and Grinders for Shows. Can place Arcade, good proposition. Charlie Zerm can place Working Acts in Side Show. Frank Tezano can place Girls for Girl Show.

WANT GOOD SCENIC ARTIST, MUST ALSO LETTER. Fritz, answer.

HELP

Can place good, sober and reliable Men who drive semi jobs on rides. Want especially Man to work Wheel Top and Foreman for Water Boat Ride, also good Second Men on other Rides. Want Man for Front Gate and Towers. We pay high salaries every week (not promises), plus bonus.

Interested in buying Animals for Monkey Show. Must be healthy and chain broke. Will consider entire show. Only four more still dates and two celebrations, then all fairs.

Address all mail and wires to **LLOYD D. SERFASS**
Carbondale, Pa., this week, followed by Binghamton and Syracuse, New York

WOLF GREATER SHOWS
WANT

Hanky Panks of all kinds, can place Mechanical Show, Fun House, 5-In-1, or any Show of merit.
Will book Roll-o-Plane, Octopus, Spit-fire or any Ride not conflicting with what we have.
Playing 2-A-Week starting June 18, Columbia Heights, Minn., all celebrations to follow. Address:
STANLEY WARWICK, Mgr.
Mason City, Iowa, this week.

BAMA BILL STOREY

Wants bucket and swinger Agents, one blower Agent. Best spots in east then south until December.

COLEMAN BROS.' SHOWS

Willimantic, Conn., (Opens June 2)
Norwich, Conn., week June 7.

FOR SALE

Motordrome and Truck, almost new top; Cummins Diesel Power Plant, 50 kw., and Searchlight mounted on semi-truck; other Trucks and Carnival Equipment—out of business, will sacrifice.

ANTHONY MASSETH

10900 Firestone Blvd., Norwalk, Calif.
Phone: Torrey 3-7853

WANTED - WANTED

Bingo Caller and Counterman who can drive semi. Also Huckley Buck Agent. If you drink a wee-wee bit, stay where you are.

CHARLES CHANEY

c/o Mound City Shows, Grafton, Ill., this week; Jerseyville, Ill., next.

THANK YOU

C. A. McCLOSKEY

Pitchman specializing Auto Polish, for your new Buick Riviera purchase. "Save money with Johnny."

JOHNNY CANOLE

Alltoona, Pa.
Phones 9347 or 3-0003

THOMAS JOYLAND SHOWS
WANT

CONCESSIONS: Water Games, Hoop-La, Short Range, Ball Games, Arcade, Coca-Cola, String Game, Spot-The-Spot, Bumper, Slum Spindle, Balloon Darts, Hi-Striker, Novelty Stand.
RIDE HELP: Can place Ride Men on all rides.

SHOWS: Will book any New or Novel Show of merit.

All Wire: **L. I. THOMAS, Mgr.**
Clarksburg, W. Va., this week; Fairmont, W. Va., next week.

NOW BOOKING FOR SOUTHERN WEST VIRGINIA FAIR

VOLUNTEER SHOWS

THIS SHOW CARRIES 5 RIDES, ALL DOWNTOWN LOCATIONS.

WANT

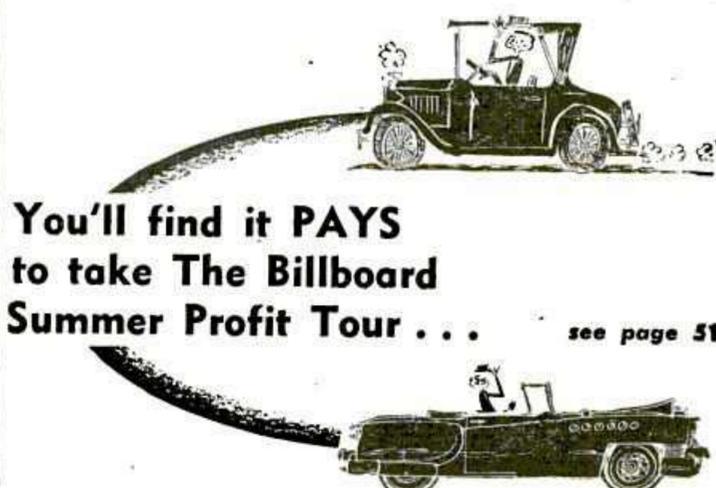
Monkey, Unborn, Wildlife, Big Snake shows, or any show other than girl. Will book a Mitt Camp, Fish Pond, Coke-Bottle, Ball-Game, Bumper, Guess Your Age, Jewelry, Penny Pitch, Set outfits, String Game, Arcade, Custard, French Fry.
Jimmy Fennel is no longer connected with the show. We need Skillo Stores, Pin, Roll-Down, Swinging Ball, Bowling Alley, Ronnie Mullins, or any good dealer, contact Sailor Moran, the new business manager, Louie Cutler wants 6-cat Agents and ball game Agents.
ELMER REID, Mgr.
Spring City, Tenn.

LATROBE CENTENNIAL

JUNE 21 TO 26

WANTS

Eating and Drinking Stands, High Striker, Milk Cans, Huckley Buck, Add Darts, Bumper, String Game, Penny Arcade, RIDES: Tilt, Octopus or any flat Ride.
New booking for Dayton, Washington, Stoneboro Fairs.
EDDIE DIETZ, 165 N. Monroe St., Butler, Pa.



You'll find it PAYS
to take The Billboard
Summer Profit Tour . . .

see page 51

It's the Original!

EVANS' JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

Shipped anywhere in the United States.

H. C. EVANS & CO.
1556 W. CARROLL AVE., CHICAGO 7, ILL.

FOR SALE \$2700

COMPLETE HOME
Converted by Ford Motor Co.



Original cost \$6800—less than 1500 miles on new Ford Truck Engine (in rear)—Stainless Steel Kitchen—Gas Stove. Has own 110V AC light plant—air brakes—extra air pressure tank—new dual tires in rear. Will send photos to bona fide buyer or can be seen at Linden House, Greenwood Lake, N. Y. Must sell—opening in Italy in July.

Owner—Jimae, 50 Riverside Drive, New York City. Phone: TRafalser 4-1485.

Wanted—Helman United Shows—Wanted

FOR 20 FAIRS, HOMECOMINGS AND CELEBRATIONS STARTING NEXT WEEK

Willow Springs, Mo., June 7-12
Hermann, Mo., June 14-19
Vandalia, Mo. (on Streets), June 21-26
Melcher, Iowa, July 7-10

Unionville, Mo., June 28-July 3
Seymour, Iowa, July 5
(Big 4th Celebration)

CONCESSIONS: Sit-Down Grab, small Bingo, Glass Pitch, Candy Apples, Sno, Ice Cream, French Fries, Photos and all Hunky Panks. Can use some Hunky Agents and two for Count or Peek Agents. RIDES: On account of disappointment, will book or lease 2-Abreast Merry-Go-Round, Octopus or Tilt. SHOWS with own transportation: Monkey, Mickey Mouse, Snake, 5-in-1 or any other small Grind Shows.

Address: BALD KNOB, ARK., THIS WEEK.

Rohr's Modern Midway

Gilman, Ill., Street Celebration, June 8-12 • Loda, Ill., Centennial, June 16-20, then as per route. Now booking for an entire season of 7 Centennials, Fairs and Street Celebrations in Illinois.

WANTED

Concessions that work for stock only. No flats or gypsies. Also clean Shows, mechanical or what-have you. One Major Ride that does not conflict with seven office owned. Second Men wanted for all Rides. Write, wire or phone. No collect calls accepted.

D. J. ROHR, Chebanse, Illinois. Phone: Chebanse 11

ULEY REITHOFFER SHOWS

NEW SHOW—ALL CELEBRATIONS AND CONVENTION DATES

No Gate—No Grift or Flats

Can use a few more Hunky Panks. Small Shows, Wildlife, etc. Space limited. Downtown locations. Want one more Free Act. Wire what you have.

J. REITHOFFER, Owner
Picture Rocks, Pa., May 31-June 5; New Berlin, Pa., June 7-12.

G & B RIDES AND SHOWS

Now Booking for West Virginia's Largest Fourth of July Celebration at Terra Alta, W. Va. Fireworks, Free Acts, Parades.

WANT Cookhouse, Candy Floss, Sno-Cones, Coke Bottle, Fish and Duck Ponds, Buckets, Lead Gallery, Hoop-La, Milt Camp, Glass Pitch, Pitch-Tilt-U-Win, Penny Pitch, Fish Bowl, Ball Games, Cork Gallery. Any Hunky Pank working for stock except Balloon Dart and Jewelry. Cobb Vandiver can place Agents on Six Cat, Pea Pool and Balloon Dart; also Tommy Kiner, Eddie Phillips, Ralph and Mamie Dyche, Jack Orr, Doc Warner, contact Cobb Vandiver. This show has seven West Virginia Fairs, including Gilmore County at Glenville, W. Va.

Contact **GEORGE BROAS**
FRIENDSVILLE, MD., THIS WEEK; THEN AS PER ROUTE.

NOTICE

OPENING FLAGSTAFF, ARIZ., JUNE 26

All the following boys contact by letter: Tom McKenny, Red, Tommie, Cal Davis, Marshall, Vic Cushman and Humpy. Also can use a few more good Cookhouse Help. Top salaries. Write

R. C. MILLS
245 CENTRAL HIGHLAND, CALIF.

HAVE THE DATES

Phone set—top auspices: steady booking sure through next spring. Need several Advance Agents for Police, Shrine, Lions, Optimists, Kiwanis, etc. Also good Phone Men; top commissions daily. Call and come on your own power.

General Advance Agent—Tommy Scott Shows
LABOR TEMPLE OR PARK HOTEL, MADISON, WIS.

COMING EVENTS

Arkansas
Lake City—Watermelon Festival, Aug. 30-Sept. 4.

Arizona
Flagstaff—Southwest Indian Pow Wow, July 3-5.
Glendale—State Melon Growers' Festival, July 9-10.
Globe—Junior Rodeo, June 26-27.
Tucson—Shrine-Knights of Columbus Circus, June 3-6.

Arkansas
Caraway—Picnic and Celebration, July 5.
J. C. Gildewell.
Portia—Celebration, July 4.

California
Long Beach—International Association of Auditorium Managers' Convention, July 18-22.
Los Angeles—California Gift Show, Billmore and Alexandria hotels, July 25-30. Chamber of Commerce.
San Francisco—Flower Show, Aug. 25-28. Alfred Stettler, Room 278, City Hall.

Colorado
Boulder—Celebration, July 4.
Brighton—Adams Co. Open Horse Show, July 24-25.
Colorado Springs—Jr. League Horse Show, July 9-11.
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.
Delta—Deltarado Days, July 30-31.
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.
Fairplay—Gold Days Celebration, July 30-Aug. 1.
Glenwood Springs—Strawberry Days, June 19-20.
Greeley—Horse Show, June 26-27.
La Junta—Koshare Indian Spring Festival, July 16-18.
Limon—Celebration, July 5.
Meeker—Meeker Massacre Pageant & Homecoming, July 2-5.
Salida—Shavano Days of 49, July 4.
Springfield—Celebration, July 3.
Walsenburg—Spanish Peaks Fiesta, July 28-31.
Woodland Park—Ute Train Stampede, July 24-25.

Connecticut
Stamford—Lions Club Expo., June 21-26.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Poster B. Steward, 1401 Peachtree St., N.E.
Pelham—Tomato Festival, May 31-June 5.
Emmett—Cherry Festival, June 21-26.

Illinois
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.
Bend—Italian Celebration June 12-13. Albert Bertagnoli.
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.
Chicago (Soldier Field)—Celebration, July 4.
Chrisman—Homecoming, July 7-10. Stanley R. Kent.
Farmersville—Irish Day Picnic, July 23-24.
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.
Hardin—Celebration, July 3-5. Arthur P. Kamp.
Ironquoin—Celebration, July 3-5.
LaPorte—Celebration, July 4.
Lexington—Homecoming, July 21-24.
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.
Palmyra—Terry Park Industrial Fair, July 22-29.
Pecatonias—Celebration, July 3-5.
Peoria—Fun Festival, June 8-13. Frank Winkley.
Polo—Military Days & Homecoming, June 17-19.
Bainbridge—Street Fair, June 16-19. Gaylord Kilgore.
Salem—Soldiers & Sailors Reunion, June 21-26.
Stockton—Street Celebration, July 15-17. Frank C. Niemer, Lions Club.
Sumner—Centennial, July 2-5. Phil H. Heyde, Oney.
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

Indiana
Bainbridge—Street Fair, June 16-19.
Huntington—VPW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.
Milan—American Legion Homecoming, June 21-26. Howard Hempling.
Montezuma—Street Fair, June 22-26.
North Webster—Merrmaid Festival, June 28-July 3. G. Herrman.
Plainfield—VPW Festival, June 1-15.
Reynolds—Centennial, June 14-19.
South Marion—Street Fair, July 12-17. Don Marshall.
Veversburg—Am. Legion Fair, July 13-17.
Wakarusa—Celebration, July 4.
West Baden—Am. Legion Celebration, July 4.
Woodburn—Legion Fair, June 8-12.

Iowa
Algona—Centennial, July 5-6.
Clinton—Celebration, July 4.
Fairfield—Centennial Celebration, June 28-30. George Hemm.
Red Oak—Celebration, July 3-5.

Kansas
Chanute—VPW Celebration, July 5.
Ogden—Centennial, July 3-5.
Topeka—Greater Kansas Centennial, May 21-29.

Kentucky
Eminence—Celebration, July 4.

Louisiana
New Orleans—La Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.
Houston—La. Peach Festival, June 14-19. A. K. Coft.

Massachusetts
Lowell—Celebration, June 30-July 5.

Michigan
Ann Arbor—Gladiolus Show, Aug. 8-9.
Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadellin.
Charlotte—Mich. Swine Breeders Show, July 21. H. F. Moxley.
Coloma—Gladiolus Show, Aug. 21-22.
East Lansing—Gladiolus Show, Aug. 7.
Glenn—Pancake Festival, June 25-27.
Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.
Hillsdale—B. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.
Imity City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.
Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.
Jackson—Freedom Festival, July 4-10. James W. Kling.
Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.
Menominee—Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse.
Midland—Mich. Gladiolus Show, Aug. 15-18.
Millington—Millington Centennial, Aug. 11-14. Dale P. Stewart.

Minnesota
Caledonia—Centennial, July 16-18. M. A. Duxbury.
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
Hastings—Celebration, July 3-5. Herbert P. Koch.
New Prague—Celebration, July 2-4.
Owatonna—Centennial Celebration, June 9-12.
Rothsay—Celebration, July 3-5. D. Lindberg.
Rushford—Centennial, July 3-5.
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.

Missouri
Albany—Old Soldiers' Reunion, July 7-10. Junior Clark.
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.
Buffalo—Reunion, June 24-26.
Cabool—Dairy Show, June 21-26.
Gallatin—Daviss Co. Jr. Lamb Show, June 9. George H. Schmitt.
King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.
Licking—Celebration, July 1-3.
Maitland—Am. Legion Blue Grass Festival, June 16-19. Dale A. Marlon.
Marceline—Celebration, July 5-10.
Marionville—Centennial, June 17-20.
Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.
Morehouse—VPW Picnic, June 3-5. Post 3174. Sikeston.
Plattsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry.
St. Joseph—County Dairy Show, June 12. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.
Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright.
Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets.
Union—4-H Livestock & Home Economics Show, Aug. 3-4. Albert Schulte.

Nebraska
Omaha St. Aillo Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
Omaha—Centennial, May 31-Sept. 6.
Superior—Celebration, July 5.

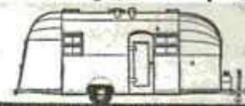
Nevada
Ely—Nevada Fair of Industry, Aug. 24-26. P. F. Hoover.

New Jersey
Hammonton—Feast of the Lady of Mount Carmel, July 12-17.
Hammonton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 221 French St.
Vax Hall—Street Celebration, June 7-13.

New York
Cherry Valley—Celebration, July 10.
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.
Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.
New York—International Gift Show, Astor Hotel, Aug. 22-27.
Scotia—Centennial, June 3-12.
Toughnoga—Toughnoga Carnival & Fair, Aug. 19-22. Ray Wells.

Ohio
Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredriks.
Columbus—Firemen's Celebration, June 1-5.
Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.
Elyria—Grotto Celebration, July 1-5.
Port Recovery—Harvest Jubilee, July 5-11. B. B. Burke.
Garfield Heights—American Legion Carnival, June 15-20. Bill Streidl, 3641 Bosworth Road, Cleveland 11.
(Continued on page 69)

TRAVEL
with the greatest of ease



AIRSTREAM
WORLD'S FINEST TRAVEL TRAILER

For free catalog and a good deal write Airstream Trailers:
Andy Charles Jackson Center, Ohio
Art Costello 1755 N. Main St., L.A., Calif.

T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN TENT & AWNING CORPORATION

One of America's Largest Builders of Fine Show Tents.
201 E. Water St. Norfolk 10, Va.
BILL SANDERS

PARAKEETS

LIVE DELIVERY
HEALTHY BIRDS
GUARANTEED

Orders by air day received. Phone or wire for complete list.

Priced for Concessions
\$15.00 per doz. up

BLUE RIBBON PARAKEET FARM, Dept. 5
2814 Adams St., Hollywood, Fla. Ph. 2-7412

Refiring From Business

WILL SACRIFICE

- 2 #5 Eli Ferris Wheels
- 1 32' Allan Herschell Merry-Go-Round
- 1 Set Venetian Swings
- 1 Smith & Smith Chairplane
- 1 Mangels Boat Ride
- 1 Mangels Whip (Kiddie)
- 1 Allan Herschell Kiddie Auto Ride
- 1 Smith & Smith Kiddie Aeroplane
- 20 Concession Frames & Tops, 8'x14', & 3' 10'x14'
- 40 Indoor Concession Booths
- Wheels, Wiring and other Carnival Equipment.

Will sell separately or as a whole unit. If interested make an appointment and investigate.

LIBERTY FAIR & AMUSEMENT CO., INC.
144-146 VAN WINKLE AVE.
JERSEY CITY 6, N. J.
Journal Square-2-4742

SAM WEINTROUB

WANTS AGENTS WANTS

For the following Concessions: One Rattle Man, two Men for Buckets, one for Bowling Alley, one for Cork Gallery, one for Pea Pool.

NOTICE

Liberal reward will be paid for information of whereabouts of Robert E. Brooks and Charlie Ridings.

Care STAR AMUSEMENT CO.
Batesville, Ark.

FOR SALE

1948 Fly-o-Plane with or without transportation, \$6,500.00; Jones Mixup, 30 seats, with 1 1/2-ton Chev. truck, \$600.00; 50 Kw. Transformer and Switch mounted on 1 1/2-ton Ford, \$450.00. Would sell 1948 Octopus, short arm, with truck and trailer; can be seen in Ft. Smith, Ark.

X. G. CLAPP
100 N. 8th St. Ft Smith, Ark.
Phone 3-6313

WANT

Athletic Show Manager with talent, operate normally, "not full steam ahead"; Second Men on Rides, must drive. Want High Striker, Custard, Hunky Panks. For Sale—25 KVA Transformer, 20x40 Top, Sunshine Choo Choo Train. Contact

Dyer's Greater Shows
Clinton, Ill.

WANTED

Ferris Wheel Foreman, Chairplane Operator, Concession Man, also Agents. Legitimate Concessions: Ball Games, Duck Pond, High Striker, etc., open. No gypsies. Elkton, Md., close June 5; Chestertown, June 7 to 12; Federalburg, June 14 to 19.

Van Billiards Shows

WANTED

Agents for Hunky Panks. Also need Help for Roller Coaster. Good deal to right kind of help. If you drink, don't bother to answer. Grafton, Ill., this week; Jerseyville, Ill., next week.

BOB ALSOBROOK
MOUND CITY SHOW

FOR SALE

15-passenger Kiddie Airplane Ride. No junk. Can be seen operating. Don't write.

CARL UTTER
Phone: 3351 Adena, Ohio

GIRLS - - - GIRLS

With or without experience for 24 consecutive weeks. Positively top salaries and transportation. Write or wire qualifications or join at once.

RAY E. THOMAS
c/o William T. Collins Shows
Austin, Minn.
P.S.: Cathy Lewis, Candy LeBonty and others who worked with me before, let me hear from you.

CURLY SMITH WANTS COOKHOUSE HELP

For World of Today Shows.
Jake, wire or come on.
Fort Leavenworth, Kans., May 31 to June 5; Kansas City, Kans., June 7 to 12.

WANTED

Pea Pool Agent at once. Playing Firemen's Celebrations around Baltimore and Washington. No drunks.

ROY E. LOLLAR
c/o Shows, Waldorf, Maryland

WANT TO BUY

AT ONCE FOR CASH—KID COASTER. PREFER MILLER.
Fred Nolan
NOLAN'S SHOWS
June 2-5, Marion Township Fire Dept., Lockbourne Rd., Columbus, Ohio; June 8-12, Carey, Ohio.

WANTED

For one of the country's largest truck shows, MOTORDROME OPERATOR and RIDERS. Must be sober. Very good proposition to right party. Address: Box 605, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

W.G. WADE SHOWS

MANISTIQUE, MICH.
5 DAYS—JUNE 8-12

This is the first town of our annual Upper Peninsula of Michigan summer tour. Matinee every afternoon, just like at fairs.

Can place for this route and long season to follow:

SHOWS: Excellent territory for Arcade, Monkey Show & Glass or Fun House.

Legitimate Merchandise Games of all kinds. Will sell "X" on Long Range and Photos.

Wire Now
W. G. WADE SHOWS
Grandville (Grand Rapids), Mich., all this week.

P.S.: Following Manistique is Negaunee, Mich.

DRAGO AMUSEMENT #2 UNIT WANTS

Kid Rides and Bingo for balance of season. Also Novelties, String Games, Hoop-La and Gold Fish Pitch. Any clean, worth-while Shows, committee money only. Howard and Ronny Esto want Girl for Girl Show. Attention: Toni, contact.

CHET PIERCE
Tipton, Ind., this week; then as per route.

WANT

For Narrows, Virginia, 50th Anniversary Centennial, June 13-20.

Straight Sales Concessions of all kinds and Rides. Novelties, Custard, Mug Outfits, Hat Concessions, Jewelry, Pitchmen of all kinds. Will sell the "X" on any of these. This program is located in the heart of Narrows, Va., and goes on for 7 days and nights. For further information contact

E. H. WHITTAKER
Tazewell, Virginia

FOR SALE

Custard outfit to settle estate of late Walter Holliday, 2 Electro Freeze with packers, 30-Cal. Cooler, 10 Kw, 110-220 Gen. Motors Diesel Light Plant. All on International truck opens to work. \$12,000 outfit for \$2,000 cash. **ESSIE B. HOLLIDAY**, Star Route, Lock Haven, Pa.

FOR SALE

Portable Merry-Go-Round on Ford chassis, immaculate and in perfect operating condition. This attractive buy is very reasonably priced because the owner is retiring. Act fast and be in time to start the season. Phone Ravenswood 8-0140 or mail all inquiries to

PETER LO BRUTTO
27-07 30th Ave., Long Island City 2, N. Y.

WANT AT ONCE

For Aurora, Ill., and all celebrations and fairs to follow. Second Man who drives semi on Octopus, Tilt, Wheel and Scooter. Want a few more Hanky Panks, clean feature Side Show. Will book or buy one Major Ride not conflicting.

BURKHART SHOWS
Aurora, Ill. this week; De Kalb next week

JACK RENFRO WANTS

Agents for Raffle; the only one on the show. Work every week. No drunks or habits wanted. No collect wires.

Address: c/o C. A. Stephens Shows
Austell, Georgia, May 30-June 5

BELL PETS PARAKEETS

Wholesale—Retail
Birds of quality at prices which are right.
32 N.W. 61 Ave. Write or Wire
Miami, Fla. Phone 87-0460

FOR SALE

A-1 Motordrome, complete, ready to go or will lease to reliable party.

CLARENCE SAYRE
821 Aliberton Rd., R.D. 3
Walled Lake, Mich.
Phone: Market 4-2859

LEAVENWORTH, KANSAS, CENTENNIAL

JUNE 7-12 6 Days and Nights—Downtown Location
Parade every forenoon

CAN PLACE Hanky Panks, reasonable footage, also Ice Cream or Custard. Space limited. No space sold after Saturday noon.

CAN USE two Bingo Countermeas.

WANT small Grind or Ding Shows.

North Platte, Neb., June 14-19; Grand Island, Neb., June 21-26; Neligh, Neb., July 4. All fairs and celebrations to follow.

Wire

CENTRAL STATES SHOWS

W. W. MOSER, Mgr.
Ottawa, Kansas, this week.

New Equipment Developments

• Continue 1 from page 54

fee concentrate in amounts which can be varied to the customer's taste, according to the firm. The unit need merely be connected to an ordinary water line and plugged into any 110-volt outlet for instant operation. A second push-button selector dispenses hot water for use in making tea or hot chocolate. Measurements are 16 by 17 by 12 inches.—**Rudd-Melikian, Inc.**, 1949 North Howard Street, Philadelphia 22.

Deep Fryer Has Big Volume Output . . .

DENVER—The Mighty Mite electric deep fryer can produce 1,200 French fries per hour with only 10 pounds of fat due to its 80-square-inch frying area, three-inch fat depth and 150-watt commercial type element, the maker states. Unit is equipped with Speedster's exclusive lift-out heat unit, a Robert-Show thermostat, 16-gauge nickel-plate steel kettle and a chef chart giving pointers on frying. Fryer measures 9 7/16 inches wide, 14 inches deep and 10 1/2 inches high.—**Miller & Carrell Manufacturing Company**, 1051 Santa Fe Drive, Denver.

Grills 25 Franks In Five Minutes . . .

CHICAGO—Super Bar-B-Que Model #500 grills 25 weiners in five minutes, according to the manufacturer. Called the "Lighthouse," due to its similarity to a lighthouse beacon, the unit revolves the franks around in a basket for added flash. Thermo switch for automatic heat control has three settings. Grill is made of heavy gauge aluminum finish, measures 23 inches high and 13 1/2 inches in diameter and weighs approximately 25 pounds. Top compartment holds 12 buns.—**Dalson Products Manufacturing Company**, 835 West Madison Street, Chicago 7.

Introduces New Sodamaster Lines . . .

CANFIELD, O.—A complete new line of Sodamaster models for 1954 have been introduced by Carbonic Dispensers, Inc., in new cabinet designs featuring colorful superstructures. The advertising display is illuminated with cold lighting and creates a deep dimensional effect. Colored plastic faces open easily so that advertising cards may be kept clean and current. Three plastic medallions on each side of the superstructure are also illuminated and changeable for flavor identification.

All units feature the Mix Monitor Faucet, which is refrigerated up to the point of delivery. One faucet will serve up to three carbonated flavors, plus a coarse and fizz stream soda, with no intermingling of flavors, the manufacturer states. It is said that Model D-4-H serves four flavors and provides up to 2,500 finished drinks without refilling at a temperature of 40 degrees or colder.—**Carbonic Dispensers, Inc.**, Canfield, O.

Machine Cuts Crinkle Fries . . .

RACINE, Wis.—Norco Manufacturing Company is marketing a new crinkle-cut potato and vegetable cutter. According to the manufacturer, potatoes cut by the unit fry in 1 1/2 to 4 minutes at 350 degrees, saves oil and bulks up the potato pieces 25 per cent more than straight French fries. The machine, which operates at the push of a lever, weighs 19 pounds and by removing three thumb screws can be easily cleaned. It measures 9 inches long 9 inches wide and is 20 1/2 inches high. Unit comes in two models.—**Norco Manufacturing Company**, 1600 Junction Avenue, Racine.

Shake Machine Has Built-in Sirup Pumps . . .

CHICAGO—A new milk shake and malt machine introduces sev-

eral exclusive features designed to increase profits, speed up operations and cut labor, according to the maker. Unit has built-in refrigerated sirup pumps which make three popular flavors (basic vanilla is one flavor). Construction details include the "Sentinel" control that makes the machine fully automatic and there are no switches to operate. Operator opens the draw gate to obtain basic vanilla shake, add flavor and mix in shielded blender.

Mix container, freezer barrel and sirup pumps are of stainless steel, contained in separate insulated refrigerated chamber. Top and tray are of light blue plastic. Company rates machine at 17 to 25 gallons of shakes per hour, which does not include predetermined overrun, with a three-quarter horsepower water-cooled condensing unit.—**Mills Industries, Inc.**, 4100 Fullerton Avenue, Chicago 39.

Crowds, Takes Remain Good For Coleman

NEW BRITAIN, Conn., May 29.—Coleman Bros.' Shows have been luckier, it seems, than most other Eastern traveling organizations in that the rain it has encountered has mostly been before or after working hours.

The date here, with the lot actually located in adjacent Berlin, is good and a banner wind-up is expected Monday (31) since the show will stay over to get in the holiday.

Attendance has consistently been reported as good even tho the weather has not been the best. Spending is also reported good and the consensus is that there will be little trouble in equaling last year's seasonal gross.

American Midway Inks 7 Tex. Spots

GREENVILLE, Tex., May 29.—American Midway Shows have signed to provide the midway attractions at seven Texas fairs and celebrations, it was announced here this week. Events include the Lindale Blackberry Festival, June 10th Celebration at Marshall, Corsicana Livestock Show and Fair, September 27-October 2; Lee County Fair, Giddings, October 14-17; Grimes County Fair, Navasota, October 19-23; Beeville Stock Show and Rodeo, November 7-14, and the San Bonita Fair, November 22-28. Org also has five fairs in Kansas, two in Oklahoma and a July 4 date in Greenwood, Ark., near Camp Chaffee.

Inclement Weather Hurts Greene Biz

QUEBEC, May 29.—Despite unfavorable weather during most of its recent stand here, Tom Greene Shows did fair business. Org laid over for a couple of days to run the stand to 10 days.

A chimp and a 2-year-old male lion were recently acquired from the Detroit zoo for use in a show to be operated by Miss Satina Consuelo and Charley Adaire. Captain Bill Schultz helped break the chimp. Bob Ferland, circus vet, was a visitor during the stand. Mrs. Tom Greene has the ice cream and candy floss.

Regina Midway

• Continued from page 50

rent expenditures are estimated at \$39,875, approximately the same as last year. General labor is expected to cost \$17,500 and upkeep of the grounds and buildings, \$6,500.

The Stadium committee reported that while revenue from junior hockey, skating, concessions and "Ice Cycles" was slightly ahead of last year, "the great drop in revenue from senior hockey offset the increases." The dates February 14-19 were reserved for the 1955 "Ice Cycles" show.

The annual free program for children on the opening day of the fair will be continued, directors decided.



BUNKER HILL CELEBRATION

CHARLESTOWN, MASS.

June 16-17-18-19, 1954

Hood Parking Lot, Main Street at Sullivan Square where the PARADE starts and finishes—

BUNKER HILL DAY

Sponsored by the City of Boston.
Estimated attendance 300,000.

WANTED--CONCESSIONS of all kinds but NO GRIFT--OPEN MIDWAY

FOR SPACE CONTACT

LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street, Haverhill, Mass. Tel.: 4-6461
Lot Man will be on grounds Monday, June 14.

MORRIS HANNUM SHOWS

Lacey Park, near Hatboro, Pa., first show in 3 years, June 7-12; followed by the Big One, Levittown, Pa., June 14-19 on the Church Grounds. Bigger than ever. Car Giveaways, Nightly Prizes, Free Gate.

Featuring Thrilling Free Act, Suicide Simon.

SHOWS—Animal Shows, Monkey Drome, Motordrome, Mechanical City, Arcade.

CONCESSIONS—Photos, Jewelry, Glass Pitches, Ball Games, Hanky Panks of all kinds. Six Cats and all other Concessions that work for stock.

HELP—Experienced Ride Help who drive. All replies to

MORRIS HANNUM

Stevens Hotel, Lancaster, Pa., this week; then Lacey Park, Hatboro, Pa., June 7-12.
Telephone: Phila., Chestnut Hill 7-8176

SPARTAN GREATER SHOWS

WANT FOR THREE AND FOUR DAY CELEBRATIONS

Can Place Ferris Wheel Foreman.

Want to book, buy or lease Merry-Go-Round.

All Replies:

L. M. HIGGS, Mgr.

Spartan Greater Shows

Charles City, Iowa, May 31-June 5

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Candy Floss, Pitch-Till-You-Win, Penny Pitch, Cork Gallery, Hoop-La, Slum Spindle, Photos, Basketball, Girl Show, Monkey Show, Wild Life. General Ride Help. Agents for Hanky Panks.

All replies

GEORGE CLYDE SMITH SHOWS

Coalport, Pa., this week; Altoona, Pa., next week.

FOR SALE AS A GOING CONCERN

CANADIAN SHOW NOW IN FULL OPERATION

Nine Rides, with full complement of Side Shows, Gate, Concessions, etc. The whole in first-class order, fully booked with choice Locations and Fairs for season. Can be inspected in operation by appointment at an early date.
Reason for sale—other interests pressing.
Interested parties write for early appointment.

BOX D-43

c/o THE BILLBOARD

CINCINNATI 22, O.

West Virginia's Largest Annual July 4th Celebration

PENNSBORO, W. VA.—JULY 1-5, INCLUSIVE

WANT Girl Show, Bingo, Sit-Down Grab, Novelties, Pitchmen, Shows, all kinds of Hanky Panks—anything legitimate open. Write or wire—no collect.

THOMPSON & SANDERS

BOX 187

Phone: 8-6482 or 8-6866

SEBRING, OHIO

C.S. PECK presents KEY CITY SHOWS

Can place a few more Concessions for a very strong route this year. Long Range, Short Range, Photo, Add 'Em Dart, Jewelry or write me what you have. Privileges: Long Range, \$50.00; others, \$35.00; covers all. Need Wheel Foreman, top wages; must drive.
Wilmington, Ill., this week; then Harvey, June 7-12.
C. S. PECK

ROYAL UNITED SHOWS

Want for Waterloo, Iowa, Centennial Celebration, June 20-26 incl. We have exclusive rights downtown on streets, 2 locations, 2 complete units.

Want legitimate Concessions of all kinds working for stock, Grab, Novelties, Popcorn, Candy Floss, etc.

Contact **JOHN DORLAND**, ROYAL UNITED SHOWS, Medalia, Minn., May 31-June 1; Renville, Minn., June 2 & 3; Windom, Minn., June 4 & 5, then as per route.

BEAM'S ATTRACTIONS

Will book all types legitimate Game Concessions. Want Operator for Side Show, also Girl Show, Foreman for Spiffire, Second Men for Rides. Playing only big celebrations with free gate.

Contact BEAM'S ATTRACTIONS

Butler, Pa., this week; Tyrone, Pa., next week.

VIVONA BROS. Combined SHOWS

Can Place for 1 More Week in New Jersey, 7 Weeks in Choice New England Dates, 2 Matinees and Ladies' Night Each Week. 15 Weeks of Bona Fide Fairs Starting August 2.

CONCESSIONS
Ball Games, Short Range; exclusive on Long Range, Basketball, Buckets and Hankies of all kinds. Danny Dell can place one capable Man to up and down Concessions. Want Live Ponies: Mr. Schmidt, contact. Monkey Show with own equipment. Grind and Ding Shows. Tony Masiello wants Dancing Girls. \$100 per week guarantee. Foreman for Kid Rides. Help on all Rides, must drive semis.

Concessions address:
DANNY DELL
Hotel Douglas, Newark, N. J. All others address John Vivona, Ford, N. J., this week.

CONCESSION AGENTS WANTED

FOR RAZZLE DAZZLE, ROLL DOWN, PIN STORE, SIX CATS AND BUCKETS. CAN PLACE WHEEL MAN WITH OWN CREW. 25¢ and 50¢ Specialists, stay where you are. We work 6 days a week. WILL BOOK FROZEN CUSTARD, STRING GAME OR ANY OTHER HANKY PANKS NOT CONFLICTING. CAN USE 2 OR 3 WORKING MEN TO UP AND DOWN CONCESSIONS. Good pay and good treatment. WILL BOOK 10-IN-1, 5-IN-1, SNAKE SHOW OR ILLUSION SHOW.

12 BONA FIDE FAIRS AND CELEBRATIONS
Address:
EMMETT BUFKIN, c/o J. A. GENTSCH SHOWS
New Albany, Miss., this week; Holly Springs, Miss., next.

BUFF HOTTLE SHOWS #1

WANT WANT WANT

CONCESSIONS: Hanky Pank Concessions of all kinds, Long and Short Range Galleries, Frozen Custard, Penny Arcade, String Game, Bumper Games, etc.

SHOWS: Side Show (Col. Alters, get in touch with me. Have good proposition you cannot refuse.) Snake Show, Monkey Show or any Grind Shows not conflicting. Have tops and will build fronts for people with something worth, white and who will stay with us all season. **HARRY MORRISON**, Can use your Show.

Address **BUFF HOTTLE, Mgr.**
CHICAGO HEIGHTS, ILL., THIS WEEK.

A.M.P. SHOWS

Juggly

WANT FOR KEYSER, W. VA.; CUMBERLAND, MD.; FROSTBURG, MD.; OAKLAND, MD., 4th of JULY CELEBRATION.

Water Games, Penny Pitch, Photos, Six Cats, Hi-Striker and other non-conflicting Games. Want Foreman for Ferris Wheel, Chairplane for Ride unit. Ed Durham, contact. Foreman for Merry-Go-Round, Help in all departments who drive. Want Electrician. Want Monkey Show, Animal Show, Snake Show.

IRON GATE, VA., THIS WEEK.
A. M. PODSOBINSKI

GULF COAST SHOWS

WANT FOR TWO BIG SPOTS IN LOUISIANA, RAYVILLE, LA., May 29-June 5; LAKE PROVIDENCE, LA. (Cotton Carnival on Streets—First Carnival in 12 years), June 7-12. TILT FOREMAN AND HELP ON ALL RIDES. (Must drive and have chauffeurs' licenses.) CONCESSIONS: Can place Stock Concessions of all kinds, will sell "exclusive" on Popcorn, Candy Floss, Cotton Candy, Candied Apples and Frozen Custard. RIDES: Want Auto Ride and Pony Ride.

Address **F. M. SUTTON SR., Mgr.**
RAYVILLE, LA., THIS WEEK.

SHAN BROS.' SHOWS

WANTED

Billposter with transportation.
Manager with Girls for Girl Show, we furnish all equipment.
Lou, what happened?
Will pay cash for Two nice Kiddie Rides. What have you?
Greeneville, Tenn., this week; Johnson City, Tenn., next week.

AMERICAN BEAUTY SHOWS WANT

STOCK CONCESSIONS, HIGH STRIKER, SET JOINT, SLUM SPINDLES, SCALES. COOK HOUSE HELP. FOREMAN FOR MERRY-GO-ROUND.

FOR SALE: Long Range Gallery. 8 guns. Can be booked on Show.

All replies to **H. W. BARTHOLOMEW, Mgr.**
TRENTON, MO., THIS WEEK

BUFF HOTTLE SHOWS #2

WANT FOR ITALIAN-AMERICAN CELEBRATION, BENLD, ILL., JUNE 9-13. We open in Benld Wednesday, June 9, with a good Still Spot to follow, then Fairs start June 21.

HANKY PANKS OF ALL KINDS, ESPECIALLY SCALES, AGE, LEAD GALLERIES, ETC. CAN PLACE TWO MORE GRIND SHOWS FOR SEASON OF 20 FAIRS AND CELEBRATIONS.

Address **ROMEO DUNN**
LAPLACE, LA., THIS WEEK; THEN BENLD, ILL.

C. A. STEPHENS SHOWS

WANT

Concessions working for stock, Novelties, Balloon Darts, Pitch-Till-You-Win, Glass Pitch, Six Cats, Buckets, Agents for Pin Stores. SHOWS: Can place Side Show, Girl Show, Colored Minstrel, Monkey Show and Big Snake, all with own equipment.

Austell, Ga., this week; Marietta, Ga., follows.

ATTENTION

GRIND STORE CLERKS

Good proposition. 20 Fairs commencing last week June. Contact
WHITEY WEISS
STERLING CROWN SHOWS, MILLINGTON, TENN., MAY 31 TO JUNE 5.

WANT STRICTLY LEGITIMATE CONCESSIONS

OF ALL KINDS, ONLY ONE OF A KIND ON MIDWAY.

Can place Merry-Go-Round and Rolloplane. This week, Quantico, Va.; Seat Pleasant, Md., June 7-14. A real hot one, New Hampshire Ave. and D. C. Line, Washington, D. C. Booking now for a real Fourth of July Celebration. Giving away a car, Frigidaire, television, prizes every night, fireworks, hillbilly shows, etc. Don't let size of towns fool you.

Wire **BARNEY TASSELL SHOWS**
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Alabama Amusements: Eiberta, Ala. Alamo Expo.: Gallup, N. M. American Beauty: Trenton, Mo.; Keokuk, Ia., 7-12. A. M. P.: Iron Gate, Va.; Keyser, W. Va., 7-14. Badger State: Gilbert, Minn.; International Falls 8-13. Baker United: Indianapolis, Ind.; Crawfordville 7-12. Beam's Attrs.: Butler, Pa.; Tyrone 7-12. Becht, Lee: East Hamilton, O.; Miami Springs 7-12. Bee's Old Reliable: Hazard, Ky.; Wheelwright 7-12. Belle City: Ripon, Wis.; Milwaukee 6-10. Bernard & Barry: Timmins, Ont.; North Bay 7-12. B&H: Charlotte, N. C. Big Four: Byron, Ill. Big State: McPherson, Kan. Blue Grass: Waseka, Ill. Blue Ribbon: Shawano, Wis. Bogle, F. C.: Salina, Kan. Boone Valley: Palo, Ia., 4-5. Borderland: Eldorado, Tex. Brodbeck & Schrader: Garden City, Kan. Buck, O. C.-Model: Coatesville, Pa. Burdick's Greater: Brady, Tex. Burke, Harry: New Iberia, La. Burkhardt: Aurora, Ill.; DeKalb 7-12. Byers Bros.: Cherokee, Okla. Capital City: Manchester, Ky. Carlin Expo.: Struthers, O., 8-12. Carpenter Bros.: Weston, O.; Rossford 7-12. Caravella: Tyrone, Pa. Catlett Greater: (Winwood Beach) North Kansas City, Mo., 1-13. Cavalcade of the West: Kallispell, Mont. Central States: Ottawa, Kan.; Leavenworth 7-12. Cettin & Wilson: Uniontown, Pa.; Ambridge 7-12. Cheroke, Jimmie: Greenville, O. Cherokee Am. Co.: Claremore, Okla. Cleman Bros.: Williamatic, Conn.; Norwich 7-12. Collins, W. T.: Austin, Minn.; Owatona 9-12. Continental: Massena, N. Y. Cote Am. Co.: Chelsea, Mich. County Am. Co.: Thompsonville, Conn. Crafts Expo.: Bakersfield, Calif. Cross Road Am. Co.: Spring Lake, Mich. Cunningham Expo.: Ravenswood, W. Va. Dan-Louis: Cannelton, Ind.; Evansville 11-13. Davis Am.: Madras, Ore. DeLuxe: Chicopee Falls, Mass.; Wilbraham 7-12. Del-Piore Am.: Hyde Park, Pa. Desbro: South Waverly, Pa. Douglas: Crescent City, Calif. Down River Am. Co.: Monroe, Mich. Drago Am., No. 1: Valparaiso, Ind. Drago Am., No. 2: Tipton, Ind. Drew, James H.: Buckhannon, W. Va. Dumont: Winchester, Va. Dyer's Greater: Clinton, Ill. Eastern Am. Co.: Oldtown, Me. Eddie's Expo.: Rocky Grove, Pa.; Elsworth 7-12. Emshoff: Loves Park, Ill.; Edgerton, Wis., 10-13. Evans United: Gallatin, Mo.; Odessa 7-12. Ferris, Carl D.: Du Bois, Pa. Franklin, Don, No. 1: Chanute, Kan.; Mexico, Mo., 7-12. Franklin, Don, No. 2: Fort Scott, Kan.; Fulton, Mo., 7-11. Frontier: Winslow, Ariz. G. & B.: Friendsville, Md. Gem City: Louisville, Ky. Gentsch, J. A.: New Albany, Miss.; Holly Springs 7-12. Georgia Am. Co.: Alpharetta, Ga. Gillette Bros.: Scotia, N. Y., 3-12. Glades Am. Co.: West Point, Va.; Broadnax 7-12. Gladstone Expo.: Hartford, Ky. Gold Bond: Elgin, Ill.; Fond du Lac, Wis., 8-13. Gold Medal: Waterloo, Ia. Gooding Am. Co., No. 1: (Polindexter Village) Columbus, O. Gooding Am. Co., No. 2: Springfield, O. Gooding Am. Co., No. 3: Parkersburg, W. Va. Gooding Am. Co., No. 4: (E. 31st & Superior) Cleveland. Gooding Am. Co., No. 5: Goshen, Ind. Gooding Am. Co., No. 6: Toronto, O. Gooding Am. Co., No. 7: Portsmouth, O. Gooding Am. Co., No. 8: (38th & Prospect) Cleveland. Grand American: Fort Dodge, Ia.; Muscatine 7-12. Greater Dixieland Expo.: Coweta, Okla., 3-5. Gulf Coast: Rayville, La.; Lake Providence 7-12. Hale's Shows of Tomorrow: (20th & Brooklyn) Kansas City, Mo., 3-13. Hannum, Morris: Lancaster, Pa.; Hathora 7-12. Happy Attrs.: (South Parsons Ave.) Columbus, O.; Chillicothe 7-12. Happyland: (Fair) Mount Clemens, Mich. Hartsock Bros.: La Belle, Mo. Helman United: Bald Knob, Ark.; Willow Springs 7-12. H&M Am.: Trauger, Pa.; Allison 7-12. Hennies Bros.: Kenosha, Wis. Hehl, L. J.: Lewisburg, Tenn. Hill's Greater: Moab, Utah. Holly Am.: Pelham, Ga. Hottle, Buff: Chicago Heights, Ill. Hottle, Buff, No. 2: LaPlace, La. Howard Bros.: Cambridge, O.; New Comerstown 7-12. Hugo's Novelty Expo.: Lawrence, Kan.; Jerico Springs, Mo., 8-12. Imperial: Pekin, Ill. (Fair), Alton 7-10. Inter-Mountain Am.: Logan, Utah, 7-12. Interstate: London, Ky. I. T.: Hicksville (L. I.), N. Y. Johnny's United: Danville, Ky. Kay Am. Co.: Havre de Grace, Md. Key City: Wilmington, Ill.; Harvey 7-12. Kile, Floyd O.: Zachary, La., 7-12. Klein Am. Co.: Okabena, Minn., 5-6; Menno, S. D., 7-8; Parker 9-10. Lagasse Am., No. 1: Dracut (Lowell), Mass. Lagasse Am., No. 2: Lawrence, Mass. Lagasse Am., No. 3: Orange, Mass. Lewis, Ted: River Head (L. I.), N. Y. Magic Empire: Dayton, Wash., 2-7. Manning, Ross: Oneida, N. Y. Marion Greater: Charlotte, N. C. Marks, John H.: Woodbury, N. J. Marvel: Deer Creek, Ill. Merriam's Midway: Albia, Ia.; Colfax 3-5. Metropolitan: Vincennes, Ind. Mevenden Am.: Mellen, Wis. Midway of Mirth: Auburn, Ill. Mighty Hoosier State: Marion, Ind.; Kokomo 7-12. Missouri Valley: Moulton, Ia. Model Shows of Canada: Smith Falls, Ont.; La Chute, Que., 7-12. Monty Young: Heber, Utah. Moore's Modern: Alva, Okla. Mother Am.: Auburn Heights, Mich.; Yale 10-12. Nelson, Geo. W.: Minden, Ia. Northern Expo.: Brookings, S. D.

Motor State: Port Clinton, O. Mound City: Grafton, Ill.; Jerseyville 7-12. Nolan Am. Co.: Columbus, O., 2-5; Carey 8-12. Norton's Rides: North Platte, Neb. Page Bros.: Wellston, O. Palmetto Expo.: Sanford, N. C. Pan American: Elizabethtown, Ky. Pan American Am.: Vista, Calif. (Fair) El Cajon 9-13. Parada: Cushing, Okla.; Collinsville 7-12. Penn Premier: Carbondale, Pa.; Binghamton, N. Y., 7-12. Playtime: Norwood, Mass.; Wakefield 7-12. Powelson Greater: Wadsworth, O.; Orville 7-12. Prell's Broadway: Harrisburg, Va.; Baltimore 7-12. Rainer: Everett, Wash.; Bellingham 7-13. Raines Am. Co.: Mena, Ark. Raley, Harold: Creswell, N. C. Reid, King: Lebanon, N. H. Reithoffer: Collegeville, Pa., 1-12. Rocky Mountain Empire: Pueblo, Colo. Rogers Bros.: Napoleon, N. D.; Dickenson 7-12. Rohr's Modern Midway: (S. W. Highway and Kedzie) Chicago; Gilman 8-12. Rose City Rides: Warrenton, Mo. Royal American: St. Louis. Royal Midway: New Albany, Ind. Royal Pines: Lincoln, Me. Roy United: Reville, Minn., 2-3; Windom 4-5; Truman 7-8; Mapleton 9-10; Dabel 11-13. Schafer's Just for Fun: Madison, Ill.; Gary, Ind., 7-12. Shan Bros.' Shows: Greeneville, Tenn.; Johnson City 7-12. Shorter's: Waverly, Ia., 3-6; Greene 7-8. Smith, George Clyde: Coalport, Pa.; Altoona 7-12. Snapp Greater: Madison, Wis., 2-13. Southern Valley: Little Rock, Ark. Spartan Greater: Charles City, Ia. Star Am. Co.: Batesville, Ark. State Fair: Concordia, Kan.; Fairmont, Neb., 7-12. Stephens, C. A.: Austell, Ga.; Marietta 7-12. Sterling Crown: Millington, Tenn. Strates, James E.: Schenectady, N. Y. Strong's Am.: Dorchester, Neb., 4-5. Sunset Am. Co.: Dubuque, Ia.; Fort Madison 7-12. Tassel, Barney: Quantico, Va.; Seat Pleasant, Md., 7-14. Tatham Bros.: Paxton, Ill., 2-5. Tennessee Valley: Woodbury, Tenn.; Livingston 7-12. Thomas, Art B., No. 1: Hartington, Neb., 2-3; Morningside, Ia., 4-5; Canby, Minn., 8-9; De Smet, S. D., 10; Lake Andes 11-12. Thomas Joyland: Clark's, W. Va.; Fairmont 7-12. Tidwell, T. J.: Lubbock, Tex. Tige Hale: Panama City Beach, Fla. Tinsley, Johnny T.: Forest City, N. C. Tip-Top: Wausau, Wis., 2-6; Waterloo 11-13. Tivoli Expo.: Manhattan, Kan.; N. Kansas City, Mo., 7-12. 28th Century: North Chicago, Ill.; Peoria 7-12. United Expo.: South Beloit, Ill. United States: Roderfeld, W. Va. Van Billiard: Elkton, Md.; Chestertown 7-12. Veterans' United: Watertown, S. D.; Odessa, Minn., 7-9; Graceville 10-12. Victory Expo.: Albuquerque, N. M.; Cortez, Colo., 9-13. Virginia Greater: Nyack, N. Y. Vivona Bros.: Ford, N. J. Volunteer: Spring City, Tenn. Wade, W. G.: Grandville (Grand Rapids), Mich.; Manistique 8-12. Wallace Bros.: Sterling, Ill. West Coast: Alameda, Calif.; Luba City 8-13. West Coast Expo.: San Jose, Calif.; Livermore 8-13. Wilcox: Dick: Millinocket, Me. Wilson Famous: Cherry Valley, Ill.; Rockford 7-12. Wolf Greater: Mason City, Ia.; Mankato, Minn., 7-12. Wolfe Am. Co.: Bassett, Va. World of Mirth: Plainfield, N. J.

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RAY L. SWANNER
Moulton, Iowa, this week; then per route.

Illinois-Indiana RSROA Meet Pulls 200 Entries

MAATTOON, Ill., May 29.—Illinois-Indiana amateur skating championships, held at Silver Star Roller Rink here, April 30-May 2, attracted close to 200 entries who participated in 270 events during the meet. It was the first sanctioned RSROA event ever held in this rink. John Rogers, Decatur, Ill., was chairman of the judging panel.

Results:
Ladies' division, Marjorie Irelan, Richmond, Ind.; Linda Ritter, Springfield, Ill.; Lotta Roedelhoff, Anderson, Ind. Showmanship, Becky McDermott, Mattoon, Ill.; Terry Middleton, Peoria; John Merskin, Chicago. Juvenile girls, A. Dale Hey, Peoria; Clarence Robinson, Richmond, Ind. Juvenile boys, B. Darrell Robinson, Richmond, Ind. Daniel Jarvis, Richmond, Ind. Girls' figures, Sally Traylor, Belleville, Ill. Girls' singles, Darlene Nelson, Chicago; Janice Merskin, Chicago; Janice Carter, Ill. Ladies' juvenile figures, Merski, Chicago; Darlene Nelson, Chicago; Clydelle Hackney, Granite City, Ill. Juvenile dancing, Connie Taggart and Boyd, Salem, Ill.; Clydelle Hackney, Granite City, Ill. Charles Johnson, Granite City, Ill.; F. Marte and James Murphy, Richmond, Ind. Junior boys' figures, Eugene Nelson, Chicago; Terry Middleton, Peoria; John Merskin, Chicago. Junior boys' singles, Terry Middleton, Peoria; Eugene Nelson, Chicago; John Merskin, Chicago. Juvenile figures, James Boyd, Salem, Ill.

Senior girls' singles, Judy Holland, La Grange, Ill.; Donna Lindenmeyer, Peoria; Anna Iveson, Chesterfield, Ind. Junior girls' singles, Terry Middleton, Peoria; Darlene Nelson, Peoria; John Merskin, Chicago. Junior pairs, Darlene Nelson and Terry Middleton, Peoria. Novice men's figures, Norm Heintz, Chicago; George Heintz, Chicago. Novice ladies' figures, Richman, Rosella Casper and Ira Youngquist, all of Chicago. Novice figures, Norm Heintz and George Heintz, Chicago. Novice ladies' singles, Hickmann, Irene Pichlik, Karen all of Chicago. Juvenile dance, Taggart and James Earl, Salem, Ill. Hackney and Charles Johnson, Granite City; Carol Marte and James Boyd, Richmond, Ind. Junior dance, Wilma and Joseph Oberto, Collinsville, Ill. Darlene Nelson and Terry Middleton, Peoria; Joyce Williamson and Vernon King, Springfield, Ill.

Senior men's figures, Ronald Jellise, Peoria; Carol Marie, Peoria; Jackie Clauson and Norman Heintz, Chicago; Jean Nelson and Duke, Chicago. Novice dance, Carl Heibel and Robert Anderson, Chicago; Traylor, Belleville, Ill., and Larry Adams, Centralia, Ill.; James and Susan, Port Wayne, Ind. Novice men's figures, John Collins, Evansville, Ind.; Art Anderson, Chicago; Dave Barth, Springfield, Ill. Novice pairs, Irene Pichlik and Carl Duke, Chicago; Sally Owen and Ben Pinn, Indianapolis; Joyce Noreck and Albert Hollands, Chicago. Senior Carol Marie, Peoria; Jackie Clauson and Norman Heintz, Chicago. Intermediate ladies' singles, Haller, Peoria. Intermediate men's figures, Stephen Pinn, Indianapolis; Carl Heibel, Chicago. Senior ladies' singles, Mary M., Springfield, Ill. Senior men's singles, J. Jellise, Peoria. Intermediate ladies' figures, Carol Haller, Peoria; Jean Nelson, Chicago; Marilyn

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Gophers Vote Expansion; to Change Name

RUSH CITY, Minn., May 29.—At the April meeting of the Minnesota Roller Rink Operators' Association held at Moulton's Roller-drome here, it was voted to expand the membership to include North Dakota, South Dakota and Wisconsin and change the organization's name to the Midwest Roller Rink Operators' Association.

Major factor in favor of expanding was that there would be a larger active membership so that group promotions would be easier to undertake. Two Wisconsin operators joined the association and a telegraphic message to the meeting was received from the Fargo (N. D.) Arena, expressing a wish to join. Dues were set at \$25 per month plus \$2 per month that has passed plus a \$10 initiation fee.

Over 50 people attended the meeting here. The morning session was devoted to registration and introduction of visitors. Noon lunch was served in the Lutheran Church parlors. Among those attending the meeting was a delegation from the Roller Skating Rink Operators' Association, including Robert Y. Gould, president, St. Petersburg, Fla.; Charles Cahill, of the association's Detroit headquarters, and Ralph Fox, Omaha. Gould gave a brief talk at the meeting on the values of organizing and the problems of association work. Next meeting of the MRROA will be held July 26 at Izatys, Onamia, Minn. Morning and afternoon sessions are scheduled.

Lex'ton Kids Win Honors in Pennsy Meet

PITTSBURGH, May 29.—Members of Lexington Skating Palace here won the major share of honors in the Pennsylvania RSROA skating championships held April 25-27 at Latrobe Roller Gardens. Lexington kids skated off with 33 awards in the contests. In addition to outskating members of rival clubs, a Lexington gal was named State beauty queen during the meet. She is Marie Baumgarten, who will now enter the American queen contest to be held at Denver in July in connection with the RSROA national championships. Miss Baumgarten qualified for the State meet competition by being named Allegheny County queen in competition with 16 other girls in a contest held at Lexington April 17. That same night the Lexington club won the Tri-State inter-rink dance trophy in a society blues contest. This year Lexington is financing part of the cost of sending skaters to State, regional and national championships by holding benefit drawing. In a recent drawing the three winners received a clock-radio, automatic cooker and fryer and steam and dry iron.

ROADSHOW REP

NEAL SCHAFFNER, of the Neal and Caroline Schaffner Players: Please contact the Rep Editor immediately. Holding urgent and important message for you. . . . Dot Sun, writing from New Market, Ia., reports that the Sun Players, who recently closed a 10-week season of circle stock, were preparing to open their tent season in late May. The show is slated to play the same towns in which it appeared last year. Circle stock business was good despite the competition from TV, Miss Sun reported, and says that she thinks the medium, sooner or later, will help tent shows by making the people vaudeville-minded again. The Sun tent will carry 15 people this year, with emphasis on comedy. The cast includes Maxine Lacy, Charles Archer, Myreella Montague, Dixie Belle Moore, Leo Lacy, Duke Montague, Goobar Buchanan, Mickey Lacy, Jack Gersterberger, Leon and Lyle Hule and Dot and Jess Sun. . . . En route to Sylvan Beach, N. Y., Mr. and Mrs. Billy Wehle, Miami, stopped off for a two-day visit with Karl R. Denton and J. Lester Haberkorn in Lancaster, O. . . . From Worland, Wyo., E. G. Thomas reports that he is doing fair biz with his solo show. He has set a long list of celebrations this year. . . . The Grice Family Show is reportedly doing fair business in the Boulder, Colo., area after a winter season of dates that were poor due to weather conditions. Plans are now being made to move the show to Oregon, which it played in former years. . . . After spending part of the winter in Florida E. H. Butler is moving to his old stamping ground in Canada. . . . Alden (Doc) Seymour is back in New England after a trip to the West Coast with his health show. Seymour plans to play Maine and Eastern Canada spots for the next three months. Seymour is an old-time vaude and 10-20-30 performer and the son of Boyd Seymour, who had Seymour's dramatic show in the '90's.

DRIVIN' 'ROUND THE DRIVE-INS

THE SECOND drive-in to open in the Denver area within six weeks pulled excellent crowds as the Lee Theater chain opened its 1,000-car Wadsworth Drive-In. The opening was postponed for a week due to bad weather, but the delay gave LeRoy Ramsey opportunity for more advertising and promotional stunts. . . . At Easter, Television Theaters, Inc., opened with a new twin screen, stereophonic sound drive-in, located on part of Denver's swank Centennial Park race track. Recently Ralph Batschelet, general manager, announced the addition of Zero's Hollywood Circus as part of the children's playground. The miniature circus tent will feature cartoons for kiddies who pay only a dime after being admitted to the theater free. At the Wadsworth, utilizing both indoor and outdoor facilities, the Lee brothers have instigated a permanent policy of admitting every 50th car free. Opening festivities included free gifts for every customer and special kid gimmicks.

WILLIAM ELDER has been named manager of El Capitan Drive-In, San Antonio. . . . G. R. Garza and the Solis brothers opened the new 500-car Ranch Drive-In at Alice, Tex., on May 9. . . . Rocket Drive-In, San Angelo, Tex., which was extensively damaged by high winds for the second time this year, is being remodeled and will be equipped to show CinemaScope, according to John D. Jones. . . . Two armed men robbed a gate attendant at Starlight Drive-In, Robstown, Tex., of his billfold after he told them that gate receipts had already been turned in to the office. . . . Jim Bates, former manager of the Prince Theater, has been named manager of Trail Drive-In.

F. S. WOLCOTT'S ORIGINAL Rabbit Foot Minstrels

Under canvas. The greatest colored show on earth. Want Girls, young, attractive, experienced, for Hi-Brown Folies Chorus, Variety and Novelty Acts, Contortionist, Juggler, Acrobatic Teams or Singers. Drunks and trouble makers, don't answer. Three weeks' rehearsal starts June 7. Write or wire EARLE HENDREN, P. O. Box 1152, Telephone 2-4799, Memphis, Tenn. (Send photo or snapshot—will be returned.)

West's New Skatery Stages Open House

PATCHOGUE, L. I., N. Y., May 29.—Patchogue Roller Rink in this Suffolk County south shore town, celebrated its first week of operation on Thursday night (27), with operator Irving West playing host at an open house party for all comers. The actual debut, attended by over 500 skaters, was on the previous Friday evening.

First night gimmicks were the awarding of Ronson lighters and other prizes, while the follow-up celebration featured refreshments on the house and a floorshow. The new rollery, housed in a building which several years ago had been used for skating purposes, features a medium size maple surface with plastic covering. Staffers are Jack and Betty Cleary, professionals; Phil Reed, organist, and Fred Stone, floor manager. The Clearys, a man-and-wife team, had taught successfully for many years at Wal-Cliffe Roller-drome, Elmont, L. I., and before that at Eastern Parkway Arena, Brooklyn. Reed is a veteran of many first-class organ booths and is nationally known for his recordings of rink music.

According to West, who at one time was a partner in the Wal-Cliffe operation, Patchogue is taking a step in the right direction by eliminating the clamp-on skates that traditionally in these parts go free with the ticket of admission. Instead, persons without their own personal skates are required to rent shoe skates from the rink. All new skate sets were obtained for this purpose. West

San Antonio. He succeeds Dan W. Goodwin. The drive-in also made its debut with CinemaScope and stereophonic sound, first local drive-in so equipped. . . . Frank J. Barnett Jr., San Antonio contractor, has been given city authorization to remodel and enlarge the screen of South Loop 13 Drive-In, San Antonio, which is operated by Statewide Drive-In Theaters, at a cost of \$5,000. Mr. and Mrs. Wilford A. Smith have purchased Cameron (Tex.) Drive-In. The Smiths come from Temple where they operated a theater for 10 years. . . . W. L. Perley, manager of Circle Outdoor Theater, Henderson, Tex., observed the drive-in's first anniversary with a 200-pound birthday cake distributed to about 600 guests.

A NEW \$125,000 drive-in with capacity for 815 cars, now being erected at Meriden, Conn., will have a screen measuring 120 feet wide. Nick Kounaris and Paul Tolis, partners in Kounaris and Tolis Theaters, are building the project in the rear of their first-run Meriden Theater. July completion is planned. . . . The E. M. Loew circuit's Hartford, Conn., division, is completing installation of 76-foot wide screens at drive-ins in Connecticut and Western Massachusetts. Already set are the Hartford Drive-In, Newington; Norwich-New London, Montville; Farmington, all in Connecticut, and Riverdale, West Springfield, Mass. A similar unit will be installed at the Milford (Conn.) Drive-In, following remodeling now under way. . . . In Allentown, Pa., Sol Shocker, who operates the Franklin Theater in the city, is among those interested in building a drive-in on the outskirts of the city. . . . Philadelphia's Allied Motion Picture Theater Service is now handling the Harvest Moon Drive-In, Linden, Pa.

also feels that two giant blowers will provide ample air-cooling during the summer months, especially in a section where ocean breezes can be counted on for an assist. Year-around operation is planned, with nightly sessions except on Mondays, and a matinee skate every Saturday, Sunday and school holiday.

AOW Mops Up in N. J. Speed Meet

ELIZABETH, N. J., May 29.—America on Wheels racers took 31 out of 34 places in recent New Jersey State racing contests, it was reported this week by Jack Edwards, AOW director of speed. Sue Parnell, of the Florham Park Racing Club, took second place in the contest for intermediate women, and that club's William Perdue won third place in the contest for intermediate men. AOW took first place in the newly contested relay racing, won by Betty Cunningham and Joan Stefanowitz, of Boulevard Arena, Bayonne. Second place went to Florham Park. In the men's five-mile relay AOW took three places.

Celeron Presents Big Roller Revue

JAMESTOWN, N. Y., May 29.—"Skating Follies," a 20-act presentation participated in by some of this area's top skaters, was offered May 21 and 22 at Skateland in Celeron Park here. Park Owner Harry A. Illions called the show an outstanding production. In charge of the show were Mr. and Mrs. Oscar H. Zimmer, of the rink staff. Larry Noel supplied organ music for the show. The rink operates nightly, except Mondays, the year round. On Mondays wrestling is presented in the building.

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Ringling Starts Okay Under Canvas, Building Confidence in Year Outlook

Baltimore, Washington, Philadelphia Pay Out Despite Considerable Bad Weather

PHILADELPHIA, May 29.—A good start under canvas despite a heavy dose of bad weather has many key members of the Ringling Bros. and Barnum & Bailey Circus carrying the hunch that a good year lies ahead. Some of the old-timers, however, re-living their experiences, are concerned with the knowledge that the Big One, despite its overpowering mammothness, will be lost in the tank town booking formula that has been set up and announced.

Showing considerable evidence of the mud it has been in, beginning with Baltimore, its first stand under canvas, and Washington, which followed, the big top and the other physical equipment here, nevertheless, still retained its sparkling quality of newness. Personnel had the feeling that the midway is the most attractive in several years and it is appealing with the 18 painted panels of the Side Show and the always glittering Miller food and novelty units forming a thorofare to the ticket wagons. The latter are surmounted by a jointed wire mesh oblong bearing appropriate lettering and insignia.

The new blue top with its white side walls forms an imposing background. Behind it, and lost to the view of the public, are the various auxiliary tents. Beyond them, and a block away, is the cookhouse, so located because of the lack of space allotted to the circus. The grounds contain ample area but a sizable portion, including all of the Erie Avenue frontage, is taken up by carnival attractions. (See separate story, Carnival Section.)

The availability of this lot, owned and used solely for recreational purposes in the past by the Lighthouse Settlement for boys, brought the Big Show back to North Side, long considered the best location for its purposes because of its proximity to the bulk of the city's families and prospective circus-goers. This lot will be available to the circus for at least five years since the promotional group, headed by John Quinn and Jack Essner hold a contract for that term. The circus gets the lot free while the promoters utilize the approaches for concessions and rides. Conceivably, if the Big Show does well here, and it appears that it will, they will be back again.

While the persons attracted to the circus must pass the concession and ride units, a situation that the circus would normally like to avoid, the layout is, nevertheless, very much better than the past several years in South Philadel-

phia when the show was surrounded by as many as three organized carnivals, including a railroader, and other miscellaneous ride, show and concession units numbering in the hundreds.

High-level meetings were on here this week with John Ringling North on hand to head up the planning involving current events in part but also the devising of next year's presentation. Operationally the show currently is working smoothly both in its physical movement and performance. Help is plentiful enough.

The big top, with the menagerie sandwiched in between the blues and the sidewalk, is as neat inside as an architectural drawing. The performance, Director Pat Valdo says, is the same as the Garden runs. Only one act featuring lions has been retained, however, with the others, including

the polar bears, shipped back to Sarasota. The principal rigging problem, the height of the three-way poles used by the Knocks, was solved by cutting the timber so that they just do fit inside and at one end of the big top. Although shorter than at the indoor dates the illusion of height is sufficient.

The circus got a bad break here when it failed to get an okay for performance tomorrow because of blue-law restrictions which, it is reported, church groups announced their intention of enforcing. The show had a publicity campaign underway announcing the Sunday showing but had it stopped. According to one knowledgeable local source, the show could open and stage its performances and be penalized no more than a \$4 fine, but the circus has no intention of alienating large groups.

Mills Tabs Big Score In Chicago Suburbs

Turnaway, Full Houses Mark Week; Owner Denies Value of Billposting

CHICAGO, May 29.—Mills Bros. Circus played to capacity business as it circled Chicago this week with a series of suburban stands. Jack Mills said business so far this season had been good.

Best of the Chicago area dates was Elmhurst, Ill., on Tuesday (25). The matinee was a turnaway and strayed to the ring curbs. An extra matinee was given to a small crowd. At night the house was filled again. Mills said this was the banner date of the season to this point. Schools were dismissed. Jaycees were the auspices.

At Arlington Heights on Wednesday the matinee was full and the night was strayed. In Park Ridge on Thursday the matinee was full and the night house was a comfortable half house despite a heavy thunder and rainstorm at show time. With Rockford, the Friday stand, usually among the show's best money makers, and with a holiday weekend date, Saturday (29), set in bustling Park Forest, the week was sure to be among the show's best.

Denies Billing Value

Some observers said billing, which Mills is using this year for the first time in years, could claim some credit for the business. However, Jack Mills said he thought that paper had not done him "a nickel's worth of good."

Mills said he would continue use of billing but that he felt it was valueless unless he were to use a force of about 20 men and follow the posting with heralds and other publicity. At present his posting is done by Bill and Jackie Wilcox. Mills noted that

as presently organized his billing crew could not hope to make a showing against other shows where routes cross.

Bob White, previously with indoor shows and grandstand units, has joined as announcer, replacing Proctor Baughman. Otherwise, Mills said, the staff remains unchanged since opening.

Show is using a 130 with three 40s, reserved chairs, new Side Show top to house the seven elephants and cake truck, and about 42 show-owned trucks. From Chicago, it was turning eastward. Show's new power plant, replacing one that burned, was formerly on the Cavalcade of Amusements.

Kelly-Miller Battered By Dust and Wind

STOCKTON, Kan., May 29.—Weather plagued the Al G. Kelly & Miller Bros. Circus this week as it toured Kansas to good business. Attendance had increased sharply over earlier averages and, where weather permitted, the show was doing business.

At Stockton there were no injuries when a high wind Wednesday (26) blew down the big top. About 1,500 persons were in the seats at the time. Six web girls reached the ground an instant before the tent was lifted by the storm. Damage was limited to

H-M Ends Banner Season By Scoring Record \$\$ in Can.

Quebec, Montreal Show Big Gains; Box-Office Sales Show Increases

MONTREAL, May 29.—The Hamid-Morton Circus wound up its season here tonight with a gross in excess of \$100,000. Last week in Quebec City the gross hit \$78,000, \$8,000 more than last year, to make for a record-breaking Canadian tour and to keep the seasonal gross on a par and possibly ahead of the volume of business done last year.

Two stands in the United States, Harrisburg and Altoona, Pa., were reported up by substantial margins despite considerable unemployment in their drawing areas. The other stands played by the show held their own, according to George A. Hamid and Col. Robert H. Morton, partners, both of whom were on hand for the final showings here this week.

The business done this year was termed remarkable by the operators who pointed to a tighter money situation almost everywhere. A substantial part of the route carried the show thru a period when talk of a recession was at its peak. Such talk, they said, frightened the public into extreme caution in the handling of money.

Box-Office Sales Up

Notable this year was the fact that the sale of tickets at the box office was substantially ahead of former years. At the same time the sale of tickets by members of sponsoring groups sagged considerably. This, Hamid said, probably denoted a tighter money situation. When money is plentiful and businessmen are not concerned with the future they are quick to respond and mail checks in return for tickets. If there is concern over the economic situation then the returns slacken off noticeably.

The slicing of the federal admissions tax greatly aided the

gross at the last of the stands played by the circus. The public appreciated the resultant saving and was quick to respond.

Business here was considered phenomenal in view of the late date. Rainy weather helped indoor offering to a degree on Sunday (16) in that it drew amusement seekers indoors. Monday (17) a national holiday, business reached turnaway proportions. Thursday (27) a Catholic holy day, the schools were closed and business at capacity. Business was estimated to be up some per cent on the week.

Richmond Out

Richmond, Va., is out this year for the first time in several years because a suitable show site lacking. However, the show will again appear there next year when, it is believed, the municipal stadium will be available. The circus holds a contract with the Police Benevolent Association which has three years to run. The date has long been one of the best on the Hamid-Morton route.

The show elephants are being handled by Albert Vidulich with his wife also working in act. Aida, the Girl in the Moon, was added to the program for final engagements.

Bailey-Cristiani Okay in Idaho

CALDWELL, Idaho, May 29.—Bailey Bros. & Cristiani Circus drew good crowds here Monday (24). Matinee was strong night was big, with Jaycees as auspices. Elephants gave downtown march. The stand lowered a 348-mile Sunday run to Brigham City.

In Brigham City on Saturday (22), the show played to full houses in the ball park, total attendance estimated at 10,000. Overcast weather followed a day rain, and the show's appearance coincided with a Mormon church activity.

Diano Animals Leave Canton To Join W.O.M.

CANTON, O., May 29.—Diano's menagerie left its quarters here Tuesday (25) aboard a load of trucks to join World of Men Shows at Plainfield, N. J. Diano, who operated Diano Bros. Circus last season, said he did not intend to travel with the carnival would fly to weekend location. In charge of the unit is Roy (Smokey) Jones, with eight

CHS Confab To Columbus

WICHITA, Kan., May 29.—A convention of the Circus Historical Society will be held at Columbus, O., July 24-27, it was announced here by Bette Leonard, president of CHS. The group will see Tom Packs' Circus in Columbus on July 27.

Cincy Fans Elect

CINCINNATI, May 29.—Robinson-Loyal Repensky Circus Fans of America, meeting and election held at Vernon Manor Hotel here last week elected Edwin L. Mehl as president for the ensuing year. Franklin S. Longley was elected secretary-treasurer and Albert Mayer Sr. was named chairman of the executive committee.

King Presents Sunday Parade

DOVER, O., May 29.—King Bros. Circus gave a Sunday (23) parade here, delaying the march until after noon. The matinee was scheduled at 3 p.m. More than 50 members of fan groups and their families attended a get-together sponsored by the Walter L. Main Tent, CFA. About 20 performers and staffers from the King show were dinner guests of the fans.

New Policy Covers Beatty Employees

LOS ANGELES, May 29.—Through a new insurance policy, performers on the Clyde Beatty Circus now are covered by the Workmen's Compensation Act, Lloyd A. Barnes, of the State Department of Industrial Relations, said.

Barnes said that under the former policy all employees, including the musicians, were covered. With the new policy, which is understood to cost the show an additional \$3,700, all employees, including performers, are protected.

Jimmy Kelly, of the American Guild of Variety Artists, said that the new policy acquired by the show did not affect the master agreement between the circus and the union.

Packs Sets Hefty Show for Diamond Circuit; Gayer Adds Towns, Phones

ST. LOUIS, May 29.—Tom Packs' Circus will launch its 1954 season Monday, June 7, with a stand at Cape Girardeau, Mo., and follow immediately with its annual five-day showing at Nashville. Most stands will be in ball parks.

Once again the Packs show will play a string of one-day stands in Southern Illinois under auspices of clubs of the East St. Louis Shrine Temple. Jack Leontini, Packs executive, said there would be 11 of the Southern Illinois stands this year. After them will come the Evansville, Ind., police show, June 26-27; St. Louis Shrine show, June 30-July 5, and a trek eastward as far as Paterson, N. J., during the standard Packs seven or eight-week season.

An innovation for the show this year will be use of telephone pro-

motion in several new stands and some of the older ones. Archie Gayer, Packs promotional manager, is in charge of the operation, Leontini said.

Gayer also has brought in some new towns for this year. However, his main assignment is to contract new cities for next season. Plans call for considerable extension of the show's route for next year.

Acts Line-Up Told

Leontini said that this year's acts are to include:

Cuneo Olympic Bears, worked by Charlotte Walch; Snyder's Boxers; Jack Joyce Camels; Jorgen Christensen's Mixed Domestic Animals; Ferguson's Dogs and Ponies; Frisco's Seals; Helen Haag's Chimps; Tom Pack's Elephants, worked by the Madisons; the Eddys and Valentinos, tram-

poline; Taylors, horizontal bars; Lola Dobritch, wire; the Bolanos, fingerstand; Three Royal Rockets and the Marvel Trio, skating; Del Morals, perch; Lott and Anders and Paio and Mai, cycle juggling; Three Ghezzi Brothers, comedy acrobatics; Theron Family, cycles; Bobo Barnett, comedy; Ernie Wiswell, comedy car; Jorgen Christensen and Luciana and Friedel, high-school horses; Jinx Hoaglan's White Horse Brigade; Alberto Zoppe Family with Cucciolo, bareback; the Great Fussner, spiral globe; Zacchinas and LaVals, flying return; the Arturos, high wire; the Sky Devils and the Rhodins, aerial, and Rietta, high pole.

Clowns will include the Bentlages, Grover O'Day, Franz Madrigali, Happy Kellems, Billy O'Dell, Jack Harrison, Arden Beecher, Toto Flint, Charley Heberle, Paul

(Continued on page 67)

UNDER THE MARQUEE

Britishers Cyril Mills, of the Fram Mills Circus, and R. M. Con. of Bellevue, Manchester, are on hand in Copenhagen when Circus Schumann opened a one-month run, to end September 15. Acts include Albert, Max and Alina Schumann, horse displays; Argo Edwards, juggling on the seback; Udo Hehanos, wire work; Armand Guere, seals; D'Anny, jugglers; Rastellis, trampoline; Idalys, aerial novelty; Olivys, bar act; Dassi Brothers, acrobatics; Ghezzi's dogs and Chococ and Company, clowns. Ernest Schumann hosted in Tage Niel's canteen at the usual beer-halves party, with Oscar Schumann greeting other visitors from the front.

ing Edith Piaf is one of the riders of Cirque Medrano as it makes its first tour under canvas several years, having wound its winter stand in its Montreuil arena, Paris. Also on the tour are the Jean Rex lions, pianist Jacques Pills; Two Mandos Sisters, aerial; the Grips, acro dance; Bert Nancy, high-school horse; Charles, aerial novelty; Zavatita Footit, jockeys; Jenny and the Westerners; Paul Arland, acrobatic; Valento, wire act; Antoinette, aerial; Ray and Eddie, com-acro; Rilenders, roller skaters; Mylos and Charley, clowns.

Harry C. Emrie, circus vet, who is still as chipper as a colt as spry as a jack rabbit, left the King Bros. Circus, Middletown, O., May 15, and in most of the day visiting his old friends, Walter and Ed Jenner. King drew two houses on the Middletown road. . . . Mel Colburn, advance man with Ringling-Barnum advance cars and brigades for many years, left Louisville last week following the closing of

Churchill Downs, where he was a key man in Bill Corum's mutual department. He is now holding down a similar position with the Michigan Racing Association, Detroit, which opened its race season Friday (21).

Don Marcks spent several days visiting the Clyde Beatty Circus in Northern California recently. . . . Joe Cantlin cards that he is in Veterans' Hospital, Los Angeles, and would like to hear from friends. He was formerly with the Seal, Barnes and Polack shows. . . . J. Paul Ashlenook, circus fan from Campbellsville, Ky., caught Ring Bros. Circus in Greensburg, Ky., May 13.

The London Girls, jugglers, and King Reynolds, wire walker, left Friday (28) for Europe to play a 15-week engagement at the Hippodrome Circus, Great Yarmouth, Eng., to be followed by engagements in Copenhagen and Glasgow before returning to their home here. . . . Stanley W. Wathon has set the Theron Dolies, junior members of the Theron Troupe of cyclists, on the anniversary bill of the Palace Theater, New York.

The Gainesville Community Circus, Gainesville, Tex., will play Wichita, Kan., June 11-12 for the Institute of Logopedics, and Ardmore, Okla., June 17-18 for the Lions. An under-canvas date will be at Denton, Tex., June 24-25, reports A. Morton Smith. . . . Lou Manley returned from Rudy Bros. Circus to Los Angeles following the show's Bremerton, Wash. date and plans to rejoin the show until August, when he will play fairs.

From Kelly-Miller, Correspondent A. L. (Tommy) Thompson advises that the show has been getting good weather and close-in lots. . . . Dick Scatterday is back on the show. Bill English is assistant to Scatterday on banners and national ads. . . . Terrell Jacobs added a new lion to replace a young one lost in a recent fight. . . . The Longs are kept quite busy with the combination cookhouse and pie car. . . . Barbara Jane Miller is working again following an illness. . . . Pete Smith, big top superintendent, celebrated when his home town, El Dorado, Kan., gave capacity business. . . . D. R. Miller has discarded the farm wagon he was towing with his car and still hasn't explained why he had it.

Grover O'Day, comedy cyclist, will open his fifth season with Tom Packs in Missouri. He is also mailman and Billboard agent on the show.

Tommy Sales, acrobatic clown, and his assistant, Cooky the Clown, have been working the Huntsville (Ala.) Speedway where stock cars races are being offered.

John (Chuckles) Facer will join the Clyde Beatty Circus after he is graduated from Fairfield High School, Fairfield, Ia., June 2. He previously was with the Jay Gould and Rogers Bros. circuses.

Duke Patterson, Cincinnati clown, caught the George W. Cole Circus at Blanchester, O., May 25, and again a week later at Williamstown, Ky., and says he found the show doing good business at both spots. Show's performing personnel includes the Gallaghers, the Purcells, Billie and Bob Grubb, Hope Brown, Hope and Corky Clark, and Tommy Whiteside and Jimmy O'Donnell, clowns. Chief and Mrs. Keys and Jimmy Gallagher are featured in the concert.

Mr. and Mrs. C. R. (Buck) Reger, who have the national advertising with the Bailey Bros. & Cristiani Circus, will make the July trip to Alaska with the show. The Regers will make the trip in their new Lincoln. Accompanying them will

508 Silver Dollars Taken From Home Of Kelly Miller

HUGO, Okla., May 29.—Burglars reportedly broke into the home of Kelly Miller, co-owner of the Kelly-Miller Circus, near here and removed the 508 silver dollars which decorated his "silver dollar bar." Most of the coins were dated 1921 and the "head" sides had been highly polished. Several weeks ago the home was damaged by a fire.

be Reger's brother-in-law and sister, Dr. and Mrs. Arlo Dunn, Omaha, Neb.

Polack Bros. will play at the Indianapolis Arena next year after several years in the Shrine Temple there. . . . Judge Arthur R. Robinson will be a guest of Jack Mills and Jack LaPearl when the Mills circus plays Indianapolis. Robinson is a honorary charter member of CFA.

J. C. Admire states that he will not be with the Wixom Animal Show and that he is ahead of the William T. Collins Shows, handling press and kid days. . . . Bill Ballantine, Ringling designer and press-back, is interviewed in the June issue of a bulletin put out in behalf of Holiday Magazine. . . . Bill White, clown who is off the road this year, is looking forward to a visit with Terrell Jacobs when Kelly-Miller plays Sheridan, Wyo., June 25.

Jean Evans Found Dead in Cell, Body Reported Unclaimed

LOS ANGELES, May 29.—The body of Jean Evans, 37, former circus aerialist, was unclaimed here Thursday (27), a spokesman for the Los Angeles County Coroner's office reported. Police said Mrs. Evans was found hanged Monday night (24) in an isolation cell at the City Jail where she was awaiting a hearing June 4 on a disorderly conduct charge. She was arrested May 19.

Mrs. Evans was born Genoweffa Iwickie in Canada and spent most of her life on circuses. In 1950 she fell from a trapeze in Spokane and suffered a broken back. Following recovery, she performed with aerial troupes in Honolulu, San Francisco, and here. Mrs. Evans was a sister of the late Harriet Beatty, wife of Clyde Beatty.

Romas on Von As Free Act

CHAMBERSBURG, Pa., May 29.—The Flying Romas have joined Von Bros. Circus in a revival of the outside free act. Management reported the response was satisfactory, altho circuses in general have not used the free act idea much for many years.

Rouzeville, Pa., on May 20, gave turnaways in the rain. Chambersburg had near-full houses Saturday (22). King Bros. is to play Chambersburg August 14.

Pack's Big Show

Continued from page 66

Rasche, Harry Newman and Henry Boers.

Names for Some
The Ciseo Kid and Pancho will be featured at Indianapolis; Anderson, Ind.; Columbus, O.; Toledo and Akron. The latter four are newcomers to the Packs route except that the show played Columbus a number of years under police auspices and played it cold in 1947.

At Pittsburgh where Packs will make his annual date under police auspices, the show will feature Captain Video and the Video Ranger (Albert Hodge and Don Hastings). The date, July 14-17, will be the first time the TV "space" names have worked with Packs. Show will be in the Pirates' Forbes Field again and a day has been added to the run following last year's big business.

Thomas N. Packs will be in charge of the production and Leontini will assist. Al Vernon is to be musical director, with Jean Antinette as vocalist and Frank Weisberg as drummer. A trumpet player also has been hired. John Manko will be in charge of working personnel and Ray Goldschmidt will travel with the show as auditor-treasurer.

The show has taken delivery on a 50-foot bandtop, 32-foot semi-trailer and tractor and a padded 40-foot ring mat. Building of additional rings and more electrical equipment is being carried out at the show's Collinsville, Ill., winter quarters in preparation for using a four-ring, six-stage format in St. Louis.

LUVAS, BULL ACTS STAR

Mills Bros. Program Holds High Standard

By TOM PARKINSON

ELMHURST, Ill., May 29.—Holding steady to its standards of recent seasons, Mills Bros. Circus again presents a strong performance with a series of big acts. The circus is particularly staffed with ground and family acts. There is a good stud of horses for strong Liberty and menage displays.

Again holding the top spots on the program are the Luvas Sisters, aerialists, and the Mills Bros. Elephants (6), broken by Hugo Schmitt and now worked successfully by Virgil Sagraves.

Jake Mills, producer, again has scored. His spec, web and ladder numbers are well-done and, like all of the show, well costumed. Joe Rossi's band is strong on circus material. Paul Nelson, equestrian director, keeps things moving rapidly, and displayed adaptability when a straw house here forced continued changes in the performance.

Anniversary Spec
The spec this time features girls holding a simulated birthday cake in observance of Mills' 15th tour. Chief Split Cloud has the concert and starts his appearance in the second spot.

The Antonetts, back with teeterboard work for another season, earn their center ring position. The Droguetts, hat jugglers, and the Juggling Bakers complete the set-up. With few exceptions, Mills keeps all three rings busy throughout the show. The Luvas Dogs and pony drills worked by Sandor Beketow and Alabama Campbell are the fourth display.

Twelve girls work ladders while Lola Sanchez is featured in good foot revolves and trapeze work. Jinx Adams and Edith Beketow bring on two dog acts. Clowns work the wedding gag, with Abe Goldstein producing, and Joe Lewis, Harry Baker, June and Geoffrey, Larry Burman, Ed Carlton and Senor Droguett in the alley. Joe Vanti, Bunny Anthony and Joe DeRoth fill in the later clown band number.

New Casting, Dressage
The Antonett Family (6) do their Risley work and the Internationalists (2) work trampoline at the sides while the center goes to the Virginians (3), a newly imported casting-trampoline act, which makes a flash and shows the woman in fancy bounding and catches.

Sandor Beketow works a dressage horse to fine results after he and Edith Beketow both ride the horse into the ring for a somewhat novel entry. She then fronts the act. Clowns work a square dance number. Then 21 people run into the rings. They are the Millet Girls (10), who do adequate tumbling here but are more useful in production numbers; the Lindners (4), a new and accomplished acro group, and the Seven Hungarians. The latter is a European family act that knows how to dress an act; it is reminiscent of earlier Risley acts which used effective entries, colorful wardrobe and good styling to sell their work. This big display is followed by the clown band.

Liberty horses are handled in good, professional manner by Paul Nelson with eight in the center, Jinx Adams at one side with six blacks and Sandor Beketow with six new buckskins at the other side. All demonstrate sharp training. Mauricio's juggling is adequate while the Lindners and Schmitz, two father-son combinations, offer outstanding head and hand balancing.

Ray Goody's wire act was one that was omitted at Elmhurst, but as caught in Park Ridge, it would have been more effective if his comedy bits at the first were kept inside the ring. Goody has the top to himself and he is in street clothes. Thus, while he is working on the track he is lost to all but a few center seats. Once in the ring, his comedy wire work is okay.

Twelve girls come on in French wardrobe for a repeat of the cancan web number. At the same time, the Valentinos, aerial perch, work at center, with pleasing re-

sults. Clown boxing follows. A barrel kicking bit by Rebecca and a novel acrobatic act by three masked Dubskows work while Olga Sanchez performs on the bounding rope. The mask business makes the routine stand out—and disguises the doubling by members of the Hungarians. The Sanchez rope turn is strong, with a well-presented back somersault.

Luvas, Bull Stars
The Luvas Sisters' fine aerial work includes upsidedown walking, and combinations with a neck-supported single trap. Menage and jumping horses (12) follow for a flashy display. The Name-dils continue their accomplished perch work. Then the elephants display closes the show. A girl rides each bull. The animals form unusual tableaux. Then come a head carry, a pair of bulls carrying a girl by neck and ankle holds, and the flipping of Robert Valentino from an elephant-activated teeterboard to the head of another bull.

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Police Deals, book and tickets.
Bluff opens June 7; Cape
Ardeau to follow. Barney Spear, con-
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PROMOTIONAL AGENT.
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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Now delicate laces, lingerie, hosiery, etc., may be safely washed in washing machines by using the Sudsy Duzy wash bag marketed by **Sunset Sales Corporation**, Hollywood. The bag is perforated for quick penetrations and constant change of warm, sudsy water. All you do is put the dainties into the sturdy polyethylene bag, tie the drawstrings and toss it into the washer. The 12 by 19½-inch bags, individually packed in cellophane envelopes, retail at 49 cents.

A new, clear, plastic super-strength household and general-purpose cement is announced by **Cleveland Model Products Company** which claims the product to be the strongest waterproof adhesive yet bottled or squeezed from a tube. Altho designed for "do-it-yourself" fans, its wide range of application makes it a boon to all segments of business and industry, says the manufacturer. The product is non-toxic and won't ooze from the special jet-tipped tube after use. . . . Jumbo Anagrams, an educational game for children, is being introduced by **Ed-U-Cards, Inc.**, New York, creator of children's toys. Consisting of large, colorful, plastic-coated letter blocks with lower-case letters imprinted in the same style as is accepted in the primary school system, Jumbo Anagrams (retailing at \$1.50) is a simple word game which calls for creation of words by trading and picking letters from other players.

Lith-O-Ware Products, Inc., Chicago, has introduced a new game, **Las Vegas Wild**, in which one builds the best five-card hand by placing miniature full-color card tiles in a row—up, down or across. Board is billiard green and cards are in full color. The game sells for \$2. . . . **Burg-Larm** is a new home protective device introduced by **Dewberys** of Chicago and offered at \$4.95 postage prepaid. Containing no wires or batteries, the device winds like a clock and gives a long, loud clanging sound that awakens sleepers when a door or window guarded by the device is opened. . . . **Ever-Wear Trunk Works, Inc.**, Chicago, has introduced an attractive carrying case that is quickly and easily converted into a sturdy picnic table with legs. The outfit includes tablecloth and complete accessories for serving four people. There is plenty of room inside for carrying food and equipment.

Two big sellers currently being promoted by **Harris Novelty Company**, Philadelphia, are the 16mm. Hit Camera, a miniature that takes clear, sharp pictures and is priced at only \$15 a dozen, and the rubber walking dog with ball attachment. By squeezing ball dog goes into action. . . . **Smoke-Rinse** is a product now being offered to pitchmen by **Smoke-Rinse Company of America**, Grand Rapids, Mich. Smoke-Rinse is a mouth wash that firm claims eliminates the desire to smoke. Preparation is attractively labeled and is said to be a good demonstrator.

A line of cuddly washable toys is now being presented by the **Toylers**, Ellenwood, Ga. Toys are stuffed with foam rubber, are easily cleaned, and are exceptionally attractive prize and premium items. . . . Plastic rayon

towels, consistently big sellers, are now being offered the trade by the **Palmer Company**, Detroit. Towels come packaged in five, are large and are in pastel colors. Claimed to be \$1 sellers, a package may be had for 27 cents. . . . U. S. government surplus, brand new balloons are now being offered by **Sam Bebe**, Minneapolis. Balloon blows up to over 400 inches, are made of heavy latex rubber and come in assorted colors.

Exhibit Sales Company, Philadelphia, is featuring a spinning rod and reel for \$5.94 in lots of six. This fishing equipment features the new Ocean City, No. 350 Spinalong spinning reel and the new Montague No. 2G3 Spinalong spinning rod. Exhibit also invites all to write for its spring and summer supplement, which features the latest selection of nationally advertised merchandise.

Officials of the second U. S. International Gift & Fancy Good Show, to be held August 22-27 in the Astor Hotel, New York, report that despite greatly increased space this year, exhibitor applications are reaching the point that if many more are accepted show officials will find it difficult to accommodate them. Advance registrations indicate that a trade audience of more than 10,000 will attend the show. Distributors, wholesalers, dealers, etc., are invited to register in advance by writing the show headquarters at 331 Madison Avenue, New York 17.

Tolpin Products Corporation, Chicago, is making up a new line of religious personalized plates for churches, clubs, etc., and calls it a terrific fund-raising item at \$9 a dozen. This new item comes with organization or buyer's name painted on either front or back of plate. Tolpin Products also has a complete line of lamps, ashtrays, premiums and carnival goods.

Park Row Novelty is moving to new larger quarters at 451 Pearl Street, New York. It carries a complete line of carnival goods and slum items. Pitchmen will also find a large variety of merchandise for their use.

Minerva Trading Company, New York, is carrying flashlight cases among its extensive line of imported items. These flashlight cases are made of fine, chrome-plated metal with black enamel trim. The cases feature a safety switch, a carrying ring and are individually boxed. They retail from 59 to 79 cents each. Minerva is offering the cases to the trade for \$3 dozen.

Osborn Bros., Chicago, is introducing a revolutionary key case which should get big sales for salesmen, agents, stores, concessionaires, pitchmen, etc. This attractive case is a patented operation having no buttons, snaps or zippers to snag or break. Overall size is 3 by 4 inches and a streamlined design makes it easy to slip in and out of pocket or purse. Case holds a minimum of eight keys. One of its more important features is that the case glows in the dark, making it ideal for use in automobiles, dark hallways, etc.

NEW and HOT BUBBLING BABY SENSATIONAL NEW NOVELTY

HAS A LAFF A MINUTE. GRASP BULB IN BACK & HE GOES INTO ACTION. A NATURAL FOR BARS & FUN STORES.



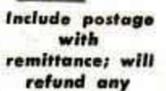
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Size 3 in. high,
\$20.00 per gross
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BASHFUL MONKEY
\$14.00 per gross
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You'll find it **PAYS** to take The Billboard Summer Profit Tour . . . see page 51

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PIPES FOR PITCHMEN

By BILL BAKER

IT SEEMS . . . that recently the Pipes desk has become the mecca for pitchmen traveling thru Cincinnati on their way to other sections of the country. Just a few weeks ago Al Decker, of shampoo note, dropped in to see us on his way to California. More recently Ellwyn Sproat, the man who with his sharpeners makes lawn cutting a pleasure, stopped off to chew a little fat on his way home to Grand Rapids, Mich. It didn't take long to find out that brother Sproat leads just the kind of life that is the envy of most of the residents of this sinus-blooming section. A pleasant and hep guy, Sproat spends his time during the year following the sun around. And what's more, he gets paid for it. From October to April he's a commercial fisherman, operating his own sleek cruiser off the coast of Marathon, Fla., about 125 miles south of Miami in the Florida Keys. His specialty is stalking the silver king and the sail fish. Tiring of that around the latter part of March, he drydocks the schooner, packs up his sharpeners, and heads for the invigorating Northern breezes. On his way up from the South, Sproat, who has been on the road for 30 years, pulled up in St. Louis and picked up a lot of loose change floating around. He says that the factories there are working pretty regularly, with the result

that the pastures are quite green with that negotiable lettuce. At the present time he is working his way thru Northern Ohio, and will eventually wind up in Michigan. Says Sproat: "I'll hang around up there until the frost begins to show up on the pumpkin and then head back to the fish in Florida." Ho, Hum, what a life.

MANNY WOLF . . . at his home in Norwalk, Calif., is getting his crew of pitchmen together preparatory to leaving June 15 to work graters, towels and gadgets on the Canadian circuit. He is also booked to work 10 big state fairs.

A BUSHEL . . . full of postcards from Henry H. Varner, Akron's gift to the pitch business, details the stops that he made in a recent sojourn thru Ohio. The tour, which included a brief stay in Middletown where he watched King Bros.' Circus set up, came to a halt in Dover, where he attended a CFA banquet. Henry reports that Hazel H. Varner is in University Hospital, Columbus, O., and would like to hear from friends in show business.

E. C. PARDEE . . . has been spotted making plenty of financial hay while the sun is shining on the Maryland tobacco markets.

COMING EVENTS

Continued from page 62

New Riegler—Firemen's Celebration, July 5-9. Harold Burkett.
North Industry—Homecoming, June 20-24.
Struthers—St. Anthony Celebration, June 8-12.
Twinsburg—Homecoming, July 7-10
Waco—Homecoming, June 22-26.
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

Oklahoma
McCloud—Blackberry Festival, July 3-5.
Pawhuska—Osage Co. Cattleman's Convention & Ranch Tour, June 25-26.
Pawhuska—Inl. Roundup Club Cavalcade, July 23-25.

Oregon
Portland—Am. Legion Celebration, July 3-5. Monte Brooks.
Union—Eastern Ore. Livestock Show, June 10-12.

Pennsylvania
Arnold—Old Home Week, July 11-17. Arthur P. Fleeger.
Butler—Firemen's Celebration, June 1-5.
Columbia—Firemen's Convention, June 1-5.
Clarion—American Legion Fair, June 21-26.
Clearfield—Bicentennial, June 14-19.
Ebensburg—Cambria Co. Am. Legion Celebration, July 5-10. P. H. Caravella, Box 294, Sunbury.
Irons—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton.
Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.
Latrobe—Centennial, June 21-26.
Levittown—Celebration, June 14-19.
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.
Philadelphia—Cahill Fields Fair, June 21-26.
Pittsburgh (Herr's Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.
Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.
Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.
Tarentum—Pawntown Firemen's Fair, June 13-19. Frank L. Christy.
Tyrone—Firemen's Jubilee, June 7-12.
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
Burke—Homecoming Days, Aug. 20-21.
Bresford—Annual Horse & Buggy Days, July 2-3.
Custer—Gold Discovery Days, July 26-27.
Elkton—75th Anniversary Celebration, July 27-28.

Tennessee
Graham—Harvest Festival, Aug. 20-21.
Lake Andes—50th Anniversary Celebration, June 11-12.
Lennox—Diamond Jubilee, June 22-24.
Madison—Yankee Doodle Days, July 30-31.
Marion—75th Anniversary Celebration, July 28-29.
Menno—75th Anniversary Celebration, June 7-8.

Texas
Mabridge—Celebration, June 30-July 5.
Parker—Diamond Jubilee, June 9-10.
Parkston—Community Days, Aug. 30-31.
Pierre—Days of '81, June 14-20.
Rapid City—Shrine Circus, July 9-11.
Salem—Harvest Festival, Aug. 23-24.
Timber Lake—Days of 1910, Aug. 28-29.
Vermillion—Days of '59, Aug. 26-27.
Watertown—Diamond Jubilee, June 20-26.

Tennessee
Millington—Spring Festival, June 1-5.
Union City—Centennial, June 20-July 3.

Texas
Brady—Jubilee, July 1-4. Joe Ogden.
Fredericksburg—Race Meet, July 3-5. Wm. Fetmecky.

Texas
Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Guley, Uvalde.
Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.

Texas
Navasota—Centennial & Watermelon Festival, July 3-5. L. O. Wallace.
Phoenixville—Firemen's Fair, June 16-26. Ben Stevens.

Tennessee
Stockdale—Watermelon Jubilee, June 25-26. Winston Lorenz.

West Virginia
Sutton—Lions' Club Celebration, July 5-10. M. V. Crislip.

Wisconsin
Radisson—Fire Dept. Celebration, July 3-5.

Wyoming
Casper—N. Platte River Races, June 4-8.

Cheyenne—Cheyenne Frontier Days, July 27-31.
Laramie—Jubilee Days, July 9-10.
Shoshoni—Water Carnival, Aug. 7-8.
Thermopolis—All American Indian Days, Aug. 7-8.

CANADA

Alberta

Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisogor.

New Brunswick

Woodstock—Old Home Week, July 26-31.
Windsor—Emancipation Day Celebration, July 31-Aug. 3.

Ontario

Kitchener—Centennial, June 28-July 3.
Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.

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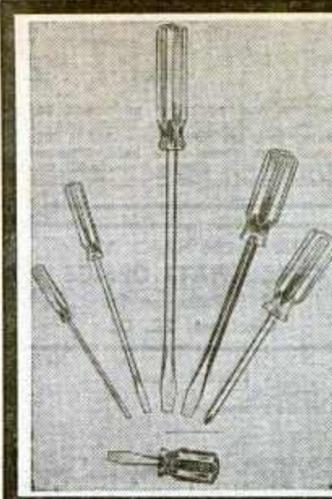
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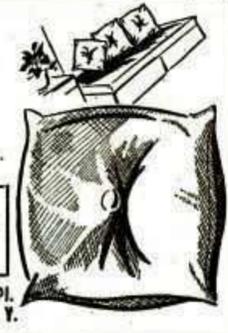
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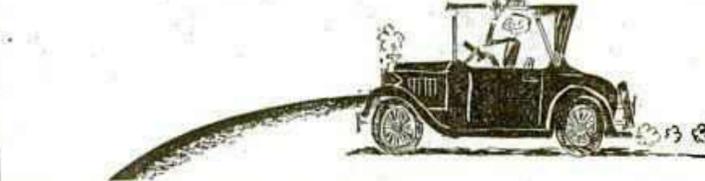
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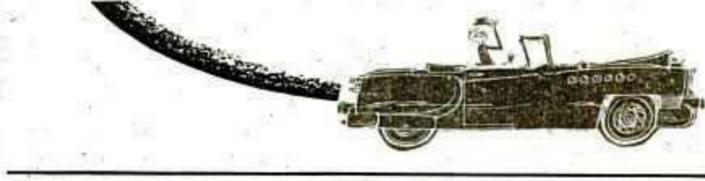
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THIS IS IT!
Cash In On
"VISOR-GRIP"



An elastic grip—all that snugly fits your visor. Every car owner is your customer for one or two.

Securely holds: GLASSES, PIPE, MAPS, PENCILS, CIGARETTES, WATCHES, TOBACCO, CHANGE PURSE, MEMO PAD, LICENSE . . . OR WHAT HAVE YOU.

"VISOR-GRIP" is made of beautifully assorted colored rayon covered elastic with metal clips at each end which stretches to fit any visor. Contains three large pockets. Securely holds your accessories. Visor, up or down, "VISOR-GRIP" prevents anything from falling from visor. Provides an easily accessible place.

Each "VISOR-GRIP" individually packed in a beautiful window display box.

"VISOR-GRIP" is a big \$1.00 retail seller
Your price \$6.60 a dozen
\$5.75 a dozen in lots

Send \$1.00 for sample which we will credit towards your first order.

E. & A. BRAID CORP.
Dept. B, 435 West Broadway
New York 12, N. Y.

KIPP... I Again
WITH FINICKY FIDO!



IT'S A TOY!
IT'S A TRICK!
IT'S A GAME!

Fido stands on display card which has attached a small dish. Press his head into dish, release, and a moment later he somersaults into the air—and lands on his feet!

Made of high-impact plastic. Assorted colors.
DOZEN . . \$4.25 GROSS . . \$48.00
Include postage with order.
25% deposit with C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, Benrus, Gruen Watches . . . \$9.95
For agents and women, new model cases and dials. Reconditioned and guaranteed like new.
Yellow Exp. Band, 95c add.

Save \$15.40 on This Deal — 6 ass't above \$9.95 Watches and 4 95c 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 guaranteed if not satisfied.

JOSEPH BROS.
5 S. Wabash Ave., Chicago 3, Ill.
"The Watch and Diamond House"

NEW Suction-Cup Auto Flag-Holder
for July 4th



For Autos, Windows Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 8" Sensational seller. Sell for 59c each. Samples, 30¢

Adjustable, used in Horizontal or Vertical Position
Doz. \$2.20
Gr. \$24.00
25% deposit with order, bal. C.O.D.

Joker-Novelties Jobbers
DOUBLE SUCTION CUP — All rubber: immediate delivery Carded, \$5.40 gro. Bulk . . . \$18.00 per 1000
ADVERTISING-PREMIUM JOBBERS!
Sensational New Seller, Coin & Token Holder Key Chain. The Perfect Imprinting Item. Sample Gross, prepaid, \$7.50
Write for quantity prices.
Send 10¢ for Catalog of 500 Popular Items
GORDON MFG. CO.
110 E. 23 St., Dept. F-3, N. Y. 10, N. Y.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parcel Post
Allen, Richard, License Plates, 8¢

Aarons, Joseph
Acker, Bennie
Adams, Bonnie
Adams, Wm. F.
Albania, Joe
Alland, Maurice
(Very Important)
Allen, Don
Allen, Fred F.
Allen, Lloyd
Allen, Richard F. & Mrs.
Allen, Tex & Mrs.
Allen, Wanda
Alter, Lew
Andrews, Jack
Annis, Ralph J.
Arger, T. A.
Ashley, Chas.
Ashley, Earle
Ayers, Maurice C.
Ayers, Mrs. Mildred
(Home)
Bailey, Bill (Minstrel Show)
Banger, Fred Eugene
Barlow, Chas. P.
Barron, Theodore
Barrow, Miss Bobbie
Barzoe, John Henry
Edw.
Bauman, Robt. A.
Baxter, Mrs. Jane
Bedell, Gerald & Peter

Bergman, Leo H.
Bishop, Jack Thorn
Blakeman, Miss L.
Blazic, Henry
Blueskin, Morris
Boggs, W. E.
Bombino, Frank
Boynon, C. F.
Boseman, Mrs. O. C.
Brady, Billie
Brown, Carl L.
Brown, Danny
Brown, Thos. L.
Brown, Willis
Broxton, W.
Bryant, Geo. C.
Bryant, Macon
Budd, Charlie
Buell, Loyd & Mrs.
Burdick, Myrles
Burr, John Robt.
Burton, Freddie F.
Burton, F. H. (Blacky)
Caldwell, Geo.
Caldwell, H. E.
Cales, Edgar L.
Carney, Jos.
Carroll, Myrtle
Carver, Mrs. Frank
Cathier, Russ
Cecil, Herbert L.
Chambers, Jesse
Chormack, Al
Christensen, Geo.
Christensen, Mrs. Mary
Christensen, Nancy & Bob

Chulesett, Ray
Cisto, Frank
Clark, Geo. Morton
Cody, Geo.
Cole, Fred R.
(Smoker)
Collins, Herman
Colman, Mrs. June
Comfort, Wm. Lonwa
Conatser, L. C.
Conley, R. C.
Cooper, Wm. L.
Cook, Charlie
Cook, Jack
Cooley, Jeanne M.
Cooper, Edw.
Cooper, Sam
Cooper, Sam B.
Costa, Geo.
Cox, Walter B.
Crabtree, Harry E.
Craig, Danny W.
Craycraft, Henry M.
Cristo, Pete
Cruz, Edw.
Daley, Mabel W. H.
Davis, Hal & Suzie
Davis, Harry E.
(Sandy)

Davis, Mrs. Mina
DeCraine, Tony
Dean, Marvin E.
Decker, Ted (Cole Bros.' Circus)
Delamie, Jennie
Delo, Nick
Demtro, John Dutch
Denby, Buck
Dengler, Geo. C.
Dernogo, Ann
Devine, Harley
Dickerson, Joe & Mary
Dietrich, Francis
Dinik, Harold
Duchet, Lewis P.
Dunlap, Geo. (Shorty)
Dundee, Rickey
Eagle, Nate
Edwards, A. B.
Edwards, Chas. L.
Edwards, Mrs. Winnie
Eisenberg, Abe
Elordiny, Mrs. Pearl
Ephraim, Mrs. Rosie
Evans, Miss Genie
Evans, Les & Eunice
Evans, Mrs. Thomas A.

Ewing, Burton
Ewing, L. C.
Fairley, Mr. N.
Fisher, E. L.
Fisher, Jack
Fitzpatrick, Fred
Fitzsimmons, Edw. & Mrs.
Flood, J. E.
Flynn, Michael
Flynn, Vincent M.
Forkum, Cecil
(Williams Motordrome)
Fortner, C. C.
Portner, Don
Fouchearx, Douglas
Fowler, Wm. H.
Fox, Bennie
Frazier, Sonny
Frederick, R.
Freeman, Robt.
Foster
Freeman, Spot-Spot
Fuller, Jonnie
(Johnnie)
Fusco, Peter L. & Mrs.
Gallagher, John J. & Bessie

Gardner, Orville
Garner, Sonny James
Gerber, Joe (Red)
Gibson, Oscar L.
Gilly, Ralph E.
Glosser, Ben
Gold, Harry
Goodrum, Bob
Goslin, Douglas
Gorner, Cora
Gorcher, Jr., C. R.
Grab, Walker
Green, Abel
Green, Blackie
(Overcoat)

Naldrett, Stanley
Nicholas, Green
Nichols, Tom M.
Norton, Dale
Norton, Herbert
O'Brien, Mrs. Lillian
O'Connell, Albert
O'Kelly, Jack
Olsen, O. S.
Olzewski, Chas. J.
Orth, J. W. & Mrs.
Osense, Mrs. C. G.
Owens, W. W.
Paling or Poling, Mrs. Carolyn
Pallaen, Cynthia & Henry

Parise, Joe
Parker, Hubert
Patrick, Judy
Patton, Eddie C.
Patterson, Mike
Phifer, Mrs. Volney
Phillips, Wm. & Mrs.
Pierce, Mrs. C. C.
Pinkston, G. W.
Pitner, L. F.
Price, Letha
Printer, L. F.
Purvis, Mrs. Francis
Rambo, Malcolm S.
Raner, George
Raskin, Nan
Rassini, Holger
Rassini, Rocky
Rawlins, Ray
Re, John L.
Reece, L. P.
Reisinger, Albert H. & L.

Rescott, Joseph
Reynolds, Bill
Richard, Ed
Richardson, Betty
Rickard, Glenn
Ritz, Prof. Charles
Roberts, Dortha Jean
Roe, Larry C.
Rogers, M. S. (Red)
Rogers, Mark
(Quitche)
Rosenfeld, Sol
Rubenstein, Louis
Rubin, Harry
Rundgren, Bill
Rupert, Bill
Russell, H. Bob
Rusby, Mrs. James
Sallsbury, William K.
Santich, Mrs. Gladys
Saxe, Regie
Scaimhorn, William
Scheff, or Pie Selling
Schwacha, Charles
Sciortino, Joe
Scott, Lewes
Scruggs, J. H.
Seifer, B. L.
Seigrest, B. Costella & Mrs.
Selby, Wm.
Sellers, Jackie
Senior, Wm.
Severence, Charles
Sharpton, Mrs.
Shella P.
Shean, Charles
Sheehan, Charles
Shelden, Pat
Shelly, Mrs. Robert
Shelton, B. S. (Bob)
Sherman, J. B. & Mrs.
Shirley, Donald M.
Siegel, Ben
Simboll, William J.
Singer, E. H.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Blodeau, G.
Boyer, Gene
Crabtree, Harry E.
Carrington, Aimee
Colbert, Edward
Corso, Danny
Gallagher, Ralph
Green, Margie
Hall, David D.
Jason, Bert
Johnson, Minnie
Lee, Victor
Michael, Steve
Mitchell, Tom
O'Hara, Fred
Polidor, the Clown
Robbins, Chas.
Robin, Hyman
Vounis, Billy
Zemo Bros.' Circus

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Burnstein, Sanford
Claire, Hans
Chidester, William
Dancer, Tisa
Fine, Mitzie & Murray
Gulliford, Lloyd
Lynn, William T.
Knowles, Carl
Langston, Kenneth
Porter
Meyers, Marie
Miller, Berni
Neil, Edward
Page, Mrs. E.
Reap, Joseph or Mary
Rosenfeld, Sol
Ried, Bill
Smallwood, Deb
Weiner, Ben
Wang Hong Schu Troupe

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Ackley, J. W.
Anderson, Bill
Anfinsen, Gene Lyle
Barnes, Gary Lee
Barry, Alfred J.
Beckens, Cecil E.
Belkner, Mrs. Virgie
Bennett, Mrs. Virginia
Bernard, Victor J.
Bernardi, Tony
Bouches, Charles
Boudreau, Adrien
Boudreau, John
Boudreau, Mrs. Pete
Briggs, William E.
Brinks, Arthur
Bydairk, Albert
Byers, Mrs. Paula
Cagle, Jake
Canipe, E. B.
Chandler, Mr. & Mrs. Ward K.
Chapman, Mrs. Alice
Chapman, Glen D.
Chisholm, Dave
Clark, Buddy
Click, Mrs. Rose
Crowe, W. J.
Crumly, John J.
Crabtree, Harry E.
Cummins, Mrs. John
Daugherty, Don
Davis, Harvey
Davies, Mr. & Mrs. Wm.
Dearing, R. E.
DeBarrie, Wm.
Dennis, Jackie
Dillon, Virgie
Dixon, Billy
Dodson, Troy Leon
Downey, Messrs. A. L.
Cousins, G. & A.
Ellenhorst, Kenneth
Ellis, Frank
Evans, Eunice & Les
Fee, Donald A.
Festor, Charles G.

McFarland, K. L.
McHenry, M. J.
McHenry, Myron F.
McKinney, George
McMillan, R. J.
McSpadden, R. M.
Mann, Ivan K.
Manning, Paula Ruth
Martin, Tiger
Mason, Jr., Orville T.
Mathias, Edward
Mays, Waldon
(Curley)
Mayberry, Wayne
Middleton, Betty Ann
Miller, Paul H.
Miller, Mr. & Mrs. Ralph
Miller, Sid
Moody, Dave
Moore, Melvin
Morano, Louis V.
Morgan, Hoster
Moyes, Margaret
Morrison, Melvin
(Terrell)
Murphy, Ed F.
Murphree, Jeff
Neilson, Henry

Nobb, Karl M.
Noite, Irwin E.
Nordine, Burt E.
Norton, John M.
Olds, Wm. (Slim)
Peterson, Guy E.
Piland, Jimmie
Pitzer, Billy
Presley, Mrs. Gary
Ream, Mr. & Mrs. A. L.
Rednour, Miss Pat
Renee, Judy
Schneider, W.
Shores, E. R.
Simpson, C. T.
Sitki, William
Smith, E. L.
Smith, Kenneth H.
Smith, Henry Norman
Stack, Dick
Star, Hedy Jo
Steinfeldt, Mr. & Mrs. W. J.
Stern, Connie
Stevenson, Mary & Steve
Stoddard Jr., J. C.
Striegel, Charles B.
Sullivan, Art
Thomas, K. B.
Thorson, Ronnie
Waters, Mr. & Mrs. Tim
Webb, Mary
Weiner, Ben
Whalen, Thomas
White, Mr. & Mrs. Charley
Whitson, L. W.
Williams, Mr. & Mrs. C. J.
Williams, Orval
Wills, William J.
Wooden, Carl
Workman, Wayne C.
Wright, Gerard R.
Young, Alvin

NEW—TITANIA
WORLD'S MOST BEAUTIFUL GEM
for men and women in 10K and 14K solid gold mountings.
HUGE PROFITS every day.
Unlimited possibilities! 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver. \$6.00 per dozen up. Copies of expensive Diamond Jewelry.
NO-RISK TRIAL SALES OFFER. You don't risk a cent.
Write today for Free Catalog and details.
FREE DES MOINES RING CO.
1155 26th St. Des Moines 11, Iowa

FLAMINGOS
Cast Aluminum, 30 inches high \$40.00 dozen pair. Sample pair postpaid \$4.95
—Aluminum Red Birds—
Egrets, Woodpeckers, \$18.00 dozen.
Samples \$2.00 each postpaid.
Bloyd Manufacturing Co.
Valley Station, Ky.

BIG PROFITS • FAST RE-ORDERS with
Colorful Wood-Grained Comic Plaques
These rich-looking WITTY PLAKES are expertly designed and beautifully illustrated in FULL COLOR. They look better than wood! Ideal for dens, bars, homes . . . anywhere. Comes in a complete variety of illustrated SAYINGS, WITCISMS and SARCASTIS. Wonderful profit maker. Fast seller! Fast repeat orders. Ideal for concessionaires, variety stores, joke-novelty shops, etc. Size: 6"x12".
IMPRINT ART PRODUCTS, INC. 611 Manhattan Avenue
Brooklyn 22, N. Y.

SELLING LIKE WILDFIRE!.. EARRINGS!
\$36.00 (MINIMUM ORDER 1 CROSS) Per Gross
WHILE OUR STOCK LASTS—ORDER TODAY! No. E58
● 144 STYLES to Each Gross
● REGULAR \$1.00 RETAILERS
● "RED HOT" STYLES

RING SETS NO. 929—STERLING
NO. 9210—R. G. P. others
MATCHING WEDDING and ENGAGEMENT RINGS—EACH SET IN PLASTIC BOX, R.G.P., GOLD FILLED and STERLING SILVER MOUNTINGS. \$6.75 Per Doz. Sets
BIELER-LEVINE
Dept. 2, 5 No. Wabash Ave., Chicago 2, Ill.

FATHER'S DAY SPECIAL!
HIS MAJESTY SET
All leather wallet with 24K Gold Trim—Three-piece pen and pencil set—Matching Gold Tie Bar and Cuff Links with black onyx, set with sparkling rhinestones.
\$3.50 1/3 dep., bal. C.O.D., F.O.B. Philadelphia. Full cash with orders under \$20.00.
Send for Our New Catalog! Visit Our New Showrooms at 708 SANSON ST.
RAKE CO. 708 Sanson St. 609 Spring Garden St. Phila. 6, Pa. Phila. 23, Pa. Market 7-7438 Lombard 3-7866

Quick Photo Invention! PHOTOMASTER
PDQ CHAMPION Makes finished photos in minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 58
PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

ENGRAVERS
No. 100 Men's All Aluminum Idents \$13 Gr.
No. 100 Double Heart All Aluminum Idents \$13 Gr.
No. 14 All Aluminum Grab Bag Idents \$7.50 Gr. (not second)
Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8855
Originators of the All-Aluminum Idents.
MILLER CREATIONS 7739 Chicago
DAY & NIGHT SERVICE

SPECIAL! HORSE CLOCKS
Full Size, 17 1/2" x 11 1/2"
in Two-Toned Bronze or Gold Finish with 40-hour wind movement.
\$5.40 Ea. in Lots of 6
Sample, \$6.00
Self-starting Wastehouse licensed with sweep second hand.
\$6.00 Ea. in Lots of 6
Sample, \$6.00
NEW LOW PRICE ON BRONZE HORSES
Send for free 1954 catalog. 25% deposit, balance C.O.D. F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.
HOUSE OF BRONZE
1497 Myrtle Ave., Brooklyn 37, N. Y. GLenmore 8-4949

SACHET BASKET
Imported Hand Woven Rattan 4" long, 3 1/2" wide, 1 1/2" each in case lots only 10 gross to case packed 1 gross per carton. Large selection of novelties and carnival merchandise. Immediate Delivery. F.O.B. our Los Angeles Warehouse.
QUON-QUON CO. Dept. 4
1023 S. Hope St., Los Angeles 15, Calif.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

COMICS: EIGHT SHORT MONOLOGUES, sock laughs, \$2; Parody Song Titles for Emcees, DJ's, etc., \$2; Comic Sight Bits, \$2; order all three, \$5. Showbiz Comedy Service, 1619 E. 29 St., Brooklyn 29, N. Y.

FREE CATALOG! PROFESSIONAL COMEDY Material! Every phase of showbiz introductions, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif.

LAUGH OUT LOUD—OR MONEY BACK! Ten "Laugh-Tested" Professional Comedy Scripts, only \$1 postpaid. The Comedians, 4932 Eighth, Philadelphia je5

AGENTS & DISTRIBUTORS

AAA WORLD'S FAMOUS PERFUMES

Reproductions of 5 costly French-type fragrances, individually gold boxed, \$1 sellers. Costs you \$3 dozen, your profit \$9 every dozen. Mammoth Treasure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box, \$3 sellers, costs you \$6 dozen, your profit \$30 every dozen. See them yours! \$1 for samples, both prepaid to you; your \$1 credited first order.

"HUSH" O'HARE

7322 North Kenmore Ave. Chicago 40, Ill.

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2, never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.35 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. je26

ALL KINDS OF WIRE JEWELRY MADE up. James E. Hunt, 2725 11th Ave., Mobile, Ill. je12

AMAZING CLOSEOUTS

Tailored Earrings, asst. gr. \$15
Tailored Pins, asst. gr. \$15
Stone Earrings, asst. gr. \$18
Stone Pins, asst. gr. \$18
Stone Pin & Earring Sets, boxed dz. \$9
Stone Neck & Earring Sets, boxed dz. \$9
Bracelets, Round & Link, asst. gr. \$30
Sample dozens reg. price, 25% deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

BEAUTIFUL "WESTERN PONY" STICK HORSES; red, brown, yellow plastic heads, beautifully screened, reins, mane and jingle bells. "Kids love 'em"; send for jobbers prices. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. je12

BINGO BLOWERS—RETAILING \$150. SELLING out, \$49.50. A.C. Electric Bells, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. je5

BOXED FLOWER EARRINGS—36 ASSORTED styles, \$6.75 per doz., postpaid; \$1 and \$2 retail, as advertised by leading jewelry houses; from \$60. Complete line of other \$1 Earrings also. Ace Sales Co., Chennango Forks, N. Y.

BRACELETS GALORE! BANGLE, EXPANSION, charm, cuff, other styles; set first quality stones; \$1 and \$2 retailers; production overruns, limited quantity; \$48 gross; 3 dozen samples, \$14; satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DEMONSTRATORS! FIVE NEW ITEMS FOR fast sales. Don't miss these; get free details. Sanford Sales Company, 170-A Broadway, New York 38, N. Y. je19

FAMOUS MFRS.'S CLOSEOUTS

A beautiful assortment of stoned and tailored jewelry. The quality will amaze you. This is not alum jewelry. Send for Descriptive Literature. Tailored and Stoned Earrings, \$24 per gross; Cufflinks, boxed, asst. \$3, \$4 and \$5; satisfaction guaranteed, boxed, \$9 per doz. 20% deposit with order, balance c.o.d. Order sample dozens at regular prices.

SAMUEL SILVERMAN & CO., 1829 Westminster St., Prov., R. I.
GROSSED \$500,000.00; CANT COVER market; can duplicate, start home story \$2. Jonnie Enterprises, Donora 87, Pa.

INDIAN BEADWORK, COSTUMES, BEADS, Feathers, Moccasins, Wigs, supplies; buying direct from Indians; prices reasonable. Free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. je12

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. je26

JUMPING BEANS—NEW CROP CHOICE, one by one, guaranteed all alive, \$3 per hundred, \$20 per thousand. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. je24

MAKE 80¢ PROFIT ON \$1 SALES—AMAZING automobile cleaner; your name on labels; also polishes chrome. Free sample. Write Glazite Mfr., Box 572, Dayton 1, Ohio. je12

MAKE \$100 DAY SELLING NEW COLOR Filter. Screen your television sets in colors. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. je12

MANUFACTURER NEEDS AGENTS AND Distributors to sell new novelty. A terrific seller; write for details now. Hudaak, 511 S. Blakely St., Dunmore, je26

MEXICAN RESURRECTION PLANTS FOR making money, \$20 thousand; Mexican Feather, postcard size, \$10 gross, \$1.25 doz.; Mexican Saddles for Ponies, \$25, complete. Stamp for circulars. General Mercantile Co., Laredo, Tex.

NEW SUPERMATIC GOLD TONE REtractable Ball Pens; make beautiful gifts; four samples, \$1.10; 50, \$10.48; gross \$25 prepaid; (money back guarantee). Patz Pen Products, Box 632 B, Chicago.

NEW "GLOWING HAND" SAFETY DEVICE, makes night driving safer! Sample, \$1. Promotional item contact us for money deals! Ra-Tel, Box 748, Huntsville, Ala. je19

PITCHMEN — RAINBOW ART COLORS, floe-on paint dip. For sale, fifteen gross five-color package \$38 gross. Day, 83 Walker, Newtonville, Mass.

ROYAL ALUMINUM SPIRAL STREAMERS from the Spiral Streamer King; amazing quality; gorgeous, durable colors. Sensationally low prices; 20 foot, six for \$5; 10 foot, six for \$3. Returnable sample \$1 postpaid. Cox, now at 475 Reno St., Rochester, Pa. je5

A SALESMAN'S DREAM! \$23,000 yearly, selling a home work program to "recession-minded" housewives eager to earn extra money in their spare time. Work by qualified appointments on day calls only. Big daily advance. A "National" for book, intangible and one-call Closers. I.W.I., Inc., 45 Clinton St., Newark 2, New Jersey.

SAVE DURING OUR GREATEST STOCK Reduction Sale on famous Watches, Diamonds, Pens, Jewelry, Shavers; wholesale only, terms, International, 61L Roberts, Portland, Maine. np

START YOUR OWN WHOLESALE BUSINESS—your name brand Appliances, Watches, Giftware, no investment, no profits. Free "Wholesale Buying" National Buyers Service, 1213CA Capitol, Houston, Texas. je26

WHOLESALE CATALOG FREE — NAME brand Watches, Appliances, Cameras, Sporting Goods; 1000 tested sellers. General Wholesalers, P. O. Box 3058CE, San Francisco, Calif.

YOUR NAME IN HEADLINES—THREE different or four alike for \$1. (24 letters). Wooden Nickels, Magic Novelty Catalog, 25 Fun'n Magic, 423 North St. Marys, San Antonio, Texas.

70 NEEDLEBOOK WITH THREADERS, \$7.20 gross; 31 piece plastic Christmas Decorating Kits, \$3 for 10 sets; 5,001 other bargains. Many samples and catalog, \$1. Mills Sales, 26 West 23d St., New York 11

ANIMALS, BIRDS, PETS

AAA PLANE LOAD ARRIVING WEEKLY. If it's animals, birds and reptiles you need, let us supply you with quality stock that is priced right. We have on hand the largest variety of South American stock in the United States. This week's specials: "Small Chinese Dragons, \$17.50 per dozen, and Exotic Tropical Vine Snakes, \$25 per dozen." Tarpon Zoo, Tarpon Springs, Fla.

ALLEN CAN SUPPLY ANACONDAS AT bargain prices; Indian Rock Pythons and Box Constructors, all perfect specimens; once milked Rattlesnakes, \$3 each; den of harmless Snakes, \$25 to \$100. Call or write Rosa Allen's Reptile Institute, Silver Springs, Fla.

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(Continued on page 72)

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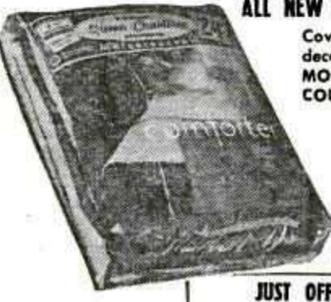
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FOR SALE—SECOND-HAND SHOW PROPERTY

• Continued from page 72

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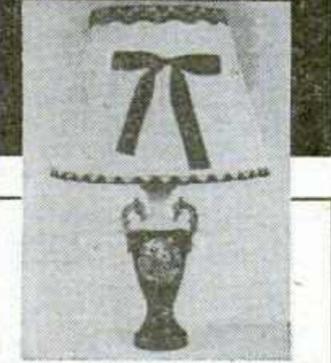
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AMUSEMENT DEVICES SUITABLE ONE or more children for kiddie park; trains, rockets, etc. Pushball Asso., U.S. 6, Frooks Place, Peekskill, N. Y. Lakeland 8-5350.

ATTENTION! MANUFACTURERS, JOB-bers—We are interested in all types of merchandise suitable for auction house Write Bloor Auction Gallery, 492 Bloor St. W., Toronto, Ont., Canada.

BLEACHER SEATS, JACKS AND STRING-ers, must be good, for about 2,000 seating capacity; also 15 to 25-kw. Light Plant, complete with cable and junction boxes; no junk; lowest price in first letter. Guy Mullen, R.R. 1, Box 369, Clayton 24, Mo. np

FILMS—35MM. AND 16MM. WANTED; WE buy, sell and exchange; send us your list of what you have to sell and trade. Bryant Supply Co., Emporia, Va. np

ROTA-WHIRL RIDE—JOE BLASH, 706 1/2 North First Ave., Arcadia, Calif.

WANTED—USED CARROUSEL, FERRIS Wheel, Roll-a-Plane, Swings or anything like them; condition no object. Horace W. Jones, Box 503, Pinellas Park, Fla.

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20 inch 4 Cycle 2 H.P. Clinton... \$52.50
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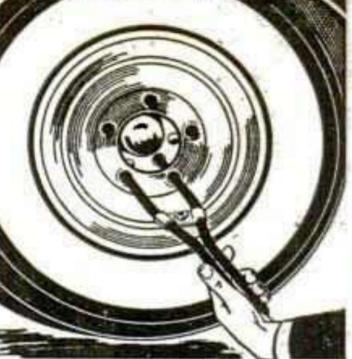
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Repair your own watches. 10 Swiss or 5 American High-Grade Wristwatches, needing minor repairs, \$18.00. Imperfect Diamonds, \$1.00 per point. 10 lbs. of Broken Costume Jewelry, \$10.00. Write for prices—for dealers only.

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EASY-ON WHEEL LIFTERS

No struggling, no juggling to change a tire with Easy-On Wheel Lifter. Lets you put tire back on without hardly touching it. How to use: put Lifter through two bottom holes in rim, push through to studs on hub and lift slightly. Centers itself. Put nuts on and you're ready to go. For cars, trucks, busses and trailers.

NO STRAIN! NO MESS! NO EFFORT!

PITCHMEN-CONCESSIONERS—Make 100% profit—new fast seller. Your cost 75¢ each, freight prepaid in gross lots, sells for \$1.50. Free display and demonstrating stand with 2-gross order. Make \$50.00 daily selling Easy-On Wheel Lifters. Easy to demonstrate—easy to sell. Weight one pound. Send \$1.00 for sample prepaid.

WHEEL LIFTERS, INC.
1900 MAIN STREET BOISE, IDAHO

"LITTLE ATOM" 4 1/4 in. long RIFLE



Brand New Companion to "Little Atom Pistol"!

Another Promising profit producer for 1954! It has the same fine workmanship as Little Atom Pistol. Shoots blanks with extra loud report. Complete with ramrod and blanks.

Jobbers, distributors write, wire, or phone for quantity prices. Also write for '54 catalog.

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Also—1312 So. Los Angeles St., Los Angeles 15, Calif.

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Lifetime Rubberized Plastic keychain attached. Reduces pocketwear & lost coins. Reduced Price. Sells fast at 39¢.

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New fast-selling signs for every retail store. 50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s.

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MEN'S AND LADIES' WATCHES

\$8.75 EA.



Bulova, Waltham, Elgin, Benrus, Gruen Watches

Yellow Exp. Band, 95c Extra

SPECIAL!

6 assorted watches. \$49.00 with yellow expansion band. Reconditioned and guaranteed like new.

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25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

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LAZY BABIES



Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

Height, 15 inches.

\$4.50 DOZ.

Minimum Order.

Dart Balloons—1st quality... \$.75 gr

#9 Balloon—assorted colors... 1.00 gr

OAK RUBBER SPECIALS

Airship Balloons—#1242... \$4.50 gr

#10 Balloon—Knobbles \$.90 gr

Balloon Hand Pump... 3.25 ea

PLUSH BEAR... \$25.00 per doz.

Assorted Colors, Approx. 28"

RAINBOW GLAMOUR DOLLS, \$30.00 doz.

OPEN SUNDAYS TILL 3 P.M.

25% dep., bal. C.O.D., F.O.B. Chicago

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Chicago 7, Ill.

Attention, Promoters!

The New Retractable BALL PEN

Gross \$28.80 up

Sample Dozen \$3.50



Instant DRY INK

Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES

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PACKARD BALL PEN

28 East 22nd St., New York 10, N. Y.

SPRING 7-7180

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

NOVELTIES AT DEEP CUT PRICES Dart Balloon... Ladies' Ident... Plush Poodle...

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

Salesmen-Distributors Make quick, easy money... \$9.95 Complete

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

A-1 BASS AND TRUMPET MEN FOR commercial society combo; read, fake and vocals. Contact Charles Drake, The Oaks, Winona, Minn.

COLORED PERFORMERS—MUSICIANS for free medicine show; city lots here all season; can place medicine pitchmen. Hudson Medicine Co., Box 111, Charlotte, N. C.

COMMERCIAL MUSICAL TRIOS—PREFER units with accordion and/or electric organ; steady, bookended trio; established agency. Send details to Box C-49 c/o Billboard, Cincinnati 22, Ohio. je12

EX SHOW GIRL—TO ASSIST TATTOO artist, on and off the road; no alcoholic; state age. E. R. Thompson, 1623 E. 5th St., Panama City, Fla.

SALESMAN—TO SELL PLUSH TOYS to carnivals. Box 929, c/o Billboard, 1564 Broadway, New York.

MUSICIANS FOR COMMERCIAL BAND traveling midwest; travel in cars; home nearly every night. P. O. Box 1031, Grand Island, Nebr.

NEED THIRD ALTO MAN. ALSO TRUMPET man who can do some vocals; salary every night. Bobby Mills, Columbus, Neb. je12

STRING BASS, ACCORDIONIST OR PIANIST; smart, well established combo; state experience, salary, age; don't misrepresent. Box C-45, c/o Billboard, Cincinnati 22, Ohio. je5

VOCALIST—MUST PLAY SOLID RHYTHM guitar for Western Swing Dance Band, also playing standard pop tunes. Contact Roy Lucas, Fla., State Barn Dance, 4414 W. Crest St., Tampa, Fla.

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

COLORED BAND FOR NIGHT CLUBS, cocktail lounges, taverns, etc.; four men, entertaining and singing. Orchestra Leader, 5727 S. La Salle St., Chicago, Ill. je5

SHERWIN TWINS ORCHESTRA AVAILABLE for single and steady engagements, also summer hotel resorts. Al Sherwin, 318 W. 51st St., New York City. je12

TRIO OR DRUMMER AVAILABLE—SAX, drums, piano, doubles organ, vocals, entertain. Leader, 1717 N. Houston St., Grand Island, Neb. Phone 3929-W.

CIRCUS & CARNIVAL

AT LIBERTY—ROXANE, HALF AND HALF Side Show annex attraction; new appearance, flashy wardrobe and inside drapes; clean expose. Address this week, Harry Fink, Gen. Del., Valparaiso, Ind.

PUNCH AND MAGIC FOR SIDE SHOW—Capable, experienced, sober, good entertainer. Benjamin Bernard, 2897 W. Eighth St., Brooklyn 24, N. Y.

MISCELLANEOUS

AVAILABLE—VERY ATTRACTIVE DOG Act for schools, night clubs, fairs, circuses, carnivals, party entertainment; have own transportation; join on wire. Permanent address, 3107 West Pl., Sarasota, Fla. Rose Washington.

HARVEY THOMAS HAS SINGERS, DANCERS, Comedians, Musicians, Jugglers, Acrobats, Ventriloquists, Puppet Shows for all occasions. 182 North State, Chicago, Ill. Dearborn 2-2735.

MINSTREL MAN, BARKER, TALKER—Sign entire season; willing, traveler; dependable. teetotaler; writes sketches; harmony singer. Pitt, Gen. Del., Portsmouth, Va.

MUSICIANS

A GOOD EXPERIENCED PIANIST—UNION; go anywhere; have good car; available immediately; read, fake, shows. Pianist, Box 824, Ph 5-9985, Neptune, N.J.

ALTO, TENOR, CLARINET—EXPERIENCED; read, fake, good tone; travel or location. Duane Wickiser, 2901 Dewitt, Mattoon, Ill.

AT LIBERTY—HAMMOND ORGANIST; my instrument or yours; business better; available at once. Wire, write One San Beach Trailer Court, Gulfport, Miss.

AVAILABLE JUNE 1, DUE TO DISBANDING, 2 girls; sax and clarinet, drums and jazz, play shows; will travel. Box C-43, c/o Billboard, Cincinnati 22, Ohio. je5

AVAILABLE, PIANIST—COMMERCIAL, light classics; solo, combo; top hotel experience. David Chody, Box C-51, c/o Billboard, Cincinnati 22, Ohio. Desire good summer engagement.

BUSINESS BUILDER—NEW HAMMOND organ, for your dining room, tavern; 20 years' exp.; low cost; photo. Box C-50, c/o Billboard, Cincinnati 22, Ohio. je19

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and reliable. Wire, write or phone George Sloan, HA-5052, 1119 East 11th St., Kansas City 6, Mo. je26

DRUMMER—UNION; HAVE GOOD TECHNICAL ability; solid beat, Dixie and Latin; plenty of combo experience. Irv. Rock, 102 Rauber St., Rochester, N. Y.

DRUMMER—DIXIE OR COMMERCIAL IN South; read, shows; neat appearance; join immediately. Bill Young, 481 Crew St. S.W., Atlanta, Ga.

EXPERIENCED, ALL TYPES MUSIC, standard guitarist; read or "jam," rhythm or solo; doubles five string bass, mandolin, tenor banjo, rhythm piano, etc. "Musician," 558 1/2 Dauphin, Mobile, Ala.

GUITAR, ELECTRIC—LEAD OR FULL rhythm; read or fake; years of experience; good voice; no hillbilly; sober, reliable. John E. Meyer, 64 Norfolk Road Torrington Conn. je5

PIANIST-ARRANGER—SEMI-NAME EXPERIENCE, and vocalist wife available after discharge from Army June 3. Also have excellent tenor band library and equipment. All offers considered. Don Thomas, 6025 East 16th St., Kansas City, Mo. Benton 5125.

PIANIST—MALE, UNION; ALL ROUND professional experience, classic, popular; single, Gentile; trained musician; plays alone, orchestra, teach. Box C-48, c/o Billboard, Cincinnati 22, Ohio. je12

PIANIST-ORGANIST—COMBO OR SOLO, commercial or jazz; sober, Ludwick, 3322 Pine, Eureka, Calif.

PIANIST—MALE, READ, FAKE; NEAT APPEARANCE, sober, reliable; small combo, duo or single. Pianist, P. O. Box 5513, North Birmingham, Ala. je12

PIANIST—EXPERIENCED, SUMMER RESORT, ranch or tavern; fifty dollars a week, room and board. Box C-52, c/o Billboard, Cincinnati 22, Ohio.

PIANO MAN—AVAILABLE IMMEDIATELY for small commercial unit; South only; union; give details. Jimmy Moore, 459 So. McDonough, Montgomery, Ala.

PROF. STEEL GUITAR RECORDING RADIO artist; single; willing to travel; can sight read and fake. Phone 6024, Wire, write Wayne Payne, Box 3095, Bluefield, W. Va.

TROMBONE AND ARRANGER—UNION; have car, will travel. Contact Howard Chapman, 55 East State, Athens, Ohio.

TRUMPET—JAZZ, DIXIE, COMMERCIAL; available immediately. Kenney Buckles, 418 W. 3rd, Garnett, Kan. Phone 368.

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum; union, William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

AVAILABLE GRANDSTAND ACT—HORSE, two Dogs. Novelty Act, Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone LI-14454.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 11, Ind. je3

CHARLES LA CROIX—OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

DASHINGTONS CIRCUS—DOGS AND CATS, at liberty for parks, fairs or any show. Philadelphia, Pa. 1413 Euclid St. Philadelphia, Pa. je5

DICK JOHNSON—JUGGLER, ROLY BOLY, Magic, Clowning; just back from Korea and out of the army; would like to join circus or outdoor show. 1837 West 9 St., Erie, Pa. Phone 250354.

NOVELTY DOG ACT—ENTERTAIN THE kiddies, grownups, indoor, outdoor affairs, any kind, clown. Clara's Novelty Dog Act, 341 Climax St., Pittsburgh 10, Pa.

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. je10

SENSATIONAL HIGH DIVING—FEATURING the smallest diving tank in the world, nicknamed the suicide pool. Without body protection or safety devices, he defies the ring of sharp spears and the flaming inferno of blazing gasoline. A world's fair attraction featured by Fox Movietone Corp. Earl MacDonald, 456 Elm St., Warren, Ohio. Telephone 45337 je12

THE TWO NUTS—THE COMEDY ACT of the century, featuring magic, atomic chair, wonder horn; 15 to 40 min. of joyous laughter, Yets, Parks, fairs, Agents, notice. "Candy" Dickson, 1209 Elm St., Cincinnati 10, Ohio.

VAUDEVILLE ARTISTS

COMEDY MAGICIAN—WANTS SUMMER employment from June 15 thru September 6; an 20 year old college student; no bad habits; Side shows considered. Write Bill Pryor, 127 N. 17th St., Wheeling, W. Va.

FEMALE IMPERSONATION CHARACTERIZATION act open for Night Club booking; Rumba, French Can-Can, Ravel, Bolero, Ballerina and Air Stewardess acts. Flashy wardrobe; will send photos; salary \$150 per week. S. E. Burgess, 1308 Peachtree St., N.E., Atlanta, Ga.

VOCALISTS

SHELLY KEENE—DESIRES CLUB OR orchestra work as a vocalist; single, 22, attractive and talented. Wants year round engagements; will go anywhere. 1830 E. St., Lincoln, Neb. Phone 7-1095.

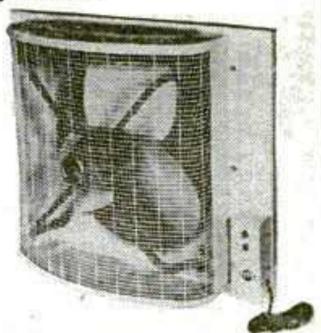
CLOSING OUT 1,000 TABLE LAMPS with Shades Assorted colors, about 24" tall \$18.00 and \$24.00 Dozen 25% Deposit, Balance C.O.D. SMITH'S JOBBING HOUSE 1388 Milwaukee Ave. Chicago 22, Ill.

Attention Pitchmen and Novelty Stores Rush \$2 (refundable) for 11 different samples of fast selling Magic Tricks, Jokes and Puzzles. Actual \$4 retail value. Also big wholesale Catalog No. 10. Mention your line of business. B. ROBBINS & CO. 127-B W. 17 St., N. Y. 11

TRICKS AND JOKES AT WHOLESALE

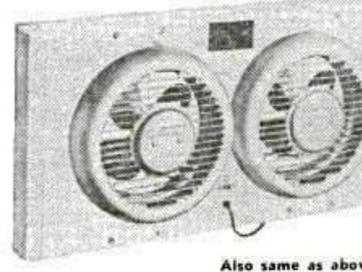
ATTENTION!!! AUCTIONEERS HOUSE TO HOUSE SALESMEN WAGON JOBBERS AGENTS

20 inch—3 speed name brand WINDOW FAN Cools 5 to 6 rooms



General Electric oil-less motor. Easy installation. Adjustable from 29" to 39" wide. Beautiful enamel finish. Model #W 20-3. Retail price \$30.00 in doz. lots F.O.B. Chgo. Sample \$39.95 each F.O.B. Chgo.

Also 20" 2-speed electrically reversible window fan, heavy duty motor. Retail price \$77.99. Your \$40.00 each in doz. lots F.O.B. Chgo. Sample \$49.95 each F.O.B. Chgo.



TWIN ROOM COOLER WINDOW FAN

Double duty fan that effectively cools large room. Attractively finished. Easy installation. Adjustable from 27 1/4" to 33 1/2" wide. Twin 8" blades—8" cord—off and on switch. 1800 cu. ft. air delivery per minute. Permanently lubricated motor—115 volts—60 cycle A.C. Exhaust only. Retail price \$39.95. Your cost each in doz. lots F.O.B. Chgo. Sample \$25.00 each F.O.B. Chgo.

Also same as above except—single unit reversible window fan. 900 cu. ft. air delivery per minute. Retail price \$29.95. Your cost \$12.50 each in doz. lots F.O.B. Chgo. Sample \$17.50 each F.O.B. Chgo.

Note: Dozen lot prices shown above are dealer prices. Auctioneers and jobbers, write for larger quantity prices. Agents and house-to-house men send 25 cents for discount fan catalog. Over 200 models. All prices shown are F.O.B. Chicago. Samples ordered in Illinois include 2% Ill. occ. tax.

EMECO (FAN DIVISION)

Phone TAYlor 9-5880 800 W. Randolph St., Chicago Ill.

MAGIC "8" BALL FORTUNE TELLER

- Mysterious—Fascinating Paper Weight—Ornament Party "Pepper Upper" Everybody Wants One



4-inch "8" Ball answers countless questions. Over a HALF MILLION sold already—volume still soaring. Get your share of its SURE PROFITS!

See your jobber or write ALABE CRAFTS, INC. Fifth at Central, Dept. BB-5 Cincinnati 2, Ohio

SUGGESTED RETAIL: Individual gift boxes. Packed 1 doz., 13 lbs. FREE Mats, Display, Circulars. PROMPT Delivery. EACH \$1.98

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hangers, Hassocks, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP. 1111 South 12th St., St. Louis 4, Mo.

PLASTIC RAYON TOWELS

Take in the Most Money at All Fairs and Special Shows. REGULAR \$1.00 SELLER. COST PER PKG. 27c

Each package contains (5) large, beautiful pastel colors. Free demonstrators with each order. Overnight service available anywhere.

PALMER CO. P. O. Box 5002 Phone: WALnut 3-9131 DETROIT 36, MICH.

YOU CAN'T BEAT THIS ONE...



CHINA LAMPS WITH RICHING SHADES Hand-painted 24K gold decorations; marbled lustre finish; in asst. of styles and colors.

2000 Rejects—Marble Table, Lamps & Shades. \$2.25 ea. Gold Boudoir Lamps & Shades. \$1.00 ea.

Tolpin Products Corp. 7240-44 No. Western Chicago 45, Ill. WE MANUFACTURE CHINA NOVELTIES & LAMP BASES. WRITE FOR CATALOG.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

32" GIANT PLUSH BEAR



Per Dozen... \$21.00 32" WHITE POLAR BEAR Non-Inflammable, in Pli-a-\$24.00 film Bag. 32" GIANT HIGH GRADE PLUSH BEAR Cotton Stuffed, Hand Em-\$24.00 broider-ed Nose.

38" REAL FUR GRIZZLY \$30.00 BEAR, Assorted Colors, With Chain \$30.00

FOB, N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.

ACE Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.

IDEAL FOR ANY OUTDOOR EVENT CUSHION-AIRE Inflatable Cushion This new pocket-size cushion will sell on sight. Light-as-a-feather, easy to clean and durable make this ideal for all outdoor events. Cushion-Aire is produced in four colors. Jobbers' inquiries invited. JAMMERLUCK & CO. Chicago, Ill. 108 N. State St.

Ore. Op Gets 2d Extension to File For Pin Rehearing

State High Court Grants Terry Until June 7 to Petition; Stalls City Curb

PORTLAND, Ore., May 29.—Pinball games in Portland this week obtained another reprieve when Stanley G. Terry won a second extension from the State Supreme Court in which to petition the high court for a rehearing of its decision holding the Portland City Commission to be within its rights in banning the games. Terry, a Portland operator, was granted until June 7 to file for a rehearing. The earlier extension

expired Monday (24) (The Billboard, May 15). The city was thus prevented from enforcing a 1951 ordinance against games until the litigation has been cleared. During the three years of court action, games have operated in Portland without payment of city license fees.

Legal History

The case was well along toward making legal history in Oregon when the 1951 ordinance prohibiting games was overturned in a Multnomah County Circuit Court as an invasion of a field preempted by the State (The Billboard, April 10).

The city appealed to the State Supreme Court, which split 3-to-3 on a decision, necessitating another hearing at which all seven justices were present.

This second hearing in March resulted in an opinion upholding the city's right to prohibit games (Continued on page 87)

J. H. Campbell, W. Coast Coin Pioneer, Dies

PORTLAND, Ore., May 29.—J. H. (Jack) Campbell, retired prominent figure in the coin machine industry in Oregon and Washington, died of a heart attack Sunday (23) while in a downtown pharmacy. He was 67.

As Portland representative of the Mills Novelty Company (which became Mills Industries, Inc., in 1944), Campbell was said to have sold the first coin-operated selective phonograph in this territory.

Many of today's leaders in the games and music operation field in Portland apprenticed under Campbell, who entered the business here in the early 1920's.

His son, J. T. (Jack) Campbell, now head of the Campbell Amusement Company, grew up in the business under his father's tutelage.

In 1940 Campbell went to Washington to conduct operations in Seattle, Renton and the Grant County area until his retirement in 1942.

Besides his son, he is survived by his widow.

ABT Firm Rolls Out New Coin Unit, Sentry

CHICAGO, May 29.—In full-scale production on its new Sentry multiple slug rejector, ABT Manufacturing Company announced this week first shipments had been made.

First shown at the Music Operators of America exhibit in March, the new coin unit features a system of pre-testing coins simply by diameter and thickness; handles nickels, dimes and quarters.

George Kozy, sales manager, states that the new design eliminates many moving parts, and that during the phase of coin selection, there are no moving parts in action.

The unit's base plate is solid brass, other sections are nickel-plated.

Equipped with new coin actuated switches, the new unit operates any relay or solenoid, according to Kozy. It measures 6¼ by 5 by 1½ inches, is priced to sell under \$18.

TRIMOUNT PLANS 30th ANNIVERSARY PROGRAM

BOSTON, May 29.—Trimount Coin Machine Company and Dave Bond, the firm's founder and president, will observe 30 years in the coin machine business this fall.

Bond and Irwin Margold, assistant to the president, are already busy planning an anniversary program to be held probably in September.

Trimount, one of the oldest and largest coin machine distributors in the country, is New England distributor for J. P. Seeburg, Chicago Coin Machine Company, Williams Manufacturing Company, Genco Manufacturing & Sales Company and United Manufacturing.

The firm, with a large export department, also distributes to Canada and many foreign countries.

GOOD WILL

2 Coin Firms Help Widow, 4 Children

SAN FRANCISCO, May 29.—Good will within the ranks of the coin machine industry proved itself again this week.

George Boerstler, an employee of the Advance Automatic Sales Company, met with an accident in his home Sunday (23) and died the following day leaving a widow and four children.

A voluntary contribution of Advance Automatic employees and the company was started immediately and a substantial sum raised for his family.

Shortly afterward, Lou Wolcher, head of Advance Automatic, learned that employees of the R. F. Jones Company had also raised a sizable voluntary contribution for the Boerstlers.

Said Wolcher: "In the course of daily competitive life, we are likely to be so concerned with our own immediate destinies, and perhaps the immediate destinies of our own companies that we forget the prosperity of all of us depends upon the prosperity of the industry at large."

"This, I believe, is an unprecedented display of sympathy and respect not only for a fellow employee within an industry."

Chi Pinball Decision Expected Next Week

Briefs Submitted May 28; Attorneys Outline Arguments for Ops and City

CHICAGO, May 29.—A decision in the temporary injunction suit brought to restrain the city from interfering with the operation of pinball games is expected to be handed down next week by Superior Court Judge George M. Fisher.

Briefs were submitted Friday (28) by attorneys for both parties in the case Nelson vs. the City of Chicago.

Attorneys for the plaintiffs, Jerome Berkson and Steward D. Spitzer and assistant corporation counsel William Kafka, acting for the city, both set forth their main contentions in their briefs (see below).

The first hearing in the case was held May 7, when Judge Fisher heard attorneys for the coin machine companies request a temporary injunction against the city and the police department acting under Chicago's bagatelle ordinance. At that time both parties were told to submit briefs and return in 10 days for a further hearing (The Billboard, May 15).

In the initial hearing, Judge

Fisher concluded that proper pleadings in the case were not made and suggested that allegations be set up which would definitely establish whether or not the pinball game was a gambling device.

Main Arguments

Here are the main contentions of each side:

The plaintiffs (coin machine firms) claim that the enactment of sections 341 and 342 of the Statute of July 7, 1953 and Paragraph 481.B1 and sub-sections of the Illinois Revised Statute of 1953, have repealed the power to prohibit pinball machines granted to the cities and villages in the Cities and Villages Act, as set forth in Paragraph 23-56 of Chapter 24, Illinois Revised Statutes of 1941, and have repealed the power to prohibit pinball ma-

(Continued on page 87)

THE MIGHTY PENNY

Aids Arcades' Fight On Ballooning Costs

By AARON STERNFIELD

NEW YORK, May 29.—While most existing arcades aren't in any grave danger of going out of business, operators, caught between the spiraling cost of doing business and the difficulty of hiking prices to keep pace with those costs, are running their businesses on narrower margins than they have in a number of years (The Billboard, April 24).

Max Schaffer, one of the largest Eastern operators, who operates four arcades in and near Times Square, is representative of New York area downtown-located arcade operators faced with the current problem; Dick Geist, vice-president of Rockaway's Playland (which depends on its arcade gross for a fair share of the business), is typical of operators or amusement park management responsible for resort or park-type arcades.

Schaffer employs 40 persons 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.

Rising Costs

Rising costs are Schaffer's 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 what we paid 10 years ago."

Considering operating costs in other business, these increases 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 if the prices are low enough and any sharp price increase will be met with marked consumer resistance.

He pointed out that a Times Square Arcade competes with many other amusement forms, that few persons actually go downtown for the express purpose of going to an arcade, and that it must be inexpensive to get its share of business.

\$35,000 Investment

Schaffer said few persons are opening arcades and attributed the high cost of entering the business—a \$35,000 investment for a small installation—as the reason. He pointed out that lighting once cost \$100; today it costs \$3,000.

About 50 per cent of Schaffer's pieces operate for 1 cent or 2 cents, with most of the rest at a nickel. Photo and voice-recording (Continued on page 86)

Exhibit Shows Rides, Vender At NIRA Meet

CHICAGO, May 29.—Directors of company-sponsored employee recreation associations saw two kiddie rides and a card vender displayed by Exhibit Supply at the 1954 show of the National Industrial Recreational Association held this week. (See NIRA story in vending section.)

Exhibit showed its Trigger horse ride and its twin Pete the Rabbit ride, and its new Vacuumatic card vender. Art Weinand, Exhibit vice-president, explained that the rides were shown for those company recreation groups which have amusement centers or recreational parks with playground equipment for children.

The card vender, he said, could be adapted for certain uses by a company. For example, said Weinand, one company was interested in its use in the reception hall to vend scenic pictures of the company buildings and grounds.

Attending the Exhibit booth at the show besides Weinand, was W. E. Hall, Exhibit sales representative.

SMALL TOWNS TO CITIES

Hamlet Debuts Spur Game Export Sales

CHICAGO, May 29.—A new coin-operated amusement game stands a better chance of catching on in a foreign country if it's introduced in a small town first.

That's the opinion of O. O. Mallegg, Chicago exporter, who offers as a case in point his experience in marketing Cue-Ette—a coin-operated billiard game—in North Africa and South America the past three years.

Mallegg arranged for the manufacture and exported Cue-Ette, a game which followed in the footsteps of billiards and pool, both big successes in the countries where they were introduced.

According to Mallegg, since it takes foreigners a little time to get used to a new game like Cue-Ette, "it is necessary to introduce the game in a small town first. Before long, all the people in town will be demanding the game."

His special marketing approach—which has so far proved successful—is based on the fact that news travels fast in a small town and that more people are apt to learn of the game and how to play it there, than if the game were introduced in a large city where it would initially compete against many already popular games, and where people therefore might never

learn to play it. It might, in short, become "lost" in a large city.

With Mallegg's technique, the game is gradually sold thruout the entire country.

He is currently shipping the game (not marketed in the U. S.) to North Africa, Chile, Brazil, Argentina, Columbia and recently to Peru.

Made in Guatemala and Venezuela, Cue-Ette had been manufactured in Chicago by Fischer Sales & Manufacturing Company (a firm associated with Mallegg's export business) which has since left the business. A new manufacturer is now in the offing.

The game is played with a regular billiard cue on a 200-pound six by three-foot table. The unit is equipped with an ABT coin chute for dime play and a time clock which limits playing time to four minutes. The game is played from one end only, with the score kept on snooker buttons at the head of the table.

Scoring is made by dropping balls into holes on the table. A player keeps shooting until he fails to hit a ball, a ball crosses over the foul line, or until the wood mushroom placed near the table center is upset. A colored ball counts for double scores. From one to four players can participate.

United Ships Hawaii, New In-Line Game

CHICAGO, May 29.—United Manufacturing Company shipped distributors a new five-ball game, Hawaii, with diamond diagonal scoring features.

Bill De Selm, sales manager, announced that the new diagonal system scores three, four or five in-line on a diamond basis, increasing multiple play.

Hawaii has the regular number selection feature and also a super selection which gives the player a choice of four numbers. It has the lite-a-name attraction, two super cards and a center card with four corners scoring five in-line.

If a player fails to score he can push a button returning all balls, but retaining the numbers registered on the board. The game offers the player the opportunity of adding coins for special features and up to three extra balls per game.

Mrs. Shay, Mother Of Vince & Grant, Dies at 75

CHICAGO, May 29.—Mrs. Mary Agnes Shay, 75, mother of Vince and Grant Shay, died Monday (24) in her Oak Park home after an illness of several years.

A requiem mass was celebrated at Ascension Church in the suburb Friday (28). Interment was at Calvary Cemetery.

Mrs. Shay is survived by four sons, Vince, Grant, Kenneth J. and Robert J. Mrs. Shay's husband, Cornelius J. Shay, preceded her in death.

Vince Shay, former executive of Mills Industries, Inc., and president of the Bell-O-Matic Corporation, has spent 35 years in the coin machine field and is presently with the Empire Coin Machine Exchange. Grant Shay, formerly a vice-president of the Bell-O-Matic Corporation, is now an executive with the H. Horwitz Company, a wholesale jewelry concern.

NOVELTY PULL ON NEW RIDES

BOSTON, May 29.—The novelty pulling power of a brand-new kiddie ride is being demonstrated in a chain store in near-by Medford.

Si Redd, Redd Distributing, reported this week he has five Moon Rides, the new Bally product, in as many retail outlets. In the Medford store, Redd reported, the ride grossed \$23 in one 24-hour period. This compared with an average \$15 gross on an older kiddie ride Redd has in the same location.

Candy Bus Vender Decision Near by Chi Transit

Weigh Result of 800 Mch. 120-Day Test; Drop El Use

CHICAGO, May 29.—Penny and candy vending on Chicago Transit Authority vehicles being considered as a permanent adjunct of the city's transportation system. Installed mid-January, CTA placed the operation on a 120-day test basis which ended earlier this month. CTA's public information head, Bert Guy, stated that the final decision to retain the venders is near, based on results of the first four months. According to CTA, decision to retain the venders is being based on answers to the following factors:

- Sales volume.
- Amount of interference with normal operation.
- Complaints or praise of the vending public.
- Newly formed firm, Howe Vending Corporation, placed the penny gum and candy bar equipment on both el cars and busses daily. Later, they were removed from el cars and concentrated on surface vehicles. Reason: 4-

(Continued on page 88)

EMPLOYEE AID

House Organ Cites Vender Advantages

LYNN, Mass., May 29.—Vendors continue to earn favorable mention in the news columns of the nation's company-published house organs. One of the latest instances was the announcement of a forthcoming plant installation of combination coffee-hot chocolate venders by the General Electric News.

A two-column headline drew attention to the story. Latter pointed out that the equipment would be placed thruout the firm's two local plants, the "price of the drinks will be the standard 10 cents per cup."

Several paragraphs stressed the "full taste variety" of the vended coffee, described the proper method to operate the venders.

A further boost to automatic merchandising was added with the explanation of why the new equipment was installed:

"The decision to introduce this additional service for the convenience of employees was based on the success of the soda machine program which was begun in August, 1952."

Automatic Merchandising Corporation operates the equipment in the two GE plants.

Dairymen Study Role in Milk Vending at U. Conn. Confab

Conflict With Operators More Imagined Than Real; Each Has Own Function

STORRS, Conn., May 29.—What role the dairyman will play in the expanding milk vending industry, and how the dairyman and diversified automatic merchandising operator can live together, were explored here Thursday (27) at the University of Connecticut's milk vending machine conference in a program sponsored by the university's College of Agriculture. (See other stories this section.)

More than 100 Connecticut milk processors and distributors listened to vending manufacturers, a large diversified operator and a dairy economist in what is believed to be the first all-day session exclusively devoted to vending ever sponsored by an American univer-

sity, and the first all-day milk vending conference held anywhere. Dairyman left the conference with the feeling that source of conflict between them and non-dairy milk vending operators are more imagined than real. A general conclusion might be somewhat like this:

Not Available

Producers are faced with a tremendous surplus. The answer is not to cut production—people will drink milk if it is readily available. As a snack or after-hours item it is simply not available.

Automatic merchandising is the answer. The story of the soft drink industry, and how vending

has spurred soft drink sales, reinforces this conclusion.

On industrial locations, where a great variety of products is required to handle the in-plant feeding problem, it is not economically feasible for dairymen to act as operators. The diversified operator is equipped to handle this phase of milk vending because his service costs are pared by the routeman filling other venders at the same

(Continued on page 77)

Rowe, Vendo Call For Plant, School Milk Operations

Agriculture Profs. Cite Vender Markets, Notes Bulk Potential

STORRS, Conn., May 29.—Industrial, school, outdoor and bulk milk vending received spotlighted attention at the University of Connecticut's milk vending meet here.

Morris Auerbach, representing the Rowe Corporation, scored the practice by industrial locations of limiting vending to products already merchandised automatically. He called for pressure by farm groups to open the gates for milk vending in the nation's great industrial plants.

For example, he pointed out that one of the nation's largest producers of farm machinery has soft drink and food venders in its plants, but has drawn the line at milk venders. It seems strange, he added, that a firm which de-

pends on farm revenue for its business balks at helping the farmers increase the very revenue of which the firm will receive a portion.

Citing how automatic merchandising can aid milk sales, Auer-

(Continued on page 77)

Gen. Van Fleet To Speak at C&C Lunch

NEW YORK, May 29.—When Gen. James A. Van Fleet, currently President Eisenhower's special envoy to the Far East, flies back to the U. S. for a brief visit, he will make only one appearance and give only one address.

General Van Fleet, in his role of chairman of the board of the Cantrell & Cochrane-Penninsular Corporation of Florida, will speak Friday (4) at Florida Cypress Gardens, Winterhaven, Fla., before industrialists, civic leaders, congressmen and State officials.

He will appear in connection with the opening of the Lake Alfred, Fla., plant for the manufacture of C&C Super Coola soft drinks in cap-top cans. General Van Fleet will return to his post in the Far East after the luncheon speech.

Milk Ops Tell Sales, Location Facts at Meet

STORRS, Conn., May 29.—Speaking at the day-long milk conference here, R. G. Riesmeyer, the Meyer-Blanke Company, St. Louis operator, advised milkmen to follow the example of soft-drink manufacturers in making their product available to the public thru venders. He said that soft-drink consumption last year was 202 bottles per capita, with

(Continued on page 76)

Austin Highway Cookie Program Still Expanding

BALTIMORE, May 29.—Austin Packing Company's \$45,000 highway advertising program to promote the sale of cookies thru venders has moved nearer its multi-State coverage goal, Ernest H. Fox, president, reported this week.

Launched late last year (The Billboard, December 12), Austin's road sign ad campaign, when in full operation, will cover 32 States. Currently 29 of the special signs have been erected thru eight States: New York, Connecticut, Ohio, Indiana, Virginia, West Virginia, North Carolina and Pennsylvania.

Fox stated that one cookie type—the top selling peanut butter sandwich—is featured on all signs. The signs, scotch-lite treated on one side, also carry the name of the company and stress their availability thru venders.

Coffee-Mat Moves to Larger Factory

To Bow Coffee-Chocolate Vender In July; Tests Set for June

LIZABETH, N. J., May 29.—Coffee-Mat Corporation, manufacturer of liquid concentrated coffee venders, Friday (28) moved to new quarters at 880 14th Avenue here from its New York plant. The new plant has 10,000 square feet for a shop area.

W. Small, Coffee-Mat president, announced that the firm would introduce a combination coffee-hot chocolate vender, with deliveries scheduled for

the unit will be similar to the Coffee-Mat Model J, with a total capacity of 230 cups. Instead of three-in-one valve (for the selections of coffee) it will have a four-in-one valve to accommodate liquid chocolate. The generation unit will be of stainless steel.

Small said the pilot model would be completed shortly with a view to getting under way in June. The new vender will be exhibited at the annual convention of the National Association of Automatic

Merchandisers at Washington in October.

Small stated the combination vender would list for slightly more than \$650, the price of the Model J. The smaller Model D, with a 110-cup capacity for coffee alone, lists for \$550.

The production schedule at the new plant calls for 2,000 venders a year. Small declared that the firm's direct factory sales program would be expanded to keep pace with expanded output.

See Record Exhibit, Discussion Variety At 1954 NABV Meet

Fourth National Confab to Include Non-Bulk Lines; Cite Other Firsts

CHICAGO, May 29.—A record number and a record variety of exhibits and business sessions will create a new high in operator, distributor, supplier and manufacturer interest during the July 9-11 National Association of Bulk Vendors' Convention at the Congress Hotel here, according to Rolfe Lobell, convention chairman.

Under the banner, "Vending Pageant of 1954," NABV's fourth national and fifth annual convention, will mark several "firsts" for the group.

It will be the first time exhibit space will be available to non-member firms and also to manufacturers and suppliers of other than bulk-type machines and products.

It will be the first full three-day meeting.

Exhibits will be centralized in a series of rooms on two floors, with each room centered around an open court.

Business discussions will be extended to include other than bulk operations.

A special Ladies' Program with Mrs. Rolfe Lobell in charge.

As at former NABV conventions, there will be no charge for attendance.

Lobell stated that definite sub-

ject assignments and speakers are being finalized. Discussion topics will include health regulations, taxes, latest methods of merchandising, locations, commission rates, competition, etc.

Speakers will be successful operators, distributors, supplemented by addresses by leading suppliers and manufacturers. Panel discussions on points of interest to all operators will be led

(Continued on page 77)

Stoner Exhibit Set for Phila. On June 5-6

NEW YORK, May 29.—About 200 operators are expected to attend the showing of the new Stoner coffee vender, as well as the entire Stoner line at the Ben Franklin Hotel, Philadelphia, June 5-6.

Furst & Schwartz, New York Stoner distributor, is sponsoring the showing. Both Bill Furst and Bill Schwartz will be present. The next F&S Stoner showing will be in Baltimore; no date has been set.

National Bows New Simplified Cup Dispenser

LOUIS, May 29.—National Vendors has announced production of its new simplified, greater capacity cup dispenser. Called the Flex Cup Dispenser, it contains one-third the usual number of parts and features full front opening.

A single motor drives the entire mechanism, which is housed in a case of the clear plastic material. Latter affords instant visual check of cup supply, carried in a 10-stack unit.

Other features of the unit: automatic delivery, including that of mixed brands. It is also said to be mechanically designed to prevent pilfering or damaging of cups by customers.

While the price was not announced, National stated that cost "considerably lower than models."

The dispenser is now stocked in sizes at National offices in Louisville, Atlanta, Dallas, Los Angeles, New York City and Toronto.

Nestle Skeds All-Out 10c Bar Test in West

NEW YORK, May 29.—The Nestle Company has scheduled a major dime bar advertising and sales campaign to start July 1 in the Pacific Coast area.

At the same time the sale of the firm's entire line of nickel bars will be discontinued thru the dime test area.

Actual area of the experiment will cover seven States: California, Washington, Oregon, Idaho, Utah, Nevada, Arizona. Every form of advertising, including television commercials, will be included in the drive to step up sales of the 10-cent lines.

According to Nestle officials, the move was made to maintain "quality in the face of soaring cocoa bean prices." They pointed out: the single alternative to eliminating the 5-cent bar on the West Coast would be to reduce its size.

However, trade-wide thinking is that the nickel candy bar has already been whittled down to the

smallest size commercially feasible.

Nestle indicated the reason for bowing its dime program on the West Coast was twofold:

1. High per capita candy consumption in the seven States.
2. High freight costs from its Fulton, N. Y., plant.

In addition to its larger size and assurance of quality standard maintenance, the dime bar also provides the ultimate in chocolate taste enjoyment. Nestle puts it this way: thin chocolate coatings on the nickel bar do not furnish the best possible taste appeal, the chocolate taste comes thru much better in the thicker-coated dime bar.

Nestle is confident it will achieve its goal in the dime bar undertaking. The goal: aggressive merchandising to popularize the 10-cent bar so that it will supplant the present nickel item in the market selected to initiate the program.

VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR
The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES 1
IN

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 Chloro 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 \$14.50 ea.
Packed and sold 4 machines per case. Minimum shipment: 1 case.
Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

RECONDITIONED MACHINES
FOR LIMITED TIME ONLY!

6 Col. GV Gum VENDOR with 600 pieces of assorted Adams Gum. ONLY \$17.25 EA.

POP CORN SEZ
Clean—Ready for Location—10c Mechanism \$49.50 EA.

BINK'S "ZIPPER"
Fast, high score Bingo Counter Game. 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." \$79.50

ALJAX 5¢ Hot Nut Vendors, recond., incl. Stand and Cup Dispenser. \$59.50

SILVER KING
1¢ or 5¢ Bulk completely re-conditioned \$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others ½ Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

WE'RE OVERWHELMED!
RESPONSE TO OUR OPENING GUNS HAS BEEN TERRIFIC.
SEE PAGE 85

"Heinie" Roberts

HEY, BILL!!!
4 the Buy-of-Your-Life BUY
4 Baby Grand 5c Capsule Machines
and 1,000 Filled Capsules for \$80.00 (or with 2,000 Capsules, just even \$100.00), F.O.B. Toledo, Ohio. When sold brings back \$100.00 gross. Request your name on our mailing list and receive free 50c worth of various 1c and 5c decals. We handle the complete Victor line of 1c and 5c vending machines and supplies. Charms in Capsules, \$20.00 per M. Initial Rings, gold, nickel, others. Key Chain selections, \$11.00 for 500. Others released daily, \$2 to \$2.25 a 100.

ARTHUR GRAEFF CO., 3121 Strathmoor, Toledo 14, Ohio

"America's Finest"
ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

Industrial Op Charts Vender, Dairy Course
William McConnell Cites Own Route Experience to Show Mutual Benefits

STORRS, Conn., May 29.—William McConnell, head of the Automatic Merchandising Company, Medford, Mass., operator of one of the largest industrial vending routes in the Boston area, helped clear away a good deal of misunderstanding between operators and dairymen when he described his own milk operation at the milk vender conference here this week.

McConnell operates 1,000 vendors, mostly in industrials, with 150 indoor milk units. He pointed out that he could operate milk at a profit because his servicemen would fill milk machines at the same time they filled sandwich, cookie and soft drink vendors.

AMC's installations are in the form of automatic cafeterias, each with a unified panel front for a battery of vendors. Products include hot and cold sandwiches, hot beverages (chocolate, coffee and soup), milk, carbonated beverages, pastry, candy, cookies and ice cream.

Unscheduled Break
He said the unscheduled break, rather than the coffee break, is working out to better advantage for operators and industrial firms. McConnell explained that the scheduled coffee break disrupts production for the plant and limits the time available for patronizing vendors. However, with vendors in production areas, unscheduled breaks may be put in force, with production running without interruption and vending sales being made all day.

On 12 industrial locations, he said that milk accounted for 10 per cent of unit sales. Figures for other beverages follow: Hot drinks and soup, 42 per cent; sandwiches and pastry, 23 per cent; candy and cookies, 15 per cent and carbonated drinks, 8 per cent.

Milk Ops Tell Trade Facts
Continued from page 75

In Trenton, N. J., Hirshman said, some of the milk vendors had been receiving filed-down pennies. A sign reminding the offenders that mutilating coins is a federal offense had a telling effect. Turkel insures his units against vandalism for \$26 a year a machine.

He said that as a result of his firm name appearing on vendors, he has had requests for home deliveries and has picked up a couple of dealers. Wooden steps are placed in front of vendors so that children can step up and reach the coin chute when buying milk for their mothers.

Promotion
Hirshman advertises on the radio and in local papers when he opens a location, and manages to have a Guernsey cow on exhibit for a couple of hours. His outdoor units have 150 quarts on the belt and 900 in storage.

The storage helps out on Sundays, when it is illegal to make wholesale milk deliveries in the State. Johanna Farms is a producer, not a retailer, with the vending operation its only retailing effort.

When the vending operation started, Hirshman felt his dealers might feel he was competing with them. Instead, he says the advertising on vendors have aided store sales.

20 Units Now
He vends one quart for 25 cents or two quarts for 45 cents, with no pennies. Johanna started with six units in October, and now has 20.

A colored slide presentation, "Bossie Needs a Boost," produced by the Vendo Corporation, was shown the dairymen. The pictures pointed out that 32 per cent of Americans don't drink milk, but that the problem is not one of distribution but consumption. It maintained that per-capita milk consumption is declining because other beverage products are more readily available to the public. The suggested answer was automatic merchandising.

READY FOR DELIVERY CAPSULES
with

Small Harmonicas.....	\$22.50 per M
Small Knives.....	22.00 per M
Assorted Rings.....	22.00 per M
Key Chain Items.....	22.50 per M
Wood Tops.....	20.00 per M
Scissors.....	20.00 per M
Rubber Blowers.....	20.00 per M
Purses w/Mirror.....	20.00 per M
Mirror & Comb.....	20.00 per M
Butterfly Pins.....	20.00 per M

(For use in Victor Vending Corporation's Capsule Vendor only.)
Numerous Other Novelty Items. Minimum Shipment—One Thousand Terms: Net Cash F.O.B. Dallas. Please enclose \$1.25 for complete line of samples.

Graff Vending Supply Co.
2841 W. Davis Dallas, Texas

We Have Newer CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

BALL and VENDING GUMS
New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct.	24¢ lb.
Chlor-o-Vend Ball Gum, 140 & 210 ct.	40¢ lb.
Chlor-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.

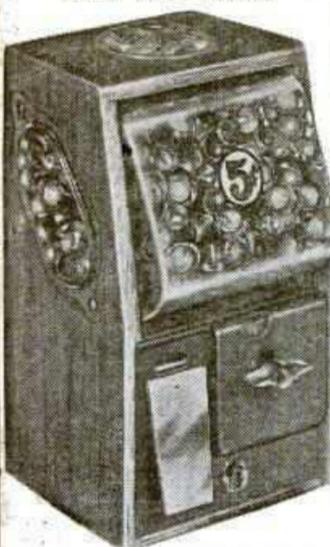
CANADIAN OPERATOR
You Can't Beat "WISE OWL" QUIZZETTES

- Low Priced
- New Ideas
- Inside Locations
- High Profit
- Easy Service
- Built to Last

THEY'RE PROVEN MONEY MAKERS
Write **MOCHUK ENTERPRISE**
81 Indian Rd. Toronto, Can.

NEW VICTOR CAPSULE VENDOR

The sensation of 1954.
Buy just four
and you will buy more
from ROY TORR.



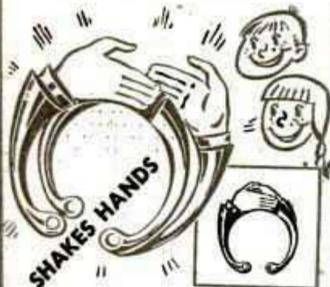
INTRODUCTORY OFFER

4 Venders plus 1,000
charm-filled capsules... **\$80.00**

Less than 100 **\$60.00**
(packed 4 to case)..... case

Full cash with order.
ROY TORR
LANSDOWNE, PA.

**Shake Hands
WITH GUGGENHEIM'S
new, hot item . . .**



**FRIENDSHIP
RINGS!**

Vends in capsule, bulk or
rocket machines.

Gold and Silver—Mixed

\$16.00 per thousand
F.O.B. N.Y.

Order from your distributor
or from . . .

Guggenheim
INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

**Greatest Time-Saving
PENNY WEIGHING
SCALE**

CAPACITY \$10.00

SPRINGS ARE PRE-
CISIONED CALI-
BRATED.

HEAVY SHEET
METAL BASE

TIN SCOOP

DIAL IS GLASS
COVERED WHICH
PROTECTS POINT-
ER WHEN IN USE.

Skilled hand-
workmanship.

is employed in
building this
scale to assure
reliability and
accuracy.

There is sturdiness
of construction more
durable than is gen-
erally found in
scales. Finish is
black crinkle. Carry-
ing 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.

**Plant, School Milk
Operations Sought**

Continued from page 75

bach said that most milk consumed away from home is consumed during meals. He pointed out how other products have bolstered their sales by their availability as a snack item.

Auerbach said that one theater lobby stand needed to gross \$14 an hour to break even and pay for the attendant. In the same theater, he added, a vending installation must gross \$14 a week to break even.

He said that a milk vender has been in the White House since 1943, and told how the Secretary of Agriculture has approved the installation of milk vendors, serviced by Washington's G. B. Macke Corporation, in the Agriculture Building.

Special Price

Auerbach said that a special wholesale milk price is justified in view of the current surplus and the role vending will play to increase consumption.

J. L. Burlington, of the Vendo Company, Kansas City, Mo., told the dairymen to know their local automatic merchandisers and work with them. He said that a pattern of co-operation could aid the dairymen in solving the surplus problem.

He called on the dairymen to sell their local school systems on the advantages of milk vending and suggested that they are in a position to handle operations at these locations.

Sales Aids

Burlington stressed the value of point-of-sales advertising on vendors to aid dairymen in their other methods of distribution.

William Caffrey, the Farmers' Co-Operative, Hartford, Conn., said the group placed an outdoor quart vender on its own plant property early this month.

He said that for the first eight days the Co-Op gave away a quart with every quart vended for 25 cents. About 12,000 quarts are vended, as full-page ads in local papers promoted the installation. One woman, he said, bought 42 quarts.

100 Quarts Daily

For the next 15 days, at a straight 25-cent vend, daily average sales were about 100 quarts.

Stewart Johnson, professor of agricultural economics, pointed out that while drivers' wages are going up, milk prices are going down. He said that the primary consideration dairymen should give milk vending is, "Will it be profitable?"

Johnson said that four operators now have outdoor installations in Connecticut, meeting only with limited success. He defined an outdoor location as a location which vends milk in quarts for at-home consumption. Locations are two apartment house buildings, a trailer camp, a filling sta-

tion and in a yard of a dairy plant. They vend for 25 cents a quart, a cent less than the supermarket price.

Johnson said the daily averages were 20 to 25 quarts on two units, 40 to 50 quarts on two other units and 60 to 70 quarts on the fifth.

He compared this with the Land o' Lakes outdoor operation in Minneapolis, one which averaged 278 quarts a day on 19 locations during July thru October, 1953. He added that a daily sale of 200 quarts is considered the minimum for a location to retain a vender. The Minneapolis units vended milk in half-gallon containers for 32 cents. The price averaged about 2 cents less than the store price. Delivery was three times a week.

181 Venders

Of 19 large Connecticut distributors, selling about half the fluid milk in the State, six operated 181 milk vendors in the following locations: factories, 133; schools, 12; others, 36.

The vendors averaged 1,589 quarts of milk and 920 quarts of chocolate milk a working day. Average daily sales per machine were 13.9 quarts (both white and chocolate milk). This amounts to 56 half-pint units.

Johnson pointed out that this average is well above the minimum of 30 units daily said in 1951 by Rittling Bros., operator of about 500 indoor milk vendors in New York State, to be necessary for a profitable operation.

Profitable Sideline

He suggested that bulk vending could be a profitable sideline for dairy operators. Bulk milk machines were declared legal in the State in July, 1953, with the first locations getting units in October. There are currently 225 installations serviced by 36 dairies. Johnson said bulk milk vending is particularly suited for small dealers.

Johnson cited studies that showed the comparative popularity of white milk against chocolate milk. Among school children, chocolate milk had edges of from 3-1 to 8-1. However, among adults in industrial locations, white milk was way ahead.

At mealtime, white milk has a substantial margin over chocolate milk, but chocolate milk forges ahead as a snack item. In one location, where a milk vender was placed beside a soft-drink vender, milk outsold soft drinks by a 14-1 margin. Both items sold for 5 cents.

Greater Variation

Most operators were surprised, he said, to learn that there was a greater variation in daily factory milk sales than there was in school sales.

At Sampson Naval Base, N. Y., he said milk machines accounted for 15 per cent of the dollar drink-vending volume, altho the base had only 19 milk vendors and 483 soft-drink vendors.

H. C. Moore, professor of dairy

husbandry at the University of New Hampshire, said that milk has been vending in cone-shaped half-pint containers in the University's dormitories since 1951. They are in six girls' dorms (621 girls) and in seven boys' dorms (1,170 boys). No vendors are allowed in classroom buildings, but there is a 14th milk vender in the basement of the Administration Building.

Sales Figures

He said that 61,000 half pints were vended in the first year and 318,000 half pints have been vended to date, with no decrease reported in dining room milk sales.

Total investment for the manually operated vendors was \$4,382, with \$153 spent on repairs. The units are operated by the UNH.

Milk is vended for 10 cents, with net per-container profit figured at .85 cents for Class I milk. With Class II milk, Moore said the profit would have been considerably higher.

Breakdown

Choices are white or chocolate, with 52 per cent of the sales chocolate and 48 per cent white. When coffee milk was added, the breakdown was 39 per cent chocolate, 37 per cent white and 24 per cent coffee.

The boys drank two-thirds chocolate and one-third white. For the girls, it was 48 per cent chocolate and 52 per cent white.

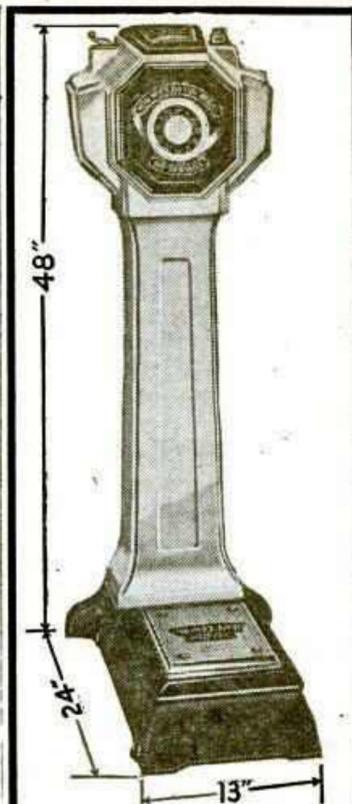
When coffee milk was introduced, the boys' breakdown was 32 per cent white, 42 per cent chocolate and 26 per cent coffee. For the girls, it was 35 per cent chocolate, 43 per cent white and 22 per cent coffee.

Daily Average

Average daily milk consumption was .27 half pints per student per day—.22 for the boys and .41 for the girls.

When milk and soft-drink vendors were placed side by side, the soft-drink volume dropped off 59.1 per cent in 1951 and 33.9 per cent more in 1952.

There is some pilferage when students insert straws into the containers while they are still in the vender. This is committed by emptying the machines for a few days. It has only been necessary twice. Loss thru theft is .5 per cent. Average daily sales per vender are above 50.



**\$25
DOWN**
Balance \$10 Monthly
**ALL WEATHER SCALE
COMPLETE CABINET AND
BASE, CAST IRON FOR-
CELAINE ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.**
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
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Silver Quarter Operation—King Size Included

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED!

UNEEEDA Model A 9 Cols., 270 Cap., **\$90.00**

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION.

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting.
All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit, Balance C.O.D.

ROWE ROYAL
8 Col., 320 Cap.
or 10 Col.,
400 Cap.,
\$100.00

DUGRENIER
Model "5"
7 Cols.,
210 Cap.,
\$80.00

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
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From LITTLE ACORNS mighty INCOMES grow!

**Precision-Built
for PROFITS!**

ACORN
The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**NEW!
SILVER STREAK**
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

**EASTERN OFFICE
PENNY KING CO.**
2538 Mission St.,
Pittsburgh 3, Pa.

**WESTERN OFFICE
OPERATORS VENDING
MACHINE SUPPLY CO.**
1025 So. Grand Ave.,
Los Angeles 15,
Calif.

See Record

Continued from page 75

by "nationally prominent figures in the industry," Lobell said.

In addition to bulk equipment, and supply displays, new to NABV exhibitor ranks will be: service equipment, beverage, candy, gum, cigarette, ice cream, cookies and pastry equipment and products.

All exhibit rooms, Lobell noted, will be in the south building of the Congress Hotel. He said that because of the arrangement, a visitor can start at one point and walk in one direction until he comes back to his original starting point.

Two added convention attractions scheduled to date are a cocktail party and open house by Samuel Eppy & Company on the opening day of the convention (see separate story), and the annual buffet dinner and open house sponsored by Leaf Brands, Inc., the evening of the second day.

**Eppy Releases New
Capsule Charm Series**

JAMAICA, N. Y., May 29.—Samuel Eppy & Company, Inc., this week released 10 charms in capsule form. They are Two Skeltons and Coffin, Irons and Toasters, Electric Fans, Rubber Blower-Razzer, 5-Cent Balloons (assortment of eight), Miniature Dolls, Initial Rings, Sparkle Rings and Key Chain Varieties.

Dairymen Study

Continued from page 75

time, thus reducing the time needed to fill each milk machine.

Surplus Problem

However, the operator still must buy his milk, so the surplus problem is still attacked.

On outdoor locations, where high volume milk vendors cater to a transient trade, the dairyman might be in a stronger position than the diversified operator to handle the operation. In this case, the diversified operator's servicing cost is the same as the dairyman's cost, but the dairyman has the added advantage of a larger milk operation and complete storage and transportation facilities.

But in either case, it means more dollars in the dairyman's pocket, increased consumption, and possibly better milk prices. Few dairymen will quarrel with that.

The meeting was conceived and organized by E. O. Anderson, professor of dairy marketing, as an inquiry into methods of increasing milk consumption.

A. I. Mann, assistant dean of the College of Agriculture, welcomed the dairymen. Robert Radway, Radway Dairy, New London, Conn., presided at the morning session, with Lyman Hall, Fernalde Dairy, Kensington, Conn., having the chair in the afternoon.

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INTEREST

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N. Y. C. 3, N. Y. • AL. 5-8393

Canned Drink Mkt. Of 13 Bil a Year Predicted By Stolk

JERSEY CITY, N. J., May 29.—A potential market of around 13 billion cans a year was predicted this week by William C. Stolk, president of the American Can Company here.

Stolk based this prediction on the anticipated growth of the infant canned carbonated beverage industry, which bids fair to cut into bottled soft drink volume.

The figure is equal to current annual beer can volume, which is the rule of thumb Stolk used to gauge the canned soft drink potential.

A Paul Price Original Sensational Quality Design

INITIAL RING



Looks like true jeweler's work—proven strong customer appeal—will skyrocket sales. All initials available. Beautiful simulated gold embossed raised initial on black stone—available in white plastic band, copper plated and nickel plated bands.

WHITE PLASTIC... \$13.50 per M
COPPER PLATE... 16.50 per M
NICKEL PLATE... 17.00 per M

All F.O.B. N.Y.C. These rings vend perfectly—one at a time—in Rockets as well as machines with ball gum wheels—also fit capsules for merchandise vending. Compare quality and price—definitely worth several dollars more! Our assortments consist of the correct number of the right initials.

WRITE FOR CATALOG SHEET!

PAUL A. PRICE CO.
55 Leonard St., New York 13

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)...	17.25	17.25	17.25	17.25
Advance Model D Ball Gum...	6.45	6.45	6.45	7.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50	8.50	8.50	8.50
Alax 5c Hot Nut Vender....	59.50	59.50	59.50	
Ajax (8 col.).....	125.00	125.00	125.00	125.00
Athletic Scale (Mercury)...				49.50
25c Ball Point Pen Vender..	49.50	49.50	49.50	49.50
C-8 Electros	135.00	150.00	135.00	150.00
Columbus 1c.....	6.50	6.50	7.45	7.45
DuGrenier Champion (9 col.)..	90.00	95.00	90.00	95.00
DuGrenier Model W (9 col.)..	125.00	125.00	125.00	115.00
Exhibit Card Vender, 1c....	15.00	15.00		15.00
Foot Ease	75.00	75.00	75.00	75.00
Hawkeye Hot Popcorn.....	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hershey 1c (2 col.).....	55.00	55.00	55.00	55.00
	6.50	6.50	6.50	6.50
Keeney Electric (9 col.)....	150.00	150.00	150.00	150.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95	6.50	7.95	7.95
Master 1c.....	6.50	6.50	7.45	6.95
Master 5c.....	6.50	6.50	7.45	7.45
Mills Candy (8 col.).....	198.50	198.50	189.50	198.50
Mills Tab Gum.....	27.50	27.50	27.50	27.50
National 930	130.00	130.00	130.00	130.00(2)
National 950	145.00	145.00	145.00	145.00(2)
Northwestern 33 Ball Gum..	6.58	6.50	7.95	7.95
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Pop Corn Sez.....	49.50	65.00	49.50	65.00
Pop-N-Hot Popcorn.....	65.00	65.00	65.00	65.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Crusader (10 col.)....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00(2)
Rowe Royal (8 col.).....	85.00	100.00	100.00	100.00
Rowe Royal (10 col.).....	110.00	110.00	110.00	110.00
Rowe Royal (9 col.).....	100.00	100.00	100.00	100.00
Silver King, 1c Bulk.....	8.50	8.50	8.50	8.50
Silver King, 5c Bulk.....	8.50	8.50	8.50	8.50
Silver King Hunter Ball Gum				19.50
Silver King.....	8.50	13.95	13.95	8.50
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy.....	249.50	249.50	249.50	249.50
Uneeda Candy.....	62.50	62.50	62.50	62.50
Uneeda Challenger (8 col.)...	110.00	110.00	110.00	110.00
Uneeda Electric (9 col.)....				125.00
Uneeda Model E (6 col.)....	50.00	75.00	50.00	75.00
Uneeda Model A (9 col.)....	95.00	95.00	95.00	95.00
Uneeda Model E (9 col.)....				80.00
Uneeda Model 500 (9 col.)...	100.00	110.00	100.00	110.00
Uneedapak Model 500 (9 col.).....	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

An Eppy Exclusive—

Vacuum-Plated BELL CHARMS



A BELL CHARM has many appeals. To some it's a Church Bell or a Wedding Bell or a Liberty Bell or a School Bell or a Christmas Bell.

For brilliant color-effects we vacuum-plated our Bells in sparkling colors of gold, silver and assorted deep-and-rich blazing colors.

\$15.00 f.o.b. Jamaica, New York per 1000 Or: At Your Distributor

Poems have been written about BELLS. In your machines, BELL CHARMS are a poem of LIGHTS & COLORS, fascinating to the eye, appealingly desirable.

THIS BELL CHARM rings the Bell with customers.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, L. I., N. Y.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 239 1c Porc.	7.95
N.W. 239 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk Porc.	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c B.G. or Mdse.	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen80
Pistachio Nuts, Vendor's Mix65
Pistachio Nuts, Shellk50
Cashew Whole50
Cashew Butts48
Peanuts, Jumbo38
Spanish28
Mixed Nuts85
Almonds, 480 ct., 5 lbs., vac. pk.55
Baby Chicks32
Rainbow Peanuts30
Boston Baked Beans30
Jelly Beans28
Licorice Lozenges25
M & M Fruit Chews, 100 ct.44
Assorted Fruit Chews, 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
Beech-Nut, 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.	

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1c or 5c
ACORN
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **Silver Streak** BRUSH HOUSING
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Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER

(Vends charms in capsules, one capsule at a time)

IMMEDIATE DELIVERY!

Less than 100 (packed 4 to case) **\$60.00** case
100 or more **\$57.00** case

Time-payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

SPECIAL: Auto Crest Key Chains in Capsules. Per 1,000.....\$20.00

Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

Eppy Skeds Open House at NABV Meet

JAMAICA, N. Y., May 29.—A cocktail party and open house at Chicago's Congress Hotel has been scheduled by Samuel Eppy & Company, Inc., for July 9, the opening day of the three-day convention of the National Association of Bulk Vendors.

Eppy plans to exhibit 18 new bulk charm items and 15 new capsule charms at the meeting. Among the capsule charms will be movable or action items, such as puzzles and games.

Regular charm items will include vacuum-plated household items and nickel-plated badges. Operators who do not attend the convention will be advised of the new charms by direct mail and advertisements, Eppy said.

He added that the introduction of new charms will continue thru May and June, altho the bulk of the items will make their debut at the show.

Named to Charity Post

NEW YORK, May 29.—Claude W. Berkley, director of media of the P. Lorillard Company, maker of Old Gold and Kent cigarettes, has been elected a trustee of the Northern Dispensary here. The post was once held by Peter Lorillard, son of the founder of the firm.

Canteen Sets Price Of New Stock Issue

CHICAGO, May 29.—Automatic Canteen Company announced the subscription price for 77,706 new shares of common stock this week. The stock, to be offered holders of common stock, will be \$14 per share.

The offering will be on the basis of one full share for each six shares held.

Nathaniel Leverone, chairman of the board, stated that the Canteen stock offering was part of a financing program designed to increase the firm's working capital by approximately \$3,000,000.

Leverone also announced the board declared a quarterly dividend on preferred stock of 22½ cents per share payable June 1 to stockholders of record May 25, and 25 cents per common share payable July 1 to holders of record June 15.

Lily-Tulip to Offer New Stock Issue

NEW YORK, May 29.—An 88,000-share common stock offering to shareholders will be made by the Lily-Tulip Corporation in mid-June.

The firm expects to send out the new shares for subscription on a one-for-eight held basis. At recent market quotations for Lily-Tulip, the issue would have a gross value of about \$6,000,000.

25 WAYS TO PROMOTE PLAY-JUKE-BOX WEEK

Here are 25 practical suggestions which can be used by music operators and distributors in promoting "Play Your Juke Box Week" (June 20-26). Most of the suggestions can be achieved with little or no cost—all of them are designed to promote juke box play.

"Play Your Juke Box Week" is a national undertaking, but its degree of success lies in what each individual does to promote it. Remember: When you help your industry, you help yourself. Be sure you let The Billboard know what is being done in your community so that results can be published in the June 26 issue (DEADLINE—JUNE 15).

Promotional material mentioned in the following list can be obtained by writing the Coin Machine Department, The Billboard, 188 W. Randolph Street, Chicago 1. Use the coupon below.

1. Set aside five or 10 favorite old-time records to be used on your phonographs during the week of June 20-26. A complete list of juke box all-time hits is included in the kit offered to participants.
2. Write now for placards, designed specifically for use in locations, announcing to the public that this is "Play Your Juke Box Week."
3. Write in for sample press release and advertising cut for use in your home-town newspapers.
4. Contact local disk jockeys urging them to build programs around the theme of "Play Your Juke Box Week." Tell them some of the old-time records you intend to play. Give them a copy of the all-time hits.
5. Let disk jockeys know that you are willing to take a part in a show in conjunction with the drive. Use the interview fact sheet offered in The Billboard kit.
6. Send letters to your locations pointing out the purpose of the drive. Drive home the fact to the location that it also benefits by a successful promotion. See sample letter in kit.
7. Offer your local TV station the use of a new juke box for as many programs as it wishes during "Play Your Juke Box Week."
8. Contact your local record distributor. Work with him setting up some kind of tie-in between juke boxes and record retail stores.
9. Visit local record retail outlets. Point out to them how your objectives are the same: Music for the public. Offer to place placards in their stores.
10. Set up tie-ins with record retail outlets by offering to place a juke box in the stores, set for free play. Point out the novelty of having a juke box playing both the latest releases and the old-time favorites.
11. Talk to theater owners on the idea of placing a juke box in their lobbies. Put the box on free play and tie-in the music with the movie playing when possible.
12. Find out the cost of having your name and firm flashed on a movie screen along with other advertising trailers. You might even make it a regular routine.
13. Check with local printers and see if badges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the play on their machines.
14. Plan a contest in your locations. Place an old juke box in the window and offer an album of records for the one who guesses the number of times the machine has been played.
15. Contact local newspapers. Send press releases to persons in charge of entertainment items.
16. Talk with program chairmen of local organizations—Kiwanis, Lions, Elks, Masons, etc.—about a speech on the juke box industry. Ideas and a prepared speech will be found in The Billboard promotional kit.
17. Offer a juke box for any school, church or fraternal organization scheduling a dance during "Play Your Juke Box Week." If they already have a band playing, suggest that they use the phonograph during intermissions.
18. Give high school students a chance to dance during their lunch hour in the auditorium or gymnasium by supplying them with a juke box. Let local newspapers know what you're doing—it's good local news.
19. Donate extra records to veterans hospitals in the area. Contact local representatives of the VFW and the American Legion and tell them what you intend to do. A story in any publication helps the campaign.
20. Spark a college or high school poll on favorite pop singers. Contact school paper editors and point out how the students would find it interesting. Show them how it could possibly blossom into a regular feature in the paper. It might come in handy for you in some of your teen-age locations.
21. Sit down with your servicemen and collectors and tell them about this campaign. Ask them to pass the word along to locations they visit, to promote play.
22. Place signs on all your rolling equipment—trucks, cars etc.
23. Contact local soft drink bottlers and see if a tie-in can be arranged to promote a teen-age dance to celebrate "school's out."
24. Ask for and use promotional material manufacturers will make available thru their distributors.
25. Fill out and send in the coupon below for the promotional material you want. THERE IS NO CHARGE.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

() Please rush me at absolutely no cost your Merchandising Kit for "Play Your Juke Box Week."

Your Name _____

Name of Firm _____

City _____ Zone _____ State _____

National Public Relations Drive Set for June 20-26

Billboard Launches Op Campaign Called 'Play Your Juke Box Week'

By JIM WICKMAN

CHICAGO, May 29.—The Billboard this week launched a national public relations program designed to promote juke box play.

The theme of the program is "Play Your Juke Box Week" and the climax of the program will come the week of June 20-26.

Here's what has been done to date.

1. A prepared press release for local newspapers has been made available to all operators. The release announces the dates of "Play Your Juke Box Week," points out the size of the industry that's backing it, and explains the

function of the juke box industry and music operator.

2. Placards for use in locations have been printed and are being offered to operators. The cards are in red, white and black, and stress the theme of "Play Your Juke Box Week"—Music You Want—When You Want It.

3. A list of juke box All-Time Favorites has been prepared and offered to music operators.

4. Advertising cuts, featuring the placards to be used in locations, are being offered to music operators for use in their local daily and neighborhood papers.

5. A prepared speech for operators to use before local gatherings and organizations is available to operators. The speech touches on the history of the juke box business, the advancements, and the future goals.

6. A fact sheet, to be used for interviews on disk jockey programs, etc., has been prepared for operators.

7. A letter addressed to location owners has been prepared and made available to operators. The letter is designed to build

better relations between operator and location owner.

8. A merchandising kit, containing all seven of the above pieces, has been put together and is being offered free of charge to juke box operators.

(Editor's note: Elsewhere on this page there is a coupon to simplify ordering the kit. Just check the coupon and return it with your name and address.)

A list of 25 practical suggestions on how to help promote "Play Your Juke Box Week" has been printed in this issue to aid operators.

Next week's issue will contain more information concerning the campaign. Meantime, operators are urged to get their local programs rolling.

Name Director Of Sales, Adv. At Magnecord

CHICAGO, May 29.—James R. Butler has been appointed to the post of director of advertising and sales promotion of Magnecord, Inc., William L. Dunn, president, announced this week.

In his new position, Butler will direct all relevant activities pertaining to the firm's three magnetic tape equipment divisions—amateur, professional and commercial background music.

Butler was formerly merchandising and Eastern sales manager of the Raytheon Manufacturing Company. From 1948 to 1952, he was field sales manager and national promotion manager of Free - Westinghouse and New Home sewing machines.

Expect Record Crowd at N. Y. Ops Banquet

NEW YORK, May 29.—The 17th annual banquet of the New York Automatic Music Operators' Association will be held in the grand ballroom of the Waldorf-Astoria Hotel, October 16.

Nash Gordon, NYAMOA manager, said the organization would attempt to top last year's ticket sales—a record-breaking 900. Plans for the event will be formulated after the United Jewish Appeal testimonial dinner to Mike Munes at the Commodore Hotel, June 22.

CMMA L. A. Fete Set for June 21

LOS ANGELES, May 29.—The first party of the Los Angeles Division of the California Music Merchants' Association will be held at the Cartwheel in Norwalk on June 21, Ben Chemers, local CMMA business representative, said. The spot is located at 10803 East Firestone Boulevard.

Chemers added that admittance will be by invitation. Within the next few days he plans to mail invitations to every operator in the area. Members will also be given a list to contact and give admission cards.

The party will serve to acquaint prospective association members with the proposed program. Recording stars will be invited to attend and there will be entertainment and dancing. Door awards will be made.

Correction

NEW YORK, May 29.—In last week's issue of The Billboard, Hirsch de La Vez was incorrectly identified. He is head of the Hirsch Coin Machine Corporation and an official of the Washington Music Guild.

Chi Ops Study 3 Golf Sites

CHICAGO, May 29.—Negotiations with three Chicago area golf clubs for the fifth annual golf outing of the Record Music Service Association are under way, according to Ray Cunliffe and Phil Levin, association heads.

The clubs being considered are Bunker Hill, site of all outings but one, St. Andrews and Mid West, they said.

The event, which is expected to draw a crowd of over 600, has been scheduled for Tuesday, July 20. Top recording stars are expected to be on the entertainment program.

Detroit Disk Distributors Hold Trade Picnic

DETROIT, May 29.—Detroit juke box operators were well represented at the first local record distributors' picnic Sunday (23) at Middle Rouge Parkway.

Participating sponsors included RCA Victor, Arc, Cadet, Capitol, Columbia, Decca, King, London, M-G-M, Pan-American, Polonia and S & S.

Publicity for the event was handled by Tom Schlesinger, of Mercury, and Jim Wilson, of King Records.

Athletic contests sparked the day.

Among the guests noted on the picnic grounds were George Furness, Broadcast Music, Inc.; Sam Arnold, of the W. B. Doner Agency, and three recording artists—Chuck Miller, Capitol; Sandy Evans, Drummond, and Mickey Wolfe, Jubilee.

EDITORIAL

Play Your Juke Box

One of the most powerful weapons available to the juke box industry has yet to be used on a consistent basis. That weapon is public relations.

One year ago, The Billboard devised a national public relations program for the music industry based on the 65th anniversary of the invention of the coin-operated phonograph.

The celebration of that anniversary marked the first national public relations effort on behalf of this industry. Newspapers, magazines, disk jockeys, recording artists and TV stars joined in the celebration. By any measure, the 65th anniversary celebration was a success.

Need Still Exists

Recognizing that the need still exists for public relations, The Billboard now proposes to help operators, distributors and manufacturers further the cause of the automatic phonograph by celebrating "Play Your Juke Box Week."

The idea of Play Your Juke Box Week is simple: It offers the industry an opportunity to tell its story, nationally and locally, to the public, the press, civic leaders and legislators.

Elsewhere on this page are the complete details of the public relations program. This section also contains a checklist of 25 practical ways in which music operators and distributors—working in their hometowns—can tell their customers and friends more about the music machine business.

One of the biggest jobs the music machine industry has before it is to dispell the many wrong ideas the public holds on the juke box. Not the least of these ideas is that the juke box is an immensely profitable proposition which involves no more than putting on records and taking out profits. Every juke box operator, who daily fights rising costs, knows the necessity for correcting this impression that the juke box is the pot of gold at the end of the rainbow. He knows that the juke box is a good business, by and large a profitable business. But he also knows that inflated costs tax his abilities to show a profit and that the profit he makes is fair and in line with the investment involved.

What the Program Does

Public relations is an intangible thing. It is not calculated to produce direct dollars and cents results. Indeed it may never produce dollars and cents results. But consistent public relations, over a period of time, is the only method business has of telling its story and thus assuring—insofar as it can—that it will get fair treatment from both the public and legislative bodies.

Play Your Juke Box Week is essentially a grass-roots public relations idea. Its success depends on the co-operation of operators and distributors working in their own areas. The manufacturers can, and undoubtedly will, help with promotional aids. But the final outcome will be decided in thousands of big and little towns.

All of the material needed for the Play Your Juke Box Week program is in the Merchandising Kit prepared by The Billboard for the nation's music operators. A handy order coupon will be found at the bottom of the checklist in this section. Fill out the order coupon now and return it. Your Merchandising Kit will be sent promptly and free of charge as another service of The Billboard.

COINMEN YOU KNOW

Chicago

Communications to:
Kne Knauf
Central 6-8761

United to Hold Service Schools in East States

Al Thaelke, United Manufacturing Company, who just returned after conducting service schools on an extended Western trip, is leaving this week to conduct United schools in the East. He will visit Cleveland Coin, Toledo; Sheldon Sales, Buffalo; Bilotta Distributors, Newark, Wayne County, N. Y.; Rex Coin Machine Corporation, Syracuse; J & H Automatic Company, Little Falls, N. Y., and Cleveland Coin, Cleveland.

Two more United road representatives are also set to hold service schools. John Casola and Ken Sheldon will conduct schools at Boston, Hartford, New York, Newark, Baltimore, Philadelphia, Pittsburgh and Cleveland on a junket of a month or more.

Herb Oettinger, Earl Palmer and Howard Nerius of United were checking over golf tournament scores of their newly formed Twilight golf league which is in its third week.

Herb Perkins doing a lot of long-distance calling at Purveyor Distributing. Monty West says Herb is the L.D. champ. Mr. and Mrs. Ed Galligan, Chicago Music

Company, celebrating their second wedding anniversary.

O. O. Mallegg could probably deliver some interesting lectures on African game hunting, judging by the fine collection of animal heads on the walls of his office at 400 W. Madison Street.

Vince and Grant Shay's mother, Mrs. Mary A. Shay, died May 24. The funeral was Friday (28). (See story in general section.) . . . Lou Urbin busy with game production, romping around the large Jennings & Company plant. . . Bally Manufacturing Company's keymen planning a June 4 expedition to Milwaukee for dinner at the Blatz Brewery and the Braves-Pirates baseball game.

Jack Nelson, Bally, says he is now a member of the "I Saw Flying Saucers" club. He expects Bally's saucer type Moon-Rides will be a common sight around the nation.

Ed Levin, Chicago Coin, reports Frank Mencuri at Salt Lake City on the way back from his Western trip. Ed says Super Home Run, Star Lite and Super Frame Bowlers are moving out in the field at a fast clip.

Ted Rubenstein, Marvel Manufacturing Company, remarks that Zig-Zag, the counter game, has kept him so busy that it is time for a vacation. Ted is planning a combination vacation-business trip to the Southland.

Mrs. Estelle Bye, Marvel secretary, is limping around the office after a fall down the basement steps in her new home.

Art Weinand, Exhibit Supply vice-president, is busy as usual with Shooting Gallery. The plant is going six days a week and overtime to fill orders.

Effective June 1, First Distributors will be known as First Coin Machine Exchange (see story in general section). Sam Kolber and Fred Kline, who previously covered the Illinois and Iowa territory, are presently traveling the State of Indiana. Joe Kline is back on the golf links again after retiring from the game for six years.

Ed Blumenfeld, operator of Michigan City, Ind., who is a regular weekly visitor at First, keeps the organization in an uproar with his practical jokes, a hobby with Ed. Irv Martin, Morry Sims and Bill Goodwin of the merchandise division, recently launched distribution of the summer catalog supplement, and Mal Finke is busy preparing the complete 1955 catalog due this September.

Pittsburgh

Communications to:
Leon Leffingwell
Walnut 1-0102

Vending Ops Spark Sales With Matches

In a promotion designed to boost vending machine cigarette sales, 12 vending operators in a three-county area began vending 500,000 matchbooks. In on it are five Pittsburgh operators: Allegheny Cigarette Service Company, McGlenn's, Keystone Music Company, Royal Cigarette Service and Automatic Cigarette Sales Company. (See story in vending section.)

General Electric Company always has had free coffee in its building for employees and customers, but now has eliminated it and put in a nickel vending machine.

The Armed Services section at the Greater Pittsburgh Airport is requesting bids of vending machine operators for the placement of several machines.

Rusty Smith at Wurlitzer reports some of the best helpers in pushing juke boxes are bartenders who are on the job over a considerable period and enjoy the music as a change from other entertainment.

Harry Dennis, manager of Automatic Canteen Company, feels the trend to bigger candy bars will feel its way upward again.

Charles L. Porta Vending Machines, is moving from an apartment to a private home at Glenshaw, Pa.

Robert Stanton, of Stanton Distributors, which has been handling vending operations for six years, says business is closer to normal than at any time since 1938-1939.

Portland, Ore

Communications to:
Buford Sommers
Tabor 5095

J. H. Campbell Dies, Retired Coin Figure

Funeral services were held here this week for J. H. (Jack) Campbell, 67, retired prominent figure in the coin machine industry in Oregon and Washington. As Portland representative of Mills Novelty Company (which became Mills Industries, Inc., in 1944), Campbell is said to have sold the first coin-operated selective phonograph in this territory. (See story in general section.)

Roy Gatto, head of Softone Music Company, his leg in a cast and on crutches, this week returned to his routes after being out of action as a result of a fall. Gatto suffered a heel fracture in a fall off a ladder while servicing a speaker on location. He was in a hospital five days.

Herman Walter is ensconced in a new office befitting his position as manager at Western Distributors as a result of a remodeling program just completed at Western. The executive suit remains
(Continued on page 83)

MFRS. WILL FURNISH FREE JUKE BOX POSTER

CHICAGO, May 29.—Juke box manufacturers and their distributors are getting behind "Play Your Juke Box Week" slated for June 20-26. (For complete details of the public relations drive, see story on this page.)

AMI, H. C. Evans, Rock-Ola, Seeburg and Wurlitzer are distributing "Play Your Juke Box Week" posters, prepared by The Billboard. The manufacturers will supply their distributors with quantities of the colorful posters, and operators can obtain as many as they can use simply by contacting their local distributor.

The poster is in two colors—red and black. It features "Play Your Juke Box Week" and the slogan "Music You Want—When You Want It." It is printed on enameled paper suitable for fastening in windows, doorways or on the walls of locations and other public places.

Each of the five manufacturers will provide their distributors with a sufficient quantity of the posters so that operator customers can completely cover their routes.

The manufacturers are assuming the complete cost of the posters as a contribution to the success of "Play Your Juke Box Week."

Union Juke Racket Case Underway in Detroit

DETROIT, May 29.—The long awaited trial of William E. Bufalino, president of the Teamsters Union, (AFL) Local 985 (juke box local), and six other defendants on charges of conspiracy to extort and obtaining money under false pretenses, got underway this week in Recorder's Court before Judge Joseph A. Gillis. Selection of the jury took three days.

Attorneys indicated that the trial would last at least six weeks. Special steps were taken by Judge Gillis to speed up the trial, including the exclusion of spectators.

Other defendants in the case are Vincent A. Meli, head of Mel-tone Music and White Music; Leonard Monteleone; Cecil Watts

and Lawrence J. Welsh, business agents of the union; Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan, and Herman Prujanski.

The case resulted from a congressional committee investigation last June of charges that Local 985 sought to control the Detroit juke box business.

The committee heard over 40 witnesses.

Operators testified they and their employees were forced to join the union and pay fees of \$20. Other unfair practices included a system of location clearances, they asserted. It was pointed out that union favorites were able to move into any location they desired.

A number of tavern owners also appeared before the committee. One said his place of business was bombed two weeks after Bufalino had called to warn against the presence of a non-co-operating juke box.

It was brought out that the Michigan Music Operators' Guild, formed in opposition to the long established Michigan Phonograph Owners' Association, was also working hand-in-glove with the union.

A one-man grand jury investigation followed the congressional committee hearing and the indictments of the defendants resulted. The indictments charge that thru Bufalino's union power he and the others sought to control the juke box business in the Motor City.

Conn. Ops Fight Teen Delinquency With Juke Gifts

HARTFORD, Conn., May 29.—Music Operators of Connecticut announced this week that they would donate 50 juke boxes to organizations interested in reducing juvenile delinquency in the State.

Ralph E. Colucci, owner of Seaboard Distributors and the Record Shop, pointed out that the donations would come from operators in every part of the State. He urged all operators, regardless of their affiliations, to get behind the program. Groups wishing to participate, he said, could contact him at his office in the Record Shop.

MOC intends to appoint a special committee to pick the organizations that will receive the machines, Colucci said.

Chi Bowling Fete Proves Big Success

CHICAGO, May 29.—Nearly 140 persons jammed the Belvedere Buffet here last Saturday night (22) to attend the second annual banquet of Chicago's Automatic Phonograph Operators Bowling League.

Bowlers, sponsors and guests arrived early and left late. The festivities included dinner, dancing and presentations of bowling awards. Twenty-four trophies in all were awarded to bowlers and team sponsors.

All 12 of the league's team sponsors were on hand. They were Selman Schultz, Decca-Coral; Julius Mohill, Star Music; Burt Bondioli, B & B Novelty; Nate Feinstein, Atlas Music; Ben Coven, Coven Music; Andy Oomens, Oomens Sons; Mary Gillette, Gillette Distributors; Ray Gallet, Paschke Phono; Henry Friedman, Mercury Records; Paul Brown, Western Automatic; Bob Gnarro, ABC Music, and Frank Padula, Melody Music.

Heading the banquet committee were Bob Gnarro, Ray Gallet and Johnny Oomens. Oomens, who was also secretary of the league, was unable to attend because of sickness. He was represented by his son Fred.

First place honors went to the team and sponsor of Decca-Coral.

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:

JAZZ BECOMES STAPLE DIET. Packages become bread-and-butter base for entire industry (Music department).

YOUNG PURSUES LICENSE AGENCY TALKS. Broadcaster, disk sessions would get new organization launched (Music department).

NEW CAPITOL JAZZ LABEL TO BOW. August set for Kenton Presents record subsidiary (Music department).

MILWAUKEE'S WTMJ-TV POLLS COLOR SETS. So far the city has 55 such sets in use, according to station (Radio-TV department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

when answering ads . . .

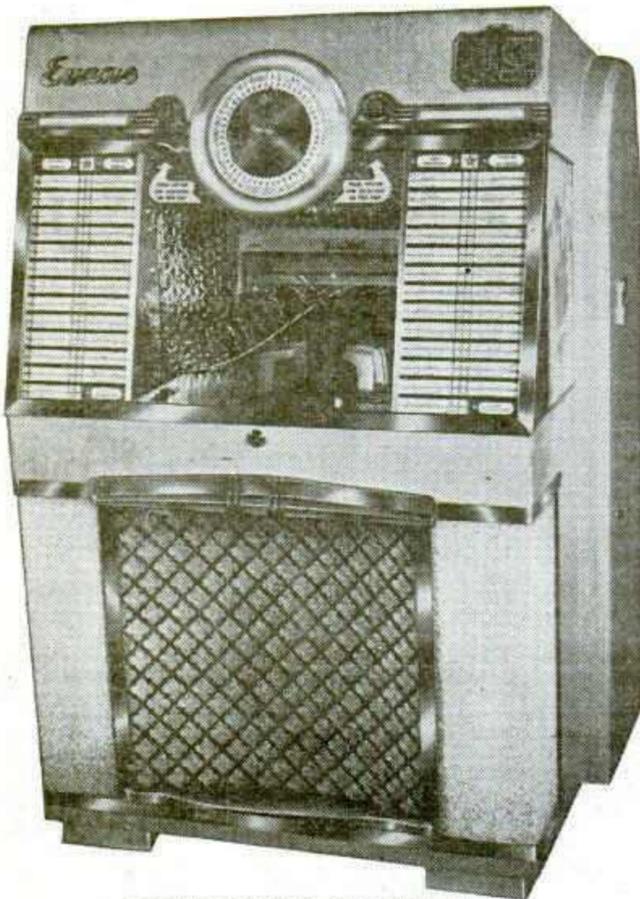
SAY YOU SAW IT IN THE BILLBOARD!

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM

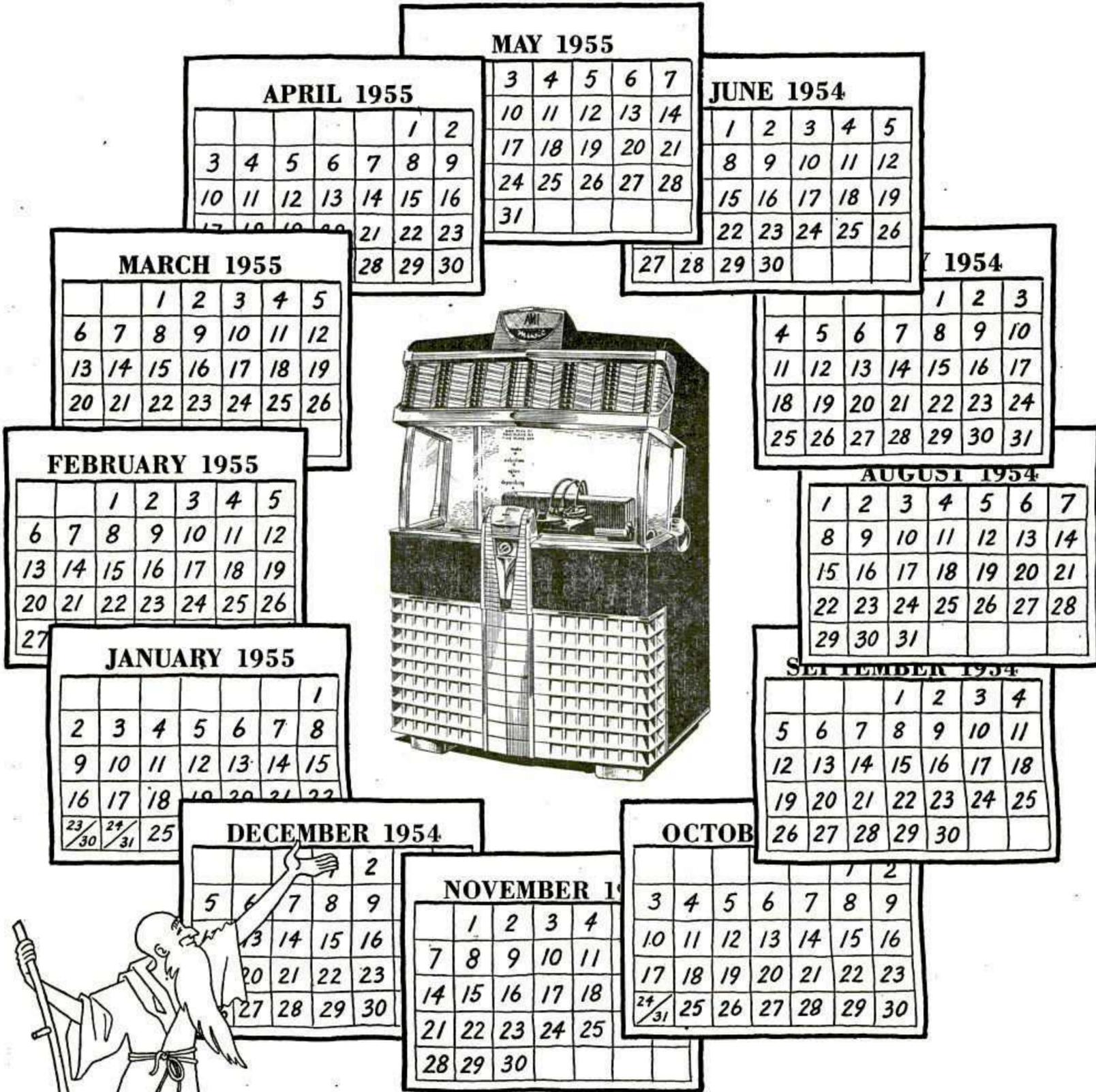


DEPENDABILITY

Evans' enviable reputation, earned over a period of 62 years, is your guarantee of unsurpassed Quality and absolute Dependability. Models may change but Evans' high standards of Engineering, Design and Production never vary. When you buy Evans' Holiday, you buy consistently reliable performance . . . the utmost in Dependability!

ON DISPLAY AT YOUR
EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS



Guaranteed by AMI Incorporated for one full year from the date of delivery, your new Model "E" juke box is backed by the most liberal warranty in the business.

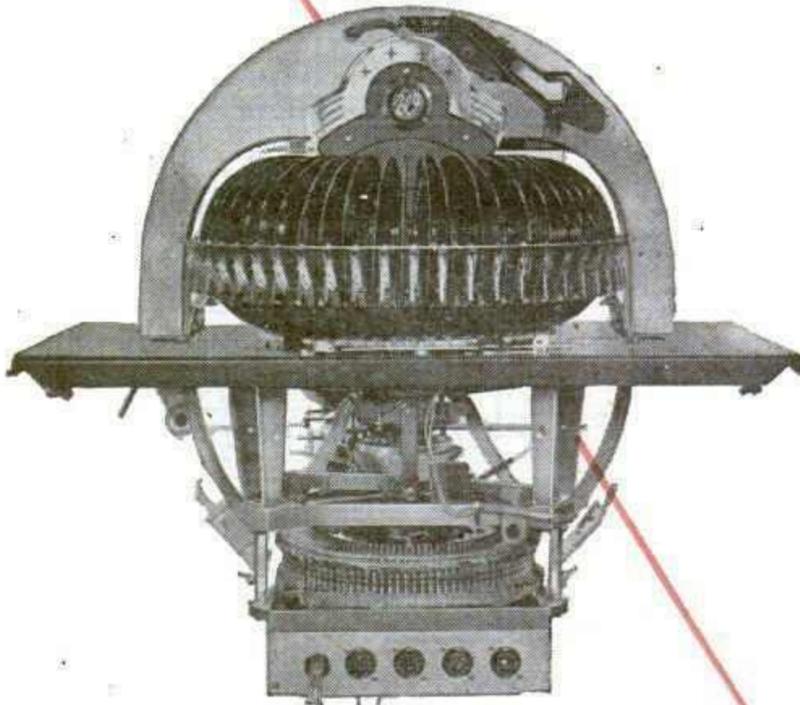
The Terms of a Warranty Are the Measure of the Manufacturer's Confidence in the Quality of Its Product

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

*** Wurlitzer's Amazing
New 104-Selection All 45 RPM
Record Changer Offers
Simplified Design, Simplified
Service**



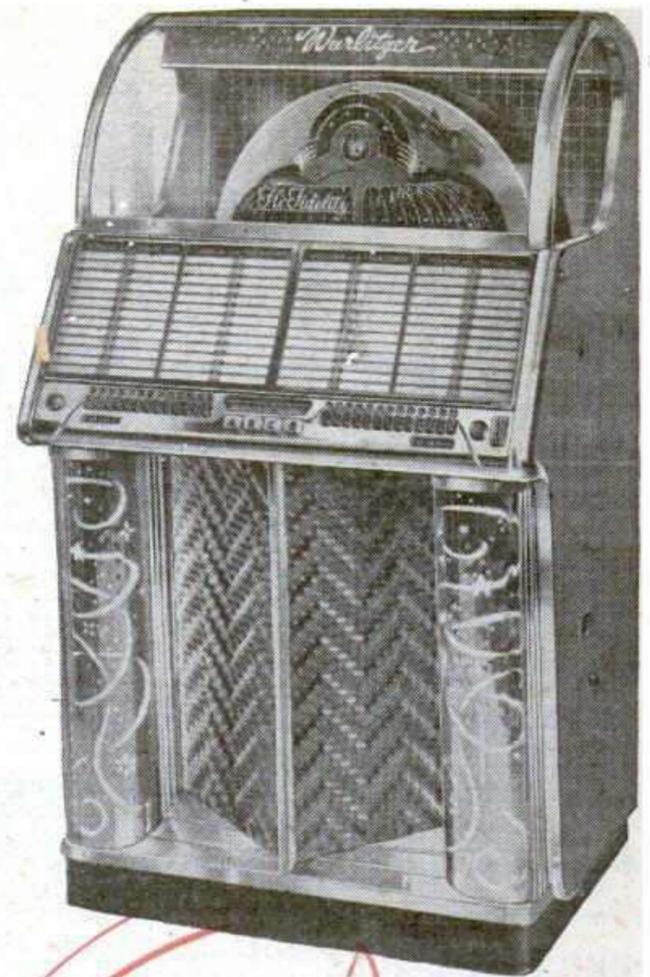
**IT HAS A SINGLE TONE ARM,
SINGLE ZENITH CARTRIDGE, SINGLE
TURNABLE DIRECTION**



**IT GENTLY POSITIONS
THE RECORD—NEVER GRABS
IT—NEVER TURNS IT OVER**



**IT WEIGHS ONLY 81
POUNDS—MAY BE EASILY
REMOVED—STANDS BY
ITSELF ON A BENCH
FOR HIGH-SPEED SERVICE**



**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...** Lighter 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

occupied by the head of the firm, **Budge Wright**.

Lee Jones, president of Oregon Music Association until his retirement from the music operation field, and **Mrs. Jones** this week became the parents of a daughter.

A political split in high officialdom of the Coin Machine Men of Oregon developed when President **William Goebel** and Vice-President **Budge Wright** backed rival Republican candidates for governor in the Oregon primary. Wright's candidate, Gov. Paul Patterson, piled up the greatest majority ever recorded in a State primary to swamp Goebel's candidate, Secretary of State Earl Newberry. The two CMMO officials resumed speaking after the primary.

Detroit

Communications to:
Hal Reves
Woodward 2-1100

Lamb Reorganizes Music Firm; No Longer Corporation

Charles E. Lamb, Lamb Music Company, Highland Park, re-registered his company as no longer a corporation. Lamb, who has been operating his music machine business in Detroit for over 40 years, announced that he had bought out the corporation and had organized it under private ownership.

Morton Stein, a newcomer to the vending business in Detroit, set up the Universal Coin Machine Company to vend nickel Rocket Charms with Victor Capitol machines.

Two more newcomers to the vending business are **Loomis W. Simons** and **George Havrinche**, operator-distributors who formed a partnership to establish the Loomis and George Vending Company. Their city-wide route includes candy, gum, popcorn and peanut machines.

Earl Blakslee, Modern Coin Machine Company, Lansing, is now enlarging his 30-piece juke box route, reports **Joe Brilliant**, Brilliant Music.

Joseph A. Keller Jr. was named general manager of F. L. Jacobs Company, manufacturing firm. He comes to Jacobs from George Fry & Associates, consultant management engineers, and has a backlog of experience with Bethlehem Steel & Highway Trailer Corporation.

Los Angeles

Communications to:
Joel Friedman
Hollywood 9-5831

Fritz Joins Paul Laymon: With Wurlitzer 20 Years

Bill Fritz, formerly with Young Distributing Company in New York, who for more than 20 years was associated with the Rudolph Wurlitzer organization in the East, this week joined the sales staff of Paul Laymon Company, Southern California distributors for Wurlitzer.

Jean and Dolores Minthorne, Minthorne Music Company, back from their brief hiatus to Phoenix, Ariz. **Quay Sargeant** has an interest in the new "for members only" club, the Tablehoppers, on the Sunset Strip.

Charlie Daniels, **Ed Wilkes** and **Jimmy Wilkins** excited with the initial reaction to the Bally Victory and Champion Bowler currently being exhibited at the Paul Laymon Company.

George Mahlum, Selectomatic department manager at Minthorne Music, reports a sizable increase in business volume. **Lou Wolcher**, Advance Automatic Sales Company, in town for a brief visit last week.

Sam Ricklin, California Music Company, off on a vacation to Chicago, Detroit and New York. He'll return with a new car from the motor city.

Lyn Brown, Lyn Brown Company, back on the job again after his brief Chicago sojourn.

Frank Mencuri, Chicago Coin, moves on up for a complete tour of the Northwest prior to returning to his headquarters in Chicago.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Westway Vending Expands Summer Ice Cream Routes

Sid Lotenberg, owner of Westway Vending, is busy expanding ice cream routes in readiness for warm weather. Cold weather has kept coffee sales up, however. Sid's recent installation of complete cigarette and candy machines at the Engineering and Research Development Laboratory at Fort Belvoir, Va., has proved profitable.

Hirsh Machines, headed by **Hirsh de La Vies**, continues to enjoy steady business. Hirsh, who is a member of the Variety Club, expressed his pleasure at the appearance of **Joni James** recently in a show sponsored by the club for the patients of Walter Reed Hospital.

James Bowen, of Kwik Kafe, of Washington, reports coffee sales fine. His firm will soon add hot chocolate to the line.

Pioneer Novelty Company, operated jointly by **Roger and Evan Griffith**, is doing a steady business.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

Ops Compete for Cig Vending Locations

Keen competition for cigarette vending machine locations has been stirred up in recent weeks due to growing number of operators entering the field. The roster of cigarette vending firms, after having held at a stable number for a period of years, has suddenly soared to new heights. Among the music and games firms to switch over to the smokes field within the past year are **Metro Amusement** and **Mitchell Novelty**, with the latter having made the change within the last month. Most of the cigarette vending newcomers are reported to be individuals with a relatively few pieces of equipment.

Ruth L. Bender, owner and manager of the Kwik-Kafe of Milwaukee, Inc., informs the trade that henceforth the firm will be known as R/B Vending Corp.

It's all smiles these days at the United, Inc., Wurlitzer headquarters. **Harry Jacobs Sr.** reports operators all over the territory are beating a path to the counter to place orders for the new models. **Walter Fischbach**, local sales representative, informs that his order book is in healthy shape considering the fact that music business normally dips a bit at this time of the year.

Several new names are currently on the United, Inc., roster. They are **Sherwood (Woody) Johnson**, a former Wurlitzer factory man who is now filling sales chores in the State territory, and **Frank Di Stefano**, recently added to the service and sales staff.

Bert Leisch, a relatively newcomer to the music industry, is reportedly building a prosperous string of locations. Bulk of his stops are situated on the West Side.

According to **Ken Wendell**, M-G-M and **James Martin** Company diskman here, operators are still buying copies of **Frank Weir's** "Happy Wanderer." Considerable buying action was noted this week on the new Dick Hyman version of "Unforgettable," he added.

Sam Cooper, Paster Distributors boss in the Milwaukee office, gets all excited when a new pinball game makes its appearance on the sales floor. Newest bell ringer is the Bally Champion. Also making a big hit with operators, adds Sam, are Bally's Victory and the new United pieces, labeled Rainbow and the Ace.

Sam Rothman, recently placed in charge of premium goods buying for the Paster office, is keeping himself and **Jerry Groll**, floor manager, busy racking up orders

from operators. Sales and mail order volume are showing a definite boost, according to Rothman.

Decca Records' branch manager **Don Thorn** lists as his top operator items **Kitty Kallen's** "Little Things Mean a Lot" and the **Four Lads'** version of "Three Coins in the Fountain."

Ted Curro, in charge of the cigarette vending end of the Metro Amusement firm, states that sales are holding up well. Cigarette cancer talk affected cash box receipts for a short while but the totals have climbed back to old level again in his opinion. His brother, **Melo Curro**, recently sold his hunting lodge near Mercer, Wis.

Candy man **Pete Faith** is back home convalescing after a stay at Columbia Hospital. Faith has been ailing for several months with a slipped disc condition.

Wayne Candy salesman **Don Reynolds**, just back from a sales trip thru the Upper Peninsula of Michigan, reports things perking up in that area. Candy venders looked in favor, he said, on his special deal, which includes one case free with each 20-case purchase of 120-count Janie, Snuggles or Brazil Fudge bars.

Johnny O'Brien had a visitor last week. **Jack Rael**, Patti Page's manager, stopped off in town to visit his parents following the Patti Page tour to Hawaii. O'Brien's happy report was that La Page's newest etching, "Steam Heat" and "Lonely Days," are on practically every juke box in the State.

Miami

Communications to:
Al Denny
83-3696

Ace Music Sparks Juke Revenue With Rentals

As a means of making up for sliding juke box collections, many operators are concentrating on one-night rentals. **Harry Silverman**, Ace Music Company, charges from \$10 to \$20 for the night's rental of a juke box, depending upon the age of the equipment and the organization renting it. Silverman adds that revenue on his route is down about 20 per

cent and the one-night rentals not only help financially but keep otherwise idle machines in good working condition.

Joe Mangone, All-Coin Amusements, announces the removal of his offices and showroom to the building formerly occupied by Taran Distributing. Mangone is distributor of Gottlieb games in Florida, Georgia and South Carolina, and also operates a route of juke boxes and games.

Dave Engel, Dade Vending Company, sold a games route of approximately 35 pieces to **David Adamson**, a newcomer to Miami from Philadelphia where he was in the paper business. The equipment consists of pin games and shuffle alleys in Greater Miami locations.

Vacationing **Harold Carson**, Juke Box Company, took time out at Juarez, Mexico, to pen a post-card to **Jimmie Bonnie**, AMOA business manager, and AMOA secretary, **Doris Shapiro**. Carson said he and his wife are having the time of their lives, with never a dull moment. They'll be away a total of six weeks.

Jimmy (Moon) Mullins, Mullins Amusement, is getting ready for a motor trip to Canada with his wife and their son, **Jimmy Jr.** The Mullins recently purchased a new home in North Miami Beach, joining a "select" group of coin machine operators and music distributors who have settled in the new community in the past few months. They include **Jack Lipsiner**, Coin-Operated Service; **Steve Brookmire**, of Mercury Record Distributors, and **Eddie Leopold**, C & L Amusement Company.

Harry Goldberg, H & G Vending Company, says May has proved to be a slow month. But this is not surprising, he adds, because experience has proved that all of May and a part of June usually brings a slump in this area. **Goldberg** and **Pappy Cox**, juke box operator of Flamingo Music Company, West Palm Beach, caught a mess of speckled trout and bass during a fishing junket in Northern Florida.

Marvin Novak, King records distributor, notes a drop in business now that many juke box operators are on vacation. However, he adds, the new King number recorded by the **Midnighters**, "Work With Me, Annie," is proving a hit on juke boxes and in record stores. Novak received long distance calls from Hunter Music Company, West Palm

Beach, asking for additional copies.

Henry Stone, a.&r. man for De Luxe records, is in Cincinnati for recording sessions with the Quails, a calypso group from Fort Lauderdale. Stone and the artists accompanied **Syd Nathan**, president of King records, to the Ohio city after Nathan's search for talent in Cuba.

A cruise either to Nassau or Havana may be in the offing for members of the Amusement Machine Operators' Association sometime in June. President **Willie Blatt** and AMOA secretary **Doris Shapiro** have gathered data on cost, etc., for presentation to the membership and a decision is expected to be made shortly. If agreed upon, the cruise would start Friday evening and end in Miami the following Monday morning.

The big new Mercury number is **Patti Page's** "Steam Heat," according to **Steve Brookmire**. He reports increased calls for the disk by juke box operators and record dealers thruout Florida. Also doing well, Brookmire adds, are "Isle of Capri," by the Gaylords, and "I'll Never Let You Cry," by Arthur Prysock.

The latter, a rhythm and blues artist, is catching on fast, says Brookmire. **Lester Stone**, of Manning Music, West Palm Beach, called me the other day for Prysock's record, and a while later I received another call from **Snooky Stambaugh**, Florida Music Company, also of West Palm Beach, for the very same record, he said.

Marvin Novak, King records distributor, is planning a month's vacation in Medellin, Colombia, in September to visit his two married sisters. He expects to relax on his sister's ranch and live the life of a caballero. Novak has never visited South America but he says his sisters rave about the climate.

Morris Marder, **Murray Gross** and **Ed Mercer**, all of whom operate music routes, acknowledge that juke box collections are down. They all agree that a lifting of the present 11 p.m. curfew in Miami would give a shot in the arm to lagging receipts. Despite the temporary slump, however, the occasional juke box route put up for sale in this area still brings 25 to 30 times the weekly collections.

Willie Blatt, Supreme Distributors, played host to a visiting coin machine operator from Germany. **Dr. Werner Hillert**, who operates a large route of juke

(Continued on page 84)

*Less than 30 inches wide



SO LITTLE

in size... yet with so much to offer!

The largest number of selections... 120!

The smallest console phonograph in the world!

3-way service accessibility, top-front and back!

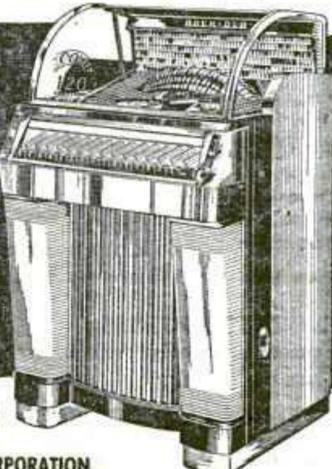
The single button line-o-selector for easy plays and more profits!

ROCK-OLA

Comet

with Selections 120

MODEL 1438



MODEL 1546

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue • Chicago 51, Illinois

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
AMI				
Model A.....	\$119.50 170.00	\$149.50 175.00	\$195.00	\$195.00
Model B.....	229.50 239.50	239.50 245.00	275.00	250.00 329.50
Model C.....	240.00 229.50 275.00(2)	275.00(3) 295.00	275.00(2) 295.00	239.50 295.00(2) 295.00
Model D-40.....	350.00 369.50	350.00 369.50	395.00(2)	389.50 395.00
Model D-80.....	459.50 475.00	275.00 495.00	375.00 495.00	439.50 475.00 495.00
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	139.00
EVANS				
Constellation.....		250.00	250.00	229.50 250.00
MILLS				
Constellation.....		150.00	150.00	150.00
ROCK-OLA				
Fire Ball, 45 RPM.....	495.00	495.00(2)	495.00	495.00
1422.....	89.00	89.00	50.00	60.00 89.00
1426.....	109.00	109.00	109.00	109.00
1428.....	225.00			
1434.....	375.00	375.00	350.00	350.00
1436 Fireball 45 RPM.....	445.00	445.00	445.00	445.00
SEEBURG				
Hideaway.....	125.00	125.00	125.00	125.00
M 100 A 78 RPM.....	449.50		395.00	449.50 475.00
146.....	99.00	99.00	99.00 135.00	50.00 60.00 99.00 135.00
M 146 Hideaway.....	75.00	75.00	75.00	75.00
147.....	129.00	129.00	129.00	75.00 109.50 129.00
M 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	175.00	175.00	175.00	145.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	169.00 199.00	169.00 199.00	159.50 199.00 89.50
1946 Hideaway.....				
WURLITZER				
1015.....	75.00 85.00(2)	125.00(2)	75.00 125.00	69.50 75.00 99.50 125.00
1017 Hideaway.....	83.50			99.50
1080.....	99.00 110.00	99.00 110.00	99.00 125.00	99.00
1100.....	215.00 225.00	225.00 240.00	225.00 240.00	225.00 240.00
1217 Hideaway.....				199.00
1250.....	219.50 275.00	275.00 295.00(2)	219.50 275.00	239.50(2) 275.00(2) 295.00(2)
1400.....	415.00 475.00	450.00 475.00	450.00 475.00	395.00 419.50 450.00 475.00

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
Ace Bomber (Mutoscope)....				\$195.00
Air Raider (Keeney).....	\$90.00			
Barrel Rolls (Jennings)....	125.00	\$125.00	\$125.00	125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	160.00	159.00 160.00	159.00 160.00	159.00 160.00
	165.00(2)	165.00(2)	165.00(2)	165.00(2)
	250.00	275.00	275.00	275.00
Big Bronco (Exhibit).....	500.00	500.00	500.00	350.00 500.00
Big Inning (Bally).....	140.00 150.00	140.00 150.00	140.00 150.00	140.00 150.00
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang.....	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)...	200.00	200.00	200.00	200.00
Challenger (ABT).....	20.00 75.00		20.00 75.00(2)	20.00 75.00
Champion Horse (Bally)....	500.00		500.00	500.00
Chicken Sam (Seeburg).....	75.00 110.00	75.00 110.00	75.00 110.00(2)	75.00 110.00
Choo Choo Train.....			395.00	395.00
Counter Gripper (Mercury)...	34.50	34.50		
Dale Gun (Exhibit).....	55.00(2) 65.00	55.00 65.00	55.00 65.00	37.50 55.00
	69.50 94.50	69.50(2) 94.50	69.50 94.50	65.00 69.00 94.50
Derby, 4 player (Chicago Coin).....	100.00 125.00	125.00(2)	125.00 195.00	125.00 195.00
	195.00	195.00		
Drivemobile (Mutoscope)...	150.00	225.00	225.00	225.00
Electric Shocker (Monarch)...		34.00	34.00	34.50
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	125.00 159.00	125.00 159.00	125.00 159.00	125.00 159.00
Goatee (Chicago Coin).....	75.00 95.00(3)	75.00 95.00(2)	75.00 95.00(2)	75.00 95.00(2)
	100.00 119.50	100.00 110.00	100.00 119.50	100.00 119.50
		119.50		
Gun Patrol (Exhibit).....	160.00	165.00 185.00	165.00 185.00	165.00 175.00
	175.00 185.00	195.00(2)	195.00(2)	185.00 195.00
	195.00			
Heavy Hitter (Bally).....	40.00 45.00	40.00 45.00	40.00 45.00	40.00 45.00
	69.50	69.50	60.00 69.50	60.00
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hit-a-Homer.....	18.50	18.50	18.50	18.50
Jack Rabbit.....	99.50	99.50 100.00	99.50	99.50
Jet Gun (Exhibit).....	145.00	145.00	175.00(2)	175.00(2)
	175.00(2)	175.00(2)	195.00(2)	195.00
	195.00	195.00		
Jet Saucer (Mutoscope)....	95.00	93.00	93.00	95.00
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Midget Movies.....	185.00(2)	185.00(2)	185.00(2)	185.00(2)
	295.00	295.00	295.00	295.00
Midget Skee Ball (Chicago Coin).....		165.00	165.00	165.00
Night Fighter (Genco).....	310.00 325.00	299.50 310.00	299.50 310.00	299.00 310.00
		325.00	325.00	315.00 325.00
Ocean Liner (Scientific)....				325.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pennant Baseball (Williams)...	325.00	325.00	295.00 325.00	275.00 325.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
	650.00(late)	650.00(late)	650.00(late)(2)	650.00(late)
Pistol Pete (Chicago Coin)...	90.00 95.00	50.00 95.00(2)	95.00(3) 99.50	95.00(2) 99.50
	99.50	99.50		
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	85.00 185.00	35.00 185.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pop Up.....	18.50 24.50	14.50 18.50	18.50 24.50	18.50 24.50
		24.50		
Punching Bag (Mills).....	189.50	189.00	189.00	189.00
Punching Bag (Mutoscope)...		195.00		
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	95.00
Rapid Fire (Bally).....			125.00	
Rifle Range Ray Gun.....	75.00	75.00	75.00	75.00
Rocket Ship (Meteor).....			250.00	250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	395.00
Sea Jockey.....	75.00	75.00	75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	145.00 160.00	145.00 165.00	145.00	145.00
	195.00(3)	195.00(3)	195.00(3)	195.00(3)
Shoot the Moon.....			50.00	
Silver Bullets (Exhibit)....	125.00 135.00	125.00 135.00	125.00 135.00	135.00
Silver Gloves (Mutoscope)...		129.50		195.00
Silver Skates.....			125.00	
Six Gun Rifle Range (ABT)...	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	135.00 140.00	145.00(3)	145.00(3)	110.00
	145.00(3)	195.00		145.00(2)
Skee Ball (Williams).....	150.00 165.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00	25.00	25.00	25.00
Sky Fighter (Mutoscope)....	125.00	125.00	125.00	125.00 195.00
Space Gun (Exhibit).....	185.00	149.00 185.00	149.00 185.00	159.00 185.00
	195.00(2)	195.00(3)	195.00(3)	195.00(2)
Spark Plug.....	75.00 95.00	75.00 95.00	75.00 95.00	75.00
Star Series (Williams).....	75.00 100.00	75.00 139.50	75.00 139.00	75.00 139.00
	139.50			
Submarine Gun (Keeney)....	110.00 125.00	110.00 125.00	110.00 125.00	110.00 125.00
Super Bomber (Evans).....	195.00	195.00	195.00	175.00 195.00
Super Jet (Chicago Coin)...	495.00	495.00	495.00	495.00
Super Pennant Baseball (Williams).....		395.00		
Telequiz.....	130.00 169.00	135.00 169.00	169.00	169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00(3)	150.00(2)	150.00(2)	150.00(2)
Voice-o-Graph (Mutoscope)...	525.00	525.00	525.00 550.00	525.00 595.00
	595.00(late)	595.00(late)	595.00(late)	
Voice Recorder (Wilton-Gay)...	195.00	159.50 195.00	195.00	195.00

COINMEN YOU KNOW

Continued from page 83

boxes and bell machines in Hamburg and Schleswig-Holstein, is touring the United States studying the latest techniques in the coin machine industry. Blatt said Dr. Hillert gaped in open-mouthed astonishment at the magnificent luxury hotels in Miami Beach and the beautiful scenery of the resort area.

Bert Lane returned from a trip to New York. Lane is a busy man these days, what with his manufacturing plant under construction and a head buzzing with new ideas for upcoming kiddie rides. Lane also owns Fun Fair, an amusement park on the 79th Street Causeway between Miami and Miami Beach, which has proved successful in its one year of operation. Willie Blatt, Supreme Distributors, operates the arcade at Fun Fair.

Boston

Communications to: Guy Livingston Beacon 2-7396

Yankeeland Resorts Cotton to Kid Rides

Kiddie rides are blossoming out in New England with the start of the outdoor season in Yankeeland, sales reps of Boston kiddie ride distributors reported on their return from the road this week. Dick Mandell, sales rep, Ed Ravreby's new World Fair, distributors of Meteor and Capitol moppet rides, reported a big infiltration of the rides thruout Western Massachusetts. Louis Green, Ravreby sales rep who just returned from the north country, reported the lake areas and resort hotels clamoring for the rides.

Echoing kiddie ride enthusiasm here, Si Redd, Redd Distributing Company, Exhibit Supply kiddie rides distributor, said kiddie rides were "the greatest" this season. Bob Jones, sales manager, said "kiddie rides are permanent. A new crop of kids come along each season—ready-made customers for the rides."

Poole Distributing Company has added a new office manager—Miss Olga Rudziak—Harry Polansky, general manager, announced. New promotions, displays and operator relations are planned by the Wurlitzer distributors. Hank Peteet, Wurlitzer field service engineer, spent three days at the firm.

Western Massachusetts Music Operators' Association held a bang-up meeting at the Ivy House in Springfield, Mass., May 25, and Jerry Columbo, Music and Television Corporation, Boston Rock-Ola distributors, feted the boys at a cocktail hour and demonstrated the new 120 Rock-Ola Comet.

Ops seen in the Hub this week included: Joe Turcotte, Holyoke, Mass.; Earl Carruthers, Providence; Tim Sullivan, Bangor, Me.; Bill Hamel, Concord, N. H.; Dave Baker, Arlington, Mass.; Martin Oliver, Portland, Me. All getting their routes in shape for the summer season.

Two guns are booming big in the N. E. territory. One is Exhibit's new Shooting Gallery, and the other is Seeburg's Coon Hunt. Dave Bond, Trimount prexy, likes to demonstrate this one. Gets a sharpshooter's rating every time!

Irving Shapiro, kiddie ride op in the Hub, is receiving congratulations on a new song his wife, Ruth Shapiro, has written titled "You Can't Have Everything."

Hartford, Conn.

Communications to: Allen Widem CHapel 9-8211

MOC to Give 50 Jukes To Charity, Hospitals

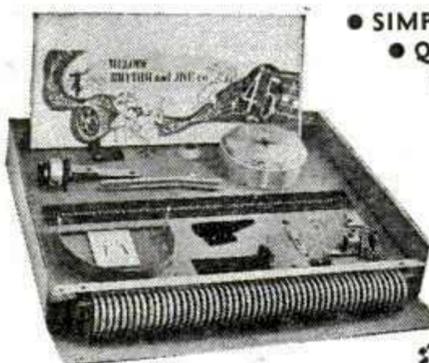
Fifty juke boxes are being offered to charitable organizations and hospitals by the Music Operators of Connecticut in a drive to combat juvenile delinquency. Ralph E. Colucci, owner of Seaboard Distributors and the Record Shop, downtown Hartford retail record outlet, says the State-wide coin operators will distribute 50 music machines to groups interested in assisting the industry's objectives.

Marvin Ginsburg, sales manager of Seaboard Distributors, (Continued on page 88)

THE NELSON MODERNIZATION KIT



- SIMPLY
- QUICKLY
- EASILY INSTALLED



COMPLETE KIT INCLUDING POPULARITY METER Only \$98.50

Kit for Adapting Seeburg 100-A to 45 rpm. (All Parts Factory Guaranteed)

- No readjustment of mechanism
- Location installed less than one hour
- No machining or special tools
- Includes NEEDED Playmeter
- LOCATION TESTED—PROVED

- MODERNIZE
- GLAMOURIZE
- BEAUTIFY

With gleaming Hi-Lustre Chrome Plated Steel—Elim

We're Swamped with Letters, Wires, Calls!

ALL AMERICA ACCLAIMS **MAGNECORD'S** INTRODUCTION AND LEADERSHIP with this

New, Easy-to-Sell



"PACKAGED" BACKGROUND MUSIC SERVICE

RCA Planned Music - Reproduced by Magnecord

magnecord, inc.
High Fidelity Continuous Music Reproducer and **RCA Planned Music**

MR. DISTRIBUTOR and MR. MUSIC OPERATOR look at all the outlets for this new creation!

- Hotels • Motels • Offices
- Factories • Retail Stores
- Amusement Parks • Theatres • Lobbies
- and hundreds of other locations!

We've been bombarded with letters, wires and telephone calls about the latest, greatest achievement in sound and sales!

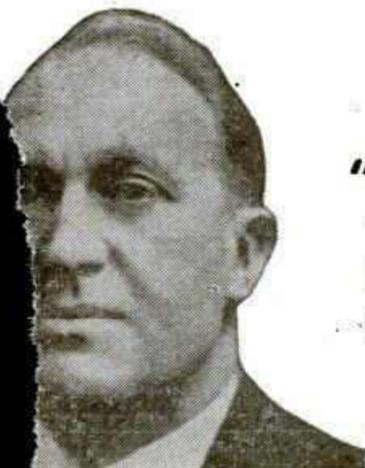
Have you looked into this new sales opportunity? Just think of what this can mean to America - and to you!

The finest possible background music - continuous 8-hour cycles of RCA Planned Music, delivered via Magnetic tape playbacks through sensationally new, magnificent Magnecord Music Reproducers. All made possible by two great names - Magnecord and RCA Planned Music - and ready to go to work for you!

Nothing before like it - ever! The Magnecord Music Reproducer delivers better sound, truer tone, richer quality and higher fidelity than has ever been available in any other Background Music system.

Your subscribers will receive a stream of continuous RCA Planned Music with the flick of a switch - or by automatic time controls - preset as desired.

Here is what Background Music has always needed - music expertly produced, planned and programmed by a leader in music, RCA - and a lifelike form of high fidelity reproduction with Magnecord's continuous music reproducer.



"Rush me your coupon just the fastest way you can. Enter the new era of Packaged Background music service... now!"

"Heinie" Roberts

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager - Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: **Whitehall 4-1889**

SEND COUPON TODAY!

Mail Today To:

Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a Music Operator Distributor
and I handle these coin operated phonograph lines:

Name _____

Street _____

City _____ Zone _____ State _____ B-3

Calendar for Coinmen

June 4-5—NAMA sectional meeting, Cleveland Hotel, Cleveland, covering Kentucky, West Virginia, Ohio, Michigan.
 June 5-6—Muscle Guild of Nebraska, annual officer election meeting, Hill Hotel, Omaha.
 June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.
 June 28—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.
 June 29—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.
 July 9-11—National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.

Penny Aids Fight Vs. Costs

Continued from page 74

machines are 25 cents, while the name plate unit is a dime.

Schaffer has considered boosting his prices, but he feels that a fast penny is better than a slow dime.

Food and Arcades don't mix, according to Schaffer—he feels that food stands lower the tone of the establishment and, in the long run, hurt business. However, Schaffer is a booster of vending and has cup drink, canned drink, candy, cigarette and popcorn vendors in his installations.

Schaffer takes the attitude that he is an Arcade operator, not a food merchant. Hence, the units are operated by Larry Ellman's Spacarb-New York on a commission basis. While the vendors are not top revenue producers, Schaffer feels that indirectly, thru customer accommodation, they bring in more money than is indicated by the commission checks.

The day of the small Arcade operator, Schaffer said, is over. He pointed out that the high cost of equipment and the need for diversified games and rides are such that an operator with a few pieces will have a rough time making ends meet. What new Ar-

cadés do come into being, he added, are good-sized and well-financed.

Schaffer has had kiddie rides for two years, some of which he owns outright and others owned by outside operators. On rides, he feels that if they're money-makers, he might as well buy them as he has the coin mechanics and facilities to service them and keep them in good repair.

The recent change in Times Square zoning laws prohibits the establishment of new Arcades, but places virtually no restrictions on existing installations. This would indicate that the Arcade picture in the area will remain stabilized for some time.

A lack of new Arcade pieces from manufacturers doesn't help the industry, but Schaffer doesn't hold the manufacturers responsible.

He pointed out that game manufacturers must mass produce for the greatest market—which happens to be locations. For example, a kiddie ride or game operator can expand his route and boost his equipment purchases. The manufacturer must produce heavily to satisfy his needs.

The Arcade, however, is limited by his floor space, and, with a considerable investment in existing equipment, he thinks twice before pulling a piece off the floor. Unlike the location operator, he can't place his equipment elsewhere—so he keeps it.

As a result, Arcade pieces are produced on a limited basis, and that is not conducive to the introduction of new games or rides. The result is that Arcade operators are more than ever buying games and rides that were originally intended for locations.

Some of these pieces are grossing well at Schaffer's Arcades.

Among them are the Genco Sky Gun, Chicago Coin's Round the World and the Exhibit Rifle.

Prices, to some extent, are determined by the age of the equipment. For example, late baseball games operate on 5-cent play, but the old World Series Baseball is 2 cents.

At Rockaways, Dick Geist has 350 units in a floor space of 8,100 square feet. Confronted with the same situation as Schaffer in regard to the rising cost of equipment and the difficulty of raising prices, Geist buys old equipment and gives it a thoro going over in his modern a.r.d well-equipped shop.

For example, last year he paid \$10 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, Arcade pieces were replaced every two years, but, with current prices, Geist finds it more profitable to use his shop facilities and make them do.

The equipment breakdown has 10 per cent operating on pennies, 33 per cent at 2 cents, 33 per cent at 5 cents and the rest mostly at 10 cents. Photo machines operate at 25 cents and voice recorders at 35 cents. Two-thirds of the revenue is accounted for by 2-cent and 5-cent units.

Geist feels that the decor of an Arcade is important as a business stimulant. The Rockaways' Arcade has pale blue walls, with black, orange and yellow artwork and futuristic designs.

Geist shares Schaffer's opinion about food and Arcades not mixing. He feels a food concession is necessary, but has it enclosed in glass so that cooking smells will not permeate the Arcade.

Geist rates his Arcade along with his best rides as a money-getter. Patrons use the Arcade as an entrance and exit, and this stimulates business.

Another Arcade feature is the NBC Hall of Fame, with pictures of radio and TV stars from WNBC and WNET, New York, on the walls. Programs and hours are listed.

Next year Geist plans to add another 1,185 square feet to his Arcade space, with a 50-foot entrance.

Over-all, he is not overly optimistic about the future of the Arcade business unless the manufacturers come out with more new ideas and lower prices. However, he feels that as long as there is a new crop of children each year, Arcades will stay in business.

SHUFFLE GAMES

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
Advance Bowler (Chicago Coin).....	\$395.00(2)	\$395.00	\$395.00	\$375.00 395.00
Big League Bowler, 4 player (Keeney).....	69.00	75.00	75.00	85.00
Bonus Bowler (Keeney).....	395.00			
Bowl-a-Ball (Chicago Coin)...	100.00 135.00	135.00	125.00 135.00	125.00 135.00
Bowl-a-Matic (Universal)....	345.00	345.00	345.00	345.00
Bowlette (Gottlieb).....				29.50
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)....	250.00	295.00	295.00	295.00
Cascade Shuffle Alley, 6 player (United).....	225.00 245.00	250.00	270.00	270.00
	250.00 265.00	270.00(2)	275.00(2)	275.00(2)
	269.50 270.00	279.50 295.00	279.00 295.00	285.00
	295.00			
Classic Shuffle Alley, 6 player (United).....	295.00	310.00	315.00(3)	315.00(3)
	310.00(2)	315.00(2)	325.00(3)	325.00(3)
	315.00(2)	325.00(3)		345.00(4)
	325.00			
Clover Shuffle Alley, 6 player (United).....	250.00 255.00	255.00 275.00	255.00	255.00 295.00
	265.00 275.00	295.00(2)	295.00(3)	299.50 325.00
	289.50	299.50 315.00	299.50 315.00	
	295.00(2)			
	315.00			
Club Bowler, 10 player (Keeney).....	195.00 225.00	195.00 245.00	245.00	245.00
Col Gun-Replay Model (Chicago Coin).....	275.00 365.00	365.00	365.00	
Criss-Cross Bowler (Chicago Coin).....	425.00			
Crown Bowler (Chicago Coin)	260.00 275.00	275.00(2)	275.00(2)	275.00(2)
	285.00 295.00	295.00(2)	295.00	295.00
Crusade Shuffle Alley (United).....				279.50
Domino Bowler (Keeney)....	275.00	325.00	325.00	325.00
Double Header (Williams)...	40.00 45.00	40.00 49.00	40.00(2)	40.00(2)
	75.00	50.00		
Double Score Bowler 10th Frame (Chicago Coin)	275.00 280.00	275.00 280.00	275.00 280.00	275.00 280.00
			295.00	295.00
Five Player Shuffle Alley (United).....	50.00 75.00	65.00w/p	75.00w/p(3)	75.00w/p
	75.00w/p	75.00w/p	99.00w/p	75.00(2)
	109.50	75.00(3)	100.00 109.50	99.00w/p
		99.00w/p		100.00 109.50
		100.00 109.50		
Four Player (Keeney).....	75.00	50.00 75.00	50.00 75.00	50.00 65.00
				75.00
Four Player Shuffle Alley (United).....	40.00 65.00w/p	65.00 99.50	65.00w/p 99.50	65.00w/p 99.50
	99.50			
Gold Cup (Chicago Coin)....		275.00 310.00	310.00	310.00
Hi-Score, 6 player (Chicago Coin).....	125.00 135.00	105.00w/p	105.00w/p	105.00w/p
		135.00	135.00w/p	135.00w/p
			159.50	
Hook Bowler (Bally).....				50.00
Imperial Shuffle Alley (United).....	375.00(4)	375.00 385.00	395.00(2)	399.50 400.00
	385.00(2)	395.00 399.50	399.50 400.00	425.00
	389.50			
King Pin (Chicago Coin)....	50.00			
League Bowler, 4 player (Keeney).....	50.00 99.50	50.00 99.50	99.50	99.50
League Bowler, 6 player (Keeney).....	45.00 75.00	75.00 79.00	79.00	79.00
Leader Shuffle Alley (United)	425.00 450.00	450.00	450.00 460.00	460.00 465.00
	460.00			
Matched Bowler, 6 player (Chicago Coin).....	165.00	165.00	165.00	165.00
Name Bowler (Chicago Coin). Official Shuffle Alley, 4 player (United).....	210.00	210.00	210.00	210.00
Olympic Shuffle Alley (United).....	285.00 289.50	295.00(3)	295.00(3)	295.00
	290.00	299.50 305.00	299.50 305.00	299.00 310.00
	295.00(2)			325.00
	315.00			
	325.00			
Pacemaker Bowler (Keeney)...				
Royal Shuffle Alley (United)...	345.00 350.00	345.00 379.50	345.00 379.50	345.00 379.50
	365.00 369.50	385.00 395.00	395.00	
	395.00			
Shuffle Alley, Deluxe 4 player (Keeney).....		89.00	89.00	
Shuffle Alley Deluxe, 6 player (United).....	90.00 95.00	95.00(2)	95.00w/p	95.00w/p
	125.00	125.00	125.00	135.00
	125.00 129.50	135.00(3)	135.00(2)	139.00
	135.00	139.50	139.50 145.00	
Shuffle Alley, 6 player (Chicago Coin).....		159.50	125.00w/p	125.00
Shuffle Alley, 6 player (Keeney).....	75.00 85.00	75.00 95.00	75.00 95.00	75.00
	99.00 100.00	110.00 195.00	100.00 110.00	100.00
	195.00		145.00	
Shuffle Alley, 6 player (United).....	75.00 85.00	85.00 100.00	100.00 119.00	100.00
	119.50	119.00 119.50	119.50 125.00	
		125.00	125.00w/p	
		125.00w/p		
Shuffle Alley, 10 player (Keeney).....	150.00 215.00	150.00 215.00		
Six Player 10th Frame (United).....		175.00		
Star Bowler, 2 player.....	175.00 185.00	175.00 189.00	189.00 195.00	
Star 6 Player (United).....	189.50 195.00	195.00 199.50	199.50 200.00	
Star 10 Frame, 6 player (United).....	190.00 195.00	195.00 219.00	219.00 230.00	
	225.00(2)	225.00 235.00	235.00 245.00	
	239.50	245.00 249.50	249.50	
Super Deluxe, 6 player (Keeney).....		90.00		
Super Matched Bowler (Chicago Coin).....		200.00	200.00	
Super Six Shuffle Alley (United).....	140.00(2)	140.00 175.00	140.00 175.00	
	169.50 175.00	179.50		
Target (Genco).....	50.00	50.00		
Team Bowler, 10 player (Keeney).....	180.00 195.00	235.00	175.00	
Tenth Frame Special Bowler (Chicago Coin).....		235.00	235.00	
10th Frame Super Shuffle Alley (United).....	165.00(2)	165.00 209.00	165.00 209.00	
	210.00 219.50	225.00 229.50	225.00 229.50	
10th Frame Bowler (Chicago Coin).....		165.00	165.00	
Triple Score Bowler (Chicago Coin).....	285.00 295.00	295.00 325.00	295.00 325.00	
	330.00	330.00		
Twin Shuffle Alley Rebounds (United).....		40.00 45.00	40.00 45.00	
Twin Rotation.....	85.00 100.00	60.00	60.00	

SHUFFLEBOARDS—SUPPLIES

Shuffle Game Wax, Case (12)..... \$ 3.50
 Pucks (Set of 8)..... 14.00
 Fast Wax, Case (12)..... 4.50
 Score Sheets, 10 Pads..... 7.50
 Fluorescent Lights, Pair..... 22.50
 Used Rock-Ola Shuffleboard
 Lives, Pr..... 12.50
 Adjusters..... 18.50
 New Shuffleboard Scoreboards:
 Overhead..... 125.00
 Wall Model..... 95.00

BINGOS WANTED
PURVEYOR DISTRIBUTING CO.
 4322-24 N. Western Ave.
 Chicago 18, Ill.
 Phone: JUNiper 8-1814

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 ADS
 Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
 RATE: 15¢ a word—Minimum \$3.00
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
 RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
 (unless Credit has been established)

IMPORTANT INFORMATION
 In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
 When using a Box Number in Care of The Billboard allow for 6 additional words.
 On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. je5

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, New Jersey. jy17

Parts, Supplies & Services

NEW—EVERETT TIME MASTER CARRYING UNIT for "Service Head Vendors" saves time, money, storage. Everett, 419 Plum St., Aurora, Ill. je12

STAMP FOLDERS DIRECT FROM MANUFACTURER: unlimited quantities; immediate delivery. Write for prices. Veedo, Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448. je5

Routes for Sale

JUKE BOX-GAME ROUTE — NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire: P. O. Box 531, Crescent City, Calif. je19

PHONOGRAPH-BINGO-BOWLER ROUTE: None better; under priced, must be sold before July; \$30,000 will handle for responsible party. Box M-58 c/o Billboard, Cincinnati 22, Ohio. je12

PIN GAME, JUKE ROUTE FOR SALE— Northern Ky., clean operation, about fifty machines; lots of cash. E. M. Co., 2200 Oneida St. Salt Lake City, Utah. je5

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. What have you to sell?
MACK H. POSTEL
 2952 Milwaukee Ave. Chicago 18, Ill. je12

ABT ELECTRIC SKILL GUNS—FINE CONDITION, \$14.50; lots of bargains Counter Games; send for list. 1200 Madeline Place, Ft. Worth, Tex.

ARCADE MACHINES—180 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. je28

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. je12

CIGARETTE MACHINE, QUARTER OPERATION Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It, 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills 5-column Candy Machine, \$37.50; Statler 9-column Cookie Machine, \$22.50; DuGrenier Cigarette, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. je12

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda Pak, \$60; 9 cols. 500 Uneda Pak, \$60; 9 cols. 9-30 Nationals, \$50; 7 cols. VD DuGreniers, \$55; 9 cols. WD DuGreniers, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one third deposit with order, bal. c.o.d. E.O.B. Phila. Central Vending Machine Service Co., 3967 Parrish St. Phila., Pa. EVergreen 6-4244.

COMPLETE SET OF 12 SEEBURG CHROME "100" Selection Wall-o-Matic boxes and 4 super sized teardrop speakers, \$79.50 per box or \$995 for lot. Stewart Novelty Co., 2200 Oneida St. Salt Lake City, Utah. je12

FOR SALE—CONEY ISLAND, \$65; SADDLE & Turf, \$250; Shoo Shoo, \$25; Nifty, \$35; Big Hit, \$35; Caravan, \$50; Minstrel Man, \$65; Tri Score, \$35; Pinky, \$25; Spot Bowler, \$60; Double Feature, \$25; Three Musketeers, \$50; Boston, \$15; A.B.C., \$25; Control Tower, \$65; Virginia, \$15; Trigger, \$65; Lucky Inning, \$25; All Star Basketball, \$50; Play Ball, \$25; 71 Model Wurlitzer, \$25. Send 1/3 deposit. Frank Guerini, Burnham, Pa. je12

FOR SALE OR TRADE—TWENTY-FIVE A1 Hunter Duck Penny Ballgame Vending Machines with gum. C. E. Moisan, 3 Spruce St., Burlington, Vt.

NEW WURLITZER EQUIPMENT—PHONO-graphs, 1600 and 1650's; Wall Boxes, 2140's, 3025's, 4825's, 3031's; Speakers, 4005A, 4006A, 4008, 4009; 212 Master Units, 216 Receivers, 219 Steppers. All equipment reasonably priced, offers invited. Maestro Music, Inc., 121 E. Broadway, Tucson, Ariz.

SLIGHTLY USED FRAWLEY COIN RADIOS, \$25 each, plus freight. Anderson, 607 Fairway Drive, Tampa, Fla. je19

USED EQUIPMENT—WURLITZER PHONO-graphs, 1500's, 1250's, 1100's, 1015's, 1080's, \$50's; Seeburg 146, 8000; Packard Manhattan, Packard #7, Packard Wall Boxes. All equipment reasonably priced, offers invited. Maestro Music, Inc., 121 East Broadway, Tucson, Ariz.

7 BOWL-O-MACHINES, 18 FT., FOR SALE— Excellent condition, \$200 each. Calvin Erickson, 7324 Amboy Rd., Staten Island, N. Y.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices Box 673, The Billboard, Chicago 1, Ill. tf

CONAT ROCKET SHIP AND EXHIBIT EL Toro; send lowest prices. National Vending Co., 2214 N. Western Ave., Chicago, Ill. je12

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as listed below. All advertised used machines and prices are listed. Where more than one firm listed the same equipment at the same price frequency with which the price occurred is listed in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
(United).....	\$50.00 65.00	\$50.00 65.00	\$50.00 75.00	\$50.00 75.00
Baseball (Williams).....	115.00	115.00	115.00	115.00
Side (United).....		59.50		109.50
Machine (United).....		79.50		79.50
Chicago City (Bally).....	150.00(2)	115.00	150.00(2)	150.00(2)
	185.00(2)	150.00(2)	175.00 185.00	175.00 179.00
	195.00	175.00 185.00	195.00	195.00
		195.00		
Ball Champ (Chicago Coin).....	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	250.00	275.00	275.00	275.00
Practice.....	89.50	89.50 95.00	89.50	89.50
Club (Bally).....	350.00 375.00	315.00 325.00	365.00	365.00
	385.00(2)	375.00	385.00(2)	385.00(2)
	395.00(2)	385.00(2)	395.00	395.00
(Bally).....	285.00	200.00 285.00	315.00(2)	249.50
	295.00(2)	315.00(2)	325.00	315.00(2)
	315.00 325.00	325.00	325.00	325.00
(Exhibit).....	84.50	84.50	84.50	84.50
(Chicago Coin).....	49.50	49.50	49.50	49.50
(Williams).....	75.00 150.00			
	79.50	79.50	35.00 79.50	79.50
Champ (Gottlieb).....	69.50	69.50	69.50	69.50
Lights (Bally).....	89.50 95.00(2)	60.00 89.50	89.50 95.00(2)	79.00 95.00(2)
		95.00(2)		175.00
Spot (Bally).....	125.00 145.00	60.00 125.00	125.00 145.00	85.00 125.00
		145.00		175.00
Bill (Gottlieb).....	69.50	69.50	69.50	69.50
(United).....	225.00(2)	275.00	275.00	275.00
	245.00 275.00			
	285.00			
(Exhibit).....	84.50	84.50	84.50	84.50
(Genco).....	89.50	89.50	89.50	89.50
(Bally).....	225.00	225.00	225.00	225.00
(United).....	29.50 79.50	79.50	79.50	79.50
(Bally).....	95.00 125.00	60.00 70.00	125.00 130.00	119.00 125.00
land (Bally).....	130.00	95.00 125.00	130.00	130.00
		130.00		
Tower (Williams).....	145.00		99.50 109.50	109.50
on.....				29.50
Fair (United).....				29.50
(Williams).....	69.50	69.50	69.50	69.50
(Williams).....	89.50	89.50	89.50	89.50
Baseball (Williams).....	295.00	275.00	275.00	275.00
Ditty (Williams).....	49.50	49.50	49.50	49.50
Feature (Gottlieb).....	89.50	89.50	89.50	89.50
(Williams).....	89.50	89.50	89.50	89.50
Key (Williams).....	125.00	80.00 125.00	125.00	125.00
nch (Bally).....	395.00(3)	325.00 375.00	425.00(3)	349.50
	425.00(2)	395.00	425.00(3)	425.00(3)
		425.00(3)		
	145.00	145.00	145.00	39.50
(United).....	49.50	49.50	49.50	49.50
Power (Genco).....	149.50	149.50	149.50	149.50
igh (Gottlieb).....	149.50	149.50	149.50	149.50
(Chicago Coin).....	69.50	69.50	69.50	69.50
(Genco).....	115.00	115.00	115.00	115.00
ners.....	109.50	109.50	109.50	109.50
emen (Gottlieb).....	160.00 165.00	125.00 150.00	165.00 185.00	165.00 169.50
ally.....	185.00 195.00	165.00 185.00	215.00 225.00	185.00 215.00
	225.00(2)	215.00 225.00	219.00 225.00	219.00 225.00
(Williams).....	49.50	49.50	49.50	89.50
(Williams).....	49.50	49.50	49.50	49.50
(Gottlieb).....	29.50 59.50	59.50	59.50	50.00
(Bally).....	100.00 195.00	95.00 100.00	100.00 195.00	50.00 125.00
opet (Genco).....		195.00		
ys (Gottlieb).....	129.50			
	465.00			
gh (Gottlieb).....	65.00 75.00	75.00 89.00	75.00 89.00	75.00 89.00
an (Gottlieb).....	129.50	129.50	129.50	129.50
	95.00			
g.....	110.00	95.00	95.00	99.00
		49.50		49.50
empty (Gottlieb).....				
(Williams).....	75.00	75.00	75.00	75.00
pecials (Bally).....	54.50	54.50	54.50	54.50
(Gottlieb).....	99.50	99.50	99.50	99.50
(Exhibit).....	94.50	94.50	94.50	94.50
ack (Genco).....	50.00	50.00	50.00	50.00
(Gottlieb).....	59.50	59.50	59.50	59.50
(Gottlieb).....	89.50	89.50	89.50	89.50
(United).....	90.00	90.00	90.00	90.00
(Keeney).....	50.00	50.00	50.00	50.00
(Williams).....	79.50	95.00(2)	85.00 95.00(2)	85.00 95.00(2)
g (Williams).....	69.50	69.50	35.00 84.50	35.00 84.50
(Williams).....		109.50		109.50
'49 (Chicago Coin).....	49.50	49.50	49.50	25.00
ow (Genco).....	49.50	49.50	49.50	49.50
an (Gottlieb).....	49.50	95.00	75.00	75.00
(United).....	49.50	49.50	49.50	49.50
(Gottlieb).....	69.50	69.50	75.00	75.00
(United).....	95.00	69.50	69.50	69.50
(Bally).....	170.00 175.00	115.00 175.00	175.00 215.00	175.00 215.00
	190.00 195.00	195.00 215.00		
		225.00		
as (Bally).....	445.00 485.00	375.00 485.00	495.00(2)	429.50 469.25
	495.00(2)	495.00(2)		495.00(2)
(United).....	49.50	49.50	49.50	49.50
(United).....	49.50	49.50	75.00	75.00
(Chicago Coin).....	75.00	75.00	75.00	35.00
(Williams).....				35.00
(Exhibit).....	54.50	59.00	54.50	54.50
(Genco).....	54.50	54.50	54.50	54.50
(Williams).....	65.00 75.00	65.00 75.00	65.00 75.00	15.00 65.00
				75.00
		70.00		
				139.50

Ore. Op Gets

Continued from page 74

despite a State law taxing them (The Billboard, April 24).

The city council meanwhile added to the confusion by starting thru the legislative mill—before the high court opinion was received—an ordinance that would have set up a licensing schedule. With the favorable court opinion, however, the council reversed itself and stuck by its 1951 prohibition.

Until such time as the city begins enforcement of the ordinance that will require removal of all machines from Portland, games continue to operate without regulation or payment of city license fees.

In the high court's decision upholding the city's right to ban pin games, 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.

In his opinion, Justice Rossman wrote:

"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."

Immediately following the court's decision, Alexander Brown, Portland city attorney, said games would be banned in Portland upon receipt of the Oregon Supreme Court mandate "within a few days."

Then Terry, after at first announcing he would not contest the court's decision, reversed his position by indicating that such a rehearing would be sought. He first got a 20-day extension to May 24 in which to petition the court for a rehearing.

Chi Pinball

Continued from page 74

chines under the provisions of Sec. 193-26 of the Municipal Code of Chicago enacted in 1939.

The city contends that the enactment of Sections 341 and 342 of Ch. 38 and Paragraph 481.B1 and its sub-sections of Chapter 120 approved in July, 1953, are unconstitutional in two respects:

1. That they violate Section 27 of Art. IV of the Constitution of the State of Illinois of 1870, which provides as follows:

"The General Assembly shall have no power to authorize lotteries or gift enterprises for any purpose and shall pass laws to prohibit the sale of lottery or gift enterprise tickets in this State."

That pinball games are gambling devices and are prohibited therefore as lotteries and gift enterprises.

2. That said statutes are invalid and unconstitutional in that they are contrary to Section 22 of Article IV of the Constitution of the State of Illinois, 1870, which provides:

"The general assembly shall not pass local or special laws and shall not pass special legislation."

The said statutes are class legislation and a grant of special privileges and immunities.

And further that said statutes do not repeal Sec. 23-56 of Chapter 24 of Illinois Revised Statutes of 1941 and Sec. 193-26 of the Municipal Code of Chicago, 1939.

First Distributors Changes Name

CHICAGO, May 29.—First Distributors, Inc., will become First Coin Machine Exchange effective June 1, Joe Kline and Wally Finke, owners, announced Thursday (27).

The name of First Distributors, Inc., will be used for the merchandise division, which will remain under Mal Finke.

The change was made to better identify the coin machine distributing part of the business, said Wally Finke.

J. M. Service Sells 45-Unit Game Route

MIAMI, May 29.—Al Albertelli, Super Vending Company, announced this week that his company had purchased a route of games from Joe Myerson, J. M. Service.

Some 45 pieces were involved in the transaction, Albertelli said, and the equipment is on location in Miami and south of the city.

	Issue of May 29	Issue of May 22	Issue of May 15	Issue of May 8
Rag Mop (Williams).....	99.50	99.50		99.50
Red Shoes (United).....	89.50	89.50		89.50
Rio (United).....	415.00	415.00		
Rockette (Gottlieb).....				94.50
Rondevevo (United).....	49.50	49.50		49.50
Rose Bowl.....		95.00		
Sally (Chicago Coin).....	49.50	49.50		49.50
Saratoga.....	49.50	49.50		49.50
Screwball (Genco).....	49.50	49.50		49.50
Shindig.....	175.00	175.00		
Shoo Shoo (Williams).....		119.50	50.00	35.00 119.50
Sluggfest.....		119.50		119.50
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	85.00 90.00	50.00 70.00	90.00 110.00	90.00 110.00
	95.00 110.00	74.50 85.00	115.00	115.00
	115.00	90.00 110.00		
Springtime.....				79.00
Starlite (Williams).....	125.00	80.00 125.00		
Stars (United).....	125.00(2)	125.00 150.00	115.00 150.00	115.00 150.00
Stardust (United).....	49.50	49.50		49.50
Steeplechase (United).....				49.50
Struggle Buggy.....	225.00			
Sunshine Park.....				199.50
Summertime (United).....	49.50	49.50		49.50
Super World Series (Williams).....	125.00 145.00	119.50 125.00	125.00 145.00	129.50 145.00
	190.00 195.00	145.00	195.00	195.00
		195.00(2)		
Tampico (United).....	79.50	79.50		79.50
Tahiti (United).....	325.00	295.00 395.00	395.00	395.00
Tennessee (Williams).....	49.50	49.50		49.50
Texas Leaguer (Keeney).....	50.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....	79.50	79.50		79.50
3-4-5 (United).....	85.00	85.00	85.00	85.00
Thrill (Chicago Coin).....	49.50	49.50		49.50
Times Square.....	125.00		135.00	
Tri-Score (Genco).....				40.00 89.50
Tropics (United).....	275.00	375.00	375.00	375.00
	295.00(2)			
Tumbleweed (Exhibit).....	74.50	74.50		74.50
Turf King (Bally).....	39.50 45.00	45.00 109.50	45.00 109.50	45.00 69.00
	109.50			109.50
Utah (United).....	84.50	84.50		84.50
Virginia (Williams).....	49.50	49.50		20.00 49.50
Wild West (Gottlieb).....			125.00	55.00
Winners (Universal Industries).....	99.50	99.50	99.50	99.50
Yanks (Williams).....	49.50	49.50		49.50
Yacht Club (Bally).....	250.00(3)	190.00	250.00 295.00	250.00 295.00
	275.00	250.00(2)		
		295.00		
Zingo.....	75.00	85.00		

VERY SOON!

GENCO

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ALL LOCATION

RIFLE GALLERY

Every Feature of the Authentic
ARCADE RIFLE GALLERIES

EXCITINGLY DIFFERENT!

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GENCO MFG. & SALES CO.

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GO GREAT GUNS with FIRST'S

JULY 4th ARCADE SPECIALS

ILLINOIS OPERATORS! Exhibit's New SHOOTING GALLERY

Loaded with appeal! Big range action—22 cal. Remington Rifle, 25 targets, targets drop when hit—automatic light-up score board—bonus bull's-eye—optional match score shooting! Compact, 30x52".

ARCANE

"FIRST-CONDITIONED" TARGET GUNS

Genco NIGHT FIGHTER	\$295
Genco SKY GUNNER	Write
Exhibit JET GUN	175
Exhibit GUN PATROL	165
Exhibit SIX SHOOTER	145
Chicago Coin PISTOL PETE	85
RIFLE RANGE RAY GUN	65
Seeburg CHICKEN SAM	65
Exhibit DALE GUN	65

ROOVERS METAL TYPER, Tape Model 250
Mills PUNCHING BAG 189
Chicago BASKETBALL CHAMP 175
Evans BAT-A-SCORE 165
Mutoscope JET SAUCER 95
Chicago GOALLEE 75
ZINGO 65
Exhibit CARD VENDOR 49
ABT CHALLENGER 19

KEENEY SHUFFLEBOARD CONVERSIONS

4-WAY BOWLER \$125
BOWLING CHAMP 45

BIG SHUFFLE GAME CLEARANCE!

UNITED		
4 Player Regular Play	\$ 40	
5 Player	50	
6 Player	75	
Deluxe	Write	
Super	175	
Super 10th Frame	210	
Cascade	225	
Olympic	290	
MATCH PLAY		
Star	\$195	
Star 10th Frame	225	

Clover	\$255	CHICAGO COIN	
Classic	315	6 Player Hi Score	\$125
Imperial	375	Double Score	275
Leader	425	Triple Score	275
KEENEY		Crown (Match)	275
Big League Bowler	\$ 49	Advance Bowler	395
6 Player	85	Criss-Cross (Match) Write	
6 Player w/Form	99	MISCELLANEOUS	
Team 10 Player	195	Chicago Shuffle	Write
Club 10 Player	225	Pool	Write
Carnival	250	Ex. Twin Rotation	\$85
Domino (Match)	275	Un. Hi Score	35
Pacemaker	325		
Bonus (Match)	395		

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Fink
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

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Going Great in Chain Stores, Super Markets and ALL Locations Where Kiddie Rides Did So Well.

Life-Like Animated MANNEQUIN

CARD VENDING—FORTUNE TELLING

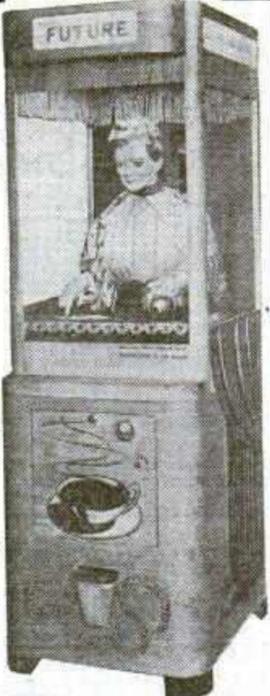
Modern version of a machine that has been making money for 40 years. Many novel features attract attention and stimulate play. Up-to-the-minute design, custom workmanship, weatherproofed.

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Sign Up Your Top Locations Now!

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 577 Tenth Ave. (at 42nd St.)
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 42 YEARS SERVICE • EST. 1912



Joe Ash says

There's MORE PROFIT for FOREIGN BUYERS

Exclusive WURLITZER DISTRIBUTORS in Delaware, S. Jersey and S. E. Pennsylvania

for IMMEDIATE DELIVERY of...

WURLITZER 1500's 1400's
 M100A's M100B's M100BL's M100C's

SEEBURG

666 N. BROAD ST. Fremont 7-4495 Phila. 30
 WRITE OR WIRE FOR PRICE

ACTIVE AMUSEMENT MACHINES CO.

"You can ALWAYS depend on Active—ALL WAYS!"

1954 Model of Our Original Famous "FLASH JOKER"

This is the machine 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 does not 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.

The player machine fits any standard bell-type floor stand.

Phone, Wire or Write
 Several territories still open

P & M ENTERPRISES, INC.
 Box 605 Phone 701 Lander, Wyoming



1c Bus Vender

Continued from page 76

inch wider seats on els meant that sidewall placement (as on busses) reduced sales as they could not be readily reached from the aisle. Alternative, installation on units outside motor-men's cabs at car ends, met with union opposition.

Test Period

The original installation of 518 machines was increased to approximately 800 during the test period: Guy and Jack Howe, head of Howe Vending, see a several thousand machine potential if the operation is approved (there are six to eight venders on each bus, spaced along each side of the vehicle).

The shift to 100 per cent bus installations, however, is seen as increasing per unit volume. Howe explained: Busses have proved consistently better volume producers in the test than have el cars. A couple of reasons:

1. More frequent turnover of passengers, who usually take shorter trips.
2. Narrower seats than in el cars which means both seated and standing passengers can more readily reach the units.

No Vandalism

Both Guy and Howe sounded an optimistic note on public reception and operation of the machines: "There has not been a single instance of vandalism during the test."

An exception was slugging. This has proved somewhat of a problem, Howe said. Altho they do not vend merchandise, they do block the coin chute and inactivate the vender.

Howe Vending uses penny venders marketed by Transportation Vendors, an Eastern firm, which began its own pilot operation on public transportation systems in early 1953, later concentrated on marketing its machine for similar operations over the country. The unit has a 50 tab gum or penny chocolate bar capacity, is non-selective.

In the Chicago installation, gum and candy was used in the cooler test months, became a straight gum operation with the warmer weather.

COINMEN YOU KNOW

Continued from page 84

recently back from a 10-day Florida vacation, was promoted to general sales manager. **Ralph Colucci** continues as president and chief executive.

John Colucci, of Mattatuck Music, Waterbury, was a Hartford business visitor.

Mildred Caranna is the new executive secretary to **Ralph E. Colucci** of Seaboard Distributors.

Sale of the Coca-Cola Bottling Company of East Hartford has been announced. New owner is Coca-Cola Bottling Plants, Inc., South Portland, Me., with **Paul G. Roberts**, executive vice-president of the Maine concern, to become president of the East Hartford plant. **Turner Jones**, president of the Maine firm, will be board chairman. The East Hartford plant will serve as distributor for bottled Coca-Cola in metropolitan Hartford-New Britain.

Int. Am. Completes Renovating Job

PHILADELPHIA, May 29.—International Amusement Company, foreign and domestic coin machine dealer here, has completed enlarging and renovating its showroom.

An air-conditioning job has also been completed and the store front is being remodeled.

NAPA Honors Ahl

NEW YORK, May 29.—G. W. Howard Ahl, general purchasing agent for Philip Morris & Company, Ltd., Inc., Tuesday (25) was elected president of the National Association of Purchasing Agents.

PANORAM FILMS
 NEW SUBJECTS — NO DUPES
 COMPLETE 16MM FILM LAB
 Negative & Positive developing
 15-16 Reductions—color reproductions
 Write for list.

VIDEO FILM SERVICE
 1523 N. Western Ave.
 Hollywood 28, Calif.

ATTENTION, DISTRIBUTORS AND OPERATORS WANTED

SEEBURG M 100A's & "SHOOT THE BEAR" GUNS
 LATE GOTTLIEB PIN GAMES
 SEND IN LIST

Our 1924 30th 1954 ANNIVERSARY

CALL, WRITE OR WIRE

Our 1924 30th 1954 ANNIVERSARY

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS
 Tel. Liberty 2-3180

PROVED... these 2 low-priced BINKS games MATCH THE EARNINGS OF COSTLIEST EQUIPMENT!

BINKS ZIPPER and WHIZ-BOWLER

It's good business to operate this low-cost, truly amusement type game—Whiz Bowler. Scores "strikes", "spares", high scores and double scores. Be wise—get MORE for less!—Write



You need this fast action, big money maker that hands you back so much for so little invested.

BINKS INDUSTRIES, INC.
 4329 N. PULASKI ROAD • CHICAGO 41, ILLINOIS, U. S. A.
 TELEPHONE MULberry 3-1100

NATIONAL GUARANTEED VALUES!

UNITED SHUFFLE ALLEYS

IMPERIAL	\$385	CASCADE	\$285
CLOVER	295	OLYMPIC	315
CLASSIC	325	LEADER	460

WANTED

Seeburg—M 100 B and C
 Bally—Dude Ranch, Beach Club, Palm Springs, Atlantic City, Beauty, Frolics.
 Williams—10 Super World Series, 10 Deluxe World Series.

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO

"P. B. M. S." MEANS A NEW MUSIC ERA—NEW SALES AND PROFITS FOR YOU. SEE PAGE 85 NOW!

"Heinie" Roberts



ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horseshollar, 15-21-50 pts. \$125 ea.
 Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
 50 pts.

M & T ZIG-ZAG
 Count'er Game \$65.00

PHONOGRAPH PLACEMENT PLASTIC
 for A.M.I. Wurlitzer Rock-Ola, Seeburg Don 146-147-148.
 3" King Size Plastic Pins for Fly-Away, 10, \$4.50 set.

—BINGO TYPE—
 Cleaned, checked and ready for location.

5-Star \$ 5
 Golden Nugget 10
 Keen, Holiday 10
 Jumpin' Jacks 10
 Palm Beach 10

Terms: 1/3 dep., bal. C.O.D. or S.D., P.O.B., Chicago

MID-STATE COMPANY
 2369 Milwaukee Ave. Chicago 47
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Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION

Buy Your ALUMINUM DISCS in Rolls of 10
 Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER

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SHAFFER SPECIAL

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FULLY RECONDITIONED

only \$419.50

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Better Quality
LATE MODEL
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UNITED BOWLERS	ARCADE EQUIPMENT	COUNTER MACHINES
DeLuxe \$75.00	ABT 4 Gun Rifle \$650.00	2 ABT Skill Guns \$25.00
Super 85.00	Boomerang 45.00	10 ABT Challengers 20.00
10th Frame 140.00	Bally Big Inning 150.00	24 Kickers & Catchers 18.50
Olympics 285.00	Undersea Raider 150.00	8 Champion Basket Balls 18.50
Cascades 265.00	Heavy Hitter 40.00	7 Pop Ups 18.50
Royals 365.00	Basketball Champ 175.00	6 Genco Pee-Wees 20.00
League Write	4 Player Derby 125.00	3 Whirl-a-Balls 10.00
Official 165.00	Goatee 100.00	9 Genco Whizzo 20.00
Stars 185.00	C. Coin Pistol 95.00	105 Got 3-Way DeLuxe Grippers 18.50
10th Frame 195.00	Edelco Pool Table 75.00	3 Shipman Art Shows 45.00
Clovers 275.00	Evans Bat-a-Score 165.00	50 Three of a Kind, Kickers & Catchers, new 49.50
in 6 Pl. 135.00	Evans Ski-Roll 95.00	
in 4 Pl. Crown 285.00	Evans Super Bomber 195.00	
4 Player 75.00	Evans Ten Strike 65.00	
10 Player 150.00	Ex. Dale Gun 55.00	
in Rotation 125.00	Ex. Gun Patrol 185.00	
Double Header 75.00	Ex. Space Gun 195.00	
	Ex. Silver Bullets 135.00	
	Ex. Six Shooter 145.00	
	Genco Sky Gunner Write	
	Genco Nite Fiter 310.00	
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	Jennings Barrel Roll 125.00	
	Keeney Sub Gun 125.00	
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	Seeburg Chicken Sam 110.00	
	Twin Shoe-Shine 150.00	
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	Super World Series 195.00	

Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio

NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

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Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

HIGHEST PRICES PAID for used Bally In-Line Games

Allan SALES, INC.

937 MARKET STREET
WHEELING, WEST VIRGINIA
PHONE: WHEELING 5472

QUARTERS FOR GUARANTEED RECONDITIONED PANORAMS . . . WRITE

CONDITIONED SHUFFLE GAMES	MISCELLANEOUS
Un. Olympic \$295	Ex. Dale Gun \$ 35
Un. Cascade 245	Ex. Six Shooter 135
Un. DeLuxe 135	Ex. Gun Patrol 145
Un. Ky & Play. Conv'n 145	DuGrenier ES-11, Elect. C.C. Starlite, Zip-Zag.

TO BUY BINGOS FOR CASH

Beach Clubs—Palm Springs
Yacht Clubs—Frolics—Atlantic
Frolics. Also other late games.

EMEROFF • CHARLEY PIERI

Write for Latest List
Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3976-7-8

1-BALL CLOSEOUT

COMPLETE, AS IS, WHILE THEY LAST

Turf King \$39.50
Citation 20.00
Special Entry 15.00
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Crating—\$10.00 Extra

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Hit 'n' Run 129.50	Floating Pwr. 49.50
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Gizmo 49.50	

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Mills 8 Col. Candy \$198.50	U Select It \$49.50
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25¢ Razor Blade 19.50	Kleenex 5¢ or 10¢ 49.50
N.W. 49, 16, 5¢ 17.35	Smokeshop 249.50
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BRAND NEW GENCO'S SILVER CHEST \$139.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

-BINGOS-

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Palm Springs \$495
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Yacht Club 250
Beach Club 395
Beauty 315
Palm Beach 185
Frolics 225
Atlantic City 195
Bright Spot 145
Coney Island 130
Spot Lite 110
Bright Lights 95
Circus 225
ABC 115
Long Beach 95
Mexico Write
Havana 465
Rio 415
Bolero 125

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GENCO 2 PL. BASKET BALL AUTO-PHOTO PITCHING PRACTICE MIGHTY MIKE AIR FOOTBALL AIR HOCKEY SET SHOT BASKETBALL RITEWAY 3-D THEATRE WMS. ALL STAR BASEBALL CHI. & PL. HOME RUN EXH. SHOOTING GALLERY

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2 TOP HAT Conversion, makes a "CHIEF" out of your United Super and later models 79.50

2 NEW CHANGEMAKERS

CONTINENTAL 2 dimes, 1 nickel for 25¢ \$89.50	COINWAY 5 nickels for 25¢ 2 nickels for 10¢ \$69.50
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Rowe President, 10 Col. or 8 Col. \$155
National Model 950, 9 Col. 145
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Nation-wide—it's WORLD WIDE!

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PINWHEEL \$195	SHINDIC 175
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Wms. THUNDERBIRD
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UNITED ACE BOWLER
Gottlieb HAWAIIAN BEAUTY
Exhibit SHOOTING GALLERY

SHUFFLE GAME "SPECIALS"!

UNITED LEADER \$425	UNITED CLOVER \$255
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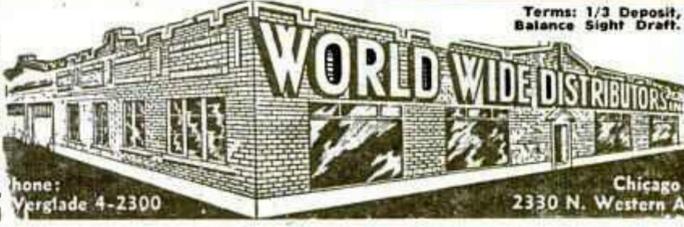
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Chicago Coin Goatee \$ 95
Chicago Coin Pistol Pete 90
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Wurlitzer 1080 125
Wurlitzer 1015 85
Rock-Ola 1428 225
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YACHT CLUB 250
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UNITED CABANA 225
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UNITED BOLERO 75



Chicago 47
2330 N. Western Ave

SUMMER MONEY MAKERS

United 5 Player, form./lg. pins \$ 90
United 6 Player DeLuxe 115
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United Super 10th Frame 195
United Star 10th Frame 215
United Clover 275
United Classic 85
Bally Bright Lights 115
Coney Island 125
Bright Spot 165
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Frolics 465
Palm Springs 79
Hayburner 150
Evans Bat-a-Score 145
Exhibit Space Gun 169
Seeburg 148-ML Phonograph

1/3 Deposit, Balance C.O.D.
Write for Complete List.

ALSO AVAILABLE—NEW
SURF CLUB—ACE BOWLER—CHICOIN
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LEASES. WRITE.

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WANTED: New Bally Kiddie Ride "MOON RIDE," Bally Surf Club, Champion Bowler, United Ace Bowler, Exhibit Supply Shooting Gallery.

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UNITED CLOVER SA \$315.00
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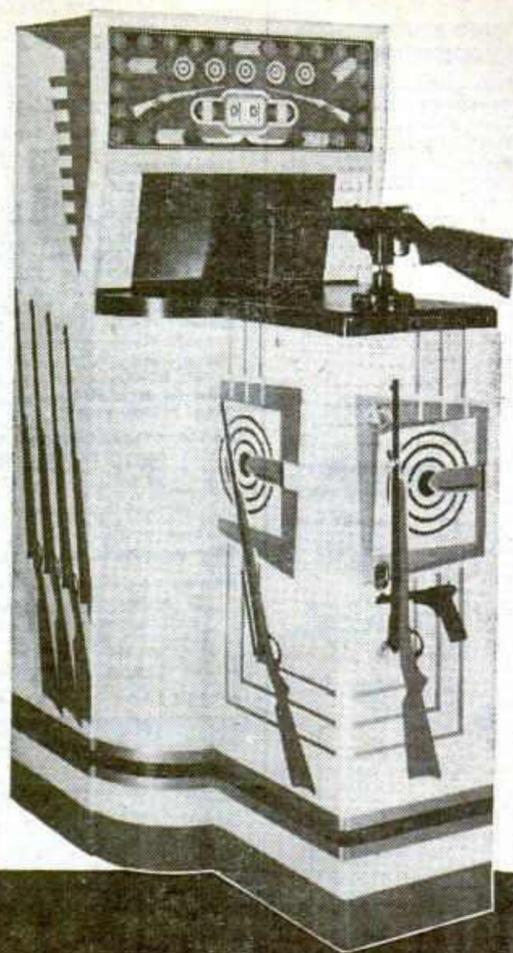
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EXHIBIT'S New Shooting Gallery

A
PROVEN
MONEY-
MAKER

Yes -

... it's been location tested all over the country with tremendous results in profits. It's compact, single unit construction has great play-appeal in any type of location. A genuine .22 cal. Remington Target rifle duplicates actual firing. It "bangs" ... it "kicks" and it drops the targets. It's the real "McCoy" ... you can shoot at any one of the 20 targets in any order. It's loaded with play appeal ... with extra features ... and with extra PROFITS for you!

- 25 standing cut-out targets (20 regular and 5 bonus)
- Money-back feature for perfect score (operator's option)
- Match score shooting feature (operator's option)
- Only 74" high ... 30" wide and 52" deep.



INDIVIDUAL TARGETS that drop with every "hit". An attractive, colorful "light-up" scoreboard clearly shows every "hit". Bonus points are awarded for the 5th, 10th, 15th and 20th hit.



REAL ACTION ... exactly like a full size shooting range. Every target actually "drops" when a hit is scored. It's real fun ... shoot at any target ... in any order. The "kick" of the gun ... the sound of the shot ... the falling targets ... are ALL REAL ... plus automatic scoring. No live ammunition is used.



BONUS BULLSEYES for the sharpshooters. After a perfect 20 hit score, 5 extra Bullseyes appear which count 5 extra points per hit. Money-back feature for perfect score and match-score shooting are included, but can be simply disconnected at the operator's option. This new ... all new shooting Gallery is "loaded" with "come-ons."

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EXHIBIT SUPPLY 4218 W. Lake St. Chicago, Illinois

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The Jones Boys are in a position to offer the best buys in the world on used equipment, and it's in top working order. Foreign shipments receive special crating and fast service.

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WHILE THEY LAST,
SPECIAL LOW PRICE

EVANS' BAT-A-SCORE

10
BALLS PER GAME
5c or 10c
PLAY



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AN AMUSEMENT GAME PERMITTED ANYWHERE

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- Making 1 to 10 and "O-P-E-N" lites bottom center rollover for "Extra Special" to score 4 replays.

- 3 THUMPER BUMPERS
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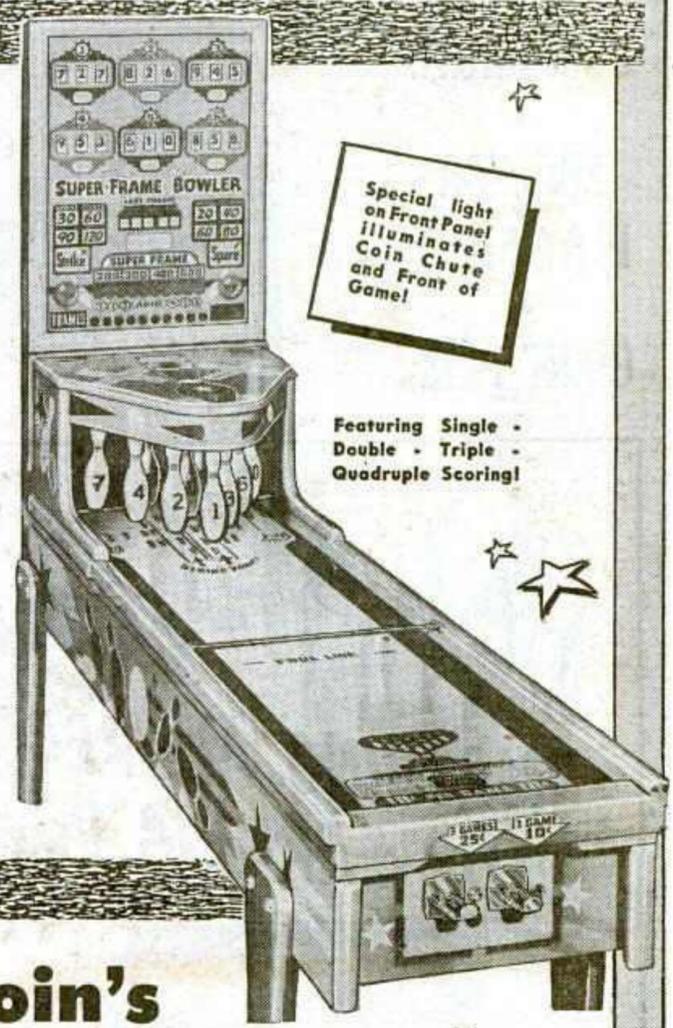
new front hinged score frame glass for easier servicing!
AVAILABLE IN STRAIGHT 10c; OR 10c 3 FOR 25c PLAY!

A SURE WINNER!... **chicago coin's New STAR-LITE BOWLER** THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

- 1** Individual player, by matching one or several numbers lights up one or several Stars in each game!
 - 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
 - 3** Matching features begin in the first frame and continue in every frame until the game is over!
 - 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900
- Special light on front panel illuminates coin chute and front of game!
 - New light up bulbs for drum scoring unit!

chicago coin's SENSATIONAL SUPER FRAME BOWLER THE EXCITING, 100% SKILL BOWLING GAME!

- Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!
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Featuring Single - Double - Triple - Quadruple Scoring!

A SURE WINNER!... **chicago coin's 6 PLAYER BASEBALL GAME SUPER HOME RUN** with the 3 WAY "MATCH" and "FREE PLAY" Features!

- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

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!



With the TROUBLE FREE SLIDE COIN CHUTE

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- Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.
- Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base... plus 3 EXTRA RUNS!
- Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!
- Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base... plus 5 EXTRA RUNS!

AVAILABLE IN STRAIGHT 10c; OR 10c — 3 FOR 25c PLAY!

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10¢ A PLAY
OR
1 PLAY 10¢
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ADJUSTABLE TO
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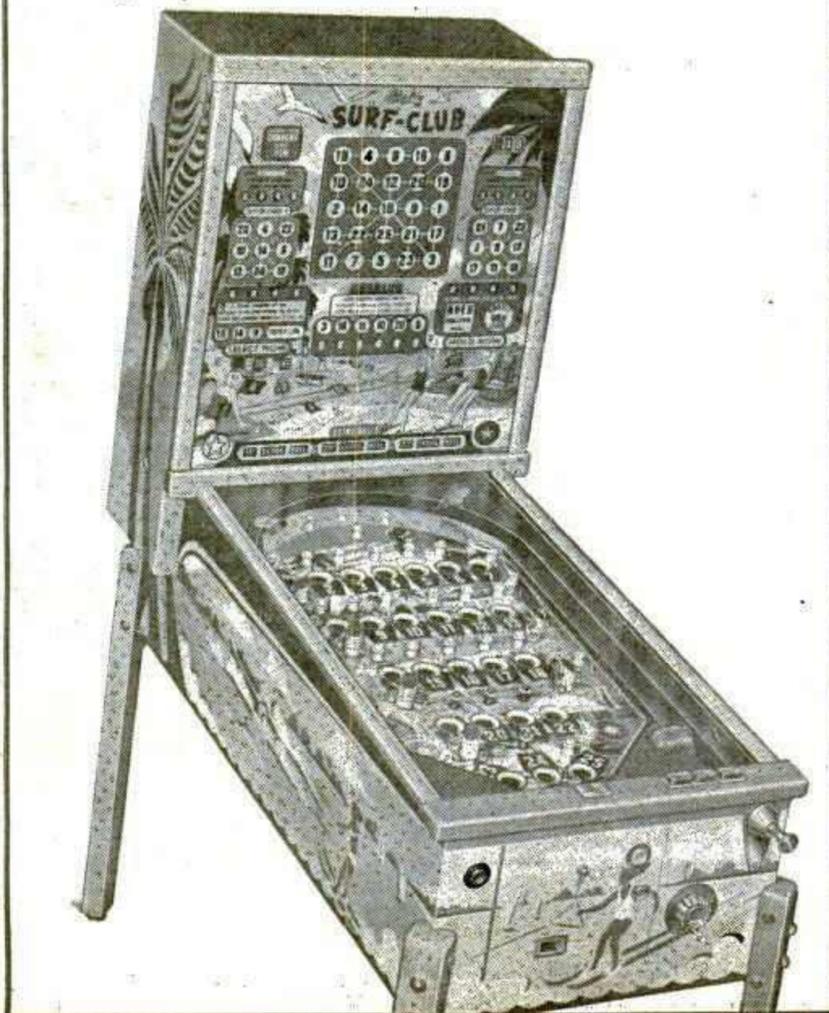
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IN-LINE
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4
CENTER CARD
CORNERS
SCORE
5-IN-LINE

19

NEW

20

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NEW!**

DIAMOND DIAGONAL

25

CENTER CARD

SCORES

22

3-IN-LINE
4-IN-LINE
5-IN-LINE
SCORES

21

**ALL BALL
RETURN
FEATURE**

5

**PINEAPPLE
SPOT FEATURE**
SPOTS 5-8-15
ON CENTER CARD
INCREASES DIAMOND DIAGONAL
SCORING

Number Selection Feature!

SUPER-SELECTION Feature

PERMITS CHOICE OF
EXTRA BALL
4-IN-LINE SCORES 5-IN-LINE
BOTH SUPER-CARDS
RETURN ALL BALLS

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BUTTONS**

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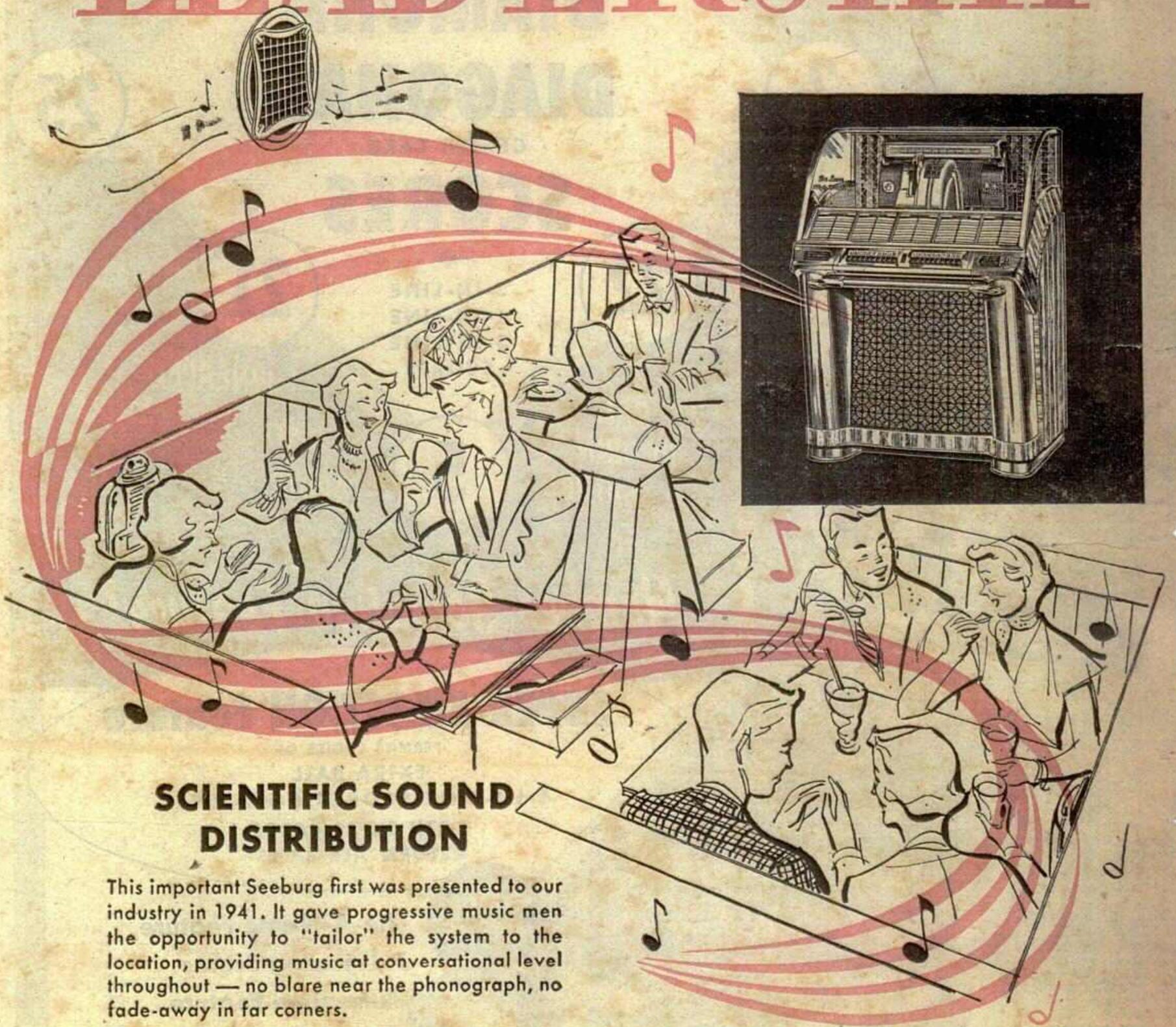
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