

The Billboard

APRIL 3, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Show World Awaits Ike's Tax Bill Okay

Hails Erasure of 60c Admission Bite; Cabaret, Racing Excise Likely to Stick

WASHINGTON, March 27.—Congressional leaders expect President Eisenhower's signature by late Wednesday (31) on legislation wiping out the federal admissions tax on tickets of 60 cents or less and cutting in half the 20 per cent federal tax on all other admissions, with the exception of cabarets and horse and dog races.

A joint Senate-House conference committee will move into action Monday (29) to resolve differences between the House and Senate versions of the controversial excise bill. Indications are that the committee will go along with legislation passed by the House and Senate lowering the admissions tax for all classes of theaters. A major point of difference to be ironed out by the Joint Conference Committee will be the Senate's provision to keep the 20 per cent cabaret tax unchanged. The Senate decided to continue the cabaret tax at 20 per cent, despite the fact that the House a week before had voted to slash the tax in half along with the admissions tax and several other excises. In all likelihood, President Eisenhower will sign the excise legislation into law before midnight Wednesday (31) if the conference committee does not depart too far from the House and Senate versions.

The Senate's cabaret tax action brought to the floor a controversy over interpretations of what constitutes the cabaret tax (see separate story). The debate also featured a difference of opinion among the senators on the question of whether TV set manufacturers and dealers are in an economic doldrum (see Washington Once-Over). The latter debate developed on an amendment unsuccessfully pushed by Sen. Paul Douglas (D., Ill.) to slash in half

the 10 per cent tax on TV sets, radios, phonographs and component parts.

In going along with the Senate Finance Committee's admissions tax slash, the Senate also approved the committee's provisions specifying that the admissions tax will be "1 cent for each 10 cents or major fraction of 10 cents." The House-passed bill, which had provided no exemptions on gen-

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Two-Way Plan Aids Box-Office Takes & Disks

WASHINGTON, March 27.—A showbusiness gimmick that stimulates phonograph record sales and box-office admissions is being set up for Super Productions, Inc., a D. C. theatrical production firm which owns four major retail record stores here.

Super Productions has been staging concerts and shows featuring big names and titles that tie in with current available releases. The firm's formula is simple. Its four retail outlets here are the exclusive ticket agencies for Super's various attractions, which so far have ranged from "The Caine Mutiny Court Martial," "John Brown's Body" and "Don Juan in Hell," to jazz concerts and ballets. The firm is preparing for its most ambitious season thru a contract just negotiated with the federal government for lease of the Carter

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MITCH MILLER'S VIEW

Europe Band Industry Smacks of U. S. in 30's

NEW YORK, March 27.—Mitch Miller, Columbia's recording chief, returned this week from a whirlwind visit overseas with a number of acute observations on the European record picture.

Miller notes that band records, in the jazz, swing or dance category, are good sellers both in England and on the Continent. "In a sense the excitement about band records there," claims Miller, "is similar to the excitement

about band records in the U. S. during the late 1930's."

On the recording side, Miller points out that the English and continental artist and repertoire chiefs are inclined to follow the styles and sounds established on U. S. records. American pop tunes and American records make up the bulk of the tune and disk market, and thus the European recording chiefs follow the American formulas.

In England, Miller points out, most people can afford to buy a player, so that the market for pop disks is steadily expanding. "I Believe," by Frankie Laine, said Miller sold over 500,000 records there, making it an all time record holder.

The average hit in England sells about 300,000 copies. This expanding market is a good thing for songwriters as well as disk firms, claims Miller because the pop writers there are now able to write for the record buyer rather than for the owners of the phonograph companies.

In Europe, however, Miller states that there is a real need for an inexpensive record player. Attachments sell for \$30 and players for \$50, and since pay scales are much lower than in America, this makes a player a real luxury and reduces the pop record market.

WIVES PREFER RADIO TO HUBBY

HARTFORD, March 27.—Ralph H. Klein, manager of station WCCC, isn't bashful when it comes to letting Connecticut know that "TNT," format of a regularly scheduled time-news-temperature thruout the day, is heard by many housewives.

He's now using bus cards, with this brave message: "Your wife probably listens to 'TNT' on WCCC more than she listens to you!"

TAPE MIX-UPS AIR SAME NBC SHOW TWICE!

NEW YORK, March 27.—The NBC radio web this week had a potent tho embarrassing, sales argument to present to potential sponsors for "Can You Top This?" which airs as a 10:15-10:30 p.m. strip. The network has excellent evidence that the show has an interested and sizable audience, but is somewhat red-faced about how it secured the evidence.

The show, which is aired by tape, had an unfortunate experience this week, when the Tuesday (23) edition mistakenly reprised the same tape which was broadcast the preceding night. This misadventure resulted in considerable audience reaction, with the local outlet here, WNBC, swamped with 500 telephone calls within an hour of the airing, while the NBC outlets in Washington and Chicago were likewise deluged by listeners. Weary NBC execs proudly pointed out that at least the show has audience loyalty.

N. Y.'s Resort Area Plans Show Budget Of \$5,000,000

Catskills to Use 1,000 Acts; N. H. Spots To Spend 100G; Conn. Boosts Activity

By BILL SMITH

NEW YORK, March 27.—The resort areas in and around New York plan to spend upward of \$5,000,000 for the rest of the year for attractions, acts and music. The Catskill Mountains alone will use about 1,000 acts on week-ends, exclusive of attractions, making the area the largest user of talent in the country, even larger than Las Vegas, Nev.

The resort zones are no longer limited to the Catskills. New Hampshire, a comparatively new resort area, now spends about \$100,000 during the 10-week summer season for acts and bands. The bungalow colonies fanning out of New York in all directions

are new and important users of talent. Connecticut, a steady user of talent in the past, has stepped up its activities.

Lakewood, N. J., with about 40 hotels operating on almost a year-round basis, spends about \$10,000 weekly (mostly weekend shows). The Pennsylvania resorts running adult camps also spend varying amounts. Taminant in the Poconos uses a resident company costing about \$60,000 for the 10-week season. Unity House, run by the International Ladies Garment Workers Union, spends about \$30,000.

Borscht Belt

The largest concentrated users of talent, from top attractions to the small acts, are still the traditional Catskill Mountain hotels, in Greene, Sullivan and Ulster counties of Upper New York State—the Borscht Belt. The Concord, a large sprawling establishment open the year round, is alone responsible for about \$350,000 a year. The Nevele, another large place, spends about \$100,000 annually, and Grossinger's accounts for about \$200,000. In addition to these three, there are about 250 smaller hotels using acts two or three times a week.

The Concord's Phil Greenwald has almost an inexhaustible talent budget. The hotel buys the

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EP DUPLICATIONS OF LP DWINDLE

Record Firms Move Toward Excerpts, Short Classics for Bonus 45 Disks

By IS HOROWITZ

NEW YORK, March 27.—The use of the extended-play record in the classical area has largely been abandoned as an exact package duplicate of its LP counterpart. More and more, the bonus 45 r.p.m. disk is being used by the major record manufacturers primarily as a vehicle for the short classical musical selection, or selected excerpts of the complete LP issue.

RCA Victor, which introduced EP only two years ago, today duplicates less than 5 per cent of its Red Seal product on the smaller record. Until last October this duplication was complete, with each new classical set made available both on LP and EP.

For most other companies the duplication of LP classical sets on EP is non-existent or has dwindled to little more than token representation.

At the same time, however, the EP package has assumed growing importance in the pop and jazz categories, where many manufacturers now feel the smaller "album" has extended the market to many consumers who in the past were only sometime prospects for package merchandise.

New Exploitation

Full-scale exploitation of the EP as a jumbo classical single, tho gathering steam, still awaits the solution of practical merchan-

dising problems. Included among these are problems of display, inventory control and pilferage.

Victor's present policy on EP carbons of classical LP releases lays top stress on artists such as the Boston Pops Orchestra and Mario Lanza, where duplication is immediate and complete. To a large extent, quick duplication also figures in standard "warhorse" etchings.

In some cases, seemingly esoteric works which attract a large public by virtue of artist name power are also put out on EP simultaneously with the release of the LP set. A current example

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FISHER'S 'GIRL'

Free Cokes Push New RCA Disk

NEW YORK, March 27.—In a number of record shops in the city of Wilkes-Barre, Pa., each youngster who purchases Eddie Fisher's record of "A Girl, a Girl" receives with the disk six bottles of Coca-Cola, at no charge. All he has to do is give the dealer 12 cents deposit for the bottles.

(However, this 12 cents is regained when the bottles are returned at any grocery store.)

In the city of Harrisburg, Pa., any teen-ager who buys Fisher's latest record from Pete Wambach's record shop receives free a bottle of Coca-Cola which he can drink on the premises.

These are some of the unusual promotional tie-ups that RCA Victor distributors have made with franchised Coca-Cola dealers in various cities thruout the country to spur sales of the Fisher record.

Fisher, of course, is sponsored on TV by Coca-Cola, and his new record is shipped in a sleeve advertising the beverage; so the

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Roach to Put Cap's Bozo Into TV Film

HOLLYWOOD, March 27.—Capitol Records and Hal Roach Jr. have concluded negotiations whereby the latter will produce a telefilm series based on the platter's highly successful kidisk series, "Bozo the Clown."

Roach firm is currently at work on a script for the series, preparatory to filming of a pilot reel.

Plans as yet have not been formed concerning possible sale or method of distribution of the series. Pinto Colvig, Cap's wax Bozo, is scheduled to play his role in the telefilm series.

Buffalo Clubs Hit for 69G

BUFFALO, March 27.—Seven night clubs here were hit by the New York State Department of Labor, Unemployment Insurance division, for a total of \$68,898 in back taxes which the State claims the clubs owe as employers of talent.

The hardest hit was the Town Casino, which was charged \$42,708 for taxes retroactive to 1946. Others affected were the Chez Ami, \$14,796 for taxes the State said were due from 1946 to June, 1952; Club Federal Gardens, \$1,544, from 1946 to 1951; Frank's Casa Nova, \$2,188; the Barn, \$1,802; Havana Casino, \$2,833; Silver Rail, \$3,027.

The Town Casino was affected on two counts. It is charged with \$5,549 for one year (1946) as the H.&H. Corporation, and \$37,159 for the period from 1947 to September, 1952.

Former Tax

Most of the money the State claims is due comes from the non-

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Nighttime Net Video Enjoys Greatest Period of Stability

Industry's Settling Down Creates Solid Status in Spite of General Conditions

NEW YORK, March 27.—Nighttime network TV is now enjoying its greatest period of stability, which contrasts with the general economic conditions throughout the country. This state is distinctly different from the spring of 1953 and of 1952, when many sponsors canceled their network shows because of general dissatisfaction with advertising results on TV.

A striking example of the strength of network TV is seen in the current showing of ABC-TV. That video network, which holds third place in terms of financial position, is retaining a large number of its sponsors, and in several cases, Dodge, American Tobacco and General Mills, it has already come up with renewals for next season.

In the spring of 1952 and 1953 it was getting cancellations on a wholesale basis, including such

clients as Ironrite, American Chicle, Kreisler watchbands, Celanese, Frigidaire and many others.

And at the other webs, CBS-TV and NBC-TV, there are so many sponsors bidding for evening time that they have to be chased away. There will undoubtedly be many program changes for 1954 at the two top webs, but most sponsors will not give up their time franchises.

Basic Reasons

There are many reasons for network TV's solidity. For one thing ratings generally have become more stable as web program execs have found the answers to programming problems. In the early days of the medium, shows were programed on a quantitative rather than a qualitative basis because of the necessity of filling time.

Now the accent is on quality. As programs have succeeded, it has become possible to draw conclusions as to the entertainment ingredients necessary to satisfy video audiences.

For example, certain program types have become established, such as situation-comedies about giddy females of which "My Friend Irma" is one. Naturally, similar situation comedies were created. It has also been learned what results can be expected from dramatic shows, and in what time periods they can be achieved.

Really National

Another factor making for nighttime video's greater stability is that during 1953 it became really national in scope—TV now covers practically the entire country.

Current statistics prove that 61.6 per cent of the nation have sets, and that about 90 per cent of the people in the United States can see TV.

This has answered the demand of big national advertisers for national coverage which the medium previously could not offer. It has also meant that nighttime advertisers expanding into new markets have got unusually good ratings with their shows because the new viewers were presented top quality entertainment. What the early video audiences saw was hit or miss programing.

Network rates have also become more stable, which has helped the advertiser to know what his video expenditures might be. This news occurred because, as the larger markets became saturated with sets, stations

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NEW JESSEL SHOW MULLED

NEW YORK, March 27.—The bow-out of B. B. Pen Company as sponsor of the current "George Jessel Show" on ABC-TV next month does not necessarily mean the company is giving up the idea of sponsoring Jessel on TV.

The firm is currently mulling a new format for Jessel for next fall, and it's understood that TV film is being considered. Whether the new-format show would replace current stanza or would be an additional show on the network roster is as yet undecided.

Jessel, no matter what the outcome of the projected show for B. B. Pen, remains as vice-president in charge of product promotion for the pen firm.

Manuti Seeks WOR Debate

NEW YORK, March 27.—In a bid for public airing of its dispute with WOR and WOR-TV, Al Manuti, president of Local 802 of the American Federation of Musicians, yesterday (26) called upon Tom O'Neil, president of the Mutual Broadcasting System, to debate with him over the WOR stations the points at issue between the union and the stations.

Local 802 is currently picketing the New York outlets as a result of the station's dismissal of its staff of 40 musicians following the expiration of its contract with the union. WOR maintains it has no need for and cannot afford the full-time musician staff.

The text of Manuti's wire to O'Neil reads: "In denying Mutual's motion for an injunction to prevent Local 802 from picketing

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NEW FORMAT

AFM-AFTRA Hassle Goes To Comedy

CHICAGO, March 27.—The recent hassle between the American Federation of Television and Radio Artists and the American Federation of Musicians took a funny turn Friday (26). Musician-vocalists on the "Swingalong" show over WBKB, 1:30 to 2 p.m., came up with printed cards when it came their turn to speak. When questioned by the master of ceremonies, each held up a card giving an excuse for his lost voice. Some claimed laryngitis and others plainly stated they couldn't talk. The entire show was done in jest, and was not based on a strike or any other means of retribution. The show is emceed by Kenny Bowers and Jimmy Lee on alternate days.

The hassle which originally took place involved speaking musicians who were asked to join AFTRA, but who were told by the AFM that that wasn't necessary. The entire matter is now in the hands of the national office of AFTRA and the AFM. So far no solution has been reached and more action has taken place on the Chicago scene.

Time Sought For 'Greatest'

NEW YORK, March 27.—Goodyear Tire and Rubber is looking for network time in which to book a film version of its radio veteran, "The Greatest Story Ever Told." Goodyear is also reported to be looking for a half-hour show and time slot to run over the summer.

Goodyear has 13 "Greatest Story" segments that it aired about two years ago. Transamerican Broadcasting and TV packages the show, but it is not known who would do the filming of the new segments. Discussions are known to have taken place with Screen Gems. Goodyear, it is understood, wants to air it once a month. Either Kudner or Young & Rubicam would place the shows.

\$5 MILLION WORTH

NBC-TV Must Locate Color Spec. Sponsors

NEW YORK, March 27.—NBC-TV this week was faced with the problem of finding advertisers to pay an estimated bill of at least \$5 million for its series of color spectaculars next season, as first reported in The Billboard, February 13. Each show will cost around \$250,000. There will be at least two each month, presented in one of three evening time periods: Saturday, 9-10:30; Sunday, 7:30-9, and Monday, 8-9:30.

Should the network find difficulty in getting bankrollers, it is committed to pay the stations for the time it has ordered. But the extravaganzas will have a many-faceted value to NBC-TV. They are to act as a vast stimulus toward selling color to the public. They are also to function as programming bulldozers in sweeping the CBS-TV opposition before them.

For example, Colgate has undoubtedly been sold on its renewal by NBC-TV on the job the spectaculars will do toward knocking off "Toast of the Town" by building a viewing habit for its time period. And NBC-TV also expects to end the rating supremacy of "I Love Lucy" on Mondays by means of these spectacles.

Top Producers

Leland Hayward will produce 13 of the spectaculars, while also to be involved are Worthington Minor, Max Liebman, Fred Coe and Robert Welch. Also being wooed by NBC-TV as producers are Walt Disney, David Selznick and Rodgers and Hammerstein. With these shows, the creative emphasis, according to NBC chief Pat Weaver, is to shift to the producer and writer. They are to encompass every form of show

business—musical comedies, both originals and former hits, operettas, drama, circuses, aquacades and ice shows.

Weaver claims they are being blueprinted with a constant "hit" philosophy in mind which can bring a cumulative audience of perhaps 99 per cent of the TV families to their sets. They are also part of Weaver's original magazine concept of programing.

\$75 MIL ANNUAL BILLINGS

P&G Buys 6 1/2 More Hrs. on CBS-TV; Daytime Near SRO

NEW YORK, March 27.—Daytime TV moved closer to s.r.o status on CBS-TV as the result of the addition of six and a quarter hours per week of Procter & Gamble business beginning this July 5.

AFTRA Strike Looms at ABC

CHICAGO, March 27.—Radio and TV execs here were wondering uneasily what James Petrillo's next move would be in his cold war with the American Federation of Television and Radio Actors, which this week erupted into a full-fledged battle. AFTRA this week was all set to strike at ABC, here, because American Federation of Musicians' members were doubling as comics, and not joining its union.

ABC, after refusing to talk to AFTRA, suddenly changed its tune when the strike became imminent. It acceded to the union's demand that the AFM musicians be stopped from performing. The situation had been quiet because musicians were joining AFTRA when they became performers, but Petrillo stepped into the picture and refused to allow them to do so.

Now that AFTRA has won this victory, the belief is that Petrillo, especially in Chicago, his home town, where his prestige must be maintained, must do something to show his muscle to members of his union.

In the middle of this squabble are the video and radio networks, specifically ABC. That web is expected to go to the National Labor Relations Board and ask that it intervene. In the event it

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Five hours of this time—two half-hour shows, "On Your Account" and "Welcome Travelers"—is now on NBC-TV, and will shift, and the advertiser has also bought another quarter-hour strip of time for a new soap opera. This will give P&G a total of two hours each day of daytime TV on CBS, and in terms of billings in the neighborhood of \$15,000,000 per year.

Between 10 a.m. and 5 p.m., only two and a quarter hours remain to be sold Mondays thru Fridays. They are Friday, 10:30-11:30; Tuesdays and Thursdays, 2-2:30; Tuesdays and Thursdays, 4:15-4:30, and a quarter hour of Bob Crosby.

Line-Up Revamped
In order to effectuate the shift, the entire CBS-TV daytime line-up was revamped. Leading off its day is its "Morning Show,"

from 7-9, which is to be followed by Garry Moore, 10-10:30. The "Arthur Godfrey Show," which is to be cut to an hour, goes 10:30-11:30 (Esquire Boot Polish and Star Kist Tuna move out), and "Strike It Rich" stays in to 11.

The entire noon to 1 p.m. list of soap operas, including "Valiant Lady," "Love of Life," "Search for Tomorrow" and "Guiding Light," remain where they are. "Portia Faces Life" moves into 1-1:15, and the new P&G strip moves into the following quarter hour.

"Welcome Travelers" is to be slotted 1:30-2. After it comes "Double or Nothing" on Mondays, Wednesdays and Fridays, 2-2:30. Three half-hour shows, Art Linkletter's "House Party," "The Big Payoff" and "The Bob Crosby Show," stay anchored in their

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GE Eyes Big-Star Live, Film Series

NEW YORK, March 27.—Live and film video are expected to be combined for the first time in a regular series which General Electric is interested in purchasing from the Music Corporation of America. The top budgeted dramatic show, estimated at \$35,000, would be presented live 26 times and on film 13 times in its Sunday night 9-9:30 time period on CBS-TV.

MCA is expected to deliver with the series the top names in its roster of stars, including such film luminaries as Marlene Dietrich, Montgomery Clift, Marlon Brando, Joan Crawford, Gregory Peck and any other stars that it can get. A big top name personality, probably Bing Crosby,

if he is available, would be used to introduce each vehicle.

Debuts for Some

The combination of live and film is expected to help add to the show's audience attractiveness. Some of the actors and actresses haven't ever been seen on TV. Those stars who won't work live or can't because of other commitments will be able to be shown on film.

GE also expects to retain the services of Ray Milland in its Thursday night 9-9:30 time period on the same network. "Meet Mr. McNutley," Milland's current vehicle, will probably be junked, but another property will be created to feature his talents.

Subs Set for Buick-Berle

NEW YORK, March 27.—NBC-TV this week sewed up two sponsors to carry the Tuesday, 8-9 p.m. period for the 15 summer weeks that the Buick-Berle show will be vacationing. Toni will have 8-8:30 p.m., and Five-Day Deodorant Pads will have 8:30-9 p.m. No shows have been selected yet.

Toni also has bought the Monday, 7:30-7:45 p.m. period, in which it is expected to place a musical show. The "Arthur Murray Party" is due to vacate that period next month. Toni is also reported to be making overtures to Batten, Barton, Durstine & Osborn to get alternate-week sponsorship of "Your Hit Parade" next season, when Crosley will drop it.

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WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, March 27.—Look for a new drive against restrictive sports telecasts. The sports committee of the National Association of Radio and Television Broadcasters will sound off on the issue at a New York meeting April 5.

"NEW LOOK" BRINGS TV FILM DOLLARS . . .

Commercial TV film firms face a chance to bid in on a raft of new contracts from the Armed Services as a result of the Defense Department's "new look" program. The "new look" has produced an economy policy that's likely to compel the Armed Services to board up several of their film studios and turn the work over to private movie makers. The ax has already knocked some hefty chips off of the Army's Signal Pictorial Center at Astoria, L. I.; the Air Force's film studios at Wright-Patterson Field, Dayton, O., and the Navy's photo center at Anacostia, D. C. Production of nearly 800 reels of training, educational and public information films had been planned for those studios this year, but more than half of this footage will be handled instead by private firms under contract with Uncle Sam. An exhaustive survey is under way to find out how much additional work can be turned over to private film makers at less cost without risking security. Looks like there'll be plenty.

COIN, NOT COLOR, FRETS TV BUYERS . . .

Fewer people intend to buy TV sets this year—but it's not because they're afraid color TV will make their sets obsolete. It's just that they're less confident about their finances than they were a year ago. That's the picture from the Federal Reserve System on the basis of the agency's latest annual survey of consumer spending. Federal Reserve based its results on opinion canvassed earlier in the year, added cautiously that the picture might change later.

CALL FOR HELP FROM UNCLE SAM . . .

The broadcasting industry will be called on to help in two new government campaigns. The President's Action Committee for Traf-

FCC Issues 2 Video Grants

WASHINGTON, March 27.—The Federal Communications Commission this week issued two TV grants, bringing total authorizations to 665, of which 557 are post-freeze grants, including 29 non-commercial, educational grants. With 59 grants canceled, outstanding authorizations now number 606.

This week's grants went to the Montgomery Broadcasting Co., Channel 12, Montgomery, Ala., and to Southern Broadcasting Co., Inc., Channel 2, Charleston, S. C. In granting the CP to Montgomery Broadcasting, the Commission dismissed the competition application of Alabama Television Co.

'Marge, Jeff' Gets Healthy Nielsen

NEW YORK, March 27.—Du Mont's faith in its "Marge and Jeff" series, as expressed by its recent renewal of the co-op stanza, has been justified by the latest Nielsen rating report which gives the show a new high mark of 13.6 for the last week in February.

The early-evening across-the-board show is now being picked up in 42 markets.

The second annual Ballyhoo Ball of the New York Publicists' Guild will be held in the Grand Ballroom of the Hotel Astor on March 30. . . Edward R. Murrow will receive the Philadelphia Fellowship Commission's national award at the "Press for Freedom" dinner on March 24.

Time Salesmen for MIDWEST TV STATION

In 1/2 million pop. area, 2-Station Market. Has opening for two aggressive time salesmen. Prefer Central States men with radio sales background. Guarantee; commission. Write or wire Box 714 c/o The Billboard 188 W. Randolph St., Chicago 1, Ill.

fic Safety announced it will use TV and radio stations in an all out "crusade for safety" to fight traffic accidents. Meanwhile, Agriculture Secretary Ezra Taft Benson said his agency will ask TV and radio stations to join in a campaign from April 1 to 10 to spur sales of surplus potatoes.

NOTHING NEW BUT SOME FIGURES . . .

Altho the Senate's debate on excise legislation this week didn't produce any tax relief for TV-radio sets manufacturers, it did turn up some new figures on how sets are selling. Sen. Paul Douglas (D., Ill.), who talked himself nearly hoarse trying to convince the Senate that it ought to slash in half the TV-radio tax, said the industry is in the doldrums. He said sales of TV and radio sets in January and February weren't much ahead of sales the same time two years ago. Production of receivers in February, he said, were down 40 per cent from a year ago. The senator said he got his figures from the Bureau of Labor Statistics and Commerce Department.

MATTY FOX ACQUIRES RIGHTS TO SKIATRON

NEW YORK, March 27.—Subscription TV got a shot in the arm and a kick in the pants this week. Matty Fox, wide-swinging picture and TV tycoon, acquired worldwide rights to the Skiatron "Subscriber-Vision" system and immediately began taking steps to get Federal Communications Commission approval to begin commercial operation. At the same time, Eugene McDonald Jr., president of the Zenith Radio Corporation, made a statement that he'd about given up trying to get Phonovision into commercial use at this time because of the lack of suitable motion pictures.

Fox, on the other hand, promised that his new company, Skiatron TV Corporation, will offer practically every kind of attraction beyond the economic reach of network sponsors. He would not say if he had any definite commitments yet on programing.

Arthur Levey's Skiatron Electronic and Television Corporation, which holds the patents on "Subscriber-Vision," will receive 5 per cent off the top of the new company's gross pay-as-you-see take, it was understood.

All Rights

Fox's company now has all rights for the manufacture, operation, licensing and financing of the Skiatron system. Fox said his new venture will in no way involve his TV-film outfit, Motion Pictures for Television, Inc.

The third subscription TV system, Telemeter, has meanwhile been carrying on reportedly encouraging programing experiments in Palm Springs, Calif. Paramount Pictures last month gained control of another 35 per cent of the Telemeter company.

Boston Post Buys WCOP

BOSTON, March 27.—The Boston Post, local morning daily, yesterday (26) purchased radio station WCOP. A climax of one of the most closely-guarded moves in Boston radio history, the deal came as a surprise even to inside observers. The purchase price was \$210,000.

WCOP formerly was owned by A. C. Beaman and T. B. Baker Jr., of Nashville, and Roy V. Whisnand of Boston. It operates 18 hours a day and is authorized to operate around the clock. The station's AM transmitter in Lexington, Mass., was built in 1945; the FM transmitter was installed in 1948. Whisnand is expected to continue in his present post as station manager.

Acquisition of the outlet is the latest maneuver in Post publisher John Fox' aggressive policy in the circulation hassle between Hub newspapers. Since coming to the then-tottering Post, Fox has completely revamped the paper. He is noted for his strong anti-Communist, pro-McCarthy views and it is believed these will play a large part in determining the future role of the station.

RCA to Ship Color Sets at Suggested 1G

BLOOMINGTON, Ind., March 27.—RCA will begin its first shipment of color sets next week, with the initial model (CT-100) carrying a suggested list price of \$1,000. Detailed information on the new model was given to 70 competitive manufacturers here yesterday, at a color symposium for RCA receiving set licensees.

With its color TV production line geared to an output of 2,000 color sets a month, RCA plans to manufacture during 1954 about 5,000 of the 15-inch color receivers and about 5,000 of the 19-inch color sets.

By the end of 1954, the company estimates 125 stations will be equipped for color broadcasts, providing coverage for 75 per cent of American homes.

RCA veepee J. B. Elliott estimates the industry should be able to sell 70,000 color sets this year, 350,000 in 1955, rising to about 5,000,000 in 1958, at which time there should be 10,200,000 color sets in use.

These shares had previously been held by members of the Loew family. The other 15 per cent is owned by Carl Lesserman, president of Telemeter.

NBC in Battle Over Marx TV

NEW YORK, March 27.—NBC-TV this week was engaged in a hassle with De Soto Motors over its new contract to sponsor Groucho Marx in "You Bet Your Life."

The network has lifted the cost of the package sharply and the sponsor, thru Batten, Barton, Durstine & Osborn, its agency, is fighting the hike in the cost of the program.

Negotiations have failed so far to settle the problem, and the probability is that some sort of compromise will have to be reached.

AM Leads TV In Set Sales

WASHINGTON, March 27.—Radio's healthy status was reflected anew this week in latest figures from the Radio-Electronics-Television Manufacturers' Association showing that manufacturers' shipments of radio sets outnumbered TV sets in January. Radio shipments totaled 668,978, compared with 611,118 TV sets shipped that month.

All but 274,536 of the radios shipped that month were automobile sets which went directly from the sets manufacturer to the automobile manufacturer. Of the radio sets which went to dealers for retail sale, shipments in two States—New York and New Jersey—outnumbered TV sets shipped to dealers.

ANTA Postpones 'Album' TV to Fall

NEW YORK, March 27.—The date of the American National Theater and Academy's "Album" theater telecast, originally scheduled for May 27, has been moved up to the fall.

The reason for the plan switch is understood to be that more time is desired to line up name stars whose current commitments rule out their appearing in the show on May 27.

NBC Offers Drier Co-Op

CHICAGO, March 27.—NBC's "The Man on the Go" Show which features Alex Drier delivering the news will be offered to 186 radio stations on a co-op basis. The show was dropped April 2 by its sponsor, International Harvester. The show currently is the second ranked radio network news show and is slotted to 6 p.m. CST.

Early Senate Study Of UHF TV's Plight

WASHINGTON, March 27.—A full-dress congressional investigation of the plight of ultra-high TV will get under way April 27. As foretold exclusively in The Billboard, the Senate Interstate and Foreign Commerce Communications Subcommittee yesterday (26) announced that hearings on this issue will run at least three days starting April 27 (The Billboard, March 13).

Sen. Charles E. Potter (R., Mich.), subcommittee chairman, announcing plans for the hearing, said an intensive effort will be made to "gather all the fact" concerning UHF's economic troubles in competition with VHF. Witnesses at the hearing will be led off by members of the Federal Communications Commission. An array of other witnesses will include spokesmen from UHF stations, including the Ultra-High Frequency Broadcasters Association. Among others will be representatives of set manufacturers, and it is likely that spokesmen will be on hand from the major networks and the National Citizens Committee for Educational TV.

Springboard for the upcoming hearing is Sen. Edwin C. Johnson's (D., Colo.) multiple ownership TV bill. Johnson's bill, which proposes to allow any single interest to own as many as 10 TV stations as long as there are two UHF stations for every one owned by the same interest, is aimed to encourage UHF prospecting. Johnson has pointed out that the idea of a two-UHF-for-one-VHF ownership formula would provide a particular strong inducement to networks and other VHF multiple licensees to shift UHF-ward on the theory that a couple of solid UHF stations in good-sized metropolitan areas would be an improvement over a single VHF

station in a highly-competitive metropolis.

The UHF situation has been a heated issue on Capitol Hill and at the FCC for months. The upcoming hearing will be the first to be staged by any congressional committee on the issue. The FCC is preparing its second report. In an earlier report the Commission indicated that UHF stations are having no worse a time in getting started than VHF stations did in TV's pioneering period.

'Omnibus' to Return in Fall

NEW YORK, March 27.—"Omnibus" will definitely return to CBS-TV for another 26 weeks in October. It will again occupy the 5-6:30 p.m. Sunday period, and is expected to be on an even more lavish scale than heretofore.

Its three sponsors, as it winds up its second season this week, are Nash, Greyhound and Scott Paper. Sponsorship and production personnel for next year have not been set yet, but many of its present production staffers will be retained.

Amer. Dairy May Cancel Bob Hope

NEW YORK, March 27.—Bob Hope is expected to be dropped by American Dairy at the end of his radio show's current cycle in June.

This follows the report that General Foods will drop Hope's daytime show, also on NBC radio. His dairy-sponsored stanza is Friday, 8:30-9 p.m.

Selling Allentown, Bethlehem, Easton
WLEV-TV
Bethlehem, Pa.

the only single medium reaching the entire

Steinman Station

NBC TV affiliate

Represented by
MEEKER TV, INC.
New York Chicago
Los Angeles San Francisco

"It is ridiculous to try to run an up-to-the minute radio station without the aid of The Billboard."

THE BILLBOARD

SUBSCRIBE TODAY
SAVE \$3.00
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USE THIS COUPON

The Billboard 861
2160 Patterson Street Cincinnati 22, Ohio
Yes, please enter my one-year subscription to The Billboard at \$10. Payment is enclosed.
(Foreign rate, one year, \$20)

Name
Address
City Zone State
Occupation

Jim Allen to Direct Crosley TV Flack

CINCINNATI, March 27.—James Allen, director of TV promotions for Crosley Broadcasting Corporation, has also been appointed director of publicity for the four Crosley television stations as well as for WLW here. The quartet of TV stations are WLW-T, Cincinnati; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-A, Atlanta.

Allen, who resigned two years ago as city editor of The Cincinnati Post, to join the Crosley organization as chief of WLW-TV promotions, succeeds Gilbert W. Kingsbury, vice-president in charge of public relations. The latter will now be free to devote more time to over-all corporation business and affairs associated with the four TV outlets. He will also devote more time to public relations for the Crosley corporation in Washington.

\$15 Mil Billings

Continued from page 2

present positions, 2:30-4. But "Brighter Day" goes 4-4:15, "The Secret Storm" goes 4:15-4:30, and "On Your Account" moves into 4:30-5.

Top Gross Billings

The addition of the P.&G. billings is expected to sew up unchallenged network leadership in terms of gross billings for CBS-TV this year. At the end of 1953, CBS-TV ran only \$833,002 ahead of NBC-TV on a gross of \$97,466,809, according to PIB. P.&G.'s business should add about \$5 million to CBS-TV during the second half of 1954, and the loss to NBC-TV of these billings should widen that figure substantially by the year's end.

NBC-TV now plans to program the 3-4 p.m. period, currently occupied by Kate Smith, with "Hometown USA," four separate soapers which will utilize a single

CBS Promotes Crothers

NEW YORK, March 27.—George Crothers this week was named manager of special events and public affairs at CBS-TV. He is currently the director of religious programming at the network. No replacement has been named for the latter department as yet.

set, and whose characters will be utilized in all four shows. The 4-5 p.m. hour also seems likely to get four individual soapers. Kate Smith, who has a three-year contract with NBC, may wind up with 30 minutes for a variety show, however.

To the CBS-TV shuffle following addition of the new P.&G. shows, the Robert Q. Lewis daytime variety strip has been lost. He may get the 2-2:30 Tuesday and Thursday periods, and if he rejects them they may go to Jack Paar.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the second week of February in one-half of the cities surveyed individually by ARB. The complete study listing all cities surveyed is published over a four-week period beginning with the third issue of The Billboard each month.

The program titles are arranged according to category and as they appear in the rating books—no rank order has been attempted. For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart which appears in the Agency-Advertiser and Production issues of The Billboard.

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

Title of Show	Category	Station—Days—Time	February ARB Rtg.
ALBANY-SCHENECTADY-TROY 2 STATIONS			
Foreign Intrigue	Adv.	WRGB—Su.—1:00-1:30	37.7
Badge 714	Adv.	WROW—W.—7:30-8:00	22.8
Pulse of the City	Drama	WRGB—M.—7:30-7:45	30.2
Favorite Story	Drama	WRGB—M.—10:30-11:00	28.3
Kieran's Kaleidoscope	Misc.	WRGB—Su.—7:15-7:30	34.4
Files of Jeffrey Jones	Mystery	WRGB—T.—10:30-11:00	23.3
Telenewsreel	News	WRGB—M. to F.—11:00-11:15	17.7
Drew Pearson	News	WROW—Th.—7:30-7:45	29.3
Mad, Sq. Garden Highlights	Sports	WRGB—F.—7:00-7:15	29.3
Roller Derby	Sports	WRGB—M.—7:00-7:15	20.4
Annie Oakley	West.	WRGB—T.—7:00-7:30	47.4

CLEVELAND 3 STATIONS			
I Led Three Lives	Adv.	WEWS—F.—10:30-11:00	32.8
Foreign Intrigue	Adv.	WEWS—Su.—10:00-10:30	22.8
Badge 714	Adv.	WNBK—M.—10:30-11:00	19.4
China Smith	Adv.	WNBK—S.—7:00-7:30	18.7
Ramar of the Jungle	Adv.	WEWS—S.—5:00-5:30	17.7
Dick Tracy	Adv.	WNBK—W.—7:00-7:30	14.2
Life of Riley	Comedy	WNBK—F.—8:30-9:00	26.8
Art Linkletter and the Kids	Comedy	WEWS—M.—7:15-7:30	8.2
Victory at Sea	Docum.	WNBK—M.—7:00-7:30	20.4
Junior Crossroads	Docum.	WEWS—S.—11:30-11:45	6.9
Greatest Dramas	Docum.	WEWS—F.—7:15-7:30	5.4
Favorite Story	Drama	WNBK—Th.—10:30-11:00	13.3
All-Star Theater	Drama	WXEL—Th.—10:30-11:00	9.7
Liberace	Musical	WEWS—W.—9:00-9:30	31.3
City Detective	Mystery	WNBK—W.—10:30-11:00	23.1
U. P. Movie News	News	WXEL—M. to F.—11:00-11:15	9.8
Range Rider	West.	WEWS—Su.—7:00-7:30	28.7
Gene Autry	West.	WEWS—T.—8:00-8:30	21.4
Annie Oakley	West.	WNBK—S.—6:30-7:00	21.3
Cisco Kid	West.	WNBK—S.—3:00-3:30	8.1

INDIANAPOLIS 2 STATIONS			
Ramar of the Jungle	Adv.	WFBM—Th.—7:30-8:00	55.4
I Led Three Lives	Adv.	WFBM—F.—9:00-9:30	47.2
Foreign Intrigue	Adv.	WFBM—Su.—6:00-6:30	39.0
I Led Three Lives	Adv.	WTTV—Th.—9:30-10:00	6.9
Dangerous Assignment	Adv.	WTTV—Th.—10:00-10:30	2.4
Life With Elizabeth	Comedy	WFBM—M.—8:30-9:00	48.3
Life of Riley	Comedy	WTTV—F.—7:30-8:00	1.6
Life With Elizabeth	Comedy	WTTV—W.—8:30-9:00	1.1
Favorite Story	Drama	WFBM—S.—8:00-8:30	52.6
Heart of the City	Drama	WTTV—W.—8:00-8:30	9.0
Counterpoint	Drama	WFBM—W.—12:00-12:30	6.1
Pulse of the City	Drama	WTTV—T.—9:45-10:00	2.1
Paul Killiam	Misc.	WFBM—Th.—9:30-9:45	4.7
Liberace	Musical	WFBM—T.—8:00-8:30	61.2
City Detective	Mystery	WFBM—S.—9:00-9:30	49.5
Captured	Mystery	WFBM—Su.—4:00-4:30	29.0
Boston Blackie	Mystery	WFBM—Th.—9:00-9:30	19.0
Telenews Daily	News	WFBM—M. to F.—6:45-7:00	24.4
Drew Pearson	News	WTTV—Su.—5:30-6:00	0.5
Movie Quick Quiz	Quiz	WFBM—M. to F.—4:30-4:45	6.4
Mad, Sq. Garden Highlights	Sports	WFBM—T.—10:30-10:45	8.4
Cisco Kid	West.	WFBM—Su.—4:30-5:00	32.6
Cowboy G-Men	West.	WFBM—Su.—2:00-2:30	32.1
Gene Autry	West.	WFBM—W.—5:00-5:30	27.2

JOHNSTOWN 3 STATIONS			
Ramar of the Jungle	Adv.	WDTV—S.—1:30-2:00	1.4
Bill Baker, USA	Adv.	WDTV—Th.—8:00-8:30	0.4
I Led Three Lives	Adv.	WDTV—S.—9:00-9:30	0.4
Adventures of Blinkey	Child.	WJAC—T.—5:15-5:30	32.7
Life of Riley	Comedy	WJAC—F.—8:30-9:00	61.2
Duffy's Tavern	Comedy	WJAC—W.—7:00-7:30	51.9
Art Linkletter and the Kids	Comedy	WJAC—M. to F.—2:30-2:45	12.8
Greatest Dramas	Docum.	WJAC—M.—7:15-7:30	30.8
Favorite Story	Drama	WDTV—Th.—10:00-10:30	1.4
Hollywood Half-Hour	Drama	WARD—Su.—9:30-10:00	0.4
Paradise Island	Misc.	WARD—W.—10:30-10:45	0.8
Liberace	Musical	WDTV—S.—9:30-10:00	1.2
Inner Sanctum	Mystery	WJAC—F.—9:30-10:00	56.4
City Detective	Mystery	WDTV—Th.—11:30-12:00	0.8
Inner Sanctum	Mystery	WDTV—W.—9:00-9:30	0.8
Front Page Detective	Mystery	WARD—F.—8:00-8:30	0.4
Movie Quick Quiz	Quiz	WJAC—M. to F.—2:45-3:00	9.9
Telenews	Sports	WJAC—F.—10:45-11:00	37.7
Hopalong Cassidy	West.	WDTV—S.—10:30-11:00	1.5
Gene Autry	West.	WARD—M.—2:45-3:00	0.4

MINNEAPOLIS-ST. PAUL 4 STATIONS			
Badge 714	Adv.	KSTP—M.—9:30-10:00	34.3
Ramar of the Jungle	Adv.	WCCO—Su.—2:30-3:00	30.6
I Led Three Lives	Adv.	KSTP—T.—9:30-10:00	19.6
Foreign Intrigue	Adv.	KSTP—Su.—9:30-10:00	15.6
Space Ranger	Adv.	WCCO—S.—12:30-1:00	8.2
Bill Baker, USA	Adv.	KSTP—Th.—10:30-11:00	6.8
Time for Beany	Child.	WMIN—S.—5:30-6:00	3.1
Life of Riley	Comedy	KSTP—Su.—6:00-6:30	25.4
Boss Lady	Comedy	KSTP—Su.—5:30-6:00	11.7
Art Linkletter and the Kids	Comedy	WCCO—Su.—1:30-1:45	11.1
Favorite Story	Drama	WCCO—Su.—9:00-9:30	27.9
The Unexpected	Drama	WCCO—Th.—9:30-10:00	26.5
Hollywood Half-Hour	Drama	WMIN—M.—6:30-7:00	5.7
Liberace	Musical	WCCO—T.—9:30-10:00	27.6
I Am the Law	Mystery	KSTP—F.—7:30-8:00	19.7
City Detective	Mystery	WCCO—Th.—10:00-10:30	16.5
Boston Blackie	Mystery	WCCO—S.—10:45-11:15	10.6
Captured	Mystery	KSTP—T.—10:30-11:00	10.3
Public Prosecutor	Mystery	WMIN—S.—12:15-12:30	1.1
Drew Pearson	News	WMIN—S.—6:15-6:30	1.1
Look Photo Quiz	Quiz	KSTP—M.—5:30-5:45	4.0
Ringside With Rasslers	Sports	WMIN—M.—8:30-9:30	1.4
Mad, Sq. Garden Highlights	Sports	WTCN—S.—7:30-8:00	1.1
Hopalong Cassidy	West.	WCCO—S.—6:00-6:30	31.3
Cowboy G-Men	West.	WCCO—Su.—2:00-2:30	18.3
Hopalong Cassidy	West.	WCCO—Su.—11:00-11:30	14.9
Cisco Kid	West.	WCCO—S.—5:00-5:30	14.6
Annie Oakley	West.	WTCN—Su.—5:00-5:30	13.4
Gene Autry	West.	WCCO—Th.—5:00-5:30	12.5
Cisco Kid	West.	WCCO—W.—5:00-5:30	11.4
Range Rider	West.	WCCO—M.—5:00-5:30	11.3

THIS IS LOCAL 802'S STORY TO THE PUBLIC. WE WANT YOU TO KNOW ABOUT IT, TOO.

* "matters which should receive solicitous concern..."

WOR WANTS MUSIC- BUT NOT THE MUSICIANS WHO CREATE IT

WOR-TV Channel 9
710 Kilocycles Mutual Broadcasting System

VS.

LOCAL 802 American Federation of Musicians
LIVE MUSIC IN AMERICA

THESE ARE THE FACTS:

- ABC, CBS, NBC and WOR-MUTUAL have employed musicians for many years. The first three still employ at least 65 musicians each.
- But WOR-MUTUAL, despite admitted profits of well over \$1,000,000 in 1953, has locked out its 40 musicians.
- Because it must have music, WOR uses records. They are not WOR's records. It does not spend or invest a penny in their manufacture. They are made by record companies for home use—not for radio or TV.
- Yet WOR parasitically uses over and over this product of others, at tremendous profits for itself, while it refuses to employ the men without whom the product could not have been created.

* On March 12, 1954, New York Supreme Court Justice Ernest E. L. Hammer denied WOR's motion for an injunction to prevent Local 802 from picketing. In his written decision Justice Hammer said:

"The matter involved here is of great interest not alone to the broadcasting industry and to musicians but also involves the public... In addition public education, culture and entertainment are matters which should receive the solicitous concern and consideration of all the parties to this litigation as well as those outside who are watchfully awaiting the outcome hereof."

WE SUGGEST YOU ASK WOR THESE BASIC QUESTIONS:

- ASK WOR** — if its policy of doing away with live music is in the public interest.
- ASK WOR** — if it has no responsibility for keeping music alive in America.
- ASK WOR** — how it justifies using without pay—and in a deliberate effort to destroy him—the mechanical substitutes which the musician himself creates.
- ASK WOR** — how long it will take, with this policy, to do away with live musicians altogether—so that they will no longer be available to create even these mechanical instruments of self-destruction.

TO THE PUBLIC:

"Yes, we are fighting for our jobs—that's our problem.
"But, at the same time, we are fighting for live music in America—that's your problem.
"In this fight, Local 802 cannot pit itself financially against the Mutual Broadcasting System. We can ill-afford even the cost of this advertisement. But we can win—with your active intervention and support. You, the people, own the channels on which WOR and WOR-TV operate. You have the right to demand of WOR and WOR-TV that these channels are used in your best interest—and not against it.
"We respectfully ask you to exercise that right."



AL KNOPP, Vice-President
CHARLES R. IUCCI, Secretary
MY JAFFE, Treasurer

EXECUTIVE BOARD, LOCAL 802
AMERICAN FEDERATION OF MUSICIANS, A.F.L.

Al Manuti
AL MANUTI, President

Work Begins on Sam Bischoff's Robinson Series

HOLLYWOOD, March 27.—Veteran movie maker Sam Bischoff this week declared that top Hollywood producers are moving over to the telefilm industry, as they must inevitably do in the growing amalgamation of the two mediums, on the eve of his prepping his first venture for TV. Production started this weekend at RKO-Pathé Studios on Bischoff's Edward G. Robinson starring series, "For the Defense."

Even as Bischoff gave the signal for his new series, he told The Billboard of plans for a second and a third series. Bischoff said he had options to all rights—radio, TV, dramatization and movie—to "Pancho Villa," from author Ernest Schuster. He said he now is seeking a name actor for the title role, which will be characterized as a "good-bad man." His third series, one previously announced, is currently titled "Ye Olde Curiosity Shop," originally slated to star Lionel Barrymore, though it now is doubtful if the veteran performer will play the lead.

WABD in Second Sale of Guild Film

NEW YORK, March 27.—For the second successive week, WABD has landed a sale of one of Guild Films' shows. The station has sold "Life with Elizabeth" to Peerless Electric. The deal is for showing twice a week for 52 weeks beginning April 12. The station last week sold "The Joe Palooka Story" to Peter Paul.

Peerless, maker of the Broil-Quik rotisserie, already sponsors re-runs of "Counterpoint" on WABD as "The Peerless Playhouse." The Peerless agency is the Zlowe Company.

Harmon Goes Producer

HOLLYWOOD, March 27.—Larry Harmon, TV's "Commander Comet," has come down to earth to form Larry Harmon Productions which next week will shoot a pilot of a projected series titled "They Strike by Night." Series will be a documented dramatization of the underground movement in Europe during World War II. A former member of the Greek underground, Maria Costi, has been set for the feminine lead. Filming will be done at General Service Studios.

Hygo Has 3 Choices in Sale of 10 Feature Pix

NEW YORK, March 27.—The distribution rights to the 10 feature films owned by Chesapeake Industries this week went to Hygo Television Films, Inc. Hygo's deal becomes effective next Wednesday (31), when United Artists' theatrical distribution rights revert to Chesapeake.

Hygo now faces three alternatives in the sale of the stellar package: (1) Go right into TV distribution, (2) sublease the package to another outfit for theatrical distribution while holding off on TV and (3) sublease it for theatrical while going into TV sale at the same time.

Jerry Hyams, president of Hygo, promised to announce his decision on this within two weeks. He signed the agreement with Chesapeake Thursday morning (25). Hygo is putting up \$300,000 for a five-year lease on the films for the U. S. and Canada. Hygo itself does not engage in theatrical distribution.

Hyams set up a separate corporation, Samba Pictures, Inc., to hold lease on the films, but it will be Hygo that will distribute them to TV. Hygo already has 83 feature films, 37 Westerns and a variety of one and two-reelers. In addition, Hyams runs a sister company, Argyle Television Films,

PRODUCT RIGHTS

Hamilburg Issues 5 on TV Names

NEW YORK, March 27.—Since the opening of its branch office here, the Mitchell Hamilburg Agency has issued five more merchandise franchises on the TV film characters it controls. On Gene Autry, with whom Hamilburg has been associated for 14 years, he has licensed the production of a lunch kit and a saddle that fits on bicycle seats.

The former will be turned out by Landers, Frary & Clark, Inc., manufacturers of the Universal percolator. The saddle will be made by Bandwagon Manufacturing and will retail for \$2.98.

For its newest TV character, Annie Oakley, Hamilburg has franchised Simon & Schuster for records and Little Golden Books and American Character Doll Company for Annie Oakley dolls.

The Hamilburg Agency has also franchised the Dexter - Wayne Company for a "Ramar of the Jungle" game that retails for \$1.50. Dexter-Wayne is currently buying hitchhiker's on the TV film show on several stations to plug the game.

Heading Hamilburg's New York office is Marvin Sugarman, formerly sales promotion manager of Miller Brothers Hat Company. Vivian Schoen is his assistant.

Better Series Buys Loom in Residuals for Clients, Outlets

Distrib. Concern Over Obsolescence Is Factor; Agencies See Opportunity

NEW YORK, March 27.—Sponsors and stations will be in line for ever better buys on film series in residual sale, it has been indicated in many quarters over recent weeks.

While several series, especially the dramatic anthologies, have struck pay dirt in residuals over the past year, a number of factors are forcing distributors to let such product go for less and less money from now on.

The prime factors are the increasing amount of product of this kind coming into the market and the distributors' growing concern about the obsolescence of existing properties, particularly in view of the imminence of color.

Times Ad

That the agencies are becoming aware of the opportunity that this situation presents was demonstrated by an ad placed in the New York Times this week by the Roy S. Durstine agency.

Headed "Who Says You Can't Afford TV Nationally?" the ad promised encouraging news for "the advertiser who quite rightly feels that he can use TV without spending millions." Durstine refused to comment on what his encouraging news was. But on

the basis of the ad's description of the three obstacles keeping the medium-sized advertiser out of national TV, it was surmised that the formula being promoted by Durstine is the spot booking of residuals.

The ad was also seen as a bid by Durstine to recoup business lost when the \$1,000,000 M&M Candy account moved to the Ted Bates agency last week.

Prime Examples

The multi-market spotting of residuals is now being done with marked success by Pure Oil with "Badge 714." Eversharp with Ziv-TV's "Fireside" group, and by Kent Cigarettes, also with Ziv's "Firesides."

Eversharp, thru the Biow Agency, is known to have received hot competitive bidding from distributors with other residual anthologies. It is understood to have gotten the Ziv segments for considerably less than 50 per cent of time rate.

Latest ratings give Eversharp a 5.4 (American Research Bureau) late Sunday in Detroit. "Kent Theater" pulled a 9.4 in Detroit late Sunday. In Cincinnati, Kent pulled a 17.4, Wednesday, 10:30 p.m.

Film buyers now have available over 425 residual-run dramatic half hours, much of which may be obtained for prices comparable to the Kent and Eversharp deals. United Television Programs, which has three-year-old "Firesides" as well as "Counterpoint" and "Heart of the City," is selling all its residuals on unlimited-play deals and is believed to have made about five such big station sales to date.

Another example of a distributor's attempt to get his residual money fast was a deal made by ABC Film Syndication with WFIL-TV, Philadelphia, on "Racket Squad," by which the station will play the show across the board. This is not far removed from the unlimited-play deal WFIL-TV got on "Ramar of the Jungle" about a year ago before Television Programs of America, Inc., took over its distribution. At one time Philadelphia was seeing "Ramar" 11 times a week. At that time WFIL-TV vainly tried to get other distributors to go along with the same type of deal.

One factor that seems to be leading ABC to these rapid-pay-off sales on "Racket Squad" is the series' extreme number of segments, 98. The same consideration seems to have led Ziv-TV to pass up the distribution deal on the latest "Firesides." Ziv already has 120 segments. Screen Gems got the deal for the latest 44.

The problem of obsolescence of film properties was discussed before the National Television Film Council this week by Stanton Osgood, NBC Film Production manager. Osgood hazarded a guess that the most successful re-run pattern will be a maximum of four exposures within three years.

Distributors still trust they'll be able to make profits out of their residuals despite the harder selling situation. TPA is reported to be on the verge of several healthy regional deals on "Your Star Showcase," which would allow the producer to more than double the money needed to make the series profitable for him.

One of the most lucrative residual situations appears to be "Dragnet," which is reported to have grossed about \$35,000 per segment out of NBC Film Division's syndication to date. UTP is believed to have grossed nearly \$30,000 apiece on its three-year-old "Firesides." Ziv is believed to have pulled in well over \$20,000 on its newer batch of "Firesides."

Film Distribs, Sponsors Seek To Nail Down Net Time Slots

NEW YORK, March 27.—The tightening time availability situation in the evening hours is causing TV film distributors, as well as sponsors and their ad agencies, to consider various means of staking a more permanent claim to time slots they now occupy. A key problem is the feared expansion of networks into local time. Considered highly indicative of the situation was the move made this week by Ethyl Corporation, which has begun beating the bushes for one or more advertisers to share on a year-round basis its sponsorship of its spot-booked "Big Playback" series.

Ethyl two weeks ago closed a deal with Screen Gems to spot book 26 new weekly episodes of "Big Playback" in 55 markets, starting the middle of May. Ethyl's new plan, which calls for Screen Gems to produce an additional 26 new episodes, would

provide it (and its as yet unfound co-sponsors) with a tight rein on whatever time is purchased from local stations by permitting a full 52-week deal.

Apart from the general tightness of time, a major fear among film men is increasing encroachments on the part of the TV networks into what has been local time. There is general agreement that in the not-too-distant future, all the video webs will make a drive to have network time extend from 7 p.m. to 11 p.m. inclusive. They would put the firm distributor and sponsor in the position of using fringe time slots on web stations if they want to air evenings.

Hard to Find

Some of the webs at one time claimed this as network time, but during TV's rough building days, turned the time back to the stations rather than program it on a sustaining basis. Now that a good time slot, like a good man, is hard to find, the webs are casting covetous eyes on the 7-7:30 and 10:30-11 periods, inasmuch as the stations are doing so well in those periods.

CBS-TV, of course, already programs up to 11 p.m., and NBC-TV is moving more into that time, with "Mr. and Mrs. North" already in 10:30-11 Tuesdays, the fights and post-fight show airing on Fridays, and the upcoming Lux "Video Theater" to run 10-11 p.m. Thursdays.

Ethyl, in its bid to other advertisers, is willing to work out the

co-sponsorship pattern in any one of three ways: 1) By sharing commercial time each week for 52 weeks; 2) By alternating sponsorship on an every-other-week basis, or 3) By sponsoring the first 26 weeks and letting the other advertiser sponsor the second 26-week cycle.

Ethyl's success in coming up with a national co-sponsor would put it in a strong position to bargain with stations for choice time segments. A full 52-week sponsorship deal, with the likelihood of second year sponsorship as well, is a tempting morsel that most station managers would find difficult to resist.

In the event that Ethyl or Screen Gems cannot come up with a national co-sponsor, it's likely that Screen Gems will move into the local markets in an effort to dig up local advertisers to act as alternating sponsor with Ethyl. CBS-TV Film Sales successfully carried out a similar venture several months ago when Canada Dry spot booked "Annie Oakley" in an alternate week basis in over 60 markets.

Bar to Dumping Film On TV Mkt. Seen

Finding Vs. Minority Stockholders Hold No Major Movie Producer Sold for TV

WLMINGTON, Del., March 27.—Chancellor Collins Seitz yesterday put the weight of his judicial thinking behind the industry-wide doubt that RKO Pictures, or any other Hollywood major, will dump its backlog of feature films into TV in the foreseeable future.

In his 34-page finding against the minority stockholders' action that attempted to stop the sale of RKO assets to Howard Hughes, Chancellor Seitz said the testimony brought in by the plaintiffs concerning the value of RKO's 700 pictures for TV "in no wise warrants the drawing of an average figure of \$25,000."

He described the plaintiffs' testimony on the TV value of the pictures as hearsay and of a most speculative nature.

4 Points

In support of his skepticism on the TV value of the films, Seitz pointed out: (1) that no major movie producer has sold its films for use on TV, (2) that many of

RKO's pictures are restricted for TV purposes by union contracts, (3) that individual pictures are restricted by contracts with talent, and (4) that RKO might seriously impair its own distribution business if it released its films to TV.

The chancellor concluded that the RKO directors had properly considered these factors and had arrived at a "reasonable present value of the film library for the purposes of passing upon the fairness of Hughes' offer."

Seitz's opinion found that the plaintiffs, Louis Schiff and Jacob Sack, had failed to sustain their burden of proof of showing fraud or bad faith and were therefore not entitled to an injunction restraining the effectuation of the Hughes offer.

There now appears to be no further obstacle to Hughes' gaining complete control of RKO next week.

Bagnall Coast Hdq. Expanded

HOLLYWOOD, March 27.—George Bagnall & Associates, Inc., has expanded its headquarters facilities here and opened offices in New York close on the heels of the merger of the Bagnall organization with Consolidated Television Sales.

Booking and accounting departments have been established at 439 South La Cienega to house personnel of these phases of the operation formerly with Consolidated. The new space is in addition to headquarters of the Bagnall company at 109 North La Cienega. Bagnall has appointed Jack Drum as head of its booking department. Tony Azzato, formerly with WPIX, has been named manager of Bagnall's New York offices at 25 Vanderbilt Avenue.

Alexander's Target: Top Value for Ad \$

By J. DON ALEXANDER
President, Alexander
Film Company

The recognition given the Alexander Film Company in The Billboard's Second Annual TV Film Service Awards competition—as the producer of TV film commercials which did the most economical job in 1953—was gratefully received. This first place award is especially welcome, since the poll reflects the voted opinion of sponsors, agencies and TV stations.

To us, economy in television commercial production simply means that we intend to give the greatest possible value for every advertiser dollar spent. This principle applies equally to a series of tight budget ID's or to a fully animated spot which may cost \$8,000 to \$10,000 dollars.

It's our good fortune that certain elements aid our economical approach to any production problem.

One is the home studio site. It is the hub of a wheel whose branch sales office spokes run out to New York, Chicago, Detroit, Dallas, San Francisco and Hollywood. A Colorado Springs, Colo., central production location gives us room to work. Here a completely self-contained operation (from scenario preparation to service prints) performs on an 18-acre production lot.

This is a \$1,000,000 plant with 25,000 square feet of stages, an art staff of 75 people, our own complete sound and editing departments and laboratories which have long been turning out black and white as well as prints in three different color processes.

Even more important is experience—35 years of it in picture making and audio-visual selling. The 600 people in our home office studios add up to over 5,000 man-years of training in every phase of commercial film production.

A third factor is the complete control which logically results from having every operation performed in our studios, by our own specialists and under the direct supervision of one management.

Such strict control not only makes for economy, but consistent quality and fast delivery also result. This was evidenced by The Billboard's honorable mention we received for quality and speed.

Generally, our television commercial work is of three types. One of these is the production of tailor-made TV films for national, sectional and regional advertisers who work directly with our television division.

The second type concerns our TV production for some 80 national sponsors who ordinarily have us make a series of 13 or 26 theater films simultaneously with their television material. The movie ads are designed for theater showings across the country in manufacturer-dealer co-operative campaigns.

Important economies naturally result. This is not because we expect the same basic films—in 35mm. color for theater, 16mm. black and white reductions for TV—to be suited to both media.

The same sets, props and cast may be used, however. And the same script men and directors will be assigned to both jobs, so that their conferences with account and agency representatives will co-ordinate planning and execution of the advertising theme.

A third phase of Alexander TV business, growing at the pace of the medium itself, is a constantly expanding line of film commercial packages for the local and regional advertiser.

Released so far are packages for beer, bread, milk, banking, ice cream, cleaning, building materials and tire sales. Similar ma-

terial for other lines of business will be ready soon.

A package consists of either 6 or 13 20-second films pre-planned for sponsor personalization in both action and sound. Sixty-second and 10-second film versions also may be had where these lengths best fit station time availabilities. An advertiser buys exclusive use of the package for an unlimited time period in the markets of his choice.

Thanks to the syndication principle, the basic commercials produced at considerable expense may be personalized and sold to TV advertisers at per film prices as low as \$40 in one market of a multiple-market schedule.

TV Film Guest of the Week



J. DON ALEXANDER

J. Don Alexander's interest in film advertising started some 50 years ago when he and his younger brother, Don M., hung a bedsheet on the wall of their grandfather's store in Keokuk, Ia., and squirted advertising slides onto it from an old French stereopticon.

The two brothers revived the idea in 1919 when they formed the Alexander Film Company in Spokane. In 1928 the firm moved to its present location in Colorado Springs, Colo.

Alexander at 69 is still active and hard at work. Intensely sales-minded, he travels many thousands of miles each year contacting manufacturers, advertising agencies, television people and theater men. In spite of his heavy work schedule, he occasionally takes time off to indulge in his hobbies of yachting, fishing and hunting.

Active in civic affairs, he serves on the board of directors of the Colorado School for the Deaf and Blind and is a member of the board of directors of the Colorado Springs Junior Achievement chapter. He is married and has two sons, both of whom are members of the firm.

Film packages are an answer we offer to the smaller advertiser's sometimes difficult problem of finding effective commercial material to meet his needs. His films must compare favorably—both technically and sales-wise—with well received spots already on the air.

They must be made ready fast; local advertising seldom permits long distance planning. They must avoid the threat of early obsolescence which often awaits an advertiser who puts all his commercial budget into too few films. And they must be available at a price he can afford after lining up his TV time schedule.

Buyer response has already approved these TV packages.

Quality, speed and economy seem to add up to something which will continue in demand. It's a worthwhile target that we intend to keep our sights on with every TV film we shoot.

WNBT Opens Up 7-7:30 Slot for Vidfilm Series

NEW YORK, March 27.—WNBT, here, has opened up the 7-7:30 strip slot to vidfilm series. Mondays, the station has "Duffy's Tavern" for Arnold Bread; Tuesdays, Bromo-Seltzer has "Janet Dean"; Wednesdays, Chrysler dealers are looking with "The Visitor," a possibility; and Thursdays, Associated Hospital Service has Kaltenborn in "It Seems Like Yesterday." Only the Friday half hour is live, and that has Guy Lombardo and his ork for the Lincoln-Mercury dealers.

• TV FILM COMMERCIALS in PRODUCTION since Feb. 1

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

Advertisers (and show, if any)	Products	Agency	How Many	Length	Type
BILL STURM STUDIOS, INC., 734 Broadway, New York					
RCA		J. Walter Thompson	Three	.80 sec.	
Pittsburg Plate Glass		BBD&O	One	.60 sec.	
RCA-Canada		Spitzer & Mills, Ltd.	11	.80 sec.	
Brylcreem		Atherton & Currier	Five	.60 sec.	
Pontiac		MacManus, Johns & Adams	205	.10 sec.	
Vicks		BBD&O	50	.10 sec.	
Time Magazine	Magazine	Young & Rubicam	Two	.10 sec.	Live
Argus Camera	Camera	Young & Rubicam	Two	.60 sec.	Live
RCA Victor	Television Sets	J. Walter Thompson	Two	1-60 sec.	Live
RCA Victor	RCA Clock Radios	J. Walter Thompson	One	.60 sec.	Live
Mennen	Shaving Cream	Cecil & Presby	One	.60 sec.	Live & Semi-Animation
RCA Victor	Portable Radios	J. Walter Thompson	One		Live
RCA Victor	Air Conditioning	Al Paul Lefton	Two	.90 sec.	Live
(Aladdin's Lamp)	RCA Service	Al Paul Lefton	One	.60 sec.	Live
	Estate Ranges	Al Paul Lefton	Two		Live
SCREEN GEMS, 233 West 49th St., New York					
Gorham Silver (Your All-Star Theater)	Silverware	Kenyon & Eckhardt	Seven	3-120 sec.	Live
Columbia Pictures	"It Should Happen to You"	Doherty, Clifford, Steers & Shenfield	Four	.20 sec.	Live
U. S. Steel (U. S. Steel Hour)	Electrolytic Tinning	BBD&O	One	.80 sec.	Live
Blatz Beer	Beer	William H. Weintraub	One	.20 sec.	Jingle
General Foods Corp.	Jello	Young & Rubicam	One	.20 sec.	
GROSS-KRASNE, INC., 650 N. Bronson St., Hollywood 28					
Lever Brothers (Big Town)	Lifebuoy Soap	Sullivan, Stauffer, Caldwell & Bayles	14	.60 sec.	Live
(Big Town—Art Linkletter)	Surf	BBD&O	14	.60 sec.	Live
(Big Town—Art Linkletter)	Good Luck Margerine	Hewitt, Ogilvie, Benson & Mathers	Seven	.60 sec.	Live
(Lux Video Theater)	Lux Liquid Detergent	J. Walter Thompson	One	.60 sec.	Live
(Lux Video Theater)	Lux Flakes	J. Walter Thompson	One	.60 sec.	Live
Franzia Wine (Heart of the City)	Franzia Wine	Sidney Garfield & Associates	One	.60 sec.	Live
Standard Brewing (Heart of the City)	Standard Dry Ale		One	.60 sec.	Live
Lever Brothers (Big Town)	Shadow Wave	McCann-Erickson	Four	.60 sec.	Live
Patricia Stevens (Heart of the City)	Charm School	Arthur Myerhoff	One	.60 sec.	Live
Massey Business College (Heart of the City)	Business College	TV Station	One	.60 sec.	Live
Meyer Brewing Co. (Heart of the City)	Brew-102	Enterprise Agency	One	.60 sec.	Live
JEWELL RADIO & TELEVISION PRODUCTIONS, 185 N. Wabash Ave., Chicago 1					
Tru-Ade, Inc.	Soft Drink	Direct	Six	.20 sec.	Jingle & Semi-Animation
Sterling Beer	Beer	Smith, Benson & McClure	27	.20 sec.	Semi-Animation
Gluek's Beer	Beer	Vance Pidgeon	Five	.20 sec.	Live
HOLLYWOOD TELEVISION PRODUCTIONS, 880 Bergen Ave., Jersey City, N. J.					
Dr. Topper's Dog Cones	Dog Food	Wagar Associates	Two	.50 sec.	Live
Feralon	Plant Food	Wagar Associates	Two	.50 sec.	Live & Semi-Animation
WARREN B. SMITH, INC., 117 Fourth Ave., Pittsburgh 22					
DuBois Beer	Beer	Bachman, Kelly & Trautman	Two	2-30 sec.	Live & Matte Work
Hollinator	Incinerator	Public Relations Research	Two	1-20 sec.	Live & Animation
Penn Furniture Store	Home Furnishings	Jay Reich	Three	.90 sec.	Live
LEWIS & MARTIN FILMS, INC., 218 S. Wabash Ave., Chicago 4					
Hudepohl Brewing Company	Beer	Stockton, West, Burkhart, Inc.	Three	2-60 sec.	Live
Tamm Industries	Texture-Seal Paint	Direct	One	.60 sec.	Live
Hermes Distributing Company (Amazing Monte-Cristol)	Anti-Fog Agent	Direct	Two	.150 sec.	Live
Helene Curtis Industries	Suave Home Permanent	Gordon Best	Two	.20 sec.	Animation
PETER ELGAR PRODUCTIONS, INC., 18 East 53d St., New York 22					
Sterling Drugs	Bayer Aspirin	Dancer, Fitzgerald & Sample	18	9-60 sec.	Live
Phillips Milk of Magnesia		Dancer, Fitzgerald & Sample	12	7-60 sec.	Live
Phillips Milk of Magnesia Tablets		Dancer, Fitzgerald & Sample	Five	2-60 sec.	Live
Halley's MO		Dancer, Fitzgerald & Sample	One	.20 sec.	Live
Dr. Lyons Toothpowder		Dancer, Fitzgerald & Sample	Three	2-60 sec.	Live
R. J. Reynolds Tobacco Co.	Cavalier Cigarettes	William Esty Co.	15	6-20 sec.	Live
Procter & Gamble	Oxydol	Dancer, Fitzgerald & Sample	Four	.75 sec.	Live & Semi-Animation
Standard Brands	Royal Instant Pudding	Ted Bates & Co.	Three	2-60 sec.	Live
Cudahy Packaging Co.	Old Dutch Cleanser	Young & Rubicam	Two	1-60 sec.	Live
Multibiotic Corp. of America	Bio Band	French & Preston	One	.20 sec.	Live
Colgate-Palmolive Co.	Colgate Dental Cream	Ted Bates & Co.	Two	1-70 sec.	Live
Remington Rand	Electric Shaver	Young & Rubicam	Five	.60 sec.	Live
American Cigar & Cigarette Co.	Pall Mall Cigarettes	Sullivan, Stauffer, Colwell & Bayles	Two	.60 sec.	Live (Color)
TELEVISION GRAPHICS, INC., 245 West 55th St., New York					
Ballantine Beer	Beer & Ale	J. Walter Thompson	Two	1-50 sec.	
Philip Morris	Cigarettes	Blow Company	Five	2-60 sec.	
Procter & Gamble	Gleem Toothpaste	Compton Agency	One	.60 sec.	
	Lilt Shampoo	Blow Company	Two	1-60 sec.	
Lever Brothers	Pepsodent Toothpaste	McCann-Erickson	One	.60 sec.	(color)
Sherwin-Williams (Where's Raymond)	Super Kem-Tone & Applicator	Fuller, Smith & Ross	Two	1-60 sec.	

(Continued next week)

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road • Cincinnati 6, Ohio
NEW YORK HOLLYWOOD



Something's happening

And this newsclip of French soldiers bringing in Vietminh prisoners is just a split second of the story.

For Newsfilm — a service of CBS Television for *all* stations — covers all the news that happens every 24 hours... then supplies stations with the 12 most dramatic minutes.

With Newsfilm, something long needed is happening in station news programming.

It's a service that stations told us they wanted... prepared wholly *for stations* by a staff which knows and keeps up with station needs... superior technically... adaptable as many ways as there are news shows... and above all, *custom-shipped* to arrive on time.

And it's happening on more and more stations all the time. It can happen on yours.

For details on Newsfilm, just call your CBS Television Film Sales representative in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas or San Francisco. The distributor in Canada is S. W. Caldwell Ltd., Toronto.

CBS TELEVISION FILM SALES

also distributors of the following: *Amos 'n' Andy*, *Crown Theatre with Gloria Swanson*, *The Gene Autry Show*, *Art Linkletter and the Kids*, *Files of Jeffrey Jones*, *The Range Rider*, *Holiday in Paris*, *Cases of Eddie Drake*, *Strange Adventure*, *Eye on the World*, *Hollywood on the Line*, *Annie Oakley* and *Varsity U.S.A.*

QUESTION MARK

Roach Properties Puzzle Film Trade

NEW YORK, March 27.—The big question mark puzzling the TV film industry this week is the disposition of the 10 new Hal Roach Jr. TV film properties which Roach has announced he plans to put into full production this year.

Six of the properties are under option to ABC-TV for network sale or syndication. But, so far, the web has made no network sales on any of the series, nor has it set plans to put any of them on the air. "Passport to Adventure" and one other property are being considered for ABC syndication, but thus far no final decision has been made to turn either of them over to the syndication operation.

The six Roach properties under option to ABC-TV are "Alias Mike Hercules" (formerly titled "San Francisco Waterfront"), "Code 3" (formerly titled "Call 999"), "White Collar Girl," "Passport to Adventure," "Tales of a Wayward Inn" and "Guns of Destiny." Pilots on "Alias Mike Hercules" and "Code 3" are currently in the early production stages. Pilots on the other four have been in the hands of ABC-TV salesmen for some time.

New Properties

The four new properties that Roach has acquired, none of which has been reported optioned by ABC-TV, are "Blondie," based on Chic Young's comic strip character; "Bozo, the Clown," to be co-produced with Capitol Records, which owns the rights to the title character; "Parole Chief," starring Pat O'Brien, and "It Seems Like Yesterday," a ro-

mantic family series starring James Lydon.

There are currently five Roach series on the air via network or syndication. "My Little Margie" is on CBS-TV for Scott Paper; "Trouble With Father" is on ABC-TV for General Mills; "Public Defender" is on CBS-TV for Philip Morris; "Duffy's Tavern" is being syndicated by Motion Pictures for Television, and "Racket Squad" is being syndicated on second-run basis by ABC Film Syndication.

Nighttime Net

Continued from page 4

in them could not raise their rates as easily.

Affil Picture

The webs also now work much more closely with their affiliates in setting rates and in seeing that no inequities in time charges occur.

Also under greater control these days are program and talent charges. The networks and packagers have learned what the sponsorship traffic will bear. Accordingly, they have tried and generally succeeded in creating shows which come in at prices which advertisers can afford.

Most of the programs can be purchased for about \$22,500, but, of course, there are more expensive stanzas available to those clients who have more money to spend.

In the general advertising picture, with national magazines and

30 FILMS

'Optimist' Pays Off 125G to TPA

NEW YORK, March 27.—The "optimist" campaign carried out by Television Programs of America, Inc., for its 30 feature films has paid off to the tune of \$125,000, TPA claimed this week. The cost of three-week direct-mail effort was estimated to be \$2,000.

TPA refused to reveal how many individual orders were closed. But it was indicated that its sales force, now comprising 28 men, did not get involved at all.

The three mailings, made February 4, 11 and 18, plugged collect long-distance calls on TPA's "optimist" wire, which was kept open 24 hours a day. The mailings also included forms for collect telegrams.

Zany Pictures

TPA figures the impact of the campaign was largely derived from the copy and art on the envelopes. The three mailings had as their respective themes: "Are you a cock-eyed optimist?" "Let's go!" and "You don't have to sign, but..." The three envelopes bore appropriately zany pictures.

The whole "optimist" campaign was conceived by Jerry Capp, who at the time was TPA's promotion director. He has since resigned to set up an autonomous merchandising unit for TPA shows. His replacement as promotion-publicity director at TPA is Dick Miller.

newspapers in less than the most solid position in the present taut economic period, evening television seems to be resting on perhaps the firmest foundations of any.

COMMERCIAL CRITIQUE

By AL CANTWELL

It's spring on Madison Avenue, and if you'll pardon my frivolity in this month's scribbling, I promise to get back to serious business next month. However, I have some notes I've been accumulating for some time which may or may not have anything to do with the serious business of making television commercials which sell.

I don't expect anyone to draw any conclusions from the information I am transmitting other than the already well-known fact that television is a funny business. With apologies to Red Buttons, "strange things are happening" in cigarette commercials these days.

Announcers and programs are switching brands faster than Tommy Manville switches wives. Mike Stokey and his "Pantomime Quiz," which had quite a circulation under the Camel banner, switched to Parliaments in practically no time. "My Friend Irma," formerly on for Cavaliers, has now switched to Kools. Both of these switches were from an R. J. Reynolds brand, but Reynolds had a small measure of revenge when newsman John Wingate, who had a brief fling as a Philip Morris salesman, transferred his allegiance to Camels.

And to a Pipe

Speaking of newsmen, Philip Morris, Ltd., discovered that John Facenda, a Philadelphia newscaster, made a fine pitch for Dunhill king size; so they promoted him to the big leagues, and he now extolls the merits of the parent brand, Philip Morris. And, of course, we all remember the classic switch when Arthur Godfrey took to smoking his pipe on the air shortly after Chesterfield failed to renew his contract.

I don't know what, if anything, this information proves except that some advertisers are taking a long gamble on the short memories of the television audience. What makes this item particularly noteworthy is that it takes place in the fiercely competitive field of cigarette advertising. It certainly helps to dispel whatever illusions certain viewers may have left about the sincerity of TV salesmen.

Arlene Dahl

Speaking of salesmen, Arlene Dahl says she has no future in TV selling, at least in selling Pepsi-Cola. After looking at the Pepsi commercials, I'm inclined to agree. It's public knowledge that Miss Dahl tried to back out of the elaborate plans Pepsi had for using the svelte and gorgeous actress as the super saleswoman for their "Less Calories in Pepsi" theme. However, the commercials were in the can before she had a change of heart, and Pepsi ran them anyway.

Miss Dahl is reported to have hit the ceiling when she saw the film. She complained, "I don't talk that fast. You speeded up the film." Everybody in the film

business knows that this remark proves that she knows a lot about the lingerie business.

Miss Dahl, you doll, they couldn't speed you up that much without making you sound like Minnie Mouse. You just had too many words to say. Somebody should have cut copy, but instead, they urged you to fly thru the words, and you complied. You are talking too fast all right, but it was you they speeded up, not the film.

I didn't hear a word you said, but you sure are pretty.

ABC Film Div. Is Now Indie Subsid. Corp.

NEW YORK, March 27.—The ABC Film Syndication Division this week became an independent, wholly-owned subsidiary corporation of ABC.

Officers of the new corporation, which will be known as ABC Film Syndication, Inc., are: George Shupert, president; Don Kearney, vice-president in charge of sales; Edward Graesle, treasurer, and Raphael Scolbey, secretary. Members of the board of directors are Robert Kintner, Robert H. O'Brien, Shupert, Kearney and Graesle.

FARM SHOW

Telenews Has Rural Pic Series

NEW YORK, March 27.—Telenews Productions, Inc., is peddling a topical farm show, believed to be the first film show aimed specifically at the rural audience. The working title of the new package is "Farm Report." It would be a 15-minute weekly release covering the latest technical developments and legislation on agriculture.

Telenews estimates that 45 per cent of the rural population is now reached by TV, as against 9 per cent in 1952. Ed Lewis, the firm's sales manager, is seeking a national sponsor for the package.

Telenews sold its news and sports properties to Hearst Metropolitan News earlier this year. With the sale went the "Telenews" title for the shows, while Telenews Production retains the name for its own company.

'Ford' to Ride Thru Summer

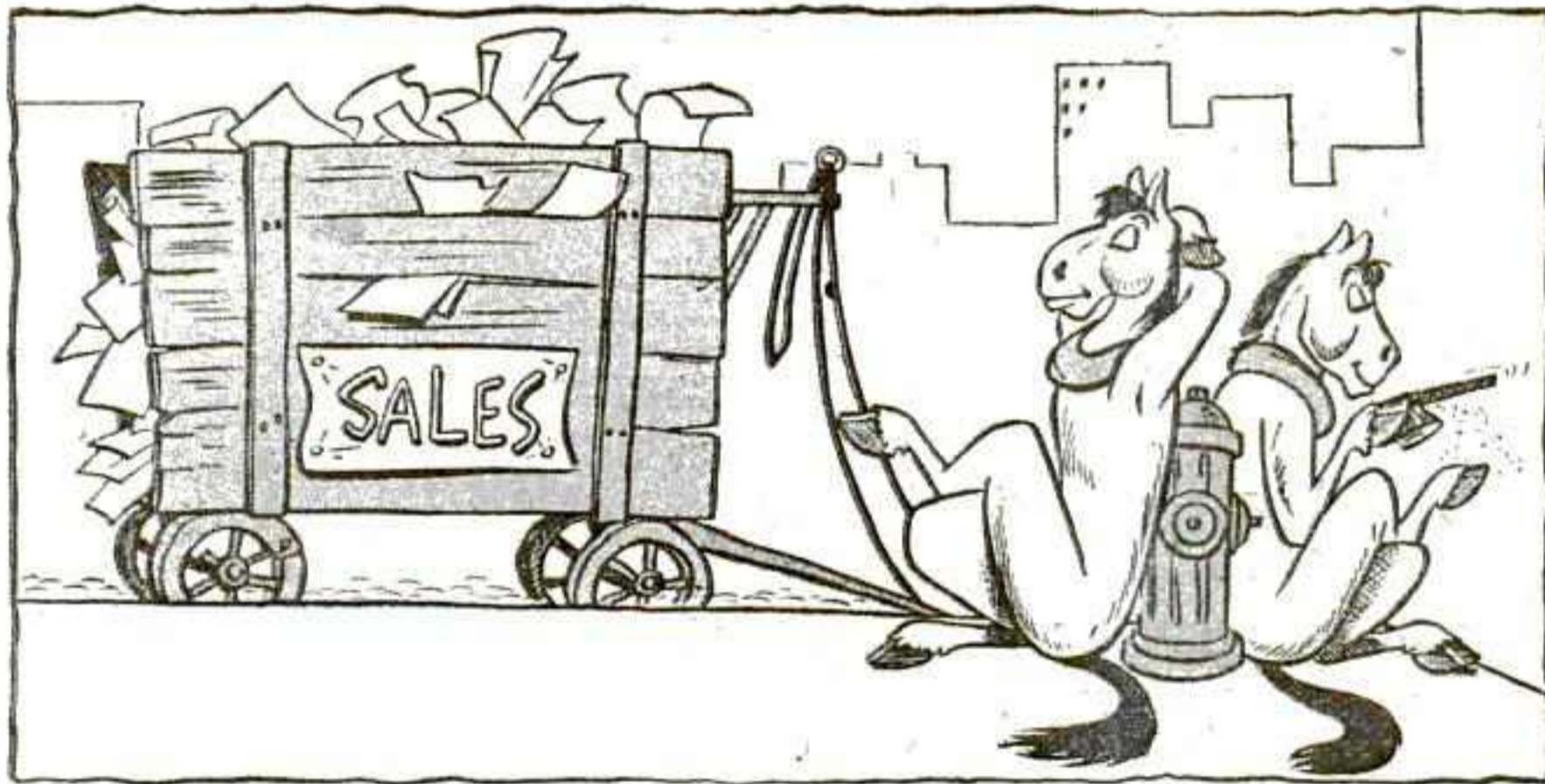
NEW YORK, March 27.—Screen Gems has closed a deal with Ford whereby the auto firm will ride thru the summer months with 13 re-runs of its "Ford Theater" show on NBC-TV. This is the policy Ford established last year.

The remaining 26 "Ford Theater" segments which have been telecast on the network since last October are currently being offered by Screen Gems to other advertisers for use as summer replacements. Last summer, General Foods took 13 "Ford Theater" episodes as replacement for "Our Miss Brooks."

TV FILM PURCHASES

Glass Container Institute completing a series of TV shorts at Atlas Film in a drive to combat use of paper containers by dairy firms. Milwaukee will be the test market.

A new package of bread commercials designed for syndicated sales to bakeries using TV is announced by Kling Studios, Chicago. The package is made up of four 60-second and five 20-second commercials stressing the freshness of bread and its health value.



If Your TV Commercials Aren't Pulling...

TAKE YOUR PROBLEMS TO THE PRODUCER OF TV FILM COMMERCIALS THAT KEEP PULLING SALES FOR 150 NATIONAL AND REGIONAL ADVERTISERS



COLORADO SPRINGS, COLORADO

NEW YORK CHICAGO DETROIT DALLAS SAN FRANCISCO HOLLYWOOD

TO: TELEVISION DIV., ALEXANDER FILM CO., COLORADO SPRINGS, COLO. Please Give Me Full Information About Alexander TV Film Commercials

NAME & TITLE
COMPANY
ADDRESS

L. M. Francisco Named AAFP Prexy; Others Re-Elected

CHICAGO, March 27.—L. Mercer Francisco, president of Francisco Films, Chicago, has been elected president of the American Association of Film Producers, which is composed of non-theatrical film producing companies.

Re-elected at the AAFP's annual meeting in the Hotel Sheraton here were James A. Kellock, Wilding Picture Productions, vice-president; Joseph G. Betzer, Sarra, Inc., secretary, and L. P. Mominee, Atlas Film Corp., treasurer. Frank Balkin, of Reid Ray Films, St. Paul, and Harry Watts, of the Jam Handy Organization, Detroit, were elected new directors-at-large, and Fred A. Niles, Kling Studios, Chicago, was re-elected in a similar capacity.

Firms belonging to the association include Atlas Film Corp., Oak Park, Ill.; Beeland-King Film Productions, Atlanta; Cox Cinecraft Productions, Inc., Cleveland; Condor Films, Inc., St. Louis; Defrenes Company, Philadelphia; Francisco Films, Chicago; The Jam Handy Organization, Detroit; Kling Studios, Inc., Chicago; Mervin W. Larue, Inc., Chicago; Producers Film Studio, Chicago; Reid H. Ray Film Industries, St. Paul; Sarra, Inc., Chicago; The Venard Organization, Peoria, Ill.; Vogue-Wright Studios, Chicago, and Wilding Picture Productions, Inc., Chicago.

EDITORIAL

Continue the Battle

"The Federal Government will save \$23,000,000 by keeping the cabaret tax at 20 per cent," Sen. Harry F. Byrd, who spearheaded the move to keep the tax, is quoted as saying.

The Senator is probably right. But in saving that money, Congress has endangered the livelihood of thousands of wage earners who are employed in cabarets. A good-sized night club spends about \$1,000,000 a year in wages and talent costs. There are thousands of night clubs in the country. Some are small, some large. But large or small, they employ performers, musicians, waiters, bartenders, cooks, etc.

Reliable authorities have claimed that more than 90 per cent of the nation's cafes are in the red and were hanging on because they hoped that the expected cut in the cabaret tax to 10 per cent would give them some relief.

Apparently they are not to get this relief. We are not so naive as to believe that these 90 per cent will all go out of business. But we are virtually certain that those who remain will cut their payrolls, will do less business, and the \$23,000,000 Senator Byrd believes the government will save will be lost by the decline in various taxes the Senator believes the government will get in the coming year.

The Council of Motion Picture Organizations (COMPO) has done a fine job of merging its forces to get Congress to recognize the movie industry's plight by cutting admission taxes.

It's too late for the cafes and hotels to form a similar organization. By the time this appears, the chances are the new tax bill will have become law.

Cafes and hotels might do well to forget their differences in the common fight to achieve a common goal. Now is the time to form a strong national organization to continue the battle.

Cafe Trade Groups Battle for Tax Cut

Ops, Unions Decry Failure to Halve Cabaret Bite; TROA Warns of Closings

NEW YORK, March 27.—All elements of the cafe industry from operators to unions joined forces late this week in an effort to swing Congress back to cutting cabaret taxes to 10 per cent as originally proposed by the House. The Senate voted to keep the present 20 per cent tax intact.

The Theater Restaurant Owners of America, with national branches, warned that the cafes, "already in trouble and hanging on in the hope that the tax would be cut, would be forced to close their doors. We estimate that millions of dollars in wages will be lost as a result of this Senate action."

The American Hotel Association's spokesman said, "We fear that the majority of hotels using entertainment in their public rooms will be forced to drop it in the near future."

The major night clubs in New York have annual total payrolls of about \$5,000,000. Chicago clubs payrolls are about \$3,000,000.

\$100 Million
"We believe cabaret payrolls total \$100 million throughout the country," said Lenny Litman, official of TROA, "and this doesn't take into account the salaries we pay high-priced artists and other performers and musicians."

The American Guild of Variety Artists' head, Jack Irving, promptly wired the joint committee, "Performers throughout the U. S. seriously affected by the 20 per cent tax in cafes, hotels, etc. Many establishments were compelled to close with resultant unemployment. House bill cutting tax to 10 per cent a ray of hope for restoring employment for entertainers. The vote of the Senate to restore tax to 20 per cent . . . risks possibility of more establishments going out of business creating further unemployment."

Similar pleas were made by musicians, waiters, cooks, bartenders and other unions whose members work in cafes.

WASHINGTON, March 27.—The question of what constitutes a cabaret tax came in for brief discussion in the Senate this week during debate on the excise tax bill.

The question was raised when Sen. Russell B. Long (D., La.) said he thought the tax was meant to apply to "those who operated night clubs, barrooms and similar establishments" and futilely proposed an amendment which would have excluded restaurants from paying the cabaret tax.

The senator noted that the tax bill "provided that those who have entertainment furnished by mechanical instruments are not to be subject to the tax" and pointed out that many places were escaping the cabaret tax by having someone play a Hammond organ instead of a piano or violin, since the Hammond organ was defined as a mechanical instrument.

"In my State there are a great many such establishments which do not serve food, but in the main make their profit from beverages. That type of establishment would continue to pay the full present tax rate," Sen. Long declared.

Sen. Long's attempt to redefine "cabaret" was brushed aside by Sen. Harry F. Byrd (D., Va.), who said he was "not an expert on cabarets" and believes that the cabaret tax of 20 per cent should continue in order to "save the government \$23 million," which the cabaret tax brings in. On a Senate vote Sen. Long's amendment was defeated.

Seven Buffalo Niteries Hit for 69G Back Tax

Continued from page 1

payment of taxes for performers, and in at least one case it also includes musicians. In each instance it is the growing problem of employer-independent contractor that is at the root of the assessment.

Operators in each case claimed that it had hired performers as independent contractors and either displayed copies of contracts or quoted custom and usage for the arrangement.

Referee Aaron Feder, who sat in on all cases, ruled that so long as

an operator supervises direction and control over performers and musicians, he is in fact an employer and the performers and musicians are his employees.

The Department of Labor further ruled that despite any agreement, in writing or otherwise, making the performer or musician an individual contractor, . . . any agreement to waive his rights as an employee under the law is void.

Each club affected by this ruling plans to appeal.

GOTHAM AREA RESORTS TO SPEND \$5 MILLION

Catskills to Use 1,000 Acts; N. H. to Spend 100G; Conn. Steps Up Pace

Continued from page 1

top names, Martin and Lewis, Tony Martin, Sophie Tucker, etc. Grossinger's will also use such names, but usually only during the summer.

No Box Office

The ironic part of this large talent expense is that its value isn't computable. There is no box office. Guests see the shows free. Shows are seldom if ever adver-

tised, and outsiders aren't admitted.

Hotel managers say the chief reason for the entertainment is to keep guests happy and also give them an opportunity to boast that they met the various big names. But whatever the reason, the resorts give work to thousands of acts. The smaller performers who seldom work anywhere else de-

pend on these jobs for their livelihood.

Music is a major factor in the entertainment plan of the resort hotels. Every hotel has at least one band, most have two, and the big ones have three bands hired on a seasonal basis.

Union Problems

But if the resorts plan to spend close to \$5,000,000 for entertainment the rest of the year, there is considerable unrest because of union demands. The American Guild of Variety Artists has, by far, its largest New York membership depending on the resort for work. A three-year contract between an association representing these hotels and AGVA expired March 1.

AGVA has refused to recognize the hotel association any longer and wants to deal with the individual hotels. Performers, worried about the loss of engagements, are concerned about the future. What the outlook is, nobody knows. AGVA plans as applied to the resorts are covered in a separate story in this section.

AGVA SEEKS NEW CATSKILL PACTS

Union Wants Recognition as Bargaining Agent; Op Meeting Called April 6 in N. Y.

NEW YORK, March 27.—The American Guild of Variety Artists launched its drive last week to get the Catskill Mountain resorts to sign new contracts. A three-year contract between the parties expired March 1.

The union called a meeting of operators in New York for April 6, sending registered letters to more than 200 hotel owners asking that they attend to begin negotiations. AGVA seeks the formal recognition by the hotels that are responsible for contracts entered into by them and the acts, recognizing AGVA as the performer's bargaining agent. The hotels would be responsible for payment, living conditions, dressing room facilities, etc.

There is now a loose relationship between the hotels and the actors. Actually, actors are booked by agents to whom they look for payment. Agents claim they have nothing to do with the hotels except in furnishing talent at a price. If there is any difficulty between the actor and the hotel, the hotel may disclaim responsibility, sending the actor to the agent. The agent may also disclaim responsibility, blaming the hotel.

No One to Accuse

Under present conditions, AGVA claims it has no one to accuse of breaking a contract; it seeks an agreement whereby these conflicts will be resolved.

The hotels see in the AGVA demand a danger of assuming an employer - employer relationship whereby they will be responsible for certain taxes. So they have formed a hotel association to represent them in dealings with AGVA. The union, in turn, claims that each hotel presents a different problem, so a blanket agreement is impossible. It refuses to deal or recognize any association.

Agents who get their money from the hotels are on the side of the hotels. If they act officially as agents of the hotel rather than artists' representatives, they, in turn, would be considered employers and would be responsible for additional taxes.

Telethon Ban In Los Angeles

HOLLYWOOD, March 27.—Staging of telethons as a means of conducting annual charity fund drives was banned here this week by the City Board of Social Service Commissioners.

Four telethons, staged in Los Angeles last year, will not be granted permits this year, Commission President Thomas A. J. Dockweiler said in explaining the new policy.

Criticism of the methods of solicitation used on several of the telethons last year influenced the decision.

Future telethons will be permitted only for "emergency purposes to meet disaster needs such as are created by earthquakes or extraordinary epidemics," Dockweiler said.

Moulin Rouge Sets Matinees

HOLLYWOOD, March 27.—In a move aimed at nabbing a percentage of family trade, the Moulin Rouge is inaugurating a Sunday afternoon matinee policy.

Frank Sennes, owner-operator of the niterie, disclosed that he will slash the normal \$5 package price in half for the moppet trade, and will present the club's complete 90-minute show, starting at 4 p.m. Talent will be paid for the extra show in accordance with the AGVA pact.

NEWS NOTES ON TALENT

Benny Sets Series Of Personal Dates

NEW YORK, March 27.—Jack Benny will do a series of personal appearances starting at the State Fair Auditorium, Dallas, June 14, where he's scheduled for a two-weeker. Benny will carry with him the Will Mastin Trio and Gisele McKenzie. Both acts were with him when he did personals last summer. Three other acts, yet to be set, will be added.

After the Dallas date, Benny will do a four-day stand in Portland, Ore., then the troupe goes to Vancouver, Wash., July 7, and winds up with a two-weeker in Seattle, beginning July 12.

FROMAN MAY PLAY COPA . . .

NEW YORK — Frank Sinatra, who canceled out of the Copacabana, was due to open April 29. Sinatra claimed he had picture commitments. There's a possibility that Jane Froman will go in instead. Jimmy Durante will follow May 20, and he, in turn, will be followed by Sam Levenson playing his first New York cafe in years.

KEAN SISTERS SUED FOR 50G . . .

NEW YORK — Jean Carroll's court victory over the \$25,000 suit, which her attorneys claimed was a "shakedown," has given the Kean Sisters encouragement. They are being sued for \$50,000 by a writer who claims he "started them."

SANDLER'S TURNS TO COUNTRY NAMES . . .

ATCO, N. J.—Sandler's Tavern, South Jersey niterie featuring

Western and hillbilly acts, is now turning to names in that field on the strength of the draw attracted in a test last Sunday (14) when **Tim Holt and His Western Wrangler Revue** came in for afternoon and evening performances. The afternoon show did turnaway business, the night show played to a full house. Holt was booked by the Jolly Joyce agency out of Philadelphia. Joyce has already set **Hawkshaw Hawkins** for Sandler's April 3, with **Wilma Lee, Stony Cooper and Their Clinch Mountain Gang** set to follow May 9.

CHASE TRADES ACTS FOR BIG POOL . . .

ST. LOUIS—For the first time in about 10 years the Chase will not have shows this summer. Instead, it will have a king-sized swimming pool as the major attraction. All agents who had been submitting acts to the Chase were notified. The pool opens May 27. There's a possibility that the hotel will use water shows, but nothing definite is set.

FIRE DEPT. CLOSES CIRCLE-IN-SQ. . . .

NEW YORK — The Circle-in-the-Square, legit off-Broadway house in operation for the past three years, will have to find new quarters. The theater has been condemned by Fire Department.

Unable to find a suitable location for its current hit, "Girl on the Via Flaminia," the group will move the show to Broadway's 48th Street Theater on April 1, with a top of [\(Continued on page 42\)](#)

Fox Denies H.&R.'s Claim to 'Wanderer'

NEW YORK, March 27.—Sam Fox Publishing Company this week issued a statement rejecting the claim of Hill & Range to ownership of the song, "The Happy Wanderer." The song released here by Victor with Henri Rene and by London Records with Frank Weir, is already stirring considerable trade excitement. Fox has also demanded of Hill & Range that they retract claims of ownership.

Fox, in his statement, notes that on March 9, 1954, after hearing English recordings, the firm cabled Bosworth and Company, Ltd., an acceptance of a deal for representation of the copyright in the United States and Canada. Fox's agents in London had secured the proposal for the American firm.

On March 18, Fox's statement points out, Julian Aberbach, of Hill & Range, in a meeting with Fox, claimed rights to the song. Aberbach produced what he considered a "proof" copy of a cable, sent to Bosworth dated March 11, purportedly accepting a deal and asking that the British firm forward a contract. Fox adds:

Fox Statement

"When we referred Aberbach to our cable of March 9, 1954, in which we had previously closed the deal for the song, Aberbach then attempted to negotiate with us for an association deal, stating that if we refused he would claim ownership of the song.

"We rejected his proposition.

"On March 19, Bosworth cabled us confirming our ownership. Bosworth also cabled Hill & Range confirming that the song belongs to us. A copy of such cable from Bosworth to Hill & Range was sent to us (Fox) and reads: 'Sam Fox acceptance of "Happy Wanderer" received prior to yours. You hold no valid authority for publication. Publication must be withdrawn immediately.'

H. & R. Claims

On March 22, Hill & Range sent a letter to Fox claiming ownership. Enclosed with this letter were copies of letters to Harry Fox, publishers' agent and trustee and to RCA Victor. Although these letters claimed ownership, Sam Fox notes that Hill & Range suggested that "contrary claims of ownership should not interfere with the manufacture and sale of such recordings, but that payment of royalties are to be held in abeyance."

Calling this an additional attempt on the part of Hill & Range to secure an association deal, Sam Fox adds, "There is no question but that we will prevail in establishing our ownership of the song. We do not need the help of Hill & Range to exploit it. In the

'53 Report for London Decca

LONDON, March 27 — The Decca Record Company of London has released a brief report for 1953 by Chairman Sir Cyril F. Entwistle, giving highlights of the firm's annual report as presented to the 27th annual general meeting of stockholders on March 10.

The balance from trading accounts, amounting to \$3,701,409.60, shows an increase of \$340,250.40 over the previous year and is double the 1951 figure. The profit for the year, subject to taxation of \$2,664,799.20 represents an improvement of \$272,107.80 over the previous year. The net profit, after taxation, is \$1,088,903.20.

The Decca firm has sold a total of over 9,000,000 long-playing micro-groove records, with sales for the current year substantially in excess of those of any previous period. This total is equivalent to more than 40,000,000 78 r.p.m. shellac records. Increased sales were registered in Canada and the United States.

Sales of the Decca television-radio department will show a further advance over those of the previous year. Decca radar department also shows a big gain.

meantime, the actions of Hill & Range should not, in the slightest, interfere with recordings of the song. We have filed Notice of User in Washington. We are proceeding with our exploitation campaign. We will indemnify all recording companies and all of our licensees against any damages they may sustain by reason of the invalid claim asserted by Hill & Range."

No Comment

Hill & Range, contacted late this week, had no comment to make on the case at this time. One source stated that the Aberbachs' claim rested on their having registered with the U. S. Copyright Office a proposal to accept the Bosworth deal. The Victor disk credits Fox as the publisher.

"Wanderer," a smash in England, was written by Antonia Ridge and Friedrich Mooler (The Billboard, March 27). It started in Germany and was recorded overseas on Parlophone, English Decca, English Columbia and Philips.

NOBODY HOME AT DECCA

Execs Take Off on Junkets In Pushing 'Operation Big'

NEW YORK, March 27.—The chances of a music man placing a tune at Decca this week were practically nil, as the record company's offices here were nearly denuded of artist and repertoire executives. They were out beating the bushes in "Operation Big," a drive to push several current Decca diskings into the big money.

An unusual aspect of the campaign is that it took the firm's classical and album a.&r. chief into the field to plug a pop entry, as Si Rady took off to visit with disk jockeys in Cleveland and Detroit. With the others, he was concentrating his best efforts on the new Burl Ives-Gordon Jenkins release of "True Love Goes On and On" and "Brave Man." Country chief Paul Cohen headed toward St. Louis and Cincinnati; Leonard Joy to Milwaukee and Minneapolis; and Jack Pleis to Hartford and Boston. Each had the same mission in his dispatch case.

Other Disks

Other records being worked on during "Operation Big" were cut by the Four Aces Kitty Kallen, Georgie Shaw and Jeff Chandler.

A.&r. director Milt Gabler, delayed by several recording commitments, leaves next week with general sales manager Syd Goldberg on a mopping up tour.

Meanwhile, Mike Conner, head of artist and public relations, is on an extensive disk jockey junket with Universal Pictures star Chandler, whose first disk for the label has already stirred some trade action.

SPA Members Up to 2,400 70% Dues In

NEW YORK, March 27.—The Songwriters' Protective Association, with current membership pushing the 2,400 mark, has a record 1,400 writers in its professional ranks, with another 100 in the estate category. The remainder are sometime writers who hold associate memberships.

The latest figures were made public together with a report that dues solicitation this year has so far resulted in a 70 per cent response, the best in SPA history.

Writers who have joined the association during the past few months include Richard (Two Ton) Baker, Ogden Nash, Erich Korngold, Lillian Armstrong, Ralph Burns, Michael Grace, Lawrence Coleman, Sophie Tucker and Lawrence Welk. Also named to membership recently were the estates of the late Fred Ahlert, Addy Britt, James Hanley and Emmerich Kalman.

The annual meeting of the SPA will be held May 6 at which time seven posts on the 21-man council will be up for election. Incumbents who have indicated they will run again for three-year terms are Stanley Adams, Milton Ager, Ira Gershwin, John Jacob Loeb, George Meyer, Geoffrey O'Hara and Richard Rodgers.

Cap Research Job to Penfield

HOLLYWOOD, March 27.—Lloyd Dunn, vice-president of Capitol Records, Inc. this week announced the appointment of Thomas Penfield to the newly created post of market research manager.

Penfield will join the firm's merchandising division effective April 1 and will report to Dunn. (Continued on page 33)

MUSIC CITY A 'LIFE' FEATURE

HOLLYWOOD, March 27.—Retail outlet Music City nabbed a unique break in the annals of disk merchandising this week, with a picture spread in the current issue of Life magazine.

Story details thru the use of pics and blurbs the esthetic lengths Music City listeners go to while earing new disks.

Fox to Audit Coast Firms

NEW YORK, March 27.—The office of Harry Fox, publishers' agent and trustee, will send auditors to the West Coast next month to make a routine audit of record companies.

The Fox office feels the move is advisable, particularly in view of the increased activity on the Coast in the pop, country and western, and rhythm and blues categories.

This will be the first Coast audit of record companies in several years.

Allegro 'Ring' LP's Authority Disputed

NEW YORK, March 27.—A new case involving records made from tapes of disputed authority broke into the open here this week. It followed hard on the heels of a court complaint by Wilhelm Furtwangler that a Urania LP carried his name as conductor illegally (The Billboard, March 27).

The new case brewing involves a set of 21 LP's of the complete "Ring of the Nibelungs" by Wagner, released a month ago by Allegro Records. The four operas in the set were recorded by the Dresden State Opera Orchestra and Chorus, conducted by Dr. Fritz Schreiber, according to the labels on the disks.

But soprano Regina Resnik claims that she recognized her voice in the recording, and others charge that the voices of Ramon Vinay and Hans Hotter are also identifiable. All participated in a performance of the "Ring" at the Bayreuth Festival in Germany last summer. The performances were broadcast.

Berlin Source

Eli Oberstein, head of the Record Corporation of America, which manufactures Allegro disks, said yesterday (26) that he had not yet been informed by any complainant that the records were

not as represented. He said the tapes in question were secured from a Berlin source from whom he had purchased "over \$700,000 worth of recordings" during the past three years. None had been disputed in the past, he asserted.

Oberstein declared he would "withdraw the recordings immediately" if they were proven to be illegally acquired. He said, however, that he would suffer a loss in the "high five figures" in such an event.

The Furtwangler-Urania case, meanwhile, has been put over until April 12, when court hearing will be held. Urania has retained attorney Abraham Lowenthal to argue its case. He said yesterday that he is prepared to prove that the Furtwangler tape was of a legitimate performance and legitimately acquired by Urania.

Docker Strike Affects Angel, London Import

NEW YORK, March 27.—The waterfront strike here, which after two weeks shows no sign of resolution, may soon seriously affect deliveries of London and Angel LP's. The two companies normally import all their LP's from England.

Inventories of popular items in both lines have already dipped greatly. Angel is flying in some stock via air freight, notably its La Scala recording of "Cavalleria Rusticana," advertised for sale this month.

Other Angel disks are being shipped via Halifax, N. S., with the normally alternate port of Montreal still iced in. Should the strike continue, Angel may have masters flown here for domestic pressing. Its fledgling Blue Label series, comprising Continental-type pops are already being pressed here.

In London's case current 78 r.p.m. pop disks are being contracted out for pressing. While the company has been able to meet its commitments to date with imported LP's on hand, the dwindling supply of demand items may soon force it to seek emergency replenishment via air or domestic pressings.

'X' Rushes Pop Cutting of 'Echo Bonita'

NEW YORK, March 27.—"X" Records, the new RCA Victor subsidiary label, is rushing out a pop cutting of the new tune getting action in the country field, "Echo Bonita," by the Smith Brothers. This is the first special release by the label. It will be in the hands of distributors by the end of next week.

Next week the label will bring out another special release, this one by Bill Darnel. After that the firm will issue two country disks and a debut record by Al Wallace, formerly on London.

In the package field, "X" will release all of its current jazz reissue LP's on EP, making a 20-EP release for the end of April. Some Ben Light singles and a few other LP's will be issued by the end of next month as well.

Hurok to Offer 'Aida,' Italy Pic

ROME, March 27.—Impresario Sol Hurok made a three-day visit to Rome last week to confer with music and opera personalities regarding engagements in the United States of Italian artists. While in Rome, Hurok announced that for the first time in his 35-year career as a showman he was going to lend his name to present (Continued on page 33)

Angel to Handle Scala Diskings

NEW YORK, March 27.—Future recordings by La Scala Opera Company, of Milan, Italy, will be released here exclusively by Angel Records, according to terms of a new three-year contract signed recently and to take effect next year. Both Angel and London Records are currently operating on a short-term pact under which each is releasing selected operas cut under La Scala auspices.

The new contract was signed by Roger Degoy, representative of Electric & Musical Industries, parent company of Angel, and Dr. Antonio Ghiringhelli on behalf of the opera company. It calls for a minimum of four opera recordings a year, exclusive use of the Scala orchestra and chorus for grand opera diskings, use of the company's opera house for recording large works, and the use of the new Piccola Scala for recording opera buffa.

SUPER ATTRACTION

Showbiz Gimmick Stimulates Phono Disk Sales, B.-O. Takes

Continued from page 1

Barron Amphitheater starting June 10. In addition, Super is handling shows in half a dozen other cities, including Philadelphia, Pittsburgh, Norfolk and Richmond, Va.

Since Super runs its own ticket agencies at its stores, queues of ticket purchasers frequently represent buyers of disks as well, according to Irving Feld, president of Super. As customers line up for tickets, salesmen discreetly distribute circulars showing the latest disk releases. Feld said this has resulted in "tremendous impulse buying."

In leasing the Carter Barron Amphitheater for the season running from June 10 to Labor Day, Feld has engaged the National Symphony Orchestra to play for the entire season. The amphitheater's schedule will run as follows: June 10 thru '19, the American Savoyards presenting Gilbert and Sullivan's "Mikado," "H.M.S. Pinafore," "Pirates of Penzance" and "Patience," with the "Dancing Water Spectacle" as an extra feature at all shows; June 20 thru July 3, concerts featuring big-name artists, with the National Symphony Orchestra; July 9 thru 24, Ballet Theater doing three different ballets every night, including "Billy the Kid," "Capriccio," "Design With Strings," "Fall River Legend," "Fancy-Free," "Gradua-

tion Ballet," "Les Sylphides," "Swan Lake" and "Peter and the Wolf"; July 25 thru 28, guest artists with the National Symphony Orchestra; July 29 thru August 7, Jose Greco and company of Spanish dancers; August 8 thru Labor Day, guest artists with the National Symphony Orchestra.

British Bring Out 1st EP's On 2 Labels

LONDON, March 27.—His Majesty's Voice and Columbia Records are the first British companies to market Extended Play disks. Their EP platters are seven inches in diameter, and run at 45 r.p.m., giving a total playing time of between 10 and 15 minutes.

The first titles include works by Benny Goodman, Duke Ellington, Tommy Dorsey, Sidney Bechet, Tony Martin, Ralph Flanagan, Eddie Calvert, Freddy Gardner, Frankie Laine, Doris Day and Ken Griffin.

The disks, which will be on sale here next month, will sell at \$1.30 including tax.

EDITORIAL:

Publishers Vs. Networks

The hassle over the matter of publishers granting the TV networks blanket permission to make pre-recordings for one-time use raises several important areas of discussion, and highlights the need for judicious thinking on the part of the music business—not only currently, but in the years to come.

TV, from the very inception of its commercial era, complicated the music rights blueprint to such an extent that a redefinition of many usages became mandatory. In 1949, for instance, ASCAP and its members redefined the concept of performing—or small rights—in order to provide the networks with a workable contract. The redefinition has been regarded as generally successful, despite occasional complaints that present-day TV performances under the blanket contract spill over into the area of grand rights.

The current conflict over gratis pre-recordings (The Billboard, March 13) has several aspects. Many publishers rightly feel that every facet of a copyright must be protected. In this philosophy is implicit the thought that every right must be exercised; for if it is not exercised, it becomes vitiated. Non-exercise of the use, in other words, leads to atrophy. Many hold that the very idea of giving away the right gratis is abhorrent and must be avoided.

The networks, on the other hand, are anxious to secure a workable deal, and claim the nature of their medium calls for a blanket arrangement. Many publishers are willing to go along, and there's undoubtedly much to be said for the network point of view—just as was the case in 1949 when ASCAP asked its members to broaden the area of small rights.

Perhaps the crux of the present dispute lies in the possibility of proper policing of the use made of pre-recordings.

What happens to such pre-recordings—or films—once they are made and used? Must they be kept for reference? Is there any certain assurance—beyond the assurance of honest intent—that excerpts will not be clipped and fashioned into programming at some future date? Might such excerpts find their way overseas, as is the case with pirated tapes and records?

There's much to be said in favor of those publishers who would demand an iron-clad guarantee against misuse of the pre-recording. In the event such a guarantee is not possible, then one cannot expect a publisher to jeopardize a use whose commercial value has been built up over a long period of years.

ANYTHING CAN HAPPEN

Wolfie Heads Hamboning at ASCAP's Waldorf Clambake

NEW YORK, March 27.—There's no telling what may happen at an annual meeting of the American Society of Composers, Authors and Publishers, but the plan for Tuesday's (30) clambake at the Waldorf-Astoria is to hold to a minimum the number of hambone performances. Such hamboning as there will be has been left to L. Wolfe Gilbert, a recognized talent in this field.

Instead of various writers rushing to the rostrum to get into the "And then I wrote" act, Wolfie will lead a community sing, during which the tout ensemble—some 1,000 members—will belt out a flock of great standards.

Singled out for honor are some of the tunes of Joseph E. Howard, Ernie Burnett, Alfred Bryan, Jack Norworth, George W. Meyer, Gus Edwards, Harry Tierney and William C. Handy.

Lyrics Revamped

Wolfie has been quite canny, however. In order not to give any of the cleffers swelled heads, he has revamped the lyrics of the ditties scheduled to be performed. The parodies include "Melancholy Baby," "Waitin' for the Robert E. Lee," "Peg O' My Heart," "Shine On Harvest Moon," "Alice Blue Gown," "I Wonder Who's Kissing Her Now,"

Detroit Music Up 10 Percent

DETROIT, March 27.—Musical merchandise showed a healthy gain of 10.3 per cent in the "barometer city," during the latest period for which detailed figures are available. Volume was reported at \$25,122,000 by 899 retailers during the first nine months of 1953, compared to \$22,776,000 for the same period of 1952.

Figures are based upon detailed analysis of State sales tax returns, compiled and analyzed by The Detroit News and just made available. The third quarter of the year, however, showed a gain of only 5.9 per cent, while the month of September showed an actual tho relatively minor drop.

Musical merchandise was running well behind the amusement field as a whole, which showed an increase of 26 per cent during the nine-month period, while the business classification including taverns picked up 11 per cent. All retail business combined also ran well head of music, with a composite pick-up of 15.5 per cent.

"For Me and My Gal," "School Days," "St. Louis Blues" and "The Stars and Stripes Forever."

The John Philip Sousa number has been reworked by Wolfie into an ASCAP 40th anniversary ditty, and the lyrics pay tribute not only to Sousa, but also to Victor Herbert, attorney Nathan Burkan, and others who built the foundations of the Society.

At business sessions in the afternoon will be given the executive committee's report, the financial report of George Hoffman and the report of President Stanley Adams. These reports, carried previously in The Billboard, were given at the Coast meeting one month ago.

AMP Kicks Off Longhair Drive

HOLLYWOOD, March 27.—Broadcast Music, Inc.'s longhair subsidiary, Associated Music Publishers, Inc., this week started a campaign on behalf of its classical catalogs to acquaint musicians, schools, colleges and teachers and students with the contemporary composers.

In line with these plans, members of the firm will cover every corner of the United States, giving lectures, recitals, clinics, forums and programing ideas to radio and TV stations. Participating in the program will be Ben Grasso, vice-president of AMP, who recently joined the firm after a long

(Continued on page 38)

2,500 ATTEND BALL FOR MOONDOG ...

More than 2,500 persons turned out Friday night (19) for the Annual Moondog Memory Ball at the Akron Armory, Akron. Alan (Moondog) Freed ran the affair, and the stars were Charles Brown, Paul Williams' ork, Margie Day and The Moonglows. Freed aired two half-hour segs of the shindig over his radio show on WJW, Cleveland, right from the ballroom. Plans are now being laid for the first Moondog ball to be presented in the East.

STAN PAT QUILTS WTNJ JOB ...

Stan Pat has left his chores as disk jockey and musical director

ATLANTIC HITS 5 OUT OF 10

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

Decca-Lloyd Fight to Get Court Airing

NEW YORK, March 27.—The legal dispute between the management of Decca Records and ousted director George L. Lloyd is due for a full court airing in a week or so. On Wednesday (24), Judge Morris Eder of New York Supreme Court ordered a hearing before an unofficial referee. Choice of such a jurist was made to expedite the case.

Lloyd, who began the suit in a move to return to board status, has taken the initial steps in a proxy fight due for resolution at the Decca annual meeting here April 13. He is seeking the election of a new board and the removal of Milton R. Rackmil as president of the firm.

The purpose of the upcoming hearing is to adjudicate two points at issue: Lloyd's "good faith" in demanding examination of the corporation books, and the present board's "good faith" in reducing the board membership by one and declaring Lloyd's spot vacant.

Proxy Solicitation

Meanwhile, Decca management has mailed a new proxy solicitation to the firm's 5,200 stockholders. It discusses Decca's annual report (The Billboard, March 27) and sums up its quarrel with Lloyd as follows:

"In short, all Mr. Lloyd has demanded up till now is that he be made active head of the company, with the president reporting to him; to have his wife one of the heads of the recording department, and to have his personal attorney as general counsel of both Decca and its subsidiary, Universal Pictures."

Lloyd is known to have had some difficulty in getting a slate of proposed directors to offer stockholders in his bid for control of the company board.

Kapp to Cut Pop Albums

NEW YORK, March 27.—Dave Kapp, whose "One God" album is scheduled for release shortly, has signed a number of artists for the production of a series of pop albums.

Those pacted include composer Jimmy Shelton, who will sing his own songs; Roger Williams, who will do an album of popular piano pieces, and Eddie Albert—featured on "One God"—who will sing pop songs.

at WTNJ, Trenton, N. J., to do artist management, publicity and record promotion. Pat, who already has Beatrice Reading, Victor groove artist, under contract, has added another girl singer. She is Baby Dee, pacted by Pat for two years.

BILL COLEMAN RETURNING TO U. S. ...

Jazz trumpeter and maestro Bill Coleman is returning to the United States April 7, after an absence of seven years abroad. Coleman, whose "Swing Stars" included Zutty Singleton and Dickie Wells, has played jazz concerts thruout Europe, North Africa and the Near East. He will return to the Continent in June to prepare for fall bookings.

Lengsfelder Seeks Revise Of ASCAP Dist. Set-Up

NEW YORK, March 27.—Hans Lengsfelder, who on occasion has been a storm center within the American Society of Composers, Authors and Publishers, is known to be gathering his supporters to press for what he feels are necessary revisions in the Society's distribution system. The rallying of support has been done very quietly.

Lengsfelder has been gathering statistics for two years. He is expected to press his campaign actively very shortly. Matters on which he will ask for revision have to do with the logging of performances, the computing of seniority and the method whereby writers' averages are arrived at. He will also seek a change in the society voting method.

This activity on the part of Lengsfelder's group has been tied up with an attempt by various writers to have him elected a member of the board of directors. Late in January of this year, a group of writers petitioned Stanley Adams, ASCAP president, with a view toward gaining his support in this matter.

Early in the year, of course, a vacancy on the board existed, owing to the death of Fred Ahlert. This was subsequently

filled by L. Wolfe Gilbert. Lengsfelder and his group, it is understood, will press for a new approach toward the problem of seeking revenue from the juke box industry.

Mercury Asks 1½c Top for LP, EP Royalty

NEW YORK, March 27.—Mercury Records is seeking to establish a maximum royalty rate of 1½ cents with many publishers for compositions used on LP or EP disks. About one month ago the firm sent out a letter to a number of publishing firms and has followed this up in many cases with a second request.

The letter, sent out by Mercury, reads as follows: "As you know, the total retail price as compared with the number of compositions used is less in the case of LP and EP records than if the records were issued singly. EP and LP records provide another very important outlet for the use of compositions owned by you.

"Therefore, in order to permit us to more ably market such records despite the lower retail price received per composition, we request that you establish a maximum royalty rate of 1½ cents per composition where such compositions are used in connection with EP or LP records."

Present Deals

Some publishers have granted a rate of 1½ cents to record companies when compositions are used on EP disks. However, for LP disks the rate has averaged about 1¼ cents. Most of these rates have been arranged per release, however, not by blanket agreement. And many firms, especially the larger companies or standard companies, still refuse to license any three-minute composition for less than the statutory 2-cent rate.

As some publishers have pointed out, altho it is true that a record company often sells a 10-inch LP for less than the list price of four 78's, or an EP for less than the list price of two 78's, it is also true that it costs a record company less to manufacture

(Continued on page 38)

Liberty Clerks Are Confidential

NEW YORK, March 27.—The Liberty Music shops here, which recently took on RCA's low-cost LP line, Camden Records, is letting inquisitive customers know who recorded what. For the most part, the record labels carry pseudonyms in lieu of artist credits.

The sets comprise re-issues of material cut years ago by RCA Victor, and many of the artists are still active on the major label.

Liberty clerks, consulting a list compiled unofficially by store musicologists, will tell patrons that Camden's Festival Concert orchestra is really the Boston Pops conducted by Arthur Fiedler, that its Centennial Symphony is, in fact, the Boston Symphony under Serge Koussevitzky, that the Warwick Symphony really indicates the Philadelphia Orchestra with Leopold Stokowski wielding the baton, while Harold Coates is better known as Al Goodman.

RCA Outlines Country Tour

NEW YORK, March 27.—The RCA Victor Country Caravan, which features Hank Snow, The Davis Sisters, Minnie Pearl, Eddie Hill, Betty Cody, Lone Pine, Charlene Arthur, Chet Atkins and Grandpa Jones, among others, tees off on April 25 in Asheville, N. C.

After that the caravan plays Roanoke, Va., (26); Charlotte, N. C., (27); Jacksonville, Fla., (28); Mobile, Ala., (29); Baton Rouge, La., (30); Jackson, Miss., May 1; Hutchinson, Kan., (3); Wichita, Kan., (4); Omaha, (5); Salina, Kan., (6); Oklahoma City, (7); Tulsa, Okla., (8), and Little Rock, (9).

MAC Pubbery As Artist Aid

CHICAGO, March 27.—Dick Shelton, prexy of McConkey Artists Corporation, and Bill Black, vice-president of the firm, said this week that, "Anything we can do to get closer to the recording industry will be of assistance to us and our artists. We want to get our artists on records because today records are the big thing in music."

That, in a nutshell, is the thinking behind the formation of the Windy City Music Publishers, the new affiliate of McConkey Artists. The whole idea began when the agency tried to find ways and means of getting their artists on records. Under rules set by the American Federation of Musicians the agency is not allowed to set up a diskery of its own. After some deliberation, it was decided to form the Windy City Music, Company, and place tunes with record companies.

According to Shelton, the new firm, which has already issued several tunes waxed by McConkey talent, will eventually become completely separated from the agency operation as soon as personnel conditions permit. In doing so, it was reported, tunes will be made available to any artist regardless of agency affiliation without apprehension.

So far the agency already has thrush Ann Gilbert on wax with more sessions set for the near future. Her first sides were purchased by BBS Records at a top figure. Also signed to a record pact was another McConkey property, the Larry Faith orchestra, which was tagged for three years by BBS Records.

MUSIC AS WRITTEN

WOOD TAKES OVER 'LOVE ME' ...

The song "Love Me," which has been awarded six recordings in England, has been taken over the United States exploitation by B. F. Wood Music, a Mills House affiliate. The writers are Alan Ferguson and Stephen Mervyn. First stateside recordings will probably be on the fledgling U.S.A. label.

'NOCTURN' TO HAVE 'MOON' THEME ...

The new live music WCBS, New York, radio show, "Nocturne," which debuts April 6, will have the ditty "Why Reach for the Moon" as its theme. The tune was written by Alfredo Antonini.

(Continued on page 38)

ROBE of CALVARY

(All Record Labels and Artists Listed Alphabetically)

- Bell Stuart Foster
- Capital Jane Froman
- Columbia Jill Corey
- Columbia Stuart Hamblen
- Coral Robert Mills
- Decca Red Foley
- Jubilee The Orioles
- RCA Nelson Eddy
- Victor George Beverly Shea
- Victor Eddy Arnold

BILL and RANGE SONGS, Inc.

"ANSWER ME, MY LOVE"

"FLIRTATION WALTZ"

BOURNE, INC.
136 W. 62nd Street New York 19

SMASH HIT!
SADIE THOMPSON'S SONG
From the Columbia Technicolor Picture
"MISS SADIE THOMPSON"
RECORDED ON ALL MAJOR LABELS
MILLS MUSIC INC.

Why Worry? Let **SPEEDY GONZALES** do it for you.

1,800 Jocks on Decca 'A' List

NEW YORK, March 27. — Thru a typographical error, the extent of Decca Records "A" list of disk jockeys was incorrectly given in a story last week. There are 1,800 jockeys on the list who receive copies of records thought potentially strong.

U. S. Names Booked for Italian Tours

ROME, March 27.—Italian theatrical impresario Vitaliano Schiavoni has signed three top names in American show business to make stage tours in Italy this summer. They are Xavier Cugat and his orchestra, singer Jeanette MacDonald and boxer Rocky Marciano, whose name is as well-known in Italy as in the United States. No information is available at the moment regarding the MacDonald and Marciano p.a. tours.

As far as Cugat is concerned, he is expected to arrive in Europe this summer for a long tour starting in France and continuing thruout the Continent, with the exception, of course, of the Iron Curtain countries.

In addition to his 32-piece orchestra and his wife, songstress Abbe Lane, Cugat will direct an elaborate musical show featuring The Four Step Brothers, a Latin-American dance team and other attractions.

The Four Step Brothers are not newcomers to Italy, having appeared here some years ago in a successful musical revue titled "Black and White." As part of the Cugat show, they will appear in Venice, San Remo and Rome in giant open-air arenas in the summer and then leave Italy for p.a.'s in other countries. In October, however, they will then come back to Italy to make a tour of theaters in all the major cities on the peninsula.

Cite Need for Accordion Arrangements

NEW YORK, March 27. — A recent exchange of letters between Walter Douglas, chairman of the board of the Music Publishers' Protective Association, and Mrs. Lari Holzhauser, executive secretary, of the Accordion Teachers' Guild, has pointed up the need for accordion arrangements suitable for pupils of that instrument.

Douglas, in a note to MPPA members, suggested to the Accordion Guild that it advise its members to discontinue the use of unauthorized arrangements. Teachers, instead of obtaining sheet music for their pupils, have been making their own arrangements for pupils' use.

Mrs. Holzhauser, in a letter to Douglas, seeks his aid in the matter of having the music publishing industry help the accordion teachers. She points out that whereas there are hundreds of thousands of students, there exists a paucity of suitable arrangements—a condition which has led to the misuse cited by Douglas.

Myers Adds Arcade Sales

PHILADELPHIA, March 27. — James E. Myers, continuing his expansion program for Myers Music, has added the sole selling rights for Arcade Music Company and its affiliated Arcade Record Company headed by Jack Howard. The firm has over 100 titles, most of which have been recorded.

Other publishing companies that Myers Music represents include Jem Publications, Standard Songs, Dennis Music, Wilmac Music, Carter Music, Planet Music Company, Music Counter, Chateau Publications, Bill Uhr Publishing Company, Marlene Publishing Company and Judith Publishing Company.

Myers has also concluded arrangements with Edward Kessner Music Company, Ltd., in England

RUSS MORGAN TO BE FETED

NEW YORK, March 27.—Publishers, mechanical men, songwriters and professional men are throwing a party for Russ Morgan April 29 at the Hotel Astor. The popular band leader will have reached his 50th year on that day. Sid Mills, of the Mills Music clan, has been appointed a committee of one to spark the arrangements. Plenty of celebrities, edibles and cheer.

Airers Ponder Petrillo Move

does not get any satisfaction from that quarter, ABC is expected to go to a Federal District Court and ask that it take a hand in the dispute to take it off the hot seat. Meanwhile George Heller and AFTRA were the victors in this show of strength. Their position is simple. They claim they do not prevent their members from joining the AFM and do not see why Petrillo should stop his members from joining their organization.

Production Set on Stephens Speaker

HOLLYWOOD, March 27.—Stephens Manufacturing Corporation, Culver City, Calif., has set production on a new 12-inch coaxial speaker, providing an innovation in sound reproduction in its method of loading the high frequency diaphragm thru the use of a pair of exponential concentric horns.

The new speaker is purported to be the first tru-sonic coaxial speaker to be manufactured in the 12-inch size.

to handle a number of his copyrights for England and the Continent.

Manuti Seeks WOR Debate

Continued from page 2

your stations, Supreme Court Justice Hammer pointed out that our dispute with you involves the public as well. I know that you agree with this, and that the public is entitled to a full presentation from both sides. I therefore suggest that you and I make such a presentation over the combined facilities of WOR and WOR-TV as quickly as possible, at a time when the largest potential audience is available. Local 802 will pay for half the time charges involved. . . . Please be assured that this offer is made in all good faith, and from a desire to bring to radio and TV audiences both sides of an issue in which they have a special interest."

Fisher's 'Girl'

Continued from page 1

tie-up is a "natural." Add to that the promotion-mindedness of the Coca-Cola firm, and the teen-age tie-up of Fisher and Coca-Cola, and the result is the nation-wide record-soft drink promotion.

According to record company spokesmen, the promotion is helping to sell a lot of records. According to the drink firm, it is also helping to move a lot of Coca-Cola. According to many witty tradesters, both firms ought to sell a million.

A Solid Ballad Hit!
AM I IN LOVE?
MILLER MUSIC CORPORATION

TAKE NOTICE

"THE HAPPY WANDERER"

(VAL-DE RI - VAL-DE RA)

IS OWNED SOLELY BY

SAM FOX PUBLISHING COMPANY, INC.

We, the Sam Fox Publishing Company, Inc., are the exclusive owners for the United States and Canada of "THE HAPPY WANDERER." Words by Antonia Ridge, Music by Friedr. W. Moller, and published in England by Bosworth & Co., Ltd., London.

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*2 great Songs for you... for me
... for everyone*



BURL IVES
sings
GORDON JENKINS
and his Chorus and Orchestra plays

**TRUE LOVE
GOES ON
AND ON**

and

**BRAVE
MAN**

From the
Paramount Picture
"RED GARTERS"

Decca 29088 (78 RPM) and 9-29088 (45 RPM)

America's Fastest Selling Records



What a team!

What a tune!

"BILL and SAM"



Billy MAY
wrote it!

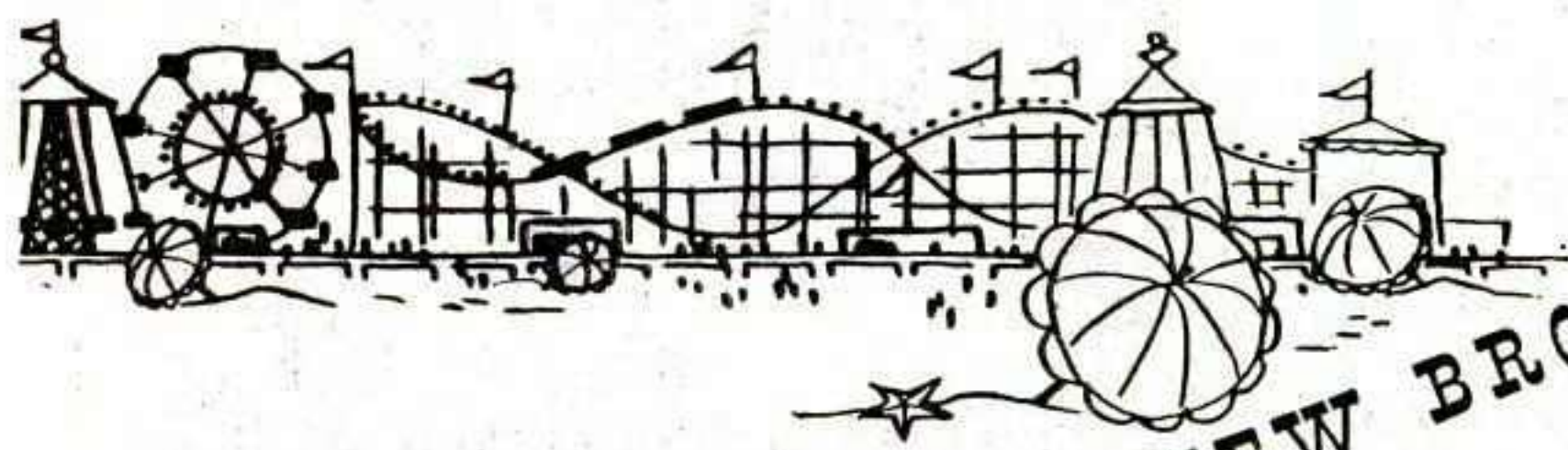
Sam DONAHUE
plays it!



with **BILLY MAY'S** orchestra

on Capitol Record No. 2759

Published by **MOONLIGHT MUSIC CO.**, 1733 Broadway • New York 19, New York



FROM THE EXCITING NEW BROADWAY SHOW
"BY THE BEAUTIFUL SEA"

Nat "King" Cole

sings
a great
ballad

"ALONE

TOO LONG



b/w

"IT HAPPENS TO BE ME"

with orchestra conducted by Nelson Riddle
on Capitol Record No. 2754



Watch for more wonderful songs from "By The Beautiful Sea"
performed by top Capitol stars and the Original Cast Album!

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

The Billboard Music Popularity Charts

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

Best Selling Sheet Music

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

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

Tunes with Greatest Radio and Television Audiences

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

Radio

- A Dime a Dollar (R)—Famous—ASCAP
- And This Is My Beloved (R) (M)—Frank—ASCAP
- Angelia Mia (R)—Chappell—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Changing Partners—Porgie—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Granada (R)—Southern—BMI
- Heart of My Heart (R)—Robbins—ASCAP
- Hey, Brother, Pour the Wine (R)—Frank—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- Jones Boy (R)—Pincus—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Melancholy Me (R)—Sheldon—BMI
- My Restless Lover (R)—Chappell—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Sadie Thompson's Song (R) (F)—Mills—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- South (R)—Peer—BMI
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Woman (Man) (R)—Studio—BMI
- Young at Heart (R)—Sunbeam—BMI

Television

- A Girl, A Girl (R)—Valandó—ASCAP
- And This Is My Beloved (R) (M)—Frank—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Backward, Turn Backward (R)—Sheldon—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- Jones Boy (R)—Pincus—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Sadie Thompson's Song (R) (F)—Mills—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- That's Amore (R) (F)—Paramount—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI
- You're So Much a Part of Me (R)—Frank—ASCAP

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending March 24

This Week	Last Week	Weeks on Chart
1. Make Love to Me		1 9
2. Secret Love		2 13
3. Wanted		5 5
4. Cross Over the Bridge		6 5
5. I Get So Lonely		3 9
6. Young at Heart		4 7
7. Oh, Mein Papa (Oh, My Papa)		7 17
8. Answer Me, My Love		14 5
9. Changing Partners		9 18
10. From the Vine Came the Grape		10 9

Second Ten

11. THAT'S AMORE	12	21
12. STRANGER IN PARADISE.....	8	18
13. HEART OF MY HEART.....	11	18
14. SOMEBODY BAD STOLE DE WEDDING BELL.....	15	8
15. TILL WE TWO ARE ONE.....	13	10
16. DARKTOWN STRUTTERS' BALL.....	16	6
16. A GIRL, A GIRL.....	—	1
16. MAN WITH THE BANJO.....	18	2
19. THERE'LL BE NO TEARDROPS TONIGHT.....	19	3
20. BELL BOTTOM BLUES.....	—	5

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

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

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The Music Corner

In spite of the wailing and the moaning, the lamenting and the groaning of a few weeks ago, the biggest areas of the disk business have continued to hold up as heretofore, these being the pop and package markets. In the pop field, a number of new records have busted thru as "biggies," or hits, and have started traffic back into the stores again. Perry Como's "Wanted" has jumped into second slot on the best-selling chart after only five weeks; Eddie Fisher's "A Girl, a Girl" has taken off with winged feet; Nat Cole's "Answer Me, My Love," is Nat's best seller since "Some-where Along the Way"; Patti Page's "Cross Over the Bridge" is a strong follow-up to her "Changing Partners"; Tony Bennett's "There'll Be No Teardrops Tonight" is headed for the big time; Jo Stafford's "Make Love to Me" has put her back on top of the heap; the Four Knights' "I Get So Lonely" is still climbing, and Frank Sinatra's "Young at Heart" is selling many, many disks.

In other words, there are hits, healthy and strong enough to pull customers into the stores, and to give the alert dealer a chance to sell a few other platters in addition to the hits. In the package field, the somber forecasts of a big drop in LP's after the sale period have not taken place. In fact, many dealers tell us that the package field has been their strongest anchor during March. All of the above merely indicates that pop record business is too mercurial to stay in a slump for any protracted period, and that package customers are, as a whole, more interested in adding to their musical collections on a steady basis than they are concerned about bargains.

A lot appears to be stirring in the world of jazz wax. Re-issues of famous jazz records, usually on LP or EP, are common from all of the major, and many of the indie labels, but what is more important is that the majors are signing some of the new talent developed originally by the smaller labels. Most of these newer jazzmen are in the modern or advanced tradition. When a major cannot sign them to an exclusive contract, they seem willing today to share them with a smaller label, something that would have been unthinkable a few years ago. But the reason appears to be that the sales on jazz platters, over a long period, and taking into account foreign sales as well as domestic, are good enough to make the non-exclusive contracts worthwhile. No one will know, until long after the present day, whether or not we are on the threshold of a jazz revival such as we experienced in the 1930's. But it is apparent that jazz records are selling, and they should be featured rather than hidden away in stores these days.

England's Top Twenty

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

- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Fox)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (*)
- Oh, My Papa—Maurice (Shapiro-Bernstein)
- Changing Partners—Robt. Mellin (Porgie)
- Tennessee Wig-Walk—Francis Day & Hunter (Village)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Swedish Rhapsody—Connelly (Dartmouth)
- The Book—Kassner (Kassner)
- That's Amore—Victoria (Paramount)
- Cloud Lucky Seven—Robbins (Robbins)
- Ebb Tide—Robbins (Robbins)
- Rags to Riches—Chappell (Saunders)
- If You Love Me—World Wide (Peer)
- Luxemburg Polka—Dash (*)
- Answer Me—Bourne (Bourne)
- The Jones Boy—Bradbury Wood (Pincus)
- Blowing Wild—Harms, Connelly (Witmark)
- From Here to Eternity—Dash (Barton)
- Heart of My Heart—Francis Day (Robbins)

We Purchased The Original Master...It's Starting Big In The Midwest!

'PADRE'

BY

LOLA DEE

COUPLED WITH "TAKIN' THE TRAINS OUT" MERCURY 70342 • 70342X45

Whistling Up A Storm!

DAVID CARROLL'S

"Stomp and Whistle"

AND

"Buck Dance"

MERCURY 70335 • 70335X45

Dinah's Pop Hit!

"After Sunrise"

AND

"Such A Night"

Dinah Washington

MERCURY 70336 • 70336X45



SENSATIONAL MUSICAL-COMEDY HIT!



"Oh, That'll Be Joyful"

BOBBY WAYNE and GENE BAYLOS

AMERICA'S COMEDY FAVORITE

MERCURY 70346 • 70346X45

TOP SELLERS TO DATE

- | | |
|--|---|
| 1. "Cross Over The Bridge"
PATTI PAGE
MERCURY 70302 • 70302X45 | 6. "Big Noise From Winnetka"
RALPH MARGERIE
MERCURY 70328 • 70328X45 |
| 2. "From The Vine Came The Grape"
THE GAYLORDS
MERCURY 70296 • 70296X45 | 7. "Melancholy Baby"
RUSTY DRAPER
MERCURY 70327 • 70327X45 |
| 3. "Cuddle Me"
RONNIE GAYLORD
MERCURY 70285 • 70285X45 | 8. "The Sparrow Sings"
VIC DAMONE
MERCURY 70326 • 70326X45 |
| 4. "Melancholy Me"
EDDY HOWARD
MERCURY 70304 • 70304X45 | 9. "Changing Partners"
PATTI PAGE
MERCURY 70295 • 70295X45 |
| 5. "My Sin"
GEORGIA GIBBS
MERCURY 70339 • 70339X45 | 10. "Stomp And Whistle"
DAVID CARROLL
MERCURY 70335 • 70335X45 |

The Billboard Music Popularity Charts POPULAR RECORDS

• Best Sellers in Stores

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	MAKE LOVE TO ME—Jo Stafford	Col 40143—ASCAP
2	4	5	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
3	6	6	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
4	2	13	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
5	3	9	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
6	5	7	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
7	8	5	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
8	16	2	A GIRL, A GIRL—E. Fisher	Anema E Core—V 20-5657—ASCAP
9	7	17	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
10	10	9	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
11	—	1	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
12	17	2	HERE—T. Martin	Philosophy—V 20-5665—BMI
13	9	21	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
14	12	8	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
15	14	19	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
16	13	17	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
17	—	1	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
18	19	10	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
19	15	11	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
20	20	6	CUDDLE ME—R. Gaylord	Oh Am I Lonely—Mercury 70285—BMI

• Most Played in Juke Boxes

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
2	2	10	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
3	4	4	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
4	3	8	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
5	6	4	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
6	5	16	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
7	14	4	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
8	7	20	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
9	8	7	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
10	8	6	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
11	14	4	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
12	11	17	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
13	10	10	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
14	12	18	HEART OF MY HEART—Four Aces	Stranger in Paradise—Dec 28927—ASCAP
15	17	3	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
16	13	16	STRANGER IN PARADISE—T. Bennett	Why Does It Have to Be Me?—Col 40121—ASCAP
17	14	14	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
18	17	8	SOMEbody BAD STOLE DE WEDDING BELL—E. Kitt	Lovin' Spree—V 20-5610—ASCAP
19	—	1	I REALLY DON'T WANT TO KNOW—L. Paul-M. Ford	South—Cap 2735—BMI
19	—	1	HERE—T. Martin	Philosophy—V 20-5665—BMI

• Most Played by Jockeys

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	11	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
2	4	5	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
3	1	13	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
4	5	11	I GET SO LONELY—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
5	3	8	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
6	6	5	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
7	8	7	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
8	7	16	OH, MY PAPA—E. Fisher	Until You Said Good-Bye—V 20-5552—ASCAP
9	11	2	A GIRL, A GIRL—E. Fisher	Anema E Core—V 20-5657—ASCAP
10	13	2	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
11	9	10	TILL WE TWO ARE ONE—G. Shaw	Honeycomb—Dec 28937—ASCAP
12	10	2	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
13	17	6	FROM THE VINE CAME THE GRAPE—Hilltoppers	Time Will Tell—Dot 15127—ASCAP
14	13	9	TILL THEN—Hilltoppers	I Found Your Letter—Dot 15132—ASCAP
15	18	2	HERE—T. Martin	Philosophy—V 20-5665—BMI
16	12	19	CHANGING PARTNERS—P. Page	Don't Get Around Much Any More—Mercury 70260—BMI
17	15	8	FROM THE VINE CAME THE GRAPE—Gaylords	Stolen Moments—Mercury 70296—ASCAP
18	—	6	DARKTOWN STRUTTERS' BALL—L. Monte	I Know How You Feel—V 20-5611—ASCAP
19	18	20	THAT'S AMORE—D. Martin	You're the Right One—Cap 2589—ASCAP
19	—	1	MELANCHOLY ME—E. Howard	I Wonder What's Become of Sally—Mercury 70304—BMI

• Territorial Best Sellers

For survey week ending March 24

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

Market	1	2	3	4	5	6	7
Atlanta	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Secret Love, Doris Day, Col.	Make Love to Me, J. Stafford, Col.	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Here, T. Martin, V.
Boston	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	Here, T. Martin, V.	Make Love to Me, J. Stafford, Col.	Secret Love, Doris Day, Col.	Cuddle Me, R. Gaylord, Mer.	Cross Over the Bridge, P. Page, Mer.
Buffalo	Secret Love, Doris Day, Col.	Make Love to Me, J. Stafford, Col.	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	From the Vine Came the Grape, Gaylords, Mer.	Cross Over the Bridge, P. Page, Mer.	Oh, My Papa, E. Fisher, V.
Chicago	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	Make Love to Me, J. Stafford, Col.	Here, T. Martin, V.	Answer Me, My Love, Nat (King) Cole, Cap.
Cincinnati	Make Love to Me, J. Stafford, Col.	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	I Get So Lonely, Four Knights, Cap.	Answer Me, My Love, Nat (King) Cole, Cap.	Young at Heart, F. Sinatra, Cap.	Secret Love, Doris Day, Col.
Cleveland	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	A Girl, a Girl, E. Fisher, V.	Make Love to Me, J. Stafford, Col.	Here, T. Martin, V.	Secret Love, Doris Day, Col.	I Get So Lonely, Four Knights, Cap.
Dallas-Ft. Worth	I Get So Lonely, Four Knights, Cap.	Make Love to Me, J. Stafford, Col.	Secret Love, Doris Day, Col.	Answer Me, My Love, Nat (King) Cole, Cap.	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	From the Vine Came the Grape, Hilltoppers, Dot
Denver	Young at Heart, F. Sinatra, Cap.	Make Love to Me, J. Stafford, Col.	I Get So Lonely, Four Knights, Cap.	Secret Love, Doris Day, Col.	Wanted, P. Como, V.	Stranger in Paradise, Four Aces, Dec.	
Detroit	Wanted, P. Como, V.	I Get So Lonely, Four Knights, Cap.	Anema E Core, E. Fisher, V.	Such a Night, B. Paul, Ess.	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.
Kansas City	Make Love to Me, J. Stafford, Col.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	Wanted, P. Como, V.	Answer Me, My Love, Nat (King) Cole, Cap.	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.
Los Angeles	Young at Heart, F. Sinatra, Cap.	Cross Over the Bridge, P. Page, Mer.	Make Love to Me, J. Stafford, Col.	Oh, My Papa, E. Fisher, V.	Secret Love, Doris Day, Col.	Wanted, P. Como, V.	That's Amore, D. Martin, Cap.
Milwaukee	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	All Night Long, R. Bryant, Dot	A Girl, a Girl, E. Fisher, V.	Make Love to Me, J. Stafford, Col.	So Long, Four Aces, Dec.	I Get So Lonely, Four Knights, Cap.
New Orleans	Make Love to Me, J. Stafford, Col.	Cross Over the Bridge, P. Page, Mer.	Wanted, P. Como, V.	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.	There'll Be No Teardrops Tonight, T. Bennett, Col.	
New York	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.	Wanted, P. Como, V.	Stranger in Paradise, T. Bennett, Col.	Oh, My Papa, E. Fisher, V.	Make Love to Me, J. Stafford, Col.	Cross Over the Bridge, P. Page, Mer.
Pittsburgh	Wanted, P. Como, V.	Gee, Crows, Rma.	Cross Over the Bridge, P. Page, Mer.	A Girl, a Girl, E. Fisher, V.	Young at Heart, F. Sinatra, Cap.	There'll Be No Teardrops Tonight, T. Bennett, Col.	Cleo and Meo, J. (Fingers) Carr, Cap.
St. Louis	Wanted, P. Como, V.	Young at Heart, F. Sinatra, Cap.	I Get So Lonely, Four Knights, Cap.	Cross Over the Bridge, P. Page, Mer.	There'll Be No Teardrops Tonight, T. Bennett, Col.	Make Love to Me, J. Stafford, Col.	Answer Me, My Love, Nat (King) Cole, Cap.
San Francisco	Secret Love, Doris Day, Col.	Stranger in Paradise, T. Bennett, Col.	Young at Heart, F. Sinatra, Cap.	Heart of My Heart, Four Aces, Dec.	Make Love to Me, J. Stafford, Col.	Answer Me, My Love, Nat (King) Cole, Cap.	Here, T. Martin, V.
Seattle	Make Love to Me, J. Stafford, Col.	Gee, Crows, Rma.	Cross Over the Bridge, P. Page, Mer.	Secret Love, Doris Day, Col.	Young at Heart, F. Sinatra, Cap.	Changing Partners, P. Page, Mer.	I Get So Lonely, Four Knights, Cap.
Wash.	Answer Me, My Love, Nat (King) Cole, Cap.	Wanted, P. Como, V.	Cross Over the Bridge, P. Page, Mer.	Young at Heart, F. Sinatra, Cap.	Make Love to Me, J. Stafford, Col.	I Get So Lonely, Four Knights, Cap.	From the Vine Came the Grape, Gaylords, Mer.

• This Week's Best Buys

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

- POOR BUTTERFLY** (Harms, ASCAP)
- WRAPPED UP IN A DREAM** (Leeds, ASCAP) —The Hilltoppers—Dot 15158
This irrepressible group is doing it again. First week reports indicate their latest disk took right off, registering strong returns in Philadelphia, Buffalo, Cincinnati, Cleveland and St. Louis. Good reports were also received from Boston, Pittsburgh, Chicago, Durham, Providence and Los Angeles. A previous Billboard "Spotlight" disk.
- ALONE TOO LONG** (E. H. Morris, ASCAP)
- IT HAPPENS TO BE ME** (Paxton, ASCAP) —Nat (King) Cole—Capitol 2754
Another perennial favorite who is moving out with impressive speed. In the first week, strongest reports were returned from New York, Philadelphia, Buffalo, Cincinnati and St. Louis. The disk was also reported selling well in Boston, Cleveland, Durham and Los Angeles. Both sides are selling with the edge on "Alone" at this point. A previous Billboard "Spotlight" disk.
- A LAB AMY BOUND** (Shapiro-Bernstein, ASCAP)—The Mulcays—Cardinal 1014
Now that the disk has achieved national distribution, it has found good acceptance in almost all parts of the country. An exceptionally good juke box item, the record has also done well retail-wise. Excellent sales reports were received from Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Chicago, Durham, Milwaukee, St. Louis and Los Angeles. Flip is "It's Been a Long, Long Time" (E. H. Morris, ASCAP). A previous Billboard "Spotlight" disk.

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the triumphant appearance
on records of
that irresistible girl
in pink tights*

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first "Kismet"...

now

Shepard Traube (in association with
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Charles

JEANMAIRE & GOLDNER

in

THE GIRL IN PINK TIGHTS

with

David Atkinson
BRENDA LEWIS
and the original Broadway cast

Music by

SIGMUND ROMBERG

Lyrics by

LEO ROBIN

Music developed and
orchestrated by
DON WALKER

Overture

- That Naughty Show From Gay Paree
- Lost in Loveliness
- I Promised Their Mothers
- Up in the Elevated Railway
- In Paris and in Love
- You've Got To Be a Little Crazy
- Out of the Way
- Roll Out the Hose, Boys
- My Heart Won't Say Goodbye
- We're All in the Same Boat
- Love Is the Funniest Thing
- The Cardinal's Guard Are We
- Going to the Devil
- Finale

Musical Director:

Sylvan Levin

Produced for Records by

Goddard Lieberson

All on one "LP" Record—ML 4890

*(Available soon on Extended Play records in
Set A-1105)*

Hits from the score:

"My Heart Won't Say Goodbye"
Tony Bennett (40169 • 4-40169)

"Lost in Loveliness"
Doris Day (40168 • 4-40168)

"In Paris and in Love"
Toni Arden (40196 • 4-40196)



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ENGLAND'S NO. 1 POPULAR PIANIST!

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WINIFRED ATWELL

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BOOGAMBA • FIVE FINGER BOOGIE

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THE TITLE TELLS THE STORY



**FRANKIE
LAINE**

**JO
STAFFORD**

**"GOIN'
LIKE
WILDFIRE"**



b/w

**"ROLLIN' DOWN THE LINE"
COLUMBIA 4-40198-40198**

RACING TO THE TOP!

all M-G-M winners...



JONI JAMES AM I IN LOVE and MAYBE NEXT TIME

MGM-11696 78 rpm • K-11696 45 rpm

BILLY ECKSTINE Sings LOST IN LOVELINESS

MGM 11694 78 rpm • K 11694 45 rpm

DON'T GET AROUND MUCH ANYMORE

BOB STEWART I WENT OUT OF MY WAY THE STEPS OF SAINT MARIE

MGM-11699 78 rpm • K-11699 45 rpm

RECEIVED HIGHEST RATING NBC BIG PREVIEW SHOW

ALAN DEAN

POSITIVELY NO DANCING HOLD ME CLOSE
MGM 11683 78 rpm K11683 45 rpm

KEN REMO

QUANTO! ABOVE THE SUN
MGM 11698 78 rpm K11698 45 rpm

THE NOCTURNES

SING IT PAISAN I SAW A STRANGER
MGM 11700 78 rpm K11700 45 rpm

IVORY JOE HUNTER

I HAVE A SECRET I FEEL SO GOOD
MGM 11702 78 rpm K11702 45 rpm

WILFRID BURNS and his Orchestra

THE THEME FROM 'THE BROKEN HORSESHOE' THERE WAS A YOUNG LADY
MGM 30844 78 rpm K30844 45 rpm

RENE TOUZET and his Orchestra

MAMBOS THE CONTINENTAL TENDERLY
MGM 11697 78 rpm K11697 45 rpm

HANK WILLIAMS

THERE'LL BE NO TEARDROPS TONIGHT MIND YOUR OWN BUSINESS
MGM 10461 78 rpm K10461 45 rpm

HANK WILLIAMS

YOU BETTER KEEP IT ON YOUR MIND LOW DOWN BLUES
MGM 11675 K11675

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ROSIE MARIIE

RECORDED DIRECTLY FROM THE SOUND TRACK OF THE M-G-M COLOR GLORY MUSICAL

- Indian Love Call
- I Have the Love
- Mounties
- The Right Place For a Girl
- Rose Marie
- I'm a Mountie Who Never Got His Man
- Love and Kisses
- Free to Be Free

MGM-229 78 rpm
X-229 extended play 45 rpm
E-229 long playing 33 1/3 rpm

MAKE FRIENDS WITH RECORDS

VOX JOX

By CHARLOTTE SUMMERS

Who We?

"The need for human beings to identify themselves closely with someone who brings them companionship in their daily living explains the phenomenal success of the disk jockey," says New York psychologist, Dr. David F. Tracy (who, you may remember, was hired by the St. Louis Browns to pull them out of their 1950 slump). Citing Martin Block, ABC's veteran jockey, Dr. Tracy further explained, "What gives him a big following is simply that he fills this basic need." The doctor explains, "Take the average listener — or the high-tensioned person, the oldster, the shut-in or whatever—they are relaxed by the jockey, who thru his warm personality, has become a daily habit in the home, and by the music he plays. A record show's success is dependent on the disk jockey's personality — more than on the music he plays. It's 75 per cent personality—and 25 per cent music. A dull, colorless announcer spinning the same top tunes, wouldn't last. Voice personality is a big thing. The listener develops a harmony or intimacy with the deejay, as a patient does with a psychologist. From this stems a feeling of dependency, coupled with affection." Dr. Tracy points out that the technique of the deejay—like a master salesman is to address his audience as individuals, not like an auctioneer before a large

ballad, "I'm Only Human." Gary Lesters, WVNJ, Newark, N. J., is conducting a popularity poll based on the average listener's choice for top honors. Gene Norman, KLAC, Hollywood, has started a series of Monday night jam sessions at the California Club in Los Angeles. Bill Phillips, WBAX, Wilkes-Barre, Pa., raised over \$1,000 from one announcement in answer to a plea for burial money for a newsboy. Phil Christie, WCAX, Burlington, Vt., reports that he had 1,200 entries for his "Name the Show" contest which offered a total of \$95 in cash. Jim Rockwell, WKMF, Flint, Mich., wrote us recently about his "Record Collector's" project, and again last week brought us up to date on its success. "There were some 120 at the first meeting—the second one found nearly 300 honest-to-goodness music lovers and record collectors there. We have moved to the main ballroom of the Durant Hotel. People came from three cities and from 50 miles around this time." James Kirby, WBRC, Birmingham, Ala., is using musical questions based on instrumentals for his show. The person who telephones the correct answer is interviewed by phone, broadcasting both sides of the conversation. Joe Knight, KRMG, Tulsa, Okla., has started a "typewriter" contest in his area. Guests in the studio try to synchronize their typing with the Ralph Flanagan disk. The winner, by mail vote, takes home a new Remington-Rand portable. Myron J. Schulz, WAAF, Chicago, has been working with one record company a week by playing the "Hit Record of the Week" on every show. "Each company will have its turn in rotation," he writes. "This is our way of measuring audience reaction and potency in the broadcast area."

YESTERYEAR'S TOPS—

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

APRIL 1, 1944:

1. Besame Mucho
2. Mairzy Doats
3. Shoo-Shoo Baby
4. Holiday for Strings
5. I Couldn't Sleep a Wink Last Night
6. Speak Low
7. Star Eyes
8. When They Ask About You
9. My Heart Tells Me
10. Do Nothin' Till You Hear From Me

APRIL 2, 1949:

1. Cruising Down the River
2. Far Away Places
3. Red Roses for a Blue Lady
4. Galway Bay
5. Powder Your Face With Sunshine
6. Sunflower
7. Forever and Ever
8. Careless Hands
9. So Tired
10. I've Got My Love to Keep Me Warm

crowd. "Yet," he concludes, "by this approach, these men daily hold audiences hour after hour which may easily outnumber even those attracted by a key Presidential address or a world-championship fight."

"The disk jockey's audience wants a lot of variety." That's the conclusion of Roland Dumas, WMAS, Springfield, Mass. For the past few weeks Dumas has charted the number of songs requested, and tells us that the total is an "eye-opener" to anyone who thinks a handful of top tunes get all the attention. The week of March 15 thru 19, for instance, pulled 631 requests of which 205 asked for different song titles.

And from Burt Maskin, WFLO, Farmville, Va., in the same mail—"As paradoxical as it might sound, I do not consider a profound knowledge of music as the prime requisite of being a deejay. Of course, it helps a great deal to know music, but I would place three things above this, and they are as follows: (1) A deejay should be well-informed in general, so that when he opens his mouth he says something of constructive value. (2) He must have a sense of humor, since a joke or a timely 'crack' is enjoyed by most everyone, and (3) He must be humble, sincere and warm and must feel as tho he is the best of friends with everyone of his listeners." (Well, doc, there you are.)

Jox Trix

Lou Barile, WKAL, Rome, N. Y., has been selected again to run a "Record Hop." The dances are put on by the teen-agers themselves, and Barile is invited to spin records and emcee. Jack Wagner, KHJ, Hollywood, and Art Schneider, KAYO, Seattle, have been playing an unreleased dub, with a "guess the singer" gimmick. Free albums of the artist's records for the best letter on "Why you think this will be a record hit" is the incentive. The waxing is by Lorry Raine, featuring the trombone of Murray McEachern, on a new

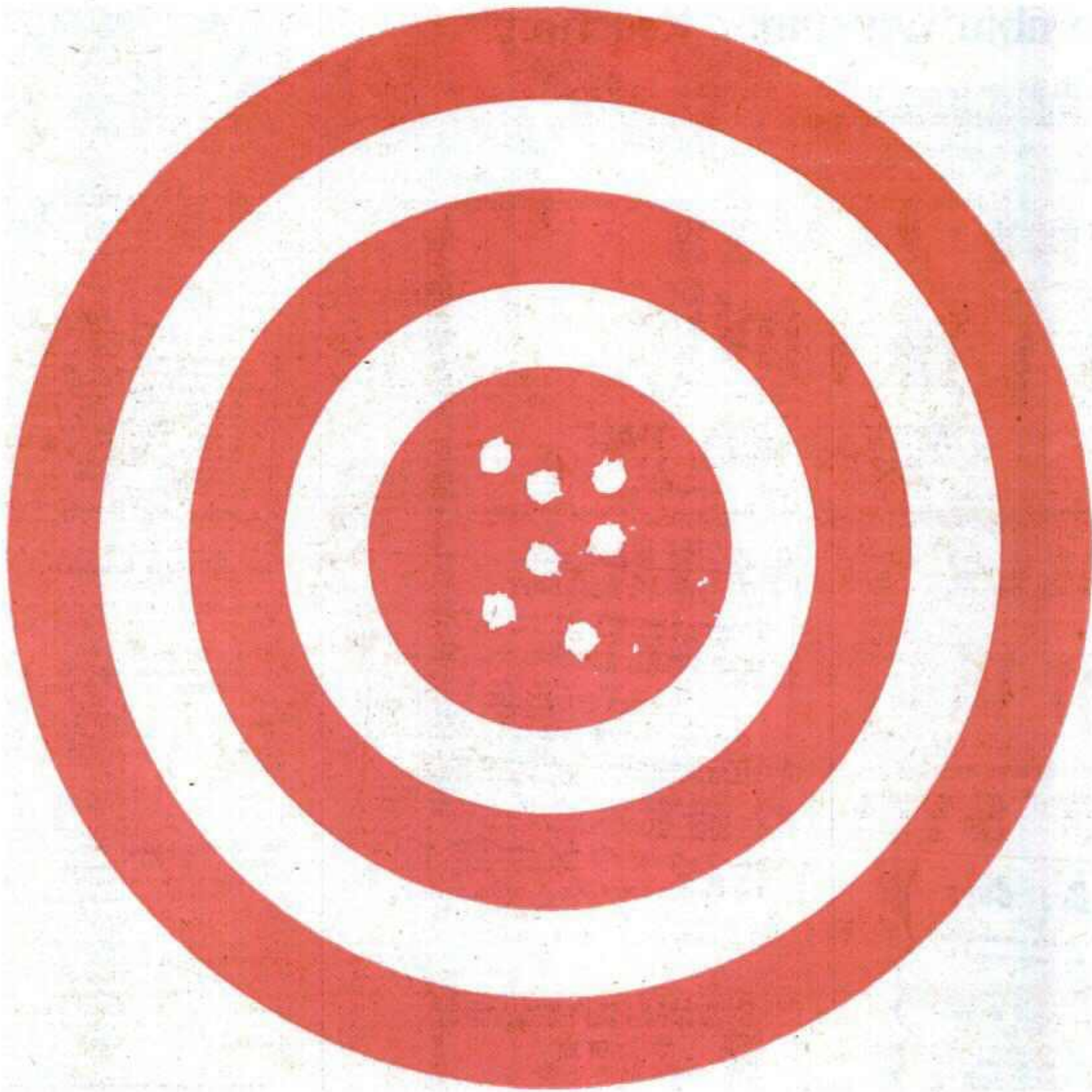
Guestings

Cleo (TV's longest kiss) Moore, guested on Bob Shriver's "Wax Fax" TV show on Denver's Channel 2 last week. Florian Zabach and Karen Chandler visited with Preston Charles' show, WAGA, Atlanta. Eileen Barton visited Boston deejays during her March 8-15 stint at the Latin Quarter. Jerry Strong, WMAL, Washington, played host to Lauritz and Mrs. Melchior on his TV show. Recent guest stars on the Jack Wandell show, KFRO, Longview, Tex., were Woody Herman, Sammy Kaye and the Rangers Quartet. Roy Freeman, WCIL, Carbondale, Ill., recently played host to Smiley Burnett. It was the first reunion for the two in 25 years since they worked at WJZ, Tuscola, Ill. Eddie Clarke, KCKN, Kansas City, Mo., was visited by Cab Calloway on his "Cloud Nine" show. Laura Hendricks, WDAE, Tampa writes us about her tape recorded interview with Yma Sumac. "Had to make a day long dash across the State to tape a show with her, so I could air it before her concert in Tampa. She seems to be doing well; noticed a nearly full house in Daytona Beach and jam-packed one in Tampa. She is certainly a lovely little thing... and it is difficult to imagine such tremendous notes coming from such a tiny frame." Joel Chandler, WJOY, Burlington, Vt., recently had Richard Hayman on his show. Chandler writes, "He's wonderful to work with. His band made an excellent showing here at the University of Vermont Kake Walk Ball." Jimmy Roma and his dancers made a recent guest appearance on Hal 'n' Nancy's TV show, WILK, Wilkes-Barre, Pa., to demonstrate how to do the "Kangaroo Hop." Charles Glass, WJDA, Quincy, Mass., taped the voice of Gene Autry while visiting Boston. John Peterson, WHHH, Warren, O., had a visit from The Five Keys, who were playing the Robins Theater in Warren. Harry Tobias, Joe Delaney, Latin Quarter maestro Art Waner, all were Mardi Gras visitors on Bill Elliott's "Bandstand" via WNOE, New Orleans.

Change Of Theme

Jack Gregson, formerly sportscaster for the ABC-TV net's "Saturday Night Fights" and emcee of "Jack's Place" on the ABC radio net, has now turned to deejaying. Gregson will be heard via WABC, New York, 6:35 a.m. to 8 a.m. daily. Harold Rome, composer-producer, guests on Stan Freeman's WNBC, New York, all-night show tonight (27). Freeman and Rome will team up for a piano duet.

THE SEVEN BEST RECORDS WE'VE EVER FIRED YOUR WAY AT ONE TIME!



Johnston Brothers
● **CRYSTAL BALL**

backed by THE CREEP 1423 45-1423

Vera Lynn
● **IF YOU LOVE ME**

backed by C'EST LA VIE 1412 45-1412

Lee Lawrence
● **THE LITTLE MUSTARD SEED**

backed by MY LOVE FOR YOU 1428 45-1428

Lita Roza
● **JUST A DREAM OR TWO AGO**

backed by I WAS A FOOL IN LOVE 1429 45-1429

Frank Weir
● **THE HAPPY WANDERER**

backed by FROM YOUR LIPS 1448 45-1448

The Duchess
● **HOMETOWN SHOUT**

backed by JOHN PEEL RAG 1420 45-1420

Frank Chacksfield
● **FLIRTATION WALTZ**

backed by PRELUDE TO A MEMORY 1406 45-1406

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THIRD IN SERIES ON MUSIC POP CHARTS

'Best Buys' Valuable Early Gauge To Favorable Consumer Reaction

"A guy who could predict record hits with 80 per cent accuracy would be worth \$1,000,000 a year in this business," is a sentence one hears quite often in the highways and byways of the music industry. Many people apparently entertain the idea that one must either be a genius or a consistently lucky gambler to make a living year after year in the music business. Is record buying more closely related to horse racing than to modern business methods which must rely on a high percentage of predictability?

REDUCE GUESS WORK: The Billboard's "Best Buys" is one of the types of information that the dealer and operator can—and, it might be argued, must—use to reduce guess work in stocking and taking inventory. Predictability of sales for many dealers and operators seems to mean to simply stick to the 20 records which appear on the national pop chart.

Every smart dealer and operator knows, however, that really to "milk" a record, you have to ride with it from a period as close to time of release as possible. The problem seems to be to know then which records have the best potential for reaching the national charts.

It does not take a genius to know that after, say, Joni James has had six smashing hits in a row, that her next recording of practically any tune has a fair chance of clicking, too. But with the average record, lost as it is among the hundred-plus records which came out with it in the same week, it can be predicted a hit only on the basis of solid advance sales information that the average dealer and operator do not have.

The Billboard's "Best Buys" were instituted in the issue of November 15, 1952, to cut the dealers, operators and jockeys on this kind of information and have been a weekly feature of the music section since that time.

"Best Buys" are selected in the popular, country and western, and rhythm and blues fields on the

• This Week's Best Buys

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

JILTED (Sheldon, BMI) — Teresa Brewer—Coral 85613

Showing impressive form, the singer's latest release is taking off with a bang throughout the country. While the record has not been available long enough for a full national sample of reports to be gathered, the early reports from Philadelphia, Cincinnati, Cleveland, Durham, Pittsburgh, Buffalo and Chicago have been outstanding enough to pick this as a "Best Buy" this week. Flip is "Le Grand Tour de l'Amour" (Vim, ASCAP). A previous Billboard "Spotlight" disk.

LITTLE THINGS MEAN A LOT (Feist, ASCAP)
I DON'T THINK YOU LOVE ME ANYMORE (Bregman, Vocco & Conn, ASCAP)—Kitty Kallen—Decca 29037

Having done very nicely on her last release, the singer has a strong bid for a repeat here. Disk started off with power in New York, Buffalo, Pittsburgh, Cincinnati, Chicago, St. Louis, Richmond and Atlanta. Both sides are selling, with no clear preference at this point.

Actual sample of Popular Best Buys as they appeared last week (March 27 issue).

basis of sample testing of selected key stores, one-stops, juke-box operators and distributors in all major markets of the country in the very first weeks after a record has been released.

When The Billboard's music staff picks a record as a "Best Buy," it means that it has gathered enough reliable sales information from the field to be convinced that the disk stands an excellent chance of making the national charts or of selling well over 100,000 records nationally in the pop market, and somewhat less in the other two fields.

In any case, the music staff will have enough tangible proof of consumer acceptance in nationally distributed markets so that it can recommend that all dealers and operators buy this record in confidence and be assured of substantial profits.

HOW DOES THE BILLBOARD PICK ITS "BEST BUYS"?: From the time that The Billboard has either received a new record for review or has had information in advance of the impending release of a record, a file is started on this particular disk which traces its sales history from start to finish. Once it is a known fact that a record has been delivered in at least a few key stores in the country, it will appear on a longer list of recently released records that is sent out from the New York office to The Billboard branch offices in Chicago, Los Angeles, St. Louis and Cincinnati and to our special correspondents in Dallas, Atlanta, Nashville, Detroit, Milwaukee, Pittsburgh and Buffalo.

These offices and correspondents have the responsibility of checking the entire list of new records with all major retail and operator sources in their territories and returning their report on the early sales progress of these records to the New York office. In addition, each territory submits information on regional favorites, regardless of whether these records could have a conceivable national following or not.

The New York office takes responsibility for the New York area and also contacts all major sales territories in New England, the Middle Atlantic States, the Middle West and the Deep South not mentioned above by telephone on Thursday each week.

• This Week's Best Buys

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

A FOOLER, A FAKER (Texoma, ASCAP)—Frank Thompson—Capitol 3754

The singer, who has been a familiar figure on the charts, is breaking this new release with the kind of push that could make it again this time. Strong reports were received from Richmond, Atlanta, Nashville and Memphis. The disk was also reported good in Eastern Pennsylvania, Upstate New York, the Carolinas and Houston. "Fooler, Faker" has a slight lead in side preference. A previous Billboard "Spotlight" disk.

I GET SO LONELY (Melrose, ASCAP)—Johnnie and Jack—RCA Victor 30-5681

A fast mover, this disk has garnered strong sales reports from Richmond, Atlanta, Chicago, Houston and New Orleans. The duo is also doing nicely in Durham, St. Louis, Los Angeles and Nashville. Flip is "You're Just What the Doctor Ordered" (Cedarwood, BMD). A previous Billboard "Spotlight" disk.

Last week's C.&W. Best Buys (March 27 issue).

An analysis of all mailed and phoned-in reports, together with best-seller lists from the manufacturers themselves and from selected distributors, is made on Thursday night and Friday. A "Best Buy" session, attended by the entire music staff, discusses the information at hand and finalizes the week's picks just before we go to press.

SPECIAL PANEL: The Billboard's special panel for submitting "Best Buy" information has been put together from recommended lists of dealers, one-stops and operators known for their reporting integrity, large volume business with a representative cross-section of customers and an early, aggressive buying policy.

When our sources are contacted in these weekly interviews, they are not asked what they think of a record, but rather "Has it begun to sell? If so, how is it selling? Are sales accelerating or is the record already on the downgrade?" Opinion plays no part here. A record must stand or fall by the hard yardstick of customer sales.

The number of "Best Buys" picked in each category will vary from week to week. The sales curve of most records indicate quite clearly at some stage whether it is definitely going to "make it" or not. There are notable exceptions, of course, but with enough reports it is possible to tell whether a record

is "dead" or whether it has "got off the ground" enough to have strong chart potential.

As many records as the music staff of The Billboard has enough information about to feel that they do have strong chart potential, that many records will be listed as "Best Buys." This ranges ordinarily from two to five pop records, one to two country and western and two to three rhythm and blues selections each week.

The number of weekly "Best Buys," therefore, comes close to the number of weekly purchases of operators and points out the most important items that neither they nor the retailer can afford not to stock. In the first year that "Best Buys" were a regular Billboard feature, the total selections in all categories came to 230. This represents an impressive whittling down of the annual deluge of over 5,000 single releases.

HOW GOOD IS BILLBOARD "BEST BUY" ADVICE?: Naturally, after the "Best Buy" operation was well launched, our staff was curious to see how effective this buying device actually was. Using the first

• This Week's Best Buys

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

A THOUSAND STARS (Challenger, BMD)—The Rivliners—Baton 200

A real sleeper here. For two months, this record has been one of the bigger sellers in New York and Los Angeles, with spotty distribution preventing the disk from breaking nationally. While continuing to sell in New York and Los Angeles, the record has now begun to click in Pittsburgh, Cleveland, Chicago, Durham and in other Southern territories where it has been delivered. The proved success of the disk in every area where it has been received indicates that with thorough distribution, this record could snowball into a big hit.

The R.&B. field came up with a single 'Best Buy' in last week's issue (March 27).

nine months as a test period, we conducted an analysis of our performance thru that time.

From information supplied us by record manufacturers, we came up with a list of 140 pop records that sold over 100,000 in this nine-month period; 135 of these records had been selected as "Best Buys"; 26 records were also picked as "Best Buys" but did not make the 100,000 mark. Without exception, all records which made the charts were selected as "Best Buys."

Ordinarily it takes sales of considerably more than 100,000 to put a record on a national chart. For instance, of the 135 "Best Buys" which sold over 100,000, only half of them ever appeared on the national charts. Yet, obviously, here were over 60 records which were profitable for most dealers which would have been missed if they stick too close to a "charts only" policy.

How about timing? In order to be of most value to the trade, it is highly important that the record with strong potential be highlighted as soon as possible for maximum profits. In the test period indicated above, "Best Buys," on the average, were highlighted three weeks before they made either the National Retail or Juke Box chart.

SPOTLIGHT VS. BEST BUYS: What is the difference between The Billboard's Spotlight feature and its "Best Buys"? As explained in greater detail in last week's article in this series on the Music Pop Charts, the Spotlight feature picks hits on the basis of The Billboard's music staff opinion as tempered by the staff's intimate knowledge of current industry trends and promotional force behind each given record release. As a crystal-ball operation, it enjoys a good batting average.

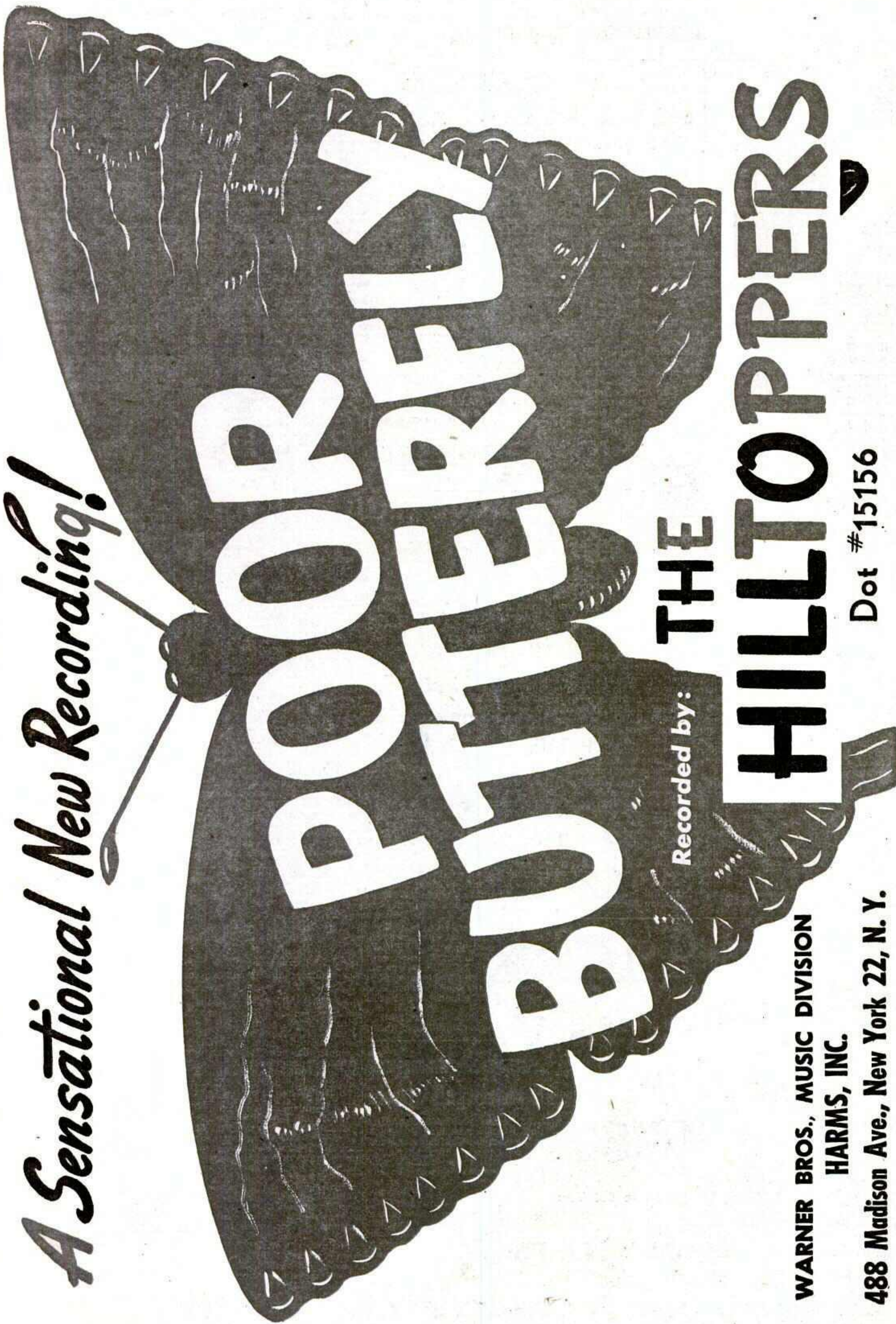
"Best Buys," however, is in no way based upon opinion. Listings for this feature are direct projections of early sales curves based upon actual statistical sales reports taken weekly throughout the country. It is the first published sales pulse of a given record release. This is the purpose of "Best Buys," and this feature has been successful in proving to dealers and operators that you need not be a genius or a gambler to make money in the record business.

Next Week: Territorial Best Selling Charts



Members of the Music Department (left to right), Joe Martin, Editor Paul Ackerman, Bob Rolontz, Gary Kramer, is Horowitz and Mike Miller, compile facts for selecting the week's "Best Buys."

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BMI Check List

OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BOCA CHICA (Sunbeam) BERNIE WAYNE (Coral)	76 (Good)	Best Bet	Excellent
CRAZY MIXED UP SONG (Trinity) PETER LIND HAYES & MARY HEALY (Essex)	Record Spotlight	Sleeper of the Week	Best Bet
ELEANORA (Tannon) PERCY FAITH (Columbia)	76 (Good)	Sleeper of the Week	Very Good
I WENT OUT OF MY WAY (BMI) BOB STEWART (MGM)	77 (Good)	Best Bet	Excellent
IF YOU LOVE ME (Duchess) KAY STARR (Capitol)	Record Spotlight	Disk of the Week	Excellent
I'M GONNA HAVE SOME FUN (Eastwick) BUNNY PAUL (Essex)	80 (Excellent)	Sleeper of the Week	
IT HAPPENS (BMI Canada) MARY MAYO (Benida)	Satisfactory	Best Buy	Good
ILTED (Sheldon) TERESA BREWER (Coral)	Best Buy	Disk of the Week	Best Bet
LITTLE BONNIE BUNNY (Glenwood) JIMMY BOYD (Columbia)	76 (Good)	(Very Good)	Excellent
LONESOME LOVER (Trinity) PETER LIND HAYES & MARY HEALY (Essex)	80 (Excellent)	Sleeper of the Week	Very Good
RIDIN' TO TENNESSEE (Johnston-Monito) GISELE MacKENZIE (Capitol)	Tune Spotlight	C+ (Good)	Fair
TEDDY PHILLIPS (Derby)	Satisfactory	(Very Good)	Very Good
ROBERTA LEE (Decca)	74 (Good)		
ROO ROO KANGAROO (Milber-Edgar) RALPH FLANAGAN (Victor)	80 (Excellent)	Best Bet	Good
JIMMY ROMA (Rainbow)	Tune Spotlight	B+ (Excellent)	
LES ELGART (Columbia)	74 (Good)	Best Bet	
THE STEPS OF ST. MARIE (Lowell) BOB STEWART (MGM)	75 (Good)	(Very Good)	Very Good
SUCH A NIGHT (Raleigh) JOHNNIE RAY (Columbia)	Best Buy	Sleeper of the Week	Very Good
CLYDE McPHATTER (Atlantic)	85 (Excellent)	Award of the Week	
BUNNY PAUL (Essex)	Record Spotlight	Sleeper of the Week	
DINAH WASHINGTON (Mercury)	76 (Good)	(Very Good)	Very Good
JANE TURZY (Decca)			Very Good
THIS IS WHY I LOVE YOU (Highland) ROSEMARY BELAN (Belle)	Talent Spotlight	Best Bet	

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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

THE HILLTOPPERS

Poor Butterfly 88
DOT 15156 — Tune could have been written to order for the group, for their pulsing delivery is just what is called for. This one has the hallmark "click" stamped indelibly, another one to add to the Hilltoppers' growing string. A money-maker. (Harms, ASCAP)

Wrapped Up in a Dream 83
This side too should be awarded plenty of attention by the fans and it could probably do well enough on its own. Coupling is powerful. (Leeds, ASCAP)

TERESA BREWER

Jilted 87
CORAL 61152 — The petite thrush could have another smash with this zingy new effort. Tune is in the vein of "Ricochet" and the thrush sings it with the vitality that has become her trade-mark, over wild hokey backing. A real coin-grabber. (Sheldon, BMI)

Le Grand Tour de l'Amour 80
Here is a fresh and bright effort, in the special material vein, and the thrush does a mighty job with it. It's the story of a gal's romances on a tour around the globe. A potent coupling. (Weiss and Barry, BMI)

DORIS DAY

I Speak to the Stars 82
COLUMBIA 40210 — Dodo could have another big hit here, with this effort from her forthcoming flick "Lucky Me." It is in the mood of "Secret Love" and it was penned by the same writers, Webster and Pain. Disk is taken from the sound track of the film. The thrush sings it with her usual feeling over lush backing. Watch this one. (Witmark, ASCAP)

The Blue Bells of Broadway 76
This side is also from the sound track of the canary's new flick. It's a cute ditty about a hip Scotsman. The thrush shows off her great talent as a rhythm singer on this hunk of special material. (Witmark, ASCAP)

FRANKIE LAINE-JO STAFFORD

Rollin' Down the Line 82
COLUMBIA 40198 — The chanter and the thrush team up for a powerful reading of an old-fashioned honky-tonk tune, and they sell it with a sharp brassiness that should please their many fans. This could happen; watch it. (Glenwood, BMI)

Goin' Like Wildfire 78
Here's another good reading by the duo tho the material does not have the immediate attraction of the flip. Both sides should lure the coins. (Acuff-Rose, BMI)

JILL COREY

Should I Tell 82
COLUMBIA 40188 — Surely the best

effort put out by the young songstress to date, this could easily put her over. The weeper she sings here is a powerful hunk of material and Jill Corey contributes a moving performance. Watch this entry carefully. (Acuff-Rose, BMI)

A Goodnight Kiss Is a Good Night's Work 76
Another good side, cute material and delivery. Jocks and jukes can use. (E. H. Morris, ASCAP)

THE FOUR TUNES

I Understand 81
JUBILEE 5132 — Warm and intimate ballad is arranged by a knowing hand. It shows off the Four Tunes to best advantage. This side may need only the slightest shove to get it off the ground. With the breaks it could build with the best of them. Bears close watching. (Jubilee, ASCAP)

Sugar Lump 79
Cute ditty, cleverly written, is awarded a bouncy and infectious reading by the group. A good, commercial waxing that could make some noise with energetic promotion. (Raleigh, BMI)

GEORGIE SHAW

There Must Be Some Mistake 80
DECCA 29078 — Georgie Shaw wears his heart on his sleeve as he chants poignantly of a romantic brush-off. Could be a follow-up to his "Till We Two Are One" click and bears close attention. (Hollis, BMI)

A Fool in the Ways of Love 75
But he's wise in the ways of the world. The realization that money isn't enough to assure happiness is the theme of this ballad and the chanter gives it a big performance. (Shapiro-Bernstein, ASCAP)

SAMMY KAYE ORK

Till You Kiss Me at the Altar 79
V 40205 — The Kaye ork, led by warbler Jeffrey Clay and the Kaydets, turn in a very listenable reading of a lilting new ditty. The boy-girl duet on the second chorus is most effective. Side could be another good item for the Kaye crew with exposure. (Witmark, BMI)

Godspeed to You 76
This new effort was composed by the ork leader himself, and Clay and the chorus sing it with a lot of sincerity over an organ and ork backing. Should get many spins. (Republic, BMI)

BUDDY MORROW ORK

All Night Long 78
V 20-5707 — The Morrow ork has never sounded better than on this wild swinging version of the riff effort now getting some action in the r.&b. field. The band sells the instrumental with some fine ensemble work plus a gang-sing. Should interest all Morrow fans. (Famlee, BMI)

Knock on Wood 73
Old-fashioned effort is sung nicely by thrush Shaye Cogan over a good arrangement by the Morrow crew. (Famous, ASCAP)

JANE FROMAN

Backward, Turn Backward 78
CAPITOL 2755 — The powerful new ballad is showcased in Miss Froman's inimitable style, and that should be good enough for many. A beautifully produced ditty, and it could earn some loot. It will be pushed via her TV show. (Sheldon, BMI)

I Solemnly Swear 71
Prettily phrased pledge finds the thrush in good voice. Another attractive side. (Bourne, ASCAP)

EILEEN BARTON

Signpost 77
CORAL 61146 — This pretty tune, now available in several versions, gets one of its most attractive readings at the hands of Miss Barton. Her interpretation has taste and simple charm. The backing is folk-like and leisurely paced. Bears watching. (Moonlight, BMI)

Jesse James 74
James apparently was not half the villain Miss Barton's boy friend is. She cusses him out good-naturedly here. The novel lyrics are sold persuasively in this reading. (Barton, ASCAP)

JACK McVEA

Oh That'll Be Joyful 77
COMBO 55 — Here is a most unusual novelty effort, that should provide a lot of kicks for deejays. It's a semi-spiritual type of item, with a tongue-twisting lyric and a very infectious chorus. The group, led by McVea, sings it with a lot of sparkle. It could catch on with exposure. Watch it.

Let's Ride, Ride, Ride 74
A swingy riff item is handed a driving rendition by McVea and the group. The ork really goes behind them. Could get spins and some coin in the r.&b. field.

JANE TURZY

Such a Night 76
DECCA 29087 — Jane Turzy does a good job covering the currently hot ditty. Side has the necessary excitement and urgency the tune requires. Other labels have fast start, tho this one could get coins. (Raleigh, BMI)

It's You, It's You I Love 72
Miss Turzy does a quick-tempo novelty here. Ditty has a catchy refrain. (Essex, ASCAP)

DICK THOMAS

When Uncle Joe Plays the Rag on His Old Banjo 76
JUBILEE 9003 — Shades of the ole riverboat, but this is a gasser. Banjo backing is mated solidly to the dated chanting of Dick Thomas. Might do

right fine on the boxes. Thomas's best wax in a long time. (Felt, ASCAP)

I'm Goin'... 70
More of the same, but flip has more immediate appeal. (Marla, ASCAP)

MINDY CARSON

Speedy Gonzales 76
COLUMBIA 40206 — Brisk novelty about a slick Mexican lover is sung brightly by Mindy. Bright and sharp, this waxing pleases immediately and it could build in favor. Should attract some loot. (Sheldon, BMI)

This Above All 69
Deliberate reading of the new ballad by Mindy and the ork. Deejays should hand it some play. (St, BMI)

BETTE McLAURIN

I'm Alone Because I Love You 75
JUBILEE 5139 — The petite thrush does a very good job on the oldie, with strong support from the Ray Charles singers and good ork backing arranged by Sy Oliver. This is the old Bette McLaurin, and her fans should want the platter. (Witmark, ASCAP)

Please Don't Leave Me 75
A listenable ballad is sung with a lot of power by the canary. The backing is smart and the chorus helps much. Should get spins. Two potent sides by the diminutive chirp. (Challenge, BMI)

PEGGY LEE

Johnny Guitar 75
DECCA 29076 — From the flick "Johnny Guitar" comes this nostalgic tune read with much feeling by Miss Lee. With great style she evokes the memory of her absent lover. Good jock wax. (Young, ASCAP)

Autumn in Rome 71
The singer presents another firm tune here, this one from "Indiscretion of an American Wife." The thrush takes it well in her stride and gives a restrained performance. (Cromwell, ASCAP)

TRUDY RICHARDS

Sugar Leaf Junction 75
DERBY 847 — Drive and beat aplenty on this side by Trudy Richards. Eddie Willcox band, with Tony Scott, gives strong backing. Side should merit deejay spins and box action—and should pull over into the jazz market. (Harmar, ASCAP)

Tain't Nobody's Biz-Ness If I Do 71
A bluesy, throaty Trudy Richards belts out a good vocal, while clarinetist Tony Scott gets himself very much in the wax picture with fancy work on the licorice stick. (Leeds, ASCAP)

WALLY STOTT ORK

Too Little Time 75
EPIC 9029 — Tune from "The Glenn Miller Story" is awarded a gentle reading by brass and strings, with trombone taking most of the solo work. Arrangement is in the best taste and the slicing could tone up many a jockey show. (Pickwick, ASCAP)

The Kiss Tango 68
Tango is more for listening than dancing in this lush reading by the big English ork. (Shawnee, ASCAP)

TONI ARDEN

In Paris and in Love 74
COLUMBIA 40196 — Toni Arden does a show tune here—from "The Girl in Pink Tights." It's a lush ballad, well-suited to Percy Faith's tasteful backing. (Chappell, ASCAP)

Cry, My Heart 73
A weeper, urban rather than suburban. "Other arms possess him" is the general idea. The thrush and the Percy Faith ork have lush sound. (Sheldon, BMI)

LILLIAN ROTH

Did You Ever See a Dream Walking? 74
CORAL 61148 — Lillian Roth makes like the lead voice in a bouncing-ball sequence, and her rendition of the indestructible evergreen will pull response from listeners. Jockeys can use this side to add a bit of nostalgia to their programming. (De Sylva, Brown & Henderson, ASCAP)

Please Tell Me When 70
Intimate ballad is sung with great know-how by the warm-voiced thrush. Good late-hour wax. (Harvard, BMI)

RUTH WALLIS

Like Papa and Me 74
MONARCH 3006 — Ruth Wallis has penned a homey, warm and tender waltz ballad with the true country feel. She sings it sympathetically, but production is not up to potential. The tune, however, is mighty strong material.

Kiss a Me Slow 68
Kinda cute, this novelty of American-Italian romance, and it should garner token spins.

TOMMY DORSEY ORK

The Blue Room 72
DECCA 29057 — Here's a sophisticated, modern arrangement of the lovely old Rodgers-Hart show tune by the fine ork. (Harms, ASCAP)

Liza Jane 71
T. D. does a swing arrangement of the public domain melody. A nice instrumental for the jocks. (P.D.)

BURL IVES

The Old Red Barn 72
DECCA 29039 — A folk-flavored ditty, in waltz time. A bevy of girl voices chanting choruses to the lead of Burl Ives. Taken together, these elements spell out a nice disk for those who like the genre. (Wemar, BMI)

There's Plenty of Fish in the Ocean 70
"There must be one for me" sings Burl Ives, as he notes there's plenty of fish in the ocean. The arrangement, with a chanting chorus, is a rousing one. (Disney, ASCAP)

The New Hit Record From The Gang That Sang

"SWEET MAMA TREE TOP TALL"



THE LANCERS

It's You, It's You I Love!

b/w I Never Should Have Let You Go

TREND RECORD No. 73

The Billboard Music Popularity Charts POPULAR RECORDS

FRED DARIAN
She Was a Dancer 71
ALLIED 5021—Darian, who recently appeared on the "Colgate Comedy Hour" over NBC-TV, debuts on the label with a warm ballad that shows him to be a talented newcomer. While the material does not stand out, the sincerity and style of the singer does. (Acama)

I Need You.... 69
A jumpy tune with a Latin beat written by Darian and Ross Bagdasarian. The material has the color of the Spanish flamenco and receives a rousing, dramatic reading from Darian. (Acama)

PETE RUGULO ORK
Laura 71
COLUMBIA 40195 — The Rugulo crew, the label's new and very modern ork, handles the evergreen brightly and in a sweetly subdued fashion on this instrumental cutting. In fact, this version of the oldie is quite listenable and should interest a lot of jazz jocks. The ork shows off some good solo and ensemble work thruout. (Robbins, ASCAP)

Early Stan.... 67
This riff effort was penned by Rugulo, and his ork has a merry time with it, playing it in a modern style that will please some Kenton fans and others who like modern jazz. However, for most disk buyers it isn't very commercial. (Peter Music, care of Criterion, ASCAP)

JERRY DUANE
It Doesn't Have to Be 71
TREND 71 — Very good vocal by Duane on a big ballad which gives him a chance to show off his listenable pipes. He is supported by the Rhythmaires and a smart combo. Side could get spins due to Duane's performance. (Essex, ASCAP)

JUD CONLON RHYTHMAIRES
He's Gotta Be Right for Me.... 65
The choral group sings this slight effort in their usual lilting style. (Amestay, BMI)

SANDY SOLO
Come On and Take Me 71
JUBILEE 6061—Happy invitation to propinquity is projected spiritedly by Solo. Could attract some attention. (Tee Pee, ASCAP)

RUSS VALENTINO
You Call It Madness
But I Call It Love 71
TUXEDO 895—The fine oldie, one of Russ Columbo's biggest songs, receives a warm rendition from Valentino over a smooth backing. Could get spins. (Mayfair, ASCAP)

Dear Old Donegal.... 64
This tops 'em all—an Irish folk song with Italian lyrics! Valentino sings the item pleasantly, and the backing is okay, but the Italian lyrics are just incongruous. (Leeds, ASCAP)

JUDY TREMAINE
Too Much 70
CORAL 61150—Moderation in everything, even romance, is the advice given. A cute novelty opus, gayly sung by Judy Tremaine. (Lewis, ASCAP)

JACKIE LEE ORK
Isle of Capri 70
CORAL 61149 — Lee is featured on piano on this wild slicing of the oldie. He bangs out the tune while the ork plays something else behind him. Not for the sophisticates, but it could get some coins on the boxes. (Harms, ASCAP)

By the Light of the Silvery Moon.... 68
Same comment. (Remick, ASCAP)

TERRY GILKYSON
Tall Timber 70
COLUMBIA 40189 — Folk - novelty type tune, telling the love story of Lumber Jill, six feet two, and beautiful, the brawny. (Glenwood, BMI)

Come Home Zelds.... 65
Flok-flavored ditty, melodically akin to old Eastern European tunes, is given a dramatic vocal by Terry Gilkyson. (Montclare, BMI)

TONY ROMANO
Goombye Goomba 70
VITO 106 — Italianate novelty about the dreams of an immigrant is cute and it's awarded a graceful reading by Romano, chorus and ork. Should get some jockey spins. (Vito Music)

I Promise, I Promise, I Promise.... 61
If given another chance, he pledged to act more thoughtfully. Material fails to impress in this lackadaisical rendition. (Sheldon, BMI)

EARL BACKUS
Easy Melody 69
EPIC 9030—Easy enough to pick out with one finger on a piano, the tuneful trifle makes for just as easy listening in this reading by organ and rhythm. Good for background. (Feist, ASCAP)

Tipica Serenada.... 69
More slick organ playing of another melodious opus that was out a few months ago. (Jerome, ASCAP)

JOHNNY PARKER
Runnin' Around in Circles 69
CORAL 61147 — Attractive ballad is read well by Parker. He comes across with an interesting sound that should help this entry grab spins. (Carnegie, BMI)

The Way I Feel.... 64
Same comment. (Mood, ASCAP)

MARGIE RAYBURN
Enclosed Are My Tears 69
ALMA 81—Margie Rayburn, a thrush with a sound, does a good job on this new weeper, singing a duet with herself via the aid of "dub-ins." Listenable side that should get spins. With the right material girl has a chance. (Herman, ASCAP)

The Boy From the Hills.... 60
Same comment. (Herman, ASCAP)

RALPH BLANE
The French Line 68
AMERICAN 106 — Title ditty from the Jane Russell movie transfers easily to wax in this vibrant rendition. (Mills, ASCAP)

Walt 'Til You See Paris.... 66
Ballad from "The French Line" flick is chanted nicely. (Mills, ASCAP)

ALEC DAVIS
The Deadwood Stage 68
CAVALIER 832—Davis gets a chance to show off his wide range on this happy effort from the flick "Calamity Jane." Bright slicing and good production work. (Remick, ASCAP)

The Black Hills of Dakota.... 65
Same comment. (Remick, ASCAP)

MARIE RUSSELL
I Still Love to Waltz With You 67
BRAND 101—Gay Nineties type of recording of a rather cute waltz item with a clever set of lyrics. The thrush, backed by a male chorus, sells it fairly well. (Novelty, ASCAP)

Tell Tale Heart.... 62
Adequate reading of a country effort by the thrush. (Olympia, BMI)

DANNY STEWART
I'll See You in Hawaii 66
CORAL 61154—Tune is from hit film "From Here to Eternity." Stewart and the boys paint an attractive tonal picture of the joys of the island paradise. (Criterion, ASCAP)

Hoku Okalani.... 65
This is a Danny Stewart original. It's a tender love ballad and it's rendered pleasantly. (Criterion, ASCAP)



CLEF RECORDS

Great New Releases

LONG PLAYING AND EXTENDED PLAY ALBUMS

COUNT BASIE BIG BAND

featuring:
GENE RAMEY
FREDDIE GREENE
JOE NEWMAN
PAUL QUINICHETTE
MG C-148 • EP-195 & 196



THE ROY ELDRIDGE QUINTET

with:
OSCAR PETERSON
BARNEY KESSEL
RAY BROWN
J. C. HEARD
MG C-150 • EP-199 & 200



LIONEL HAMPTON QUARTET

with:
OSCAR PETERSON
RAY BROWN
BUDDY RICH
MG C-611 • EP-203 & 204



The GENE KRUPA Sextet

Showcase/Midget
89105

ILLINOIS JACQUET and His Orchestra

Jatap Conga/Jacquet Jumps
89107

BILLIE HOLLIDAY and Her Orchestra

If The Moon Turns Green/
Autumn in New York
89108

BENNY CARTER and His Orchestra

Can't We Be Friends/ Flamingo
89109

Smash Hit

JOHNNY HODGES and His Orchestra

Johnny's Blues—Part 1
b/w
Johnny's Blues—Part 2
89098

Coming Up Fast

OSCAR PETERSON'S Great Vocals

One For My Baby/
Polka Dots, and Moonbeams
89106

Just released on LP!

"The Jazz Scene"

The famous 78 RPM Limited Edition Album

with: DUKE ELLINGTON • CHARLIE PARKER • COLEMAN HAWKINS
MACHITO • NEIL HEFTI • AND MANY OTHER JAZZ GREATS

CLEF RECORDS

451 NORTH CANON • BEVERLY HILLS • 522 5th AVENUE • NEW YORK CITY

RATINGS—COMMERCIAL POTENTIAL

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

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

• Review Spotlight on... RECORDS

BURL IVES-GORDON JENKINS

True Love Goes On and On—Decca 29088—This is a lovely reading of a pretty new ballad by Burl Ives, over a most listenable backing by the Jenkins ork. It could be Ives' strongest record in a long time. Flip is "Brave Man" (Famous, ASCAP), from the movie "Red Garters."

THE HAPPY WANDERER

Frank Weir Ork—London 1448
Henri Rene Ork—RCA Victor 20-5705—This unusual and refreshing marching song, a big hit now in Europe and England, has a chance to break out here via these two recordings. The Weir ork version has much charm, and the Rene ork disk is also bright. Flip of the Weir disk is "From Your Lips" (Regent, BMI); flip of the Rene disk is "My Impossible Love" (Mellin, BMI).

TALENT

THE FOUR GUYS

Oh, How I Love-A You (Pendulum, BMI) — Coral 61160—The Four Guys bow on the label with a snappy performance of a peppy piece of novelty material. It should garner spins and bring the boys to the attention of many. Flip is "This Must Be the Place" (Lantern, BMI).

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		9	SLOWLY—W. Pierce You Just Can't Be True—Dec 28991—BMI	BMI
2		13	I REALLY DON'T WANT TO KNOW— E. Arnold I'll Never Get Over You—V 20-5525—BMI	BMI
3		6	YOU BETTER NOT DO THAT— T. Collins High on a Hilltop—Cap 2701—BMI	BMI
4		16	BIMBO—J. Reeves Gypsy Heart—Abbott 148—BMI	BMI
5		5	I'LL BE THERE—R. Price Release Me—Col 21214—BMI	BMI
6		10	SECRET LOVE—S. Whitman Why?—Imperial 8220—ASCAP	BMI
7		17	WAKE UP, IRENE—H. Thompson Go Cry Your Heart Out—Cap 2646—BMI	BMI
7		11	RELEASE ME—J. Heap Just to Be With You—Cap 2518—BMI	BMI
9		3	I LOVE YOU—G. Wright-J. Reeves I Want You, Yes—Fabor 101—BMI	BMI
10		24	THERE STANDS THE GLASS— W. Pierce I'm Walking the Dog—Dec 28834—BMI	BMI

• Most Played in Juke Boxes

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		6	SLOWLY—W. Pierce Dec 28991—BMI	BMI
2		5	YOU BETTER NOT DO THAT— T. Collins Cap 2701—BMI	BMI
3		12	WAKE UP, IRENE—H. Thompson Cap 2646—BMI	BMI
4		16	BIMBO—J. Reeves Abbott 148—BMI	BMI
5		11	SECRET LOVE—S. Whitman Imperial 8223—ASCAP	BMI
6		12	I REALLY DON'T WANT TO KNOW— E. Arnold V 20-5525—BMI	BMI
7		23	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	BMI
8		22	THERE STANDS THE GLASS— W. Pierce Dec 28834—BMI	BMI
8		2	RELEASE ME—J. Heap Cap 2518—BMI	BMI
8		1	RELEASE ME—K. Wells Dec 29023—BMI	BMI

• Most Played by Jockeys

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	SLOWLY—W. Pierce Dec 28991—BMI	BMI
2		7	YOU BETTER NOT DO THAT— T. Collins Cap 2701—BMI	BMI
3		11	I REALLY DON'T WANT TO KNOW— E. Arnold V 20-5525—BMI	BMI
4		10	SECRET LOVE—S. Whitman Imperial 8220—ASCAP	BMI
5		4	I'LL BE THERE—R. Price Col 21214—BMI	BMI
6		13	I LOVE YOU—G. Wright-J. Reeves Fabor 101—BMI	BMI
7		10	BIMBO—J. Reeves Abbott 148—BMI	BMI
8		14	WAKE UP, IRENE—H. Thompson Cap 2646—BMI	BMI
9		31	LET ME BE THE ONE—H. Locklin Four Star 1641—BMI	BMI
10		4	DOG GONE IT, BABY, I'M IN LOVE— Carl Smith Col 21197—BMI	BMI

• This Week's Best Buys

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

BACK UP BUDDY (Tannen, BMI)
IF YOU TRIED AS HARD TO LOVE ME (Acuff-Rose, BMI)—Carl Smith—Columbia 21226

With quiet reigning on the country and Western front in most territories, dealers and operators appear to be sticking to "tried and true" names in stocking new records. Smith is one such "safe" artist and in the first week of his latest release on the market it has done well wherever it has been delivered. Preference as to side is almost evenly divided at this stage. A previous Billboard "Spotlight" disk.

• Review Spotlight on...

RECORDS

HANK WILLIAMS

There'll Be No Teardrops Tonight (Acuff-Rose, BMI)
—M-G-M 10461—A smart re-issue that figures to soar anew saleswise now that the ballad has clicked in the pop field. A certain bet in the country market. Flip is "Mind Your Own Business."

TUNES

BLUE GUITAR

Sheb Wooley—M-G-M 11717—Sheb Wooley chants the item appealingly, but it is the intriguing wailing sound of the guitar that hands the slicing a strong edge. The sound is different enough to focus lots of attention on the disk and it could happen. Flip is "Panama Pete."

• Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Col. Tom Parker off to New York for business huddles after a stopover in St. Louis. Jamboree Attractions' Armand Baum reports its troupe played to turn-away business at the Palms Theater, West Palm Beach, Fla., with Eddy Arnold, the Dais Sisters, Deacon Andy Griffith, Lew Childre and the Plowboys headlining. . . . Frankie Connors opened at the Dallas Colony Club last week. . . . Minnie Pearl has etched her second RCA Victor session. . . . Dub Dickerson's guest spot on the "Opry" in Nashville on the 20th was played in clothes borrowed from Buddy Griffin. Dub lost all his clothes, recording equipment, guitar, etc., while in Chicago when thieves broke into his car. . . . Maddox Brothers and Rose have severed their contract with MCA, and are now booking shows directly. Team has rejoined the "Louisiana Hayride," Shreveport,

before taking off to play Connie B. Gay's first boat ride of the season in Washington, D. C., on May 7. . . . Rose recently signed an exclusive writing pact with Peer-International. . . . Slim Whitman looking forward to a June vacation at his newly acquired farm near Jacksonville, Fla., which he's named Woodpecker Paradise. He'll have another tour the before then, starting this week. It's promoted by Dan Ducich. . . . Charlie Adams, of Ridgeway Music, going all out promoting his "I'm a Stranger in My Home," with five records of the song already on the disk market. . . . Guy Willis, of the Oklahoma Wranglers, is bedded at his Springfield, Mo., home after a recent accident. Guy's horse tumbled on loose gravel, leaving him with fractures of the wrist, ankle and elbow. . . . Smiley Burnette doing commercials for the United States Tobacco Company in his Radiotark series.

Jimmie Fletcher, recently signed to a Mercury wax pact, featured at the Peacock Club, San Angelo, Tex. . . . Well-known Al Rogers due to wind up his vacation in Tucson, Ariz., and get back into the swing of things again via a new kiddie TV show he's prepping. . . . Martha Carson set for a six-week tour that will carry her thru 11 States. . . . George McCormick, a member of the Martha Carson unit, is the father of a baby daughter. . . . "Grand Ole Opry" unit, including Webb Pierce, Carl Smith, Roy Acuff, the Carter Sisters. (Continued on page 32)

C & W Records Reviews of New

CARL SMITH
If You Tried as Hard to Love Me...86
COLUMBIA 21226 — This fine song merits the fine performance given by Carl Smith. There's much quality on this disk, and it should be a big one. (Acuff-Rose, BMI)
Back Up Buddy...85
Here's a smart novelty. Verbiage is bright and, of course, Carl Smith gets the most out of its cute phrasing. The chanter has two very potent sides here. (Tannen)

TEX WILLIAMS
Money...78
DECCA 29077—Tune kicked off by Jim Buchanan on the Century label receives a first-rate vocal by Williams on this new cutting. The tune is a bright one and the warbler sells it forcefully. If the tune catches, this version should get a healthy share of the action. (Kavelin, BMI)
If You'd Believe in Me...72
Pleasant novelty is sung in Williams' unique style. (Foster Carling, ASCAP)

RUBY WELLS
Kiss Me...77
V 20-5686—This appeal for a kiss, a hug and a tickle will be pretty hard to resist. Ruby Wells has a way with material of this sort and the cute side should spin merrily over the air and on the coin boxes. (Tannen, BMI)
Why Fall So Slowly?...71
Good rendition of the weeper, but attention will be centered on the flip. (Cedarwood, BMI)

LARRY DEXTER
Throwing Kisses...76
REPUBLIC 7079—Dexter has penned a cute romantic opus and he sings it with infectious spirit. Bouncy slicing could stir some action with exposure.
Please Come Back to Me...70
Okay weeper is interpreted tenderly.

CHUCK WELLS
Three Memories...75
COLUMBIA 21224 — Fine vocal by Wells on a telling weeper effort. He sings it with sincerity, making the most of his smooth vocal style. He could get some attention with this item. (Ridgeway, BMI)
The Barroom Girl...74
Many a tear will be shed for the torments suffered by the desolate barroom girl, as sung and recited here by Wells. Side could get a lot of spins in some areas. (Ridgeway, BMI)

JACK TURNER
Shoot, I Reckon I Love You...75
V 20-5682—She's tough to live with, but he's too much in love to quibble. Ditty is pleasant and it's sung convincingly. A good side. (Acuff-Rose, BMI)
Walkin' a Chalk Line...72
Honesty in action and talk is demanded of his gal. An okay country slicing. (Acuff-Rose, BMI)

LEON McAULIFFE
Wished You Would...74
COLUMBIA 21227—Western markets will be interested in this new cutting by the McAuliffe crew. It's a swingy effort featuring Keith Coleman on the vocal and good work by the ork. Good juke side. (Cimarros, BMI)
Tie Your Apron Strings Around My Heart...73
Jimmy Hall is the vocalist on this country ballad, backed strongly by the Western crew. (Cimarros, BMI)

GRANDPA JONES
Old Blue...74
V 20-5685—Item about a hound with a talent for catching possum has lots of charm. It's sung to a turn by Grandpa and the waxing should do

• C & W Territorial Best Sellers

For survey week ending March 24

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

Cincinnati

1. Slowly, W. Pierce, Dec.
2. Good Deal Lucille, A. Terry, Hic.
3. I Really Don't Want to Know E. Arnold, V.
4. Secret Love, S. Whitman, Imp.
5. I Need a Little Help, Carlisle, Mer.
6. You Better Not Do That T. Collins, Cap.
7. Release Me, J. Heap, Cap.
8. Top Not to Handle, J. Skinner, Dec.
9. Coffee Blues, Herb & Kay Adams, Kng.
10. Tight Wad, York Brothers, Kng.

Dallas-Ft. Worth

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

Houston

1. I'll Be There, R. Price, Col.
2. You Better Not Do That T. Collins, Cap.
3. Slowly, W. Pierce, Dec.
4. A Place for Girls Like You S. Burns, Sdy.
5. Bimbo, J. Reeves, Abb.

right star in the mountain country. (Four Star, BMI)

Some More Mountain Dew...73
Another merry story ballad that makes a good companion side to flip. Both sides are nickel grabbers if slotted in the right juke locations. (Tannen, BMI)

JIMMY LOGSDON
Good Deal Lucille...73
DECCA 29075 — Another version of the Cajun tune sweeping the country market. Tho the earlier ones will take home the most loot, this version has enough warmth and bouncy rhythmic charm to pull its share, too. (Acuff-Rose, BMI)
Midnight Boogie...72
Logsdon has written a very attractive piece of material for himself here. Cute lyrics, a solid beat and some good guitar playing in the background give this some juke box potential. (Melody Trails, BMI)

CLAY EAGER
Bahaloo...73
REPUBLIC 7077 — Bright novelty, penned by Eager, is sung with a lot of charm by the singer. He tells the tale of unrequited love with power. Good juke wax.
Don't Come Crying On My Shoulder...70
Spirited reading a turn-the-tables by the singer. Jocks can use.

JIM GATLIN
The Way You're Treating Me...73
MAR-VEL 505—Fast-tempo effort is sold with a lot of drive by Gatlin, who stars on radio and TV segs out of Henderson, Ky. Could get spins. With the right material singer could get attention. (BMI)
Tears in My Heart...69
Jim Gatlin bows on the label with a sincere performance on a new weeper, backed neatly by the Les Smithart combo. Gatlin's fans in the Midwest will be interested. (BMI)

HERB AND KAY
Juke Box Jig...73
KING 1334 — Cute and bouncy, this could generate some excitement

6. As Far as I'm Concerned, R. Foley, Dec.
7. Secret Love, S. Whitman, Imp.
8. Good Deal Lucille, A. Terry, Hic.

Memphis

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

Nashville

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

New Orleans

1. Slowly, W. Pierce, Dec.
2. You Better Not Do That T. Collins, Cap.
3. I'll Be There, R. Price, Col.
4. Good Deal Lucille, A. Terry, Hic.
5. Bimbo, J. Reeves, Abb.
6. I Really Don't Want to Know E. Arnold, V.
7. After Dark, K. Wells, Dec.

among ice cream parlor juke patrons. It's given a gleeful reading by the duo and ork. (Cheyenne, BMI)

Next Door...68
A real tear-jerker this, as Kay Adams bemoans the fact that she isn't the partner of the romantic doings next door. The sentiment is applied in heavy doses, somewhat too broadly for maximum effect. (Mar Kay, BMI)

RUSTY NEWBY
Musicians Blues...72
ACADEMY 1019—Side has an interesting lyric, and an ork with a strong touch of honky tonk backs Newby's vocal.
Word of Honor...71
A weeper, with simple, affecting sentiment. Rusty Newby sings it nicely. Organ in the backing gives it a touch of sacred.

WERLE FAIRBURN
Good Deal, Lucille...72
CAPTIVE 2770—Fairburn, new singer on the label, turns in an okay reading on the ditty now getting action in the field via the Al Terry cutting on Hickory.
He's a Wolf...71
Cute novelty receives a fair warble from the chanter.

SLIM SOMERVILLE
Eyes That Never Cry...72
DE LUXE 2020 — There's some apt phrasing in the lyric of this weeper, and Slim Somerville does a sincere job. (Lois, BMI)
You Left Me With This Old Feeling...69
Routine country weeper gets an adequate reading by Slim Somerville. (Lois, BMI)

LOU MILLET
That's How I Need You...69
COLUMBIA 21225 — Millet comes thru with a nice vocal on this new country song which tells, by comparisons, how much he needs his sweetheart. (Hill & Range, BMI)
Since the Devil Moved In...65
Okay warble by Millet on a meaningful weeper. Could get spins. (Hill & Range, BMI)

CORRECTION!

Title of
RUSTY NEWBY'S
Newest B. M. I. Release is
WORD OF HONOR

(Not Word of Honor, as shown in our ad on Page 33, March 27 issue of The Billboard.)

ACADEMY RECORDS
3040 Tularo Fresno, Calif.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Record Title	Label
1	1	7	YOU'LL NEVER WALK ALONE—R. Hamilton I'm Gonna Sit Right Down and Cry—Epic 9015—BMI	Epic
2	2	12	THINGS THAT I USED TO DO—Guitar Slim Well I Done Got Over—Specialty 482—BMI	Specialty
3	4	3	LOVEY DOVEY—Clovers Little Mama—Atlantic 1022—BMI	Atlantic
4	3	7	I DIDN'T WANT TO DO IT—Spiders You're the One—Imperial 5265—BMI	Imperial
5	5	4	SUCH A NIGHT—C. McPhatter Lucille—Atlantic 1019—BMI	Atlantic
6	6	9	YOU'RE STILL MY BABY—C. Willis What's Your Name?—Okeh 7015—BMI	Okeh
7	7	2	LUCILLE—C. McPhatter Such a Night—Atlantic 1019—BMI	Atlantic
8	8	3	I'M YOUR HOOTCHY KOOTCHY MAN—M. Waters She's So Pretty—Chess 1560—BMI	Chess
9	9	2	LITTLE MAMA—Clovers Lovely Dovey—Atlantic 1022—BMI	Atlantic
10	—	1	IT SHOULD'VE BEEN ME—R. Charles Sinner's Prayer—Atlantic 1021—BMI	Atlantic

Most Played in Juke Boxes

For survey week ending March 24

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

This Week	Last Week	Weeks on Chart	Record Title	Label
1	1	11	THINGS THAT I USED TO DO—Guitar Slim Specialty 482—BMI	Specialty
2	10	2	LOVEY DOVEY—Clovers Atlantic 1022—BMI	Atlantic
3	2	15	SAVING MY LOVE FOR YOU—J. Ace Duke 118—BMI	Duke
3	8	4	I'M YOUR HOOTCHY KOOTCHY MAN—M. Waters Chess 1560—BMI	Chess
5	2	15	I'LL BE TRUE—F. Adams Herald 416—BMI	Herald
6	—	1	SUCH A NIGHT—C. McPhatter Atlantic 1019—BMI	Atlantic
7	—	7	TV MAMA—J. Turner Atlantic 1016—BMI	Atlantic
7	—	2	LUCILLE—C. McPhatter Atlantic 1019—BMI	Atlantic
9	4	5	YOU'LL NEVER WALK ALONE—R. Hamilton Epic 9015—BMI	Epic
10	6	3	DARLING, DEAR—Counts Dot 1188—BMI	Dot



A walloping high 83 rating in Billboard's reviews for UNITED 173 makes Jimmy Forrest Ork doing "Flight 3-D" a cinch to break into the big leagues. Back side is "Sophisticated Lady," done in a real top style. Stock up on this one. A new sacred release on STATES 137, with the Caravans, has the promise of another solid seller. Top side features "Blessed and Brought Up by the Lord," with "Jesus Is a Rock" backing it. Bessie Griffin is soloist on both sides.

The 5 C's on United 172, doing "Whoovee Baby" and "Tell Me," is beginning to catch on in the territories. Have you heard it yet?

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

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

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

This Week's Best Buys

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

No recent release showed up strong enough in early sales reports this week to merit selection as a "Best Buy."

R & B Territorial Best Sellers

For survey week ending March 24

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. Things I Used to Do—Guitar Slim, Spe.
2. Lucille, C. McPhatter, Atl.
3. Little Mama, Clovers, Atl.
4. You're Still My Baby, C. Willis, Oke.
5. Lovely Dovey, Clovers, Atl.
6. I Didn't Want to Do It, Spiders, Imp.
7. Such a Night, C. McPhatter, Atl.

8. You'll Never Walk Alone—R. Hamilton, Epi.
9. It Should've Been Me, R. Charles, Atl.
10. I'm Your Hootchy Kootchy Man—M. Waters, Chs.

Charlotte

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. I Didn't Want to Do It, Spiders, Imp.
3. Lovely Dovey, Clovers, Atl.
4. Things That I Used to Do—Guitar Slim, Spe.
5. Little Mama, Clovers, Atl.
6. Darling Dear, Counts, Dot
7. Gee, Crows, Rma.
8. Money Honey, C. McPhatter, Atl.
9. Lucille, C. McPhatter, Atl.
10. Saving My Love for You, J. Ace, Duk.

Chicago

1. Lovely Dovey, Clovers, Atl.
2. Things That I Used to Do—Guitar Slim, Spe.
3. You'll Never Walk Alone—R. Hamilton, Epi.
4. Money Honey, C. McPhatter, Atl.
5. It Should've Been Me, R. Charles, Atl.
6. Darling Dear, Counts, Dot
7. Love Contest, Ruth Brown, Atl.

Cincinnati

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Lovely Dovey, Clovers, Atl.
3. You're Still My Baby, C. Willis, Oke.
4. I Didn't Want to Do It, Spiders, Imp.
5. Things That I Used to Do—Guitar Slim, Spe.
6. Such a Night, C. McPhatter, Atl.

Detroit

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Such a Night, C. McPhatter, Atl.

3. Things That I Used to Do—Guitar Slim, Spe.
4. Lovely Dovey, Clovers, Atl.
5. Work With Me Annie, Royales, Fed.
6. Watch Dog, L. Reed, Kng.

Los Angeles

1. Things That I Used to Do—Guitar Slim, Spe.
2. It Should've Been Me, R. Charles, Atl.
3. Lovely Dovey, Clovers, Atl.
4. Darling Dear, Counts, Dot
5. Gee, Crows, Rma.
6. I'll Be True, F. Adams, Her.
7. Honey Hush, J. Turner, Atl.
8. I'm Just Your Fool, B. Johnson, Mer.
9. You'll Never Walk Alone—R. Hamilton, Epi.
10. I'm Your Hootchy Kootchy Man—M. Waters, Chs.

New Orleans

1. I'm Your Hootchy Kootchy Man—M. Waters, Chs.
2. Lucille, C. McPhatter, Atl.
3. You'll Never Walk Alone—R. Hamilton, Epi.
4. I Didn't Want to Do It, Spiders, Imp.
5. Blue Monday, S. Lewis, Imp.
6. Things That I Used to Do—Guitar Slim, Spe.
7. Lovely Dovey, Clovers, Atl.
8. TV Mama, J. Turner, Atl.
9. Something's Wrong, Fats Domino, Imp.
10. You Done Me Wrong—Fats Domino, Imp.

New York

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Things That I Used to Do—Guitar Slim, Spe.
3. Lucille, C. McPhatter, Atl.
4. Such a Night, C. McPhatter, Atl.
5. I Didn't Want to Do It, Spiders, Imp.
6. Answer Me, My Love—Nat (King) Cole, Cap.

Philadelphia

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Such a Night, C. McPhatter, Atl.
3. I Didn't Want to Do It, Spiders, Imp.
4. Lovely Dovey, Clovers, Atl.
5. I'm Just Your Fool, B. Johnson, Mer.
6. Answer Me, My Love—Nat (King) Cole, Cap.

St. Louis

1. Things That I Used to Do—Guitar Slim, Spe.
2. Lovely Dovey, Clovers, Atl.
3. I'm Your Hootchy Kootchy Man—M. Waters, Chs.
4. You'll Never Walk Alone

5. I Didn't Want to Do It, Spiders, Imp.
6. Such a Night, C. McPhatter, Atl.
7. You're the One, Spiders, Imp.
8. Darling Dear, Counts, Dot

Balti.-Wash.

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. I Didn't Want to Do It, Spiders, Imp.
3. It Should've Been Me, R. Charles, Atl.
4. You Done Me Wrong—Fats Domino, Imp.
5. Watch Dog, L. Reed, Kng.
6. Such a Night, C. McPhatter, Atl.

Reviews of New R & B Records

BILLY WARD AND HIS DOMINOES

I'm Gonna Move to the Outskirts of Town.....86
FEDERAL 12178—This could be one of the Dominoes' biggest slicings, and that's saying much. The oldie, a hit with the Lunceford crew in the 1940's, receives a sock reading by the group, sparked by a sensational tenor lead who sells it with feeling and passion. With the Dominoes' strong record to date this one should bust out quickly. (Leeds, ASCAP)
Tootsie Roll.....84
The boys have two strong sides here. This one is a happy, swinging rhythm tune, which the boys sell with spirit and a beat. Tune is melodic enough to move out in the pop as well as the r.&b. field. Potent wax. (Ward-Marks, BMI)

YOUNG JOHN WATSON

Half Pint-a-Whiskey.....80
FEDERAL 12175—Watson could have a big one here if it gets exposure. Tune, a driving rhythm ditty, was penned by Rudy Toombs and it is handed an exciting rendition by the chanter, over a solid beat by the combo. He talks it and sings it with style and the lyrics are in the groove. Watch it. (American, BMI)
Space Guitar....77
This one could break a few eardrums if it's played too loud. It's unusual, has a sound and in a way, it moves. Most unusual wax, and an intriguing coupling for the flip. (Armo, BMI)

MARVIN AND JOHNNY

Jo Jo.....79
SPECIALTY 488—The unusual sound that the boys manage to get on this disk could help it break thru. One of (Continued on page 32)



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RHYTHM & BLUES RECORDS

• Review Spotlight on . . .

RECORDS

CHARLES EDWINS

I Got Loose (Lion, BMI)—Duke 124—The salty opus on the perils of drink is projected strongly by Edwins. He's given solid backing by the ork in rhumba blues style. Great for the juke and it could build well in sales. Flip "Bong Gone," is a listenable effort.



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• Reviews of New R & B Records

• Continued from page 31

the singers takes the lead strongly thruout and the other helps with a recitation. It's a good performance, a good tune, and it could happen. (Venice, BMI)

How Long She Been Gone . . . 78

On this side the boys turn in a bright reading of a jumping rhythmic tune, handing it their own distinctly individual rendition. Here again the boys have a chance for attention via the performance. This is a good juke side. (Venice, BMI)

ROY MILTON

A Bird in the Hand . . . 79
SPECIALTY 489—One of the strongest sides Milton has had in quite a while. He turns on a lot of heat here, the instrumental portions of this material especially rousing excitement. A potent side.

Make Me Know It . . . 77

Milton tells his girl that he'd like to see some proof of her love for him. Here again, the interest is primarily in the rhythm section. Two good sides.

RUTH BROWN-DELTA RHYTHM BOYS

Sentimental Journey . . . 78
ATLANTIC 1023—Here's a re-issue of an earlier-styled Ruth Brown. It has been re-issued as the result of much new action in Houston. Watch it. (E. H. Morris, ASCAP)

It's All in Your Mind . . . 75

Gal does a conventional ballad type ditty here, backed by the Delta Rhythm Boys. The r.&b. jocks will like this, not only for its intrinsic merit, but for contrast with Miss Brown's current work. (General, ASCAP)

FRANKIE LEE SIMS

Rhumba My Boogie . . . 77
SPECIALTY 487—Not the least of this side's qualities is the driving

guitar backing. Frankie Lee Sims sings what is essentially a hybrid ditty; but there's no denying the power of this Latinized r.&b. effort. (Venice, BMI)

I'll Get Along Somehow . . . 73

Bluesy, slow-paced item with strong guitar backing. (Venice, BMI)

ROY BROWN

Trouble at Midnight . . . 77
KING 4704—Roy Brown shouts his way thru this blues effort as he tells of his troubles when he finds his baby gone each night. He sings this with a lot of feeling, and there's little doubt that his many fans will want this disk. (Lols, BMI)

Bootleggin', Baby . . . 72

The singer does a good job here as he sings of his bootleggin' baby, backed with a real beat by the ork. (Lols, BMI)

THE TRENIERS

Trapped . . . 74

OKEH 7023—This tune, which has been recorded in several pop versions, now gets a hot rhythm treatment that is very attractive. The orchestra works up a big, exciting beat that ought to sell the disk in both pop and r.&b. markets. (Jefferson, ASCAP)

Rock-a-Beatin' Boogie . . . 72

The group puts a boogie together for us here that swings. After a vocal chorus, the band takes over and takes the tune for a wild ride.

JALACY HAWKINS

I Found My Way to Wine . . . 73

TIMELY 1005—Alcohol got Hawkins into trouble and he tells about it here. This is a shouting blues of the Southern type with a slow, solid beat. There could be action if the disk gets enough exposure. (Simek, BMI)

• Rhythm and Blue Notes

By BOB ROLONTZ

That the r.&b. market is expanding geographically is apparent from a note received this week by the head of Peacock Records, Don Robey. In answer to a request from a French disk firm, Robey had shipped a number of slicings of Earl Forest's "Oh, Why" and Little Junior Parker's "Can't Understand" to Paris, and the platters, according to Robey, can now be heard in boxes from existentialist Montmartre to the Rue Tivoli.

Johnny Ace and Willie Mae Thornton currently on a swing thru New England. . . James Wayne has been pacted by Aladdin Records. The warbler had a hit a few years ago with "Junco Partner." . . . Charles Brown is now on tour thru the Midwest. . . The Five Keys will play a one-nighter at Odd Fellows Hall, Wilmington, Del., on April 27. . . Lynn Hope is set for a number of one-nighters thru Pennsylvania, New Jersey, Ohio, Maryland and West Virginia starting April 1.

Bertice Reading, featured on RCA Victor's new Groove label, starts a week's engagement March 29 at the Alamo Supper Club, Detroit, and follows with a week at the Elbo Room in Windsor, Ont., April 5. Thrush's latest is "I Gotta Know," backed by "I'd Gladly Do It Again."

Atlantic Records has released a record featuring Jesse Stone singing "Oh That'll Be Joyful." Tune has stirred some action in the pop field and Atlantic hopes to get action both in the pop and r.&b. market.

Bill Gerson has set a string of fem features for his Pep's Bar in Philadelphia with Sarah Vaughan for the April 19 week, followed by Ella Fitzgerald on April 26 and Dinah Washington on May 3. . . Jolly Joyce Agency, Philadelphia, reports the following new bookings for its rhythm and blues attractions: Romaine Brown and the Romaines return to the Lyric Band Club, Hanover, Pa., for the March 22 and 29 weeks. At the same time, at the VFW Club in the same town, it's a two-week return for Daisy Mae and the Hepcats. Also has the Romaines set to return to Chubby's, West Collingswood, N. J., for the May 3 and 10 weeks. Chris Powell and His Blue Flames go back for two weeks starting March 22 at the Casino, Baltimore, and it's a three-week return for the 4 Top Notes starting April 3 at Mattered's Night Club, Chester, Pa. . . The Audre D'Orsay Duo, with 12 weeks already behind them, draw an indefinite hold-over ticket at the Nautilus Hotel, Miami Beach.

• Folk Talent and Tunes

• Continued from page 30

ters, Marty Robbins and the Duke of Paducah, return to Houston for their annual affair in behalf of the Houston firemen. According to Chief J. D. Baldwin, general chairman of the event, indications point to an even greater box office than last year, when the "Opry" played to 35,000 in three nights. Show is slated for April 27-29. . . John Kelly's production at Denver Auditorium, featuring Minnie Pearl, T. Texas Tyler, the Smokey Mountain Boys, Roy Acuff, Jimmy Riddle and Bashful Brother Oswald, played to turnaway crowds recently. . . Judy Canova closed at Denver's swank Top of the Park recently. . . Good news from Canada is that Earl Heywood, one of the foremost Canadian folk artists, is scheduled to make a series of personal appearances in this country this summer. The recently concluded National Earl Heywood Week proved to be a whopping success in Canada, with Earl coming down here for a guest shot on the Pee Wee King television show last week.

Shorty Long set to open his famed Santa Fe Ranch, Reading, Pa., May 9. . . Kenny Lee and Elton Britt did the "Hayloft Jam-

bore" together recently. . . Woody Woodell has moved to Akron from WPIC, Sharon, Pa. . . Jimmy Kish continues strongly at WEWS-TV, Cleveland, in addition to his WHK radio show. . . Jim Smith has moved from WSB-TV, Atlanta, to KWEM, Memphis. . . The Melody Trio setting plans for the opening of their Melody Park, Wytheville, Va., which will feature top name folk artists this summer. . . The George Morgan-Bobby Ross group playing a string of dates in Florida for Johnny (Yardbird) Wooten, WIRK, West Palm Beach. . . Jim Wilson, WHOO, Orlando, Fla., co-writer of Eddy Arnold's new release, "My Everything," has sample d.j. records for those who have been unable to get them. . . Bill Mack, KWFT, Wichita Falls, Tex., now booking name acts in the Memorial Auditorium. Bill had the Carlisles in Shamrock, Tex., for St. Patrick's Day recently. . . Gene Schaeffer at WCOM, Parkersburg, W. Va., spinning country wax. . . George Pokin, WXGI, Richmond, Va., recently devoted an entire morning's programing to a biographical background concerning the formation of indie Abbott Records.

Please Try to Understand . . . 70

Hawkins pleads with his girl in this tearful blues. Again, he gets wonderful support from the ork. A driving beat gives this material some commercial potential. (Simek, BMI)

SARAH McLAWLER TRIO

Somehow . . . 71

BRUNSWICK 84026—A sentimental ballad sung with bluesy intonation and phrasing to organ and violin backing. McLawler gives a warm, convincing reading of this attractive material. (Algonquin, BMI)

You're Gone . . . 70

Miss McLawler brings impressive style and sincerity to this melancholy tune. This is the kind of blues that would prove attractive to pop and r.&b. customers as well as jazz fans. (Challenge, BMI)

CLIFF (KING) SOLOMON ORK

Street Walkin' . . . 71

OKEH 7022—An attractive instrumental whose slow, solid beat makes it good material for dancing. The riff is suggestive and bluesy and taken for an exciting ride by the boys. (Mills, ASCAP)

Square Dance Boogie . . . 69

There is nothing here that suggests a square dance, but the instrumental riff over a boogie figure is interesting. The vocal chorus, handled by thrush Ernestine Anderson, is only so-so. (Wood, ASCAP)

CHRISTINE KITTRELL

The Price You Pay for Love . . . 71

REPUBLIC 7073—A slow blues in which Miss Kittrell laments about her suffering since her lover has gone. Performance and material are only so-so.

Snake in the Grass . . . 68

A re-working of the "Hound Dog" material which doesn't come off. Sometimes the instrumental backing promises to provide some interest, but the group doesn't hold the beat and undoes Miss Kittrell's best efforts here.

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S. Calif. Hi-Fi Group to Study Trade Problems

HOLLYWOOD, March 27. Approximately 30 manufacturers, distributors and representatives in the Southern California area met here last week to form the High Fidelity Division of the Electric League of Los Angeles. According to Edward A. Altshuler, new chairman of the group, this marks the first time an industry-wide organization has been formed to develop a comprehensive program to attack the common problems of the industry.

The group will devote their immediate efforts to a program of sales training of store personnel and a consumer education campaign aimed at acquainting the general public with high-fidelity sound reproduction. A special steering committee was named at the meet to study these problems and make specific proposals to the group. Latter includes Robert Newcomb, president, Newcomb Sound Corporation; Neal Barry, manager, Penny-Owsley; Jack Berman, president, Jack Berman Associates, and Cap Kierulff, manager, Kierulff Sound Corporation.

Continental Unveils Four New Models

CHICAGO, March 27.—William Rabin, president of the Continental Radio Corporation, Chicago, announced this week the unveiling of three high-fidelity phonographs and one three-way portable radio phonograph.

Of the three new high-fidelity models, one is a portable unit, one is a radio-phonograph combination, and the other is a phonograph only. The portable unit, Model 900, contains an automatic changer, four tubes including rectifier, push-pull output, ceramic cartridge, two five-inch speakers with Alnico magnets, bass and treble tone controls, in a two-tone leatherette wooden case, and has a frequency response of 50 to 15,000 cycles per second. No retail prices have been released on any of the models.

The radio-phonograph combination, Model 990, contains the same equipment except that it contains six tubes, two six-inch speakers and is available in two mahogany or limed white-oak wood cabinets. This model also contains terminal strips for the addition of an FM tuner as well as additional woofers and tweeters.

The high-fidelity phonograph only, Model 964, is identical in equipment as Model 990, with the exception of the radio. All models are said to be available for spring and summer distribution.

Webcor Sets 3-Speed Drive

CHICAGO, March 27.—In an effort to get owners of single-speed record players to switch over to a three-speed unit, the Webster-Chicago Corporation has scheduled a "Do-It-Yourself" promotion.

The promotion, which is set for April, will urge one-speed player owners to convert to three speeds by installing a Webcor Changer themselves directly into the old cabinet.

Over \$100,000 will be spent by Webcor in advertising during the promotion and dealer meetings will be held in major markets across the country. Also to be discussed at the meetings is the forthcoming 40th anniversary promotion.

M-G-M Debuts Hi-Fi Portable Next Month

NEW YORK, March 27.—M-G-M Records is bringing out a new hi-fidelity portable phonograph with two speakers next month. The new set, Model HF 293, which will retail at \$99.95, has an eight-inch speaker and a four-inch tweeter speaker. It has a GE variable reluctance cartridge with two sapphire needles and a Collaro changer, with a spindle for 45 r.p.m. records.

This new M-G-M portable also has a plug-in jack for additional optional external speaker, and a split-tone arm which permits the cartridge and shell to be plugged into the arm. This phonograph will replace the firm's current automatic portable, which has retail for \$89.95.

M-G-M is also introducing next month a new manual player with two speakers. This will be Model 283; it will be similar to Model HF 293, except that it does not have a record changer. It has the two speakers, GE cartridge, etc. This set will retail for \$54.95 and will replace the firm's current manual model which retails at \$49.95.

Jenson Sales Post To Louis W. Selsor

CHICAGO, March 27.—The promotion of Louis W. Selsor to distributor sales manager for the Jensen Manufacturing Company, Chicago, was announced this week by Ralph P. Glover, Jensen vice-president.

For the past year and a half Selsor has been handling distributor sales for the loud-speaker manufacturing company. He was formerly sales manager for National Video Corporation, Chicago, and regional sales manager for Thomas Electronics, Passaic, N. J.

Miller Sales Mgr. for Capehart in South

FORT WAYNE, Ind., March 27.—Jacob L. Miller has been named regional sales manager of the Capehart-Farnsworth Company's Charlotte, N. C., territory television and radio sales, according to an announcement by E. W. Gaughan, sales manager.

Miller will serve Capehart distributors in North and South Carolina, Tennessee, Virginia and West Virginia.

EP DUPES OF LP'S DWINDLE

Firms Use Short Classics, Excerpts for Bonus 45's

Continued from page 1

is the Toscanini reading of Beethoven's "Missa Solemnis."

On the other hand, Victor has not seen fit to carbon on EP recent strong classical releases such as the Gounod opera "Faust," and Strauss' "Don Quixote."

Comparative Sales

The case of another duplicate effort, the fabulous selling Toscanini-NBC orchestra version of the Beethoven First and Ninth Symphonies, is instructive on the comparative sale of a classical LP set versus its EP counterpart. As of the end of February, the cumulative sale of this package on LP was 128,596; on EP it was 9,148.

Releases of an artist such as

Lanza, however, move at an almost equal rate on the two speeds. For an orchestra such as the Boston Pops, the ratio is nearer 60-40, favoring LP. And the LP dominance of an average Victor classical release over its EP version is about five to one.

Regardless of musical category, there are currently some 850 EP's of all types in the Victor catalog, as against about 1,300 LP's.

Columbia EP's

Columbia Records, which has put less push behind its EP output than Victor, duplicates an estimated 10 to 15 per cent of its classical LP product on 45 r.p.m. Last summer, following a general evaluation of its catalog, Co-

lumbia did issue a generous supply of "warhorse" EP's, but since has cut the supply to a trickle.

Consistent best-selling artists like Andre Kostelanetz are duplicated automatically. His recent orchestral version of the opera "Carmen" is a case in point. The average sale of a Columbia EP package, as compared to its LP treatment, is in the nature of 15 per cent or less.

In some instances, however, where the repertoire or artist verges on the pop area, the EP's may account for 30 per cent of total sales.

On Columbia's subsidiary label, Epic, there is no EP duplication.

Mercury Records' only case of duplication of a classical LP was the Minneapolis orchestra-Dorati recording of Rimsky-Korsakov's "Scheherazade." Sales on EP were disappointing, and the experiment was not repeated.

Decca's penetration of the EP classical market has been limited to but two carbon duplications of Gold Label Leroy Anderson packages. Capitol has yet to duplicate its first classical LP completely on EP, altho it has experimented liberally with highlight or excerpt editions. London has no EP-LP duplication; neither has M-G-M.

While most manufacturers feel that the early promise of EP as a classical short-subject disk, largely replacing the old single 12-inch 78 r.p.m. disk, has still to be realized, they feel that attention has to be given to the special problems of EP merchandising before the potential can be achieved.

Proper Display

When the heavy flood of EP's of all types began to hit dealers' shelves about a year ago, the factor of proper display became quickly evident. Suitable racks are still not in general supply to help market the sets on a self-service basis. This latter method is still considered essential for optimum results.

Many dealers, say manufacturers, still have to learn the necessities of marketing and taking inventory on EP's, which they can neither treat as LP's or singles. And any retailer will be quick to report that shop-lifting of the small packages is a problem to contend with.

Oceanic Plugs Oscar LP

NEW YORK, March 27.—Oceanic Records moved quickly this week to capitalize on the Academy Awards. The small LP manufacturer had readied a 12-inch package of Irving Fields and his trio playing 11 songs that won the coveted prize from 1939 until now. Cover art was completed, except for a blank space for the 1953 winner.

On tape were readings of the recent contenders, "That's Amore," "The Sadie Thompson Song" and "Secret Love." As soon as word came thru Thursday night (25) that the latter tune had been awarded the Oscar, the master was completed and the appropriate slug of type locked in place. The completed album goes on sale next week.

Hurok to Offer

Continued from page 12

a motion picture, the Italian color film, "Aida."

Before coming to Rome, Hurok spent some time in London, Paris and Milan on one of his usual talent hunts. He conferred at length with officials of La Scala Theater in Milan.

In announcing he was going to present the Italian film, "Aida," in the United States and Canada next autumn, in conjunction with the Italian Films Export Corporation of New York, Hurok said he regarded the picture as a milestone in the fields of music, theater, opera and especially the cinema.

LABEL 'X' RE-ISSUES JAZZ

Finds Pure Gold in RCA Vaults With First 10 LP's

NEW YORK, March 27.—Label "X" the new RCA Victor subsidiary label, issued this week its first 10 LP recordings of jazz reissues. Dipping deeply into the almost limitless vaults of the parent company, the recording firm has come up with a series of LP's that can only be described in one way—pure gold.

Every record in the release will be of interest to jazz collectors, especially the college crowd, to whom many of the bands and soloists featured on the disks are only a legend.

Jimmy Yancey: Blues and Boogie; Rex Stewart and ork; Jimmy Lunceford and His Chickasaw Syncopators; Ben Pollack and his ork; Bennie Moten's Kansas City ork; Eddie Condon's Hot Shots; Johnny Dodds' Washboard band; Original Dixieland Jass band; Jelly Roll Morton's Red Hot Peppers; Back-grounds of Jazz, Vol. 1. ("X" Records, LX 3000-3009. Ten 10-inch LP's.)

Of all the releases in the set, possibly the most exciting is the Jimmy Lunceford ork platter. Few bands, except those of Fletcher Henderson and Count

Basie, have had the same influence on the swing era as the Lunceford crew. The ork was based on power and precision, and both are in evidence here, with such cuttings as "White Heat," "Jazzocracy," "Swingin' Uptown" and "Breakfast Ball." Sy Oliver's arrangements and Willie Smith's alto work are outstanding on this collection.

Pollack Ork

The Ben Pollack ork set features the young Benny Goodman, just out of his teens, but showing much of the musicianship that made him one of the top jazzmen in the business a few years later. In addition, jazzmen such as Jimmie McPartland, Jack Teagarden and a swinging Glenn Miller can be heard on the set.

These are but a few of the outstanding sets in the release. Others include the special band within a band, the Rex Stewart crew, then a part of a great Duke Ellington ork; the driving Bennie Moten ork of the middle 1920's which fused New Orleans and Kansas City styles into a new and exciting type of music; the Eddie Condon Hotshots, playing some memorable two-beat jazz, and even featuring some blues-blowing by Red McKenzie. Also represented are such stellar jazz names as Jelly Roll Morton's Red Hot Peppers; the Original Dixieland Jass band; Johnny Dodds' Washboard band; the great Jimmy Yancey, and some source material for jazz scholars featuring early jazz by the Dixieland Jug Blowers and the Memphis Jug band.

For All Tastes

The label has come up with jazz for all tastes, ranging from "primitive" thru New Orleans, Kansas City, Dixieland, Chicago, boogie woogie and early semi-commercial swing. Tasteful covers and scholarly and provocative liner notes by Bill Grauer Jr. and Orrin Keepnews (of Riverside Records) add much to the releases.

All in all these 10 disks, the first of 100 that will be issued over the next three years on the label, are a find and a treasure for all who enjoy jazz. The masters were pressed from the original metal parts, and they sound clean and up-to-date. The sets should have a steady appeal for the entire jazz market.

Bob Rolontz.

Cap Research

Continued from page 12

His duties will include market analysis and product study.

Prior to joining Capitol, Penfield was associated with the Hoffman Radio Corporation and the Crosley Corporation in Los Angeles.

Dunn also disclosed the appointment of Bill Richter to the firm's sales promotion department here. He will report to Cap's sales promotion manager, Gordon Fraser.

Dealer Doings

By JOE MARTIN

Al Hartel, of Midwest Radio in Milwaukee, is very pleased over the volume of business he has managed to build up on square dance records. The store has concentrated on square dance disks for a long time and now has a substantial mail-order and across-the-counter business every month. Pictures of leading callers are prominently displayed in the shop, and, according to reports, all the clerks and salesmen are avid square dancers themselves. Best-selling labels, according to Hartel, are Windsor, Western Jubilee and MacGregor.

Albert Newman, veteran buyer for the piano, sheet music and record department of the J. L. Hudson Company, Detroit, is being honored by the firm for completion of 25 years of service. His picture appears in the current issue of The Hudsonian, distributed in connection with the opening of the new Northland Center store. . . . Mercury Records has started a new publication called The Mercury News. It is a monthly newspaper which will be mailed on or about the 15th of the month to distributors, salesmen, fieldmen, etc., in addition to all dealers. It contains information about the firm's releases and will replace the mid-monthly release sheet formerly issued by the company.

James Wright has been appointed advertising manager of Philco's major appliances at Buhl Son Distributors in Detroit. . . .

The latest record shop in Milwaukee is the **Ochs House of Music**, located in the downtown area of the city. The store gives music lessons and sells instruments, in addition to records and sheet music.

Sol Goodman, now running the Collegiate Sport and Music Centre in Brooklyn, informs us that he is running ads listing the five top-selling records in the Brooklyn College daily newspaper, The Kingsman, and has found that it pulls a lot of students into the store. . . . M-G-M Records is going ahead with its national promotion contest for the new album release, "Rose Marie." The firm is offering cash prizes for the best window displays featuring the album set. The contest is for dealers and exhibitors. First prize is \$200, split between the dealer and exhibitor, second prize \$100, third prize \$50. In addition, 10 M-G-M record albums of "Rose Marie" will be given away to exhibitors receiving honorable mentions. Contest rules are simple: Theaters and record dealers get together and plan a "Rose Marie" window. A picture of the window is to be sent to **Sol Handwerker**, M-G-M Records in New York, no later than September 30.

Music City, **Clyde Wallich's** self-service record shop in Hollywood, was featured in Life magazine this week in the section "Speaking of Pictures." Photos are of customers of the store listening to records.

67,000 ACTIVE BUYERS read The Billboard classified columns each week.

Mercury Classics Sell Best*

This Week's Recommended TOP Seller!



DVORAK SYMPHONY NO. 5 IN E MINOR
("From the New World") Rafael Kubelik conducting the Chicago Symphony Orchestra MG50002

"... few reproductions compare with Mercury's in high fidelity or imaginative interpretation..."
Chicago Sun-Times

"... Kubelik brings a freshness to the work that is thrilling and realizes beautiful effects

time and time again... a great listening experience."
H. Royer Smith, The New Records

"... superb, clear recording and a fine, vivid performance..."
San Francisco Examiner

**Reviewers and hi-fi enthusiasts agree
THERE IS NOTHING FINER MERCURY LIVING PRESENCE
The ultimate in HIGH FIDELITY**

HI-FI SHOWPIECES

- ** STRAVINSKY LE SACRE DU PRINTEMPS ("The Rite of Spring"). Minneapolis Orchestra—Dorati. MG50030
- ** MacDOWELL SECOND ("INDIAN") SUITE. Eastman-Rochester Orchestra—Hanson. MG40009
- STRAUSS EIN HELDENLEBEN ("A Hero's Life"). Minneapolis Orchestra—Dorati. MG50012
- * FRANCK SYMPHONY IN D MINOR. Detroit Orchestra—Paray. MG50023
- HINDEMITH SYMPHONIC METAMORPHOSES on Themes by Weber; Schoenberg Five Pieces. Chicago Orchestra—Kubelik. MG50024

MERCURY HI-FI LIVING PRESENCE
DEMONSTRATION DISC

OLD-1 **10c**

MERCURY CLASSICS EP'S SELL BEST

Popular EP favorites . . .

- Gould Rhumba and Conga ("Latin-American Symphonette"). Eastman-Rochester Orchestra—Hanson. EP-1-5002
- Mendelssohn On Wings Of Song; Debussy Clair De Lune; Salzedo Steel; Granados Spanish Dance No. 5. Carlos Salzedo, Lucile Lawrence, harpists. EP-1-5006
- Liszt Dance of the Gnomes, Forest Murmurs; Debussy The Maid With the Flaxen Hair, Golliwog's Cake-Walk. Constance Keene, pianist. EP-1-5007
- Strauss Tales From the Vienna Woods. Minneapolis Orchestra—Dorati. EP-1-5023.

- Smetana The Moldau. Chicago Orchestra—Kubelik. EP-1-5027
- Anne Brown Sings Spirituals. EP-1-5038.
- Wagner Ride of the Valkyries; Lohengrin Prelude To Act I. Detroit Orchestra—Paray. EP-1-5045
- Khachaturian Sabre Dance; Smetana Dance of the Comedians; Strauss Radetsky March; Strauss Tritsch-Tratsch Polka. Aarhus Orchestra. EP-1-5009
- Berlioz Roman Carnival Overture. Minneapolis Orchestra—Dorati. EP-1-5051



* indicates BILLBOARD best seller listing ** indicates new release

The Billboard Music Popularity Charts PACKAGED RECORDS

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP'S

1. THE GLENN MILLER STORY—Sound Track... Decca DL 5519
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"..... RCA Victor LPT 3057
3. MUSIC FOR LOVERS ONLY—Jackie Gleason.... Capitol H 352
4. TAWNY—Jackie Gleason..... Capitol H 471
5. SONGS FOR YOUNG LOVERS—Frank Sinatra... Capitol H 488
6. MUSIC TO MAKE YOU MISTY—Jackie Gleason..... Capitol H 455
7. KISMET—Original Cast..... Columbia ML 4850
8. CALAMITY JANE—Doris Day, Howard Keel..... Columbia CL 6273
9. MAY I SING TO YOU?—Eddie Fisher... RCA Victor LPM 3185
10. "I REMEMBER GLENN MILLER"—Ray Anthony..... Capitol H 476

EP'S

1. THE GLENN MILLER STORY—Sound Track..... Decca ED 2124-5
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"..... RCA Victor EPBT 3057
3. TAWNY—Jackie Gleason..... Capitol EBF 471
4. MUSIC FOR LOVERS ONLY—Jackie Gleason..... Capitol EBF 352
5. CALAMITY JANE—Doris Day, Howard Keel... Columbia B 347
6. MAY I SING TO YOU?—Eddie Fisher... RCA Victor EPB 3185
7. SONGS FOR YOUNG LOVERS—Frank Sinatra..... Capitol EBF 488
8. "I REMEMBER GLENN MILLER"—Ray Anthony..... Capitol EBF 476
9. I BELIEVE—Perry Como..... RCA Victor EPB 3188
10. TWO IN LOVE—Nat (King) Cole..... Capitol EBF 420

• Reviews and Ratings of New Popular Albums

BING SINGS THE HITS78
Bing Crosby (1-10")
Decca DL 5520

Many of Bing's fans will be interested in this collection of top hits of the day, sung by the "Groaner" with his usual light-hearted, but sincere air. Backing is by the John Scott Trotter orchestra in most cases. Collection includes "Vaya Con Dios," "Stranger in Paradise," "Secret Love," "I Love Paris," "Y'All Come" and others. Should be a brisk seller.

NAUGHTY MARIETTA77
Gordon MacRae, Marguerite Piazza; Chorus and Orchestra conducted by George Greeley (1-10")
Capitol L 468

Gordon MacRae and Marguerite Piazza present all the most important excerpts from Victor Herbert's greatest popular success. There are few who will fail to be charmed by MacRae's warm, sympathetic portrayal of Captain Dick, and Miss Piazza's saucy but charming Marietta. The numbers have good continuity and represent the heart of the operetta, from "Tramp, Tramp, Tramp" to "Ah, Sweet Mystery of Life." The album has all the ingredients of a great commercial success.

ECHOES OF BROADWAY76
George Feyer, Piano (1-10")
Vox VX 650

Feyer's highly successful "Echoes" series has a notable addition in this "Broadway" album. He presents favorite Broadway hits in piano versions in his inimitably buoyant style and with his usual wit and technical facility. Feyer plays in an unaffectedly simple manner that is almost a definition of sophisticated taste. A good buy, dealers.

BILLY MAY'S NAUGHTY OPERETTA73
(1-10")
Capitol H 487

May presents the hoary, sentimental operetta favorites in a distinctively jazzy modern dress here. His witty, colorful arrangements give the oldies fresh appeal. The "Serenade" from "The Student Prince" and the "Italian Street Song" to a tangy, Latin beat, for example, will give the youngsters new respect for this "old-fashioned" music. These instrumentals are all eminently danceable and ought to be easy to sell to customers of all age and music levels.

THE STARLIT HOUR72
Bill Snyder, Piano (1-10")
Decca DL 5514

Fine collection of standards is played in smooth, dreamy-like tempo by stylish pianist Bill Snyder on this new instrumental waxing. The set should appeal to the many Snyder fans as well as those who enjoy background or mood music.

STRIKE UP THE BAND70
Morton Gould Ork (1-10")
Columbia AL 41

An outstanding aggregation of instrumentalists—top band men from noted musical organizations—make up the Columbia Concert Band conducted by Morton Gould. Lovers of concert band music, and students of the genre, should not overlook this disk. The repertoire is chosen to give an indication of the range of suitable music. Dealers should not overlook the possibility of merch-

dising via tie-ups with educational groups.

UNDER PARIS SKIES79
Georgia Gibbs (1-EP)
Mercury EP 3176

"Her Nibs," Georgia Gibbs, does a fine job here with four tunes about or from the City of Light. The title song, plus "I Love Paris," "Autumn Leaves" and "Comme Ci, Comme Ca" are included. The cover, from an original painting by Grisoy Rac-off is most appealing. A good set.

HAWAII CALLS67
Al Kealoha Perry (1-10")
Capitol H 470

This set was waxed on the beach at Waikiki and the pounding of the surf can be heard at the start of each selection. It contains some of the familiar songs of the islands, including "Aloha Oe" and "Song of the Islands," played with charm and authenticity by the Hawaii Calls orchestra and chorus, with Al Kealoha Perry. Listeners to the radio seg "Hawaii Calls" may be interested in this catalog item.

International

CHANSONS DE LA BELLE EPOQUE ...68
(1-10")
Vanguard VRS 7011

Some of the Parisian hits of the "Gay Nineties" are sung brightly here on this new release by a group of top French warblers and chanteuses. Thrushes include Michele Arnaud, Micheline Dax and Germaine Montero; warblers are Eric Amado and Aime Doniat. Those who enjoy French songs sung in the language will be interested.

THE MERRY YOVELER66
Austrian Folk Musicians; Karl Zaruba, Director (1-10")
Vanguard VRS 7004

Dealers with German-language customers have a sure-fire item here. These recordings, made in the Austrian Tyrol, feature the distinctive yodels of that mountainous region. The vocal soloists are Greta Bittner and Georg Oegg. The band is led in marches and laendler by Karl Zaruba.

MARCHES AROUND THE WORLD ...64
Vanguard Military Band; Hans Ahninger, Cond. (1-10")
Vanguard VRS 7006

Here's another well-produced disk to add to the growing catalog of band music. Favorite marches of various countries are contained herein. It's stirring music, conducted with spirit and understanding.

Children's

HOPALONG CASSIDY AND THE SHEEP RUSTLERS82
(1-78)
Capitol CAS 3197

This newest Hopalong adventure has the popular cowpoke helping some friendly Indians catch an only moderately bad rustler. Great sound effects, and be-jeaned youngsters should like it plenty.

STERLING HOLLOWAY; HERKIMER, THE HOMELY DOLL; JACK, THE NO-TAILED DONKEY75
(1-78)
Decca K 100

The junior set—ages 2 to 5—will
[\(Continued on page 36\)](#)

enjoy

these records!

sales records!

profit records!

Make your sales and profits hit new highs

... display the V-M phonograph line in your store. It's *complete*... complete with styles and models to attract every customer, complete with all the features and tone quality that buyers want and complete range of modest prices from \$29.95*.

V-M Ads Pre-Sell YOUR Customers—

but YOU have to tell these ready-to-buy prospects that YOUR store is the place to buy V-M. Ask your V-M distributor salesman for the factory-prepared —free—V-M "Congratulate Your Graduate" (spring of '54) packaged retail display kit. Tie in your advertising to this V-M national ad schedule. Double the impact on your best prospects!



the **V**oice **M** of **M**usic

CASH IN—TIE IN with these V-M ADS!

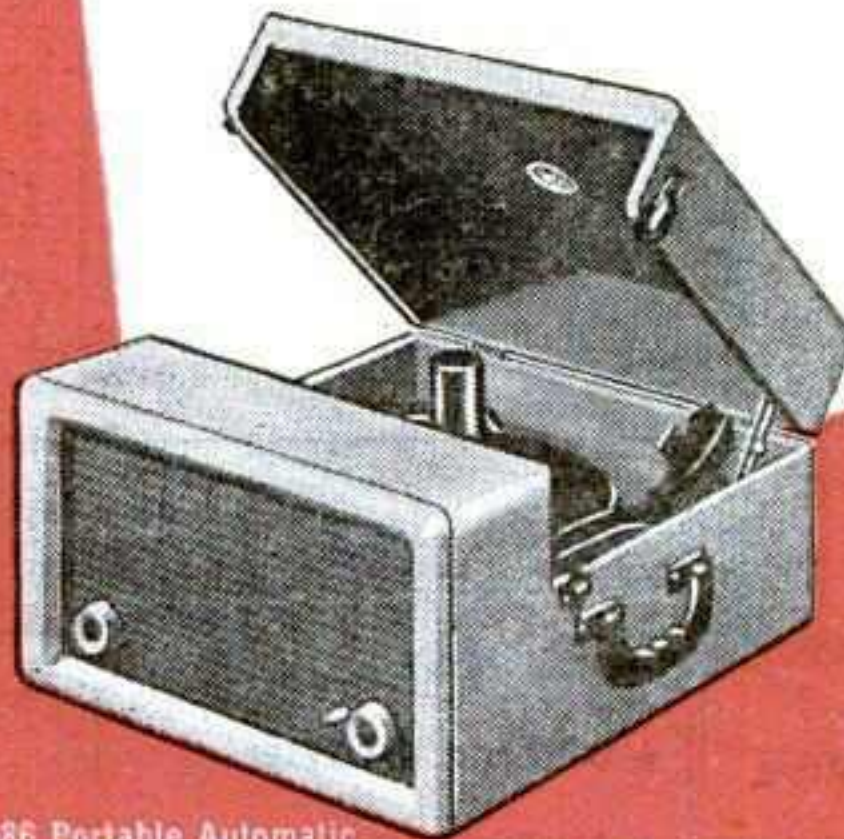
MAGAZINE	ON SALE DATE	ADVERTISEMENT
Seventeen	April 1	½ page, 2 colors
Scholastic Roto	April 1	1 col., B & W
Ebony	April 10	½ page, B & W
American Weekly	April 25	½ page, 4 colors
Parade	April 25	½ page, 4 colors
Seventeen	May 1	½ page, 2 colors
Scholastic Roto	May 1	1 col., B & W



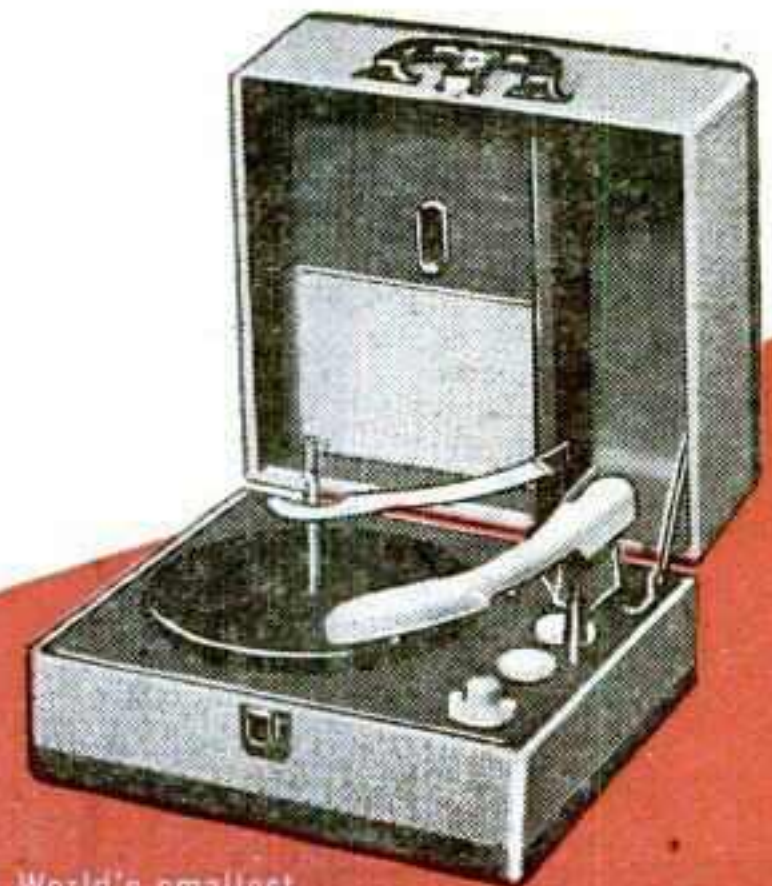
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*Slightly higher in the West.



The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Reviews and Ratings of New Classical Releases

CHORAL WORKS AND OPERA

HANDEL: MESSIAH (COMPLETE) (3-12")—Margaret Ritchie, Constance Shacklock, William Herbert, Richard Standen; London Symphony Orchestra and Philharmonic Choir; Hermann Scherchen, Cond. Westminster WAL 308. 80

A package of great interest and potential. First of all, it is the only "Messiah" recording of recent vintage and the sound is up to the highest current standards. Then, an attempt has been made to return to the original score, stripping it of accumulated tradition. In this, labeled the "original Dublin version," a small orchestra and a chorus of about 40 voices is used, in contrast to the giant forces usually mustered. The result is an unexpected transparency of the orchestral and choral texture. Soloists are competent, if not distinguished. A solid commercial asset is the plush packaging. The white, plastic-covered album with bold red lettering will act as a magnet on the roving eyes of browsers. Bonus price asked for set (\$19.85) won't act as a deterrent. Perfect Easter merchandise and a long catalog life can be predicted.

PERGOLESI: LA CONTADINA ASTUTA (1-12") — Angelica Tuccar, Andrea Mineo; Orchestra of Societa del Quartetto, Rome; G. Morelli, Cond. Period SPL 592. 64

An excellent performance of an all but unknown Italian comic opera from the early 18th century. The music is gracious, witty and unfailingly melodious. Italian-English text included. Push with opera collectors.

LISZT: MISSA CHORALIS (1-12")—Paris Select Choir; Rene Leibowitz, Cond. Oceanic OCS 37. 62

An important choral work from the latter years of Liszt's life. Modestly scored, the only accompaniment being that of an organ. Liszt apparently intended the work for common liturgical use. It is short, concise, easily understandable, and direct in its emotional appeal. A first recording.

ORCHESTRAL WORKS

IBERT: DIVERTISSEMENT FOR CHAMBER ORCHESTRA; CHOPIN: LES SYLPHIDES (1-12")—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Roger Desormiere, Cond. London LL 884. 76

The ever-popular "Les Sylphides" is a constant demand item among ballet fans, but it can be filled by any of more than a half-dozen LP etchings, including the present one on a London 10-incher. Performance and recording here are of the best and the coupling with the tart Ibert work is unduplicated. A good popular set.

BRITTEN: PETER GRIMES SUITE; YOUNG PERSON'S GUIDE TO THE ORCHESTRA (1-12")—Concertgebouw Orchestra of Amsterdam; Eduard van Beinum, Cond. London LL 917. 75

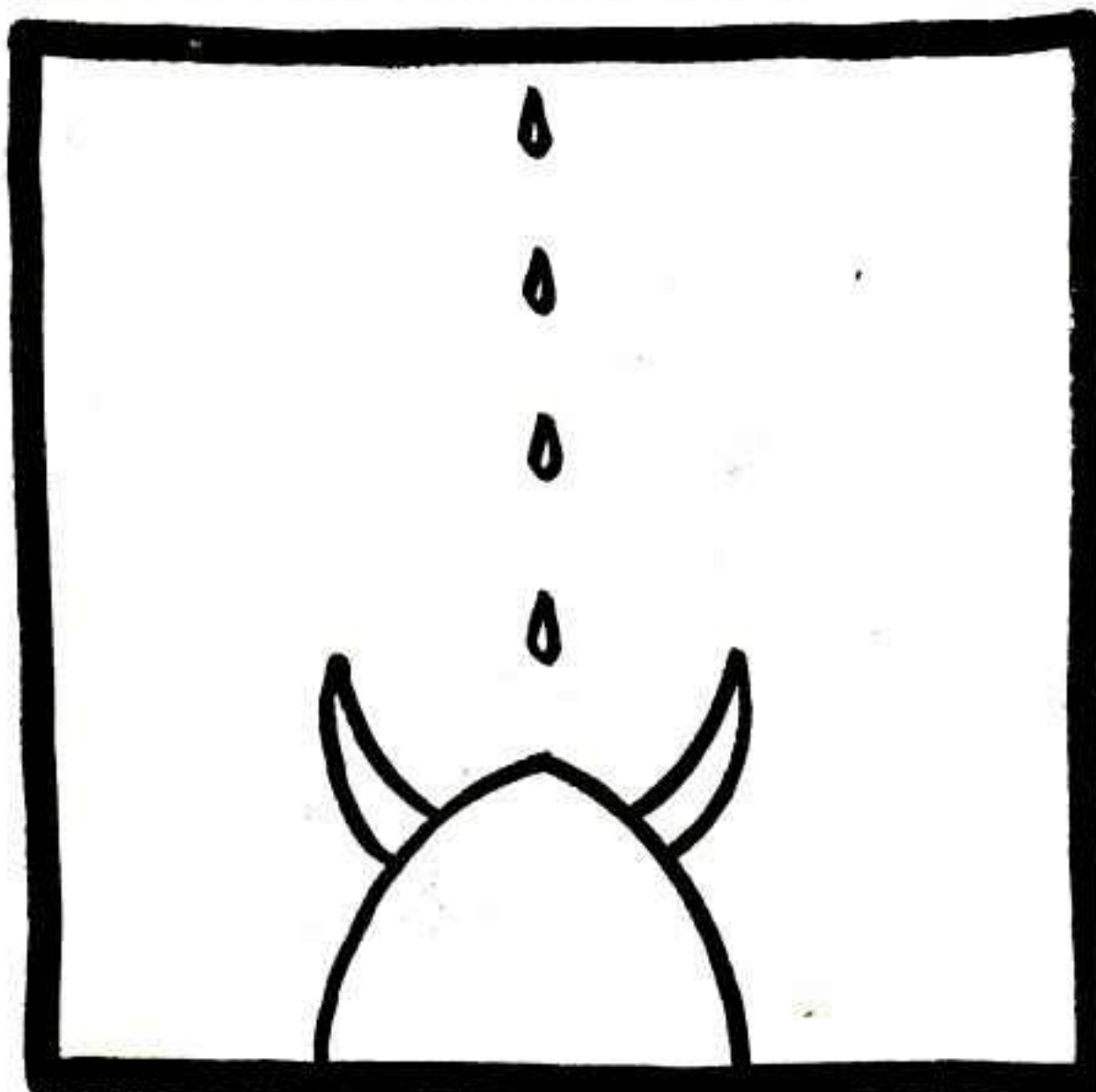
Selections from the Britten opera, "Peter Grimes," include the "Passacaglia" in addition to the "Four Sea Interludes," available elsewhere. The "Guide," to be enjoyed by young and old, has an early analog competitor. Here the pairing of works is about as logical as one could hope for. The package could profitably be promoted to patrons looking for good orchestral fare for young listeners.

VAUGHAN WILLIAMS: THE WASPS; OLD KING COLE (1-12") — Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WL 5228. 72

Two light works by the English composer that will mark welcome LP debuts for Vaughan Williams enthusiasts, of whom there are a respectable number around. Both "Wasps" and "Cole" are clever, amusing scores, brightly played here.

(Continued on page 38)

EPICture No. 11 (A Roger Price "Doodle")



Wagnerian Soprano in Leaky Opera House

Some records make a Valkyrie sound like she's singing under water. Not so Epic Records. Epic's *Radial Sound* gives your customers just what they want—big, life-like tone, free from distortion.

Superlative performances and flawless sound wrapped up in jackets with real sales appeal make every Epic Record a fast moving item. Stock and display Epic now!

Sell
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Judge for yourself—with LC 3005, the *Symphonic Fantastique* of Berlioz—Willem Van Otterloo conducting the Berlin Philharmonic Orchestra.

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LINER NOTES

By IS HOROWITZ

The 10-inch classical LP has been losing ground consistently and it is fast becoming a rarity among new releases. For one or more reasons, they generally have sold dimly and most manufacturers have gradually been rescuing important repertoire and, via astute coupling, turning them out anew as bright and shining 12-inchers.

London Records, however, has made up its mind to fight the trend. In England, British Decca's medium-play 10-inchers, holding selections or programs of up to about 15 minutes a side, have found a ready market. To a large extent, they have assumed the functions of a somewhat larger EP.

London introduced these \$2.95 sellers here about six months ago. And the company, undismayed by their so-so reception thus far, has set a vigorous drive in motion to put them across. The newest release will hit the trade soon, with trim and finish designed to focus new attention on them. For the first time, they will be issued with art work on the covers and detailed liner notes. Too, London plans to have more of their top artists record material specifically for the 10-inch disks. Consumer advertising will also be increased.

FUTURES . . .

Mercury is readying the first complete recording of the *Nutcracker Ballet* by Tchaikovsky. This is not either the first or second "Nutcracker Suites," already available in multiple duplications, but the entire ballet. The orchestra is the Minneapolis, with Antal Dorati the conductor. It's a two-record set, especially packaged. . . . Vox is following up its Irazio Frugoni recording of three Beethoven sonatas on a single LP of a year or so back with another triple threat. This will hold Beethoven's *Waldstein*, *Pastorale* and the *Op. 78*. . . . Capitol, meanwhile, is preparing a *Sascha Gorenitzki* disk of *Beethoven's Waldstein* and *Appassionata Sonatas* on a single 12-inch LP.

ARTISTS . . .

The Portuguese singer, Amalia Rodrigues, who appeared at La Vie en Rose in New York, has been signed by Angel Records. First recording date was held recently before Miss Rodrigues returned to Portugal. For Angel, it was its first full recording session Stateside.

POP PATTERN . . .

Columbia Records will soon release a new album featuring Frank Sinatra in a collection of standards. It will be titled *I've Got a Crush on You*. . . . A new 12-inch LP by Nat (King) Cole is due from Capitol in May. . . . Bing Crosby's newest for Decca will be called *Some Fine Old Chestnuts*.

THEMES . . .

Columbia will send purchasers of its recent Hugo Wolf chamber music LP a special seven-inch disk in which artist and repertoire executive David Oppenheim and members of the New Music Quartet discuss the Wolf "D Minor quartet." It's free upon mailed request to Columbia in New York.

NEXT WEEK

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- ★ OPERA (COMPLETE)
- ★ ALL POP ALBUMS

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• Classical Catalog Sellers

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

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE (Philadelphia Orchestra-Ormandy) Columbia AL 35
- BORODIN: POLOVETSIAN DANCES; DVORAK; SLAVONIC DANCES (RIAS-Fricsav) Decca DL 9346
- BORODIN: POLOVETSIAN DANCES; DE FALLA: EL AMOR BRUJO (London Philharmonic-van Beinum) London LL 203
- DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) RCA Victor LM 1118
- PUCCINI: LA BOHEME SELECTIONS (Kostelanetz) Columbia ML 4655
- SIBELIUS: SWAN OF TUONELA; FINLANDIA (Philadelphia Orchestra-Ormandy) Columbia AL 9
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLETT SELECTIONS (Boston Pops-Fiedler) RCA Victor LM 1726
- STRAUSS, J.: MUSIC OF STRAUSS (Philadelphia Orchestra-Ormandy) Columbia ML 4589
- STRAUSS, J.: WALTZES (Mantovani) London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops-Fiedler) RCA Victor LM 1134

VOCAL (non-operatic)

(Listed Alphabetically)

- CARUSO, ENRICO: LIGHT MUSIC RCA Victor LCT 9
- CHRISTOFF, BORIS: RUSSIAN ARIAS HMV 1033
- LANZA, MARIO: BECAUSE YOU'RE MINE. RCA Victor LM 7015
- LANZA, MARIO: LOVE SONGS; NEAPOLITAN SERENADE RCA Victor LM 1188
- MUZIO, CLAUDIA: SONG RECITAL Columbia ML 4634
- PEERCE, JAN: GOLDEN MOMENTS OF SONG RCA Victor LM 65
- SCHWARZKOPF, ELISABETH: MOZART RECITAL Columbia ML 4649
- ROBERT SHAW CHORALE: GREAT SACRED CHORUSES RCA Victor LRM 1117
- TRAUBEL, HELEN: FOLK SONGS AND BALLADS RCA Victor LM 7013

• Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- AMERICAN CONCERT BAND MASTERPIECES (Eastman Symphonic Wind Ensemble-Fennell) Mercury MG 40006
- BIZET: CARMEN SELECTIONS (Kostelanetz) Columbia ML 4826
- BORODIN: POLOVETSIAN DANCES; IN THE STEPPES OF CENTRAL ASIA; IPPOLITOV-IVANOV: CAUCASIAN SKETCHES (New York Philharmonic-Mitropoulos) Columbia ML 4815
- BORODIN: POLOVETSIAN DANCES; IN THE STEPPES OF CENTRAL ASIA (Stokowski) RCA Victor LRM 7056
- CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz) Columbia ML 4692
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops-Fiedler) RCA Victor LM 1752
- ENESCO: ROUMANIAN RHAPSODIES NOS. 1 AND 2 (Stokowski) RCA Victor LRM 7043
- GERSHWIN: MUSIC OF GERSHWIN (Kostelanetz) Columbia ML 4819
- MANTOVANI PLAYS THE IMMORTAL CLASSICS London LL 877
- SIBELIUS: FINLANDIA; PONCHIELLI: DANCE OF THE HOURS; ROSSINI: WILLIAM TELL SELECTION (NBC Symphony-Toscanini) RCA Victor LRM 7005

VOCAL (non-operatic)

(Listed Alphabetically)

- ANDERSON, MARIAN: 11 GREAT SPIRITUALS RCA Victor LRM 7006
- JUSSI BJOERLING IN SONG RCA Victor LM 1771
- ENRICO CARUSO SINGS NEAPOLITAN SONGS RCA Victor LCT 1129
- KIRSTEN FLAGSTAD SONG RECITAL RCA Victor LM 1738
- GRACE MOORE IN OPERA AND SONG RCA Victor LCT 7004
- MORMON TABERNACLE CHOIR Columbia ML 4789
- SCHWARZKOPF, ELISABETH: SCHUBERT LIEDER ALBUM Angel 35022
- ROBERT SHAW CHORALE: BACH—JESUS, DEAREST MASTER; CHRIST LAG IN TODESBANDEN RCA Victor LM 9035
- TEYTE, MAGGIE: FRENCH ART SONGS RCA Victor LCT 1133
- TUCKER, RICHARD: CELEBRATED TENOR ARIAS Columbia ML 4750

• Reviews and Ratings of New Popular Albums

Continued from page 34

- spin these cute story ballads frequently. Holloway sings them affectionately.
- PETER COTTONTAIL; SONNY THE BUNNY 71 (1-45) Columbia J 4-719
- Bert Taylor is the chanter. He has a pair of okay rabbit ditties here. Parents will cotton to this around Eastertime.
- THE SINGING PRINCESS: TOY TOWN CHOO CHOO; WE'RE ON OUR WAY 79 (1-45) Columbia J 4-717
- A couple of cute train songs, with tunes and sounds properly designed for moppet consumption. Songstress has an ingratiating way with kiddie

- material. One of the best among the new batch in the Columbia 49-cent series.
- FUZZY WUZZY; WHAT KIND OF AN ANIMAL ARE YOU? 74 (1-45) Columbia J 4-720
- Play on words in "Fuzzy" are more likely to appeal to adults than kids. "Animal" is much more appropriate for the market. Both are chanted amiably by Bert Taylor.
- PETER PONSIL LOST HIS TONSIL . . . 66 (1-78) Mercury CM 40
- From diagnosis to ice cream, this disk relates that it is pretty simple to have a tonsillectomy. Rather special appeal, but likely to allay the fears of kids about to undergo same.



"IT'S A TERRIFIC BUY. I DON'T KNOW HOW THEY DO IT!"

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WITH EXCLUSIVE

"PRISMATIC SOUND!"

COMPLETE ELECTRONIC PHONOGRAPH—NOT AN ATTACHMENT!

Plays any record, any speed with true fidelity. Plugs into any AC outlet.

Ruggedly built—can take a lot of abuse—ideal for children.

Powerful amplifier and Alnico No. 5 speaker!

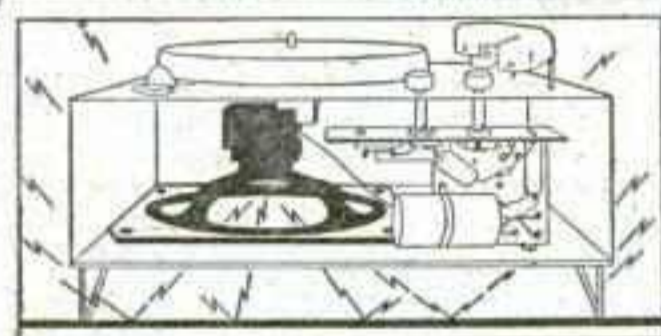
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Long lasting SAPPHIRE needle found only in costliest phonographs!

Smart mahogany-finish ALL-WOOD cabinet!

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NEW "PRISMATIC SOUND." Concealed speaker faces downward—uses the table top as a sounding board to magnify sound throughout the room.

From the engineers of the first long playing record and the first low-cost high fidelity phonograph, comes the first compact, electronic phonograph of its

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USE THE "200" TO BOOST YOUR TRAFFIC AND VOLUME RIGHT NOW! IT'S THE ONLY QUALITY NAME BRAND PHONOGRAPH AT THIS PRICE. ASK YOUR COLUMBIA DISTRIBUTOR FOR HIS SPECIAL DATING PLAN.

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THE HILLTOPPERS
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"LOVE'S LIKE THAT"
 Capitol #2736



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MUSIC AS WRITTEN

Continued from page 13

musical director of the show, and is held in the Alec Templeton publishing firm.

New York
 Winners of the RCA Victor door-prize awards at the recent convention of the Music Operators of America in Chicago are **Albert Herman**, Boro Automatic Music Company, Brooklyn, **J. Schuman**, Gillette Distributing, Chicago, and **Stanley T. Wraight**, Pierce Music Company, Brodhead, Wis. The lads won Victrola 45 automatic table phonos. Thrush Wyoma Winters drew the winning names.

Billy Eckstine is in town for two weeks to make the rounds of disk jockeys plugging his disking of "Lost in Loveliness." He flies to London April 18 to fulfill a Palladium engagement. . . . The **Ken Clarke Trio** opens Tuesday (30) at La Vie en Rose for two weeks. . . . **Judy Mogul**, head cashier of Sam Goody, has become engaged to **Stanley Rosenberg**, of the Stanley-Lewis Distributing Company. . . . **Betty Madigan** is visiting jockeys in Detroit, Milwaukee and St. Louis in connection with her upcoming release of "Joey" and "So I Walked Home." . . . M-G-M Records is holding a series of screenings of "Rose Marie" for dealers and deejays to hype its soundtrack album of the movie.

Bernice Mannes, Mitch Miller's secretary at Columbia Records, returned to work this week after

undergoing an operation following an automobile accident a few weeks ago. . . . **Tennessee Ernie** sings the background song in the forthcoming flick "River of No Return." He also cut the tune for Capitol. Song and score of the flick are published by Simon House. . . . **William J. Lambert** has joined the Kelton Company, manufacturer of high-fidelity phonos, as general manager.

Chuck Grigsby is the manager of the new Mercury owned distribution branch, Mercury Record Distributors, Inc., on Baronne Street, New Orleans. . . . RCA Victor is issuing a special deejay copy of "The Man Wit' the Banjo" by the **Ames Brothers**, backed with the first RCA Victor record ever released. The backing features **Vess Ossman's** banjo solo on "Tell Me, Pretty Maiden," which was released in 1901. The object of the release is to celebrate national banjo week. . . . Publisher **Sid Prosen** became the father of a boy this week named **Philip Michael**.

Mal Braverman Associates have moved to East 44th Street here. . . . **Josephine Premice** will make her initial wax for Coral next week. . . . **Peggy Taylor**, who has waxed for British Columbia, returned to the States this week after eight months singing overseas. . . . **Camark Records**, new Arkansas label, received a news spread in the Arkansas Democrat last week. . . . **Joen Roberts**, who played Laurie in the original pro-

duction of "Oklahoma!," has been signed by Quality Records.

Pax Records, new indie label, has taken over the rights to issue the old Session label, the Chicago jazz company of the early 1940's. . . . **Jack Wegner**, Allied Record Manufacturing Company exec, was in town this week on business. . . . The **Tony Carter** ork plays the Arcadia Ballroom here for two weeks starting April 6.

"Somewhere There Is Someone," recently released on RCA Victor by **Lou Monte**, was penned by **Charles Nathan** and **Dave Heisler**, who wrote "Say You're Mine Again" last year. The tune was published by Chase Music, and Sheldon Music has the selling rights. . . . **Al Lorber** has been appointed assistant secretary of Columbia Records. He is the assistant to **Ken Raines** at the firm.

Dick Barlow and his orchestra have opened an engagement here at the Anacacho Room of the St. Anthony Hotel, San Antonio, replacing **Lee Peppers** and his band, who will open at the Mural Room of the Baker Hotel, Dallas.

Vocalist **Vince Carson** goes into Frank Dailey's Meadowbrook for five days, starting Wednesday. . . . Publicist **Marvin Frank** marrying **Primavera Chiappe** Saturday (27).

Chicago

Disk jockey **Art Hellyer** has been named by **Marty Hogan**, general manager of WCFL, to replace **Bill Anson** on the 6:30 to 9 a.m. deejay show. Anson leaves due to forthcoming TV commitments. . . . The **Jack Carey Show**, over WCFL from 6:15 to 6:30 p.m., has been sold to Greyhound Bus Company. . . . WBBM's **Joe McKay** doubling in the local night club circuit as vocal choreographer with **Kay Thompson** in the Empire Room of Chicago's Palmer House.

Buddy Laine and His Whispering Music of Tomorrow will appear at the new Holiday Club, May 7-9. Laine, who is handled by **Howard Christensen**, will be doing one-nighters thruout the Midwest and is expected to go on tour about June 1. . . . The new show at the Edgewater Beach Hotel's Marine Dining Room will include the singing of the **Beachcombers**, with **Natalie** featured vocalist.

Cincinnati

Herbert R. Liebeck, Southern promotional representative for Decca, working out of Cincinnati, joins the ranks of benedicts Sunday (4) when he takes as his bride **Jill Pearl**, of Flushing, L. I., N. Y. Wedding takes place at the White-stone Hebrew Center, Whitestone, N. Y. . . . **Barry Wood**, brother of band leader **Barney Rapp**, associate of the Frank Sennes Agency here, in town over the weekend to explain the virtues of RCA's color television to members of the local press and radio-TV at a cocktail session. Wood spoke on the same subject before employees of the RCA plant and members of the University of Indiana faculty at Bloomington, Ind., Friday (26).

Hollywood

Big hoopla for the **Lancers**, who opened at Larry Potter's Friday (26). . . . **Roy Fjastad** has been appointed head of Paramount Pictures' music department, succeeding the late **Louis R. Lipstone**, who died last week. . . . **Hugh Martin** and **Ralph Blane** penning the score for "Athena" at M-G-M. . . . **Rex Allen** set for 30 one-nighters beginning August 8 in a deal that was set thru **Bill King** at Associated Booking. . . . **Willie Headen** and **Lena Franklin** inked by **Dootsie Williams** to his Dootone record label. . . . **Jerry Gray** pulled 2,276 in his opening at the Palladium last week. . . . **Carolyn Grey**, who chirped with the **Gene Krupa** and **Woody Herman** orks, set for a series of sides with **Vito Records**. . . . **Josh White** and **Sue Carson** headline the new Bar of Music show April 1. . . . **Dorothy Dandridge** and magician **Dominique** inked into the Last Frontier, Las Vegas, April 5. . . . **Danny Kaye's** "Knock on Wood" album for Decca being rushed into release prior to the opening of the Kaye-produced flicker here April 6. . . . RCA Victor's a.&r. topper, **Joe Carlton**, back in town for a series of recording sessions. . . .

Reviews and Ratings of New Classical Releases

Continued from page 36

STRAUSS: WALTZES, MARCHES AND POLKAS (1-12") — Vienna State Opera Orchestra; Anton Paulik, Cond. Vanguard VRS 443 72

Another in the burgeoning group of Strauss programs, this gains some distinction via selection of material and the serene beauty of performance. Those looking for exciting readings will find them elsewhere. Includes the "Emperor Waltz," "Tales from the Vienna Woods" and "Voices of Spring," in addition to a sprightly batch of polkas and marches by Johann and Josef Strauss.

TCHAIKOVSKY: SYMPHONY NO. 2 IN C MINOR, OP. 17; LIADOV: EIGHT RUSSIAN FOLKSONGS, OP. 58 (1-12") — Bolshoi Symphony; N. Rachlin, Cond. A440 AC 1204 60

The Liadov, new to the LP catalog, adds value to the package. It marks a competitive plus over the only other available version of the early Tchaikovsky symphony. The recording, processed from Russian tapes, is of moderate quality.

CHAMBER MUSIC

CHOPIN: TRIO IN G MINOR, OP. 8; SCHUMANN: TRIO NO 2 IN F MAJOR, OP. 80 (1-12")—Trio di Bolzano. Vox PL 8480 . . 72

A smart bit of programming, more for the Schumann than the Chopin, for the latter is an immature, tho charming work. Both are LP "firsts" too. Many chamber music fans will look on the package longingly and they should be pleased with the serious and able playing of the Italian trio.

BRAHMS: TRIO NO. 1 IN B MAJOR, OP. 8 (1-12")—Trio di Trieste. London LL 955 70

The youthful Brahms work is awarded a serene and perceptive reading by the Trieste Trio, a chamber group that knowing listeners will find of top quality. Strong name competition, however, lessens potential, already limited by virtue of the repertoire.

MOZART: DIVERTIMENTO NO. 15 IN B FLAT MAJOR, K.287 (1-12")—Jan Tomasow, Violin; Vienna State Opera Orchestra; F. Prohaska, Cond. Vanguard VRS 444 68

Tho not one of Mozart's greatest efforts in the divertimento or serenade form, this is an ingratiating work that rewards repeated hearing, particularly when it is as well-played as it is here. Sound, too, is excellent. Only competition is an early Toscanini 10-inch.

CONCERTO

PROKOFIEV: PIANO CONCERTO NO. 3; BARTOK: PIANO CONCERTO NO. 3 (1-12")—Julius Katchen, Piano; L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 945 74

Born in the United States, young Katchen has been building an imposing reputation as technician and interpreter via his British recordings. These brilliant readings will attract collectors of modern-idiom vinyl. Customer suggestion might most profitably be concentrated on the Bartok, where competition trails most obviously.

BEETHOVEN: PIANO CONCERTO NO. 2; PIANO CONCERTO IN E FLAT MAJOR (1784) (1-12")—Paul Jacobs; L'Orchestre Radio Symphonique de Paris; Rene Leibowitz, Cond. Oceanic OCS 35 61

Besides the five familiar piano concerti of Beethoven there is a "sixth," in E-flat major, written when the composer was 14. He only wrote the piano part, but an orchestration has been carried out by musicologists. Played with verve and impeccable virtuosity by Paul Jacobs. Of interest to Beethoven collectors.

INSTRUMENTAL

GRIEG: BALLADE IN G MINOR, OP. 24; PRELUDES BY KABALEVSKY, CHOPIN, RACHMANINOFF AND MES-SIAEN (1-12")—Stell Anderson, Piano. Oceanic OCS 38 64

Good programming, this combination of the heretofore unavailable Grieg ballade with contrasting short pieces by four other composers. The sensitive artistry of this American pianist is revealed fully in this commendable contribution to the recorded piano literature.

RATINGS—COMMERCIAL POTENTIAL

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

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

Philadelphia

Anoldo and his orchestra, with **Ross Raphael** featured at the piano, take over the stand at the Rathskeller. . . . A movement is afoot in Local 77, to draft **Guy Scolla**, former secretary of the local American Federation of Musicians, into running for the post of president. . . . **Johnny Thompson** comes to suburban Drexelbrook Inn to co-feature with maestro **Eddie DeLuca**. . . . **Cathy Allen**, former **Louis Prima** canary, is doing a Sunday night disk jockey show on WPEN, supplementing platter airings with her own vocals.

Sonny Dae and His Knights, handled by the Bob Bennett Agency here, bows on the Arcade label with two of Myers Music tunes, "Rock Around the Clock" and "Moving Guitar."

AMP Kicks Off

Continued from page 13
 tenure with G. Schirmer, Inc. This week, Grasso is lecturing and presenting music at the annual convention of the Music Educators' National Conference, Chicago.

In the Western States, the company's Coast manager, **Carl Post**, will put the program into immediate effect. Post is scheduled to play his firm's music with the symphony orchestra of the San Francisco Schola Cantorum; at the dedication of the new music building of San Diego State College, and with at least six major Western orchestras. He is also scheduled for lecture recitals at the University of Utah, the annual convention of the California Music Teachers' Association, San Francisco State College, Occidental College and others.

Among the composers to benefit from the broad BMI longhair campaign are **Roger Sessions**, **Carl Orff**, **Ernst Toch**, **Paul Hindemith**, **Villa Lobos**, **Darius Milhaud**, **Norman Lockwood** and **Henry Cowell**.

Mercury Asks

Continued from page 13
 ture the LP or EP than to manufacture four or two 78's.

Thus the reluctance of some publishers to grant a lower royalty for the longer playing disks. In addition, many of the publishers who received the Mercury letter are reluctant to agree to a maximum rate on any tune, for EP or LP use, with any record firm, in the belief that this takes them out of a bargaining position with the record companies for the use of their material.

Record company execs point out that it is necessary to receive a better rate on compositions used on EP's and LP's than on 78's because they sell many less of the longer playing records than they do of singles. Thus their initial costs are higher, and the profit is not as great.

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BURLESQUE BITS

By UNO

Betty Howard, who is being held over at the Iroquois Gardens in Louisville, is now the owner and driver of a new pink Cadillac coupe. She's also featured on calendars and gives away photo match books. . . . **Comic Abe Gore** is convalescing from a heart ailment in Miami Beach. . . . **Estelle Milmar**, burly exotic from Detroit, is now residing at 711 Westbourne Drive, Hollywood 46, where she is working club dates and producing Gay 90's shows. . . . **Paul Weintraub**, former family counsellor, and **Oscar Markovich**, wholesale concessionaire, were among those attending the funeral of Mrs. **Lola Herk Engel**, 74, widow of the late I. H. (Iszy) Herk, burly executive, on March 23 at Universal Chapel, New York. Mrs. Herk, a native of Chicago, died March 21 at her Manhattan home. She was on the chorus of one of the road shows on the Columbia wheel her husband managed. Survivors are a sister, **Hatti Gibbons**; a brother, **Charles F. Engel**, and an aunt. . . . **Joe Young**, comic, after many years in vaude, TV and niteries, return to burly via the Carmen, Philadelphia, April 7. . . . **Jessica Rogers** opens April 19 for two weeks with options at the Two O'Clock Club, Baltimore, thru **Dave Cohn**, whose other bookings are **Pat Halladay**, B.&B. Club, Johnston, R. I., starting April 5; **Trudine**, Orchid Club, Scranton, Pa., April 5; **Jill Huntley**, Casa Bianca, Albany, N. Y., April 5; **Chiki**, Copa Club, Baltimore, April 5; **Gung Hai** and **Comet**, Adams, Newark, N. J., April 9; **Melba**, Carmen, Philadelphia, April 17; **Louise Engel**, Moulin Rouge, New York, April 2; **Tina Christine**, Empire, Newark, April 9, and **Irma**, Gayety, Baltimore, April 11.

Princess DoMay, the Cherokee Half-Breed, while at the B.&B. Club, Johnston, R. I., where she closed March 14, was gifted by owners **Butch** and **Biff**, who knew how she loved horses, with an Indian pony, buggy and all. Miss DoMay is currently at the Casa Bianca in Albany, where, after her first performance on March 15, her contract was extended two more weeks. Her first appearance in Albany was last year in Dinty's Terrace, recently destroyed by fire but being rebuilt and due to open August 1. . . . **Winnie Garrett** brings her sultry dances to the Club Samoa, New York, on April 9 for a three-week stay. . . . Columnist **Joe Kaliff's** Manhattan office has undergone a bright face lift thru the addition of a gold colored silk couch cover, a gift from the Patio Dress Company, operated on the side by magician **Harry Szerlip**. . . . **Saul Brilliant**, former comic on the major wheels, died in his sleep in his New York home at

the age of 55 on March 22. Born in Minneapolis, he started on the stage there and later came East as part of an act known as **Klass and Brilliant**. In recent years he appeared in niteries, radio and TV in solo turn named "Stick to Your Horn." Burial was on March 24 from Riverside Chapel, Manhattan. Survivors are his widow, **Mrs. Sybil Levine Brilliant**, and a brother and a sister. . . . **Terry Jean** is in her eighth week at Big Bill's Philadelphia, a **Dave Cohn** placement, as is also **Don Rickols**, now in his sixth week of a 20-week contract.



Continued from page 10

hicups plus her encore, a parody of all the "Doggie in the Window" songs, were hilarious.

However, her impression of **Fannie Brice** misses. The act would be better if she merely warbled the Brice oldies in-between laughs, rather than concocting an elaborate excuse for the straight thrashing.

A new comedy team, **Dana and Wood**, try hard, but neither their material nor their style is suitable for this room. For example, they get their biggest laugh with an "ouch" collision bit between **Marilyn Monroe** and **Jane Russell**. Most of their act is built around a Russian TV theme—"Your Purge Parade" **Ed Murrow** reporting from inside the casket at Stalin's funeral, etc.—a topic which hardly seems side-splitting these days.

TV Swipe
The team, both graduates from NBC's page boy ranks, are at their best with a satirical swipe at TV commercials. If the rest of their material was up to this bit, they'd do better.

The rest of the show includes **Oliver Wakefield**, a double entendre comedian of the British school who is funny enough to drop some of the bluer stuff, and **Bon Soir** regulars' host-singer **Jimmie Daniels**, pianist-canary **Norene Tate** and the **Three Flames**. Both **Miss Tate** and **Daniels** sell a nice song, but the mainstay of the whole evening is the **Three Flames** (piano, guitar and bass).

The veteran trio is just about the most showmanly in the business, and the boys work just as hard behind the acts as they do in their own spot.

June Bundy.

Ambassador Hotel, Coconut Grove, Los Angeles

(Tuesday, March 23)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 nightly; 9:30 and 12 Saturdays. Owner, Schine Hotel chain. Publicity, John Hayes. Booking policy, non-exclusive.

Show is a bell-ringer, with thrush **Mindy Carson** a resounding standout. **Comic Jack Durant** and the **Dancing Cerneys** round out one of the best Grove shows in many a moon.

It's a superb layout at the Grove this trip, one that should keep this room chock full of patrons. A combination of terps, mirth and song, the show is consistent in its 70 minutes of providing top-drawer entertainment.

Largely providing the spark is **Mindy Carson**. In a winsome manner that captivates and wearing a constant smile, **Miss Carson** ably packs 30 minutes of songfair into a turn that draws a thunderous ovation. Routine includes the familiar melodies in "Stranger in Paradise," "Ebb Tide" and "My Funny Valentine," all of which are sold solid. Her "Boutenniere," rendered sans mike, draws cheers, with ringers getting in on the act during her "Getting to Know You" turn. Latter includes a waltz and two-step with a gent plucked from the audience. She builds to a sock finish via her widely heralded vocal impersonation of vaudevillian **Bert Williams** singing "Nobody," for which she dons tux, white gloves and a topper. **Sherman Edwards** handles top piano accompaniment.

Jack Durant handles the chuckle department, and belts 20 minutes of staccato yocks across. Despite the fact that comics don't generally do well in this room, **Durant** clicks via prat falls, a monolog based on his ogre wife,

and farce attempts at singing. His blue line material, of which there was too much, was out of place in this staid bistro. The business agent his wife's cooking, ad infinitum, drew a heavy mitt.

The **Dancing Cerneys** open the bill and show a likable amount of planning and ingenuity in their terps. Team offers five numbers, best of which was their "Clair De Lune," in which they whirl to only piano and violin accompaniment.

Henry King ork handle dance chores and cut the show, with maestro **Sidney Spiegelman** helming. **Joel Friedman**.

Hotel Sands, Las Vegas, Nev.

(Sunday, March 14)

Capacity, 444. Price policy, no cover, no minimum. Operator, **Jake Freedman**. Producer-booker, **Jack Entratter**. Publicity, **Al Freeman**.

Robert Merrill, back for a repeat date, did as big here this time as the first time around.

Following up on a highly successful appearance almost a year ago, **Metopera** baritone **Robert Merrill** is back again and seems to pick up where he left off with his enthusiastically cheering fans.

Merrill, at ease on a night club stage, delivers a mixture of long-hair and semi-classical numbers selected to please everyone who might wander in.

Included are "My Love Is Like a Red, Red Rose," "I Got Plenty of Nothin'," "O! Man River," "Some Enchanted Evening" (a Pinza take-off), "The Wiffenpoof Song" with the audience in on the chorus and operatic highlights, "Vesti la Giubba" and "Largo Alfactotum."

Opener Change

Opening with **Merrill** was the comedy team of **Herbert** and **Saxon**, who left after two nights and were replaced with harmonic virtuoso **Stan Fisher**, a crowd pleaser.

Other act on the bill is the **Clark Brothers**, amazingly agile acro-dancers. The **Copa Girls** do repeat numbers from the previous show, a practice being adopted more and more along the Strip to provide better costume budgets and more precision in the latter stages of the run.

Music is by **Ray Sinatra** and his orchestra. **Ed Oncken**.

Chez Paree, Chicago

(Friday, March 19)

Capacity, 650. Price policy, \$1.10 cover with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, **Dave Halper**. Publicity, **Aaron Cushman**. Booking policy, non-exclusive.

A well balanced, highly entertaining three acts give the customers a good shake for their money, with **Dolores Hawkins** getting herself a big build-up by her splendid performance and top-notch warbling.

The ballroom dance team of **Mario and Floria** get the show going in excellent style by way of an interesting display of terping. The pair show plenty of versatility and complex ballroom work. Their repertoire is extensive and they draw heavy response on their encores, the Charleston and the mombo. A picturesque display is presented when they give an interpretation of a music box set of dancing dolls to the "Merry Widow Waltz." They also do "Dancing Cheek to Cheek" and "I've Got You Under My Skin."

Dolores Hawkins gets plenty of reaction for her offerings and plenty of lip service from ringersiders. She excels in the looks department and goes over big with her voice which is warm and sincere. She displays a personality that projects. She wins the audience with her routine on "The" (Continued on page 40)

HOCUS-POCUS

By BILL SACHS

LOU GERBER is reported critically ill in a St. Louis hospital following a series of severe asthmatic attacks. Details are lacking, but the word is that for a time the doctors despaired of saving his life. . . . **Bert Allerton**, who long has made Chicago his home, is reported settling permanently in California. . . . **Dominique**, French pickpocket magician, was presented with the Academy of Magical Arts and Sciences' Award as the Magician of the Year at the Moulin Rouge in Hollywood March 19, with magicians in the area turning out in numbers for the occasion. . . . The **Garcias**, mentalists, are winding up a two-weeker at the Beaver Club, Montreal. . . . **Ching**, Oriental trixster, who scored in great fashion at Montreal's Seville Theater three weeks ago, is back in the Canadian metropolis, this time at the Esquire Show Bar. . . . Akron Society of Magicians held its annual banquet and ladies' night at Magic Inn, that city, March 25, with some 75 people, including guests from Cleveland and Youngstown, O., taking in the shindig. The Akron Society meets the last Thursday of each month, with all magi in the area invited to attend. **Colman Beahn** and **Chet Roth**, of the Akron group, recently entertained the Pan Cretan Association of Akron with an hour's program. . . . **Charles Treger**, well known in Detroit magic circles, is leaving his post as violinist with the Detroit Symphony Orchestra to move to New York to concentrate on concert work. . . . **Richard Himber** has acquired performance rights to **Jay Palmer's** new illusion, **Rocket Ship to the Moon**, for his new edition of "Himberama" slated to open soon on Broadway. Deal was made on a per-performance royalty basis.

is still the world's greatest magician. He is in the best of health, is putting on weight and tips the scales at over 200 pounds. Yet he's as springy and agile as a young athlete. The maestro has sprinkled some sparkling new effects in between the illusions, which are very good and will hold the boys for some time. One baffler is a silk that vanishes in a clear glass decanter of red wine. And the rabbits come and go all the time. I missed seeing the old desert scene with its cannon and execution, but the newer effects add a lot of freshness to the show. The wardrobe is all new and beautiful. And wait until the boys see **Blackstone's** new parasol routine, of which I had the pleasure of seeing a private and critic's preview. It really rates an orchid. The musical score is tops. The heart of the band is the organist, **Gladys Lyle**. Our good friend, **Charles MacDonald**, is again the able pilot of this magnificent magical revue. . . . **Les Nichols**, vent, and **Cay Baird**, juggler-cartoonist, are killing time in Pittsburgh prior to opening their own outdoor attraction for the summer. "It's really great," is the way **Nichols** describes the **Blackstone** opry, which he caught recently at the Nixon Theater, Pittsburgh. "Blackstone was responsible for my start in show business. In 1921 at the Majestic Theater, Lethbridge, Alta. I met **Blackstone** backstage during rehearsals. He listened to my whistling, bird imitations and vent, and advised me to forget the coal mines, where I was working and hit out for New York or Chicago."

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News Notes on Talent

• Continued from page 11

ALPHONSUS—Anthony J., veteran showman, known professionally as Robert T. Gordon, March 4 in Los Angeles of a heart attack. Survived by two sisters, Mrs. Anna Powell, Wilmington, Del., and Mrs. Cassie Castle, Pennsgrove, N. J.

ANDERSON—Harry G. (Dogg), veteran showman and operator of Anderson's Dog and Pony Show, March 23 in Cincinnati. In show business for over 50 years, he was widely known as a trainer of small animals. He traveled the United States with his show, featuring dogs, ponies, monkeys and mules. Survived by his widow, Hattie, and a son, W. G. Anderson. Services from the Marshall-Smith Funeral Home, Oxford, O., with burial in Mount Hill Cemetery, Eaton, O.

AYERS—Mrs. Rachel, mother of James Ayers, veteran showman, March 10 in St. Louis. Survived by two other sons and four daughters. Burial March 14 in Wabbaseka, Ark.

GREENBERG—Mrs. Etta, 66, former tight-wire performer, in Rockport, Tex., March 16. At the turn of the century she was a member of the Lozano Troupe, Seven Leons, Leon Sisters and Two Leons, tight-wire acts. For many years she headlined with Hagenbeck & Wallace, Sells-Floto, Ringling Bros., Barnum & Bailey and other circuses. In 1904 she married W. D. Glasscock and later divorced him. She later married Sam Greenberg. Survived by her son, Leon D. Glasscock, and a daughter, Margaret Glasscock, both of San Antonio. Burial in Mission Burial Park, San Antonio.

HESS—Billy, 78, a vaudevillian for 60 years, in Elmhurst, L. I., N. Y., March 24. He traveled most of the major vaude circuits as a Swiss bellringer and tap dancer. He also appeared for Billy Rose at the Texas Centennial Exposition and at the New York World's Fair. More recently he had appeared on television. A son, William J. Hess, and two brothers, Henry and John, survive.

JOHNSON—J. Ed, Jr., 48, nationally known authority on reptiles, recently in Waco, Tex., after being bitten by a rattlesnake. (Details in General Outdoor section.)

KENNEDY—Roger M., second vice-president of the International Alliance of Theatrical Stage Employees, March 19 in Detroit. He entered the amusement industry in 1906 as a projectionist at the old Comique Theater in Columbus, O., and joined the IATSE in 1910. Offices that he had held in the union were vice-president of the Detroit local in 1919, president in 1920 and business agent in 1921.

KRAFT—Mrs. Tenna, 68, known professionally as Tenna Frederiksen, one of Denmark's leading opera stars, March 16 in Copenhagen. After making her debut in Copenhagen's Royal Theater in 1906 she remained a star for many years.

KURTHY—Zoltan, 52, violinist, composer and conductor, March 20 of a heart attack in Los Angeles. He was a native of Hungary. He had played with the New York Philharmonic Orchestra for 19 years, variously as first violinist, assistant conductor and featured soloist. He was assistant conductor and first violinist of the Los Angeles Philharmonic Orchestra from 1943 until 1945. At the time of his death he was a member of the Santa Monica Symphony Orchestra and the RKO Studio Orchestra. He leaves his widow, Irene; two daughters, Alexandra and Judy; and his father, Alexander, all of Los Angeles. Interment in Forest Lawn Memorial Park, Glendale, Calif.

IN MEMORY
Of My Beloved Brother
Clarence A. Lineback
Died March 28, 1953
Brother RAY

LOW—Fred, 57, Austrian-born conductor, music teacher and critic for the New York German language newspaper, "Staats-Zeitung," March 22 in New York. He had been a director of the Monte Carlo Symphony and professor of music at the Municipal Conservatory. In the U. S. he taught chamber music and music criticism at Hunter College, New York, and became a member of the Music Critics' Circle. Low also conducted a weekly music program over Station WHOM, New York, and wrote scripts and recorded for the German and Austrian sections of the Voice of America. His mother, a daughter and two sisters survive.

MOLINAR—Augusto, 84, wild animal dealer, March 14 in Turin, Italy. Internationally known trader of animals, he was the father of big-game hunters, Luigi and Guido Molinar. He founded the zoo of Milan, Italy, which is supervised by his daughter-in-law, Mrs. Maria Molinar. Nearly blind, he accidentally fell into the Dora River and was drowned.

NELSON—Charles, 80, pioneer Rockford, Ill., theater manager, March 16 in St. Anthony Hospital, Rockford. For many years he and his brother operated the old Star Theater in that city. Survived by his widow, Lena; a daughter, Mrs. Dale Wallen, Los Angeles, and a stepson, J. C. Woodworth, Chicago.

NELSON—John William, 88, known professionally as Billy Moore, member of the circus trapeze team, the Flying Moores, March 16 in Muncie, Ind. He started in show business at the age of 16 when he ran away from home to join a circus as an acrobat and aerialist. Later, with his wife and several other performers, he formed the troupe which was to become known as the Flying Moores. In his nearly 60 years on the road, he tramped with Barnum & Bailey, Ringling Bros., Sells-Floto, Hagenbeck & Wallace and many other shows. Services March 17, with burial in Beech Grove Cemetery, Muncie.

O'SHEA—Alfred, 65, Australian opera tenor, recently in London. He began his career as a singer at village concerts, later studied in Italy and joined Nellie Melba's opera company. In the U. S. he gave concerts in the 1929-'30 and 1930-'31 seasons at the Guild Theater, Carnegie Hall and Town Hall. He also appeared in the 1931 Revue of the Barbizon Players.

REICHSTEIN—Frank A., 70, prominent Midwestern theater owner and restaurateur, in Beloit, Wis., March 18, of a paralytic stroke. Born in Rockford, Ill., he started out in show business as a stage hand for a traveling stock company. He later came to Beloit and became manager of all the theaters which were operating in that city at that time. From 1931 until 1942 he was manager of Fairbanks Morse & Company, cafeteria, Beloit. Survived by his widow, Inez; three sons, Frank, Beloit; Arthur, Rockton, Ill.; and Kermit, San Francisco; one daughter, Mrs. Norman Haakinson, Afton, Wis.; a brother, Carl, and a sister, Mrs. Charles Page, both of Rockford, Ill. Burial in Eastlawn Cemetery, Beloit.

RODGERS—Frank, 64, veteran outdoor showman, in Galveston, Tex., March 3. He was formerly owner of the Queen City Amusement Company, Rodgers United Shows and Treasure Isle Shows. In later years he owned and operated rides and concessions at Galveston Beach and Beach Amusement Park, Galveston. Survived by his widow, Evelyn.

In Loving Memory
of
FRANK RODGERS
who passed away
March 3, 1954
MRS. FRANK RODGERS

SWEENEY—Mrs. Louise F., 61, theatrical make-up artist for costume companies, in Milwaukee recently. Survived by a sister and a brother. Burial in Milwaukee.

VAN NELSON—Capt. Milton, veteran showman, March 10 in Chicago. Survived by his widow, Georgiana, and a daughter, Mrs. Bessie Plum Frost, Chicago. Burial in Elmwood Memorial Park, River Grove, Ill.

WAGNER—Ernest, 77, former symphony flutist, March 4 at Oceanside, L. I. He retired in 1944 after 44 years with the New York Philharmonic Society orchestra. Both his grandfathers were composers, and his father was tympanist, under Theodore Thomas, in the Chicago Symphony Orchestra. He wrote 24 études for the flute, and was author of "Foundations of Flute Playing," now a standard text. He was also a piccolo player of note, and once described that instrument as: "An ill woodwind that nobody blows good." Survived by his widow, Alice, and a brother, Frank, Chicago.

WINK—Earl B., 44, cellist and director of the Reading Philharmonic Orchestra, March 4 in Reading, Pa. He previously played with the Allentown Symphony Orchestra, Allentown, Pa. Surviving are his widow, Dorothy; a daughter, his mother and a brother. Services March 8 in Allentown, Pa., with burial in West End Cemetery, there.

NIGHT CLUB-VAUDE

• Continued from page 39

"Anything Can Happen Mombo," in which she picks a male from the audience and sings to him while dancing closely. She does "Let's Get Away From It All," "Because You're Mine"; "For You, My Love"; "You Made Me Love You" and for her two encores "The Nearness of You" and "There'll Be Some Changes Made" in addition to the mombo. The Columbia recording star will get a callback on this date for sure.

Phil Foster gets star billing and gives a star's performance. He has always had a knack for hitting in theaters, and from the current show it looks like he has found the formula for nitery clicks. Foster has rearranged some of his material and came off in good shape, with the crowd with him at all times. His act was liked well enough for him to go overtime by a half hour. His ad libbing is sharp and his routine timed well. Completely relaxed, Foster works to all sides of the room yet keeps special guests on tab as pawns for his side jibes for plenty of effect.

Show is backed by Brian Farnom and the house band. Chamaco and his Latin rhythms play between shows.

Billy Gray's Band Box, Hollywood
(Tuesday, March 23)

Capacity, 300. Price policy, \$3 minimum. Shows at 9:30 and 12. Operators, Billy Gray and Sammy Lewis. Booking policy, non-exclusive. Publicity, Maury Foladare.

Current offering is a solid bill that's ready-made for capacity business.

Organized bedlam, musically and humorously, is dished up by Mickey Katz, horn man Ziggy Elman and drummer Sammy Weiss, all supported by a refreshingly funny comedian, Bill Falbo. To put the offering on a "respectable" basis, however, Katz has thrush Bash Sheva, whose vocalizing is topnotch.

Tho Katz is listed as the headliner, it's a toss-up as to which performer comes out on top. Young Falbo dishes up a lot of new material in fast-paced manner. His take-offs on well-known

\$3.60 weekdays and \$4.80 on Saturday nights.

BENEFIT GIVEN FOR MARTY LYNCH . . .

SYRACUSE—While 71-year-old Marty Lynch, a comedy juggler with more than 50 years in the business, lay stricken with cancer in a hospital here, Sunday afternoon more than 40 show people combined their talents to raise an estimated \$300 at a benefit vaudeville show.

Playing the show in a donated theater were friends from many phases of Lynch's career, including Burt York and Virginia Barreit, New York City, who retired from their comedy act several years ago. Local radio personalities, Jim DeLine, Frank Hennessy and Fred Jeske took part, and seven other acts from out of town.

New York

The Flamingo, Las Vegas, Nev., will spend a bundle remodeling its dining room. . . . Bill Miller, Sahara, Las Vegas, booker, is trying to buy into the spot. . . . Harry Belafonte will do a series of concerts under Paul Gregory. . . . Tony Bennett and Percy Faith do series of one-nighters. . . . Jane Harvey replaced Bernice Parks at La Vie when the latter became ill. . . . Peggy Lee is due at the same club June 15. . . . Patti Andrews is now rehearsing new act as a single. Sisters, Maxine and Laverne are looking for a replacement. . . . Norman Jensen, magician, gets the Shamrock, Houston, starting March 30. . . .

male vocalists plus a side-splitting Louis Armstrong impress (with Elman in the background) is socko. A pantomime of a poker player draws heavy mitting, effectively showing Falbo's versatility and showbiz and know-how.

Miss Sheva is at her best with a rousing cantorial chant, a condensed version of her successful rendition in Katz's "Farfel Follies." She shines, too, on such numbers as "Caravan" and "Young at Heart," but falls short in a rhythmic attempt of "Gypsy in My Soul."

Highspot of the 80-minute stint is a "concert" by Katz-Elman-Weiss (backed by the Bobby Clark trio) of the Yiddish satires of popular tunes made famous on platters by Katz. Show bows off with a jam session to end all jam sessions, particularly with Elman's "The Angels Sing."

Ed Velarde.

CAUGHT AGAIN

BLUE ANGEL, NEW YORK: Two new acts here have again put the club into the category of "among the best shows in town." The two acts are Marjane, French songstress, and Martha Davis, piano-voice who works with her husband, Calvin Ponder, billed as "Spouse."

Marjane got a hefty assist from lights and props. Even her singing is a lot better than when caught at La Vie last year. This time around, Marjane uses a formula which includes straight singing, comedy and even some rather sharp satire (Eartha Kitt's "C'est Si Bon") delivered with skill for completely satisfactory results.

Her English intros to French songs, most of them familiar to American ears, added considerably to the over-all impact. The gal got excellent assist from accordionist Clark Morgan and pianist Walter Eiger.

Martha Davis
Martha Davis, a standard West Coast item, is a refreshing addition to the show. Miss Davis looks and works somewhat like Rose Murphy but has added punch thru a belting rather than a sotto voce style.

Occasionally her style reminds one of Victor Borge when she plays the piano (two tunes simultaneously) giving tongue in cheek interpretations at the same time. Basically, however, it is her attack on standards and specials, plus the duets with "Spouse" (he doubles on bass), which gets the giggles. Both people are rare performers. They know how to work and how to handle audiences. However, Miss Davis' tongue twisting "Susie Sips the Schlitz" number verges on dangerous ground, particularly when she asks the audience to join in. It doesn't take any great imagina-

Darvas and Julia open at the Palmer House, Chicago, after their current LQ date winds up in June. . . . Miami just wound up its most disastrous cafe season in years. Almost everybody lost money.

Dick Henry is now booking Montreal's El Morocco. The spot will follow a Blue Angel policy. . . . Nick Agneta now books the Montreal Chez Paree, taking over with show of April 19. Jack Miller was the former booker. . . . Sunny Gale is being sued by his former manager for breach of contract.

Here and There

The Danish Artists Federation—vaude and circus artists—held their annual meeting on Thursday afternoon (18). Top officers, Willy Manley, president; Gasse Stanley, vice-president, and Rose Erichsen, executive secretary, were re-elected for 1954.

The Don Juan Club, London, has feelers out for Marlene Dietrich. She wants \$21,000 a week. The club offered \$9,000, an all-time high. . . . London's pash Albany Club closed down when it went \$120,000 in debt. Wealthy members got together, paid off the debt, and re-opened the room. . . . Ciro's which also folded, also hopes to re-open at a new site.

Claims Levelled

• Continued from page 11

was "pressured" into signing a 30-day lease last December, in order that the long-term relationship between Malone and Heidt would be canceled.

It was charged that the agreement was "not one of landlord-tenant, but of vendor-vendee," and that Malone has been making payments for years toward eventual purchase of the hotel.

In evidence before the court by Heidt's attorney was the lease for 30 days, with a 30-day option, and the petition for restoration of the hotel to the band leader because Malone failed to pick up the option by the designated date in February.

Scene Changes

It was charged on behalf of Malone that Heidt was willing to dispose of the Biltmore when it became unprofitable back in 1946, but that he now wants it back because it again shows signs of making money. During Malone's operation, several sub-lessees have attempted without success to make the hotel pay.

Judge McNamee turned down the request for restoration of the premises to Heidt at once, and ordered a hearing be held, at which Malone can have an opportunity to show cause why the property should not be taken from him.

The Biltmore, once one of Las Vegas' "Big Three," has been played by some of America's top entertainers. Its possible future success, however, would not be on par with the fabulous Las Vegas Strip, but on a reduced basis catering to bar and dancing trade.

It is located close to a growing industrial belt, near the northern city limits, not far from the projected Moulin Rouge resort hotel.

tion to figure what an audience out for a good time can do with the words.

Felicia Sanders, a holdover, is still one of the best song phrasers around, and as a performer she's head and shoulders over the top record artists now on the major labels. (Miss Sanders is on Columbia.) Orson Bean, holdover doubling from "Almanac," shows greater improvement each time caught. Bill Smith.

LA VIE EN ROSE, NEW YORK: The Mary Kay Trio looks a lot better than when last caught, and their comedy is a lot sharper. Basically, however, their appeal is to the jazzophiles, the youngsters, rather than to the \$5 minimum spenders. Frank Ross' comedy (when he doesn't double on voice or instrument) has an interesting freshness. But it needs better straightening than either Miss Kaye or her brother Norman give it. On straight singing and instrumental work the group (plus a drummer) do commendable jobs. Harry Mimmo, pint-sized panto-comic, a holdover, could be a lot funnier if he dropped the blue material. Harry Belafonte's singing is wonderful listen and sight stuff. Bill Smith.

In Loving Memory
Of My Wife, and
Beloved Friend
Elsie Murphy Brown
Who passed away April 1,
1951. Gone but not forgotten
in our hearts.
Mr. W. S. Brown
Miss Billie Reed

BOCKHORST—John A., 61, pioneer newsreel cameraman, March 17 in Washington of burns and shock suffered in a fire which swept his apartment bedroom. The blaze, started by a cigarette, wholly gutted the room. During 25 years behind the lens, he covered both World Wars and became known to figures on both sides of the Atlantic as "Rocky." He had served with M-G-M "News of the Day" as Washington cameraman and was also a member of the camera staff for the Edward R. Murrow "See It Now" television show.

BROWN—Arthur L., retired chief chemical engineer for the Westinghouse Electric Corporation and composer of music for children, March 19 in Elmira, N. Y. A composer of more than 125 selections for the piano and organ, he was ranked third among the world's most popular composers of children's music. His best known works are "Pixie Sketches," "Love Dream" and "Pixie Good Night Song." Survived by his widow.

BURNS—Robert Albert, known professionally as the Armless Wonder, Side Show attraction, March 20 in Atlanta. Services from the Church of the Immaculate Conception, Atlanta, with burial in Hillcrest Cemetery, that city.

BRYANT—William H., 67, pony ride operator, at Cedar Point, Sandusky, O., March 22. Surviving are a daughter and a brother. Burial March 25 in Sandusky.

CARINO—Frank, 60, one of the country's foremost head waiters known as Carino of El Morocco, March 24 at Polyclinic Hospital, New York. His name was Frank Carino Beccaris, but it was by his middle name that he was known for 21 years as greeter at John Perona's well-known New York night club frequented by many show business figures. He leaves his wife, a son and two grandchildren.

COLE—S. J. (Scotty), 64, veteran concessionaire, March 15 in Minneapolis of a heart attack. During his 20 years in show business he worked on the Rogers Bros.' Shows and various other carnivals. Burial in Rosedale Cemetery, Minneapolis.

COLUMBO—Alberto Carlo, 65, motion picture and TV music conductor, March 24 in Los Angeles of undetermined causes. Born November 27, 1889, in New York, he had worked in Gotham as a booker for the RKO Theaters circuit in 1931 and went to the RKO musical department, Hollywood, in 1934. He became head of that department in 1935. He worked for Republic Studios in 1937 and 1938 and started with M-G-M in 1940. He was a member of the American Society of Composers, Authors and Publishers. Survived by his widow, Elizabeth Columbo, and a son, Alberto C. Jr., cameraman at RKO.

CURTIS—Bob (Uncle Bob), 84, former circus canvasman, March 12 in Austin, Tex.

DARLING—Denver, 65, veteran circus performer, March 19 in Riviera, Calif. Born Philip James Darling in Denver, he started in show business when 13 years old. He tramped with numerous circuses but was best known for his clown work and unsupported ladder specialty on the Barnum & Bailey and Sells-Floto circuses. Survived by a son, Philip. Funeral in Inglewood, Calif., March 22.

In Loving Memory of
PHIL (Denver) DARLING
Who Passed Away
March 19, 1954.
Mr. & Mrs. Phil Darling Jr.
and
Florence Darling Lusby

FAZIO—Mrs. Cone, 68, on March 20 in St. Luke Hospital, Milwaukee. She was the mother of Jimmy Fazio, veteran restaurateur and night club operator. He presently operates Jimmy Fazio's Supper Club. Survived by two daughters, Mrs. Josephine Berglin, Los Angeles, and Mrs. Ann Suminski, Milwaukee, and four other sons, Louis, Frank, Anthony and John, all of Milwaukee. Burial in Holy Cross Cemetery, Milwaukee.

BEATTY DOES OKAY IN EARLY STANDS

Rain Hampers Turnout in Some Spots;
Street Parade Sparks Early Interest

POMONA, Calif., March 27.—A foggy lot and threat of more rain combined to give the Clyde Beatty circus small crowds at both performances here Thursday (25). The afternoon performance was more than an hour late. No street parade had been scheduled here. Since the opening in Tucson Saturday (20), the show has moved well on schedule, Frank Orman, general manager, said. The debuting matinee pulled a three-quarter house and the big top was

comfortably filled that night. The Sunday (21) matinee was like Saturday's. No night show was scheduled on the second day of the stand because of the long 301-mile jump to El Centro, Calif.

El Centro on Monday (22) was fair. Date was under sponsorship of the Lions Club. Tuesday's Jaycee-sponsored date at Calexico, nine miles away, pulled an almost-full house for the afternoon and capacity that evening. Opinion was that it would have been a strong turnout with a slightly better weather break.

Indio was played Wednesday with a half-house matinee and a three-quarter one at night. Although played in the dust, the stand had a threat of rain that came after the show ended.

The street parade gimmick is working well, according to show sources. Two flat bed trucks are used to haul six pieces of the parade equipment overland. Early arrival of this equipment is helping to spark interest in the show's arrival.

CBS Program Slates Film On Trefflich

NEW YORK, March 27.—A strip of film shot at the Henry Trefflich animal headquarters has been scheduled for the Ed Sullivan TV show of Sunday, April 4. Trefflich has been making numerous video appearances in connection with the publication in February of his book, "They Never Talk Back," by Appleton-Century-Crofts, Inc.

Trefflich's story, as told to author Baynard Kendrick, runs 246 pages and sells for \$3.50.

Hippodrome Ends Run After OK 1st Season

NEW YORK, March 27.—"Hippodrome of 1955" goes into rehearsal in July, it was reported yesterday, and begins its second tour in September when it plays the Quebec Provincial Exhibition. De Poli, of the home office here, said bookings are solid thru Christmas.

The three-way production, combining "Hippodrome" variety acts, the 12th edition of "Skating Vanities" and the second edition of "Dancing Waters," ended its arena season Sunday (7) in Grand Rapids, Mich.

The season was described as a money-maker, although the unit had its ups and downs. Some dates never before played by the organization's "Skating Vanities" shows were described as producing poor turnouts, although it was said that some of these, if revisited, would get "Hippodrome" for longer runs next season in expectation that the attendance would build up as the show caught on with the public.

Dates Re-Signed

John Hickey at the Arena Managers' Association said yesterday that "Hippodrome" had already been signed for the coming season.

Armory Sold In Bridgeport

BRIDGEPORT, Conn., March 27.—The Connecticut State Armory here has been sold by the State to the Bridgeport Brass Company, which will use it for recreational purposes and also rent it out for the general public. Building will be modernized and a marquee erected.

The 69-year-old structure has been the scene of many indoor circuses, sports events and dances. Sale price is \$102,000. Harold B. Dow will be in charge, assisted by Kenneth Beaudin and Henry W. Hylen.

WHALE TO USE PAPER ON ROAD

NEW YORK, March 27.—Although there is no whale paper up around New York, the Mrs. Haroy promoters are studying samples and bids and will contract for sizes up to 24-sheets for the whale's road tour to begin in a couple of months. A former Ringling billposter, Clarence Bell, is working on school promotion and is expected to take a hand in the billing activity.

Show World Awaits Ike's Tax Bill Okay

Continued from page 1

eral admissions, had set the tax at a penny for every dime "or fraction of 10 cents." The law presently imposes a rate of "1 cent for every 5 cents or major fraction of 5 cents."

There appears little doubt that the Joint Conference Committee will accept the Senate's version on this tax breakage. The House version in omitting the word "major" would have imposed a stiffer tax on certain classes of admissions.

The bill as sent to the Joint Conference Committee would extend until April 1, 1955, the current rates on cigarettes, liquor, gasoline and autos. The slash in the federal admissions tax to 10 per cent would become effective April 1. This would also be the effective date for the new breakage rate on admissions taxes.

The amendment to keep the cabaret tax at 20 per cent was spearheaded by Sen. Harry Byrd (D., Va.) who argued that striking out the House-approved cut would save the federal government \$23,000,000.

at the Montreal Forum, Buffalo Memorial Auditorium, Syracuse War Memorial, and Boston Garden, in that order, altho dates have not yet been fixed. Following Boston it is reported the show will play Milwaukee.

Montreal, Hickey said, was the best AMA date played.

The "Hippodrome" office described its best grosses as having been earned in Quebec, Montreal, Milwaukee, Boston; West Springfield, Mass.; Raleigh and Fort Wayne. W. Z. Betts, manager of Reynolds Coliseum in Raleigh, was credited with a fine promotion job at that date.

Cleveland was "not so hot," Miss Poli reported, with the "Hippodrome" show following "Ice Capades" in by a month, altho all press reviews were excellent as they were thruout the route. Another poor one, she said, was Miami Beach, which run began January 26.

Toledo, a pretty good location (Continued on page 45)

HOME SHOWS

Portland Homer Scores; Expos See Big Business

PORTLAND, Ore., March 27.—Portland Home Show pulled a peak 99,401 persons during its 10-day run, according to Manager Jack Matlack. The total was twice last year's and better than 1951, the previous record-holder. Show was at Fred Meyer Hall. Monte Brooks, of Portland, produced the entertainment, using five acts and a band.

BAKERSFIELD BOOKS ICER, FREE ACTS . . .

BAKERSFIELD, Calif.—An ice show and free act will highlight the Kern County Home and Sports Show, scheduled for May 5-9 at the new fairgrounds here. C. W. McCafferty is promoter.

Nat'l Speedways Sets 50 Auto Race Meets

Contracts Two Big Car Programs
At Canadian Lakehead Exhibition

CHICAGO, March 27.—National Speedways, Inc., will operate a total of 50 big car and stock car race meets this year and, according to Al Sweeney, president of the organization, will sharply increase its promotion on each event in order to get a share of the lighter dollar.

Sweeney expressed the opinion this week that operators would have to spend more time and money on promotion this year if they are to equal or surpass '53 receipts and attendance. While the amusement dollar is getting tighter it's there if the operator gets out and works hard, he said.

Based on his experiences thus far this year, which included the presentation of auto races at the Florida State Fair, and handling press for both the Polack Bros. Circus here and a Chicago home show, Sweeney is building his publicity and advertising staff to a point where it is the largest in the history of the speedway organization.

New additions to the 14-man staff include Jimmy Jordan, Associated Press sports writer, and Al Bierman, former Pittsburgh newspaperman, who is currently an officer in the U. S. Air Force but will be separated from the service in time to join National Speedways. While in the Air Force, Bierman handled promotion on two sports car races at the McDill Air Force Base in Tampa.

Other staffers will include Mrs. Gaylord White, widow of Sweeney's late partner, who will serve in an executive capacity. Mike Cosby will be in charge of publicity over the circuit. Norman Thorpe will again supervise stock car operations while the two billing crews will be under Jerry Marlatt and Woody Brinkman.

Sweeney announced the addition of two more dates of racing. The new contracts call for two programs of big car races at the Canadian Lakehead Exhibition, Fort William and Port Arthur, Ont. The Ontario fair's track has been resurfaced since National Speedways last operated racing at the 1952 edition of the fair, he said.

The '54 season, which will include a total of 12 still dates and 38 races at fairs, will get under way May 30. On that date the organization will operate a 100-mile stock car race program at Topeka and a big car meet at Belleville, Kan. Other still dates, all big car races, will be run at the new Robbins Speedway, Wichita, Kan., the evening of May 31; Aurora, Ill., June 13; Des Moines, June 6, and Jacksonville, Ill., June 20.

Following the April 4 close of the home show here, Sweeney and his wife, Bernice, plan to take a two-week vacation and will get promotion started on the organization's May 30 dates the first week in May.

Moyer to Run Nunis' Races In Ft. Wayne

READING, Pa., March 27.—Russ Moyer, publicist of the Reading Fair, will be resident manager in Fort Wayne, Ind., for Sam Nunis racing operations at the Fort Wayne Speedway. Nunis recently signed to operate the speedway, with the season to begin April 25 with an AAA sprint program.

Moyer will retain his publicity position with the Reading Fair, which he has held since 1936.

Moyer will set up a racing office in the Van Orman Hotel in Fort Wayne in two weeks. He and Nunis recently conferred with John Marcum, head of the Midwest Association of Race Cars, and set up a schedule of stock car events for the track. Nunis will offer programs for MARC late model stock cars, AAA big cars, midgets and stocks, and for sports stocks and roadsters.

The Fort Wayne plant has the only five-eighths of a mile banked macadam race course in America. A shorter macadam oval for midgets is set inside the main track.

BACK TO EUROPE

'Waters' Units Set to Tour On Continent

NEW YORK, March 27.—"Dancing Waters," the musical fountain display, opens today in the Cinema Rex, Paris, for an indefinite run. A second European unit is scheduled to bow in April at the Amsterdam Flower Show, after which the two will be routed thru Germany.

The engagements mark the first Continental showings for "Dancing Waters" since the summer of 1952, when Producer Harold Steinman spotted it at the West Berlin Industrial Exhibition with his European booker for "Skating Vanities," Hans Hafflach, and brought it to the United States.

Steinman left for Europe Thursday (25) to oversee the Paris opening.

With owner A. Joseph Geist of Rockaways' (N. Y.) Playland Park gone to Las Vegas, Nev., for his month's vacation, son Richard and art director Herman Huseby made an appearance on the Herb Sheldon video show.

USED BILLBOARD

U. S. Charges Ex-Chef Filed 90 Tax Forms

NEW YORK, March 27.—It doesn't pay to use The Billboard's weekly Letter List for dishonest purposes, John Richard Egan has learned. Egan, an ex-circus chef of St. Petersburg, Fla., was arrested for allegedly filing 90 tax returns in order to obtain \$18,000 in refunds.

There were 22 counts charged against Egan, who turned a record book over to special agents when they picked him up. In each fraudulent return his fictitious taxpayer claimed six dependents and asked a \$200 refund, giving The Billboard as his address.

In one return Egan used the name "John J. and Mary V. Billboard." He filed in New York, Cincinnati, St. Louis, Chicago and Des Moines.

BOOK REVIEW

Kelly, Kelley Produce Hep Circus 'Clown'

CHICAGO, March 27.—"Clown, My Life in Tatters and Smiles," by Emmett Kelly, with F. Beverly Kelley, both of the Ringling-Barnum show, is to be published Wednesday (31). In it, Kelly & Kelley Combined have produced a word picture of circus business that no troupers or fans should overlook. It is the biography of Emmett Kelly, and it's an engaging yarn that often is dramatic and always achieves the degree of accuracy which show people have hoped for in circus books.

One of its greatest strengths is that it is a contemporary story. (Continued on page 45)

Detroit Unveils Auditorium Plan

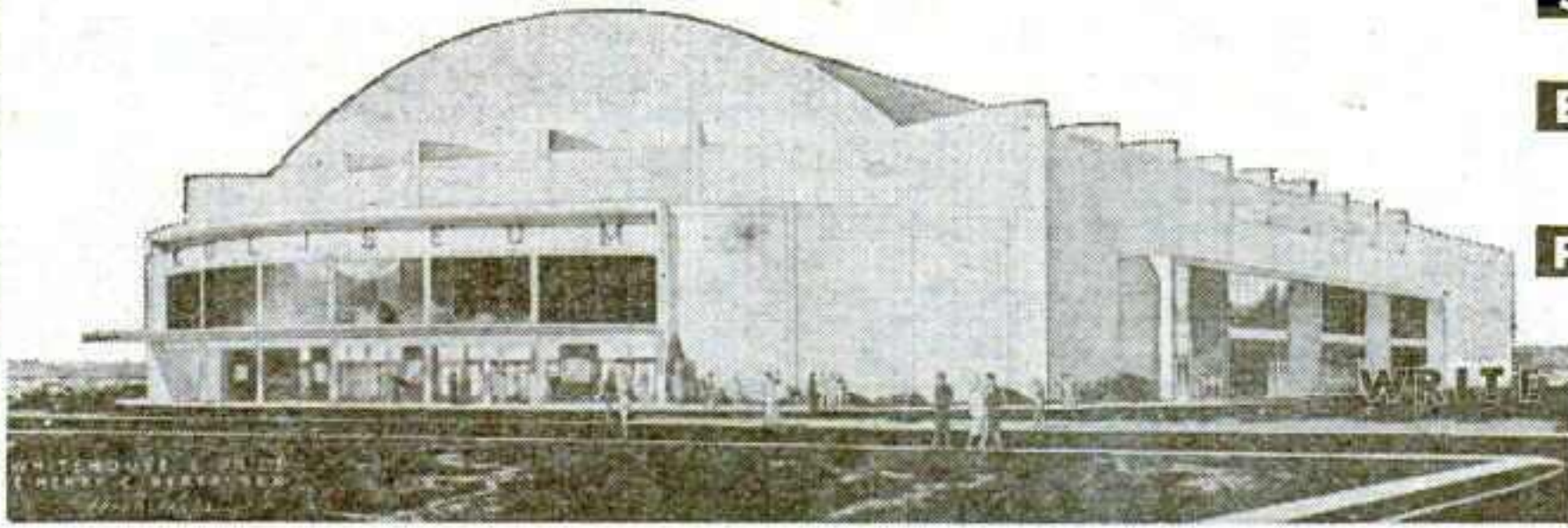
DETROIT, March 27.—Details of Detroit's projected \$22,500,000 Convention Hall and Exhibits Building to be erected along the river front in the downtown area were unveiled Wednesday (24) before the City Council by Willis H. Hall, secretary-manager of the Detroit Board of Commerce.

The major auditorium will have a basic seating capacity of 10,000, with 4,000 additional seats to be placed on the floor. Large areas in the Exhibits Building could be added to the auditorium for big meetings, giving a total seating capacity of 54,000. There are to be 30 other rooms for meetings, with capacity running from 100 to 3,500 people, and two dining rooms to seat 3,500 and 2,000 each. Parking facilities for 7,000 cars will be available, according to the plans.

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Big Whale Staff Has 21 Cops & 5 Bookers

NEW YORK, March 27.—Mrs. Haroy, well framed and nicely painted, reclined under her new blue O. Henry canvas this week as five full-time bookers scoured the metropolitan area school systems seeking groups to visit with the 65-ton whale. Promoters claimed about 5,000 paid admissions each on Saturday and Sunday (20-21) and 3,000 Monday, first full exhibit days.

The Arctic Whaling Company, comprising Raye Perkins, Morris Chalfen, Emery Gilbert and Irving Klein, conceded that the reduced-rate school groups could hold the key to success of the whale's showing in New York. The lot at 69th and Broadway is not expected to pull much curiosity business and is the reason for the promoters' heavy display advertising in the local press.

Altho not garnering as much publicity as was hoped during its haul up Broadway, the whale nevertheless landed a picture in the centerfold of The Daily News early edition, and received modest TV coverage.

Opened Up Cold

Perkins and his associates acted fast in setting up for business once the lot was signed. They moved the mammal onto the lot Tuesday (16), broke the first advertising Thursday (18) and opened for business Friday evening (19). On hand were four searchlights of George Wendelken, used during the first three nights.

As nuts go, the Arctic Whaling Company has a large one to get up. Being out of the theatrical district the exhibit is subject to more vandalism than if shown further downtown. For this reason there are 21 United Service private police on hand in shifts around the clock. The four turnstiles are operated by six cashiers. There are six laborers, two talkers, two magazine salesmen and five bookers.

Superintendent Jack Geddes had

his hands full getting the canvas up, being restricted from using stakes, cable or rope. At first, one and a half inch pipe was used, but the Tuesday night (16) winds "bent it like hairpins." So two-inch pipe now supports the canvas wall which is 150 feet deep and 50 feet across the ends. An Artkraft-Strauss painting, 50 feet long and depicting Mrs. Haroy, is erected above the entrance turnstiles. There are also painted signs out front and the entire front is illuminated.

No Radio, TV, Paper

There is no advertising except that in the newspapers, and the ads, on expensive amusement page locations, are running every day. The idea, as described by Dick Banahan, who layed out the souvenir book, is to hold down the bally for the New York performance and exploit the whale as a scientific, educational display.

Geddes is adding steadily to the exhibit. Mounted on its flatcar beneath a 100 by 8-foot canopy, the whale is augmented so far with large paintings of nautical scenes and a mounted whaling equipment collection, and will soon have a stuffed polar bear and an Eskimo's kayak.

Ticket prices, plus tax, are 50 cents for adults, 25 for children and 15 for school groups. The first such group, with 250 kids, was to pass thru this morning.

The Friday night opening (19) was to draw a crowd during the press reception held adjacent to the exhibit.

Rigging Supply Slated

With the pipe framework it now has, the whale can be shown on almost any kind of lot. Wood and cable can be used where staking is allowed while on the road, and hard-surface lots such as the parking lot now employed, will get the all-metal treatment. Geddes claims he can knock down the structure in four or five hours.

(Continued on page 45)

NEW! Equipment

- * Rodeo Ride
- * Choo Choo Ride
- * Speed Boat Ride
- * Kiddie Auto Ride
- * Rocket Ride
- * Pony Cart Ride
- * Army Tank Ride
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Swenson Stunt Show to Play Crosby Jubilee

SPRINGFIELD, Mo., March 27.—Crosby's Golden Jubilee Day, set for the Divide County Fair at Crosby, N. D., will feature the Swenson Thrillcade, afternoon and night, according to Aut Swenson, Thrillcade owner-manager. He recently completed negotiations with Neuman Power, president of the Crosby annual, for the thrill show's appearance there July 15.

Additional early North Dakota dates signed by Swenson include engagements at the Rugby Fair, the Stutsman County Fair at Jamestown, the Rollo Fair and the Wells County Fair at Fessenden, where the Swenson stunters will play for the fifth straight year.

The 19th annual Northwest Water Carnival at Detroit Lakes, Minn., has been signed and will be linked to the early North Dakota Thrillcade circuit.

Upon returning to Thrillcade headquarters in Springfield, Mo., after a flight to Detroit, Mich., Swenson announced that the stunters would feature 1954 Ford cars in the fifth annual International Thrillcade tour this year.

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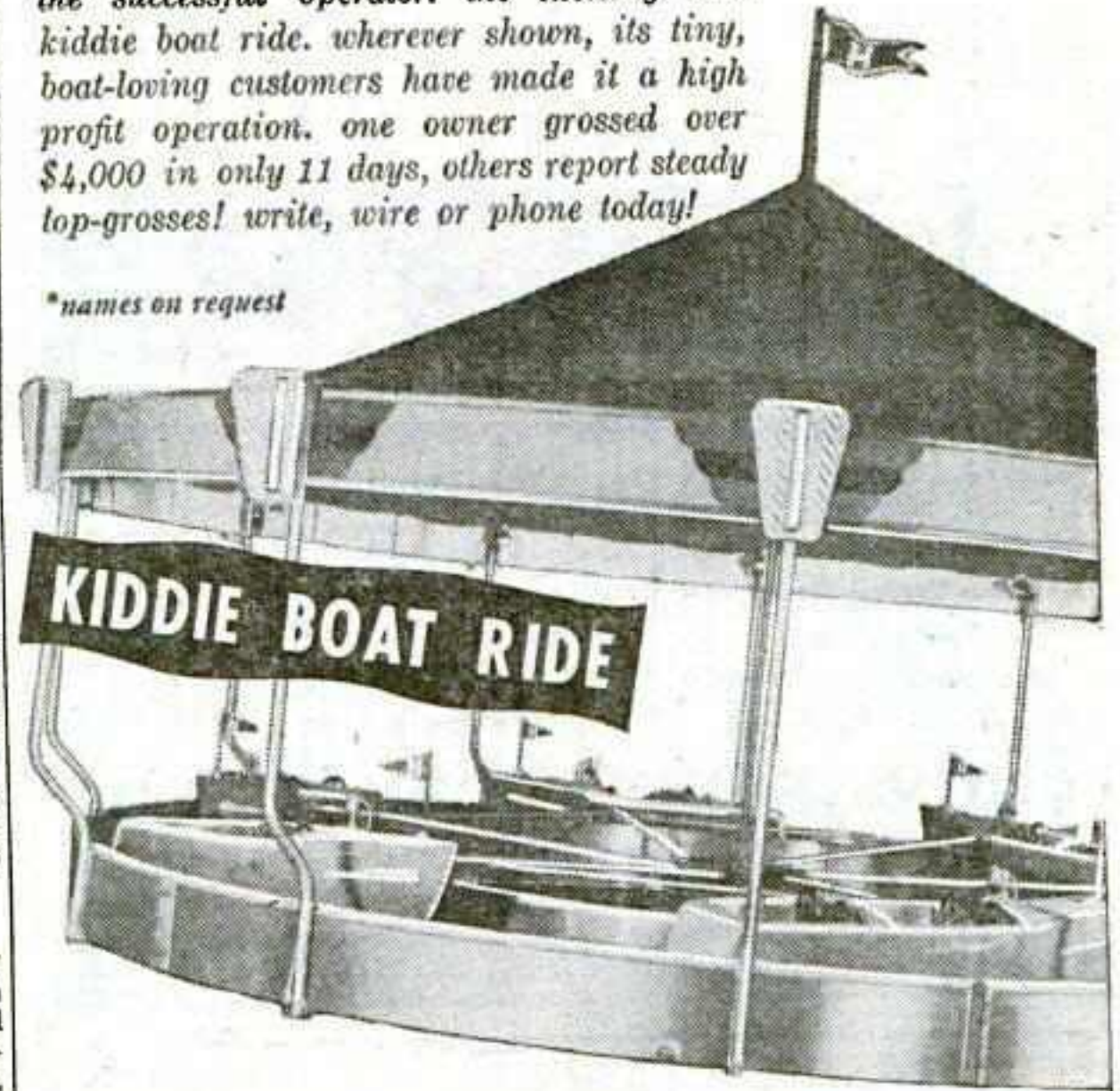


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*names on request



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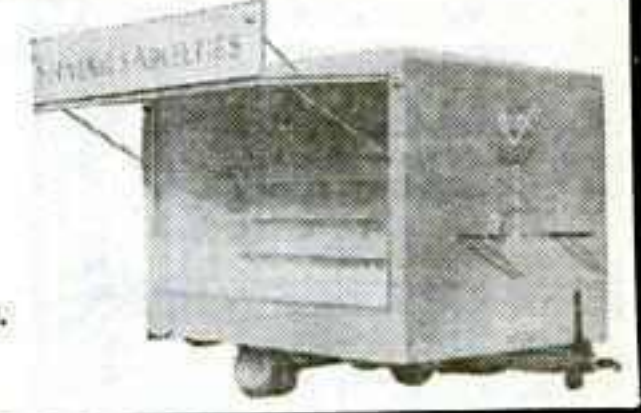
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HARRY SOMMERVILLE

ROADSHOW REP

ONE of repertoire's best-known personalities, **Fred Reeth**, died March 23 in Madison, Wis., at the age of 58 after a brief illness. In recent years he had managed the Capitol Theater at Madison. Funeral services and Masonic rites were held March 25, with burial in Forest Hill Cemetery, Madison. Reeth's death followed by exactly two months the death of one of his closest friends, veteran rep man **George Roberson**, who passed on January 23 in St. Petersburg, Fla. Reeth left the tent show field in 1929 after his company folded because of the depression. That same year he married Beulah Hayes, a musical comedy actress. Later they organized the Buree Spook Show with which they occasionally took to the road. Reeth joined Jules Comedians in 1912 to play Toby roles. Later he went with the **Winninger brothers' rep show**. One of the **Winningers, Charles**, went on to Broadway and Hollywood. By 1921 Reeth had formed his own company, the **Fred Reeth Players**. With the 1929 fold-up of his show, Reeth went to Milwaukee as a theater manager, and in succeeding years he managed houses in Neenah, Appleton and Sheboygan, Wis., before going to Madison. Besides his work as theater manager, Reeth found time to be a member of the American Legion 40 et 8, Zor Shrine and Masonic Lodge 325.

to the West where he has put in the past four summers. At North Bay, Ont., McGovern ran into the **Stephens Family Show**, with **Alex Stephens** reporting biz poor. . . . **Giles Streeter**, well known in old-time tent rep circles, has been working a solo show in Oregon and Washington to fair results. . . . Cold weather reportedly has put a crimp in business for the **Dwight Family Show**, currently in Grant, Neb. . . . **Gifford Eaton** writes from Sanford, Me., that he has been trying to promote hobby shows in the Northeast, but that the territory is badly stricken with dull business.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A. M. P. Shows: Woodruff, S. C.; Alberman, N. C., 5-10.
- American Midway: Victoria, Tex.
- B&H: Sumter, S. C.; Orangeburg, April 5-10.
- Big State: Paris, Tex.
- Bogle, F. D.: Arma, Kan., 29-April 6; Pittsburg 8-18.
- Borderland: Palacios, Tex.
- Capital City: Valdosta, Ga., 23-April 10.
- Crafts: 20 Big; (Fair) San Bernardino, Calif.
- Drew, James H.: Gaffney, S. C., April 2-10.
- Ferris, Carl D.: Savannah, Ga.
- Franklin, Don, No. 2: Cuero, Tex.; Poteet April 5-10.
- Frontier: Phoenix, Ariz.
- Gentsch, J. A.: McComb, Miss.
- Gold Medal: Atlanta, Ga., April 5-10.
- Great Wallace: Statesboro, Ga.; Savannah 5-10.
- Harrison Greater: Troy, N. C.
- Helman United: Grand Coteau, La.
- Hill's Greater: Roswell, N. M.; Clovis, April 4-9.
- Interstate: Albany, Ga.
- Lane, Leo: Belle Glade, Fla., April 1-10.
- Midway of Mirth: Mount City, Ill., 3-10.
- Mighty Page: Goldsboro, N. C.; Camp Lejeune, April 5-10.
- Milliken Bros.: Hazelhurst, Ga.
- Moore's Modern: Durant, Okla., April 1-10.
- Orange Bowl: Sanford, Fla.; Apopka 5-10; Oneida 12-17.
- Pan American: Millington, Tenn.
- Palmetto Expo.: Kings Mountain, N. C.
- Palm American Amuse.: Glendale, Ariz.; (Fair) Yuma, April 7-11.
- Penn Premier: Baltimore, Md., April 5-17.
- Perry, Jack J.: Saluda, S. C.
- Raley, Harold: Hardeeville, S. C.; Beaufort 5-10.
- Red Ribbon: Vicksburg, Miss.
- Rocky Mountain Empire: Midland, Tex.; Plainview, April 8-17.
- Shan Bros.: Maryville, Tenn., 4-12.
- Southern Valley: Yazoo City, Miss.; Philadelphia 5-10.
- Spartan Greater: Hamburg, Ark., April 5-10.
- Stephens, C. A.: Lake City, Fla.
- Strates, James E.: Washington, D. C.
- Tennessee Valley Amuse.: West Point, Miss.; Europa, April 5-10.
- Tidwell, T. J.: Andrews, Tex.; Sweetwater, April 5-10.
- 20th Century: Eldorado, Ark.
- United Expo.: Hope, Ark.
- Virginia Greater: Suffolk, Va., April 5-10.
- Vivona Bros.: Sumter, S. C.
- Wolfe Amuse.: Greer, S. C.

FREELY Family Show, which recently completed an East to West trek in Northern California, reports only ordinary business due to cold weather in the Northwest. A return trip via the Southwest is planned by the three-people trick which uses **E. F. Hannan's "On Vacation"**. . . . **Clifford Wright**, former musician and vaude performer, is currently promoting minstrel shows in the Dorchester and Cambridge, Mass., areas. . . . **J. G. Barnes** plans a late-spring opening with a wall tent show in Southwestern Oregon. Merchandise will be carried. . . . **Louis McGovern** reports that he has been working some solo dates in the Napanee, Ont., area to slow biz and plans to move

DRIVIN' 'ROUND THE DRIVE-INS

FILMACK Trailer Company, Chicago, announces a new catalog, the "1954 Drive-In Catalog of Trailer Ideas." The booklet is devoted exclusively to drive-in theater advertising, exploitation, special stunts, refreshments and institutional ideas. The catalog contains over 100 trailer ideas and lists copy for more than 50 subjects, including holiday fireworks and intermissions. Also listed is Filmack's new all-purpose intermission clock and the merchant billboard intermission clock trailer. The merchant billboard clock, according to **Irving Mack**, president of Filmack, has become popular because it gives drive-in operators an opportunity to gain extra revenue from ads used during intermissions. A copy of the catalog may be had by writing to Filmack.

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- Davenport, Orrin: Dayton, O., 23-27; Columbus 29-April 3; Duluth, Minn., 19-25.
- Hagen Bros.: Bryan Tex., 30; Rockdale 31; Brenham April 1; Seguin 2; San Antonio 3-4; San Marcus 5; Austin 6; Georgetown 7; Waco 8; Cleburne 9.
- Polack Bros. Eastern: (Aud.) Erie, Pa., 25-27; (Armory) Albany, N. Y., 31-April 3; (Armory) Lewiston, Me., 8-10.
- Polack Bros. Western: Indianapolis 23-28; Phoenix, Ariz., April 3-4; (Aud.) Stockton, Calif., 10-18.
- Repencky, Loy: De Funiak Springs, Fla., 23; Troy, Ala., 24; Greenville 25; Selma 26; Demopolis 27; Tuscaloosa 29; Homewood 31-April 1.
- Rice Bros.-Joe Mix: Florence, Ala., 23-26; Harrisburg, Ill., 29-April 2.
- Ringling Bros. & Barnum & Bailey: New York 31-May 9.

Miscellaneous

- Bailey's, Bill, Minstrels: Selma, Ala., 23; Montgomery 24; Columbus, Ga., 25; LaGrange 26; Atlanta 27; Macon 29.

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 - Plastic Markers, Red or Green, round or square, 3/4" diameter, M Scalloped Edge, Green only, M Smaller Size, 3/8" diam., Red or Green Plastics, M... 1.50
 - Adv. Display Posters, size 24x36, Ea. .15
 - Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for... 15.00
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 - Featherweight Thin Bingo Sheets, size 5 1/2 x 7 1/2, very large numerals, in 3 colors, "Jocoe" only, tabbed, M Round white N.J. Cardboard Markers, 2 sizes; 1/2-inch diam., 1800 to 1b.; larger size, 3/4 diam., 1000 to 1b. Either size, 1b... .85
 - Capitol Bingo Blowers, electric operated complete with 75 numbered Ping Pong Balls, weight 100¢. Send for illustrated circular for 160.00
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Kelly, Kelley Have Hep 'Clown'

• Continued from page 41

Scores of names that enter this account are those of circus people, active now or known to everyone who follows the business.

Here is correct depiction of the big tops over the past 35 years. It gives the reader a vision of a two-car show and the Greatest Show on Earth. It captures the feel of show business as it tells of old settlers' celebrations, "air-drome" theaters, mud shows, carnivals, garland entry, winter dates, lay-offs and opening in the Garden.

It is a professional family album, with Bill Langer, Arthur Burson, Danny Odum, Doc Grubbs and Ernest Haag; with Fred Buchanan, Fred Ledgett, Eddie Ward and Ab Johnson; with Poodles, Otto, Cheerful, Crazy Ray and Kinko among those present. There is history like the Howes-Barnes opposition, the rough 1928 tour of John Robinson, Adkins' Hagenbeck-Wallace parade and Tom Mix's trip with Sells-Floto.

To the general public, "Clown" offers easy helpings of the whys and wherefors of circus operation, touching on many phases of trouping with tops and trains. Its collection of humor: circus stories includes many fresh ones.

But most of all, this is Emmett Kelly's story. As the farm boy progresses from his Missouri Ozarks to Kansas City and onward to circus and cartooning jobs, he reflects a circusman's combination of grit and endurance with humor and sympathy. As Kelly tells all, there is unfolded a believable procession of events marked by both "tatters and smiles." It is with feeling that Kelly speaks of his marriages, his parents and his children. He's human and humble when he nervously awaits cues in England, Cuba and Madison Square Garden. He is modest as he measures his accomplishments by how they must appear to his friends in clown alley. He is proud of each success along the way and he successfully avoids a Pagliacci reaction. When he tells about Hartford, 1944, the story reaches a dramatic peak.

Backstopping Emmett Kelly's facts and feelings are the abilities of F. Beverly Kelley, and this is the best of his circus writings. Whether for the moment the clown is painting kewpie dolls, animated cartoons, parade wagons or a new clown face for his movie debut, the writer's handling is in an understanding manner that comes only thru love of show business.

Kelly succeeds in weaving general circus information into the story for the public without losing

those readers who might already know it. And yet he includes the exacting details and minute points of interest that show people will look for.

This book is likely to win widespread public attention, deservedly, but it has special interest for show people because it is that rarity that is both skillfully produced and circus-hep. Sometimes in other cases the man with the story or the man with the typewriter was lacking. In this case, both Kelly and Kelley measure up to the task. It's a rare combination in which each is articulate and each knows circus. ("Clown, My Life in Tatters and Smiles," by Emmett Kelly, with F. Beverly Kelley. Illustrated by Alicia Fiene. 271 pages. Prentice-Hall, \$3.95.) Tom Parkinson.

Home Shows

• Continued from page 41

the previous high, he said. Final day, a Sunday, topped 10,000.

KENTUCKIANA EXPO SET AT LOUISVILLE . . .

LOUISVILLE—The Kentucky Home Show, April 3-11, will occupy the Louisville Armory, following on the heels of a busy basketball season for the building. Herman J. Penn is building manager.

TOLEDO PLANS HOMER: HENIE TO FOLLOW . . .

TOLEDO—Home and Builders' Exposition is scheduled for the Sports Arena here April 3-11. This will be followed by the Sonja Henie ice show, April 19-25. Building recently completed installation of baffles to improve acoustics and the job was termed a success following concerts.

HEAVY PRESS MOUNTS FOR CHICAGO SHOW . . .

CHICAGO—Modern Living Exposition at Navy Pier here April 3-11 is going strong on publicity and advertising. It will feature "Dancing Waters" as a free act. Al Sweeney's press staff includes Jim Mullen, who is handling suburban newspapers with publicity built around a queen and suburban mayors, and Jack Ryan, Chicago newspaper and TV man, who has set 15 personal appearances on video outlets. Show is using 80 24-sheets, three-sheet boards on the Elevated and two styles of bus cards.

GREENBAND HAS UTAH; PHOENIX SHOWS HYPE . . .

SALT LAKE CITY—Edward I. Greenband, Western home show producer, will have the Utah Home Show here May 11-16 at Rainbow Randevu. He said advance prospects were good. He just completed a show at Phoenix, Ariz., where an increase was scored. He said a "do it yourself" section will be new in the Utah show.

Hippo Ends Run

• Continued from page 41

in the seven years the roller skating production appeared there, was below expectations and this was blamed partly on the local employment situation.

Sponsor Dates Good

It was emphasized that good results resulted where the show was sponsored, with the Boston Shriners credited for the success in that city.

Other dates were described as follows: Pittsburgh, poor, but attendance was building at the closing performances; Norfolk, three good nights, then a blizzard wiped out the rest; Fort Wayne, Ind., fair altho the "Skating Vanities" died there last time out; Providence, poor, "typically Providence"; Johnstown, Pa., "we died"; Oklahoma City, just made expenses; Tampa, good; Grand Rapids, fair, with cold and dampness partly blamed.

The only loss of featured personnel during the route was that of Siki, juggler, who returned to Paris during the final three months.

It was reported that no changes in the format will be attempted for next season. Gae Foster is again staging and directing the production for Producer Harold Steinman, who will have a few new European acts in the lineup.

Gopher Group May Broaden Membership

April 26 Meet to Study Inclusion Of Northwest Ops

SHAKOPEE, Minn., March 27.—One of the principal topics to be studied at the April 26 meeting of the Minnesota Roller Rink Operators' Association at Moulton's Roller-drome, Rush City, will be enlargement of the MRROA to include all Northwest States, it was announced recently in the MRROA News, official association publication.

All rink operators from North and South Dakota and Wisconsin, in addition to Minnesotans, are invited to attend the meeting, said Paul G. Steinkopf, MRROA president. Steinkopf, who operates Roll Along Roller Rinks at Shakopee, edits the MRROA News. The Rush City meeting will open with registration and discussion period at 10:30 a.m. The main business meeting will get under way at 1:30 p.m. Another topic to be mullied at the afternoon session is the association's queen contest.

In addition to Mr. and Mrs. Steinkopf, MRROA membership currently includes Mr. and Mrs. L. W. Masee, Masee's Roller Rinks, Farmington; Mr. and Mrs. Ted Hanson, Ted's Rink, Hutchinson; Mr. and Mrs. Clayton Ankeny, Ankeny's Recreation, Blue Earth; Mr. and Mrs. Cecil Van Winkle, Roller Inn, Appleton; Mr. and Mrs. Don Sternke, Kokato Roller-drome; Robert Yackley, New Ulm Roller Rink; Mr. and Mrs. M. C. St. John, Reggie's Rink, Winona; Mr. and Mrs. Warren Moulton's Roller-drome, Rush City; Mr. and Mrs. Edwin Doughty, Riverside Rink, Red Wing; Carl and Phil Peterson, Carl's Rink, Albert Lea, and George S. Lamm, Valhalla Roller-drome, Slayton.

Whale Staff

• Continued from page 43

and that it can be set up in less than a day.

Better fortunes than in New York are expected to be made once the whale is routed. The current lease on the lot is for two months with options, but it is not expected that Mrs. Haroy will be around New York much after June, if at all. There has been no signing of lots on the road as yet.

When the 90-foot flatcar's 16 wheels are put back on, the exhibit will be able to move by rail. The gauge is okay and coupling differences with American systems have been straightened out, Banahan says.

Flashy Booklet

Owner Lief Soegaard, getting his percentage off the top, is not greatly concerned with anything other than the way his whale is displayed. His efforts to obtain promotion of the whale as a scientific feature are evident in the expert-looking souvenir book made up by Banahan and selling for 25 cents. The book is an illustrated text on whales, containing scientific information and profuse illustrations. A dissertation, "Giants of the Deep," carries the byline of Dr. Robert Cushman Murphy of the American Museum of Natural History.

The booklet is being circulated thruout area schools by a direct mail approach, and the five bookers are following with visits.

Dr. Murphy also recorded a lecture which early last week was used to spell Mrs. Haroy's nautical-garbed talker, Jim Rowe. There is now another lecturer and another magazine salesman to relieve Tex Burke.

Also listed on the promotion's staff are Vernon McReavy, general manager; the John O'Malley office, promotion; Arthur Hoffman, general agent; Phil Wortham, treasurer; Sinclair Clarke, taxidermist; Wesley Morse, book cover and art layout, and Henrik Belvinkel, personnel secretary for Soegaard. Dr. Murphy and George Goodwin, of the same museum, are listed as scientific consultants.

\$300 Prize Layout For Deuback Party

Anniversary Celebration to Offer Show, Contests in Gesture of Appreciation

DALLAS, March 27.—Prizes valued at more than \$300 will be given away in connection with the 17th anniversary celebration of Deuback Skating Rink here, March 27-April 3. Operator Deuback stages the event annually as a gesture of appreciation of the steady patronage by skaters during the preceding year.

Deuback opened his rink here in 1937, the first building ever constructed in Dallas County for the exclusive purpose of roller skating. Since that time a strict and carefully planned operations policy has won the approval of parents and skaters and made the rink a profitable enterprise. One of the things responsible for the growth in patronage has been Deuback's policy of making some improvement in the physical plant each year. The skating floor has been widened and lengthened twice. A large concrete parking lot was installed following the war. In 1947 the rink was completely remodeled and a 20 by 150-foot lobby was added by widening the building, which now offers ample room for skaters and spectators. In other years a skate room, lunchroom and shoe skate sales room were added. In 1950 a Canadian maple floor was installed. Deuback has also added air conditioning and heating units and a party room. Incidentally, Deuback says he now treats his skating floor with a new liquid which gives the surface a clean, light brown appearance, keeps the floor from becoming slick and eliminates the use of powder.

Up for grabs this year are a number of skating passes, tied in with a rink sweetheart contest, and numerous merchandise prizes to be awarded in a contest based on attendance during anniversary week and participation in special events offered during the week. Prizes will include a horse and carriage TV or mantle set, lady's leather handbag, a number of figurine sets, Easter sets, etc.

Everyone buying an admission ticket during the first five nights of anniversary week will be given a point card to which the patron must sign his name and address and have in his possession each time he skates. The patron's card will be stamped by the cashier every time he buys an admission ticket. Then points will be awarded every time the patron participates in the games and contests. Extra points will be given to winners of various contests. Deuback says the plan is designed to give

everyone an equal chance of winning a prize. The five skaters amassing the most points will be given their choice of prizes.

Eight girls have entered the sweetheart contest. Patrons will be permitted to cast one vote for the girl of their choice for each 10 cents spent at the rink during anniversary week. The winner will receive a pass good for four months' skating at the rink. Second, third and fourth-place winners will receive three-month, two-month and one-month passes, respectively.

Prizes are also to be awarded in a "name the object" contest being conducted during the celebration. Skaters and parents alike are invited to enter this contest. Listed in the rink's monthly paper are 15 riddles which give clues to objects seen in the rink. The ones with the best lists of answers will also have a choice of prizes.

A high spot of the celebration will be the "1954 Roller Revue," a 45-minute floorshow which is to be presented the last three nights. It has been directed by John Ed Deuback and Victor Deuback will serve as emcee. The show will offer such features as a couple's specialty number; the Skatettes, a chorus of 18; acrobatic skating, a tiny tot specialty, variety skating specialty, comedy skating, waltz and two-step skating and trick skating.

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Safety Leaguers Sked Minn. Meet

FARMINGTON, Minn., March 27.—L. W. Masee, operator of Masee's Roller Rink here and chairman of the Roller Rink Safety League for Minnesota, invites operators to attend a Safety League meeting to be held Monday (5) in the Curtis Hotel, Minneapolis, at 1:30 p.m. Masee was recently elected a director of the Safety League at its annual meeting in Chicago.

The Minneapolis confab will feature a talk by Oscar F. Litterer, economist of the Federal Reserve Bank. There will also be an informal discussion of operator problems.

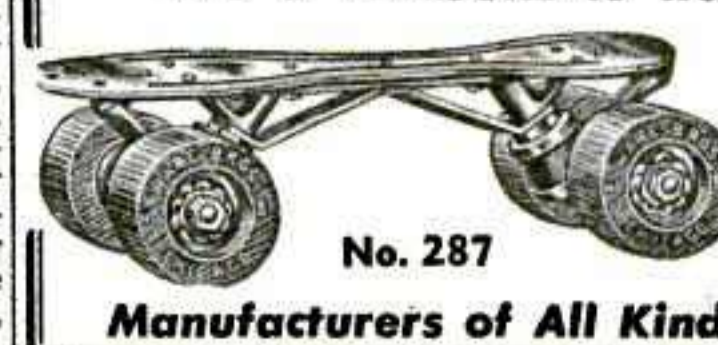
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5282 Hollywood Blvd., Hollywood, Calif.

Mills Bros. Makes Plans For 15th Opening Spread

GREENVILLE, O., March 27.—Plans for Mills Bros.' annual dinner for press and fans following the season's first matinee are being made and invitations are being sent out. The opening day will be Saturday, April 17, with the show at its winter quarters on

the Darke County Fairgrounds here.

Performers and staffers are assembling here and others are en route. Rehearsals are under way here, with Paul and Jinx Nelson training new arrivals for menage, web and ladders.

Cookhouse now is feeding about 70, it was reported. New cookhouse canvas is scheduled for delivery and George Davis is en route from New England to assume his new duties as steward of the Mills cookhouse. A new concession truck has been readied and new candy tops are on hand.

Jack Mills is working with Mayor Marion Perry and the Chamber of Commerce is preparing the opening banquet, which annually attracts several hundred newspaper people, fans, State officials and auspices committees. Fred Stafford, with assistant George Hodgdon, has moved the press department to quarters from Cleveland.

Attendance has been good for Saturday afternoon training shows and Sunday sightseers' tours of quarters.

King-Cole Deal Expected to Jell In Near Future

CHICAGO, March 27.—Probability that arrangements soon will be completed for Cole Bros.' Circus animals and property to go to King Bros.' Circus was repeated this week by Bill Horstman, vice-president of the Cole show.

He said that he had conferred with Arnold Maley, co-owner of King Bros., at Atlanta last week and that he planned to discuss the proposed deal with Arthur M. Wirtz, chief of Cole Bros., in the next several days.

Horstman said that details of any final transaction would provide for the Cole animal acts to appear as scheduled in several such advance bookings as the Cincinnati Shrine show next month. He said several other bookings for the Cole elephants were in the works and would not be jeopardized by the King transaction.

King Bros. has taken delivery on four elephants and a Liberty horse act bought from Cole several weeks ago in a separate deal. The present discussions involve Cole's remaining six elephants, additional horses and ponies plus Cole wagons and other show property based at Peru, Ind.

R-B Returning To Hartford

HARTFORD, Conn., March 27.—The Ringling circus will return to the Hartford metropolitan area this season for the first time since 1944.

The Big One will probably open June 11 on a lot in suburban East Hartford after playing Wallingford, Conn., and after its one-day stand here it will go on to Worcester, Mass. The East Hartford lot has not yet been selected.

Hartford newspapers gave the approaching performances a normal news treatment, with no melodramatic treatment hinging on the 1944 catastrophe.

Gil Gray Plays Missouri, Iowa

SIoux CITY, Ia., March 27.—Gil Gray Circus, indoor and ball-park opera, opened its season to good business at St. Joseph, Mo., and moved to Sioux City for the week ending Sunday (21). The show is off this week and works next week in Springfield, Mo.

Kelly-Morris Opens in Florida; Animals on 'Til Gem City Bows

TAMPA, March 27.—Kelly-Morris Circus, appearing here Tuesday (23), drew light crowds but had a 4,000-ticket advance sale. Show is only a few days out of De Land winter quarters.

Bill Morris continues in command, and his brother-in-law, Paul Kelly, has most of his animals here until time for his scheduled joining out with Gem City Shows.

Rolling stock includes a pole and seat truck, canvas spool for 1953 tent, menagerie top truck,

performing cats in three shifting cages in an untitled truck, the former Cole Bros.' hippo in a cage wagon converted into a semi-trailer, and two small trailers carrying monkeys, bear and rigging. There also is an electric organ and a power plant plus other equipment. Color scheme has red letters on white and yellow letters on red.

Route plans will take the show northward to the Richmond, Va., area by early April and then toward Washington.

WHO'S WHO COMING UP

CHICAGO, March 27.—Who's Who in the Circus, the first compilation of its kind, will be published in the Spring Special issue of The Billboard, dated April 10.

Names of nearly 3,000 circus people appear on the extensive list prepared by The Billboard and the Harry Hertzberg Collection at the San Antonio (Texas) Public Library. Included are many circus pioneers and hundreds of people who are active in present-day shows.

R-B Worker Dies In Train Slip; Ruled Accidental

HIGH SPRINGS, Fla., March 27.—A Ringling elephant handler died yesterday in a fall from the circus train as it was en route to New York City. State officials allowed the train to proceed after a delay of about two hours, having ruled the death of Kenneth Doctor accidental. Witnesses said Doctor was proceeding along a flat car and lost his balance.

PARTING OF THE WAY

One Show Salutes Another In Dawn Parade at Macon

MACON, Ga., March 27.—This long-time show center has seen many circus parades over the years that it has been home for such outfits as Sun Bros. and Sparks. But what must have been its most unique procession was

seen by a few early risers Friday (19).

It was then that the 10-truck caravan of the Cristiani Family made its exit. The vehicles, newly painted for the Bailey Bros. & Cristiani Circus, paraded thru the King Bros.' Circus quarters at dawn. Flags were flying from the vehicles and an air calliope was tooting. Truck horns roused occupants of the trailer park adjacent to the King quarters. The caravan was starting its journey to Gonzales, Tex., thus splitting the 1953 King-Cristiani show.

Later in the morning, Lucio, Oscar and Belmonte Cristiani went to the King office wagon to shake hands with Floyd King and Arnold Maley, of the King show. They were to catch up with the trucks along the way.

King and Lucio Cristiani dissolved their partnership which operated a circus for five years, with continued amiable relationships between them and the two sets of employees, it was reported.

Gosh Works in Novel Twists

KNOXVILLE, March 27.—Byron Gosh worked in some novel twists with his All-American Indoor Circus, which has been touring the West Virginia mining country.

At Lewisburg, where an overflow crowd turned out, Gosh recruited a federal tax collector and State tax collector as ticket takers.

In Beckley, where mines have closed down, so-called "recession" tickets were distributed to miners at the unemployment compensation office and employment offices. The deal was arranged with the Jaycees.

The show hires a crew of local high school teachers in each stand to do the telephone promotion and membership ticket sale.

His indoor show will close just before Easter, and a few days later the unit will reopen to play ball parks. Gosh recently signed with the Mountain States Baseball League to play nine ball park dates of two days each.

A Sunday date in Fayetteville, without auspices and without promotion, drew 4,000-paid for the afternoon and a one-third house at night in the 3,800-seat Memorial Auditorium.

Recent visitors to the show included Kitty and Byron Spaun, owners of a West Virginia theater chain and former operators of the well-known Spaun Family Show. Gosh formerly had the By Gosh Tent Show and others.

Gainesville Maps April Bow For Community 25th Year

GAINESVILLE, Tex., March 27.—Gainesville Community Circus is all set for the opening of its 25th season here on April 21-23. A. Morton Smith said this week.

The big top seating capacity has been increased to 3,500 with 1,512 chairs and the ticket wagon has been rebuilt to provide three ticket windows.

The program features a new spec, written by Harry Dann, "Mother Goose and Sleeping Beauty," in which the entire personnel takes part. Dr. J. R. Reuther is director and he has designed and executed tableau wagons for Sleeping Beauty, King Cole, Humpty Dumpty and Punch and Judy.

New aerial acts include a three-people wire act and a four-people high rigging act featuring precision work on single traps, rings and cradle. The aerial ballet numbers are "Singing in the Rain" for aerial ladders, and "Deep Purple" for webs and aerial perches. The flying act has four members.

There will be four tight wire turns, foot slide, foot revolve, muscle grind and foot loops, two trampoline troupes, contortionist and two rolling globe numbers. Vernon Pratt will work his Liberty horses and pony drill, Jack Ogle has dog and pony riding act and a Liberty horse which has been in the show since 1931. There is a five-people bareback act, a chimp and an elephant act.

Leon F. O'Neal heads the clown contingent of 22 who will produce six numbers. F. E. Schmitz is announcer and Dr. A. A. Davenport,

D. C. Slumps for H-M Despite Big Matinees

WASHINGTON, March 27.—Capacity matinee business has marked the Hamid-Morton Circus run at Uline Arena here. Last night's show was sold out and so are the matinee performances for today and tomorrow, the closing.

The excellent matinee business was attributed by Col. Robert Morton, circus manager, to a reduced price gimmick. An adult, accompanied by a child, could gain admission for both on matinees, except for the weekend, by paying one general admission price.

Night business has been off, however, except for last night's performance. The gross today was judged to be about 10 per cent off from last year—some 4 per cent more than the average decline in the West.

Morton attributed the lag here to a bad economic situation—some 6 per cent of the working population is reported idle, he said—and also to the bad location of Uline Arena. There is virtually no parking available in the vicinity of the show place which is located in a part of town that is not conducive to attracting crowds at night, he said.

A tie-up with Parent-Teacher organizations has aided the show considerably. The groups earn 10 cents on every ticket they sell and have been extremely active. Howard P. Foley is credited with starting the annual show here some years ago. Orville Megby is

potentate of the sponsoring Almas Temple.

At the conclusion of the date here the show will lay off two weeks and then journey to Pittsburgh, Harrisburg and Altoona, Pa. Three Canadian dates will follow.

Morton left here for his home in Florida last night to spend the idle period.

R-B Sales Off Slightly But Outlook Good

NEW YORK, March 27.—With the 1954 season's opener only a few days off, sales for the Madison Square Garden stand of Ringling Bros. and Barnum & Bailey Circus were rolling along yesterday at a better clip than veteran staffers had expected.

Altho Easter week falls later this year than last, orders for subsequent dates are good, it was reported. Most early orders have been for Easter week, and altho it would be preferred to have this demand spread out, the Big One is not worried.

The total ticket sales money has been trailing last year's by a small percentage, but show officials are keeping in mind that last year's gross here was an all-time high. The pattern was put as resembling the 1952 pre-opening sale, and that stand here was a very good one for the show.

As usual, the early requests are for the higher-priced ducats, and these are going well including the jacked-up tickets. About 800 seats, comprising the first four rows of the arena encircling the performing area, were boosted from last year's price of \$5.50 to \$6. These and other higher-priced seats are selling nicely, it was reported. The range this year is from \$1.50 to \$6.50.

Mail orders are off the pace set last year and even trailing the 1952 sale, but total ticket money is on a par with 1952.

The 79-performance run begins Wednesday night (31) which will be a benefit for United Cerebral Palsy of New York City. Tickets for the benefit opener in the higher range will go for from \$10 to \$50. Lower priced tickets, \$1.50 to \$3, will be unchanged in cost and will be available at the Garden box office.

Chi Stadium Omits Circus

CHICAGO, March 27.—A definite decision to omit the 1954 spring circus date at the Chicago Stadium was announced this week by Bill Horstman, of the Stadium and Cole Bros.' Circus. He said that the decision applied only to this year, leaving open the question of whether a show would be planned for 1955.

4 Shows Starting From Hugo In Operation 'Little Peru'

HUGO, Okla., March 27.—Remindful of the earlier days when Peru, Ind., quartered numerous circuses, exodus of the Miller family shows and allied operations will get underway April 7, when the new Miller Bros.' Rodeo opens at Hope, Ark., and heads toward Tennessee.

Second starter will be the Tex Carson Wild Animal Circus, owned by Jack Moore and augmented this year with D. R. Miller equipment and stock. It opens on April 14 in Oklahoma.

The newly titled George W. Cole Circus, which used to be the Cole & Walters show, is tentatively scheduled to get underway April 15 with an Oklahoma stand. It is owned by D. R. Miller and Herb Walters.

Al G. Kelly & Miller Bros.' Circus, which this year is scheduled

to take on more of an all-animal-show appearance with Terrell Jacobs acts featured, is to start with a home-town stand on April 18.

The Miller-Woodcock Elephants (3), meanwhile, will be making special dates, including one for Tedd Meyer at Manhattan, Kan., before joining Orrin Davenport's show April 19 at Duluth, Minn. The act stays with Davenport until May 29 and starts park and fair dates.

Obert Miller, manager of K-M, returned this week from Florida. On the trip he visited Bill Bailey Minstrels, Loyal-Repensky Circus, King Bros.' quarters, a Ringling-Barnum quarters show and the Beers-Barnes families.

Recent visitors at the Hugo quarters included Doc and Mrs. H. N. Capell, owners of Edgar B. Bucks Circus, and Jack LaPearl, press agent for Hagen Bros.

UNDER THE MARQUEE

Mr. and Mrs. George E. May and Mr. and Mrs. Sorn Sorenson visited Ann and Willie Robins, of the Hamid Morton Shrine Circus.

Poodles Hanneford and Mrs. Hanneford have recovered from injuries and returned to their act with Polack Eastern, Henry Kyes advises. Al Ackerman was a dinner guest of Vic and Irene Cusanos. Visitors from Von Bros.' Circus to Polack Eastern included Henry L. Vonderheid, Mr. and Mrs. H. E. Vonderheid, Frederick Vonderheid, Lola Ditrach, Mrs. Albert Vonderheid and the Zack Hales with their son, Mike. Valerie Antelek Krenkle, Al Yoder, K. E. Bradshaw, David Williams, Ed Feldbauer, and Dick George and son. Making a hospital show were Frank LaRue, Paul Kaye, Fred Rolla, Gene Radow, Boginos and the Landons.

Joe Short will clown aboard a lake steamer serving a Detroit amusement park, Bob-a-Lo, again this season. ... Leaving the Orrin Davenport unit after Rochester, N. Y., for the opening of the Beatty show were Clyde Beatty; Scotty and his wife, Bernadette; Byrle Smith, Gladys Fox, Joannides, Kenton Troupe and Gene Pinto. ... Paul Jerome Tent of CFA met at the Ward Shaefer home in Rochester, N. Y., with Henry Van Loon, the J. J. Henneseys, Charles E. Hart, Felix and Amelia Adler, Izzy Cervone, Chester and Joe Sherman, Ernie Burch and Happy Holmes, reports correspondent Dick Lewis.

Bryon Gosh's All-American Indoor Circus includes Bixler and Bixler, Elsie and Charles, Buck Leahy, Wyoming Duo, Barth and Maier, Allen and Lee, the Non-sense Trio and Pana and her Pets. ... Charles Robinson, former Cole clown, has had another amputation on his right leg. He is in the veterans hospital at Philadelphia.

Charlotte Bell Kora fell during flying act practice in Sarasota, Fla., recently and fractured her back. ... McCormick Steele is to go to Stanleyville, Belgian Congo, for an over-sized male elephant which Ringling-Barnum

wants. ... Mac McGuire may get inside tickets on the Ringling show this year. Ray and Theol Nelson Marlowe won't be with Ringling. ... Bev Kelley and Charlie Schuler, the Ringling radio-TV department, have been preparing a film of quarters and other action for use on video this season.

Fred and Ella Bradna were guests of John and Henry Ringling North for the Sarasota pageant recently. ... Saturday Evening Post's current issue carries a spread about the Sarasota Sailor Circus. ... The Ringling show's section in the Sarasota pageant parade this year was larger than usual, with bell and calliope wagons, mounted people, clowns carriages, big-head characters and elephants.

Sylvia Gregory will be with King Bros. this season, making her fifth season with Floyd King shows. ... Christy Jordan and Bob Hagen, last season with Hagan-Wallace Circus, will be with Ring Bros.' Circus this time. ... Tige Hale is hopping to Mobile, Ala., where he will join the Cavalcade of Amusements. ... Angelo Nicholas has won a clear slate in immigration proceedings and will be with Ringling.

Harry Dann, Polack Western scribe, reports that Janet and Frank Burger have new aluminum cages for their dogs. Leonard Tharge is assistant in Al and Geri Antonucci's chimp act. Cold remedies are in demand around the show. Lou Jacobs is buying fishing tackle for the West Coast tour. Visitors to Polack Western unit included Jim Snell, Earl Shipley, Rusty Parent, Norma Wright, Arden Beecher, Gene Warneke, Frenchy Durant, Fred Kressman, Johnny Gibson, Selena and Gus Magouranis, Jerry Bangs, Juan Lopez and Adriana; Charly, Papi and Nita Borza; Sam Polack, Ethel Robinson, the Ernie Wiswells, Buddy Hughes, Howard and Wanda Bell, Tom Long, the W. J. Danna, Bernie Miller, Slivers and Jo Madison, Jack Leontini, David Thompson, Fred Schamger, Andre Fox's Liberty horse act is working in the show. Walter Taylor has rejoined Soldier Longsdorf's prop crew. Mac McDonald has new uniforms for his elephant act. Genevieve Tharpe's daughter, Wanda, has joined. Road maps are getting a workout with jump to Phoenix coming up.

From the Orrin Davenport show, Dick Lewis advises that Con Colleano, Otto Griebling, Jimmie Armstrong and Frankie Saluto left to join Ringling. Visitors at Dayton, O., included Jeanne Collins, Blonde LaBlonde, Dime Wilson, Walter Beecher, Paul Wood, Gus Cifell, Andy Robb, Doris Christian and Joe Lewis.

Merle Evans will be guest conductor of the U. S. Navy band prior to joining Ringling in the Garden.

Hagen Bros. correspondent, Beverly Allen, tells that the show's opening at Longview, Tex., was a success. Lot was nice. The Harry Allens are back to manage the show another season. Lou Barton has joined. Bert Wallace has the six-horse menage number. Pat and Joe Orth have the cookhouse. Tex Maynard, drummer, has just been released for a hospital at Edmond, Okla., winter quarters. The Allens have a new trailer. Visitors included Obert Miller, Rex Rossi, Tommy Randolph, James E. Boles and William Curtis, CFA.

George W. Paige's concession department with Polack Western includes Ernest Kestler, assistant manager; Gwen Garsey, auditor; Harold Ward, Bob Holman and Albert Starkey, popcorn; John Scott, Tom Ferguson and Harry Clevenger, floss; Bob Porter and Walter Long, hot dogs; Ernie Kestler, Bascom Ford, Jack Buchanan and Danny Craig, programs; Margery Winks, John Kotrez, Albert Sass, Fanny Brice, Charlie Franks, Clyde Ferguson and Bennie Agin, novelties; and Buck Markly, Zoot O'Connell, Mike Richards, George Dungan, Dewey Turner and Al Marno, seat butchers.

Jack Ott is authoring a piece on John Ringling North for Saga magazine. The groundwork on the article was done at the Big Show's Sarasota quarters. ... Hugh Grant (Doc) Rowell, executive director of the Sleepy Hollow

Restoration, Tarrytown, N. Y., and a long-time circus fan, will stage a model big show display there next month.

On the European scene, the Belgian tent circus season started March 20 with Cirque Demuynck showing at Ghent for 23 days. Feature numbers are Bela Kreml, juggler; Gustave Demuynck, Liberty horses; Otto Schumann, high school horse; Five Viganos, teeterboard; Cartellis Trio, trapeze; Ye Yin Ti, juggler, and Pipo and Dario, clowns. Cirque Sema opens at Courtrai on April 18 and Cirque De Jonghe opens in May. Others soon hitting the road are Joseph Tondeur, Pierre Minnaert and Johny Van Lissum with their circuses.

Cirque Medrano in Paris is showing Georges Ruzka with Knie's dancing elephants; Wenzel Kossmayer with 12 Liberty horses; Christian's dogs; Elizabeth and Charles, aerialists; Ellon and Tamar, slack wire; Eddy Sifert and Co., acrobats; Willings, comedy tumblers; Jane and Jim Cluny, unicycles, and the Olandos, roller skaters. Cirque d'Hiver bill includes Pierre Alize's trapeze act; Five Akeffs, antipodists; Jo Clavel, lion trainer; Yves De La Cour, high school horse; Rudi Liattas, musical jorneys, and Zavetta and Alex, feature clowns.

Circus Barlay, indoor Berlin arena in the Soviet sector, has Chrysis De La Granger, aerialist, and her husband, Jose Moeser, high school horse; Manfred Benneweis, tiger trainer; King's chimps, and Josef Holzmueller's elephant, Nelly.

Franz Althoff's German circus will tour Sweden under Circus Scott direction, beginning April 9 in Malmo. Althoff will bring a three-ring top and a large number of animals, including 100 performing horses, 16 elephants, V. Trubka's lions and tigers, Knie's seals and Gene Detroy's chimps.

Jimmy Armstrong and Frankie Saluto, midget clowns, are closing their season with Orrin Davenport at Dayton, O., as scheduled and will hop to New York for the Ringling-Barnum opening.

In Sweden, Circus Schumann opened March 6 at the Lorensburg area in Gothenburg, with Albert and Max Schumann, Liberty horses; Paulina Schumann, high school horse; Viggo Benny's chimp, Lulu; Margot Edwards, juggling on horseback; Roth and

BEATTY, POLACK GIRD FOR SCRAP AT LOS ANGELES

LOS ANGELES, March 27.—First opposition interest of the season crops up at Los Angeles in April, with Clyde Beatty Circus and Polack Bros.' Circus as the contestants. Beatty plays under canvas April 8-18. Polack's Western unit opens the next day, April 19 and runs thru April 25.

Previously, Beatty has played the city about this time but Polack has appeared here later in the year. It changed this year in order to avoid competing with a football game which is promoted by the same auspices as the circus.

Shay, acro-comics; Idayls, novelty aerial act; Reco and May, comedy wire; Three Rigettis, unsupported ladders; Ria and Romes, iron jaw; Tux, juggler; Altos Trio, acro; Four Paco Perez, musical clowns, and Kiki, walk-around joey.

Paul Wolcott is joining Bailey-Cristiani in Texas after working J. C. Patterson's indoor dates and "Big Top" TV show in the East with his dogs and ponies. ... Beatrice Dante, chimp act, is winding up a five-month run at a wild animal farm near St. Petersburg, Fla. ... Mills Bros.' Circus will play Canton, O., April 27. ... Jim Stutz is agenting a tour of an armored car used by Adolf Hitler.

Joe Pearl and Vahn Alder visited Ringling quarters and report that Eugene (Arky) Scott, boss elephant man, has been hospitalized for a foot ailment but that he will be released in time to make the New York trip with Ringling. ... Ringling route includes Wallingford, Conn., June 10; Worcester, June 12, and East Hartford, Conn., June 11, with the latter being the closest R-B has been to Hartford since 1944. ... Joe Lemke's College of Chimps is making Orrin Davenport dates thru May. Marvin Varner continues as assistant in the act.

Don Marcks caught Rudy Bros.' Circus in Redwood City, Calif., March 14, and in Pittsburg, Calif., March 16. ... Josephine and Leo Gasca closed at the Manufacturers' Exposition at Dinner Key Auditorium, Miami, recently. They opened in Havana March 28, and are skedded for a five-week stint in Canada with Clyde Bros.' Indoor Circus, starting in May.

Four Specs Featured in Ringling Program Format

NEW YORK, March 27.—Four spectacles, headed up by the "Dreamland" number, will be featured in the Ringling Bros. and Barnum & Bailey Circus program which will launch the 1954 season Wednesday (31) in Madison Square Garden. Staged by Richard Barstow and with Miles White as designer, the supporting productions will be "Rocket to the Moon," "Fiesta," and "U.N."

As in the past, John Ringling North music and E. Ray Goetz lyrics will embellish the specs. Dreamland will present nearly 2,000 humans and animals acting out a fairyland fantasy, with lavish use of floats. The Moon number, as indicated by its title, is an aerial pageant with an interplanetary format. Sixty women and an equal number of men will participate in the aerial ballet starring Pinto del Oro.

Fiesta will be a horsemanship pageant featuring Alexander Konyot on Kalarama Jr., Charro roping experts, and girls in mimic bullfight sequences. The U.N. finale will feature patriotic music and a tribute to President Eisenhower, as well as an international motif in costuming and decorations.

Imports Acts being billed as making their first American appearances, include the Four Nocks, sway poles; the Great Logano, aerial contortionist; Yong Sisters and Brothers, head-balancing; Rolly and Arny, acro-comics; Evy and Evert, unicycles; Luis Munoz, slack wire; La Petite, trapeze; the Rixos, unsupported ladders; Four Whirlwinds, acrobats; the Riding Ballerinas, bareback equestriennes; De Johghe's chimps; Burton and Son, hand-

balancing; Vivi Schmidt's seals; Victor Julian's dogs and monkeys; the Bully Trio, comedy knockabout; Four Radinos, wheels; Guadalupe Partida's Mexican Charrom riders and ropers; Cupers Troupe, novelty juggling; Nadia Houcke, dressage riding; Trevor Bale, animal trainer.

Also billed are Josephine Berosini, high wire; Unus, finger balance; Con Colleano, tight wire; Albert Rix's bears; Tel Tiegen, chair balance on pole; Paul Fritz and his comedy lions; Les Renellys, double trapeze; Tonito, slack wire; Fenis-Feroni Duo, rolla-rolla; Charles Moroski, Gene Lipowska and Marion Seifert, Liberty and dancing horses; Fredonias, gymnasts; Dieter Tasso, slack wire juggling; Flying Palacios, Comets, and Flight Masters, aerial groups; Helmut Gunther, manipulator; Platos double trapeze.

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One more Contracting Agent capable of setting good sponsors. Can use two more top Promotional Directors. Also one good Press Agent. Want Banner Man to sell Elephant-Tractor Pull and Banners. Want for Big Show Concert—Wild West Rodeo Performers. (Buck Reager, stay where you are or back to Omaha.)

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 Mar. 20, Lake Alfred; 31, Clermont; Apr. 1, Winter Garden; 3, Melbourne; 5, Titusville; 6, New Smyrna Beach; 7, Eustis; 8, Daytona Beach; 9, Palatka; all Florida.

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FRANK ORMAN, Clyde Beatty Circus
 AS PER ROUTE

GIVE TO DAMON RUNYON CANCER FUND

Include Major Units In Indian Pt. Plans

Kelmans Adds Whip, Miniature Train, Baseball Pitching and Kiddie Ride Units

NEW YORK, March 27.—Major changes in the form of additions are under way at Indian Point Park, Hudson River recreation playground, 40 miles from New York City.

Work on installing a Whip began last weekend and E. D. Kelmans, operator, said that other major units slated for inclusion before the May opening would include a miniature train with more than 2,000 feet of track, two new kiddie rides, a grouping of baseball pitching machines and a beer garden.

The main midway, a paved artery, is being widened considerably. In the past this avenue became jammed on any good day. On the best days it became a serious bottleneck.

More Room

The widening of the main midway will make it possible to locate some of the new units on the new side. The beer garden will be located in a grove partly hidden in the past by an old shooting gallery. Also on this side will be the Whip and the baseball game range.

The miniature train will be located on the opposite side of the main highway. After a run of several hundred feet over clear ground the train will enter a pine grove and wind its way around the zoo presentation in a natural

forest. It will come into the open near the main parking area where it will be viewed by a big percentage of the incoming patrons.

The new kiddie rides, an Airplane and Fire Engine Train, will be grouped with the other moppet units to make for a separate kiddieland display.

Arena Available

Also new to the park operation this year is an arena area, fenced in and with grandstand seating for about 2,000, suitable for the presentation of virtually all types of variety shows and contests. The structure may be utilized for the staging of sports and show events on one or two nights a week to stimulate after-dark activity, now lacking at the funspot.

The zoo, operated as a jungle-land last year, will be changed in format and cut down some in size, Kelmans said. More domestic animals will be included, since the attendance is made up largely of metropolitan New York residents to whom this type of animal would be a distinct novelty.

This unit will be operated on a percentage basis and Kelmans said that next week negotiations will be started with several interested parties. Special inducement tickets with wide tie-in distribution and advertising are being planned for this unit.

Detroit Nixes City Operation Of Kiddieland

Urges Concession Of Eight Rides At Belle Isle Site

DETROIT, March 27.—Private operation of a Kiddieland at city-owned Belle Isle Park was proposed Monday (22) by Mayor Albert E. Cobo in turning down a budget appropriation of \$100,000 for the purchase of rides and installation of the attraction. The idea was given general approval last year, with the expectation at the time that the city would own and operate the rides.

With no funds available for the project, the opportunity for private operation arose, as suggested by Cobo. John J. Considine, superintendent of parks and recreation, noting that the city nets \$5,000 a year from a Merry-Go-Round located nearby, was in favor of the plan to advertise for bids for installation and operation of eight rides.

Park Association Urges Support Of Pool Tax Bill

CHICAGO, March 27.—Park operators have been urged to support a bill in the House of Representatives which would make changes in the excise tax apply to commercially operated swimming pools. The request for support was made thru the National Association of Amusement Parks, Pools and Beaches.

Present law calls for commercial pools to charge an admission tax, but it exempts municipally owned pools from the levy. Vernon D. Platt, Feasterville, Pa., has been leading a fight against this tax "discrimination" thru the NAAPPB and the Participating Sports Association of America.

The bill, H.R. 3421, would provide that tax on admissions would not apply to "privately operated swimming pools, skating rinks and other places providing facilities for physical exercise."

It has been pointed out that this bill will be important even after the separate legislation which is scheduled to reduce the amount of tax involved.

Waterloo, Ia., Spot Contracts for Rides

WATERLOO, Ia., March 27.—Electric Park, which has been without rides since the 1930's, has contracted with ride operators Carl Larson and Don Trueblood for operation of six major and four kiddie devices this season. The spot will open May 1.

Electric Park is owned by Clarence Peterson, president; Bob Bender, manager; Carl Bender, secretary, and Esther Bender, vice-president.

Larson and Trueblood for the

past two years had their rides at a park in Cedar Rapids, Ia., and earlier had a carnival. Rides at Electric Park will include Wheel, Merry-Go-Round, Rolloplane, Caterpillar, Tilt, Chairplane and kiddie train, boat, plane and car rides.

Also scheduled for the layout of the 51-year-old funspot are the 16-lane bowling alley, ballroom with name band policy and tavern. Bob Bender said he expects to use free acts and fireworks. A local wrestling promoter has shown interest in placing matches at the park weekly.

Larson and Trueblood also have signed with Ed Estel to supply rides for the National Dairy Cattle Congress at Waterloo October 2-9. The park adjoins the Congress site and only minor layout changes are needed.

More Openings Fixed by N. Y. Kidspot Ops

NEW YORK, March 27.—Two more kiddie parks in the metropolitan area have fixed tentative opening days for the summer season, and a third has added two more major rides.

Nate Feldman said this week he hoped to have his six-ride Garden Playland, on Jericho Turnpike in Garden City, running during Easter week. He has five Weld-Built rides and a Schiff Coaster, with tickets to go again at 9 cents, three for 25. The Coaster ducats are 14 cents.

Travelers' Inn Kiddieland, containing six rides outside the restaurant on Boston Road at Baychester Avenue, will continue running on favorable weekends and will open for daily operations in May, owner Mack Kassow said.

Feldman will again use lollypops and balloons as giveaways and expects to employ walk-around clowns. He had a pair working eight weekends last season.

Fifteen more Dodgem cars have been added to the 10 which were originally purchased with the ride at Joyland up on Bruckner Boulevard. The park, which will open May 29 (The Billboard, March 27), has also purchased a second-hand Tilt-a-Whirl and a 36-foot Carousel with delivery expected soon.

Daytona Spot Starts

DAYTONA BEACH, Fla., March 27.—Turner Scott, operator of the Sea View Amusement Park here, announced this week that his spot began weekend operation March 13-14 and that he will start full-time business April 2. The spot sports five rides plus concessions.

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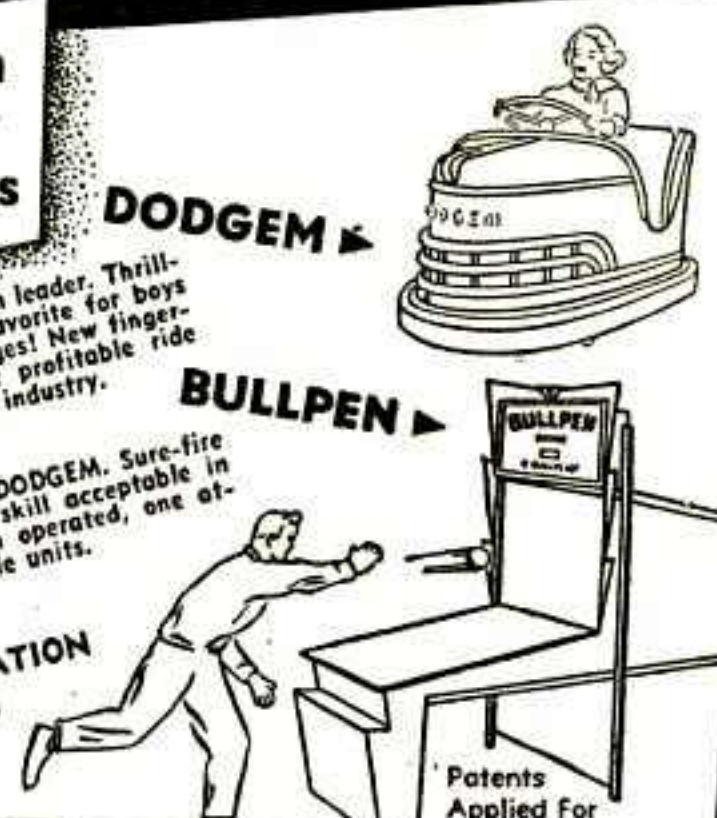
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BANNER OVER BROADWAY

Palisades Sets Heavy Use Of 24-Sheet Advertising

PALISADES, N. J., March 27.—Palisades Amusement Park will use more big paper this season than ever before, according to owner Irving Rosenthal. The schedule calls for 125 of the 24-sheet variety in New Jersey alone, which is four times as much as in any previous year.

Rosenthal said two billposters are active in the Jersey area, with six others working elsewhere in the New York metropolitan zone. He added that 200 of the 24-sheets will be put up around New York City, in addition to smaller-sized paper and transit ads.

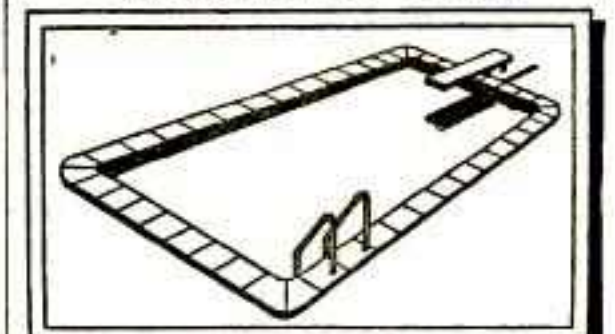
A large signboard has been secured in the Times Square area. Its location was given as 49th Street and Broadway, and its size as 110 feet in length. Palisades had its first banner above Broadway last year, in the 50s.

Rosenthal said the painting will be similar to the 24-sheets in that it will feature the Tuesday and Thursday bargain days, multi-unit batting range, free parking and dancing. A large bathing beauty will adorn the sign, which will also mention the regular Monday give-away of a Singer British auto.

ROSENTHAL'S ROTO-JET RIDE KEPT ASEA BY PIER TIE-UP

NEW YORK, March 27.—The pier strike is playing havoc with Irving Rosenthal's work schedule for Palisades (N. J.) Amusement Park. Rosenthal, who was among the first to order one of the Roto-Jet rides from its inventor, Eric Wedemeyer, after its outdoor premiere at the 1953 Mineola Fair, was due to get the first ride exported from Germany. Last week the ride had arrived but could not be unloaded due to the pier tieup. The ship carrying the 36,000-pound device was routed to Baltimore but no unloading was permitted there. Yesterday, with word that the ship was going up to New Haven, Conn., to give it a try there, Rosenthal sent three trucks up in hopes he could get the ride.

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Fanchon-Marco Ink Sacramento For 65G Show

Will Provide Name Star Every Second Night of 11-Day Run

SACRAMENTO, March 27.—Contract for the evening grandstand shows at the California State Fair here was awarded to Fanchon & Marco of Hollywood for \$65,000, at the regular monthly meeting of the board of directors.

Russ Stapleton, F. & M. representative, appeared before the board in presenting his bid. He said that his plan was to present a new star every second night. The shows will be divided into two parts, the first running six nights and the other five.

The night shows for the three previous years were presented by Music Corporation of America.

W. C. Wright, president of the fair board, told the group that it might be "a good idea to get something new" this year. F. & M., Wright added, would submit a list of stars to be presented.

Stapleton declared that his agency would also supply a major portion of the talent for the free show on another stage.

The Sensational Ortons, Dorrie and Vern, were recent visitors at The Billboard's Cincy office.

Mineola Again Slated for October Run

WESTBURY, N. Y., March 27.—The Mineola Fair will be an October date again this season, according to harness race meet dates released this week. The fair, held for the first time last season at Roosevelt Raceway, had to await the closing of the races before the booths could be constructed and tents set up.

Old Country Trotting Association will operate at the raceway from August 16-September 25, the third meet there during the season.

Last year the fair was held starting the second Saturday in October, the dates being October 10-18. If the same formula is applied this year the dates will be October 9-17. There has been no announcement of the fair dates and whether the annual will run for nine days again, as in 1953.

Track Changes For Stocks Out At Keene, N. H.

KEENE, N. H., March 27.—Directors of the Cheshire Fair Association have turned down a plan to alter the racetrack to permit running of stock car races.

Roy M. D. Forsythe, president of the Monadnock Stock Car Association, had asked the fair to construct a new section of track to furnish a one-third-mile course for stock car racing.

The directors indicated that they were interested in a stock car racing program under other arrangements but were unwilling to make the investment for the association.

A committee, composed of Charles Richardson of Marlboro, Ellis Barrett, Perley Safford and Roger Starkey, all of Keene, was appointed by the association president to meet with the stock car group.

President Louis Ballam, of Walpole, reported that the local motorcycle club had already arranged to present five racing programs at the fairgrounds this year.

Snyder's Water Show Is Signed By Topsfield

TOPSFIELD, Mass., March 27.—Sam Snyder's Water Follies has been contracted as the grandstand attraction by the Essex County Fair here, Paul Corson, fair manager announced. The annual, which will observe its 130th anniversary, also will offer pari-mutuel greyhound racing nightly.

Other attractions will include the General Electric House of Magic, a free attraction, and the Sportsmen's Show. Later will have a 30 by 60-foot pool, well-stocked with fish, at which customers will pay 50 cents for 15 minutes of fishing. The tank was constructed thru George Schilling, New York City.

Still other features will include the Children's World, zoo and Kiddieland, and a county-wide bathing beauty contest.

Midway concession contract will be filled by Dean and Flynn of Salisbury Beach.

Conn. Group's Reins Dropped By Bartlett

HARTFORD, March 27.—After seven years of building up the organizational strength of the Association of Connecticut Fairs, persistent Joseph C. Bartlett of North Haven has stepped down from the top post.

President for two years, he decided to retire in favor of new executive talent and at the annual meeting last Saturday (20), he relinquished his post to Paul Johnson of Bethlehem.

Bartlett is credited with raising the Statewide fair association to where it has representatives of virtually all 40 agricultural fairs in Connecticut.

The 140 members and friends of ACF gave Bartlett a rising vote of thanks for his efforts at the annual banquet, part of the evening program. He will serve as secretary and treasurer this year, replacing his wife, Laura.

Also on the officers' roster: Vice-Presidents William G. Stark, Chester; James Schlagel, Guilford; directors, J. Francis Ryan, Terryville; Everett Neelens, Union; Hugh Gorman, Brooklyn (Conn.); Samuel Blakeslee, Goshen; Warren E. Brockett, New Haven; Mrs. Harkell Hayden, Hartford; Ward Rosebrooks, Columbia, and Kenneth Hall, Cheshire.

In business session, the association voted to expand its annual apple pie baking contest to include all apple dishes. Local fair winners will participate in the finals at the annual fall meeting of ACF. An electric range went to top place winner last year.

Speakers included Prof. E. O. Anderson, University of Connecticut, "Farms and Fairs in Europe"; William Kielwasser, North Haven Fair, public relations; Reid Lefevre, owner of King Reid Shows, "What Makes a Good Midway."

Also, Gaylord Lewis, proper arrangement of small fairgrounds, and Henry Krebsler, "What Is the Purpose of the 4-H Fair?" Kenneth Hale headed a divisional conference on small local fairs and types of events which can be organized to improve them.

The program concluded with a two-hour vaudeville revue.

Del Mar, Calif., To Offer Name Bands for Free

DEL MAR, Calif., March 27.—Name bands will be featured as free entertainment in front of the grandstand here at the Southern California Exposition & San Diego County Fair combined, June 25 thru July 5, Paul T. Mannen, secretary-manager, said.

Booked to play the event are Smokey Rogers and his Western Caravan for two days; Spade Cooley and his TV show entertainers, two days; Lawrence Welk and show, three days, with Benny Lagasse and Chuck Baker for single-day stints. Talent for the shows is being booked again this year by Newton (Carolina) Brunson of the Hollywood Theatrical Agency in Hollywood.

Mannen has also booked "Dancing Waters," which will be offered free on the one-price gate. Other features include an all-Navy art show and an atomic energy museum, the latter being brought from Oak Ridge, Tenn., for its only West Coast appearance. Bill Arballo, a member of the publicity staff for the past six years, has been named director of educational exhibits department.

Theme for the fair will be "The World at Your Door."

Crocco Named Press Chief at Dover, N. H.

DOVER, N. H., March 27.—Charles C. Crocco of Dover has been appointed by officials of the Dover Agriculture Fair Association to have charge of publicity and promotion of the Dover Fair August 12-15.

Number of Novelty, Food Stands Are Cut By Springfield, Ill.

Given 30% Reduction But Fees Get Corresponding Increase

SPRINGFIELD, Ill., March 27.—There will be 30 per cent fewer novelty and food concessions at the '54 Illinois State Fair here than there were at last year's event, but the cost of space for such concessions will be 30 per cent higher.

Strothers Jones, serving his first year as fair manager, said the reduction in the number of concessions follows dissatisfaction with the past cluttered appearance of the grounds.

"Because of the reduction, we feel that individual concessionaires, who will have made a 30 per cent higher investment for space, will give far more attention to the appearance of their stands and do more to make them attractive," Jones said.

London in Charge

Louis London, assistant fair manager, is in charge of the concession department, among other things. An aid to handle details of the concession department will be provided within a few weeks, according to Jones.

Included among major improvements to plant facilities will be the modernization of many comfort stations. "We plan to update at least four big ones and completely renovate many of the smaller ones. And I think these changes will earn the fair more favorable comment this year than any other improvement or feature," Jones declared.

Plumbing in some of the rest rooms was termed by Jones as being "at least 50 years old." One of the four major comfort stations to be modernized is in Happy Hollow, site of the midway.

Ban Truck Parking

Appearance of the grounds will also be enhanced considerably by the banning of truck parking within the fairgrounds. A site north of the plant has been obtained for such parking. Trucks that transport livestock, horses, supplies, etc., to the fair will be permitted to unload and load on the grounds, but after unloading will be required to park in the new area.

This shift in truck parking will also serve to reduce greatly the problem caused by truck-borne flies and other insects, Jones pointed out. He disclosed that a contract for spraying the grounds

had been awarded and that the contracts call for the most intensive spraying in the fair's history.

Lower Grandstand Price

Included among policy changes already set is a lower grandstand admission price for motorcycle and automobile races. Grandstand admission to those events last year was \$4.50, but this has been cut to \$3.50 and will remain at the latter figure regardless of action on the federal admission tax.

Attractions already set include the Amusement Corporation of America for the midway, a revue for five nights booked thru Barnes-Carruthers Theatrical Enterprises, Chicago; fireworks by Thearle-Duffield Fireworks, Inc., Chicago; WLS talent for one night, and "Ice Vogues" for the full run of the fair. The icer again will be staged outdoors.



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NORFOLK, VA., April 6 thru 10; Johnny Scallan, Director; 4801 Clare Road

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 Village Building

DALLAS, TEXAS, May 8 thru 16; H. F. VanHorn, Director; 102 Walnut Hill Village

CEGAR 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. Soluri, Secretary; 210 Hancock Building

REGINA, SASK., CANADA, Oct. 11 thru 16; Max C. McAra, Director; c/o Regina Exhibition Stadium

FT. WORTH, TEXAS, Oct. 16 thru 23; Dudley Foster, Director; 2012 Hawthorne St.

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Biggest Portable Merry-Go-Round Ordered by Gooding

Allan Herschell Four-a-Breast To Carry 60, Load on Two Semi's

COLUMBUS, O., March 27.—What is believed to be the largest portable Merry-Go-Round ever built was ordered this week by the Gooding Amusement Company from the Allan Herschell

Company, North Tonawanda, N. Y., F. E. Gooding, of the Gooding organization, announced.

The ride will be 45 feet in diameter, excluding fence space, and will have 60 all-aluminum jumping horses, four abreast.

Designed to load in two semi-trucks, the Merry-Go-Round will be trimmed with steel cornices, with enameled white fixtures over zinc plating.

The ride will be powered by an electrically driven fluid drive, and all controls and a specially built automatic timer will be housed in a weatherproof aluminum box.

Gooding disclosed he had obtained a large \$5,500 Wurlitzer military band organ that will play 20 pieces without repeating, for installation in the ride.

During his recent visit to the Allan Herschell plant, Gooding also purchased a new Jolly Caterpillar ride, with delivery slated for early May. The acquisition of this ride increases to 11 the number of new ones which will operate under the Gooding banner during the coming season.

Wm. T. Collins Signed to Play Owatonna Cele

Buzunis Named To Head Up Kid Spot Operation

MINNEAPOLIS, March 27.—The William T. Collins Shows have been signed to play the Owatonna (Minn.) Centennial June 11-13, Owner Collins announced at the show's winter quarters here this week. The show will set up on the city streets, Collins said.

Collins also disclosed that he would operate a Kiddieland with seven rides on his property at 78th and Chicago Avenue here. Jim Buzunis, in charge of winter quarters, will be in charge of the kid spot's operations.

Show's make-ready for the coming season is well under way. The Merry-Go-Round horses have been rebuilt and repainted. Ticket boxes are being repaired and repainted and work on overhauling and repainting trucks is to start within a few days.

Besides Buzunis, others at work in quarters are Jimmy Jackson, carpenter; A. Peck, painter; Emory Timmons, welder, and Charleston Winters and Elmer Schroeder. Additional men will be added April 1, Collins said.

1 Blank, 1 OK On Blue Grass Florida Route

DE LAND, Fla., March 27.—Blue Grass Shows opened here Monday (22) after a good week in Ocala and a blank at Vero Beach. The latter, an American Legion Fair, suffered from poor parking facilities. Attendance for the week was under 4,000 and very little money was spent. That fair ended Saturday (13).

Cold weather held the crowds down in Ocala on Monday and Tuesday (15-16), but fair weather and a sunset matinee on Wednesday (17) jammed the midway as early as 8 p.m. and the spenders were on hand. Kayletta, free act, is being well received all along the route.

At the close of the De Land date all equipment will be moved up to Owensboro, Ky., winter quarters for a quick but a thoro refurbishing in preparation for the April opening. The season will begin in Owensboro with a nine-day stand beginning April 22.

Harry E. Wilson, who has been handling publicity and promotions, left Saturday (20) to join Vivona Bros.' Shows in Sumter, S. C. Col. Bill Stahler did a good job on details for the De Land date, owner C. C. Groscurth reported.

Ocala proved one of the route's best dates, and the independent rides, concessions and shows who were touted off missed a good bet. Harry Mammos and Art Converse visited and were surprised at the crowds and spending.

BACK TO ROAD

Reithoffer Son Revives Show, Title

HUGHESVILLE, Pa., March 27.—The Uley Reithoffer Shows, which have been off the road for three years following the death of the founder, Uley Reithoffer, will take to the road this season, with 27-year-old Julius Reithoffer, son of the founder, as owner-operator.

The show will go out with 7 rides, 5 shows and about 30 concessions. Its route, chiefly of fairs, home-comings and celebrations, will span 20 weeks, closing at the McClure (Pa.) Bean Soup Picnic. The season's opening is set for Berwick, Pa., April 30-May 8.

Make-ready for the opening is under way here, the winter quarters of the show and home of Julius Reithoffer. Latter pointed out that he plans to follow policy of his father who had been in the business for 40 years.

At 27, the owner of the revived show is one of the youngest in the business. But he is no newcomer. He traveled with his father's show for most of his life and was associated with it during all of his recent years, excepting for two spent on a tour of duty with the Navy.

Prell's Set for OK Year With 15 Fairs

Early Washington Entry Cited; Tax Relief Held Key to Success

NEW YORK, March 27.—With 15 fair dates safely tucked away for fall use and a number of good still dates, including an early entry into Washington and the celebration stand in Stamford, Conn., Prell's Broadway Shows seem destined for a good season.

Joe Prell, the agenting member of the clannish operation, says that the season should shape up pretty well—particularly with the abolition of a big part of the 20 per cent federal admissions tax, as proposed now by the Senate.

The opening, April 19 at New Bern, N. C., is aimed to coincide with a military payday—a specialty type of booking utilized by the Prells thruout the time that Southern Army camps have been highly populated.

Washington Set

After jumping into Richmond, Va., for its second stand, the Prell organization goes to Washington on the Benning Avenue lot, following the James E. Strates Shows—first in for these many years—by about 10 days. The second date, held for the past several years by the World of Mirth Shows, was reported relinquished in their favor.

A cut in the admissions tax is the key to success this year, the Prells say. They have been cautious in their fair bookings and fully aware that the high operating costs plus taxes could make a tour hazardous without relief from the dollar cost of operating in some form.

The booking of fairs by the Prells this year was so successful that they wound up with two for one week in the season—Rocky Mount, N. C., and Bloomsburg, Pa. They will manage this by holding their regular equipment in the South, where it will be at the time, for Rocky Mount and supplying

San Francisco Club Sets 3-in-1 Event

SAN FRANCISCO, March 27.—Three events—the President's Party, Farewell Party and observance of the chapter's 10th anniversary—will be combined in a single evening's program of the Show Folks of America here April 5. Charlotte Porter, president, has named Mike Krekos, a past president, to head the committee for the evening.

Bloomsburg with a number of other units. Prell will have a lineup of more than 20 rides, furnished by the Reithoffer organization, plus a number of tented units and concessions.

Prell said that the booking of fairs is not yet complete and that as many as three spots may yet be added to the show's route. With the elaborate preparations made for supplying the Bloomsburg event with a full midway it would be a simple matter to service other annuals, he said.

NSA Conn. Boys to Get Plaques; Award Plans Set

NEW YORK, March 27.—The Connecticut Boys, who sponsored the March 17 party which netted the National Showmen's Association more than \$1,100; will be given individual plaques and a suitable scroll will be made up commemorating the event.

The action was voted on at the Wednesday meeting (24), which was the next-to-last one for the current season. The showmen will wind up affairs at the April 14 session.

With president Joe McKee presiding, praises for the recent festive event were numerous during the meeting. The Connecticut quartet, Vince Anderson, Morris Batalsky, Sam Peterson and John Weisman, were lauded by McKee and by Gerald Snellens, Mack Kassow, Dr. Jacob Levine, and Louis (Dada) King.

Plaque for Each

Altho it had been decided by the board of governors to award one plaque to the quartet, Snellens offered the suggestion that each be equally honored. The four members provided all food, drink and entertainment for the party and all ticket money went into the club treasury. Suitable recognition will be made at the annual banquet, which McKee said will probably be held at the Hotel Astor again this year.

Snellens, reporting for the ways and means committee, said that with \$1,200 in bonds and numerous merchandise gifts already pledged for this year's drawing, donations would be halted at that figure and work

Don Franklin Tastes Good Early Grosses

Business Up 20% at San Antonio Stock Show; Three Rides Added to No. 1 Unit

NEW BRAUNFELS, Tex., March 27.—The Don Franklin Shows has sampled 1954 midway business and found it to be better than good.

Owner Don Franklin at winter quarters here Friday (26) pointed out that the San Antonio Livestock Show yielded a 20 per cent higher take than the best previous year and that his No. 2 unit opened its season Saturday (20) with good business at Port Lavaca, Tex.

Upped Earning Power

The sharp jump in the San Antonio gross was attributed by Franklin to good weather and increased earning power. Nineteen rides, 8 shows and 97 concessions were operated.

Sole taste of bad business was at the San Angelo (Tex.) Livestock Show, where patronage and spending was off due to dust storms.

The No. 1 unit, now in quarters, will launch its tour Saturday, April 18, at Victoria, Tex. Eight still dates in Texas, Oklahoma, Kansas and Missouri will follow before the show moves into Illinois to play the Salem Soldiers and Sailors Reunion June 21-26.

New Rides Added

Three new rides will be carried by the No. 1 unit. These are a Skooter, Rock-o-Plane and a Roller Coaster, the last of which is scheduled for June 1 delivery. A third Ferris Wheel has been purchased from the Howard Amusement Company, Canton, O., to replace the one leased for the No. 2 unit last year. A Tilt-a-Whirl, added during the winter, and new Downey light towers have already been added to the No. 2's equipment.

The No. 1 show line-up will include Bill Chalkias' all-new Side Show with a huge front and his Python Show and Monkey Show. Chalkias also will have the cookhouse and grab concession. A glass house, purchased last winter; a Minstrel Show, again produced by James Ayers; the big dog-little pony show, owned and operated by Bill Dusin, and the latter's live pony ride, also will be with the No. 1 unit.

Mr. and Mrs. Doc Ward operate their Side Show and pony ride with the No. 2 unit. The show itself operates the unit's monkey circus. Three kiddie rides owned by Dutch Bowden are with the unit.

Art Frazier, new concession manager of the No. 1 unit, who now is in Hot Springs, is due in here this week to assume his duties.

Don Franklin already has closed negotiations to have his units winter here again.

HERALD PITCH

Schoonovers Mail 3,000 At Every Date

SANTA CLARA, Calif., March 27.—Three thousand heralds, each containing a coupon good for a free gate admission, are being mailed out at every stand on the Cavalcade of West Shows route.

The show, owned by Bob and Betty Schoonover, started the policy at its opening engagement, San Fernando, March 1-6, where it enjoyed good business.

Except for two open weeks, the show's route for the entire season has been set. The show is scheduled to play in California, Oregon, Washington and Canada, with 14 fairs and celebrations under contract.

Besides the Schoonovers, other staffers are Danny Ferguson, business manager; H. J. Dunn, general agent; Sam Hillson, secretary; G. L. Loomis, billposter; Ora Hicks, The Billboard agent; Al Sawyer, electrician, and Jack Littlefield, concession manager.

Concession line-up includes Billy Gallamore and Chuck Hagler, razzles; Jack Kent and Bennie Fox, razzles; Red Hennessy, Kenney Burke and Jim Carter, blower; C-Note Slim and Tony Lombardo, pin store; Frenchy LeDoux, bird wheel; Fritz Hankel, cookhouse; Bill Davis, 6; Esther O'Kelly, 1; Ora Hicks, 4; Jack Littlefield, 6; Dick Schoonover, 3; Putt Kast, popcorn and floss; H. Gilmet, long range; Mr. and Mrs. Marketele, mug joint; Mr. and Mrs. D. Frederickson, jewelry, and Al Bozarth, marble game.

Rides are Ferris Wheel, Walter Place, foreman; Merry-Go-Round, John Beckley, foreman; Octopus, Dave Pitcock, foreman; Tilt-a-Whirl, LaVerne Stevens, foreman; Rolloplane, Lloyd Fugate Jr., foreman; Kiddieland, John Jefferson Taylor, foreman.

A Rock-o-Plane and Fly-o-Plane will be added at the first Oregon date. Included among the shows is Art Spencer's Lion Drome.

Ben Wolfe Show Advances Bow; Opens in S. C.

GREER, S. C., March 27.—The Wolfe Amusement Company launches its season here today, a week earlier than had been originally scheduled.

Manager Ben Wolfe has geared the operation to meet possibly lower revenues but expects that business will be as good, if not better than last year, a satisfactory one for his show.

Equipment, made ready under the supervision of Slim Cunningham at winter quarters, was in readiness for the opening. Only minor painting and retouching jobs were not completed in quarters and these will be done while the show tours.

The show recently contracted fairs at York and McCormick, S. C., and these additions, R. R. Overstreet, show secretary, points out, gives it a promising line up of fall fairs.

I. T. Lists Signing of Haverstraw

NEW YORK, March 27.—Phil Isser, general manager of I. T. Shows, said this week that the Haverstraw, N. Y., anniversary celebration, sponsored by the Chamber of Commerce, would precede his schedule of fair dates this season. He gave the dates as July 27 to August 3, Tuesday to Tuesday.

The date was recently claimed by Ross Manning for his organization.



THE FOUR CONNECTICUT BOYS will be given plaques by the National Showmen's Association for their efforts which netted the treasury more than \$1,100 at the March 17 party. The four, who footed the bill for eats, drinks and entertainment so that ticket money could go into the club till, are, from the left, Morris Batalsky, John S. Weisman, Sam Peterson and Vince Anderson. More than 200 members and friends attended the festivities.

MIDWAY CONFAB

Vaughn Alder, concessionaire with Johnny Denton's Gold Medal Shows, recently flew from Tampa to Mayo's Clinic, Rochester, Minn., to undergo an operation for stomach ulcers.

L. D. (Bill) Dollar, who has been wintering in his old hometown of Cordova, Ala., cards that he will return as general agent of the Lee Amusement Company this season. Dollar, one of the few active old-time agents, has been with the Lee org six years and was with the J. F. Sparks Shows for the same period. . . . Frank W. Peppers writes from Mobile, Ala., that he is opening his 1954 season soon on the St. Stephens Road lot in Prichard, Ala., and that he will play several towns in the Baldwin County potato territory before moving northward. . . . Marshall (Jack) Green, who will again be in the office wagon of Johnny Denton's Gold Medal Shows this season, reports from Dothan, Ala., that everyone with the show is looking forward to their opening soon at Atlanta.

Mrs. Helen Price, York, Pa., letters that her mother, Mrs. Ida Layman, of Baltimore, Md., is seriously ill. . . . George and Dorothy Bensley, former concessionaires with such shows as Heart of America, Layman's, Catlett Greater, Parada's, Hugo's Novelty Expo, Hale's Shows of Tomorrow, John Kemp, and the Cetlin & Wilson, info that they will open a Kiddieland in Kansas City, Mo., this spring. So far, the Bensleys have a Merry-Go-Round, Kiddie Ferris Wheel, Auto Ride, Airplane, and ponies. The funspot will be known as Pla-Land. . . . B. E. Davidson reports that he'll again play independent spots this season with three kiddie rides and four concessions. Marge Davidson took delivery on a 37-foot trailer recently. . . . Russel C. Johnson cards that he is confined to the paraplegic section of Kennedy Veterans' Hospital, Memphis.

Pat W. Paxton, who suffered a heart attack February 28, is confined to his home in Cane Valley, Ky., and would like to hear from friends. He letters that his adopted son, Laddie Faith, senior talker on the Murphy & Marcus "Follies" last season, quit his job with the show to help him with his trucking and fertilizer business. Paxton, with his son, is planning a unit for some of the State fairs this year, and reports that a new front, which is being built on a semi, will be completed soon. Faith will manage and produce and also be talker for the unit. . . . Joining the American Midway Shows at the Spring Celebration at Beeville, Tex., recently were Jimmie Spears, Pony Ride; J. M. Morton, Scooter, and Ray Rasier, with his "Alice" show. Pat Paterson closed at Beeville with his cookhouse and six concessions to join Hale's Shows of Tomorrow in Kansas City, Kan., according to Herb Owens.

Those attending a wedding reception for Mr. and Mrs. George Grimsell at the home of Fred Burd and William (Tex) Mooneyhan, Tampa, Thursday (18) included Mr. and Mrs. Tom E. Adams, Mr. and Mrs. Carl J. Sedlmayr Jr., Mr. and Mrs. George Hercha, Mr. and Mrs. Jim Richards, Mr. and Mrs. I. Van Curvan, Mr. and Mrs. Irvin Skie, Mr. and Mrs. Steve Pelak, Mr. and Mrs. Kenny Revling, Mr. and Mrs. Jimmy Harrison, Mr. and Mrs. Harris Ray, Mr. and Mrs. Harold Brocious, Mr. and Mrs. Paul Vazquez, Mr. and Mrs. Bill Clain, Mr. and Mrs. Robert Jeters, Mr. and Mrs. Harry Hauck, Mr. and Mrs. Roy Varnier, Also Mr. Billie Cooper, Sam Mancuso, Pauline Murrey, Grover

Meister, Hazel Maddox, Rose Hunter, Blanche Lemesh, Lela Howey, Evie Belev, Elmer Winters, Joe Fernandez, Marilyn Murray, Bobby Norton, Jimmy Annin, Ronnie Skie, Sam Aldrich, Frank (Turk) Abraham, Mary Ballerino, Mrs. M. Stanchfield, Estelline Pike, Pete D'Gesiero, Joseph Grecco, J. Thomas Mays, W. A. Scott, Tommy Adams, Robert Garner, Elma Rae Lucus and Carroll Reynolds.

Jan (Platteena) Lee info that she recently completed an engagement at the Skyline Club, Phenix City, Ala. She will tour this season with the Lisa Del Mar Girl Show. . . . Floyd Stockdale Jr., Springfield, Mo., will be ride superintending on the Tri-State Shows this season.

Al Crane of the I. T. Shows was flashing a picture of his new novelties wagon at the National Showmen's Association recently. Crane hauled it into New York from Chicago. During the season it will be operated on the show by Otto and Irene Prostka.

New NSA members voted on at the latest meeting are Frank Bentley, proposed by Max Tubis, and Joseph Donnino, proposed by Al McKee.

W. A. White, vet showman, pens that besides guiding sightseeing tours in New Orleans, he'll be working the beach there, starting in April.

Tri-State Shows have been signed for the Polo (Ill.) Military Days and Homecoming, June 17-19. Tri-State Manager Erv Dorzsch also announced that the show is inked for Carroll County Fair, Milledgeville, Ill., August 10-12. Show will carry seven rides and 25 concessions. Mary Westphal is concession manager.

Friends of Shirley Levy will be glad to learn of her complete recovery from her lengthy illness. The many thoughtful deeds of her many friends helped in her recovery, Shirley says.

Membership cards for 1954 for the Miami Showmen's Association are being sent out to those in good standing, but several members have not sent in their addresses so that the office can send along their cards. These members are L. E. Barnes, Clyde E. Barr, Myles M. Bell, Nelson C. Brennerman, Billy J. Burge, Chalmer B. Busboom, Albert Cedars, William Cism, Bonham B. Cole, Kenneth R. Collins, George A. Connor, Harry Conti, James R. Coffin, Alpheus E. Darling, Roland E. Dufault, Harry Dursk, James G. Grier, Melvin C. Gutermuth, Roy Lee Hotaling, Kenneth E. Jordan, Max Kahn, Arthur Knutsford, Mark Layton, Emanuel Levenson, Paul N. Macolly, Charles J. McDonough, Steve Mitchell, Joseph Mort, Robert E. Murray, Frank Nathan, Earl F. Perry, Ralph R. Pope, Wayne C. Porter, Philip Potsdam, Arthur Price, Kenneth Richardson, Leland H. Ruch, Charles Saffer, Floyd Schenk, Edwin H. Shaffer, Morris Shapiro, Harry Smith, William F. Smith, Robert Sobol, Robert L. Thomas, Raymond E. Thompson, James C. Vitabile, Raymond A. Walsh, Charles H. Yeager, and Ted Williams.

Among the "Birthday Babies" whose natal days were celebrated recently were the following National Showmen's Association members: March 14, Rudolph Jabcuga and Robert Gloth; 15, Carl T. Jones, Irving Sherman and Herman Cohen; 16, Harry L. Horner; 17, Harry Eddels, Jack Harris, Sam Housner, Saul Shaw, Victor L. Sigler, James P. Sullivan. (Continued on page 53)

DON FRANKLIN SHOWS

#1 UNIT OPENING VICTORIA, TEXAS, SATURDAY, APRIL 18. FAIR ROUTE STARTS JUNE 21—SALEM, ILLINOIS, REUNION; CLINTON, IOWA, JULY 4 CELEBRATION; FAIRS—STOUGHTON AND TOMAH, WIS.; FAIRBAULT, AUSTIN AND NEW ULM, MINN.; NORTHWOOD AND WEST UNION, IOWA; BELLEVILLE, KANS.; TEXARKANA STATE FAIR, WHARTON, ROSENBERG, ANGLETON AND REFUGIO, TEXAS—ALL FAIRS.

WANT WANT WANT WANT

CONCESSIONS Can place Age and Scales, Short Range, Derby, Baby Ducks, Hanky Panks.

RIDE HELP Want top-notch, sober Wheel Foreman (Twin #5 Wheels) and Tilt Foreman. Want Second Men (semi drivers only) for Wheels, Merry-Go-Round, Scooter, Tilt, Octopus, Rock-a-Plane, Three Kid Ride Men. Want Assistant Diesel Electrician who can handle Downey Light Towers; will place Wives on Tickets or Concessions.

SHOWS Will place Motordrome, Mechanical, Wild Life (Joe Silcox, answer), Freak Animal, non-conflicting Grind Shows. (Pete and Punk Show, can place you.)

Bill Chalkias wants outstanding Freaks and Acts for America's largest and finest all new Side Show. Also Help for Monkey, Snake and other Shows. Cookhouse and other Help who have worked for me, contact.

W. N. CHALKIAS, BOX 155 (Phone: 2-6317), TARPON SPRINGS, FLA.

ALL REPLIES: P. O. BOX 711 (Phone: 2206) NEW BRAUNFELS, TEXAS, UNTIL APRIL 13. No Collect Calls.

DON FRANKLIN, Owner-Mgr. ART FRAZIER, Conc. Mgr. J. O. GREENE, Agent

DON FRANKLIN SHOWS #2 UNIT

NOW SHOWING CUERO, TEXAS, STOCK SHOW; POTEET STRAWBERRY FESTIVAL NEXT WEEK; BATTLE OF FLOWERS, SAN ANTONIO, FOLLOWED BY KARNES COUNTY CENTENNIAL CELEBRATION, COMBINED WITH ANNUAL OKENALO FLAX FESTIVAL AT KARNES CITY, TEXAS. FAIR ROUTE INCLUDES INDEPENDENCE, IOWA, JULY 4 CELEBRATION, KESALOOSA, FAIRFIELD AND KNOXVILLE, IOWA; SHELBY, MO.; IOLA AND COFFEYVILLE, KANS. WEBB CITY (STREET FAIR), BUTLER AND NEOSHA, MO., HUNTSVILLE AND ALICE, TEXAS, TWO OTHER TEXAS FAIRS PENDING.

CAN PLACE CONCESSIONS — SHOWS — RIDES

Want to book for season Two Major Rides; prefer Octopus and Coaster. Also want Fun House.

ALL REPLIES: RALPH WAGNER, MGR., #2 UNIT, AS PER ROUTE

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR OUR OPENING SATURDAY, APRIL 17, BESSEMER, ALABAMA, AND A LONG ROUTE OF CHOICE STILL DATES AND 14 FAIRS TO FOLLOW

CONCESSIONS Will sell exclusives on Cook House and Grab, Frozen Custard, French Fries and Glass Pitch. Long and Short Range Galleries, Age and Scales and all legitimate Concessions open. Will give good proposition to party with six or more Hanky Panks.

RIDES Octopus, Scooter (Lloyd Burge, get in touch), Live Ponies and Tilt-a-Whirl. Will book one or two Kid Rides not conflicting with what we have.

SHOWS Any non-conflicting Shows and Attractions with own equipment.

HELP **ELECTRICIAN.** Foremen for Whip, Rides-O and Roll-a-Plane (Mike, get in touch). Man to take care of Kiddieland. Train Help of all kinds. **UNION BILLPOSTER** (Lawrence, contact). Welders and Builders, come on in. Winterquarters now open. Canvasmen for large tops on Girl and Jig Shows. Man to take charge of 6 office-owned Hanky Panks. Harry Finkelstein would like to hear from a few Strip-pers. Mrs. Minden, get in touch with Maxie Sharp. **OFFICE SECRETARY THAT CAN HANDLE RAILROAD SHOW OFFICE.**

WANT TRAINMASTER. ART COURTNEY, GET IN TOUCH. SAM LEVY, Owner ART LEWIS, General Manager P. O. BOX 8632, ENSLEY, ALA., OR c/o REDMONT HOTEL, BIRMINGHAM, ALA.

GLADSTONE EXPO SHOWS

LAST CALL—OPENING KOSCIUSKO, MISS., APRIL 12—LAST CALL

CONCESSIONS—Swinger, Glass Pitch, Darts, Basketball, Arcade, Water Games, Ball Games, etc. Hanky Panks of all kinds. No gypsies. Chuck Alexander wants Agents for Six Cats, Buckets, Shiv Rack and Hanky Panks.

RIDE HELP—First and Second Men on Wheel, Tilt, Comet and new 1954 Octopus. Second Men on Jenny. Be in Winterquarters April 8.

RIDES—Want set of two or more Kiddie Rides—Autos, Swings, Boats, Pony, etc.

SHOWS—With own equipment—Snake, Girl, Side Show, Mechanical; Wrisley, answer.

This Show has 15 bona fide Fairs in Kentucky, Tennessee and Mississippi, including Hodgenville, Ky. — Russellville, Ky. — Centerville, Tenn.—Brownsville, Tenn. (Colored Fair)—Clarksdale, Miss., etc. Also the Great Humboldt Strawberry Festival, May 3 to 8, and the oldest 4th of July Celebration in the State of Kentucky—Eminence I.O.O.F. Picnic.

Write **F. O. POOLE** Box 1184, Jackson, Miss. Call **JACK OLIVER** Edwards Hotel, Jackson, Miss.

COUNTY FAIR SHOWS

WANT FOR '54

Late May opening with a full season of 25 bona fide Fairs and Celebrations in Iowa and Nebraska. No still spots. Can place Cork Gallery, Roman Target, 6-Cals, Jewelry, Novelties, Cookhouse, Hoop-La, High Striker, Heart Pitch or any Concession that does not conflict. Want sober, reliable Ride Help who drive semis.

OSCAR GRAY Box 828 Burwell, Nebr.

Have Labor Day and one week in August open for Wisconsin or Northern Illinois. Opening Richland Center, Wis., May 19.

EMSHOFF SHOWS, Richland Center, Wis.

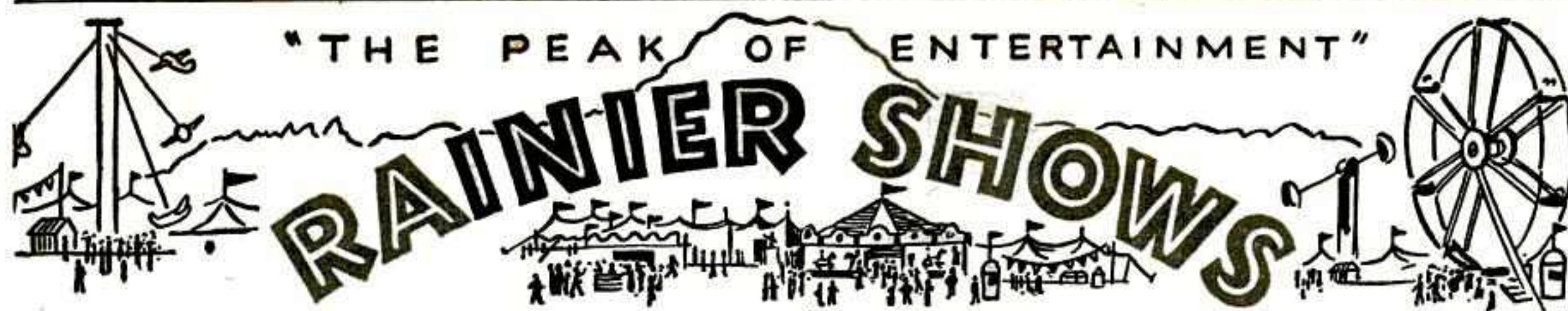
LEE BECHT AMUSEMENTS

WANT Ride Help on all rides. Winterquarters open. NEED Foreman on new Merry-Go-Round, Foreman on new Roller Coaster, Foreman on Chairplane, Kiddie Jeep and Auto. WANT Second Men on all rides. All rides are racked in trucks; no crates, no doubling. Semi Drivers preferred.

Opening date, April 9. Mail address P. O. Box 92, Mt. Healthy, Ohio Winterquarters Hamilton Pike, Mt. Healthy, Ohio P.S. Hugh Henry, where are you?

CARL D. FERRIS SHOWS

OPENING APRIL 2, SAVANNAH, GA., ON THE OLD FAIRGROUNDS ON OGEEGEE ROAD, SOLDIERS' PAY DAY. Want Concessions—Ball Games, Cig. Shooting Gallery, Jewelry Spindle, Glass Pitch, Short Range and any legitimate Concessions, Bingo. Rides—Merry-Go-Round or any non-conflicting Rides. Will book complete set of Kiddie Rides for Show. Want to book or buy Boat Ride, Auto Ride, Pony Cart, Roto Whip for Carolina Beach Shows—Want Monkey Show, Wild Life, Glass House, Funhouse or any Grind Shows. For Sale—Custard Machine and GMC Truck, all in good condition. Prized right. Will book on Show if you desire. **CARL D. FERRIS SHOWS, CAROLINA BEACH, N. C.**



OPENING WASHINGTON STATE APPLE BLOSSOM FESTIVAL WENATCHEE, WASHINGTON, APRIL 26 THRU MAY 1 UPTOWN LOCATION. 150,000 EXPECTED ATTENDANCE

*The First and Largest Celebration in This State and a Strong Route of Celebrations to Follow.
This Show Carries No Gate.*

WANT

SHOWS

Snake, Funhouse, Monkey Drome, Grind Shows. What have you?

CONCESSIONS

Scales and Age, Bingo, Ball Game or any kind of Hanky Panks.

Want for Oregon State Fair, Salem, Oregon, Sept. 4-11—Sky Wheel or any worthwhile Rides not conflicting. Also Shows of merit.

Write or Wire **K. R. (ANDY) ANDERSEN, 2710 Garfield Rd., Tacoma 3, Wash.**

WANT

RIDES

Will book Major Rides not conflicting with what we have, also Kiddie Rides.

RIDE HELP

For all Rides, must drive semis; neat and sober need only apply.

Buck-Model Prepares for Charlotte Bow

GREENWOOD, S. C., March 27.—Work of refurbishing the O. C. Buck-Model Shows is progressing rapidly here in winter quarters. The show is scheduled to open April 15 at Charlotte, N. C.

Some 48 men are reported working with more being added each day. Every unit will get a complete renovating job before the preem date, it is reported.

Charlotte is expected to be good for the unit. No major show has opened, or played there, except for the fair, in recent years.

The show will leave Charlotte and jump into Philadelphia. The early showing in Philadelphia is expected to get the show off to a better-than-average start.

SPARTAN GREATER SHOWS

LAST CALL FOR MEMPHIS COTTON CARNIVAL
OPENING APRIL 5—HAMBURG, ARK.

WANT WANT WANT WANT

RIDES: Will book set of Kid Rides, Auto, Train, Airplane or Ponies. Also want Octopus.

SHOWS: Will book Girl, Motordrome, Funhouse, Mechanical Show.

EATS: Small Cookhouse or Grab, Custard, Pronto Pups, Foot Longs, Ice Cream.

CONCESSIONS: Slum Blower, Bowling Alley, Darts, Scales and Age, Photos, Ducks, Penny Pitch, Hi-Striker, Ball Game, Novelties, Pitch-Till-You-Win, Hoop-La, Cork Gallery, Long Range, Short Range.

HELP: Merry-Go-Round Foreman, Second Men for Merry-Go-Round, Ferris Wheel, Chairplane, Caterpillar, Roll-o-Plane. Also Man for Light Towers.

Phone:
5-9276

L. M. HIGGS, Mgr.

P. O. BOX 1184,
Jackson, Miss.,
This Week.

P.S.: Friday wants Agents for Pin Store, Bowling Alley and Hanky Panks.

WANT AT ONCE

Scenic Artist and Painter

Good pay, steady work.

Report at once—Winterquarters,
Kissimmee, Fla.

Prell's Broadway Shows

NEAL CARLIN

Wants Concession Agents for the following Concessions
on Gooding Shows, Cleveland, Ohio, Unit:

Coke Bottles, Rolldown, Parakeet, Wheel, Grocery Wheel, Break Dish, African Dip, Milk Can, Add-Em-Up-Darts, Huck, Basketball, Short Range, Duck Pond, Pottery Pitch, Cat Rack, Pitch-Till-You-Win, Jewelry, Spindie, Scale and Age, Milk Bottle, Dish Pitch, Over and Under, Dart. Open May 3.

AGENTS FOR JOHN H. MARKS' SHOWS

Six Cats, Buckets, Cigarette Block. Can use a complete Crew, Coke Bottles. Open April 19.

AGENTS FOR G & B SHOWS

Six Cats, Buckets, Devil's Bowling Alley, Pin Store, Coke Bottles. Open April 9. Can also place Long Range Gallery. Operators must be able to drive semi trailers. Man and Wife preferred. 20 ft. Galleries. Have the following Fairs booked for Concessions and Galleries:

Marion, Ind., Street Fair; Fraser, Mich.; Brownstown, Ind.; Bedford, Ind.; Logansport, Ind.; Warren, Ohio; Berea, Ohio; Monroe, Mich.; Jackson, Mich.; Hasting, Mich.; Van Wert, Ohio; Bluffton, Ind.; Auburn, Ind.; Saginaw, Mich.; Bay City, Mich.; Indianapolis State Fair; Knoxville, Tenn.; Nashville, Tenn.; State Fair; Tupelo, Miss.; Huntsville, Ala.; Pensacola, Fla.; Atlanta, Ga.; Anderson, Ind., and Ohio State Fair and others. All winter work in Florida. Have 14 Fairs booked.

ROSS REED, Box 97, c/o Neal Carlin, Buckeye Lake, Ohio.

NEAL CARLIN, Box 97, Buckeye Lake, Ohio, Phone 2449.

PETE BEATTY, Box 97, c/o Neal Carlin, Buckeye Lake, Ohio.

JERRY DITTENHEIMER, Box 97, c/o Neal Carlin, Buckeye Lake, Ohio.

Agents Wanted for Stock Stores for . . .

FOLEY & BURK SHOWS WEST COAST SHOWS

BABCOCK'S UNITED
SHOWS

Nos. 1 & 2

WEST COAST
EXPOSITION

No. 2

WRITE OR WIRE **CECCHINI & LEVAGGI**
11138 PENROSE ST. SUN VALLEY, CALIFORNIA
Telephone: CHase 7-6301

Due to Disappointment WANT

FOR SEASON 1954
OPENING WASHINGTON, D. C.,
APRIL 10.

TOP PIANO MAN who can cut show.
No time to dicker. State lowest salary
expected.

Wire JACK NORMAN

c/o JAMES E. STRATES SHOWS
ORLANDO, FLORIDA

P.S.: Can also use a few more GIRLS
FOR LINE AND SPECIALTIES.

AGENTS WANTED

FOR SIX CATS, BUCKETS AND BLOWER.
William Screebnoff, Frank Benesch, Carl
W. Duncan, contact me. Will be in
Winterquarters until April 3, then open
April 8 in Clarksburg, Ind.

CHARLES WRIGHT

HOOSIER STATE SHOWS
Greensburg, Ind.

WOLF GREATER SHOWS

(Stanley Warwick, Lessee)

WANT

FOREMAN FOR TILT-A-WHIRL, ALSO
SECOND MAN. (Must drive Semis.)
Harvey Wood, contact me. Address:

STANLEY WARWICK

Rt. 4, Box 61, Hot Springs, Ark.

KEYMAN SHOWS

Want to lease Ferris Wheel and Chair-
plane or will book for 20% entire season.
Also want Shows and Concessions. Play-
ing 30 Celebrations and Fairs starting
June 1 in Iowa, Minnesota, South Dakota,
Nebraska. Opening in Missouri in April.
Address: 1603 E. 10, Sioux Falls, S. D.
Till April 7.

WANT CARNIVAL

For Fourth of July Celebration.
Old established spot near Camp Chaffee,
Arkansas. Veterans of Foreign Wars
sponsor. Contact

W. H. STAFFORD
Greenwood, Ark.

WANTED

Average SIZED CARNIVAL WITH AT
LEAST TWO OR THREE LARGE RIDES
AND A NUMBER OF SMALL CON-
CESSIONS FOR JULY 9th and 10th. For
further information contact

R. E. RIGG
Chairman Allied Council
Bunker Hill, Ill. Phone 215

COUNTY AMUSE. CO.

OPENING MAY 3rd

Featuring Gangster Bros. Circus Free Act.
WANT Hanky Panks; Jimmy Connors,
contact. Help—Man to handle gate and
general work. No Rides. One Phone-
man for banners. No drinks.
207 Atlantic St., Stamford, Conn.
Phone: 3-5379, days only.

JIMMIE CHANOS SHOWS

Open Richmond, Ind., April 30

Want legitimate Concessions of all kinds—Bingo, Guess Your Age, Fish Pond, Pitch-
Till-You-Win, Basketball, Balloon Dart Game, Ball Games of all kinds, Six Cats.
Want Shows with own outfit, also want Girls for Girl Show, work for office.
Want Ride Help who drive semis, Ferris Wheel Foreman, Caterpillar, Flying Scooter,
Rolloplane. Also can use Second Men on all rides. This Show has 11 office owned
rides. I would like to hear from a Man who repairs organs. All replies to

JIMMIE CHANOS, 801 East 5th Street, Greenville, Ohio

WANTED FIREWORKS MEN

Season Starts Now—20 continuous Fair Routes. Highest Salaries—
Best Working Conditions. Also men with Fireworks Display Ex-
perience who can work only July 4th week end or during later
vacation periods can be placed.

Write—Advise Previous Experience.

THEARLE-DUFFIELD FIREWORKS, INC.

203 N. Wabash

Chicago, Ill.

DUMONT SHOWS

Opening April 5, Edenton, N. C., Soldiers' Payday

WANT Concessions—Choice Bingo, Custard, French Fries, Cotton Candy, Pitch-Till-
Win, Ball Games, String Game, Penny Pitch, Slum Clothes Pin, Coke Bottle, Long
and Short Range, Gallery, Hoop-La, Balloon Dart, Age and Scales, High Striker and
any legitimate Concessions. WANT Man for Front Gate and Ride Help for all Rides.
Must drive semis. WANT Side Show, I have all equipment.

All address **LOU RILEY, Mgr., Edenton, N. C.**

HELLER'S ACME SHOWS, INC.

Due to Holy Week open April 22 to May 1. Ten big days, two Saturdays, one Sunday.

10 miles from New York City.
Concessions Wanted—Custard, Candy Floss, Hanky Panks, Long and Short Range
Gallery, few choice Concessions open. Tony Augustonia, contact. Want Foremen on
two Ferris Wheels, two Merry-Go-Rounds, two Chairplanes, one Octopus, one Spiffire,
one set Swings and seven Kiddie Rides. Also Second Men, top wages and long season,
for Units No. 1 and No. 2. Also experienced Manager for No. 2 Unit. Cliff Carter,
Roy Stone, Ivan Paxton, L. T. McLaughlin, phone Orange 4-5447. Write

HARRY HELLER, 9 VIRGINIA AVE., WEST ORANGE, N. J.

P.S.: Want Bingo; Lamberts, write.

CETLIN & WILSON SHOWS

Opening April 30th in Petersburg, Va.

Can place Cookhouse and one Grab Stand to join immediately.

Can place large Circus Side Show. Walter Wanos or Stanley Barby
please answer.

All Address

CETLIN & WILSON SHOWS

P. O. Box 787

Petersburg, Virginia

C. A. GOREE SHOWS

OPENING MAY 2—CLEBURNE, TEXAS

ON COURTHOUSE SQUARE—6 DAYS—6 NIGHTS. BIGGEST CELEBRATION IN
TEXAS AT THIS TIME. 14 OTHER FAIRS AND CELEBRATIONS CONTRACTED
FOR NOW, INCLUDING THE BIG STREET CELEBRATION, OMAHA, NEBR., JUNE
19-27, AND RED OAK, IOWA, JULY 3-5.

WANT FOR ENTIRE SEASON

Concessions of all kinds except Corn and Bingo. Want Man and Wife for office
Cookhouse. All others open. Will sell front end or book what you have regardless
of what it is. Want Ride Help for Wheel, 32-Ft. Merry-Go-Round, Roll-o-Plane, Car
Ride, Dipper, Octopus, Fun House. Will book Shows of all kinds. I have fronts,
tops, etc. NOTICE TO CONCESSIONS PLAYING BATTLE OF FLOWERS—You can
still play Cleburne. Everything open except Eats and Drinks. No "EX." Deposit
required for Cleburne.

FOR SALE—2 Merry-Go-Rounds, 1 new 32-Ft. Machine, 1 old Parker. Cheap,
\$1500.00. Also 25 KVA Light Plant and 7½ KVA Plant.

Write **C. A. GOREE, P. O. Box 27, Azle, Texas**

(Phone: 4-J-2)

F. M. SUTTON PRESENTS

GROVES GREATER SHOWS

OPENING APRIL 8 — LAKE CHARLES, LA.

CAN PLACE STOCK CONCESSIONS AND SHOWS OF ALL KINDS. WANT FOREMEN
FOR MERRY-GO-ROUND AND CHAIRPLANE.

Address: R. 1, Box 695, Lake Charles, La.

WANT AGENTS

For exclusive Pitch Till-U-Win, Watch-La, Pan Game, Peal Pool, Over and
Under, Mac and Lil, contact me Hotel Goldsboro, Goldsboro, N. C., until
April 4; then Elliot Hotel, Suffolk, Va., April 5-15.

Opening Suffolk, Va., April 9th.

MARGIE STEELE

HAROLD RALEY SHOWS

BIG MARINE PAYDAY, BEAUFORT, S. C., WEEK OF APRIL 5.

Place Bingo and any Stock Concessions; no grit wanted at any time. Place any Shows
not conflicting. What have you? This Show booked solid through Armistice Week
with an outstanding route of Fairs and Celebrations.

Hardeeville, S. C., this week; Beaufort, S. C., April 5-10.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.

EDDIE'S EXPOSITION SHOWS

OPENING APRIL 24, NEW KENSINGTON

Want Photo, Cigarette Gallery, Bumper, Basketball, Novelties, High Striker, French
Fries. Will book or buy Octopus, Tilt or Spiffire.

EDDIE DIETZ

165 N. Monroe St., Butler, Pa.

Tele.: 71933

Clara Andersen Assumes PCSA Contest Lead

LOS ANGELES, March 27. — Clara Andersen turned in 15,000 votes in the "Miss PCSA of 1954" contest, sponsored by the Pacific Coast Showmen's Association and the Ladies' Auxiliary, to edge out Julie LeDoux for first place. Miss LeDoux dropped to fourth place with 13,550. The contest ends Tuesday night (30) when Orville N. Crafts will be host to the showmen at the National Orange Show in San Bernardino.

Leona Cook regained second position, after dropping into fourth place last week. Her vote tallied 14,000. Madison Hopes moved up from an obscure position. With 13,750, she pushed Miss Cook for second spot.

A new name entered the top six listings this week when Josephine Lynch came up with 8,000 votes. She trails Doris Stolze in fifth place with 8,850 votes.

Good Fund-Raiser

The contest, which is reported proving satisfactory as a fund-raiser for the club, has been a spirited one since it was started several weeks ago. The final tabulation will be made in San Bernardino at 9 p.m. Tuesday (30). The winner will be announced at the show-within-a-show staged that night after the Crafts 20 Big Shows closes for the day. A tent and chairs for the festivities have been contributed by the United Tent & Awning Company here.

"Miss PCSA" will receive a trip to Las Vegas, Nev., in May when the Crafts Shows will be playing the annual Helldorado Days there. A number of awards have been pledged by members.

Frank Warren is chairman of the committee for "Showmen's Day" at the Orange Show. Sam Dolman is co-chairman.

Hrubetz's 1st Canadian Sale

SALEM, Ore., March 27. — Frank Hrubetz & Company here has announced the first sale of its Round-Up ride in Canada. Purchaser was the Motor City Shows, Ltd., large motorized organization operated by Arthur Gilboe and his son, Donald.

The Hrubetz firm reports that manufacturing of the Round-Up is going forward at a satisfactory pace. Recent deliveries of the ride have been made to Charles Cooper, the Velare brothers, and the Royal American, Frank Babcock and O. N. Crafts shows. The firm also holds an order for a Round-Up from Robert Bollinger, operator of Oaks Park, Portland, Ore. Negotiations are currently underway for sale of the ride in Belgium and the Netherlands.



Strange and Weird Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, M & Y, others. Your ideas made up. Write for folder. Free Tale's Curiosity Shop
3855 E. Van Buren St. Phoenix, Ariz.

HUBERT'S MUSEUM
228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in next letter.

BLUE RIBBON SHOWS WANT
for coming season
Ride Foremen and other Ride Help for Major and Kiddie Rides. Better than top pay for reliable men.
KEITH TOLES
1666 E. 82d St. Cleveland 3, O.

FOR SALE
1947 Sport Arm Octopus, new seats; 1947 Flying Scooter, 40' Sabreast, Merry-Go-Round, aluminum factory-made, Cook-house, Trailer, Transformer, Cooler, Cable, Boxes, Fun House (newly painted), Choo Choo, Elec. Train, Tractors and Trailers — all in good shape. Cash or terms if we know you. Frank E. Bauersfeld, WESTERN MERCANTILE CORP., 1814 3rd Ave., Rock Island, Ill.

MIDWAY CONFAB

Continued from page 51

van and Irving Yerkes; 18, Richard E. Gilsdorf, Jeff Harris and Benjamin Herman; 19, Al Eisen; 20, Frank Feit, Albert Halpin and Charles Rhine; 21, Pai Martino and Edward L. Rockefeller; 22, John J. Leonard and Martin Ranno; 23, Allen Cohen; 24, Samuel Beaty, Louis Gordon and Fred Wardle; 25, Simon Kraus; 26, Moe S. Silberman, and 27, Isaac Stern.

Owner-manager and Mrs. C. C. Groscurth of Blue Grass Shows took a few days off during the Florida route to visit in Miami, as did business manager Ep Glosser, returning for the final date in De Land which opened March 22. Also leaving for a few days was Art Converse. The show was visited in Ocala by Eveline Howie, Snake Show operator with Vivona Bros.' Shows.

Art Frazer info that Rumbler Red Hart has booked his penny pitch and pony ride with the Tennessee Empire Shows for the '54 season. Speedy Merrill will manage the ride.

Tige Hale, former circus musician, has joined Al Wagner's Cavalcade of Amusements, where he will operate a concession in addition to handling mail. The Billboard and the front gate ticket box.

San Francisco Notes: Paul Casey is emceeing at the Bella Pacific Theater Club while Danny and Millie Sheen are splitting the emcee chores at the Barbary Coast which is managed by John Murphy, formerly with the Crafts and other Western orgs. George (Fox) Storti, of the Wilcox Shows, is getting around San Francisco streets with the aid of a cane since he was struck by a hit-and-run driver. He's located at 780 Hayes Street where he'd like to hear from friends.

Harry Illions was a recent Chicago visitor, stopping off en route to Los Angeles, where he has the ride-show contract at the Los Angeles County Fair.

Ray Speer, publicity director of the Minnesota State Fair, also was a recent visitor to Chicago, breaking his trip back to St. Paul from Orlando, Fla., where he and Mrs. Speers vacationed for a few weeks. While in Florida, Speer visited the Tampa winter quarters of the Royal American Shows and renewed friendships with show personnel.

Vivona Ready For March 29 Route Opener

FLORENCE, S. C., March 27. — Most of the equipment, including the new front, is about ready for the season's opener in Sumter S. C., on Monday (29) and practically all personnel are on hand. Co-owner Morris Vivona is still in the North completing the route for the No. 2 unit which will play church bazaars.

Babe Vivona, in charge of quarters, is campaigning for Florence as permanent winter quarters due to the availability here of virtually anything the show needs. Mrs. Catherine (Mother) Vivona has re-arranged the office.

Co-Owner John Vivona is in quarters as are Harry E. Wilson, Jim Rapple, advance publicity, and Eveline Howie, Snake Show operator.

Bill Sargeant has joined Wilson and will handle advance merchants' deals, which promises to be a good promotion. Morris Friedenheim is getting his concessions in shape as is Bill Jones' bingo crew. Also on hand are Bill Thompson, Tony Baress and Danny Dell.

The opener here is a Shaw Field soldiers' payday, which is expected to get the season off to a good start.

Jack J. Perry Shows Gets Charter in S. C.

CAMDEN, S. C., March 27. — Jack J. Perry Shows, Inc., with principal offices here, has obtained a State charter to operate an amusement business, including but not confined to carnivals and ride and show operations. Authorized capital stock is \$5,000. Jack J. Perry is president.



MULLINS' Royal Pine SHOWS

NEW ENGLAND'S FASTEST GROWING MIDWAY
OPENING APRIL IN MAINE. WANT FOR 1954 SEASON
EXCELLENT ROUTE OF STILL DATES, TWO CELEBRATIONS, EIGHT FAIRS

CONCESSIONS—Novelties, Hats, Arcade, Frozen Custard, Derby, Photo, Jewelry, George Lewies, contact. Hanky Panks, we only book one of a kind. SHOWS—Fun House, Wildlife, Snake, Side Show with own outfit, Motordrome, any Grind Show, low P.C. RIDES—Live Pony, Dark Ride, Will book or buy late model Tilt. Experienced and dependable Ride Help, Semi Drivers. No drinking tolerated.

BILLPOSTER WITH OWN TRANSPORTATION. ONE WHO WILL PUT UP PAPER.

WINTER QUARTERS OPEN APRIL 5TH.

All replies **CLIFFORD MULLINS, 16 Hammond Street, Bangor, Maine**

LAST CALL LAST CALL LAST CALL
JOHNNY T. TINSLEY SHOWS
"America's Most Modern Midway"
Opening in the heart of uptown Greenville, S. C. (opposite the Court House), sponsored by the Fire Department
SATURDAY, APRIL 10, thru SATURDAY, APRIL 24. (Three Saturdays)

WANT

Can place high-class attractions catering to ladies and children not conflicting with Minstrel, Motordrome, Big Snake, Side Show, Bird Circus and Juggland (no sex attractions, please). Sailor Bob wants for Side Show: Talkers, Grinders and Performers; Al and Choo Choo and Shorty Lagdon, wire me; no half and half and no drunks.

Can place non-conflicting Major Rides, especially interested in Scooter.

Want Foremen for Merry-Go-Round, Fly-o-Plane and Rock-o-Plane. Clarence Chipps and Cecil Wynn, wire.

Have opening for Long and Short Range Galleries, African Dip, Custard, Snow Balls, Cotton Candy and a few Hanky Panks. Curley Little wants Concession Agents. W. E. Vandergriff, wire me. All address:

JOHNNY T. TINSLEY SHOWS
22-A E. COURT STREET PHONE 3-7264 GREENVILLE, S. C.



STERLING CROWN SHOWS

"THE WHITE FLEET"

LAST CALL LAST CALL LAST CALL
SHOW LEAVES QUARTERS APRIL 11—OPENS APRIL 16. A FINE ROUTE OF STILL DATES AND 18 FAIRS.

CONCESSIONS Arcade, Scales and Age, Novelties and Hanky Panks of all kinds. Agents for Short Range Gallery and Slum Spindle.

SHOWS Will book for season Motordrome, 10-in-1, Jig Show or any Grind Show not conflicting. Must have own equipment and transportation.

RIDE HELP Foremen and Second Men for office Rides. Must be sober and drive trucks.
TIME IS SHORT PHONE: VICTOR 2-4141, OR WIRE AT ONCE.

SHOWMEN Have several complete Shows. Will turn over to capable Manager and Operator. Monkey Show or Animal Show, Snake Show, Girl Show, Side Show, Jig Show and Fun House. (All complete and with transportation.) Operators or Managers, must have people (or animals), wardrobe or P.A. sets for same. 18 Fairs booked now!

RIDES Will book Rock-o-Plane, Octopus or any Major Ride not conflicting. Can also use two or three more Kid Rides. (No Autos or Airplanes.)

E. L. YOUNG, MGR., P. O. BOX 157 TARPON SPRINGS, FLA.

LAST CALL—BALTIMORE, MD.—LAST CALL
APRIL 5 TO 17 INCLUSIVE

CONCESSIONS Can place French Fries, Novelties, Hats, Derby Racers, Glass Pitch, Fish Pond or any other legitimate Concessions.

SHOWS CAN PLACE MAN TO MANAGE MOTORDROME. Mooney, contact me. Can place Snake Show, Wild Life or any Shows not conflicting. Jack Knight, contact if interested.

RIDES Can place for season with good proposition. Little Dipper, Fly-a-Plane or Rock-o-Plane.

HELP CAN PLACE TO JOIN IMMEDIATELY, SOBER, RELIABLE SHOW MECHANIC WITH OWN TOOLS. WIRE OR CALL AT ONCE. Can always use good, sober Ride Help.

WE HAVE 15 OUTSTANDING FAIRS INCLUDING HUNTINGDON, BUTLER AND INDIANA, PA.
All mail and wires to
LLOYD D. SERFASS, PENN PREMIER SHOWS
Phone 4223, Henderson, N. C., until Thursday noon, April 1. After that contact **HARRY (BUSTER) WESTBROOK, Mt. Royal Hotel, Baltimore, Maryland**

SHAMROCK SHOWS
Opening April 10th

Want for long season—Photos, Age and Scales, Pitch-Tilt-You-Win, Bumper, Coke Bottles, String, Hi-Striker, Basketball, Penny Arcade, Glass Pitch, clear Crab Outfit.

Want experienced Merry-Go-Round Foreman. Also want Grind Shows.

For Sale—Electric Derby Game, 1 1/2 Chev. Panel with Duals, Lumber Rack on top, with built-in Short Range Gallery Airplane Kiddie Ride, Chain Hoist, Higgins Boat and Mercury Outdoor Motor, like new Butane Burners for Grab, Electric Chair, Escape Cabinet and Sword Box.
BOX 423, Cleburne, Texas; Phone 54172

WANTED—AGENTS—WANTED
FOR PEEK AND COUNT STORES, ALSO FOR SIX-CATS.
Have Good Proposition for Man and Wife for Slum Outfits.
OPENING APRIL 17, VICTORIA, TEXAS, WITH DON FRANKLIN SHOWS
There will be no Heads—Art Frazier is Bus. Mgr.
HARRY "IRISH" GAUGHN
c/o GREATER TAMPA SHOWMEN'S ASSN.
WILLOW AT CARMEN, TAMPA, FLA.

PALMETTO EXPOSITION SHOWS
Want Ride Foremen for Ell Wheel and Rolltoplane, also Second Men who drive Salsky for spring dates. \$50.00 All replies to
MILTON McNEACE
Kings Mountain, N. C., this week
P.S.: Have for sale—1 double spinner head Candy Flare Machine, completely reconditioned, \$75.00.

GREAT WALLACE SHOWS
Want legitimate Concessions of all kinds such as Age & Scales, Photos, Fish Pond, Duck Pond, Balloon Darts, Long Range Gallery, Short Range Gallery, Buckets, Six Cats, Swinger, Milt Camp and any other legitimate Concessions. Good opening for Bingo. Roy Allen wants Wheel Agents for only Wheel on Show. Will book Octopus, Train and Live Ponies. Want Girl Show Operator for Girl Show.
ALL ANSWER AL WALLACE
Statesboro, Ga., this week; Savannah, Ga., next week, white location.

W.G. WADE SHOWS

**New Booking
RIDES • SHOWS
AND CONCESSIONS**

for our Northern route of
Still Dates and Fairs

C. P. O. Box 1488
Detroit 31, Michigan

GIRLS GIRLS JACK GALLUPPO

Open New Bern, N. C., with
Proll's Broadway Shows, April 19

Want for Revue and Girl Show—Dancing
Girls for line, Kumba, Hula, Tap Dancer
and Specialty Numbers. Grenelle,
Manfield, lost your address, wire. Also
Candy Butcher; must be fast, as we do
not hold up shows. Good Accordion
Player and Steel Guitar. These are
office shows and salaries paid every
week. Wire at once.

JACK GALLUPPO
c/o Leo Lane Shows, Belle Glade, Fla.,
Fair, April 1-10; Tampa, 11-12; then
Proll's Shows, New Bern, N. C.

WANT CARNIVAL

With four or five rides during week
of June 28 to July 4. Contact
S. L. HILL
The American Legion
Chatsworth, Ill.

METAL SPANGLES

All sizes and colors. Chainette
Fringes, Spangle Braids, Rhine-
stones, Ostrich Plumes, Elastic
Net Hose, Tights, etc. Free
Folder. **C. GUYETTE**
346 W. 45th Street
New York 36

WANTED

Free Acts for August 4-5-6-7, 1954.
Send information to
GEORGE G. CORLEY
110 Powell Road Oak Ridge, Tenn.

FOR SALE

KIDDIE AUTO RIDE
10 CAR ALLAN HERSHELL
Excellent condition, \$900.00 cash.
S. LACHMAN & SON
6321 Blair Road, N. W.
Washington 11, D. C.

KIDDIE RIDES

Due to ill health, will sell 5 Kiddie Rides
or will take partner or will lease Kiddie
Rides on permanent location. Have
contracts available for summer and
winter.

TOMMY SACCO
203 N. Wabash Ave. Chicago 1, Ill.
Phone: AN 3-6112

CAVALCADE OF AMUSEMENTS

OPENING PENSACOLA, FLA., APRIL 5

Can place Circus Side Show with own outfit (have good proposition to capable operator). Also want Posing Show with own outfit. Want capable Man to take over Glass House and Fun House, must know what it is all about and get them up and down. Can place Hanky Panks of all kinds, no exclusives. Scales and Age open. Want Candy Floss Operators. Also Man or Couple to handle Popcorn Wagon, splendid opportunity for capable operator. Want Man to handle Double Six-Cat, good proposition to capable man. Waiters for Cookhouse (sleeping accommodations on train). Want Foremen for Looper, Octopus and Fly-a-Plane. Salary all you are worth. Can also place Cat Skinners and Mule Drivers.

Fitzie Brown can place Agents for Grind Stores and Peek Stores. Also wants Agents for Ball Games, Pea Pool Dealers, etc. All who worked for him in previous years contact him immediately.

Contact AL WAGNER, Mgr.
Mobile, Ala., this week; Pensacola, Fla., next week.

ATTENTION, SHOWMEN!!!

WANT MANAGERS FOR FOLLOWING OFFICE-OWNED SHOWS. ALL COMPLETE WITH TRANSPORTATION: SIDE SHOW, GIRL SHOW, JIG SHOW, SNAKE SHOW, MONKEY SHOW (or TRAINED ANIMALS—must have own animals) and FUN HOUSE. These Shows all have beautiful fronts and ready to operate. Managers must be capable, have people, wardrobe and P.A. Sets. A splendid route of Still Dates and 18 Fairs starting last of June. Must ACT FAST! Show leaves quarters April 11, opens the 16th. WIRE OR PHONE: VICTOR 2-4141 AT ONCE.

STERLING CROWN SHOWS, E. L. Young, Mgr.
P. O. BOX 157, TARPON SPRINGS, FLA.

F. C. BOGLE SHOWS, INC.

**LAST CALL LAST CALL
OPENING PITTSBURG, KAN., THURSDAY, APRIL 8, FOR 10 BIG DAYS**

WANT WANT WANT

Cookhouse, best route and show in country; burr reasonable. STOCK CONCESSIONS, \$20.00 per week. RIDES: Kiddie Rides, non-conflicting; Ponies, Autos, etc. HELP: Ride Foremen, come on, you are placed if sober and capable. Can use Special Agent with own car SHOWS with own equipment. You can't beat the deal and route we offer. It costs nothing to find out. Want Side, Jig and Grind Shows. Wire, write, phone:

F. C. BOGLE, Mgr.
Arma, Kansas, till Tuesday, April 6; then Pittsburg, Kansas.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 27.— President Hunter Farmer presided at the Monday (22) meeting, inviting Harry Myers, of the West Coast Shows, and Charles Albright, of Superior Shows, to the rostrum. Also on the rostrum were Al Weber, treasurer, and Joe Mead, secretary.

Al Flint, executive secretary, was welcomed back to his post after 11 days in the hospital. Flint, suffering from nasal hemorrhages, was given two blood transfusions while confined. He reports that he is feeling much better but is taking it easy on the advice of his physician.

President Farmer called upon M. H. (Mush) Ellison, Billy Axelrod, Joe Metcalfe and Harry Baron.

Ted LeFors was given a vote of thanks for his work in arranging funerals at Showmen's Rest.

Next Monday night (29) the club will be host to billposters, advance and publicity men. The Ladies' Auxiliary will serve dinner starting at 6:30. While indefinite at press time, it was reported that the board of governors would convene at 4 p.m. rather than 6 in order to clear the decks for the big event.

Bill Veets, who was a guest of Eddie Harris, was awarded the door prize.

Ladies' Auxiliary
Past President Nina Rogers was in the chair at the regular Monday (22) meeting. Following a reading of the minutes and financial report, letters were read from Dora Eastman, Barbara Miller, Mrs. Joe P. Williams, C. L. Gleason, William Moore, Rose Westlake, Minnie Springs and President Peggy Steinberg.

Two new members were pledged for 1972, the new daughters of Betty Taylor and Shirley Snobar Carpini. Emily Bailey, chairman of the sick committee, reported Barbara Trent was on the sick list.

The membership was saddened by the death of Frances Barth, who passed away following a prolonged illness. Funeral services were held March 23 and interment was in the Auxiliary's cemetery plot.

Bank night awards were won by Lillian Schue and Ruth Woods. Door prizes, donated by Gertrude Rosen, Emily Friedenheim, Margaret Farmer and Madison Hopes, were taken by Trudi di Santi, Clara Andersen, Rosemary Crosby and Ann Doolan. Clara Andersen also won an apron donated by

Esther Carley, while Mrs. Effie Rule, a guest of Ruth Woods, won the hankchiefs.

The committee reported many gifts were received to be awarded the winner of the Miss PCSA contest. Among the recent donors were Berta Harris, Dorothy Enfield, L. Leonard, Grace Merkel, Gwen Mortensen, Marosa Herman and Margaret Farmer. Berta Harris and Nina Rogers donated articles to be given the member who has the greatest number of tickets at the 49 Camp to be part of the fund drive at the National Orange Show. Lillian Schue will supervise the camp.

Lone Star Show Women's Club

3105 Forest Avenue, Dallas, Tex.

DALLAS, March 27.—Martha Moss, first vice-president, was in the chair at the March 22 meeting in the absence of President Edna Hacker who was in Longview, Tex. The treasurer's report was read by Pearl Vaught, the minutes by Secretary Grace Tinder. Invocation was by Jule Connors. Bonney Allard was sergeant at arms.

Correspondence included letters from Erma Meeks, convalescing at home after being hospitalized. The Damon Runyon Fund acknowledged receipt of a donation from the club.

Recuperating at home are Renee Gordon, Percy Morency and Lois Crangle. Clara Stockdale was in attendance after an illness. Claudia and Dee Palmer are in better health and the Herman Palmer family has moved to its new home.

Daisy Parr continues seriously ill at Lubbock, Tex. Pop Vernon is still on the sick list. Death claimed James Flowers. Beth Anderson returned from Wichita Falls, Kan., where she visited her sister-in-law who was ill in a hospital.

Members were sorry to hear Mary and Walter Leugers moved from Dallas to Gulfport, Miss.

A show called the "Louis Charninsky Follies" was staged at the Lisbon Vets' Hospital. Jimmy Alard was emcee. Entertainers included Candy Can'ido, Tiny Grant, Chet Wilson, Jack Adair, Curley Wilson, the Joan Frank dancers and the Hyman Charninsky orchestra.

Kathy and Red Kearns entered at the International Variety Club convention.

Milly Hudspeth, chairman of the board of directors, reported the committee met to revise the by-laws and would meet again to complete details.

As Fair Park will open April 10, it was decided the club would hold its final night business meeting April 5, with meetings thereafter in the afternoon.

Greater Tampa Showmen's Association

TAMPA, March 27.—The regular meeting was opened by President C. J. Sedlmayr Sr., who reported that new directory wall boards have been purchased for the large meeting room and three were already installed. Two are for the blood bank so that permanent records can be kept of all donors, others for merchants advertising in the year book and two for the honor roll. Hand-carved elephants, properly inscribed by Bobby Wicks, have been placed over each directory.

The membership committee reported J. C. (Tommy) Thomas and William Stophel are going after gold cards this year. Sick committee announced that W. G. Wade was confined to Municipal Hospital where he is doing okay. Sam Gordon is reported to be recuperating at his home as is Hank Silo. Mendall Lemish was recently released from the hospital. C. J. Sedlmayr Jr., was confined to his private car with chicken pox.

The final dance and party was a huge success. Following an abundant dinner served by the ladies of the Auxiliary, a complete entertainment program was presented.

Taking part in the shotgun wedding pantomime were Minne Yasvak, Pat Hos, Leona Plas, Esther Young, Ann Dernoga and Vaughn Pease. The Jugheads entertained with songs and Esther Young and Bertie Perrot with three numbers. An apache number was presented by Franchise Jonas, Oliver Sprague, Sally Brown and Esther Underwood. The Three Dorcies, a trio from a local nitery, also entertained.

Meeting closed with a brief address by President Sedlmayr.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, March 27.—Third Vice-President Al Sweeney opened the regular Thursday (25) meeting. Also at the table were Ned Torti, first vice-president; William Carsky, treasurer; Walter Driver, treasurer emeritus; Joe Streibich, secretary, and Past President Lou Keller.

Michael Gollatz was elected to membership. The welfare committee reported that Joe Murphy had been released from Alexian Bros. Hospital here after a short confinement. J. C. McCaffery is reported on the mend and expects to move north within a couple of weeks. Andre Dumont is again up and around. No late reports on Fred Potenza, Russell Johnson, Harry Atwell, Dave Swarouth, Louis Drillick, Ray Balzer, Frank Daniels and Sam Manganaro.

Mel Harris left for the South to join the Deaton Shows. Oscar Bloom, J. T. (Whitey) Richards and Bob Kline were in town. The club voted a \$50 donation to the Gaylord White Memorial Fund for needy race drivers. N. Perry Luster attended his first meeting. Earl Shipley was in town for a few days.

Clubroom visitors included Harry Duncan, Dwight Bazinet, Phil Tyrell, L. N. Fleckles, Michael Gollatz, Dave Picard, Jack Duffield, Louis Berger, Morris Brown, Lou Lindzon, Sam Arenz, Doc Wald, Bob McDonald, Hi Neitlich, Max Brantman, Jimmy Stanton, Petey Pivor, Lou Keller, Chester Chapp, Chick Schloss, Dave Malcolm, Al Holzman, Dave Goldfen, Jess Jordan, Oliver Barnes, Joe Shapiro, Walter Driver, William A. Hetlich, Tom Sharkey, Joe Murphy, Leonard Sacks, Chick Bohdan, Henry Polk, Louis Shafer, Lester Davis, Bob Sugar and Charles Zemater Sr.

Ladies' Auxiliary

The regular Thursday night (18) meeting was in the Jade Room of the Hotel Sherman with President Lucille Hirsch in the chair. Other officers present included Viola Moore, first vice-president; Carmelita Heron, second vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Invocation was delivered by Marie Brown, chaplain.

A rising vote of thanks was given President Hirsch for the success of the recent social conducted under her supervision. Viola Moore presented Elsie Miller with a hand-beaded bag for serving as chairman of the award books during the summer fund drive. Mrs. Moore recently returned here after a vacation in Fort Lauderdale, Fla.

The club's birthday and closing day of the winter season will be celebrated with a party on the evening of April 22 with the festivities to take place in the Hotel Sherman.

Congratulations were tendered Lee Gluskin's daughter-in-law, who recently gave birth to twin sons. Mae Taylor is serving on jury duty. Sick list includes Alice Hill, Billie Wasserman, Shirley Levy and Myrtle Hutt. Margaret Hock and Elsie Miller have recuperated from a virus infection. Rose H. Page is also improving after a recent illness.

Final meeting of the season will be April 29. Several gifts were received from Billie Billiken for the club to use as prizes. Bess Hamid and her husband are in Germany and heading for France, Belgium, Spain and Italy with plans to return to this country around April 18. Next official meeting is scheduled for April 1.

Contract Award By Sacramento Is Postponed

SACRAMENTO, March 27.—The board of directors of the California State Fair failed to award the carnival contract for the 11-day event at its regular monthly meeting. The concessions committee was authorized to contract with the highest bidder for the carnival midway before the April meeting.

Orville N. Crafts, of Crafts 20 Big Shows, North Hollywood, and Frank W. Babcock, of Frank W. Babcock United Shows, who played the spot jointly last year, tentatively offered to pay the fair 9 cents per capita attendance, compared with 13 cents last year. The bid was not formal and the committee was instructed to contact interested companies for bids immediately.

AGENTS WANTED

For Six Cats, Buckets, Country Store, Coke Bottles, Fish Pond, Basket Ball, Pea Pool, Set Spindles. Also other Concessions. Two Truck Drivers to up and down joints. (Al Wilkerson, let me hear from you.)

HAROLD EUTAH
c/o American Beauty Shows
De Soto, Mo.

MERRIAMS MIDWAY SHOWS

Opening May 3, Boone, Iowa.
First show on downtown lot in five years.
Want Shows and Concessions.
Brownie, come on.

For Sale: 1946 Spitfire and Trailer; loaded, ready to go.

ALVA MERRIAM, Ogden, Iowa

Bookkeeper-Accountant

wishes position—have Basketball Game

BOX 921
The Billboard, 1564 Broadway
New York 36, N. Y.

ROD LINK WANTS AGENTS

Hanky Panks, Buckets, Swingers.
Open second week in April.

ROD LINK
FREMONT, OHIO

FOR SALE 1947 Super Roll-o-Plane

In A-1 condition with transportation.

M. MORT
721 W. Cook Ave. Glenolden, Pa.
Phone: Farragut 9969

AGENTS WANTED

6 Cats, Buckets, Pitch-Till-You-Win and Spindles.
Opening middle of April with John Marks Shows, Ruskin, Florida, till April 15; then Richards, Virginia.

ROY T. DUFFY

PILOT GROVE, MO., FAIR

August 6-7
Needs Carnival with 3 Rides and Concessions. All replies to

BYRON BECKNER
Pilot Grove, Mo.

CARNIVAL

August 27-28-29
WESTERN LINCOLN COUNTY FAIR
A quarter million dollar pay roll—6,000 drawing. Contact

CLARENCE MOODY
Libby, Montana

GOLD MEDAL Shows

Can place GIRL SHOWS. Must have own equipment in keeping with standards of this Show. Also place Monkey Show, Glass House, Midget Show, Unborn Show, Can place Scale & Age and Hanky Panks of all kinds. Foreman for Scooters and Help for other Rides who drive semis. Want capable Mechanic with tools.

Address Johnny J. Denton, Gold Medal Shows, Atlanta, Ga.

★★ROYAL MIDWEST SHOWS★★

Opening April 15, Paragould, Ark.

Can place Fish, Duck Pond, Age, Weight, High Striker, String, Bingo, Ball Games, Pitch-Till-U-Win, Diggers, Custard, Duck Pitch, County Store, Coke, Derby, Goldfish, Bumper, Penny Arcade. Due to disappointment have opening for Fun House. Ride Help on all Rides, Stock Concession Agents. Bob Wyrick, Eddie Morse, contact Bill Roy Smith, come in.

PHONE: CEDAR 2-7971 ROXIE HARRIS PARAGOULD, ARKANSAS

WINTER QUARTERS

Gladstone Expo

JACKSON, Miss., March 27.—The show is set for opening at Kosciusko, Miss., April 12, with all rides and equipment in first-class shape, thanks to the efforts of Bob Couture and Ralph Tucker.

The show's 15 fairs and still spots have been booked by Jack Oliver, business manager and general agent, who has recovered from injuries sustained in a recent automobile accident.

Glenn Clendening will handle The Billboard this year, leaving Mrs. Poole free to resume duties as secretary of the show.

Other recent arrivals include Ernie Murray, lot man and public relations, and wife; Louis Holland, mechanic and concessionaire, and family; Wayne Martin, electrician; Mr. and Mrs. Phillips and children, Cherry Sue and Judy; Mr. and Mrs. Riley, jewelry concession; John Williams, Monkey Show, Fun House and concessions. Also Van Housen and Chapman, 6; Mac Hodges, 2; C. Krug, 2; Slim Rice, 3; George Gruss, 2; Morehead, 2; McCalister, 1; Bob Crawford, bingo; Fred Skellner, long-range; Ira Billingsley, 3 and Sky Fighter; George Ringling, popcorn, and John O'Connors, alley and Girl Show.

F. O. Poole recently announced the arrival of a new Octopus, making a total of six major rides carried by the show.

H. & M.

LACROSSE, Va., March 27.—All equipment of H. & M. Amusements has arrived here in good condition. Although our ad in The Billboard of March 27 gave our address as West Brownsville, Pa., we have been in Lacrosse making preparations for our opening here, April 9-17. The Lacrosse Fire Department is our headquarters. Usual overhauling and last-minute detail work is being ably handled by San McMaster and Teeter Hannah. Heavy Hannah is in charge of the office work.

Stipe's

ST. PAUL, March 27.—Mr. and Mrs. Lance Stipe, owners, returned from Baytown, Tex., recently to get ready for the spring opening. The show will consist of 7 rides, 2 shows and 20 concessions, all office owned. A Spitfire and pony ride have been purchased by William Stipe, son of the owners.

Ride foremen include Babe Gallagher, Merry-Go-Round; Gene Frisendahl, Ferris Wheel; John Scheiber, Spitfire; Lloyd Frisendahl, Sky Ride, and Dennis A. Morgan, kiddie rides.

Concessionaires are: Bill Stipe, popcorn, candy floss, root beer and

long range; John Scheiber, basketball and short range; Mrs. Steve Guillaume, ball game; Mr. and Mrs. Ed Gaross, high striker, balloon dart and add 'em up; Mr. and Mrs. Louis Van Dake, mug joint; Clayton Frigard, novelties and scales; Mr. and Mrs. E. J. Stephen, jewelry and hot dogs, and Mrs. Joseph Oneallas, glass pitch and cork gallery.

Joseph Oneallas will manage two Side Shows.

I. T. Shows

ROOSEVELT, L. I., March 27.—Work is nearing completion here for the opener of I. T.'s season next month. With John Leonard, Diesel electrician, and Bill Appleton overseeing the work, and with nattily-dressed Phil Isser on the job bright and early, the partial crew has been doing a good job getting the three Diesel light trailers into shape. Additional equipment is being brought in from the King Shipyard boathouses in Patchogue.

Also active at the shop here is electrician Charley Luether, and the rest of the personnel will be announced shortly. The show will put out two units as in the past and will combine them for the fair season. Is Trebish will head up the No. 1 unit to begin its still date season in Brooklyn April 16. He will be assisted by Al Howard with William Star as concession manager.

The No. 2 unit, headed by Isser, will go out April 8 in Queens. Assisting will be Al Crane with Morris Brown as concession manager.

Virginia Greater

SUFFOLK, Va., March 27.—Re-furbishing here is almost completed with the show practically ready to hit the road. Only a few odds and ends remain to be taken care of. This will be the finest midway since the show was organized 15 years ago, according to manager Rocco Masucci.

Mr. and Mrs. H. W. (Hap) Arnold with their son-in-law and daughter, Mr. and Mrs. Calvin Nelson, and the Nelson's daughter, Barbara, reported from their Florida home. Hap will be mailman and agent for The Billboard, as well as front gate ticket seller and will have two joints on the show. The Nelsons will operate French fries. Buddy Monroe and son, James, are building a new joint for their popcorn and candy apple concession.

Bill Hoxie writes that he will be in soon from West Virginia to take over management of the circus Side Show featuring twin midgets Mike and Ike Matina and their magic act. Frency Dushay has joined the winter quarters crew assisting in operation of the dining hall. Recent visitors to quarters included Mr. and Mrs. Jimmy Cooper and daughter, Larry Briggs, and Bill Sanders, of the American Tent & Awning Company.



CHARLOTTE PORTER is an extremely busy woman these days. The reason: She's president of the Show Folks of America, San Francisco Chapter.

Freedman Gets Novelty, Scales At Sacramento

SACRAMENTO, March 27.—Contract for novelties and scales at the 11-day California State Fair here was awarded to Freedman Concessions of Los Angeles for \$16,900 by the board of directors at the regular monthly meeting. The board also voted the award of a one-year contract with the Pacific Catering Company and a three-year pact with Lane's Frozen Custard and Duggans Concessions. The latter deals are on a per capita or an equivalent percentage basis.

In the discussion of bids for food concessions, D. W. Beattie, Marysville director, who heads the concessions committee, reported that no qualified bids were received from advertisements for certain food concessions. On this basis, the committee proceeded to make the contracts with Pacific Catering, Lane and Duggan. Freedman Concessions is headed by Alex Freedman. His firm had the novelty concession here last year.

Re-Elect at Dallastown

DALLASTOWN, Pa., March 27.—At a recent meeting of the Great Dallastown Fair Association members re-elected for their sixth term H. Jamison, President; I. Markle, vice-president, and J. H. Kell, secretary. Officials announced the signing of the Morris Hannum Shows as midway attraction for the 1954 annual, and Secretary Kell, recently returned from a New York trip, said that he had booked some outstanding acts for the stage show. The association has purchased new lighting effects designed to enhance the stage offering. It was also reported that six acres have been added to the fairgrounds.

Newspaper and radio advertising was started March 1 for contestants to appear nightly in the fair's amateur contest, an event that has been showing steady annual growth as a drawing card. President Jamison reported that 231 entry applications were received in the first 15 days.

Norton's Midway Shows

WANT WANT WANT
Portales, N. Mex., Dairy Show, April 5-10.
Guyton, Okla., Pioneer Day, April 26-May 1.

Fifteen Fairs and Celebrations to follow. Concessions—Fish Pond, String Game, Age & Scales, Basketball, Roman Targets, Pitch Till You Win or any Concession not conflicting. Will sell X on Novelties. No flats or gyros. Answer: General Delivery, Livingston, New Mexico, March 29 to April 3.
DELBERT NORTON, Mgr.

Midway of Mirth Shows

OPENING MOUND CITY, ILLINOIS, APRIL 3 (Two Saturdays)
WANT CONCESSIONS
Bumper, Scales, Jewelry, Glass Pitch, Cigarette Shooting Gallery. Also can place Concession Agents.
WANT SECOND MEN ON RIDES.
Address: Mound City, Ill., until April 10.

EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

CANADA CANADA

"CANADA'S GREATEST RAILROAD SHOW"

WALLACE BROS.' SHOWS

Traveling in 40 Railway Cars

OPENING AT WINDSOR, ONTARIO—APRIL 17th

OUR CONCESSION DEPARTMENT can place Percentage Wheel Operators. Want party to operate Cookhouse with office. Have openings for Honky Panks which do not conflict.

HELP—Need Foreman for Scooter Ride and a good Talker for Mrs. Rose's Midget Show. Attractive propositions for real workers!!!

SHOWS—Have complete outfit for a real Girl Show. Will furnish for operator with personnel of eight or ten people.

OUR FAIRS START AT DAUPHIN, MANITOBA, JULY 19. THEN WE WILL AFFILIATE WITH THE CONKLIN SHOWS AT WINNIPEG FOR THE RED RIVER EXHIBITION—THEN SUDBURY, FOLLOWED AT PETERBOROUGH FAIR, BELLEVILLE FAIR, AND EXHIBITIONS AT THREE RIVERS, SHERBROOKE, QUEBEC CITY, RENFREW AND LINDSAY—CLOSING AT SIMCOE OCTOBER 10.

WANT TO PURCHASE TWO 50 KW. GENERATING UNITS AND FIVE 72 FT. FLAT CARS.

WE ALSO PLAY THE BIG "CENTENNIAL" AT KITCHENER JUNE 28 TO JULY 3, ON THE STREETS.

"BUSINESS IS GOOD IN CANADA"

Address **J. P. SULLIVAN**
WALLACE BROS.' SHOWS, SIMCOE, ONT.

MILLER BROS.' AMUSEMENTS

LAST CALL—OPENING APRIL 9, DOWNTOWN CITY PARK, INDIANAPOLIS, IND.

ATTENTION: SHOWS WITH OWN EQUIPMENT—SIDE SHOW, SNAKE SHOW, MONKEY SHOW, FUNHOUSE, MOTORDROME, MINSTREL, MECHANICAL SHOW, DARK RIDE, WHAT HAVE YOU. Excellent proposition for Iron Lung.

WANT CIRCUS FREE ACTS.

Can use a few more legitimate Concessions. Also need Kiddie Rides not conflicting. What have you? Can place good reliable Ride Help.

Wire, Write, Phone, Miller Bros.' Amusements
1006 Fletcher Ave. Phone Franklin 6556 Indianapolis, Ind.
FOR SALE—NICKEL ARCADE, like new, will book for season if wanted.

SOUTHERN VALLEY SHOWS

Want for proven route of Still Dates, with a long string of Reunions, Celebrations and Fairs.

Concessions of all kinds. Shows with own outfits. Want to book Chair-a-Plane for season. Can place General Show Help in all departments. Contact

EDDIE MORAN, Mgr.
Yazoo City, Miss., this week; Philadelphia, Miss., next week.

WANTED—AGENTS—WANTED

FOR PEEK AND COUNT STORES, ALSO AGENT FOR SKILLO LAYDOWN. AGENTS FOR BEAR HOOP-LA, SIX-CATS, BUCKETS AND SWINGER; ALSO FOR RAT GAME, PEA POOL AND BEAT-THE-DEALER. Good proposition for Man and Wife for Cigarette Pan Game. Agents must be able to take orders.

OPENING APRIL 24 AT JOPLIN, MO. CONTACT HERE.

TIVOLI EXPOSITION SHOWS

SAM GRECO, Con. Mgr. **FRANK SPINA, Bus. Mgr.**
P. O. BOX 742, JOPLIN, MO. (PHONE: 1272)

FRONTIER SHOWS

Now contracting RIDING DEVICES: Nine office owned. SHOWS: Can place legitimate or moral. CONCESSIONS: Can place Photos, Fish Pond, Novelties, Bumper, Balloon, Ringo; also X on one Mitt Camp. Hold contracts for five Utah Fairs, including the Salt Lake County Fair. Also late fall fairs until Nov. 15. Phoenix lots thru April 10, then as per route.

Permanent Address:
2928 W. PIMA
PHOENIX, ARIZONA

J. L. RITTER **C. R. THOMPSON**
For Sale: One Parker Three Abreast, Ferris Wheel #5 and Mix-Up.

BYERS BROS.' SHOWS

OPENING SATURDAY, APRIL 10, NEW BOSTON, TEXAS—BIG PAYROLLS

All people contracted, answer immediately by mail. Want Sit-Down Grab and Corn Game. (Ray Spencer, contact at once.) Can place Second Men on Rides (must drive semis).

Address **CARL BYERS, Mgr.**
1306 West 8th St., Texarkana, Texas, until April 9; then New Boston, Texas.

BARBARA LE MAY
Wants Dancing Girls
Season's work, top salary, transportation. Costumes and board furnished. Lee Parker, Dartene, Ethel Stalle, Judy Renee, Roxanne, Sylvia Jackson, Carman Bosley, Rocky Perone, contact **HARRISON GREATER SHOWS** Troy, N. C.

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY
OPENING MARYVILLE, TENN., APRIL 12
WANT Second Men on all Rides. Must drive and have proper license. Operators for Funhouse and Animal Show. Winterquarters now open.
Shan Wilcox, Mgr., Maryville, Tenn.

ORANGE BOWL SHOWS

Want for Apopka, Fla., Colored Fair, April 5-10, followed by Oneida, Fla., April 12-17; then into Georgia.

Concessions of all kinds that work for Stock only.
Sanford, Fla., Colored Fair (Midway lot) all this week.
Contact **FRANK ROSS, Mgr., Montexuma Hotel** Sanford, Fla.

A.M.P. SHOWS

WANT FOR ALBEMARLE, N. C., WEEK OF APRIL 5-10

CONCESSIONS—Class Pitch, Fish Pond, Balloon Darts, Buckets, Swingers, Six Cats, Slum Stores of all kinds. SHOWS—Illusion, Snake or any Grind Shows. Ride Help—Wheel Men who drive.

ALL THIS WEEK, WOODRUFF, S. C.

WANT - - AGENTS - - WANT

Tom Cat, Cigarette Concession that can deal either Cigarettes or Percentage, Man and Wife to take charge of Duck Pond, other Hunky Pank Agents and General Concession Help. If you are sober and reliable, come to Washington, D. C., by April 8. We open Saturday, April 10.

FRANCES FONIER
JAMES E. STRATES SHOWS, WASHINGTON, D. C.

**RIDE OPERATORS
SHOWMEN
CONCESSIONERS**

INSURANCE

FOR YOUR REQUIREMENTS
6 or 12 MONTHS

FAIR RATES • NATIONWIDE
CLAIM SERVICE

Autos—Trucks—Trailers—Rides

Write to

M.J. 'MIKE' LAW

135 S. LaSalle St. Chicago, Ill.
Phone: Financial 6-1210

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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

WANT CARNIVAL

Some time in May or June. Contact
CECIL ASHLOCK, Post Adjutant
The American Legion, Vero R. Click
Post #25, Chillicothe, Mo.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954
Rides — Shows — Concessions.
MICKY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill.
Winter Quarters at Fairgrounds.

RIDES WANTED

For Summer season. Commission basis
No other rides in town of 60,000—within
100,000 population near-by.

VINCE SCHULTING

MELODY MILL
Dubuque, Iowa

WANT

Freaks, Working Acts, Working Men,
 Ticket Sellers, Girls, Concessionaires,
 John Styles, answer. Will buy 10 Banners,
 good condition, for cash.
CLAUDE BENTLEY
 Side Show, Twentieth Century Show
 El Dorado, Ark.
 P.S.: Show opens April 10.

CORRECTION!

Our ad on page 59 of the March 27 issue of The Billboard showed our
opening date as April 9. THIS IS INCORRECT. It should have read

OPENING GREAT BEND, KANSAS, APRIL 19
CENTRAL STATES SHOWS

ULEY REITHOFFER SHOWS

OPENING: April 29 for 10-day engagement in Burwick, Penna.,
in the heart of industrial section.

WANT legitimate Concessions and Shows for 20 weeks of bona fide Firemen's
Celebrations, Homecomings and Fairs. Contact

Julius Reithoffer, 95 N. Broad St., Hughesville, Penna.

ROCKY MOUNTAIN EMPIRE SHOWS

WANT FOR PLAINVIEW DAIRY SHOW

APRIL 8-17

SHOWS—Any well-framed Show except Motordrome. 25 per cent
for this one. CONCESSIONS—Clean, legitimate Concessions. No
gypsies. Can use sober, reliable Ride Help who drive.

Midland, Texas, March 29-April 3.

WANTED FOR I. T. SHOWS

HELP: Semi-Drivers preferred—Foremen for Ferris Wheel, Rolloplone, Octopus,
Chairplane. Also Second Man on other rides. Start right now at Winter
Quarters, located at 3 Gambert Place, Roosevelt, L. I. Living quarters and
good pay. Contact:

PHIL ISSER
Phone: NAvarre 8-8960

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.

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Allison, Marietta
Allyn, Billy
Anderson, Frank
Anderson, Rudolph
Anderson, Wm. Paul
Andreano, Frank &
Eva
Annin, Ralph J.
Arbogast, John R.
Armstrong, Chuck
Arnott, Overton J.
Ayers, Mrs. James
Bailey, Mrs. Kittie
Barlow, Eugene
Barnes, Charis & Basil
Barnett, Mr. Toughy
Barnett, Joe
Barnhart, Clyde E.
Barnon, Freddie
Barron, Ted
Barth & Halter
Bays, Dick
Beal, Joe
Beck, Robt. E.
Bellis, Happy
Bennett, Miss Terry
Berkal, Ronnie
Bernner, Little Joe
Bert, Bertha
Bimbo, Johnny N.
Binbo, Joe
Bishop, Chas. E.
Blackley, John Robt.
Bluestein, Morris
Bluford, Horace
Boley, James E.
Bordman, Ernest
Boudreau, A. A.
Bowen, Clyde
Bradford, Enoch
Bradley, Thos.
Breedon, Wm. Donald
Brightwell, Miss
Tennie
Broadwell, Paul
Bronough, Geo.
(Metore High Act)
Brooks, Smilly A.
Brooks, Wilbert
(Buckwheat)
Brown, Mr. Jesse
Bryant, C. F.
Budd, Charlie
Bullock, R. T.
Burke, John
Burns, Richard K.
Burr, Clarence
Burrige, Frank & Mrs.
Burridge, Mrs. Jewel
Burton, F. H.
Butler, Josephine
Butler, Michael
Campbell, Mike
Canisher, Mrs. L. C.
Carey, Esther
Carlisle, M. A.
Carpenter, Norm
Carr, Kenneth W.
Carraa, Rose
Carroll, Myrtle
Carter, Eston
Cassano, Louis
Cassidy, Mr. (Carnival
Showman)
Chapman, Diana
Chapman, Gene
Chapman, Mrs. Gene
Chicotella, Matthew
Chilcott, Essie E.
Cineroski, Leonard
Clark, Robt. A.
Clatterbaugh, J. R.
Coley, Paul R.
Comfort, Wm. Conway

Conatser, Mrs. L. C.
Conlon, P. J.
Coomes, Ruth
Cooper, Mrs. Stella
Coughlin, Bruce & Dot
Crouch, Del (Mr.)
Crowe, Mr. Jesse
Crowe, Ned (Heavy)
Cunningham, B. C. &
Mrs.
Curles, Irene W.
Curlies, Mrs. Ruth
Cutter, Adrian F.
Daley, Edw.
Davis, Jimmie
Davis, John (Talker)
Deason, Ione (Big
Bend Show)
Decker, Kirk
Deduch, T. L. & Mrs.
Deitrich, Francis
Delancey, Chuch (Pat)
DeLaney, Doyle
Delano, Buddy J.
Demetro, Dewey (Pvt.)
Demetro, John Dutch
Demuterial, Archie
Denny, H. L. (Cactus)
Dewsbury, Geoff
Dobson, J. Arthur
Drew, Eula
Drumm, Rex. Whitworth
Dunn, Mrs. Elna
Dunn, Orville
Eaton, Alford
Elliott, Harry
Elliott, Martha
(Martha's Tent
Show)
Elliott, Ralph
Elias, Buster (B. E.)
Fawcitt, Bob (The
Serpentina)
Felmaton, Abraham
Feldman, Hyman
Ferguson, Vivian
Finkelstein, Harry
Finnerty, Dorothy &
Pat
Fisher, E. L.
Flickinger, James C.
(C/o J. Joyce &
Camein)
Friend, Don
Gallagher, Jack
Gallup, Mrs. Jack
Garner, Lewis &
Gertrude
Garrett, John M.
Gates, Jimmy
(M.G.R. Foreman)
Gawie, W. P.
Gentry, Bob (Kilroy)
Gerstner, Edw. J.
Gibson, Ben A.
Gibson, Shirlee
Gill, Frank (9 yds)
Gillespie, Marie
Gillor, Marvin
Glass, Bennie F.
Gleason, E. T.
Good, Ola (or Good)
Goodwin, Joe Harlow
Grauman, Sam
Graver, Geo.
Grab, Walter
Griffin, Raymond
Gross, Frank & A. S.
Guiliano, Charles
Guxxa, Ben
Hackman, E. Otis
Haley, D. D.
Hall, H.
Hall, Earl Emerson
Hall, Kennis Preston
Hamilton, Olin Wm.
Hanson, Al
Harper, Marshall
Gill, Frank (9 yds)
Harris, Pfc. Manley S.
Harris, Russell
Harrison, James R.
Harwood, Geo.
Hayes, John A.
Hazelwood, Mrs. Beryl
Herdson, G. E.
Hildebrand, Mrs. C. O.
Hill, Edw.
Hill, Jack & Ethel
Hillhouse, Griffin
(Kimbrel)
Hilliard, D. E. & S. C.
Himeley, R. H.
Hitchman, Ronald
Hodges, Mrs. Grace
Hensley
Hoffman, Louis
Hogan, Jake
Holmes, McKinley
Hood, Leona &
Freddie
Hornstafel, Mr. Jackie
Hudspeath Jr., Ernest A.
Hudspeath, Fred
Huffie, Thos.
Humphreys, Clifford
Hunker, Louis
Hunt, Mrs. Art
Hunt, Michael
Hunter, Bill
Hunter, Miss Billie
Hurd, James (Jimmy)
Hutton, Mrs. Barbara
Hyman, Al
Hjablouski, Francis
Jackson, Geo. (Whitey)
Jackson, Jack
James, Jimmy D.
Jeffrey, Edna and
Bud (Reeves)
Jellison, Harry E.
Jewel, Mrs. Fester
Johnson, Alfred &
Sophia
Johnson, Bill
Johnson, Frank
Johnson, Fred
Johnson, Mrs. Gene
Jones, Ana B.
Jones, Curtis
Jones, Larry
Jones, Willie &
Virginia
Joy, Mrs. Kathryn
Judy B F
Kalbaugh, William
Kalen, Moe
Karjanie, Peter
Kearns, Dorothy (Buteh)
Kearns, Jack
Keels, Lee S.
Keller, George J.
(Wild Animal
Trainer)
Keller, L. C.
Kelly, Ralph O.
Kenosian, Robert
Kerka, Harry
Killalea, George
(Kickster)
Kimball, Dude (The
Country Plumber)
King, Fred & Nellie
King, James & Mrs.
Kise, Ruth
Kloke, M. O.
Kofron, Jack
Kuehl, Wilfred
La Vine, Mrs. Mike
Lal, Ben
Lally, Raymond H.
Lambert, Bill & Mrs.
Landers, Mark
Larkin, Howard
Lauber, Fritz
Law, Bernes
Lazella, Phyllis
Leahy, Buck
Leedy, Bob
Leschke, Herman A.
Lewis, Eva Mae
Link, Rod
Loder, Edward
Lorenz, J & M.
Logan, Mary (C/o Mrs.
Ethyl Logan)
Logsdon, Shorty (Eater)
Lovell, Doc
McAskill, Mrs. Marie
McCarthy, Richard A.
McGill, Frank
McGowan, Frank
McQue, Mrs. Jerry
McSheehan, John A.
Madam Melba
Maha, Elizabeth
Maiman, S. E. or Marvin
Malott, L. B.
Manning, Mrs. E.
Marbles, Eddie
Martin, Carl Gene
Martin, Hat Half
Martinez, Harry
Mason, Harry
Mauck, Joseph Barton
Mayes, Prof.
Livingston
Maxwell, Ralph
Maynard, Glenn
Meitzer, Stanley
Middleton, Betty
Miller, R. E. (Bobby)
Minton, Mrs. Peggy
Mintzer, Mrs. Dolly
Misuraco, Arthur &
Mrs.
Mitchell, George
Mitchell, Louis
Moberly, Glen
Mortez, Tanya
Moore, Esta Lee
Moore, George &
Bonnie
Moore, Mrs. Helen
Moorehead, Mrs. C. L.
(Happy)
Moore, Mrs. H. E.
Morgan, Chas. or
Mahoney
Morris, Joe Ell
Morris, Rodney
Morse Jr., Vincent &
H.
Mort, Joseph
Mortimer, Gene
Murrell, Cindy
Nadrupe, Gene
Neil, James
Norton, Herbert

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Brager, Dot
Bucks, O. C.
Burke, Lila
Conwell, Kathryn
Delor, Marie
Englin, George
Gates, Ojal
Grobel, Jack Little
Harper, Mr. and Mrs.
R. N.
Harter, Lewis
Hopp, George
Kippel, Jack
Lasher, Mary
Longo, Marie
Mayes, Prof. L.
Miller, Bill
Minor, Frank
Orr, Clair (Curly)
Paul, F. W.
Potter, Henry
Swan, Dick (Comic)
Tullach, Harry
Veltrano, Peter
Whitman, James
Zeigler, Eleanor
Zubard Sr., J. L.
O'Donovan, Lawrence
Patrick
Ogle, Gerald & Irene
Osborne, W. E. (Bill)
& Mrs.
Paige, Vincent J. &
M M
Palmateer, Dick
Palmer, Joseph
Parise, Jane
Parise, Joe
Parker, Bob
Parker, Harry
(Business Agent)
Parks, Sherman L.
Parr, Vick
Parrish, Dale
Patton, Eddie C.
Paulus, Paul
Peterson, M. H.
Pietro, Johnnie
Phillips, Connie
Bruce
Phillips, Goody
Phillips, Mrs. W. C.
Pinell Jr., Sebastian
John
Pratt, William Harlan
Presson, Sidney
Prestler, Charlie
Price, Harry & Mrs.
Price, Wesley R.
Price, Wess
Qualis, Mrs. Bee
Rafters, Mrs. Carrie
Raper, William (Bill)
Raye, Henry
Rector, Kenneth A.
Reeder, John
Reese, Barney
Reley, Mrs. Lucille
Renee, Judy (Girl
Show)
Reynolds, Peggy
Richard, Earl
Rigby, Louise
(Darlene Lynn)
Riley, Dan
Rivers, Curley
Robbins, Mrs. Jane
Roberts, Jay &
Fred Stocum
Rose, Martin
Rue, Dottie
Rumbell, E. J.
Rupp, Chas.
Ruth, Whitey &
Willie
Ryder, Ralph M.
Salter, Robert
Salyina, Pete
Sanderson, Everett &
Nanon
Sanford, Ray
Schafer, Frankie
Schulz, Thomas A.
Scott, Frances
Scott, Louis
(Drummer)
Seifer, H. L.
Selby, Wm.
Serett, Joseph
(Soret?)
Shaffer, James
Shank, Charles C.
Shelton, Marvin
Sherrill, Louis
Smith, Willie H. or L.
(C/o Eddie Marbles)
Short, J. E. & Tillie
Shottis, Jess J.
Slom, Morris
Smith, Miss Jackie
Snow, B. B.
Sollenberger, George
Phillipson
Sorenson, Mrs. Robert
Southern, Oscar
Spartan Family
Specht, O. L.
Stafford, Gordan
Stalling Sr., Bert &
Mrs.
Stanfill, A. R.
Stapleton, Gene
Steel, Eddie
Steele, Eddie L.
Strozier, Robert
Stuiber, Mrs. Josephine
Stults, Thomas
Sward, Barbara
(Lucky)
Swart, Ernest Benair
Szepanski, Clarence
Tate, Gloria France
Tate Jr., Lester A.
Templeton, Ralph E.
Thomas, Art
Thomas, Dorothy &
Robert
Till, Johnny G.
Townsend, Lester
Trew, Andre
(Galdonia)
Trenkler, Freddie
Troper, Johnnie &
Helen
Tutterow, George T.
Tyler, Carl & Mrs.
Valetti, Horish
Van Hooser, M. B.
Vandergrift, W. E.
Verdier, Mrs. Louise
Vermitt, Ed
Vinson, Jack
Walace, John M.
Walls, C. W.
Walsh, William
Wandol, John
Ward, Carl & Mrs.
Watkins, Johnny
Weakley, C. H.
Webb, William Mira
Weiner, Herman
Weintroub, Mrs.
Hazel
Weir, Louis
Whitt, Mrs. Florence
(Happy)
Wick, Alfred Chalmer
Williams, Jimmy
Williams, John M.
Williams, Kirk
Williams, Orval
Winburn, Herb L.
Winniman, Morris
Wiss, Ivan
Wood, Pete
Woodall, Harold
Woods, Blackie
Woods, Mrs. Rose
Lee
Woodward, Earnie O.
Wright, Frank
Yale, Chick
Young Jr., Charles
Zarlington, Bonnie
Zingo, Jimmie & Mrs.

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L. E.
Bateman, L. C.
Benfield, Nelson
Bennett, Mrs.
Benson, Mr. & Mrs.
Bernardi, Tony
Bishop, David
Blakely, Benton H.
Blears, Nathan
Boone, Virgil
Bozza, Tom
Bridges, Mac
Brown, Mrs. B.
Bumpers, William
Burnette, Sally
Bush, Roy
Calligan, Mrs. Leona
Carl, Bob
Caswell, Fred
Chamberlain, Thomas
Chisholm, Dave
Clark, Mrs. Trixie
Columbus, Nathan
Cowboy, Mac
Cove, June
Critzler, Walter
Cummings, John
Dennis, Jacky
Dodge, Thomas H.
Dooel, Dan
Doto, Bert C.
Driscoll, Joe
Eagle, Mr. & Mrs. Ed
Fisher, Ben
Forster, Mrs. Mary
Fraker, Charles
Friend, Mr. & Mrs.
J. D.
Garner, Lewis &
Gertrude
Gerber the Magician
Gibbs, Mrs. John L.
Gifford, G. F.
Golder, Frank
Grovenburg, Virgil
Gruss, Mr. & Mrs.
Mike
Grusovsk, Mike
Hagen, Viola
Hagen-Wallace Circus
Haley, H. D.
Hall, Edward L.
Hall, Mrs. Ruth
Halligan, Leona
Hogan, Joe & Ann
Harris, Frank
Harrison, James R.
Hever, William
Hymen, Harry J.
Impeduglia, Vito
Jamison, J. C.
Jett, C. C. (Blackie)
Jurden, Donald E.
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Kearns, Dorothy
Kells, Martin
Kelly, Dorothy M.
Kenosian, Robert M.
King, Jimmie
Kirchart, James F.
Klassen, Fred W.
Klenke, Raymond
Komo, Jimmy Morrison
Lambert, W. H.
Laughlin, Mrs. R. E.
Lay, Waldo K.
Layton, Jew
Leslie, Pete
Lewis, Bob
Lewie, Chas. T.
Lightner, Henry S.
Louden, Samuel
Lowe, Mrs. Katherine
Luck, William
Ludwig, N. L.
Mace, Robert
Madison, Harry
Martin, Tiger
Medlin, James
Miller, Lloyd A.
Mitchell, William
Morgan, Mr. & Mrs.
Lorne
Morgando, Clarence
Mortensen, Arthur H.
Moshier, L. C. & Frances
Murphy, Ed
Nash, Lawrence R.
Neil, James
Neilson, Mr. & Mrs.
Nielsen, Henry (Whitey)
Nicols, Fred
Nix, Chester
O'Conner, Thomas J.
Olson, Mary
Parker, Miss Lee
Patterson, Pat
Pearl, Walter J.
Peppers All States
Shows
Pope, Ernest H.
Prebley, Mrs. Gerri
Richardson, Mr. &
Richardson, Mrs. Joe
Ridola, Tony
Ried, I. C.
Rodgers, Mrs. Pearl
Rose, Set Joint
Rowe, Anne
Ruscitto, Emil B.
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Sevich, Peter
Silverstein, Sidney
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Smith, Charlie A.
Snyder, J. W.
Sokolowski, Francis
Spain, Mrs. Ruth
Hall
Stanko, George
Starr, Miss Hedy Jo
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Stout, Joyce Doris
Summers, A. T.
Taylor, Mr. & Mrs.
Robert
Tiernan, J. E.
Tippa, G. E.
Towe, Mrs. Ida
Vinson, Evelyn M.
Vorhees, Vesta
(LuVetta)
Walsh, Raymond J.
Wannish, Solomon
Warren, Whitey
Watson, J. W.
West, Guy
West, Mr. & Mrs.
W. E.
Wetherbee, Mr. &
Mrs. Harold
White, Worth
White, Tex
Whitson, L. W.
Widman, Arzetta
Williams, Dorothy
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Williams, Leo
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KITCHENER CENTENNIAL—JUNE 28 TO JULY 3
RED RIVER EXHIBITION (AT POLO PARK), WINNIPEG—JULY 24 TO JULY 31
Will consider selling exclusive on Pitch Concessions—Jewelry—Novelties—Scales—
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FRANK R. CONKLIN
BOX 31, BRANTFORD, ONTARIO, CANADA

LAST CALL—G & B RIDES & SHOWS—LAST CALL

SHOWS OPENS APRIL 9th, ON THE LOT APRIL 7th, BELPRE, OHIO

WANT Photos, Age and Weight, Penny Pitch, Pitch-Till-You-Win, Fun House, Penny
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Want legitimate Concessions not conflicting. Help for Kid Rides, Fun House. No
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THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ADLIB LINES—THE THINGS TO SAY AT the right moment. \$2; Comic collection, something for every entertainer. \$2. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y. ap3

FREE CATALOG! PROFESSIONAL COMEDY. Material! Every phase of showbiz introductory collection, including seven parodies. \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. tf

AGENTS & DISTRIBUTORS

AGENTS—SHOW AMERICA'S LEADING nationally advertised line novelties, gifts, utility items; 100% profits, prospects everywhere, steady repeats. Write today for sensational low prices, free literature. Charms & Caim, 407-BB434 South Dearborn, Chicago 5, Ill. np

ALLIGATOR HANDBAGS, GENUINE, \$6.99, \$9.99, child's, \$2.99. Tiny Straw Baskets, Hat Baskets, Fruit Baskets, Flower Basket Earrings. Latest Flower Earrings, all \$6 doz. Lastufka Products, Box 10248, Tampa, Fla. np

AMAZING CLOSEOUTS

Tailored Earrings, ass't. gr. \$15
Tailored Pins, ass't. gr. \$15
Stone Earrings, ass't. gr. \$15
Stone Pins, ass't. gr. \$15
Stone Pin & Earring Sets, boxed, dz. \$9
Sample dozens reg. price. 25% deposit. Balance c.o.d. No catalog. **NEW ENGLAND JEWELRY**, 9 Empire St., Prov., R. I. ap10

A PITCHMEN'S DREAM COME TRUE— Anyone can sell "Putzie," the miracle Fiberglas dishwasher. Goes away with soaking hands and dishpan, everyone needs "Putzie." Send \$1 for sample. Putzie, 4331 Indian Rd., Toledo, O. ap10

ATTENTION, HOSIERY—LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

ATTENTION JOBBER: CAN SUPPLY YOU in sales of 30 dozen Mexican palm hats with unfinished ends, adult or children size. Palm caps, novelty palm hats; advise quantity desired; also can supply Mexican novelties, advise in what you are interested. National Products Company, Laredo, Tex. np

BARGAINS, JOB LOTS, CLOSE-OUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25c brings wholesale bargains catalog with special acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-B, North Desplaine, Chicago. np

BEAUTIFUL NEW TOY — WESTERN Ponies. Made of assorted color plastic; beautifully screened, lovely mane, reins, jingle bells, colored handles. This toy "sends the kids." Send for jobbers price. Moody Supply, 3025 Mesquite Road, Fort Worth 11, Tex. ap3

BINGO BLOWERS—RETAILING \$1.50, SELL- ing out, \$49.50. A.C. Electric Balls, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. my1

DEMONSTRATORS 100% PROFIT—MAKE money in a Jiffy with a Jiffy Presser. Fast seller, easy to demonstrate, sells on sight; pick any man with poorly creased trousers; pressing in deep, neat crease in a Jiffy; draws a crowd; every man you demonstrate it; every man should have one. Send \$2 for demonstrator and sales literature; don't delay. Jiffy Products, 3724 S.W. 82nd Ave., Miami 44, Fla. ap10

EARRINGS DIRECT FROM MANUFACTURER; gross, \$18; 3 dozen different samples, \$6 postpaid; cash with order. Jacobl, 1715 E. Mercer, Seattle 2, W. Va. ap10

FAST SALES AND BIG PROFITS WITH Decals, Comic, Girl, Souvenir Decals, also very witty plaques. Enclose 25c for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. ap3

FREE PRIVATE LABELS! EXCLUSIVE sales! Order just 2 dozen bottles VimVite tablets costing \$36; resale value \$72. Own your own business! We supply product, plan, literature; you furnish executive management, employing salesman. Set Radio Pl. Stores, Mail Order and others. Terrific profits! Lifetime repeats! Details free. Vitamins, 2908BBA Beverly, Los Angeles 57. ap10

GORGEOUS ALUMINUM SPIRAL STREAMER. Amazing quality, low prices, lush profits. Fast colors. Samples only \$1. Postpaid; returnable. Cox, 3555 N.W. 36th St., Miami 42, Fla. ap10

GET IN ON THIS FAST NATIONAL DRIVE for one million \$100 colored photo enlargements for only \$2.95, made from any picture. You collect \$1 and keep it. G. Allen Studio, Riegler Bldg., Little Rock, Ark. ap3

HUGE SAVINGS ON NATIONALLY AD- vertised Merchandise: two big illustrated catalogs, \$1 (refundable as \$2 credit). Satisfaction guaranteed. Roscoe Heavener Jr., 110 Walnut, Colmar, Pa. ap10

JOKERS FUN SHOPS—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap24

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. ap3

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in color. Jobbers wanted. Contact Moody Supply, 3025 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. ap10

MEXICAN RESURRECTION PLANTS (ROSE of Jericho); real fast sellers; small size plants, \$18; medium, \$24; large, \$28 thousand. Can supply any quantity; immediate shipment; we carry 100,000 plants in stock. Cash with order. National Products Company, Laredo, Tex. ap10

MONEY MAKER! LADY'S MARQUEE YEL- low 1 piece Swiss Bangle Bracelet with guaranteed Watch; sweep hand, expensive box. Earn 200%, sample \$8.95. Result Sales D, 580 Fifth Ave., New York. ap3

MEXICAN FEATHER BIRD PICTURES— Sensational sellers, terrific profits: direct from importer. Mexican Importing Co., 1190 Pacific Hwy., North Albany, Ore. ap10

NEW INVENTION, NOT ON MARKET YET. Emergency Rain Cape, durable vinyl, folded to size of pack of cigarettes. \$4.80 doz.; sample, 69¢. Latest best sellers: Flower Earrings, Hardwood Earrings, ass't. dz., \$6.75; glamorous Costume Rings, ass't. dz., \$20.25. Jobbers inquiries invited. Immergluck & Co., Mfg. Jewelers, 108 N. State St., Chicago, Ill. ap10

NOW \$50 DAY WITH POCKET-CUSHION! terrific in sports areas; sample, \$1. Erteco Specialties, P. O. Box 2205, Fort Wayne, Ind. np

OVER 100% PROFIT SELLING TIRE-LARM flat tire warning; publicized in Coronet magazine. Write Louell Products, 423 S. Fulton St., Brooklyn 1, N. Y. ap10

PENCIL TYPE BALL POINT PENS—AS- sortd. colors, metal pocket clip, 20 for \$1 postpaid. All tested and guaranteed. Crescent Sales Co., 150-B Broadway, N. Y. C. 38. np

POCKET COMBS, ASSORTED COLORS, 24 cards 12's, \$3.84; Clip Combs, 24 cards, \$4.80; quantity discounts. Novelties, Notions, Specialties, Carded Merchandise, Carleton House (BB), Texas City, Tex. ap10

QUALITY TIES—YOUR PROFIT, 189%. Catalog free. Louell Specialties, 4351-24 Flournoy, Chicago 24, Ill. ap24

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Send for sample of our new 1954 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary; costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 100, Ferndale, Mich. ap10

SELL OUR NEW SYNTHETIC CEYLON Star Sapphires and Star Rubies 6 carat Star mounted in men's heavy S. S. Rhodium Plate Ring, \$30 each; ladies', same price. Never before offered at these prices. Campbell Bros., 1313 Madison Ave., Huntington, W. Va. ap10

SELL 8x10 OIL COLORED ENLARGE- ments, attractively framed from any photo, for only \$2.95; big commission. Write White, Box 57, Levy Station, No. Little Rock, Ark. ap10

SENSATIONAL JEWELRY CLOSEOUT OF- fer: Lots of 100 necklaces or bracelets, boxed; list value \$200, sacrifice for \$80; sample 80¢. Economy, 28 Trinity, Lynn, Mass. ap10

SOCIAL SECURITY WORKERS — NEW Red, White and Blue Plate Knockout; samples, 25¢; wholesale prices quoted. C Gameiser, 23 Frankfort St., New York 38 ap10

WORLD'S FAMOUS PERFUMES Reproductions of 5 costly French-type fragrances, individually gold boxed, \$1 sellers; costs you \$1.80 dozen. Mammoth Treasure Presentation Kit, 3 thrilling fragrances in one fabulous gold box, \$1 sellers; costs you \$4.50 dozen. \$1 sellers; samples of both prepaid, with complete sales facts. Try for 5 days, if not completely satisfied that you can make big money, return for full refund, or the \$1 credited your first order. "MUSK" O'WARR, 5732 North Kenmore Ave., Chicago 40, Ill. ap10

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; Mackinaws, 25¢. Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 1218 South Jefferson, Chicago. np

ANIMALS, BIRDS, PETS

ALLEN HAS JUST RECEIVED A FRESH stock of Boa Constrictors and South American Caimans; Boas ranging in length from 5' to 10'; heavy-bodied snakes. Ideal for snake shows. Colorful snake dens made up of 10 different species of harmless snakes; once-milked rattlesnakes, \$3 each. Call or write Ross Allen's Reptile Institute, Silver Springs, Fla. ap10

ALLIGATORS—ONE 8 FT., 38 3 FT. IN 16 ft. tandem show trailer; A-1 condition; \$1,000. Guy Feasel, 5365 Allison, Arvada, Colo. ap10

BABY DUCKLINGS AVAILABLE WEEK- ly \$25 per 100, f.o.b.; order now. Bankson Hatchery, Rt. 2, Box 848-B, Yucaipa, Calif. Phone 7-7025. ap3

BABY DUCKLINGS FOR EASTER, \$30 PER 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. ap3

BRAD WANTS TO GIVE AWAY SNAKES, but "Lil" won't let him. She's crazy! You missed an important ad in March 20 Billboard. Brad Bradford, Box 475, International Airport, Miami 48, Florida. Reptiles, Monkeys and small Mammals at prices you can afford to pay. ap10

FOR SALE—COATI MUNDI, \$25; AFRICAN Black Jettie Cat, \$30; Marvied African Cat, \$30; Performing Goat, Props, \$40; African Civet Cat, \$75; Performing Police Dog, two years old, \$125; two Himalayan Bears, large, \$300. Earl Chambers, Cetlin & Wilson Shows, Petersburg, Va. ap10

FOR SALE—BLACK FACE CHIMP, WHITE Face Chimp, cage animals, very large, fine condition. Nine hundred dollars for the two. Earl Chambers, Cetlin & Wilson Shows, Petersburg, Va. ap10

FOR SALE—ANIMAL CAGES FOR WILD Life Show with signs, all metal with pans in bottom and doors. Earl Chambers, Cetlin & Wilson Shows, Petersburg, Va. ap10

PEKIN DUCKLINGS—LATEST CONCE- sion premium; just send route list, dates and number wanted; order direct from this ad. A card or letter will get you \$15 anywhere. \$25 per 100, c.o.d. DeWitt's Zeeland Hatchery, Zeeland, Mich. tf

WE NOW HAVE AVAILABLE, FRESH out of the jungles, baby and young Chimpanzees priced from \$995 up. Tropical Hobbyland, 1525 N.W. 27 Ave., Miami, Fla. np

THE MYSTERY "JIGGERS" Now for the first time! The hottest toy item in America Today! Jigger! The mystery liquid with atomic action! Propels anything that floats! Proven sales more than 12 to 1 over any other action toy. Brand New! A terrific crowd pleaser! What makes it work? Attractive boxed item containing two (2) plastic boats and two (2) plastic figures! Plus bottle of "jiggers," the mystery liquid! Send \$1.00 for sample set or \$6.00 per dozen. Jobber inquiries invited! **BALDWIN-WARD CO.**, 113 Munroe St., Lynn, Mass. ap10

ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 42, MU 3-1285

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Features the latest selection of Temple Exclusives and nationally advertised brands for . . .
Father's Day, Mother's Day, Graduations, Engagements, Weddings, Confirmations, Birthdays, Vacation Holidays and all Outdoor Fun Days.

. . . to supplement the outstanding gifts, premiums and incentive awards illustrated in our 1954 catalog.

GET THE MOST OUT OF THE BIG PROMOTION DAYS AHEAD
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Temple Company, Inc. 804 Sansom Street, Phila. 6, Pa. Dept. B 11
Please rush Temple's Spring and Summer Supplement.
 Also please send your 1954 Catalog. No obligation.
Name
Address
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 I am also interested in your special cover for my own name imprint.

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7 & 10 Color Specials
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Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.
Also portable cameras. Write for details
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1165 N. Cleveland Ave. Chicago 10, Ill.

ATTENTION JOBBER & WAGON MEN
Hosiery manufacturer has complied to the jobber's demand on a number that sells for \$3.50 per dozen. We are packing up now all Nylon ladies' full fashioned stockings. This number consists of mill menders and better goods. Seasonable shades. Each pair individually inserted in cellophane envelope.
JEANETTE HOSIERY MILLS
Chattanooga, Tennessee

TABLES & STEEL OR WOOD CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, full number needed. **ADIRONDACK CHAIR CO.**
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FREE OF EXTRA COST
6 piece magnetized screw driver set & rack
Now with every set of the 6-piece magnetized screw driver set we will include a steel rack at no extra charge.
This handy set of magnetized screw drivers is made from the finest oil tempered steel.
Still at the Same Low Price of **\$9.00** per doz. Samples \$1.25 each.
25% deposit, balance C.O.D. Send for free wholesale catalog. Enclose payment in full for samples. Phone: OREGON 3-6330

Due to an error in last week's ad, the position of this cut was reversed.

CUTTLER & COMPANY, INC.
928 Broadway, New York 10, N. Y.

1954-GENTLEMAN BEAR-1954 CAN'T MISS-WILL BE TOPS GET STARTED WITH A NEW WINNER
No. 4619-Gentleman Bear, all plush, well made with Chain, Ribbon, Tails. 22 in. High, Pkgd. 12 to CTN., \$44.00 Doz. F.O.B. Milwaukee.
Sample, \$4.25 Postpaid—\$39.60 Doz. F.O.B. East.
Complete stock of Plush Toys—Dogs—Bears—Elephants, etc.
Write for Free Catalog—State Business in First Letter.
WISCONSIN DELUXE CO. 1902 North Third St., Milwaukee 12, Wis.

SEND FOR OUR GENERAL CATALOG LISTING IDENTYS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up
NO. 2400, assorted styles—per gross \$5.50
\$7.50 PER GRO. & UP
Illustrations 1/2 actual size
NO. 2000, aluminum identys—per gross \$7.50

FRISCO PETE 226 S. Wells St., Chicago 6, Ill. All Phones—Franklin 2-2567

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.



No. 3893
Size 3 in. high,
\$20.00 per gross
\$2.00 per dozen
(No less sold)



No. 4995
BASHFUL MONKEY
\$14.00 per gross
\$1.50 per dozen



No. 3927
SNAKE BOW TIE
\$14.00 per gross
\$1.50 per dozen

Include postage
with
remittance; will
refund any
difference.

No. 3936
SPIDER GIRL
\$17.50 per gross
\$1.75 per dozen

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MAGNIFICENT WATCH BRACELET



Simulated diamonds
cover entire bracelet
and watch cover. Genuine
guaranteed Swiss
movement. Delivered
with watch box. \$120
price tag. Min. order 3.
25% with order — balance
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Only \$12.50 each

in lots of three.
\$13.95 for sample.

NATIONAL DIST. CO.
222 Calumet Bldg. Miami, Fla.
Phone: 82-6473

2 EXTRA SPECIAL DEALS

Bulova, Waltham, Elgin, \$9.95
Borus, Gruen Watches...
For agents and women, new model
cases and dials. Reconditioned and
guaranteed like new.

Deal No. 1—You save \$15.40
—6 ass't above \$9.95 \$50
Watches and 6 95¢ Bands to
match. All for.....

Lord & Lady Scot Impor. \$8.95
Watches with Exp. Band...
Reconditioned & guaranteed like new.

Deal No. 2—You save \$13.70
—6 ass't above \$8.95 \$40
Watches and Matching Bands.
All for.....

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 guar-
anteed if not satisfied.

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Brand Items.
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plies. Ice Shaver that shaves
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cash. 12345 E. Carson St., Artesia, Calif.
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perience unnecessary. Brockway, Seaside,
Ore. ap3

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chine; free booklet. L. B. Co., 442 N. Se-
neca, Wichita 12, Kan. ap3

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easy; no selling, no experience, no ma-
chine necessary; we supply everything. Help
us fill huge demand; exciting details free.
Fashion Ties, P. O. Box 2066K, Inglewood
4, Calif. ap10

24 WORDS IN FIVE BIG SOUTHWEST
Sunday newspapers, \$8.76; total circula-
tion, 694,000; quick results; other bargains.
Penebaker, Advertising, Kerrville, Tex.

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CURTAIN (7x50), FLORAL DESIGNS, 6
pieces, good condition, \$30; beautiful gold
color Shrine Suits, Band Uniforms, Velvet
Bally Coats; ten different curtains (9 1/2 x 30),
each \$25; Orchestra Coats, \$6; Tuxedo Three-
Men's Suits, \$4; Wardrobe Trunk; Trou-
ser Suits, Wallace, 2453 N. Halsted,
Chicago.

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\$4; like new, all sizes, Caps, \$1.50; trou-
sers, \$4; opera hats, \$5; new silk hats, \$10.
Lesser Uniforms, 1210 Jefferson, Chicago. ap3

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ple and special price on 5 bag lots write
E. G. Conklin Co., Normal, Ill. ap24

SOMETHING NEW IN POPCORN CONFE-
ctions. Theaters and concession operators
write for full details. P. B. Phillipy, P. O.
Box #73, Peru, Ind. ap10

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ANY FORMULA, \$3; CATALOG, CHEMI-
cal Instruction Sheet, 10¢. Joseph H. Bel-
fort, 192 N. Clark, Rm. 620, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR-
mel Corn equipment, Floss Machines, re-
placement Kettles for all Poppers, Krispy
Korn, 120 S. Halsted, Chicago, Ill. j65

FREEDMAN AIRCRAFT STORE FIX-
tures, 40% discount, used one year, al-
most perfect condition; 6 counter racks
(R1-14) at \$39.50, now \$23.70; 4 counter
shelf units (RS-254) at \$69, now \$40.80; 8
drawer base cabinets (B-450) at \$78.50, now
\$47.10; 18 floor racks (S31) at \$88, now
\$52.80; 4 wall shelf units (RS-204-S) at \$95,
now \$57. Buyer pays packing and shipping
charges. Contact Geider, 1111 Virginia St.,
East, Charleston, W. Va.

ALLAN HERSHELL AUTO RIDE, SCHIFF
Boats, Jordan Merry-Go-Round, Fire
Truck, Want Dodgem building, Looper, F.
Shafer, Washington, Ind.

ALL 16MM. SOUND — \$10-\$15 WEEKLY,
postage prepaid. Complete programs
rented; Westerns, Features, Serials, Ro-
shon, State Theater Building, Pittsburgh
22, Pa.

BOWL-O FOR ARCADES—FIVE 10 FRAME
18 foot Bowl-O's \$150 each; used four
months since purchased new. Frank Gallo,
212 West 2nd St., Bound Brook, N. J.

BUILD KIDDIE RIDES FROM TESTED
Plans: Auto, Airplane, Rocket, \$100 Chair-
plans, Carrousel, \$5 each; free circular.
Brill, Box 875, Peoria, Ill.

CORRECTED DIRECT POSITIVE PORT-
able 3-lens P.D.Q. photo booth, prac-
tically new, must sell, price \$1200. L.
Singer, 1430 Canal St., New Orleans, La. ap10

FOR SALE—120,000 FEET ONE AUGHT
single conductor power cable, 2 1/2" dia.;
excellent for welding lead and other por-
table installations, \$2,500,000 stock Sperry
Searchlight parts, new in original overseas
packing; lamp assemblies, lamp operation
assemblies; all other parts, carbon and
glass. Anderson Brothers, 15400 Hesperian
Bldg., San Lorenzo, Calif. ap3

FOR SALE—JUNIOR FERRIS WHEEL,
seats 36 children or 24 adults, 6 cage
type cars, 10 h.p. motor, can easily be con-
verted to gas, 25' high, excellent condition,
\$1,250. Shaheen Enterprises, Salisbury, Mass.

FISHING SEASON IS JUST AROUND 60" THE CORNER GLASS ROD

Solid Fibre Glass Rod
Stainless Steel Guides & Tiptop
Two-Tone Windings
Dura-Plastic Handle
Positive Reel Lock
Coilet-Type Nose Piece

Specially priced at \$15.25 dz.
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MIGHTY MINNOW BAMBOO
FISH SET (boxed) \$30.00 dz.
sets

DEVIL FISH SETS... \$8.50 per set
3-pc. bamboo pole, glass rod,
reel, hunting knife with scab-
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All Metal Tackle
Boxes, 2 drawer... \$2.50 ea.

Visit our modern displays of Fish-
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25% dep. with order, bal. C.O.D.,
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Chicago 7, Ill.

FOR SALE—ROOT BEER BARREL, 50
gal., complete with Lewis Carbonator;
Star Sandwich King Machine, all electric,
both in A-1 shape; first \$200 takes both.
Charles Hebrock, 710 N. 11th St., Cam-
bridge, O.

FOR SALE, CHEAP—FIRE TRUCK; CRO-
sey Tractor and Trailer Hook and Lad-
der, looks like the real thing; carries 24
kids; good for advertising. First seven hun-
dred takes it. Elsie Keeler, 3007 N.W. 36
St., Miami, Fla.

FOR SALE
Money Making Amusement Ride
Miniature Steam Train, 14 in. gauge, 2
coaches, 32 children or adults capacity, ap-
prox. 500 ft. rail. Price \$7,500 cash. Call or
write:

L. H. STEELE
423 South 6th St. Griffin, Georgia
Phone 4447

FOR SALE—ARCADE, COMPLETE VAN
truck, tent, everything you need, all in
A-1 condition, the good route of 60
fairs, booked. Cheap or would consider
partner. Write Arcade, Box 184, New Lex-
ington, Ohio, or phone Junction City, Ohio,
24-W-3.

FOR SALE—ONE NEW GRUNER CHAIR-
plane, 24 seats, 18 ft. tower, Lerol power,
steel fence, also replacing ball gear for
same, steel. E. M. Gruner, North Harrison
Rd., State Route 13, Murphysboro, Ill.

FOR SALE—1 TRAIN RIDE, IN GOOD RUN-
ning condition, consisting of 1 engine and
2 cars, 22 gauge, 3,100 ft. track, 1 pair
switches and ties. Reasonable. Call or write
Michael Fezza, 439 4th St., Brooklyn 15,
N. Y. Sterling 8-3671.

FOR SALE—ANTIQUE MERRY-GO-ROUND
known as Mule Swing or Flying Jenny;
pulled by a mule; 8 seats, carries 24 chil-
dren or 16 adults; over 60 years old, well
preserved; \$500. Lewis Lindley, Thayer, Mo.

HONEST TO GOODNESS SAVINGS—NEVER
uncrated Popcorn Machines, formerly
\$750; now \$350. Other makes,
many models, also carmelcorn equipment.
State your needs; be ready for spring. Star
Sales, 1600 7th St. N.W., Canton, Ohio.
Phone 4-6823. ap17

KID MERRY-GO-ROUND—LIKE NEW; 8
horses, \$1,000. W. J. Ellis, R. 4, Box 924,
Tampa 7, Fla.

KIDDIE BOAT RIDE—24 PASSENGER, IN
like new condition, includes portable
tank. Priced to sell. Earl Pratt, Lime Lake
Park, Delevan, N. Y. ap10

LONG RANGE GALLERY—SELL OR
trade or locate in park. Henry Gentner,
Red Grimes Place, Clyde, O.

LONG RANGE—COMPLETE, BUILT ON
truck; will sell gallery separate. Mono-
graph Hat Stand, complete with Stock.
Lewistown Diner, Lewisburg, Pa.

MANUFACTURE, REPAIR, TRADE ANY-
thing canvas. Any size, good as new tents.
What do you have or want? Smith Tent,
Auburn, N. Y. ap24

MERRY-GO-ROUNDS—ONE ALLAN HER-
schell, 32 ft., 1953 model; one Parker, 36
ft., 2 abreast, 28 horses, rebuilt, new paint,
new top; one new Parker, 30 ft., 2 abreast,
new aluminum horses, new top, 20 horses;
one 25' VVA Light Plant, GE with Red Seal
Continental Gas Motor, mounted in van
body, 41 Ford Truck; one 7 1/2', same as
new, air cooled plant. C. A. Goree, P. O.
Box 27, Azle, Tex.

MINIATURE TRAINS — ALL SIZES,
gauges; new, used, custom built. Photos,
details, \$1 bill (refunded), Miniature Trains,
33B Winthrop, Rehoboth, Mass. ap10

NEW KIDDIE PARK FIRE TRUCK—SPE-
cial for Dodge chassis; carries 20; built for
Daytona Beach; a masterpiece; must
sell for local manufacturer with Red Seal
Metz, 6866 Overhill, Chicago 31, Ill.

POPCORN TRAILER—5x9, LIKE NEW;
Popcorn and Root Beer, 6x10 ft. Trailer.
Food Supply Co., Winona, Minn.

POPCORN MACHINE — PRACTICALLY
new, automatic. Cretors Hollywood #48,
Phone Albert 1245, Boardwalk, Atlantic
City, 4-3925 or 6-1613. ap3

REAL BASEBALL PITCHING MACHINE,
used two seasons; a real money maker.
Entering armed services reason for selling.
Price of \$400 f.o.b.; includes canvas back-
stop, wiring, balls, bats, signs. Use in park
or driving range. Contact Dick Wilson,
R.R. #2, Urbana, Ohio.

RENT 16MM. SOUND FEATURES — \$3.95
for one, two, three days' use; all postage
paid. Hundreds of late titles available; big
list free. Eastin Pictures, 707 Eastin Bldg.,
Davenport, Iowa. ap24

STEAM ENGINES OR TRAIN—1948 OTTO-
way, perfect condition; health forces
sale; priced right. 128 Bancroft, Burlingame,
Calif. ap10

TWO WURLITZER SKEE BALL ALLEYS—
In excellent condition, \$100 each. L. W.
Johnson, 4218 Central Ave., Middletown, O.

UNICYLES—16" COMEDY, \$20; NEW,
\$35; same not plated, \$40. Photo instruc-
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Blvd., Los Angeles.

4 MOTOR DRIVEN 24 INCH DART
4 Wheels, factory made, \$20 each; like
new, photo on request. Will buy six baby
Monkeys. A. N. Rice, 8440 Wornall Rd.,
Kansas City, Mo. ap3

12' FLOSS-APPLE TRAILER—2 MACHINES,
2 Stoves, Candy Hook; A-1 shape, ready
to go on road; formerly owned by Capt.
Ben Luse, \$1,000. Richardson Concession, 32
Orland St., Poland, O.

16MM. FILMS FOR RENT—\$5 ONE TO
three days. 16mm. Films and Projectors
for sale. Ace Camera Supply, Florence,
S. C. ap34

16MM. SOUND PRINTS LAUREL AND
Hardy features; "Blockheads," "Way Out
West," first time sold, \$99.95 each. Bargains
in used features, shorts; dime brings catalog.
Blackhawk Films, 705 Eastin, Daven-
port, Iowa. ap24

16MM. SOUND PROJECTORS — ALL
makes, many models! Excellent used
units \$19.95, some \$99.85; time tested
illustrated catalog, Blackhawk Films, 706
Eastin, Davenport, Iowa. ap24

16MM. SOUND FILMS—LOWEST RENTAL
rates in history; get our prices now!
Rogers Films, Lombard, Ill. ap17

16MM. FILMS FOR SALE AND RENT LIST
free. Harry Crawford Films, 412 Page St.,
Fort Worth 4, Tex.

VENTRILOQUIAL—LOW COST FIGURES.
Get new bargain sheet. Almost one half
off on professional models. Brown, 1713
S.W. 18 St., Miami, Fla. ap17

2500 TRICK CATALOG (512 PAGES)—
Pocket, parlor, stage. World's finest
magic. Catalog \$2. (dollar trick included
free). Kanter's B-1311 Walnut, Philadel-
phia 7.

MISCELLANEOUS

PITTSBURGH AND SCENIC BEAVER VAL-
ley femal, 15¢ per letter. R. Byrnes, 721
7th Ave., New Brighton, Pa.

SEARCHLIGHT PARTS, G.E. OR SPERRY,
complete Assemblies, control boxes, \$35;
complete inside Assemblies, \$65; both as-
sembly and control box for \$90. Fan motors
and fans, \$32.50; 1/4 H.P. D.C. motors for
automatic rotation of searchlight, \$32.50;
carbons available. Sky-lights Advertising,
617 2nd Ave. North, Minneapolis, Minn. ap10

YOUR NAME IN HEADLINES ON STAND-
ard newspaper page; make up your own
headlines; 3 different, \$1; not over 36 let-
ters each; headline blanks, \$30 per thou-
sand. Andrew Quirk, Box 1351, Dept. 14,
Hartford 1, Conn. my8

17 J WATCHES, \$10; 10 TOWELS, \$1; 1
pair Nylons, 50¢. Watch Rebuilders, 4720
12 St., Detroit 8, Mich.

MUSICAL INSTRUMENTS, ACCESSORIES

ANYONE CAN PLAY THE BLOCK-FLUTE!
Entertaining and relaxing; "C" soprano
Block-Flute, \$6.50 prepaid. Professional dis-
count. Art Hensch, P. O. Box 24, Lakewood,
N. J. Inquiries invited. Any instrument.

HAMMOND ORGANS AND SPEAKERS—
Have available several consoles and
spinetos; speakers include A/DJR20,
A/B40, Leslie's, separate "Rev" units,
amplifiers w/speakers, no/cabinets. Terms,
cash with your order. Write, wire, phone
Ken Thompson, Waterbury Road, RFD. #2,
Waterbury 12, Connecticut. 4-4943. ap3

PERSONAL

MAIL ADDRESS—USE MY OFFICE: LET-
ters forwarded daily; phone answering
service. Esther Lavin Secretarial Service,
913 Rush St., Chicago 11, Ill. Michigan 2-
6322. ap

NIAGARA FALLS—LETTERS MAILED, 25¢;
send dollar for 10 plastic/home beau-
tifully colored scenic postcards; address,
stamp, return, remailed free. Reliable
Mallors, Box 592, Niagara Falls.

SEATTLE REMAITS, 25¢ EACH; MONTHLY
rates; forwarding service available, let-
ters and packages. G. S. Capps, 3040 S.
158 St., Seattle 88, Wash. ap10

PHOTO SUPPLIES DEVELOPING-PRINTING

ANY SIZE OLD OR NEW PHOTO COPIED
to 8x10, \$1; coloring \$1 extra; original
returned. Johnson, Box 3355, Washington
10, D. C. ap10

COMIC FOREGROUNDS & BACKGROUNDS,
Direct Positive Cameras, Paper, Chemi-
cals, Mounts, Glass Frames, Photo Novelties,
Miller Supplies, 1535 Franklin, St. Louis 6,
Mo. ap3

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reason-
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frames, backgrounds, comic foregrounds,
cameras for indoor and outdoors, complete
Photo Booths, etc.; free information and
prices; we are old and reliable since 1903.
P.D.Q. Camera Co., 1161 N. Cleveland Ave.,
Chicago, Ill. ap3

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cameras, lenses and accessories. Marks &
Fuller, Inc., 70 Scio St., Rochester 4,
N. Y. ap24

NEW MOUNTED PITCHING HORSES,
Steers, Pack Mules, etc., anything for
picture work. Some ready to go; write for
particulars. Joe's Taxidermy, Box 1, Bridge-
port, Okla.

PHOTO BOOTH OUTFITS CHEAP — ALL
sizes; drop in and see them; latest im-
provements; real bargain. P.D.Q. Camera Co.,
1161 N. Cleveland Ave., Chicago, Ill. ap3

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AAA QUALITY 14x22 WINDOW CARDS.
The Bell Press, Winton, Pa. ap17

PRINTING OF DISTINCTION — LETTER-
heads, Envelopes, Tickets, Cards, Decals,
Window Cards; samples; price list; 3¢
stamp. Mailo, 767-B, Leith, Flint 5, Mich.
ap10

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EXPERIENCED ADVERTISING SPE-
cially salesman; sales kit, 50 samples, top
sell, \$2 deposit; refundable; details ap-
plication free. Parkhurst Enterprises, Lan-
sing 10-L, Mich.

SELL CALENDARS, PENS, PENCILS, NOV-
elties. Brown's Adv. Spec. & Novelty Co.,
1632 North 15th St., Philadelphia 21, Pa.

SELL PLASTIC PENNANTS TO AUTO
dealers, gas stations, super markets. Big
profits; samples free. Bolden Company,
1601A Berwin, Akron 10, O. my1

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A-1 TATTOOING MACHINES — DESIGNS,
colors, needles, outfits genuine German
Pelican ink; free catalog. Owen Jensen,
120 W. 83rd St., Los Angeles 3. ap24

TATTOO EQUIPMENT AND SUPPLIES—
Tattoo books, tattoo course and tattoo
club for you during all seasons. Illustrated
brochures, 25¢. Zeis, 728 Lesley, Rockford,
Ill. ap3

WANTED TO BUY

CUSTARD CREAM OUTFIT, MOUNTED ON
truck with A.C. and D.C. current. If
possible, send price, condition, and photo.
P. O. Box 311, Pottstown, Pa. ap10

LATE MODEL MERRY-GO-ROUND—CON-
sider any size. Kiddie Playland, 5021
Alameda, El Paso, Tex.

WANT TO BUY—8x10 BANNERS AND
small Animals for Wild Life Shows. Bob
Sickles, Gen. Del., Millington, Tenn.

WANTED—HIGH STRIKER; ALSO HATS
to write names on—crew, cowboy, etc.;
cheap for cash. E. Johnson, Route #1,
Kingsland, Ga.

WANTED—KID FERRIS WHEEL, CAGE
type on trailer; Toonerville Trolley or
Electric Train. Young Concessions, 818 So.
34, Quincy, Ill.

WANTED TO BUY—LORD'S PRAYER ON
A Penny Machine in A-1 shape, no
junk, or would buy new one if I knew who
sold them. Charles Hebrock, 710 N. 11th St.,
Cambridge, O.

WANTED—SELMER X-14 OR TRUMP BER-
rigan model trumpet or cornet model
mouthpiece. S. Muenkel, Caledonia, Minn.

WANTED—RIDES, ROLLER RINK FOR
atomic plant amusement center. Box 311,
Pikeon, Ohio. Phone 3498.

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MIRACLE
CROSS
When you place
the center to your
eye you can see
the

A REAL
MONEYMAKER
\$4.25 Doz. \$48.00 Gross

\$999-G. Same as above, heavier
chain in beautiful gold finish.
\$6.00 Doz. \$66.00 Gross



No. 710
Full of Fire
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\$3.85 Doz.
\$45.00 Gross
Gold Finish

White Brilliant Center, Red Sides
or Three Sparkling Rhinestones.
Deposit with all C.O.D. orders. Please
state your business.
PROVIDENCE RING COMPANY
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LITTLE ATOM

World's Smallest Pistol
COMPLETE WITH RANGING AND YOUR
CHOICE OF LEATHER HOLSTER OR SLINGS



ACTUAL
SIZE
Dealer's
Cost... \$1200
List... \$1.95 ea.
Actually shoots blanks
with terrific report... sells
on sight with a bang!

DISPLAY CARD
MOVES 'EM FAST
Jobbers, Distributors,
write, wire or phone for quantity prices.
Also write for '54 Catalog available soon.

G & S Mfg. Co. DEPT. B
Also—1312 So. Los Angeles St., Los Angeles 15, Calif.

NEW—TITANIA

WORLD'S MOST BEAUTIFUL GEM
for men and women in 10K and 14K
solid gold mountings.
HUUGE PROFITS every day.



Unlimited possibi-
lities! 50 styles of
simulated diamond
rings in Rolled
Gold Plate and
sterling silver,
\$6.00 per dozen up.
Copies of expensive
Diamond Jewelry.
NO

3 WAY SAW
1-14" 8 pt. Compass Saw Blade
1-12" 8 pt. Compass Saw Blade
1-10" 8 pt. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets No Less Sold

HACK SAW FRAMES
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Doz. No Less Sold

10-inch Hack Saw Blades... \$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW
34 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold... **\$1.90 ea.**

5 WAY CABINET SAW SET
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. For doz. sets. **\$13.50**

1 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 1 1/2" to 2 1/2". Includes stubby recess and square shank. 75¢ each (4 or more).

All above items made in U.S.A. except Hack Saw Blades.
25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

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 theagate 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

CLOWN—TO WORK STOCK CAR RACING circuit; top salary or contract. Contact Dan Daniel, Box 501, Huntsville, Ala., or phone Huntsville, Ala., 1340-J.

GIRL AERIALIST FOR HIGH LADDER act; long season, top salary. Write Jerry D. Martin, Billboard Office, Cincinnati, O. ap10

GIRL ACCORDION PLAYER OR PIANIST for bar must be good looking; 273 against Kitty, Call, wire or write Harold Adler, Jacksonville, N. C.

HAMMOND ORGANIST FOR A RESTAURANT; prefer single person; good salary, pleasant working conditions. Contact J. D. Barnes, Box 266, Dunn, N. C.

JAZZ PIANIST, SINGER—SINGLE, SOBER; experienced, to work in Duo. Salary \$80; must sight transpose and read. Send photograph, Box C-11, c/o Billboard, Cincinnati 22, Ohio.

JOBS—100'S OF THEM
High pay; all ages; trades, office, unskilled, skilled workers needed immediately. Good jobs all over U.S. Stamped self-addressed env. brings reply. Employment Bulletin, Waseca I-B, Minn.

LEAD TRUMPET MAN, TENOR MAN FOR Midwest territory band; guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

MUSICIAN WANTED—SAX OR TRUMPET, male or female; Location with trio; must do vocals, fake, know tunes and front Musician, Box 1154, Roswell, N. M. ap3

OPENINGS—ALL CHAIRS; COMMERCIAL, traveling orch.; guaranteed salary; state all. Bob Calame, 2107 N. 18th St., Omaha, Neb.

PEOPLE FOR FREE PLATFORM MEDICINE Show; singers, dancers, hillbilly musicians, useful reliable people in all lines. Write at once, Open early May, approx. 25 week season, Jadex Products, P. O. Box 1366, Sarasota, Fla. ap3

TENOR SAX WITH DOUBLES—EXPERIENCED; locations; fake; good combo. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb.

WANTED—GIRLS INTERESTED IN FINEST opportunity in outdoor show business, top salary paid. Write Leslie Kiester, Hotel Nuville, Rochester, Minn.

WANTED—MUSICIANS, VON BROS. Circus; 2 cornets, trombone, double drums. Opening April 24. Write Norman Hanley, Box 863, Raleigh, N. C.

YOUNG MAN—DRIVE TRUCK, TALKER front Girl Show, Chuck Kennedy, Ted Wilson, contact immediately, Zora Baire, Gen. Del., Hopkinsville, Ky.

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

CIRCUS & CARNIVAL

BERTIE LEE PAIGE—3RD SEX ANNEX Attraction; clean worker, flashy wardrobe. Reliable managers only. B. Lee Paige, c/o S. Miedema, Earle Hotel, Apt. 317, Youngstown, Ohio.

EXPERIENCED RIDE FOREMAN AND wife ticket seller. Do not drink, reliable. Would like job for season; drive semi; will work ride on P.C. or salary; have own transportation; will go anywhere. B. J. Johnson, 16427 Francisquito, Puente, Calif.

INSIDE LECTURER—MENAGERIE EXPERIENCE Punch, magic; sober, reliable, single; desires connection outdoor season. Dave Lano, 322 Partridge, Flint 3, Mich. ap3

MAGICIAN, FIRE EATER—A NOVEL magic act with fire eating finale. Kardwell, 50 Manhattan Ave., Apt. 3D, New York City. ap3

MISCELLANEOUS

"JOHNNY HOWARD AND HIS GIRL Friends." Emcee, magic, comedy. Pantomime, dance, novelty, instrumentals, contortions, vocals, beautiful matched chorus line (6). One low package price. Stage equipment including drop frame (9'x40'), lights (3,500 watts), orchestra stands, props, etc., optional. For dates contact Johnny Howard, Box 53, Salem, Neb. ap10

A-1 HAMMOND ORGANIST—STRICTLY high-class performer specializing in swank restaurants, cafeterias, clubs; metropolitan references (Houston, Dallas) on request; organ furnished; Gulf Coast, Florida, Texas. John Meix, Poste Restante, Lake Charles, La.

ATTRACTIVE GIRL ORGANIST—AVAILABLE March 22 (your organ), for theaters, restricted hotels, restaurants, radio engagements, own programs on NBC, CBS, MBS stations, also BBC network, Montreal, Canada. Phone: Chesapeake 3-6589, Baltimore, Md.

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and reliable. Write, wire or phone George Sloan, 1119 E. 19th St., HA-5052, Kansas City 6, Mo. ap17

FLASH PIANO MAN—AVAILABLE IMMEDIATELY. Blocked chords specialist, all range, recorder; desire steady trio work; union. Bern Solya, 100 Federal St., West Hartford, Conn. AD 2-4554.

HAMMOND ORGANIST—DO YOU WANT a versatile organist who can cater to the most discriminating clientele? Excellent repertoire, rated tops; reliable, refined; rhythm for dancing; double on piano; experienced in radio broadcast; everything from classical to big band. Organist, 313 W. Muskegon Ave., Muskegon, Mich.

HAMMOND ORGANIST—EXPERIENCED, sober; diningroom, radio, cafe; old tunes, new; anywhere; congenial, business builder, patron pleasure. Photo. Box C-10, c/o Billboard, Cincinnati 22, O. ap17

HARPSICHORDIST—OWN INSTRUMENT; classic or swing. James Harker, 3308 Jackson, Omaha, Neb.

LEAD TRUMPET—ANY CHAIR, ANY style, cut any book; locations. Musician, Room 319, Auditorium Hotel, 1221 Broadway, Kansas City, Mo. ap17

PIANIST—AVAILABLE IMMEDIATELY; age 30, reliable, union, sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. ap3

PIANIST—HIGH CLASS; EXPERIENCED fine hotels, cocktail lounges, radio, etc. Lovely appearance. Kathy O'Neil, 849 Colburn St., Toledo 9, Ohio.

PIANO PLAYER—AVAILABLE IMMEDIATELY, all essentials. Lloyd Jenkins, 1103 Giles St., Stoughton, Wis.

STEEL GUITARIST, DOUBLE ON straight, desires work with Hawaiian or Western band; married; sober, dependable; union; originality; read and fake. Write Frank Chorba, R. D. #1, Pittston, Pa.

STRING BASS—AVAILABLE IMMEDIATELY; experienced all styles; prefer combo working in South. Pat Greenwell, Frey Hotel, Hobbs, N. M.

TENOR SAX, ALTO, CLAR. —TONE, read; fully experienced; age 34; prefer commercial, society; location. Box C-12, c/o Billboard, Cincinnati 22, Ohio. ap10

TRUMPET—CIRCUS OR LOCATE, ALSO play bass or snare drum union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

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PIPES FOR PITCHMEN

By BILL BAKER

WALTER KARLTON KRAL... Wheaton, Kan., writes, sends a note to the Pipes desk to say that he's compiling a work on old-time med shows and med workers and would like to hear from some of the folks so he can include their names and the name of their shows in the material used. Old bills such as "Over-the-River Charlie," "Ghost in the Pawnshop" and "Irish Justice" also are needed for inclusion so as to preserve this fast-disappearing facet of Americana.

IT SEEMS THAT... every time T. C. (Max) Maxwell pipes in he's either entering or leaving a hospital. The last time we heard from him he reported that he and his wife wound up in some splint factory as a result of an accident in which he demolished his car. It will be recalled that in that fracas Mrs. Maxwell broke her knee. Now Max tells us that he would like to have his friends send his mail to Thornton Minor Hospital, Kansas City, Mo., where he will be a patient for the next three weeks. Max further reports that during the time he was up and about this winter, he was working his eyeglass cleaner to fair takes in the Kresge stores in Chicago, St. Louis and Kansas City, Mo. This summer he intends working the State fairs provided that he's in good enough shape physically. He is anxious to read pipes from Red Kelso, Hal Jarlin, Tex Bessom, Fred Hudspeth, Maney Wolf; Danny, the Saw Blade Kid; Bert Harris, and all the rest of the gang.

comes in knowing enough to buy it!" The guy sold bracelets by the dozen. The crowd liked his show, if not his wares. Then, at another booth you would hear something like this: "Look at me," says one, "I'm a fit man." He stands in an athletic shirt and a pair of flannel trousers. He gives himself a terrific smack on the chest. He works himself up into a passion. He shows his biceps. He offers to fight anyone. His audience begins to feel weaker and weaker. "I've got vim," he shouts. "That's what I got, vim! I've got tons of it," he cries, giving his chest another tremendous smack. "I've got vitality, I've got pep, I'm a man. Look at my muscles. I've got a heart like a lion. I've got kidneys like steel. I've got a wonderful liver." All the time he gives himself appalling punches in the mentioned portions of his body and then before the dazzled eyes of the crowd, which doesn't know whether he's a boxer or an acrobat, he swiftly produces a very small bottle and holds it up dramatically. "Here is the secret of perfect health," he cries. "This will give you life. Who will have a glass of life with me?" A dozen hands go up. A small bottle is passed around. He sells every bottle of his patent medicine. That's a lesson in psychology.

COMING EVENTS

Alabama
Birmingham—Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

California
Los Angeles—Sportsmen's, Vacation, Boat and Trailer Show, April 15-26.
Oakland—Spring Garden Show, April 29-May 7. A. D. Dodson, c/o Bank of America, Berkeley.
San Francisco—Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace.
San Francisco—Gen. Motors' Motorama, March 27-April 4.

Connecticut
Bridgeport—Better Home Show, April 27-May 2, Fairfield Co. Home Builders' Assn, D'Elia Bldg.
Hartford—Shrine Circus, April 19-24. Harold K. Bonnick, gen. chrm.

Florida
Orlando—Flower Show, March 30-April 1.
Idaho
Emmett—Cherry Festival, June 21-26.

Illinois
Chicago—Expo. of Modern Living, April 3-11. Grover McDonald, Navy Pier.
Indiana
Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.

Iowa
Des Moines—Iowa Sports and Vacation Show, April 3-11.
Ottumwa—Food and Trade Show, April 6-10. Charles E. Knoblauch.

Louisiana
Alexandria—La. Market Poultry Show, May 20-21. L. L. Walters.
Gonzales—East Ascension Strawberry Festival, April 24-25.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.

Maine
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.
New Orleans—La. Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.

Michigan
Ruston—La. Peach Festival, June 14-19. A. K. Coff.

Maryland
Baltimore—Knights of Columbus Circus, April 1-4. Bob Stearns.

Mississippi
Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.

Minnesota
Vermonville—Maple Syrup Festival, April 24. Lloyd Eaton.

Missouri
Westport—Northeast Mississippi Livestock Show, April 1-3. Evans E. Wooten.

Montana
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.

Nebraska
Gallatin—Davies Co. Jr. Lamb Show, June 9. Geo. H. Schmitt.

Nebraska
Joplin—Better Home Show, April 19-23.
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.

Nebraska
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.

Nebraska
New Madrid—4-H Fat Barrow Show, April 3. Winston Hall.

Nebraska
St. Joseph—County Dairy Show, June 12. Webb Embrey.

Nebraska
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.

Nebraska
Omaha—Sports and Vacation Show April 5-11. 3302 Dodge St.

Nebraska
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.

New Mexico
Hobbs—Piesta, March 29-April 4.
Portales—Dairy Show, April 5-10.
Truth or Consequences—Piesta, March 29-April 4.

New York
Haverstraw—Centennial, June 14-19.
Ottawa—Ottawa Rotary Vacation & Sports Show, April 17-24.

Ohio
Cincinnati—Home Builders' Show, April 3-11.
Cleveland—American and Canadian Sportsmen's Vacation and Boat Show, April 2-11.
Garfield Heights—American Legion Carnival, June 15-20. Bill Streidl, 3641 Bosworth Road, Cleveland 11.

Oklahoma
Tulsa—Spring Festival, April 26-May 1.
Chad Childs.
Youngstown—Home Show, April 6-11. Clyde E. McGranahan, 170 Redwood Trail.

Oklahoma
Guymon—Pioneer Days, April 26-May 1.
Oklahoma City—Greater Oklahoma Home Show, April 4-11. Sidney Davidoff, 328 Biltmore Hotel.
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.
Pawhuska—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-26.

Oregon
Gresham—Spring Garden Fair, April 22-25.
Union—Eastern Ore. Livestock Show, June 10-12.

Rhode Island
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur April.
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur April, 19 Woodland, Pawtucket.

Pennsylvania
Tarentum—Pawntownship Firemen's Fair, June 13-19. Frank L. Christy.
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxon.

South Dakota
Moberly—Celebration, June 30-July 5.
Pierce—Days of '81, June 14-20.

Tennessee
Knoxville—Home Show, May 4-9. Paul Waters, 410 West Church St.
Memphis—Cotton Carnival, May 8-15.

Texas
Corpus Christi—Buccaneer Days Celebration, April 30-May 2. Buster C. Shely.
Dallas—Southwest Sports, Boat and Vacation Show, April 23-May 2.
Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
Dayton—PFA Livestock Show Fair & Rodeo, May 6-8. A. W. Rigby.

Texas
Karnes City—Karnes Co. Centennial, May 8-9. Herb Smith.
Plainview—Panhandle Plains Dairy Show April 11-17. Wayne B. Smith.

Texas
Plainview—Pioneer Roundup, May 22.
Ellen Ash.
Poteet—Strawberry Festival, April 16-17. Arnold Franklin.

Texas
San Antonio—Home Show, May 8-16. Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
San Antonio—Battle of Flowers, April 19-24.
Stafford Oaks—Cinco de Mayo Celebration, May 1-8. Leon Broughton.

Texas
Stockdale—Watermelon Jubilee, June 25-26.
Winston Lorenz.

Texas
Waco—Home Show, May 4-9. Dorothy Godfrey. Heart of Texas Coliseum.

Virginia
Culpeper—Firemen's Festival, May 28-29. H. L. Hinton.
Lacrosse—Firemen's Fair, April 9-17.
Norfolk—Home Show, April 6-10 Johnny Scallan, 4801 Clare Road.
Winchester—Apple Blossom Festival, April 29-30. Box 699.

Washington
Tacoma—Home Show, May 19-23. George Coloursis, 1103 1/2 Division St.

Wisconsin
Milwaukee—Milwaukee Sentinel Sports and Vacation Show, April 3-11.

Wyoming
Casper—N. Platte River Races, June 4-6.
Lovell—Annual Regatta, May 23.
Sheridan—Cowtown Hoedown, May 28-29.

Canada
Saskatchewan
Saskatoon—Spring Light Horse Show, April 6-9. S. N. MacEachern.
Saskatoon—Bull Show and Sale, April 14. S. N. MacEachern.

Toronto
Toronto—Canadian Intl. Trade Fair, May 31-June 11. C. C. Hoffman.

WINTER FAIRS

Arizona
Yuma—Yuma County Fair, April 7-11.

Florida
Belle Glade—Glade Co. Fair, April 1-10.
Williston—Levy Co. Fair and Expo., March 22-27.

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THE BILLBOARD

61

Court Weighs Fate Of Johnson Act in First Test of Law

Defendants Charge Johnson Act Unconstitutional; Ask Reversal

ST. LOUIS, March 27.—Is the Johnson Act, which prohibits the interstate shipment of slot machines, unconstitutional? That's the question being weighed by judges of the Federal Circuit Court of Appeals here—the first court test of the validity of the anti-slot machine law. Court officials said this week there was no way of knowing

when the judges would hand down their opinion. They heard arguments in the case March 8.

Mayflower Case

The case involves the Mayflower Distributing Company, Herman Paster, Samuel George Nilva and Albert Gardner, convicted November 29, 1952, of shipping slot machines from Iowa and Illinois into Minnesota. The convictions carried prison terms, and the case heard was an appeal from that decision. The defendants also contended that they did not get a fair trial.

George MacKinnon, United States attorney for Minnesota, appeared to argue against a new trial and to convince the court there was nothing wrong with the Johnson Act. The act became effective January 2, 1951.

Attack Constitutionality

Representing Mayflower and the other defendants in the appeal action was William P. Murphy. He maintained that the Johnson Act was unconstitutional because it regulates interstate commerce but permits individual States to exempt themselves by acts of the State Legislature.

Murphy said the Johnson Act "gives to each State Legislature

(Continued on page 76)

Williams Ships Dealer 21, New Five-Ball Game

CHICAGO, March 27.—Williams Manufacturing Company started shipping to distributors a new five-ball novelty game called Dealer "21." Sam Stern, general manager, announced today (23).

Featuring replays, high scores and a novel hold and draw for "21," the game is an adaptation of the popular "21" card game.

Points are totaled from cards lighted on the playfield. The hold and draw feature comes into play when a ball goes over the "out" lane at the bottom. A green light flashes, qualifying the player to hold the lighted card and try for a "21" total by pressing a button in front.

Williams is also currently producing Super Pennant Baseball, Super Star Baseball and Special Deluxe Baseball.

Bally Unveils Surf-Club, New In-Line Game

CHICAGO, March 27.—Surf-Club, new in-line scoring game, was announced this week by Jack Nelson, general sales manager, Bally Manufacturing Company.

The game is standard pinball size with a backglass featuring one large 25-number card, two Super-Cards and a new Selectable Super-Line.

With the new Super-Line feature, extra coins may be played to gain advantages and increased in-line scores. The Super-Cards, lighted by roll-overs or advancing lights, give further advantages to the player.

A new Double Hold feature will hold odd or even numbers and return balls from other numbers. This feature may be used twice during the game when remaining lighted.

Bonus Score Features On Exhibit Gun

CHICAGO, March 27.—Marksmen with a sharp eye can get their dime back from the new target rifle game being produced by Exhibit Supply Company.

The gun, announced in these columns last week (The Billboard, March 27), uses the Dale gun principles, gives 20 target shots for a dime. The gun is equipped with a drop-type coin receptacle, occupies approximately 5 feet of floor space.

Each hit on a target gives the player one point, but the gun employs a bonus point system which gives one extra point for a hit on the fifth shot, two extra for a hit

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4th STRAIGHT RECORD

1953 Coin Exports Soar To Hit \$11 Million-Plus

By ROBERT DIETMEIER

CHICAGO, March 27.—Coin machine exports for the full 12 months of 1953 romped to a thumping \$11,370,188 to average almost \$1 million a month and top 1952's record by almost \$4 million.

It is the fourth straight year that coin export dollar volume has reached a new all-time high.

Official U. S. Department of Commerce figures for December, 1953—confirming the final tally for last year—were not released until this week since all transactions must be rechecked to

make certain all financial obligations were fulfilled.

A total of 58,650 amusement games, vending machines and juke boxes made up the \$11 million-plus record; in 1952, 69,036 units were shipped overseas for a total \$7,621,879. (The Billboard estimated 58,174 units, totaling \$10,657,844, in its January 23, 1953 issue).

December coin exports alone topped \$1 million with a final \$1,042,419 total for 4,968 units.

Even more impressive is the fact that the \$7 million-plus record for the full 12 months of 1952

was whipped by the first-nine-month total of 1953 which stood at \$7,994,394. The same thing happened a year earlier. In the January-September period of 1952, 51,361 new and used coin units were exported for \$5,269,460. In the full 12 months of 1951, 29,719 units were shipped to foreign countries for \$5,121,806.

Four Consecutive Records

Here is the final dollar volume figures for coin machine exports for the last five years:

1949.....	\$2,008,064
1950.....	3,076,546
1951.....	5,121,806
1952.....	7,621,879
1953.....	11,370,188

In five years, coin exports have jumped almost 600 per cent; in three years, exports have more than doubled.

Juke box overseas shipments for 1953 climbed to the all-time high of \$6,315,533—over \$1 million more than the total coin export dollar for 1951.

In 1952, the total juke export volume was \$4,248,173. Juke exports for the first nine months of 1953 almost equaled this at \$4,187,008. A total of 1,603 music machines were shipped in December with a value of \$771,218, the second largest month for jukes in 1953, exceeded only by November with a \$812,621 total. Venezuela was the leading country with 211 units at \$146,848.

16,122 Venders

Vending machine exports for 1953 showed the smallest increase of the three coin divisions in the

(Continued on page 62)

United Holds Service Schools In South, L. A.

CHICAGO, March 27.—United Manufacturing Company will conduct service schools in the South beginning next week under the direction of Ken Sheldon, United field engineer. Johnny Casola will accompany Sheldon on the trip.

Schools will be held in Memphis; Atlanta, Macon, Ga., and Columbia, S. C. General machine operation, basic circuits and maintenance will be among the topics discussed at the schools.

The first school at Memphis will be held at Williams Distributing Company, headed by Buster Williams, United distributor there.

Al Thoelke is currently conducting service schools in Los Angeles in co-operation with Charley Robinson, C. A. Robinson Company.

Texas Ride Co. Names Three Distributors

FORT WORTH, March 27.—The Texas Kiddie Rides Company announced this week thru President Carl Vandervoort Jr. the appointment of three distributors to handle the firm's Kiddie Karousel.

They are Atkins Music Company, Oklahoma City, headed by W. B. Atkins; Ajax Distributing Company, Newark, N. J., headed by A. S. Cohen, and the newly formed Buckeye Kiddie Rides Company, Cleveland, headed by Harold (Babe) Bronfield and Sam Solomon.

Atkins Music will cover Western Oklahoma and Western Texas; Ajax Distributing, New York and New Jersey, and Buckeye, Northern Ohio.

Texas Kiddie Rides last week appointed Universal Distributing Company, St. Louis, to handle the St. Louis metropolitan area.

Comparative Game Exports 1952-1953

	1952		1953	
January.....	998	\$ 144,286	2,218	\$ 301,919
February.....	1,449	165,315	2,220	333,441
March.....	1,358	152,796	2,499	307,688
April.....	1,626	205,827	2,312	369,823
May.....	1,644	206,904	3,096	358,502
June.....	1,067	173,199	3,752	398,843
July.....	1,927	193,747	2,849	315,049
August.....	1,931	317,954	1,342	218,629
September.....	1,756	200,500	1,935	409,499
October.....	1,194	263,431	2,202	352,898
November.....	1,981	272,611	2,618	301,120
December.....	1,831	316,437	1,756	292,770
TOTALS.....	18,762	\$2,613,007	28,439	\$3,960,181

TO WIN GOOD WILL

Game Ops Advertise In Local Newspapers

CHICAGO, March 27.—Scores of game operators across the country responded to a free offer by Bally Manufacturing Company for a mat or electrolyte of a public-relations advertisement designed to win good will for game operators. Herb Jones, Bally vice-president and advertising manager, revealed.

Jones, originator of the idea, stated that because of the good response to the first ad, he was working on several others.

"The coin-operated amusement game business—like any other business today—needs sound, straightforward public relations, and I believe that the ad is a step in this direction," Jones declared.

The free offer was made in the February issue of Bally-Who, the firm's house organ. A clip-out

coupon was included in the pamphlet so that an operator could order a mat of the complete ad, an electrolyte of the complete ad, a one-column electrolyte of the illustration only or a glossy print of the illustration only. An operator could then run the ad in a local newspaper or community magazine in any size he wanted, having the publication set in the operator's name and the name of his firm at the bottom.

Need for Public Relations

Said Jones: "Because the operator of pinball games so seldom takes the trouble to introduce himself in print to the people in his community, he is always a target for sensationalism and wisecracks of the press. People, unfortunately, can easily be persuaded to think ill

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Coin Machine Exports December, 1953

Country	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Mexico.....	154	\$ 56,827			8	\$ 1,499	162	\$ 58,326
Canada.....	70	38,733	1,459	71,001	351	94,458	1,880	204,192
Guatemala.....	17	8,175			4	1,161	16	9,336
Salvador.....	32	21,182					32	21,182
Honduras.....	10	5,606			7	1,336	17	6,942
Nicaragua.....	14	7,925					14	7,925
Costa Rica.....	6	4,373					6	4,373
Panama.....	19	13,880			205	13,487	224	27,367
Cuba.....	96	34,215	100	1,790	27	6,465	323	42,470
Dominican Republic.....	15	7,653			20	2,850	35	10,503
Netherlands Antilles.....	2	1,500			4	1,820	6	3,320
Colombia.....	179	65,791					179	65,791
Venezuela.....	211	146,848	11	3,394	35	6,379	257	156,621
United Kingdom.....	9	15,831	2	1,000			11	16,831
Netherlands.....	114	37,935			66	5,137	180	43,072
Belgium.....	313	116,053			72	15,705	385	131,758
France.....	131	81,874	37	1,246	173	30,863	341	113,983
West Germany.....	125	70,641			12	5,300	137	75,941
Switzerland.....	28	13,567			94	13,689	122	27,256
Saudi Arabia.....	1	1,300					1	1,300
British Malaya.....	20	2,460			41	3,001	61	5,461
Philippine Republic.....	9	4,680			25	4,185	34	8,865
French Morocco.....	1	1,373			17	4,937	33	14,810
Canal Zone.....					5	1,505	5	1,505
Peru.....					23	2,243	23	2,243
Brazil.....					400	54,000	400	54,000
Portugal.....					40	3,100	40	3,100
Italy.....					4	1,222	4	1,222
Turkey.....					50	1,250	50	1,250
Korean Republic.....					6	2,400	6	2,400
Japan.....					34	8,700	34	8,700
Tangier.....					14	2,110	14	2,110
Libya.....					3	1,725	3	1,725
Other Countries.....	17	4,296			16	2,243	33	6,539
TOTALS.....	1,603	\$771,218	1,609	\$ 78,431	1,756	\$292,770	4,968	\$1,142,419

Ops Report TV Competition Still a Location Headache

PEORIA, Ill., March 27.—With television less than a year old in this area, juke box operators are still confronted with one of the biggest headaches of their careers.

Here, as in all cities and areas first experiencing television, juke play had fallen off about 30 per cent. However, where operators in the past found that it took two to three years before play began to climb back toward its normal level, operators here have reported an upswing is under way.

Les Montooth, operator and president of the Central States Phonograph Operators' Association, explained the quicker results by pointing out that the TV in Peoria began years before a station was introduced. He told how operators from larger cities

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New Wurlitzer Models Ready For Showings

NORTH TONAWANDA, N. Y., March 27.—A combination of enthusiasm and activity rocked the Rudolph Wurlitzer plant this week as final preparations were completed for the unveilings of Wurlitzer's two new model juke boxes—April 4-5.

The new models were shipped to distributors, brochures were mailed to operators announcing the event, and officials were making reservations to attend as many showings as possible during the two days—designated as "National Wurlitzer Days."

Descriptions of the new models were not released, but it was understood that one will be a

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May Delivery Scheduled on New Ristaucrat

APPLETON, Wis., March 27.—Joe Cohen, general manager of Ristaucrat, Inc., announced this week that distributors would begin to receive the new Ristaucrat juke model sometime in May.

Cohen said that altho the machine was now in production, there were still a few minor tooling jobs to be done. He said that he expected production to begin full swing by the end of April.

Response to the new machine has been excellent, Cohen said.

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WURLITZER NAMES TWO NEW DISTRIBS

NEW YORK, March 27.—The Rudolph Wurlitzer Company named two distributors to handle phonographs and remote equipment in the territories served by Wichita, Kan., and Kansas City, Mo. Robert H. Bear, Wurlitzer sales manager, announced that representation of the company would begin at once by United Distributors, Inc., in Wichita, and

ALBUQUERQUE, N. M., March 27.—While the problem of television is not new to juke box operators here, the battle to reduce the number of sets in locations goes on strong.

Television first came to this area over two years ago and the toll on juke box play was heavy. At that time, there was little an operator could do to stop the declining number of nickels going into juke boxes.

Operators found that location owners felt that if they didn't have television, customers would stop patronizing their spots.

Juke play fell below a third of what it had been. Then the price of television sets coming down to where an average family could afford one, operators began making headway. One by one, locations began limiting television to specific hours and before long many were removing them.

It is now estimated that nearly 80 per cent of the locations in Albuquerque have either removed their television sets altogether or are playing them only on special occasions.

Harry Snodgrass, who is one of the largest operators in this area, said the job of getting television out of locations was a slow process and not one that could be forced. He points out to operators

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OMAHA, March 27.—Tavern television, altho still a drag on juke box collections, has been reported to be on the way out in this area.

Thru personal contact, operators have finally succeeded in convincing location owners that TV reduces their profits.

Howard Ellis, operator and secretary-treasurer of the Music Guild of Nebraska, reported that operators were getting many lo-

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Portland Ops Step Up 45 Conversions

PORTLAND, Ore., March 27.—Juke box conversions have gained ground in this area during recent months, a survey this week indicated. The switch from 78's to 45's has been noted in every type location.

A surprising result of the survey was the disclosure that

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'53 Coin Exports Hit Record \$11 Mil-Plus

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trade, but still set a new record total of \$1,094,474 for 16,122 units. Vender export sales skyrocketed from \$543,635 in 1951 to \$1,073,708 in 1952.

Canada, the leading importer of American vending equipment, accounted for \$71,000 of the \$78,431 vender export total for December for 1,459 units.

Almost 10,000 more coin-operated amusement games were exported in 1953 than in 1952. A total of 18,762 units were shipped in 1952 for \$2,613,007, compared to 28,439 games exported in 1953 for \$3,960,181. The total units exported almost equals combined music machine and vender unit sales.

December Dollar Volume
The December coin export dollar volume falls just under the monthly record set in November. In November, 5,250 units were sold for \$1,258,257; in December, 4,968 units were shipped for \$1,142,419.

The December breakdown shows that 24 countries imported coin-operated phonographs; five countries bought vending machines, and 28 countries purchased games. Four countries bought all three types of coin machines—Canada, Cuba, Venezuela and France.

Significantly, the unit-dollar volume figures for the last several years indicates that more new, more expensive and bigger coin machines are being imported. In 1952, the average price per coin machine unit was \$107; in 1953 it had almost doubled to \$192.

In 1947 the average price per juke box exported was \$321; by 1952 it had climbed to over \$400; in 1953 it had reached \$440. This definitely indicates that more new juke boxes are being shipped.

In 1952, 38,350 venders exported brought a total dollar volume figure of \$1,073,708; last year, just 16,122 vending machines shipped brought a \$1 million total slightly larger than 1952's. This pointed to the fact that fewer bulk machines and used machines were exported in 1953, more new and bigger machines were in demand.

Coin-operated game exports in both 1952 and 1953, according to unit-dollar volume figures, have maintained a per-game average of around \$140, indicating new and used games have been sold in about the same proportion during these two years.

The postwar years' total for all

(Continued on page 65)

VERSATILITY

Seeburg Unit Installed in Church Lobby

PORTLAND, Ore., March 27.—Larry Hornbeck, of the R. F. Jones Company, Seeburg distributors, further proved the versatility of the juke box this week when he installed a Seeburg Select-O-Matic in St. James Lutheran Church here.

Rev. J. Edward Oslund, pastor, said that the unit was operated on free play and that visitors hear soft religious music of their choice from 9 a.m. to 9 p.m.

Outside the church there is a sign stressing the availability of the unit—"Welcome—Walk in and select your own music." The juke is just inside the lobby of the church.

Selections on the unit include old hymns, scripture readings and seasonal music for Easter and Christmas.

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:

LABEL 'X' RE-ISSUES JAZZ. Label 'X,' the new RCA Victor subsidiary label, issued this week its first 10 LP recordings of jazz re-issued (Music department).

'OPERATION BIG' OFF AT DECCA. Decca has started a drive to push several of the firm's recent diskings into the big money (Music department).

ATLANTIC HAS 5 OF 10 HITS. A single rhythm and blues record label, Atlantic Records, has landed five out of 10 on the best selling national retail r.&b. chart (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

CAFETERIA-STYLE

One-Stop Service Gets Modern Twist

DETROIT, March 27.—A new twist was given to one-stop record servicing here when Music Systems, Inc., adopted the cafeteria style method. The firm entered the record business less than a year ago and has grown to be one of the largest one-stop outlets in the country.

Under the new system operators have free access to the stockroom area, located behind the service counter. Here they are free to browse around and make their own selections with two salesmen on hand to help them locate any one particular number.

In the stockroom the records are kept in six-tier racks divided in bins of 18 by 24 inches, deep enough to stock 78 r.p.m. records. Access to the bottom tier is facilitated by the 45 degree angle placement of the tiers in these

sections. This factor in addition gives construction strength to the racks.

Arranged in back-to-back rows the racks are vari-colored so as to represent separate location for classics, old standbys, rhythm and blues numbers. In the latter unit, vertical dividers help to control stock.

In each of the major division and under each record company, platters are further classified by artists. Normally two artists are stacked in one bin, altho extremely popular numbers rate separate bins.

Popular records draw the bulk

(Continued on page 68)

Appoint New Sales Manager At Rock-Ola

CHICAGO, March 27.—The Rock-Ola Manufacturing Company this week announced the appointment of King P. Ray as sales manager of its phonograph division.

David C. Rockola, president of the firm, said that Ray would work with J. Raymond Bacon, vice-president of the phonograph sales, and be aided by Kurt Kluever, assistant phonograph sales manager.

Ray came to Rock-Ola from Raytheon Manufacturing Company, where he held the position of Central sales manager. Prior to this, he was assistant vice-president in charge of sales of Daystrom Furniture.

Ray will have his headquarters in the executive offices of the Chicago Rock-Ola plant.

Evans Readies 1st Shipments Of New Holiday

CHICAGO, March 27.—Les Rieck, phonograph sales manager of H. C. Evans & Company, announced this week that the first Holiday juke boxes were coming off the production line.

The Holiday, which was unveiled at the Music Operators of America convention, March 8-10, is a 100-selection phonograph, plays 45 r.p.m. records exclusively, and lists for \$1,050.

Rieck said that shipments would begin early next week. He added that the first shipments would be one or two machines, so that all distributors could display sample models.

When questioned about new distributor appointments, Rieck said that altho negotiations were being conducted, he doubted if any firms would be named before present distributors were fully supplied.

Literature and promotional pieces on the Holiday will be sent to distributors along with the first shipments, Rieck said.

125 N. Y. Ops Attend Music Serv. Showing

NEW YORK, March 27.—Some 125 local juke box operators visited the Music Service suite at the Barclay Hotel here Monday thru Thursday (22-25) to hear the firm's continuous tape recorder.

On hand to greet the operators were H. T. (Heinie) Roberts, general sales manager; Bill Dunn, Jack Hines, O. Bixler and six other members of the Music Service staff.

The Chicago organization had exhibited at the recently concluded Music Operators of America convention there and has operator and distributor showings scheduled in various parts of the country during the next 60 days.

Price Not Set
Roberts explained that Music Service engineers are experimenting with the non-selective unit in an attempt to make selectivity possible. He said that tho the price has not yet been set, it would sell for less than a new juke box.

The unit plays continuously for

eight hours, with the tape running on one side for four hours, then reversing itself automatically to run for another four hours. Roberts termed this an "endless loop" process. Each eight-hour tape has 160 selections.

Roberts said the unit has been designed not to compete with the juke box, but to enable operators to get locations that are not particularly suited for juke boxes. He cited hospitals, factories, mortuaries (special mortuary tapes are available), various institutions and better-class restaurants.

Lease to Locations
He said this would allow the operator to "expand upward." Roberts emphasized that the units (leased to locations) require virtually no operator service as they run all day without attention and no collections are necessary.

Tapes are programmed to suit the location. For example, there are tapes for hospitals, cocktail lounges, skating rinks and schools included in the library.



JOHN BALK



MEL HAMMER



M. Y. BLUM

spring check-up

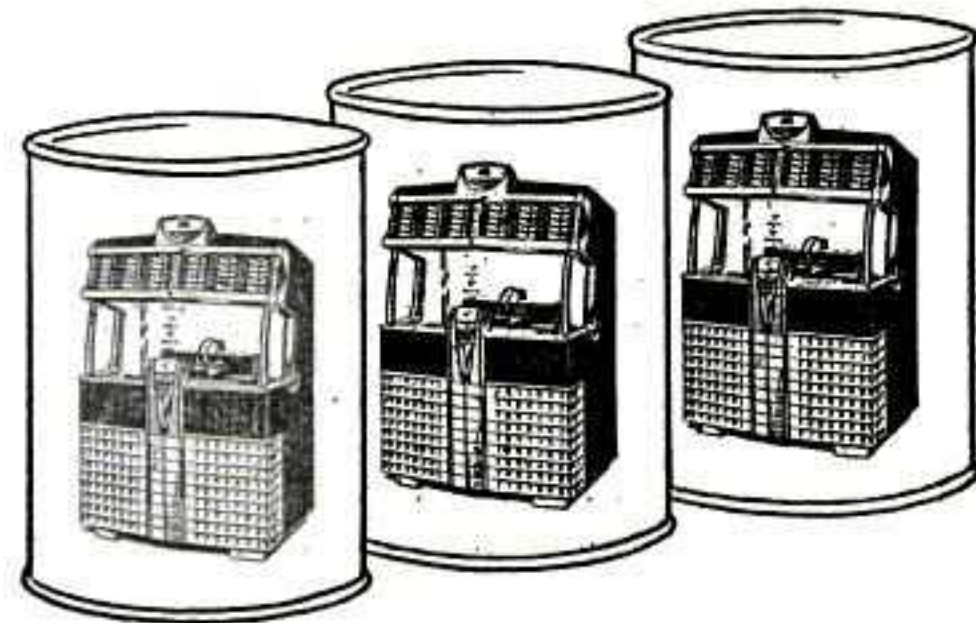


Sludge in the Cash Box?

TAKE TOO THIN?

It's Time to Change to Model "E"

AMI Incorporated

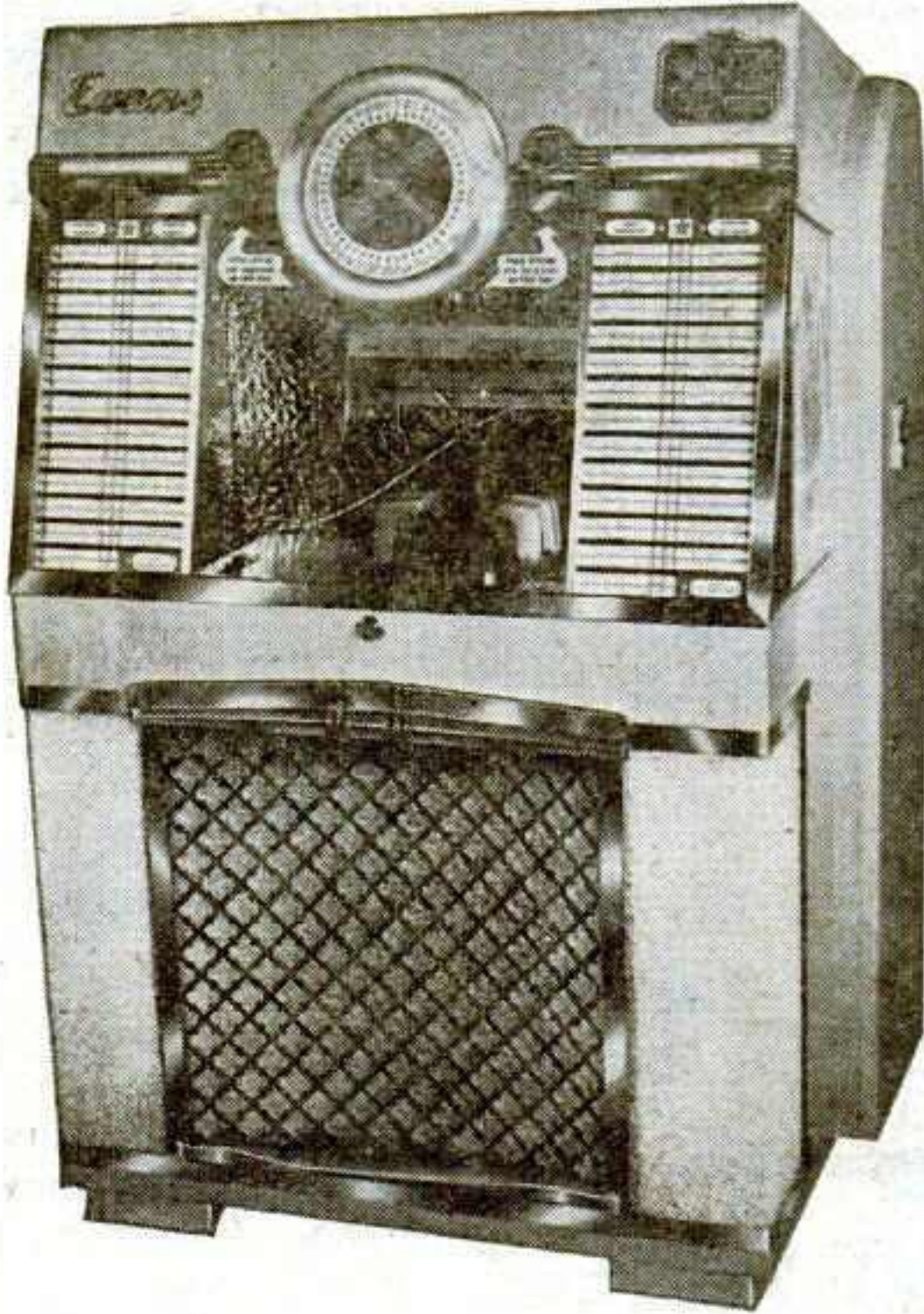


GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

NEW—ALL THE WAY THRU! EVANS' HOLIDAY

100 SELECTION • 45 RPM



HI-FI PLUS

Evans' Holiday imparts an entirely new concept of High Fidelity. In combination with many other sound engineering achievements, plus Evans' exclusive Panoramic Sound Distribution, unsurpassed tone quality is assured.

Compare the faithful sound reproduction, the full rich tones and superb realism. Yes, comparison will prove the outstanding superiority of Evans' Holiday!

**ON DISPLAY AT YOUR
EVANS DISTRIBUTOR!**

H. C. EVANS & CO. 1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

N. J. Ops Attend Tavern Affair

NEWARK, N. J., March 27.—Three members and the executive secretary of the Music Guild of New Jersey attended the recent Annual Beefsteak Dinner of the Passaic Tavern Owners' Association. They were Herbert Brauch, Belmont Novelty-Music Company; Manuel Ehrenfeld, Telemusic Service, Inc.; John Minero, G & M Music Company, and Executive Secretary Dick Steinberg.

Steinberg presented President Garry Pal of the Passaic group with a leather traveling bag and Mrs. Pal with a leather overnight case on behalf of the MGNJ. The gifts were tendered in appreciation for the understanding and co-operation of Pal with member music merchants in the Passaic area.

The MGNJ plans to be represented at similar tavern operator functions thruout the State.

N. J. Ops Okay Location List

NEWARK, N. J., March 27.—The Music Guild of New Jersey, in a general meeting at the Military Park Hotel here, Thursday (25) authorized Dick Steinberg, executive secretary, to prepare a list of 10,000 North Jersey locations which do not have equipment operated by MGNJ members.

Steinberg will prepare lists, available to all members, and there is a possibility the potential locations will receive direct mail promotion from the guild.

According to Steinberg, collections have fallen off from 8 to 25 per cent in various areas of North Jersey since January 1. He attributed the decline to increasing unemployment, particularly in the mills of Paterson and Passaic.

New Mexico

• Continued from page 62

that location owners must be shown that it is to their advantage to have the juke box playing.

Snodgrass believes that the average citizen who steps into a tavern or a night club expects to talk to friends and not to be told that he must keep quiet because there is a TV show on.

"Once a location owner has had a customer leave his establishment because he didn't want to spend the evening watching a TV show, operators find their job half done," Snodgrass said.

Another item to point out to location owners, Snodgrass said, was that customers watching TV are generally not spending money. He points out that even when TV first came out, location owners admitted that altho the number of customers increased, receipts did not.

In addition to individual efforts against TV, the local association here has assisted in the fight. Meetings were held and operators exchanged ideas.

With an additional influx of TV promised in 47 States before the end of the year (The Billboard, March 27), operators in this area are preparing their fight against it in advance.

Omaha

• Continued from page 62

cation owners to display signs, informing customers that "TV will be turned on ONLY for special events."

Reports from the National Licensed Beverage Association, stating that TV was cutting tavern receipts, were also shown to location owners by the operators, Ellis said.

Another significant factor pertaining to the television problem in this State is the co-operation between operators in outlying areas, not yet hit by television, and operators here who have been up against it for a number of years.

More and more operators from these outlying areas are showing up for association meetings to listen to suggestions offered by operators who have been hit by television.

When TV does finally blanket the State, many small-town operators will be prepared for the fight as a result of these meetings.

MOOD MUSIC IS USED BY YEGGS

WILMINGTON, N. C., March 27.—While one hold-up man dropped a nickel into the juke box at a local roadside cafe, another pulled a pistol on an attendant and relieved him of \$100. The men escaped to the strains of "Rags to Riches."

L. A. Music Ops To Meet Apr. 6

LOS ANGELES, March 27.—George A. Miller, president of the California Music Merchants' Association, Inc., formerly California Music Guild, will address members of the local branch of that organization here Tuesday, April 6. The meeting will be held in Rodger Young Auditorium, 936 W. Washington Boulevard, Ben Chemers, local business representative, said.

Chemers said that Miller would review the meetings of the Music Operators of America convention held recently in Chicago. The session will also feature entertainment and refreshments.

In announcing the meeting, Chemers declared that an invitation is extended all operators in this area, whether members or not. He particularly urges that new operators attend to hear of the work Miller's organization is doing and to acquaint themselves with the local plans of the association.

Turner Joins Western Staff

PORTLAND, Ore., March 27.—Budge Wright, of Western Distributors, announced this week that Jack Turner had joined the Western staff as field sales representative. Western is an AMI distributor.

Turner, who is well known along the Pacific Coast, having worked in Washington, Oregon and California, came to Western from Seattle, where he was with the Northwest Sales Company, Wurlitzer dealer.

"We are happy to have Jack back with the firm," Wright said. "He is an old member, having worked with us during the war handling mechanical problems. His sales work will utilize him in the office as well as in the territory."

Fla. AMI Distrib To Display Juke At Film Premiere

MIAMI, March 27.—The reputation of promotion-minded Bob Norman, Southern Music Company, and the phonographs he sells is certainly spreading.

This week Norman accepted an invitation to display the AMI Model E 80 in the lobby of the Gables Theater for a week beginning March 31, in conjunction with the world premiere showing of the film, "Lucky Me." Doris Day and Phil Silvers, starred in the movie, were scheduled for a personal appearance opening night.

The juke box was stocked with Columbia recordings made by Miss Day over the past several years, thru the courtesy of Mark Max, who owns Southland Appliances in Miami, set for free play.

The set-up follows on the heels of several similar promotions which have attracted considerable attention for the AMI phonograph in Greater Miami. When the world premiere of "The Glenn Miller Story" was held here at three theaters — Miami, Miracle and Carib—Norman put a juke box in each of the theaters and arranged a public presentation of the AMI gold coin to Jimmy Stewart, star of the film.

A few weeks later Norman spotted a juke in front of the Olympia Theater where Eddy Arnold and his troupe were appearing in the stageshow. The machine, of course, was filled with Eddy Arnold recordings, thru the co-operation of the local RCA Victor distributor, Sea Coast Appliance Distributors. The same thing was done for Vaughn Monroe and, last week, for Hank Snow and the "Grand Ole Opry" show. Harold Brown, Sea Coast drum beater, assisted Norman in the Arnold, Monroe and Snow tie-ins.

COINMEN YOU KNOW

Chicago

Continental Coin Devices, Inc., Cicero, reports things really perked up on the order end for its line of penny refunders following recent coffee cost jumps. Bernard Kiley Jr. and William E. Stockdale concur on the bright-side picture, predict more of same in coming months. . . . Silver-King Corporation, Aurora, is gearing for new push in the bulk vender field. Adolph Theis, president, says the firm's newly named bulk division head, John Flowers, will handle both domestic and foreign business.

Over at Cole Products Corporation Vice-President Richard Cole reports that news of firm's coffee vender line may be delayed a bit. Recently agreement between Cole and American National Dispensing Company, Lansdale, Pa., in which latter built its Andico coffee unit for Cole, was called off. A new set-up may be in the making.

Rolfe Lobell, convention chairman of National Association of Bulk Vendors' 1954 convention and exhibit (July 10-12) at the Congress Hotel here, is working hard to whip a final program in shape. Mrs. Lobell has assumed chairmanship of the special Ladies' Program.

Mike Spagnola, head of Automatic Phonograph Distributors, AMI outlet, reports that a new gal has joined the automatic staff. She is Leona Dziedzic and she'll be doing all the phone answering, plus secretarial chores. . . . Eugene Smith, salesman of Automatic, is spending a month in California on vacation.

Joel Stern, of World-Wide Distributors, remarked this week that sales of games were exceptional during the past winter months. He added that with the advent of spring, sales should go even higher. . . . Another member of the Stern family, Mark, is getting ready to enter Northwestern's medical school after completing three years of pre-med. Good luck, Mark.

Our apologies to Tom Cath, of Donan Distributors, for inadvertently listing him as a member of Empire Coin. Tom says that he is sure there is no finer son in the world than his boy Randall. And Tom's wife, Romayne, agrees with him. . . . The new building of Morrie and Eddie Ginsberg, who head Atlas Music, Seeburg distributor, is still drawing in operators who missed the grand opening held earlier this month. The building, for both architecture and efficiency, rates among the best in the country.

Jules Fisher, operator and distributor in South Africa, decided to stay in town for a few more days and canceled his reservations which would have put him in New York last Thursday. Jules has been visiting manufacturers of coin-operated phonographs, vending equipment and kiddie rides for the past three weeks.

Portland, Ore.

The three delegates sent by Oregon Music Association to the Chicago Music Operators of America convention returned with varied impressions. Don Eby, owner of Melody Amusements, Inc., gleaned insight into problems of other operators as he circulated among the delegates and compared route notes.

Barbara Helfrich, secretary of MOA and route manager for General Amusement Company, was impressed with the high quality of entertainment provided at Chicago and the degree of hospitality attained.

Juke Op Buys Mass. Cig Route

HOLYOKE, Mass., March 27.—Russell-Hall, Inc., a music operation, has bought the 50-machine cigarette vending route of Thomas A. Ryan, who entered the industry 30 years ago.

Russell-Hall, Inc., is headed by Russell Mawdsley and Leslie Hall, who have been in the vending business since 1946. The company plans to expand its cigarette business and may eventually enlarge its operations to include another line.

POST WAR

Reconditioned Music Equipment

WALL BOX CLEARANCE SEEBURG

5, 10, 25c—Wired\$19.50
5, 10, 25c—Wireless 17.50
5c—Wired & Wireless 4.50

WURLITZER

5, 10, 25c—Model 4820\$24.50
5, 10, 25c—Model 3020 9.50
5c—Model 3045 4.00
5c—Model 2140 3.00

ROCK-OLA

5c—Model 1052\$3.00

Also, All Types Wurlitzer Steppers
WRITE—WIRE—PHONE. 1/3 down, balance C.O.D.

MUSIC SYSTEMS INC.

CLEVELAND, OHIO—2600 Euclid Ave.
CHerry 1-3801
TOLEDO, OHIO—1302 Jackson
Main 6192
DETROIT, MICH.—10217 Linwood
TAlsa 3-3900
LANSING, MICH.—1224 Turner
Lansing 5-4243

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 Mar. 27	Issue of Mar. 20	Issue of Mar. 13	Issue of Mar. 6
AMI				
Model A.....	\$139.50 195.00	\$139.50 195.00	\$139.50	\$139.50 195.00
Model B.....	269.00 275.00(2)	229.50 269.00 275.00 285.00	269.00	269.00 275.00 279.50
Model C.....	279.50 299.00 325.00	279.50 299.00 325.00	279.50 299.00	299.00 310.00 325.00
Model D-40.....	395.00 400.00	395.00 400.00	395.00	395.00(3) 400.00
Model D-80.....	495.00(2)	495.00		439.50 495.00
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	139.00
EVANS				
Constellation.....	325.00	295.00	210.00	325.00
MILLS				
Constellation.....				125.00
RISTAUCRAT				
12 Selection.....				60.00
ROCK-OLA				
Fire Ball 45 RPM.....	475.00	475.00	475.00	470.00 475.00
1422.....	89.00(2)	89.00 99.50	89.00 99.50	89.00 89.50 95.00 99.50
1426.....		109.00	109.00	109.00
1432.....				289.50
1434.....		375.00	375.00	375.00
1436 Fireball 45 RPM.....	495.00	495.00		
52-50.....				459.95
1947.....		125.00	125.00	125.00
1948.....		250.00	250.00	250.00
SEEBURG				
Hideaway.....	125.00	125.00		125.00
47.....		99.50	99.50	99.50
100 A.....		450.00	450.00	450.00
H M 100 A.....		339.50	339.50	339.50
M 100 A 78 RPM.....	495.00(2)	495.00(2)	495.00(3)	419.95 449.00 489.00 495.00(3) 599.50
M 100 B 45 RPM.....				
146.....	99.00 99.50 135.00	99.00 99.50 135.00	99.00 99.50	90.00 99.50 135.00
H 146 Hideaway.....	75.00	75.00	75.00	75.00
1947 Hideaway.....	99.50			
147.....	109.50 129.00 150.00	109.50 129.00 150.00	109.50 129.00	109.50 129.00 150.00
148 Hideaway.....				139.50
H 147 Hideaway.....				85.00
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148.....	195.00	195.00		195.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	159.50 199.00	159.50 179.50 199.00	159.50 199.00	159.50 189.50 199.00
1946 Hideaway.....	89.50	89.50	89.50	89.50
1948 Hideaway.....		109.50 165.00	109.50 165.00	109.50 165.00
WILLIAMS				
Music Mite.....		90.00	75.00 90.00	90.00
WURLITZER				
1015.....	99.50 135.00	99.50 135.00	99.50	89.95 99.50(2) 150.00
1017 Hideaway.....		59.00	59.00	59.00
1017 A Hideaway.....		85.00	85.00	85.00
1080.....	99.00 125.00	99.00 125.00	99.00	99.00 99.50 125.00
1100.....	225.00	225.00	189.50 235.00	189.50 189.95 210.00 225.00
1217 Hideaway.....	219.00	219.00	219.00	219.00
1250.....	249.50 295.00(2)	249.50 295.00(2)	249.50 295.00	249.50 249.95 275.00 295.00(2)
1400.....	429.50	429.50	429.50	429.50 449.95
1450.....	429.50	429.50	429.50	

Coin Exports Hit \$11 Mil

Continued from page 62

coin machine exports reaches the staggering figure of almost 360,000 units for approximately \$43,000,000, one-quarter of which was accomplished in 12 months last year. There are numerous reasons for this tremendous growth, some simple, some complex. But the most significant factors in the growth are:

1. The extent to which American manufacturers and distributors have worked to sell foreign countries. For example, game and music machine manufacturers have recently aggressively sought export trade and their increases show it. On the other hand, vending machines, the one coin division which shows the slightest increases, is also the area in which manufacturers are presently more greatly concerned with building up sales in the U.S. first.

2. The extent to which importing countries have either blocked or encouraged coin machine trade.

3. The extent to which the people of a foreign country are able financially to support heavy machine importation. In

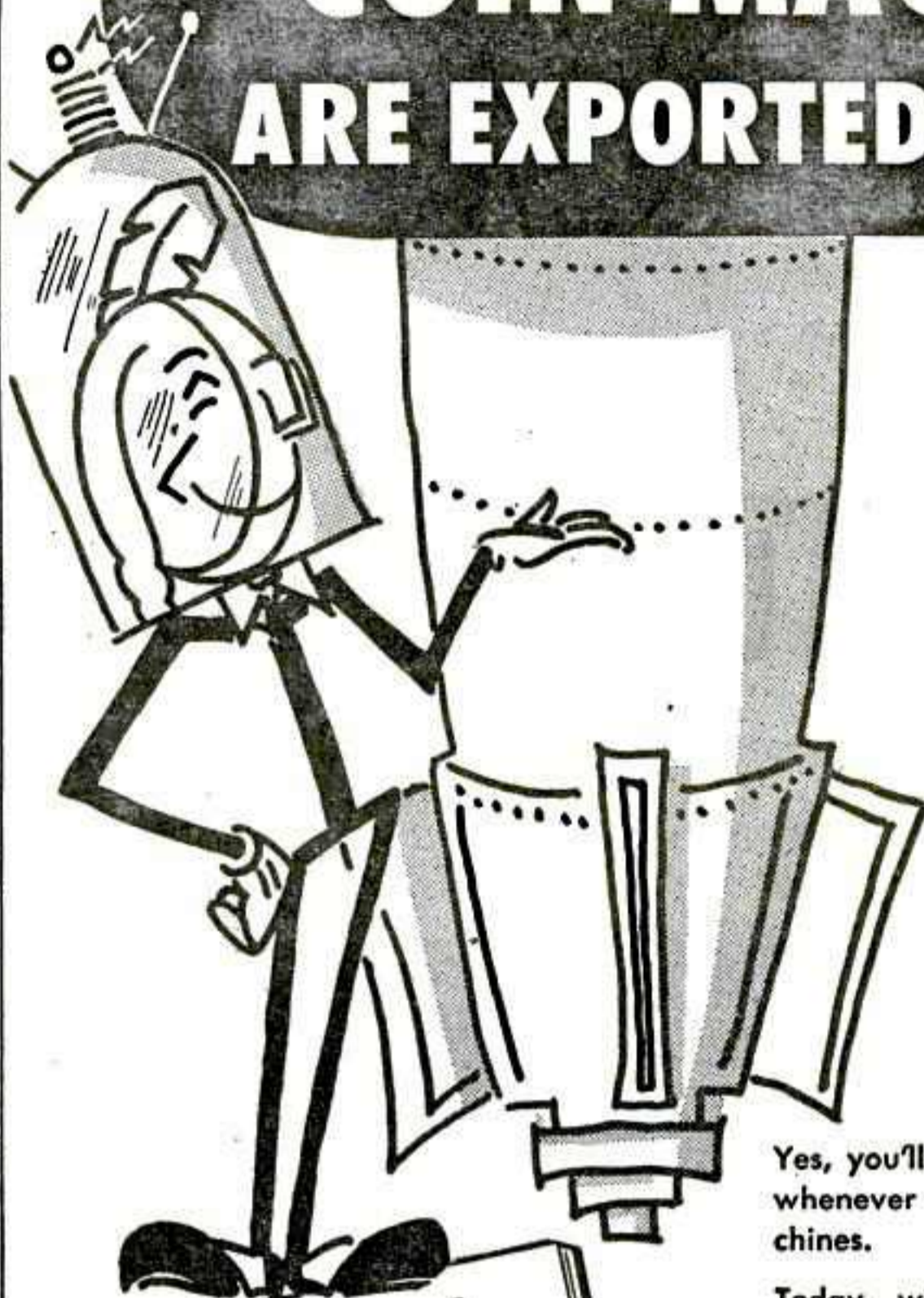
some South American countries, for example, coin machine shipments have been considerably slower than they might have been, or will become, since the native populace do not have much money to spend on amusement devices and juke boxes.

4. The extent to which foreign business people with money to invest are willing to invest it in coin machines, rather than in other government subsidized projects such as apartment buildings, stores, and the necessities of life.

All of these factors combine to produce the coin machine export market. They are all related. From all reports, it is reasonable to expect, that as more American manufacturers become interested in export trade and as a consequence, more foreign investors become interested, coin machine exports will continue to expand.

It is generally agreed that in view of the complications presently facing importers and exporters, it is all the more significant that the coin export business has advanced as rapidly as it has.

WHEN COIN MACHINES ARE EXPORTED TO MARS



... You can bet The Billboard will be there first, pre-selling the Martian market.

Yes, you'll find The Billboard wherever and whenever there's a demand for coin machines.

Today, with U. S. coin machine exports circling the globe, the foreign market is extremely profitable for extra sales of new and used equipment.

Topping the most optimistic forecasts for 1953, the coin machine export market reached a \$10,657,844 total—a new high!

If you are a manufacturer or distributor of new and used coin-operated equipment don't miss out on plus sales to foreign buyers. Reach and sell the \$10,657,844 foreign market thru The Billboard SPRING EXPORT QUARTERLY, dated April 24, and, at the same time and at no extra cost, sell your complete U. S. market as well!

Because more than 5,500 foreign business men in over 55 countries will receive The Billboard SPRING EXPORT QUARTERLY, your sales message is assured of reaching foreign buyers.

It may be a lot easier than you think to make export sales.

The Billboard can help you in two ways:

- (1) Delivers the foreign market—and your complete U. S. market as well—in the Spring Export Quarterly.
- (2) Guides you to export specialists who can save you the trouble of paperwork and red tape—gets you payment in U. S. dollars.



ADVERTISING DEADLINE APRIL 15
ISSUE DISTRIBUTED APRIL 20

Take full advantage of the \$10,657,844 market for coin machine exports now.

Advertise strong in

The Billboard

SPRING EXPORT QUARTERLY

Contact your nearest Billboard office today!

Cincinnati 22, Ohio
2160 Patterson St.
DUbar 6450

New York 36, N. Y.
1564 Broadway
PLaza 7-2800

Chicago 1, Ill.
188 W. Randolph St.
CEntal 6-8761

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLlywood 9-5831

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443



**BIG CHANGES
ARE COMING**

NATIONAL WURLITZER DAYS

AT YOUR

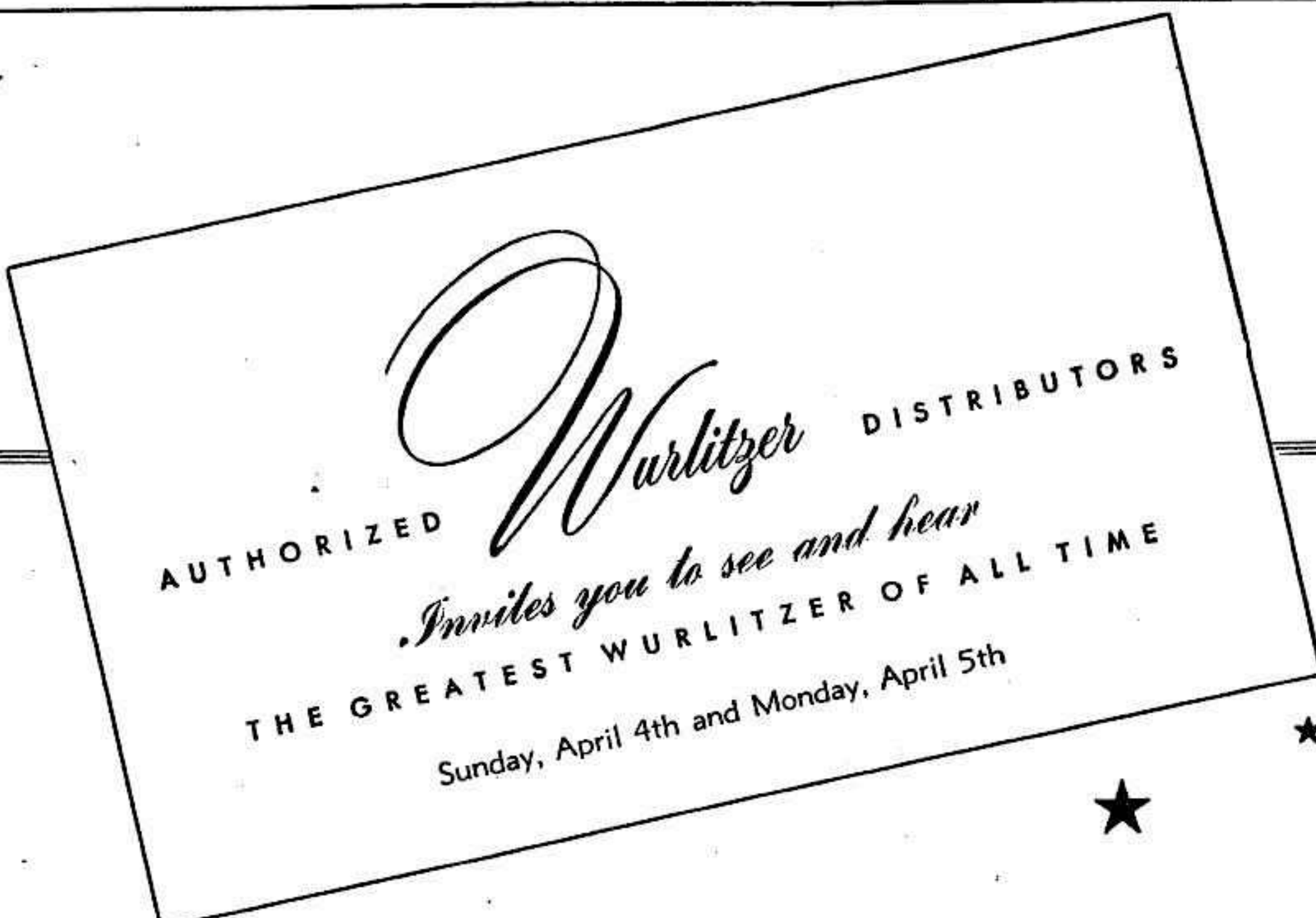


DISTRIBUTORS

SUNDAY, APRIL 4

MONDAY, APRIL 5

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK



ARIZONA, Tucson

CANYON STATES DISTRIBUTING COMPANY

301 E. 7th Street

Welcoming Committee:

A. G. "Tony" Avitabile
Arch Hawley
L. H. Porter



CALIFORNIA, Los Angeles 15

PAUL A. LAYMON, INCORPORATED

1429-31 W. Pico Blvd.

Southern California and Southern Nevada Distributor

Welcoming Committee:

Paul A. Laymon
Edward S. Wilkes
Charles B. Daniels

James R. Wilkins
And the Laymon Gang



COLORADO, Denver 19

DRACO SALES COMPANY

2005 West Alameda

Welcoming Committee:

Howard Hold
Mike Savio



FLORIDA, Miami 37

BUSH DISTRIBUTING COMPANY

286 N.W. 29th Street

Exclusive Distributors for So. Georgia, Florida and Cuba
with Offices in Miami, Jacksonville and Havana.



ILLINOIS, Chicago 18

COVEN MUSIC CORPORATION

3181 N. Elston Avenue

INDIANA, Indianapolis

COVEN MUSIC CORPORATION

1545 E. Kelly Street

Show at Hoosier Room, Severin Hotel



KENTUCKY, Louisville

CO-OPERATIVE DISTRIBUTING COMPANY

234 W. Jefferson Street

Welcoming Committee:

Barney Jacobs
John Fitzgerald
Lloyd "Deacon" Cruze



MASSACHUSETTS, Boston 15

POOLE DISTRIBUTORS, INCORPORATED

1022 Commonwealth Avenue

Welcoming Committee:

Charles M. Suesens
Harry Poole



NEW YORK, Albany

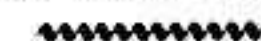
BILOTTA DISTRIBUTING COMPANY

1120 Broadway

Show at Dewitt Clinton Hotel, Albany, N. Y.

Welcoming Committee:

Paul F. Taglione, Manager
Charles Devito, Sales Manager



OHIO, Cleveland 3

NORTHERN MUSIC, INCORPORATED

8307 Euclid Avenue

Welcoming Committee:

H. E. "Herb" Wedewon
Nora Smith
Joe Valenti

PENNSYLVANIA Philadelphia 30

ACTIVE AMUSEMENT MACHINES COMPANY

666 North Broad Street

Welcoming Committee:

Joseph Ash
Martin Brownstein
Frank O'Neill
Marty Kaufman



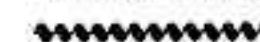
TENNESSEE, Memphis 3

WILLIAMS DISTRIBUTING COMPANY

1117 Union Avenue

Welcoming Committee:

R. E. Williams
E. H. Newell
E. C. Roberson
William Biggs



TEXAS, Houston 6

STEELE DISTRIBUTING COMPANY

3300 Louisiana Street



VIRGINIA, Richmond 20

O'CONNOR DISTRIBUTORS, INCORPORATED

2320 West Main Street

Welcoming Committee:

L. B. Jones
Dan Finnegan
R. B. Herring



WASHINGTON, Seattle 1

NORTHWEST COMPANY SALES

3150 Elliott Avenue

Welcoming Committee:

R. W. Pepple
O. A. "Putt" Kincaid
And Gang

WATCH . . .

NEXT WEEK'S ISSUE OF THE BILLBOARD FOR BIG NEWS...BIG PROFITS FOR MUSIC OPERATORS!

H. T. (Heine) ROBERTS

225 West Ohio Street Chicago 10, Illinois
Whitehall 4-1889

Buy Your SEEBURG SELECT-O-MATIC 100-A CONVERSION KITS

Make Your 78s Into 45s on Location—in a Few Minutes
From an Established Manufacturer

THE UNIT YOU SAW, PRAISED, ACCEPTED AT THE MOA SHOW

The Conversion Kit offered here is made in our own plant. We have been in precision manufacturing for six years. D. & B. rated.

The NELS NELSON CONVERSION KIT can be installed quickly. No holes to drill or tap—no machining of any kind. Kit supplied with complete instructions.

\$98.50 EACH
F.O.B. L.A. 1/2 with order, balance C.O.D.

Place your order direct or thru your distributor

NELS NELSON, Sales Manager

D.W. PRICE CORPORATION
11161 W. PICO BLVD. LOS ANGELES 64, CALIFORNIA

ATTENTION, MUSIC OPERATORS—SOUTHERN OHIO

UNITED DISTRIBUTING COMPANY, of CINCINNATI, OHIO, appointed distributors for the Rock-Ola Comet 120 in Southern Ohio. We will be open Sundays from 10 a.m. to 6 p.m. except Palm and Easter Sundays. Come in and see this phonograph in operation. Our showing with open house will be held April 24 and 25.

UNITED DISTRIBUTING COMPANY
1408-1412 CENTRAL PARKWAY CINCINNATI, OHIO
Phone: MAin 4109

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES**
Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

How Was Your Timing on . . .

"I REALLY DON'T WANT TO KNOW"

LES PAUL-MARY FORD
CAPITOL 2735

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a **Billboard BEST BUY**

FEBRUARY 25, 1954

Title Strips Ready for Top Juke Profits

FEBRUARY 25, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

Cafeteria

Continued from page 62

of the business. Under this group there is space for from 8,000 to 10,000 records for each of the five major companies, and additional space for the smaller concerns.

With each recording will be found both 78 and 45 r.p.m. disks as well as the title strips for each record in the same bin. In this way an operator is able to select all his needs at one spot rather than moving to another part of the store for each requirement.

Title Strips

The title strip has proved itself an important feature of one-stop operation here. These printed strips are furnished for all the currently popular numbers without extra charge. Before this new service was inaugurated less than 10 per cent of the operators would bother with ordering printed title strips. Now, with the one-stop service placing the order and stocking the printed slips, this important aid to good merchandising presentation at the point of purchase is readily available and utilized.

Service to operators in Detroit is just one phase of the Music Systems business. Up-State Michigan holds many more interested operators and many come as far as 60 miles from the northwestern corner of Ohio. The total mailing list runs about 500 operators. For the up-State operator, fast service is the word. Shipments are made within 24 hours and mostly by bus.

Artist Advantage

The one-stop idea, with its centralization of operator buying has further proved a boon to the recording artist visiting in the area. A number of artists have this spot, giving operators an opportunity to gain their acquaintance.

Special events such as these are arranged in advance wherever possible and announcements are posted at the Systems' headquarters. A practical way of notifying operators in advance of coming personal appearances remains to be worked out.

Music Systems, Inc., is headed by Lou Nemesh. The record department is under the personal management of Thomas Mutter, with Chet Kajeski as assistant. Both men are experienced in records and able to counsel operators in their self-selection of numbers.

May Delivery

Continued from page 62

especially in foreign markets. He reported that inquiries had been received from over a dozen countries and that the biggest enthusiasm seemed to be among European operators and distributors.

No new distributors have been appointed since the machine was bowed at the Music Operators of America convention, but Cohen said that he thought a member would be named by the time the model is in production.

TV Competition

Continued from page 62

such as Chicago, New York, Los Angeles and Cleveland had warned them of what happened with the advent of TV.

"During association meetings," Montooth said, "we talked over different plans which might ease the loss in play. Operators began to go out and call on the location owners, explaining to them in terms of dollars and cents how it was to their advantage to keep a juke box playing."

Montooth said the biggest problem connected with TV was salesmanship. He told association members that location owners would co-operate if they could be made to see how it was to their advantage to keep their equipment going.

With Chicago not too distant, Peoria operators were able to follow the effects of television. Various surveys made by operator associations, trade papers, and even the television manufacturers showed operators that location customers were primarily interested in sporting events, and sets played only during certain hours.

In Chicago, operators found that even the World Series began to lose its pull after the second year. Here, as in other areas where television became a common household fixture, people began to look for other entertainment away from home.

Wurlitzer Names

Continued from page 62

Wichita in 1940 and has been active in Kansas since that time. Blum, known to friends as Pete, is married and has three children.

Melvin Hammer, who serves as secretary-treasurer of United Distributors, began operating coin machines in the Wichita vicinity in 1939. As distributor for several types of coin-operated equipment, including automatic phonographs, he has in recent years spent most of his time on the road contacting operators and making sales. Mel and his wife are the proud parents of three children, two boys and one girl.

The new organization, Midwest Distributors, is a partnership consisting of Pete Blum, Mel Hammer and John Balk. The territory will include Kansas City, 17 counties in Eastern Kansas, and five counties in Missouri, formerly covered by Central Music Distributing Company, Inc. John Balk, former sales manager for Central Music, will be manager of the new distributorship.

Balk is a phonograph business veteran of many years. He served as sales manager for the International Phonograph Company of New Orleans, as manager of the F.A.B. Distributing Company's Alabama office, and as manager of the Brandt Distributing Company's Iowa office. All the concerns handled Wurlitzer products.

United Distributors will conduct a showing of the new Wurlitzer line in Wichita on Sunday, April 4. On Monday, April 5, Midwest Distributors will show the new Wurlitzers to operators from the Kansas City district. Each office will be completely stocked with a full line of Wurlitzer phonographs and remote equipment and both will maintain excellent service facilities.

Portland Ops

Continued from page 62

smaller operators had a higher percentage of 45 record machines than the larger operations. It also showed that the switch was faster among operators who handled both games and music.

The slowest conversions were found in Negro locations, but even there the step-up is moving faster now that rhythm and blues records are being pressed on 45 r.p.m. disks.

Virtually every operator will welcome the time when all juke boxes are 45's. The smaller records are favored for their greater ease in handling, their longer life and their uniformity of operation.

Another reason for preference is that 45's cut down inventory investments.

Marginal stops continue to tag along in the conversion trend, but steady replacements of older machines are bringing even these locations into line. Operators have found that the savings resulting from a 45 r.p.m. machine often enables them to make a change before they had originally anticipated.

Patterson Music Cuts Size of Route

DETROIT, March 27.—William Patterson, head of Patterson Music Company, announced this week that he was cutting the size of his route. Patterson said that he intended to devote more time to the building business.

"Seventeen locations have already been sold," Patterson said. "One to Jenks Music, one to Mary Knutson of the Shamrock Music Company and 15 to Jack Kirschner, of Jacks Music Company."

Good Will

Continued from page 61

of a man they do not know, a man they never see. On the other hand, people do not readily believe ill of a man they have learned to respect as a decent citizen.

"The operator's story—the job that his advertising should do—is the simple truth that he is a business man like the movie owner, the tavern owner, the grocer, the druggist."

Jones explains that the public-relations story can be told in a whole series of ads, designed to win good will for game operators, one emphasizing the value of pinball play as a simple, inexpensive form of relaxation; another emphasizing the operator's investment.

Good Neighbors

The first ad Jones designed shows a middle-aged couple and a young couple playing a coin-operated game. Underneath the illustration is the headline "Good Fun for Good Neighbors." The copy—expressing the operator's viewpoint—follows:

"You play pinball games in the cozy little neighborhood spots where neighbors meet for a friendly glass and bit of neighborhood news.

"My business is to pick out amusement games I think you'll enjoy. I invest in coin-operated games, place them where they're handy for you, hire skilled electricians to keep them in good working order. I pay rent for the place by giving the owner of the establishment a share of the coins you deposit in my games.

"I don't know why or when the custom started that you deposit coins in amusement games—like you do when you use a public telephone—instead of buying tickets from the management—like you do when you go to the movies. But that's the way it is, and I guess you figure you get your money's worth in fun, because I am making a living.

"Sure, I make money. But, like the fellow said, 'Is that bad?' I support my family. Spend my money in this community. Pay taxes. Give to charity. Help every worthwhile cause I can. And—with your help—I help give jobs to the thousands of men and women in the factories that make coin-operated games and the glass, wood, copper, steel and so forth that go into those games.

"I like my business, so I hope you keep on liking the service I give. I like the living I earn. I like the people I meet. An even if it does sound sentimental . . . I like to bring good fun to good neighbors." Space is left at the bottom for the operator's name and business.

Jones explains, "While operators of music machines and vending machines have successfully advertised in their local newspapers, their brethren in the game field have generally neglected advertising as a means of gaining good will."

New Wurlitzer

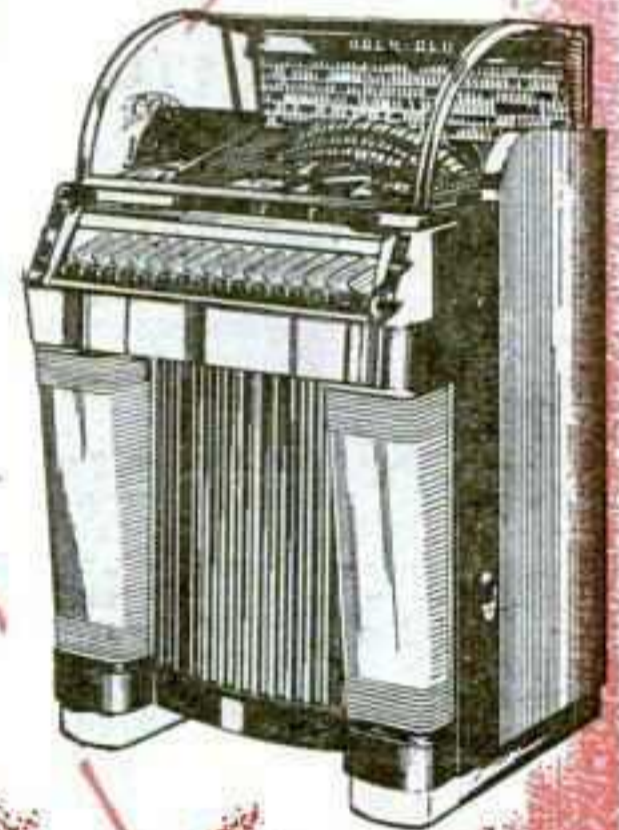
Continued from page 62

multi-selection unit and the other a 48-selection phonograph. Both are expected to be equipped with high-fidelity.

Officials of the plant who have already made arrangements to visit some of the distributors during the showings include A. D. Palmer, advertising and sales promotion manager; Robert H. Bear, phonograph sales manager; Bob Hamilton, assistant phonograph sales manager, and Joe Hrdlicka, service manager.

Palmer reported that the firm's five district sales managers would also attend as many showings as possible. They are W. E. (Jerry) Sinclair, Western district; J. H. (Jim) Crosby, Southwestern district; Bert B. Davidson, Central district; R. W. (Art) Daddis, Southeastern district, and J. A. (Mac) McIlhenny.

WIDE
RANGE
FIDELITY



MODEL 1438

SOUND —that
"gives out" all that the
record has got!

ROCK-OLA

Comet 120 Selections

*"The original phonograph
with 120 selections"*



MODEL 1546
Chrome Cover Wall Box
with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue Chicago 24, Illinois

Record 12,000 to Attend NATD Chicago Convention, 450 Exhibits

CHICAGO, March 27.—A record 12,000 persons and 450 exhibitors began streaming into Chicago to attend the six-day National Association of Tobacco Distributors' convention which opens in the Palmer House tomorrow.

Highlight of interest for vending operators is the vending machine seminar, "Eight Columns

in Search of 15," to be held Wednesday (31). The session will deal with problems arising from the growth of premium-price and filter-tip brands and the ever-growing assortment of products suitable for automatic merchandising.

While the official opening of the exhibit areas will not take place until Monday morning (29), the tobacco distributors get down to business today at a wholesale management seminar where Dr. Albert Haring, professor of marketing at Indiana University, will discuss "Special Incentives for Salesmen."

Joseph Kolodny, NATD managing director, commented that "inasmuch as every American consumer patronizes one or more

of the 1,300,000 retail outlets serviced by the wholesale tobacco distributor, it is imperative that we carefully examine the methods employed in expediting the movement of more than 6,000 products handled by the tobacco trade from the factory to the retail counter."

All segments of the tobacco industry will be discussed during the week. Candymen will view "A 'Sweet' Industry With 'Sour' Overtones," and 10 top executives representing the wholesale and manufacturing sides of industry will discuss the problems and opportunities in cigarette making.

Conventioners will also have the opportunity to see a complete tobacco manufacturer's laboratory in operation.

FTC-Sunshine Biscuit Bout On Price Pegs

Statler Affiliates Also Included in 'Unfair' Charges

WASHINGTON, March 27.—The Federal Trade Commission this week charged a national cookie and biscuit manufacturer and two affiliated vending machine firms, with "unfair methods of competition."

The defendants: Sunshine Biscuits, Inc., Statler Manufacturing Corporation and Statler Distributors, Inc.

The charge: Selling to some customers at higher prices than to others, in alleged violation of the Robinson-Patman Act. The Statler firms were cited in the FTC complaint for taking part in "exclusive dealing" arrangements with Sunshine Biscuits.

FTC allowed 20 days for filing of answers to the complaint, and an initial hearing has been set.

(Continued on page 74)

Cig Revenues Fluctuating In West States

DES MOINES, March 27.—Cigarette revenues in Western States show marked changes over the past months, according to reports received from top authorities in these sections.

In Iowa, cigarette revenues, due to the rise in taxes from 2 to 3 cents per pack, have increased about \$1,500,000, altho cigarette consumption has dropped almost a million packs a month. According to the records of the State Tax Commission, total revenue from the cigarette tax in an eight-month period, beginning last July 1, was \$4,809,964, compared with \$3,418,109 for the same period a year ago. An eight-month total of sales showed 20,374,850 packs sold, compared to 21,363,182 a year ago.

J. B. Griffith, head of the ciga-

(Continued on page 71)

13 Billion Cans Needed Yearly If New Package Clicks

BOSTON, March 27.—William C. Stolk, president of the American Can Company, this week told members of the Boston Security Analysts Society that 12 billion to 13 billion cans will be needed every year to package soft drinks if metal containers get the same share of soft drink packaging that they have in the beer packing market.

He said American Can will concentrate on the flat-top can rather than the crown top.

While the Juice-Bar canned drink vender is designed for flat-top operation, the unit Juice-Bar is now making for Cantrell & Cochrane is crown top, and Canada Dry, while not committed to the crown top for its line of beverages, is experimenting with it (The Billboard, March 27).

Considerable Effect

Straws in the wind seem to indicate that canned carbonated beverages—either crown top or

DISTRIB DIAGNOSIS

More Full-Time Firms In Bulk Field: Eppy

JAMAICA, N. Y., March 27.—The full-time bulk vending distributor is replacing the diversified distributor and the operator-distributor to an important degree, according to Sam Eppy, Samuel Eppy & Company, who just completed a five-week sales trip during which he contacted all but

PEAK LOCATION

Ski High Spot Too Lofty for Regular Ops

ASPEN, Colo., March 27.—A unique location in Western vending machine operation is the Sundeck, a rest lodge on top of the chair lift for skiers.

The Sundeck, a restaurant looking over Colorado's mountain peaks, contains cigarette, candy and gum vending machines, all operating well above 11,300 feet.

A double chair lift, which carries skiing enthusiasts more than 4,000 feet to the tops of the mountain, is the only means of supply—so it isn't unusual to see one of the chairs bumping its way over pulleys and towers with cases of cigarettes, candy bars, etc.

Because no local vending machine operator could be found to take the 45-minute ride up the chair lift to the Sundeck, the Aspen Ski Corporation bought and now operates its own machines. All seven venders are restocked and serviced daily during the height of the ski season, which extends for more than six months.

(Continued on page 72)

one bulk vender manufacturer and visited operators and distributors in all parts of the country.

Eppy defined the full-time distributor as one who carries a full line of bulk venders, supplies and parts to the exclusion of all other vender types. He advertises in local papers, but he advertises the prices of the venders (unlike the blue sky boys) and has a full-time location finder. The usual charge of the operator is \$2.50 or \$3 a location.

Repeat Business

Once a full-time distributor sells a new operator, he guides him and aids him on the operation, because he knows that he needs the operator's repeat business. He also operates under the theory that "you can't sell goods from an empty wagon" and makes sure he is finally stocked.

More distributors seem to be going full time on the West Coast and in the Southwest, centered around San Francisco, Los Angeles and Dallas, Eppy said.

The second type of distributor, one who handles bulk vending

(Continued on page 72)

Name Roster of 1954 NAMA Comm. Chairmen

CHICAGO, March 27.—I. Hayne Houston, president of National Automatic Merchandising Association, announced the roster this week of 1954 NAMA committee chairmen. Release of the list was held up pending final confirmation and/or acceptance by individual chairmen.

The chairmen, and their respective committees, follow:

Donald M. Kendall, Pepsi-Cola Co., New York, Automatic Merchandising Directory; O. A. Glazebrook III, Canada Dry Ginger Ale, Inc., New York, Advertising Sales (Directory); Mel Rapp, Apco, New York, Convention and Exhibit; Davre Davidson, Davidson Brothers, Los Angeles, Exhibit Sales (Convention); Charles Brinkmann, Rowe Manufacturing Co., Inc., New York, vice-chairman of Exhibit Sales (Convention); Mrs. Aaron Goldman, Washing-

(Continued on page 71)

VENDERS BRING BBB INQUIRIES

NEW YORK, March 27.—Vending machines were the subject of 14,200 inquiries directed to Better Business Bureaus over the country during 1953, according to a report issued by Victor H. Nyborg, president of the Association of Better Business Bureaus.

Of a total 16,411 instances of service, BBB bureaus handled 2,211 complaints, shopped a total of 141 vending machine advertisements in newspapers and two radio ads.

Altogether, BBB reported, 151 advertisements required action by a local bureau, while four required action by local authorities.

OUTPUT UP: NEW MODELS

Milk, Ice Cream Vender Mfrs. Gird for Records

CHICAGO, March 27.—Production of milk and ice cream venders moved in high gear during the first quarter of this year, a survey by The Billboard disclosed this week.

Six manufacturers started assembly lines rolling with new milk and ice cream venders. Rowe Manufacturing Company, Inc., and Paramount Freezing Equipment Company each started producing new outdoor milk vending machines. The Vendo Company brought out a new milk vender, and the William A. Benz Sheet Metal Products Company introduced a new pint package ice cream vender.

Earlier this year, Dari-O-Matic, Inc., scheduled production of a new model four-flavor milk-juice machine with a capacity of 500 half-pint cartons (229 in the vending section) listing for about \$900. A re-designed dual-selection Arctic ice cream vender with a 150-bar capacity was readied for production by Mills Industries, Inc.

Double 1953 Output

Production of ice cream vender manufacturers was boosted for greater output this year. Clint

(Continued on page 71)

Davis, Fred Hebel Corporation, declared that "the production of our five-flavor ice cream venders for 1953 showed more than a 300 per cent increase over 1952, and our present plans for 1954 call for production of more than 300 per cent increase over 1953."

(Continued on page 71)

Flowers Fills Dual Sale Role

CHICAGO, March 27.—John Flowers chalked up some kind of an industry record with the announcement this week of his appointment by two bulk vender firms as director of export sales.

For Victor Vending Corporation, Flowers has been assigned Latin America.

Silver-King Corporation, at the same time, named Flowers sales head of its Bulk Machine Division in charge of all domestic and export sales.

Prior to his new dual sales position, Flowers was associated with Ball Gum, Inc., also handling U. S. and foreign business, and earlier was export manager for Leaf Gum Company.

(Continued on page 71)

(Continued on page 71)

New Self-Brew Method Bowed In Coffee Mach.

Continuous Batch Process Evolved By Chi Engineer

CHICAGO, March 27.—A new 100 per cent "no-wait" process of brewing and vending fresh coffee continuously has been evolved by Paul Lovell and several associates here. Lovell, in addition to being an inventor, is an engineer with the Johnson Fare Box Company.

The self-brewing coffee vender is not new (there are two machines of this type built by United Industries, Detroit, and Square Manufacturing Corporation, Chicago, altho the latter is used exclusively by ABC Vending operations). Lovell's machine differs in that fresh coffee is brewed and vended without interruption; there is no periodic waiting time for a new "batch."

Lovell, who began working on

(Continued on page 71)

Rowe Opens Atlanta Office For 14 States

NEW YORK, March 27.—The Rowe Manufacturing Company, Inc., here announced this week the establishment of a Southern division sales office in Atlanta, with Jack Dunwoody as divisional sales manager.

According to John S. Mill, Rowe vice-president and general sales manager, Dunwoody and four salesmen will cover the following States in the South and Southwest: Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Oklahoma, Arkansas, Mississippi, Louisiana and Texas.

A veteran Rowe employee, Dunwoody has been covering the South for several years. The Atlanta office will handle the entire line of Rowe venders, including the new 11-column 520 and Commander cigarette machines, the Candy Merchant, refrigerated sandwich vender, pastry machine and ice cream and packaged milk venders.

(Continued on page 71)

5 Dailies in Four Cities Lease 150 News Venders

COLUMBIA, Pa., March 27.—Newspaper vending took on new significance this week as United Sound & Signal Company, Inc., here announced its volume entry into the field with a lease program. The firm's News Vend, an indoor-outdoor machine, is going out initially to five major dailies: Chicago Tribune, Philadelphia Bulletin, Washington Post & Times Herald, New York Mirror and New York Journal-American.

Shipment of 150 venders to the five papers is being made this week, will be in operation shortly in the four cities in which they are published. They will be installed in apartment house lobbies, hospitals and other spots newsboys do not normally cover. Also, according to U. S. & S., its new venders will find ready locations thru airports, parking lots, subway and suburban stations, and as substitutes for the "honor system"

racks which are widely used in some cities. Too, it is expected that they will replace newsstands in some instances, fill in where other stands have been discontinued.

U. S. & S. reported plans to lease additional newspaper venders to publications in other large cities after fulfilling commitments to the present papers.

The vender holds up to 30 papers, whether of the slim tabloid or the 100-page standard edition type. The units can be wall or pillar mounted, placed on a counter or stand. The upper half of the first page of the paper being vended is seen thru a glass window. Coin mechanisms provide for varying prices, comes equipped with a change maker if desired.

Papers are vended thru a full-length chute at the base of the unit after customer deposits coin and moves a slide lever.

New Zone, District mgrs. for Pepper

ALLAS, March 27.—Four new zone and one district managerships are announced by the Dr. Pepper Company this week. They were as follows:

Joseph Cogdell, who left a post merchandiser in the Eastern division to assume the district managership of the fountain division in the Fort Worth district.

Four new zone managers named were: Thur Summers, formerly vended representative covering the Kansas-Missouri zone; he replaces Max Green, who was made Eastern Division sales manager. William Philp Jr. replaces Douglas as manager of Zone 3 (Colorado, New Mexico, portion of West Texas). Nix takes over Zone 4.

Bill Dunagan was named manager of Zone 11 (Illinois, Indiana, Ohio, Michigan). He succeeds Thomas Hallett, who resigned to become sales manager of Dr. Pepper Bottling Company in Bellevue, Ill.

Stanley Curtis, appointed manager of Zone 8 (covering Kentucky, Pennsylvania, West Virginia), succeeds Lyman Kempton, who was transferred to Zone 15 (Virginia, Maryland, New York, Connecticut, District of Columbia).

Name Roster

Continued from page 70

Acarb, Inc., Stamford, Conn., executive.

Thomas B. Donahue, National Endors, Inc., St. Louis, Finance; E. Moffett, Pace Corp., San Antonio, Forum; Matt O. Blesius, Illinois Automatic Merchandising Corp., Chicago, Government Liaison; Harold Gallarneau, Gallarneau Brothers, Amarillo, Tex., Military Liaison; John C. Guthrie, Miller Automatic Sales Co., Louisville, Insurance; William W. Denham, Pacific Nik-O-Lok Company, Los Angeles, vice-chairman Insurance Committee.

Harry de Buys, Canteen Service Company of Alabama, Inc., Birmingham, Legislative; John T. Pieren, Vendo Co., Kansas City, Manufacturers' Division; Thomas Buckley, Vendo Co., co-chairman, Membership Building and Maintenance; Maurice L. Raffer, Johnson Tobacco Co., Chicago, co-chairman of Membership Building, Maintenance; Richard L. Cole, Cole Products Corp., Chicago, Motion Picture Fund Raising; Frank Chelli, Capital Vending, Inc., Lansing, Mich., Operator Accounting.

Howard I. Olsen, Transit Sales Service, Inc., Chicago, Promotional Advertising; George M. Seedman, Lowe Service Company, Inc., Los Angeles, Public Relations; Marcus Kaplan, Select-O-Mat of Virginia, Inc., Roanoke, Regional and Area Activities; Joseph McGlenn, McLenn's Cigarette Service, Pittsburgh, vice-chairman of Regional Area Activities; Ray Scheuer, Vendomat Corporation of America, vice-chairman of Regional Area Activities; S. G. Lyon, Lyon Industries, Inc., New York, Sanitation, and W. M. Boring, Vendo Co., Traffic.

MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1¢ & 5¢ Comb.	\$12.00
N.W. 233 1¢ Porc.	7.95
N.W. 232 1¢ Porc. B.G.	7.95
Master 1¢ Bulk Porc.	7.45
Master 5¢ Bulk Porc.	7.45
Master 1¢ & 5¢ Bulk Porc.	7.95
Colombus 1¢ Bulk	7.45
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1¢ B.G.	7.45
Advance 211 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	73
Pistachio Nuts, Shell	55
Cashew Whole	55
Cashew Butts	50
Peanuts, Jumbo	38
Spanish	28
Mixed Nuts	55
Almonds 480 ct. 5 lbs. vac. pk.	85
Baby Chicks	43
Rainbow Peanuts	30
Boston Baked Beans	30
Jelly Beans	28
Licorice Lozenges	25
M & M	44
Assorted Fruit Chams, 100	42

Rain Bio Ball Gum, all sizes, 200 lbs. minimum, Prepaid, per lb. \$.38 Adams Gum, all flavors, 100 ct. \$.44 Wrigley's Gum, all flavors, 100 ct. \$.47 Hershey's Chocolate, 200 ct. \$ 1.30 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Chams. Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

New Self-Brew

Continued from page 70

the idea eight years ago, initially built a machine which included a separate doughnut vending section. In production models, he said, the latter may be dropped.

The key to the continuous serve feature in Lovell's vender is the use of individual bags of ground coffee, suspended from racks in a top compartment. Twelve bags are hung in two groups, each bag can be varied in size, but in the pilot model they each provide 12 six-ounce cups.

Individual water supply to each bag is automatically controlled; a swivel tube from central inlet provides hot water, turns to service wide-mouth tub openings over each bag. Bags in the two compartments are brewed alternately; thus, while the 12-cup supply is being used in one side, 12 additional cups are being brewed on the opposite side. As the supply of coffee is exhausted on either side, the freshly made supply in the alternate compartment is used.

Production models, Lovell stated, would use special laminated paper bags (to cut cost as bags cannot be re-used). In the test machine, restaurant-type coffee was used. It was provided by Standard Brands, package in the bags furnished by Lovell.

Gravity Feed

A five-gallon hot water tank services the 24 bags via a gravity feed. Stainless steel containers are used to hold the liquid sugar and cream (in production units, powdered ingredients may be substituted to eliminate need for refrigeration). Clear neoprene tubing is used.

Lovell said the test model has been on location in a local plant, Metal Box & Cabinet Company, for several months. Straight dime operation was used.

As in instant coffee units, the Lovell machine offers full selectivity with regard to cream, sugar, black, or various combinations. A selector dial is positioned over the coin chute. An automatic cup unit is included.

Cig Revenues

Continued from page 70

rette tax division of Wyoming, reported a decrease of 8.2 per cent in January cigarette tax collections, with a total of \$54,940 in that month.

A like decrease in cigarette revenue was reported in South Dakota, where the tax dipped \$8,482 in a January-February period which saw \$244,705 in collections the previous year. State Treasurer Theodore Mehlfah, estimated that South Dakota smokers used 281,089 fewer packs during this period.

Output Up: New Models

Continued from page 70

duction at double the 1953 rate." Alex Izzard, the Vendo Company, stated that the firm's 1953 production was in excess of 1952, and that 1954 was geared for even greater production. A. S. Karcewski, Turbo Machine Company, announced that he expects output of the Kenro ice cream machine to jump 50 per cent this year over 1953. He reported production for the last six months climbed 75 per cent above the same period last year.

Other ice cream vender makers including Rowe, Atlas Tool & Manufacturing and Smithco, Inc., all indicated stepped-up production plans.

Milk machine manufacturers surveyed made it unanimous: 1954 should be a top year.

The new Rowe two-selection outdoor milk machine has a capacity of 140 half-pint, third-quart, pint or quart containers, and is priced at \$945 f.o.b. Whippany, N. J., under a cash payment plan of one-third on order, balance in 15 days. Deferred terms are also available. (The standard Rowe milk machine for indoor use is priced at \$845.) A completely weatherproofed cabinet houses the unit. Fully automatic, the machine is 73 1/2 inches high, 42 inches wide and 31 1/2 inches deep.

John S. Mill, vice-president, stressed that the outdoor unit was "designed particularly to help dairies expand their business into territories never before explored... with low cost distribution for the dairymen and convenient 24-hour service for the consumer."

Dairies: Sales Target

Dairies rather than vending operators are also the prime target of Paramount Freezing's sales program on its new outdoor milk vender. Edward Dembek, president, explained that dairies get first sales nod because he feels that most operators are not yet equipped to vend milk in large quantities.

The new unit has a 1,000-quart capacity, with 175 quarts in vending position; 825 quarts in the reserve compartment. It lists for \$2,500; measures four feet wide, eight feet deep and seven feet high, and weighs 2,000 pounds empty.

A new carton milk vender produced by Vendo vends three flavors, has a capacity of 210 cartons in half-pints and third-quarts. The machine is 18 inches deep, 32 1/2 inches wide and 77 3/4 inches high, weighs 485 pounds. Standard equipment: A National electric coin changer which has a combination coin mechanism for dime, 11-cent or 12-cent operation.

Production of a new five-selection pint package ice cream vender

climaxed five years of development by William J. Wawrzonek, inventor of the Pint-O-Matic and head of the sales company for the unit. The William A. Benz Sheet Metal Products Company is producing the machine.

The Pint-O-Matic has a capacity of 365 Philadelphia pint-size packages, 115 in vending position. It is 36 inches wide, 69 inches high and 29 1/2 inches deep and is priced at \$1,370 f.o.b. Milwaukee.

Altho a complete sales program has not yet been set up, Wawrzonek signed a contract with Land O'Lakes Creameries, Inc., for exclusive use of the machine in Wisconsin (excepting the Milwaukee area), Illinois, Iowa, Michigan, Minnesota, North Dakota and South Dakota.

Said Wawrzonek: "I had no idea the Pint-O-Matic had the possibilities it has; I have even received letters from bottlers of soft drink beverages who were never in the ice cream business and who are now contemplating going into ice cream vending."



NORTHWESTERN 10 SELECTOR GUM VENDOR
Greatest Money-Maker
SPECIAL! CHLOROPHYLL BALL GUM
210 Count
28¢ per pound
LIMITED OFFER—**ORDER NOW!**
Immediate Delivery
Reconditioned Like New
N. W. TAB GUM VENDERS.....\$18.95
N. W. 49ERS, 1¢ or 5¢..... 12.50
A.B.T. Challenger Gum..... 65.00
NEW N. W. 33, 39, 40 PORC..... 6.95
S.K. HUNTER BALL GUM GUN... 24.50
SILVER KINGS, 5¢..... 7.50
N.W. Postage Stamp Vender..... 49.50
Write for prices of charms & supplies.
BADGER SALES CO., INC.
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YOUR TICKET TO **SALES RESULTS—**
THE ADVERTISING COLUMNS OF **THE BILLBOARD!**

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.



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America's Finest!

the famous **KEENEY DELUXE**
ELECTRICALLY OPERATED CIGARETTE VENDOR

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening.
- MEETS ALL PRICE CHANGES—instantaneous price adjustment on each individual column. Handles King or regular size packs.
- 9 DOUBLE COLUMNS dispense alternately from front and back on each column. Keeps cigarettes always fresh! 432 pack capacity most desirable to location—eliminates frequent servicing!

THE PACK YOU SEE... IS THE PACK YOU GET

- SWING UP HINGED FRONT permits easiest method of loading the columns. Plenty of extra storage space. All mechanisms accessible.
- THREE WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny insertion.

Automatically Filled
SUPER CHANGE-MAKER optional!

Available in
3 Standard Finishes:
● STANDARD MAROON
● GOLD HAMMERLOID
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Karl Guggenheim's MYSTIC ACTION MAZE



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per thousand F.O.B. N. Y. Kids will have hours of fun and excitement with this truly action charm. A real game where the little ball goes 'round and 'round and vending machine profits go up. What a combination! Made of styrene plastic and in assorted colors, this little "maze" charm is sure to amaze everyone!

Get the Ball Rolling Now!

Order from your distributor



MARBLES

The Marble Season Is Here!

Now Is The Time To Put Marbles In Your Machines

AGATE—GLASS—ASSORTED COLORS
Barrel of 50,000...size 9/16 \$49.00
Barrel of 40,000...size 5/8 \$39.00
Keg of 21,000...size 9/16 \$21.00
Keg of 17,000...size 5/8 \$19.00
Shipments made at once, F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

ROY TORR
Lansdowne, Pa.

Silver-King Tab Readied

AURORA, Ill., March 27.—Adolf Theis, president of Silver-King Corporation, announced this week that final tooling is being set on a new four-column penny tab gum vender, to be introduced in late April.

The unit, which will be six inches square and 18 inches high, will list for approximately \$13, Theis said. It will be sold only under the Silver-King label, as is the firm's bulk machine line following a change in policy several months ago. Formerly, Silver-King manufactured bulk equipment under its own name and also for private labels.

Production continues to expand on the Coan U-Select-It coffee vender which is made on contract for Coan Manufacturing Company, Theis reported.

Refinancing Sought By Valetaria Mfr.

NEW YORK, March 27.—The United States Hoffman Machinery Corporation, maker of the Valetaria (coin-operated valet service), is currently negotiating with bankers for long-term refinancing of loans, President George E. Bowdoin said this week.

He said that if the refinancing is successful—and if earnings are satisfactory—the company may declare a dividend on common stock. No dividend has been paid since 1947.

Earnings for the March quarter are expected to be about \$1 a share, against earnings of 47 cents a share for the same quarter in 1953.

Calendar for Coinmen

- April 1.—Summit County Music Operators' Association, Inc., monthly meeting, Akron.
- April 5.—Amusement Machine Operators' Association of Greater Baltimore, semi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.
- April 10.—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.
- April 26.—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced.
- April 30-May 1.—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Inn Hotel, Carmel-on-the-Sea (approximately 30 miles west of San Francisco).
- May 7-8.—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Region 9 and Western part of Region 8), Baker Hotel, Dallas.
- May 18.—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

Full-Time Firms to Bulk Biz

Continued from page 70

items along with larger vending equipment, is most common in the East, particularly in the large cities.

Operator-distributors are mainly in the Central part of the country, between New Orleans and Duluth, Minn. They are usually the largest operators in their respective areas and buy in large enough quantities to get the distributor's price.

Another type of distributor—the blue sky promoter—functions, Eppy feels, because other distributors don't.

The blue sky distributor will sell the wrong type vender for the location, overcharge, and not keep the necessary supplies and parts in stock. However, he usually sells standard venders, and the purchaser has an outside chance of coming out ahead, if he can stick it out that long.

For the most part, men who need to supplement their earnings are prey for this type of distributor. Locations are usually that in name only, with the equipment, in most cases, eventually ending up in the hands of an established operator.

Eppy contends that legitimate distributors can compete with blue sky boys by advertising their prices in local papers, keeping adequate supplies, and telling an honest story.

Turnover Profit

Another type distributor builds routes, sells them for a turnover profit, then repeats the process. This type, Eppy said, makes a quick profit, but lacks steady income and seldom seems to be getting anywhere.

The Eppy noticed a sharp trend from part-time to full-time operations on his trip, he estimated that 60 per cent of the nation's bulk venders are still operated by part-timers.

Part-time operators are particularly prone to sell out during the winter when takes are low and cold keeps children at home. They are often undercapitalized and usually lack the time and know-how required for a profitable operation.

At one time, said Eppy, virtually all locations were of the "momma and pappa" type—generally candy and grocery stores. While these locations still predominate, the last two years has seen chain and supermarket stores develop as top locations.

Most of these locations have batteries of venders, thereby reducing the service cost per vender.

Eppy noted a growing trend among 5 and 10-cent variety chains, supermarkets and drug chains to get venders on loan from operators and buy their fills from him. The operator handles all service calls. He said, tho, that the location managers soon weary of being saddled with the responsibility of the vender and that the rate of attrition is about 25 per cent a year.

Vertical Growth

The capsule vender and the combination unit will contribute to the vertical growth of the industry, according to Eppy. He explained that most expansion, in the past, has been horizontal, with routes covering more and more area.

Vertical expansion is the placement of more venders on the same number of locations. The placement of a Rocket or capsule vender with a penny ball gum vender on the same location is common, and bulk vending, once catering primarily to the children, now draws considerable adult trade with the advent of the capsule unit. Adults will buy items for their own use (such as key chains) or take home to the children.

Combination venders, which take both nickels and pennies, have boosted takes, according to

Eppy. He said that operators of Atlas and Victor combination venders have reported that half of their cash intake is in pennies and the other half is in nickels. The combination vender has boosted takes from 25 to 35 per cent over grosses from penny venders, he estimated.

Eppy noted the trend toward larger globes. A \$9-\$10 fill once was globe capacity. Most globes now hold from \$10-\$15 in supplies. He pointed out that, with fewer service calls, chances of the gum growing stale are increased. He added that considerable time is wasted checking the large globes, which take a long time to empty.

Small, large and medium globes should be placed according to the volume of business done by the location so that servicing can be frequent and uniform, Eppy said.

He scored the practice of loading locations with more venders than are required, thereby forcing the venders to compete for a limited amount of business.

Watering down of new charms is another harmful practice. Eppy pointed out that an operator will get a new charm which happens to be hot and use it so sparingly in a globe that its effect is lost. Field tests have proven that a vender will gross considerably more when a new fast-selling item is the predominant charm, he claims.

Eppy reported that a trend to route operation by mail is taking place in Minneapolis for the Upper Midwest. The operator gives the location owner a key, and when the globe is nearly empty, the location owner notifies the operator by postal card. Fills are sent in by mail, with the operator coming around every eight weeks for collections.

By this system, an operator is able to service locations covering areas normally too large for economical route service.

Eppy also noticed a market trend toward the use of stands and wall brackets for bulk venders. He feels that this gives them an air of permanency and aids the operators in keeping his location.

Another trend is the tendency of distributors to showcase their gum and charms and merchandise them more effectively to operators. More and more operators are buying supplies outside their area, said Eppy. He cited one New York operator who gets his supplies from a Texas distributor.

Halifax Retailers Seek End to City Ban on Venders

HALIFAX, N. S., March 27.—Local candy, cigarette, cigar, gum, soft drink and popcorn retailers are reported to be in favor, by a "wide margin," of the city council permitting the sale of these products thru vending machines.

The city finance and executive committee last week (The Billboard, March 27) voted to recommend the sale of soft drinks, chiefly carbonated beverages, thru venders. Move would necessitate altering the civic legislation to license the automatic merchandising equipment.

Present estimate is that 90 per cent of Halifax retailers (in the above lines) that have been consulted, favor allowing venders to operate. Legislation banning vending machines had been originally framed at the demand of many of the same retailers.

Halifax is the only city in the Atlantic provinces that prohibits vending the listed items. However, they may be vended within the county of Halifax.

NO DIGGING

PM Preems 'Snap-Open' Cig Package

NEW YORK, March 27.—Phillip Morris & Company Ltd., Inc., Monday (29) unveils its "Snap-Open" pack, which allows the smoker to pull the red tape around the top of the cigarette pack and snap off a hinged oblong of cellophane which exposes his cigarettes.

The manufacturer claims that the new opener eliminates the digging and peeling which is usually required to pry the first cigarettes from the pack.

In the new pack, the smoker has the option of either ripping off the foil entirely or folding it down to cover the open section, maintain freshness and keep tobacco grains from filtering into pocket or purse.

Test Areas

While national distribution will get under way this week, the new packaging feature has been tested in Scranton, Pa.; Greenville, S. C.; Roanoke, Va., and Springfield, Mass.

The announcement was timed to coincide with the annual convention of the National Association of Tobacco Distributors in Chicago this week.

Sugar Industry Begins Ad Drive

NEW YORK, March 27.—The sugar industry's second pitch to the consumer—an attempt to convince him that he can use sugar and keep his weight down—breaks Monday (29) with advertisements in Life, The Saturday Evening Post, Ladies' Home Journal, Look, The New Yorker and 11 food trade publications.

As in the first advertisements, which broke in January, the copy will stress the role of blood sugar level in the healthy person's weight control system.

These advertisements are part of the three-year advertising and public relations program being conducted by Sugar Information, Inc.

VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR

The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES 1

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

VENDING WHEELS
#104—For Chiclet Treats or Chiclet Treats—(2 pcs. each portion).
#105—Merchandise Vending Wheel with adjustable plate.
#106—Ball Gum Wheel vends 140, 176 or 210 count gum with or without charms.
CAPACITY: 7 1/2 lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire.
4 Decals furnished with each machine.

PRICES:
Less than 100 machines \$14.95 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

SCHOENBACH STAMP VENDORS

Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.
3 Col. Vendor \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH

Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 25, N. Y.

IN STOCK VICTOR'S

New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

its a dyna MITE!

ATLAS MASTER penny nickel PROFIT MAKER

the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

Also vends NUTS and CANDY
Be first with the best in your territory! Get the facts!
ATLAS MFG. & SALES CORP. 12220 Trickett Rd. Phone ORchard 1-7725 Cleveland 11, O. Write, Wire or Phone TODAY!

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 862

Name

Address

City..... Zone..... State.....

Occupation

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

IMMEDIATE DELIVERY

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

NOW GREATER THAN EVER!

NORTHWESTERN 1c SELECTIVE TAB GUM VENDOR \$25.95

Liberal trade-in & time payment plan available. Write for details.

- NEW QUICK CHANGE MDSE. COMPARTMENT CUTS SERVICE TIME
- EXTRA MDSE. DRUMS CLEANED & FILLED IN WORKSHOP
- CONVENIENT CARRYING HANDLE
- PORT-LIKE WINDOW SHOWS IF MDSE. COLUMN IS EMPTY

1/3 dep., bal. C.O.D., F.O.B. N. Y.

RAKE COIN MACHINE EXCHANGE
609A Spring Garden St., Phila. 23, Pa. Phone: Lombard 3-2674

Canadian Operators!

You Can't Beat "WISE OWL" QUIZZETTES

- Low Priced
- New Idea
- Inside Locations
- High Profits
- Easily Serviced
- Built to Last

THEY'RE PROVEN MONEY MAKERS! Write **MOCHUK ENTERPRISES** 81 Indian Rd. Toronto, Canada

CHEWING GUM and CHLOROPHYLL TABLETS

320 to lb. 36c lb. BALL GUM (all sizes), 28c lb.

Also Body Deodorizers—write for information.

SEA BRIGHT LABORATORIES
1139 Ocean Ave., Sea Bright, N. Jer. Sea Bright 2-0224-J

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, on 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 Mar. 27	Issue of Mar. 20	Issue of Mar. 13	Issue of Mar. 6
Acorn 1c		\$10.00		\$8.50
Acorn Tab Gum (10 col.)	\$21.95	21.95	\$21.95	21.95
Adams Gum Vendor (6 col.)	17.25 17.50	17.25 17.50	17.25	17.25
Advance Model D Ball Gum	6.95 7.45	6.95 7.45	7.45	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
Ajax, (8 col.)	125.00	125.00 150.00	125.00	125.00
Athletic Scale (Mercury)	49.50	49.50	49.50	49.50
25c Ball Point Pen Vendor	49.50	49.50	49.50	49.50
Bradley, 2 selection	275.00	275.00	275.00	275.00
C-8 Electros	135.00	150.00	150.00	150.00
Columbus 1c	7.45	7.45	7.45	7.45
Columbus 5c Bulk	8.50			
Craig Ice Cream Vender, 10c	210.00	210.00	210.00	210.00
DuGrenier Candyman	49.50	49.50	49.50	49.50
DuGrenier Champion (9 col.)	97.50 125.00	97.50 125.00	100.00 125.00	100.00 125.00
DuGrenier Model W (9 col.)	95.00 115.00	95.00 115.00	95.00 115.00	95.00 115.00
Eastern Electric (C-8)	115.00			
Eastern Electric Cigarette Vendor, 25c		115.00		149.50
Exhibit Card Vendor, 1c	15.00	15.00	15.00	15.00 25.00
Foot Ease	75.00	75.00 95.00	75.00 129.50	75.00
Hawkeye Hot Popcorn	55.00	39.50 55.00	55.00	55.00
Hershey 1c (2 col.)	6.50	6.50	6.50	6.50
Hot Snack Bar (5 col.)	150.00	150.00	150.00	150.00
HotNut		59.50		
Hupp Cold Drinks	110.00	110.00	110.00	110.00
Keeney Electric (9 col.)	150.00	150.00	150.00	150.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vendor	125.00	125.00	125.00	125.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	6.95 7.45	7.45 8.50	6.95 7.45	6.95 7.45
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (8 col.)	198.50	198.50	198.50	198.50
Mill Tab Gum	17.50 27.50	17.00 27.50	17.00 27.50	17.00 27.50
National 930	130.00(2)	130.00(2)	130.00(2)	130.00(2)
National 950	145.00(2)	145.00(2)	145.00(2)	145.00(2)
National Electric Cigarette Machine				75.00
Northwestern 33 Ball Gum	7.50 7.95	7.50(2) 7.95	7.95	7.95
Northwestern Deluxe 1c and 5c	13.95	12.50 13.95	13.95	13.95
Northwestern Model 39, 1c	7.95 8.50	7.95 8.50	7.95	7.95
Northwestern 49, 1c	12.50 17.35	12.50 17.35	12.50 17.35	12.50 17.35
Northwestern 49, 5c	12.50 17.35	12.50 17.35	12.50 17.35	12.50 17.35
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum	18.95 25.95	18.95 25.95	18.95 25.95	18.95 25.95
Phillies Cigar		59.50		
Pop Corn Set	65.00	49.50 65.00	49.50 65.00	49.50 65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
PX (8 col.)		145.00		45.00
PX (10 col.)	140.00	140.00 145.00	145.00	145.00
25c Razor Blade	19.50	19.50	19.50	19.95
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	82.50	82.50	85.00	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	155.00		95.00	95.00
Rowe President (8 col.)	130.00	130.00 155.00	155.00	155.00
Rowe President (10 col.)	135.00	135.00	135.00	135.00 149.50
Rowe Royal (8 col.)	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (10 col.)	100.00	100.00	100.00	100.00
Rowe Royal (9 col.)	110.00 145.00	110.00 145.00	145.00	145.00
Silver King	8.50 13.95	13.95	8.50 13.95	8.50 13.95
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Bulk	8.50	8.50	8.50	8.50
Silver King 5c Bulk	7.50 8.50	7.50 8.50	8.50	8.50
Silver King 1c Mdse.	7.45	7.45	7.45	7.45 8.50
Silver King, 5c	7.45	7.45	7.45 7.50	7.45 7.50
Silver King Hot Nut	29.95	29.95	29.95	29.95
Siros Brush Up		50.00		50.00
S. K. Hunter Ball Gum Gun	24.50	24.50 29.50	24.50	24.50
Smoke Shop Lo-Boy	249.50	249.50	239.50	239.50
Stoner Candy Machine (8 col.)			135.00	
Stoner Candy (9 col.)				135.00
Super Vend Selective Drink Vendor, 3 Drinks	325.00	325.00	325.00	325.00
Unedda Candy	65.00	65.00	65.00	65.00
Unedda Challenger (8 col.)	110.00	110.00	110.00	110.00
Unedda Electric (9 col.)	125.00	125.00	125.00	125.00
Unedda Model E (5 col.)			65.00	65.00
Unedda Model A (6 col.)	87.50	87.50	75.00 87.50	87.50
Unedda Model E (6 col.)	50.00 75.00	50.00 75.00	50.00 75.00	50.00 75.00(2)
Unedda Model E (8 col.)			85.00	85.00
Unedda Model 500 (9 col.)	110.00	95.00 110.00	95.00 110.00	95.00 110.00
Uneddapak Model 500 (9 col.)	95.00 135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

Press Plugs Java Break Via Vender

PORTLAND, Ore., March 27.—Coffee operators welcomed the boost for their industry when The Oregonian this week ran a two-column picture showing Mary Thimmesch, of Chicago, as "Miss Mechanized Coffee Break."

Legend under the wire service photo explained she was enjoying her morning coffee at work in push-button style. The photo showed her holding a cup of coffee while seated before a vender.

Am. Chicle Runs Ahead of 1953

LONG ISLAND CITY, N. Y., March 27.—The American Chicle Company has been grossing slightly ahead of 1953 in the first quarter of this year, according to Thomas H. Blodgett, chairman of the board.

Blodgett said there have been no important recent increases in raw material prices, and that the price of sugar has declined slightly. He added that inventories are about 5 per cent below a year ago.

Philip Morris Forms Cig Co. In Australia

NEW YORK, March 27.—O. Parker McComas, president of Philip Morris & Company Ltd., Inc., here, and A. R. Taysom, acting Australian trade commissioner, this week announced the formation of Philip Morris (Australia) Ltd., of Melbourne, Victoria, Australia. Capitalization of the new firm will be between \$3,500,000 and \$4,000,000, according to McComas.

The Australian firm is a public company, with stock offered to the Australian public. Stock will also be held by the American Philip Morris, the parent concern.

Construction of the Australian plant has started near Melbourne. It will contain more than 50,000 square feet on two floors. The manufacturing and sales force will be Australian, except for several technicians being sent over by the parent company.

Imports Restricted
McComas said the new company has been formed to make and market Philip Morris cigarettes specifically for Australian consumers. U. S. cigarettes became popular in Australia during the war, but since then the Commonwealth has restricted cigarette imports from dollar areas.

Philip Morris is the first American cigarette manufacturer to build a plant in Australia so that its products can be made and marketed locally.

Total consumption of tobacco in Australia is now about 45 million pounds a year, with consumption rising at the rate of a million pounds a year.

Wrigley Sales Off, Profit Up in 1954

CHICAGO, March 27.—William Wrigley Jr. Company net profit in the first 1954 quarter, approximately \$2,854,000 or \$1.45 a capital share, will top earnings for the like 1953 period, Philip K. Wrigley, president, announced at the firm's annual meeting this week.

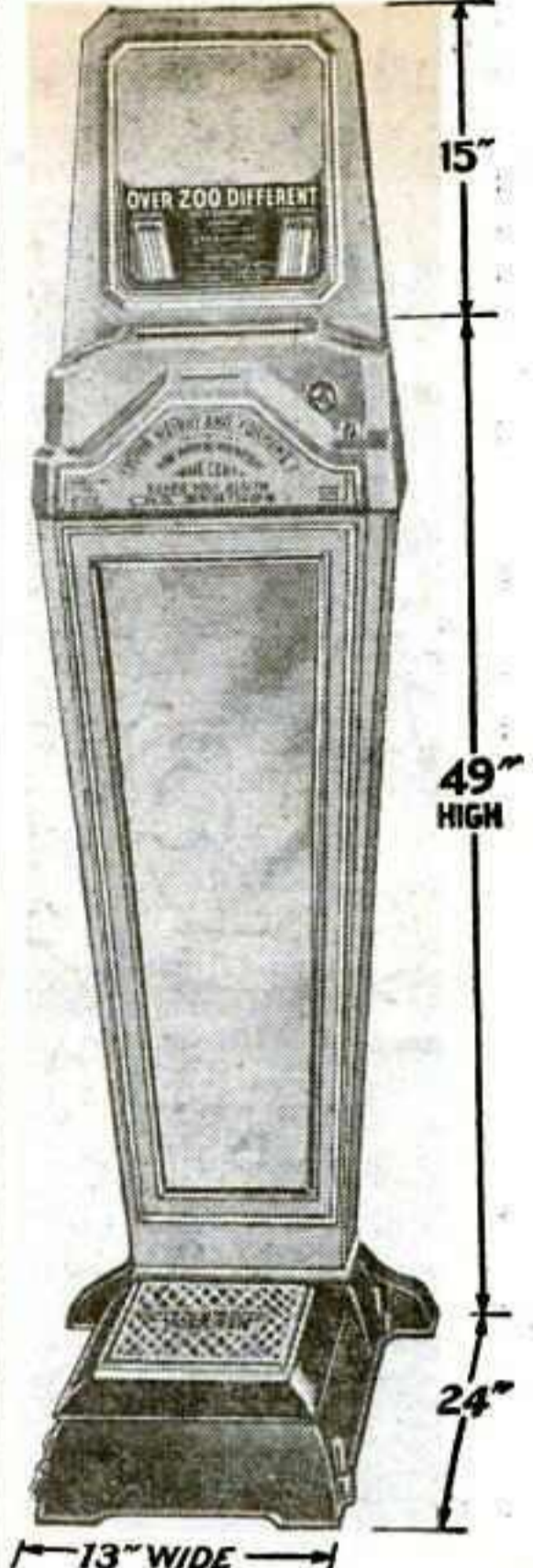
First quarter net in 1953 was \$2,465,692 or \$1.25 a share.

Wrigley said, however, that sales in the first quarter this year would be slightly lower than the \$19,029,955 for the like three months a year earlier. Lower federal tax rates will produce the higher profit this year, he said.

Miss. Bill Stops Below-Cost Cig Sale

JACKSON, Miss., March 27.—Passage by the State Legislature of a new law makes it illegal for wholesalers or retailers to sell cigarettes below cost in Mississippi.

Hilton Waits, chairman of the House Ways and Means Committee, said the bill was primarily aimed at chain stores which sell cigarettes for less than independent stores.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEDA CIGARETTE VENDORS

Model E, 4 cols., 168 cap. \$75.00
Model A, 4 cols., 180 cap. 87.50
Model 500, 9 cols., 350 cap. 95.00

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap. \$85.00
Royal, 10 cols., 400 cap. 110.00
Royal, 8 cols., 320 cap. 100.00
President, 10 cols., 475 cap. 135.00
President, 8 cols., 380 cap. 130.00
Crusader, 10 cols., 475 cap. 155.00
PX CIGARETTE VENDOR, 10 COLS., 300 CAP. 140.00

CANDY MACHINES

DuGrenier Candyman, 72 Bar Cap. \$49.50
Unedda Candy, Wall Model, 102 Cap. 65.00

SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors—WRITE FOR INFORMATION.

SPECIAL! Rowe Candy Machine, 120 Bar Cap., 8 Cols. \$82.50

Our Paints are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit, Balance C.O.D.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW... RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • Hegeman 3-6295

ACORN real kid appeal



precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

You'll find it easy to sell locations with Oak's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns—vend tab gum!

oak
MANUFACTURING COMPANY
11421 KNIGHTSBRIDGE AVE
CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH 3, PA.

**VICTOR'S
HALF
CABINET**
\$13.50 each
100 or more
\$14.25 each
Less than 100
Write for low prices on ball gum and charms.
Tel: Emerson 4300

H.B. HUTCHINSON, JR.
860 North Ave. N.E.
Atlanta 6, Georgia

**BALL & VENDING GUMS
BUBBLE, CHICLE
& CHLOROPHYLL**
New LOW factory prices

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-a-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-a-Vend Chicks, 275 & 320 ct. 45¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
These LOW prices F.O.B. factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

Spacarb Ships Complete Unit From Midwest

CHICAGO, March 27.—Beginning this week the Midwest Division office of Spacarb, Inc., is stocking completed machines in addition to its complete parts supply.

Announcement of the expansion of the office, which will enable the company to make faster delivery to its customers in the Middle West, came from D. H. Hampton, sales and service manager for Spacarb's Midwest Division.

The Chicago office handles sales, parts and service in Illinois, Indiana, Wisconsin, Iowa, Missouri and Kentucky. Paul Engert is the division's field service engineer, headquartered at division offices, 4415 North Clark Street in Chicago.

Hampton said his office follows a policy of inspecting each installation of new Spacarbs. Either Engert or Hampton makes the inspection. The office also handles Spacarb's Juice Bar vander and the Fred Hebel selective ice cream bar machine.

Harry Strong Merchants' V-P

CHICAGO, March 27.—Harry E. Strong has been named vice-president and general manager of Mechanical Merchants, Inc., subsidiary operation of City Products. Strong assumes duties formerly handled by Herman Stamer as president and general manager of the firm.

Prior to his appointment to Mechanical Merchants, Strong headed the Dairy Division of the parent company for the last seven years.

While definite plans have not been announced by Stamer, it was rumored that he and an associate were planning to head a vending design and engineering consultant firm.

Penny King Charm Output on 3 Shifts In Puerto Rico

PITTSBURGH, March 27.—Lester Hardman, owner of the Penny King Company, local charm manufacturer, is currently visiting the home office. Hardman spends most of his time in Puerto Rico where the firm runs a charm factory.

He revealed that the Puerto Rico plant now runs on a three-shift day and a seven-day week, with weekly output averaging 6,000,000 pieces.

Hardman said that the 22,000-square foot plant employs 175 persons, 100 of whom work on hand assembly. Latest items being made there are the powder box, play lipstick and supermarket charms.

Plant Facilities

Plant facilities include a complete mold shop, six injecting machines that operate round the clock seven days a week, and a plating set-up, which plates an average of 3,000,000 pieces a week.

In addition to his charm manufacturing business, Hardman is also president and majority stockholder of Vending Sales, Inc., of Puerto Rico, a corporation which operates 5,000 Acorn ball gum and charm venders on the island. The operating company has six trucks and supplies all the bands on the island with pennies.

Milk Assn. Head Cites Vender Aid

CHICAGO, March 27.—More widespread use of venders to "help eliminate surpluses of milk and dairy goods" was urged by W. E. Winn, president of the Pure Milk Association at the co-operative organization's annual meeting here.

Said Winn: "These (vender) outlets offer unlimited possibilities for more sales." He cited placement in schools, offices, apartment buildings, factories and take-home sales thru outdoor-type machines for both milk and ice cream.

FTC-Sunshine

Continued from page 70

for May 4 in New York before FTC hearing examiner John Lewis.

The complaint cited an agreement, dated July 27, 1940, between Sunshine and Statler providing that only Sunshine products be vended thru its equipment or sold by Statler. The original agreement, which ran for five years, was renewed twice; November 17, 1944, and April 20, 1950, according to FTC.

The complaint also stated that Sunshine pays a commission to Statler on products sold by it to buyers of Statler machines. In addition, it was alleged, Sunshine keeps Statler "advised when sales of its products to operators of Statler vending machines decline, thus indicating that the machines are being used to dispense products other than those manufactured and distributed by Sunshine."

Cites 7,000 Venders

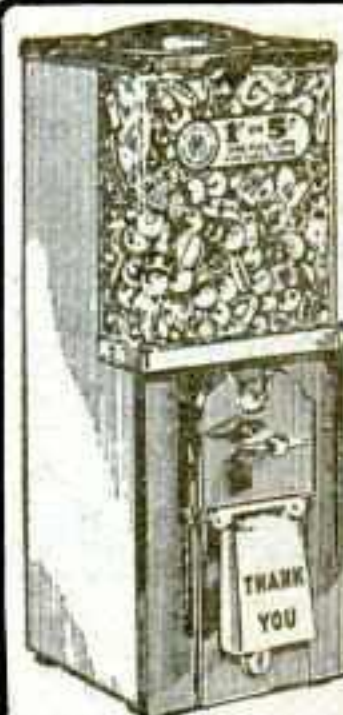
Some 7,000 Statler venders are in operation in industrial plants, hospitals, subways and other "strategic locations" thruout the country, the complaint stated. The annual gross sales of Sunshine products thru the venders was said to be "about \$500,000."

Many operators of Statler machines have been forced to stop selling competitive products thru their venders, FTC alleged.

Specifically, the complaint hit Sunshine Biscuit's "volume discount plan," under which the biscuit firm charged prices based on the size of their monthly purchases. Thus, the larger the purchase, the larger the discount.

Replying to the charge, Sunshine Biscuit stated that practices which FTC cited were discontinued several months ago. But officials said they believed the discount program violated no law.

Sunshine ended the discount plan January 1, 1954, and substituted new terms "whereby a \$15 monthly purchaser receives a 2 per cent store discount, a \$25 buyer 3 per cent and a \$50 customer 4 per cent. A 1 per cent quantity discount is available on \$500 monthly purchases."



IMMEDIATE DELIVERY!
HMS
Penny-Nickel-Combination
\$16.50 Ea.
100 or more
\$16.95 Ea.
less than 100 (Packed 4 to case)
SPECIAL: Sample \$17.75
Time payment plan available. Trade-ins accepted. Prices subject to change without notice.

All Victor Models Available. Write for our complete charm and merchandise list.
Pioneer Vending Service
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 863
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me (Foreign rate, one year, \$6)

Name

Address

City

Zone

State

Occupation

SPIC 'N' SPAN

Eye-Appeal Sells Op's Services

DENVER, March 27. — An immaculate panel truck and a white-uniformed serviceman, as neat as his vehicle, make the ideal "calling card" for building new locations, according to Lou Davidoff, head of Ace Cigarette Company.

Davidoff's two panel delivery vehicles are finished in a brightly waxed, extremely light green enamel. The name of the firm in red script letters and a sketch of a cigarette burning on the edge of an ashtray is carried on each side.

Developed from a photograph which appeared in Vend, the truck paint job is attractive, neat and easily remembered. To maintain eye-appeal, Davidoff sees to it that both trucks are washed at least once a week, waxed on a regular schedule at least four times per year, and that all dents, scratches, etc., are taken care of immediately.

"When the potential location owner sees maximum care taken of trucks, he is likely to feel that the operator will take the same appearance maintenance steps with vending equipment," Davidoff said. "The same thing holds true with servicemen. Our servicemen wear white uniforms, change them as soon as they become soiled in any way and thus, wherever they are at work, they are an advertising asset for the firm."

Pete Foster Joins Bert Mills Corp.

ST. CHARLES, Ill., March 27. —H. J. (Pete) Foster has been appointed manager of territorial distribution for the Bert Mills Corporation, manufacturers of the Mills Coffee Bar. Foster's appointment was announced this week by Herbert Chadwick, vice-president of Bert Mills.

Chadwick said the company would display its coffee machine in the Apco booth at the NATD convention in Chicago next week, and that Foster would be in the booth representing Mills. Apco distributes the Mills Coffee Bar nationally on a non-exclusive basis.

Foster entered the automatic merchandising business in 1938 when he joined the vending division of Mills Novelty Company, now Mills Industries. He subsequently became vice-president of the Automatic Syrup Corporation, New York, national distributor for Mills Industries' cup drink venders.

In December, 1949, Foster was appointed vice-president in charge of sales for Spacarb, Inc., a post he held until last year. Recently he he was associated with the American Vending Corporation, Chicago.

H. Philips Elected Nestle Co. Director

NEW YORK, March 27. — The Nestle Company, Inc., elected H. K. Philips to the board of directors at the firm's annual meeting. Philips, who was vice-president in charge of sales, has a wide sales background, dating from 1926, when he joined Lamont, Corliss and company.

He became a vice-president of Lamont, Corliss in 1949 and continued as vice-president in charge of sales when the firm was merged with Nestle's that year. His most recent activities have concerned promotion of Nescafe, the firm's instant coffee, and its chocolate products.

1954 Peanut Estimates

This year's picked and threshed production of peanuts will be approximately, 1.3 billion pounds, down 13 per cent from last year's production of 1.5 billion pounds, according to Department of Agriculture estimates. Growers however, intend to plant 1,942,000 acres of peanuts for all purposes this year, an increase of 3 per cent over the 1,884,000 acres planted last year. These plantings include peanuts for picking and threshing, for hogging off and for other purposes.

BUY CAPSULES Filled with EPPY Super Quality Value

INITIAL RINGS in CAPSULES	\$20.50 per 1,000
SPARKLE RINGS in Capsules	\$20.50 per 1,000
*KEYCHAIN VARIETY ASSORTMENT in Capsules	\$22.50 per 1,000
Four PLAYING CARD CHARMS in Capsules	\$22.50 per 1,000
Four FLUORESCENT VARSITY CHARMS in Capsules	\$22.50 per 1,000

CONVERSION WHEELS TO VEND CAPSULES

Tell us what machines you want converted and we shall advise you which conversion wheels you require.

Terms: F.O.B. Jamaica, New York. Cash with order or 25% deposit, balance C.O.D.

We do not sell empty capsules.

*BEST VALUE—BEST SELLER

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, N. Y.

VICTOR MODEL HMS
\$16.95 each for less than 100
\$16.50 each for 100 or more

Steel Vending Machine Stands
\$3.50 ea., F.O.B. Louisville, Ky.
GARDNER-LOSE CO., INC.
2611 Hale Ave., Louisville 10, Ky.

ABSOLUTELY SENSATIONAL!
SQUARE CUT RING

Available in two types of plating that does not peel
NICKEL PLATED at... \$16.50 Per M
24-K GOLD PLATED at... \$17.50 Per M
All prices F.O.B. N. Y.
They're beautiful... breathtaking... bombastic. Sparkling jewel square stone. Vend perfectly—1 at a time—in Rockets as well as machines with ball gum wheels—also fits capsules for merchandise vending. DEFINITELY THE FINEST VALUE ON THE MARKET!
We have a stupendous assortment of "Initial" rings. Write for catalog sheet on all our new Rocket items.

PAUL A. PRICE CO.
55 Leonard St., New York 13

Brand New!
Victor MODEL HMS
\$16.95 each Less than 100
\$16.50 each 100 or more
Write for free 32 page catalog.
Parkway
Machine Corp.
715 Ensor St. Baltimore, Md.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across different issues of The Billboard (Mar. 27, Mar. 20, Mar. 13, Mar. 6).

Table listing coin machine models and their prices across different issues of The Billboard (Mar. 27, Mar. 20, Mar. 13, Mar. 6).

LIKE NEW! GENCO'S GOLD NUGGETS... \$75.00 GENCO'S "400" 50.00 WEST SIDE NOVELTY COMPANY

OPPORTUNITY for live-wire Operator in Midwest territories. We will finance Bingo Game operation. Write today. BOX CH-159, THE BILLBOARD

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

ADVERTISING RATES. REGULAR CLASSIFIED Minimum \$3. DISPLAY CLASSIFIED (Minimum \$6). IMPORTANT INFORMATION: Cash must accompany all orders for less than 3 insertions.

Business Opportunities. Coin Radios and Television—Buy direct from manufacturer and save!

Routes for Sale. Bowling Machine Route for sale in Chicago; 70 pieces. Olympics, Classics, Royals, Imperials, Chiefs, Leaders, Super Frames, Shuffle Pool, etc.

Photo Machines, Recorders, all types Arcade Equipment at operators' prices. Wanted—Chicoin Trainers, Sky Gunners.

Help Wanted. Operators, location men and salesmen to handle postage stamp machines.

Used Coin-Operated Equipment. ABT Electric Skill Guns, \$14.50; ABT Challenges, \$10; Metal Folding Stands.

Wanted—USED KIDDIE COIN RIDES. About 20 types needed for inside building.

Positions Wanted. Experienced Mechanic in arcade, phonograph, pinball wishes job in Middle West.

Cigarette Machines — Six column Rowe Imperials, \$45 ea.; nine column 9-30 Nationals, \$50 ea.

Wanted to Buy. Advance used machines to vend flat package 14, 5¢, 10¢ or 25¢.

Mechanic-Route Man, 13 years' experience. bingos, one balls, music, desires change.

Salesman—Strong following "Coin Machine" trade covering South and Middle West.

United Six Player Star Regulation Shuffle Alleys with authentic scoring; please quote lowest price.

Victor Toppers Wanted—Any quantity; give full details. Box 713, The Billboard, Chicago 1, Ill.

Wanted—Kiddie Rides, used, as is: state quantity, description, age, delivery and lowest cash price.

USE THIS HANDY FORM TODAY. Forms Close Wednesday for the following Week's Issue. 1. Clip your ad to this form. 2. Check classification you want your ad to appear under.

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13	Issue of Mar. 6
Big League Bowler, 4 player. (Keeney)	\$85.00	\$85.00	\$85.00	\$85.00
Bowl-a-Ball (Chicago Coin)	125.00	195.00	125.00	195.00
Bowl-a-Matic (Universal)	345.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)	59.50	59.50		59.50
Bowling Alley, 6 player (Chicago Coin)			59.50	
Carnival Bowler (Keeney)	325.00	350.00	350.00	350.00
Cascade Shuffle Alley, 6 player (United)	295.00	315.00	315.00	315.00
Classic Shuffle Alley, 6 player (United)	325.00	325.00	325.00	325.00
Classic Shuffle Alley, 6 player (United)	925.00	340.00	345.00	325.00
Classic Shuffle Alley, 6 player (United)	345.00	345.00	340.00	349.50
Classic Shuffle Alley, 6 player (United)	365.00	375.00	375.00	375.00
Classic Shuffle Alley, 6 player (United)	375.00			
Clover Shuffle Alley, 6 player (United)	285.00	320.00	320.00	335.00
Clover Shuffle Alley, 6 player (United)	325.00	350.00	350.00	350.00
Club Bowler, 10 player (Keeney)	275.00	295.00	195.00	285.00
Crown Bowler (Chicago Coin)	295.00	320.00	295.00	324.50
De Luxe League Bowler (Keeney)			150.00	150.00
Domino Bowler (Keeney)	325.00	350.00	350.00	350.00
Double Header Williams	40.00	40.00	40.00	40.00
Double Score Bowler 10th Frame (Chicago Coin)	275.00	300.00	295.00	365.00
Drum Scoring, 6 player (Chicago Coin)	185.00	185.00		
Five Player Shuffle Alley (United)	75.00	90.00	90.00	85.00
Five Player Shuffle Alley (United)	109.00	109.50	115.00	119.50
Five Player Shuffle Alley (United)	115.00	115.00	115.00	115.00
Five Player Shuffle Alley (United)	119.50	135.00	135.00	135.00
Four Player (Keeney)	75.00	85.00	85.00	85.00
Four Player Shuffle Alley (United)	75.00	95.00	75.00	95.00
Four Player Shuffle Alley (United)	109.50	115.00	100.00	109.50
Four Player Shuffle Alley (United)	115.00	115.00	115.00	115.00
Hi-Score Bowler (Universal)	69.00			
Hi-Score 6 player (Chicago Coin)	105.00	105.00	105.00	105.00
Hi-Score 6 player (Chicago Coin)	135.00	135.00	120.00	120.00
Hi-Score 6 player (Chicago Coin)	159.50	159.50	135.00	135.00
High Score League Bowler (Keeney)	125.00	125.00	125.00	125.00
Hook Bowler (Bally)	69.00		50.00	50.00
Imperial Shuffle Alley (United)	375.00	415.00	415.00	415.00
Imperial Shuffle Alley (United)	425.00	425.00	425.00	425.00
League Bowler, 4 player (Keeney)	69.00	99.50	99.50	50.00
League Bowler, 6 player (Keeney)			99.50	120.00
Matched Bowler, 6 player (Chicago Coin)	175.00	275.00	185.00	200.00
Matched Bowler, 6 player (Chicago Coin)			275.00	269.50
Name Bowler (Chicago Coin)				
Official Shuffle Alley, 4 player (United)	195.00	215.00	185.00	215.00
Olympics Shuffle Alley (United)	335.00	335.00	325.00	325.00
Olympics Shuffle Alley (United)	350.00	350.00	350.00	350.00
Original Shuffle Alley, 6 player (United)		95.00	95.00	
Royal Shuffle Alley (United)	399.50	395.00	399.50	399.50
Shuffle Alley Deluxe, 6 player (United)	89.00	110.00	110.00	115.00
Shuffle Alley Deluxe, 6 player (United)	115.00	140.00	140.00	149.50
Shuffle Alley Deluxe, 6 player (United)	149.50	150.00	175.00	175.00
Shuffle Alley Deluxe, 6 player (United)	165.00			
Shuffle Alley, 6 player (Chicago Coin)	95.00	95.00	159.50	95.00
Shuffle Alley, 6 player (Keeney)	95.00	95.00	99.50	99.50
Shuffle Alley, 6 player (Keeney)	115.00	125.00	115.00	125.00
Shuffle Alley, 6 player (United)	100.00	129.50	100.00	129.50
Shuffle Alley, 6 player (United)	135.00	135.00	129.50	129.50
Shuffle Alley, 10 player (Keeney)	195.00			
Shuffle Cades (United)	79.00			
Shuffle Line (Bally)			69.50	
Shuffle Target (Genco)			49.50	
Six Player 10th Frame (United)	195.00	200.00	220.00	220.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star & Player (United)	225.00	175.00	175.00	195.00
Star & Player (United)	235.00	235.00	200.00	225.00
Star & Player (United)	245.00	245.00	235.00	245.00
Star 10 Frame, 6 player (United)	245.00	265.00	225.00	245.00
Star 10 Frame, 6 player (United)	275.00	275.00	245.00	250.00
Star 10 Frame, 6 player (United)	279.50	279.50	279.50	295.00
Super Deluxe League Bowler (Keeney)	165.00	165.00	165.00	165.00
Super Six Shuffle Alley (United)	165.00	175.00	190.00	190.00
Super Six Shuffle Alley (United)	195.00	209.50	215.00	215.00
Team Bowler, 10 player (Keeney)	195.00	255.00	268.00	265.00
Tenth Frame Special Bowler (Chicago Coin)	250.00	285.00	250.00	285.00
10th Frame Super Shuffle Alley (United)	225.00	259.50	225.00	259.50
10th Frame Bowler (Chicago Coin)	175.00	195.00	175.00	175.00
Tenth Frame, Double Bowler (Chicago Coin)	295.00	365.00	365.00	310.00
Triple Score Bowler (Chicago Coin)	445.00	345.00	375.00	385.00
Twin Shuffle Alley Rebound (United)	50.00	59.50	50.00	55.00
Twin Player (United)	79.00	79.00	50.00	50.00
Twin Rotation	125.00			

Bonus Score

Continued from page 61

on the tenth, three for a hit on the fifteenth and five for a score on the twentieth.

The shooter's score is kept visibly on a counting device mounted in the center of the illuminated score-board.

When all 20 targets are hit, the gun automatically moves five special "bull's-eye" targets into position. Each hit on these targets scores five extra points. Perfect score for the gun is 55 points, and a perfect score returns the player's dime.

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horseshoe 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. and 15-21-50 pts. \$95.00 ea.

BINKS ZIPPER

Counter Game Sample Write Q-BALLS—Belgian Pool Game, Record. Write

TICKETS 2500 7-11 . . . \$1.15 bag 2170 R.W.&B. 1.00 bag

20 Ft. and 22 Ft. SHUFFLEBOARDS

Recond. Cabinet, New Maple Tops, Access. as crated. \$169.50

New Maple Tops for 22' Shuffleboards, crated. Each . . . \$90.00 Shufflebd. Adj., set. 12.00 Pucks (set of 8) . . . 12.00 2-Faced Pucks, Ea. 1.50 Wax, dozen 3.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago. MID-STATE COMPANY 2269 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

10th FRAME DOUBLE-SCORE CONVERSION UNIT

For United 4, 5 & 6 Players and Chicoin 6-Player . . . \$49.50 (Installed, \$69.50)

10th FRAME DOUBLE, TRIPLE & QUADRUPLE SCORE CONVERSION. For United Super 6-Player. Installed. \$89.50

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

EVANS' LATEST

"CLUB MODEL" Saddle & Turf

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.

SINGLE COIN DROP (WITH SLUG REJECTOR)

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins. Electric Replay Counter registers to 999.



COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

It's New It's Sensational

ADJUST-A-PINS*

JUMBO PINS specially designed TO FIT ALL SHUFFLE ALLEYS

✓ Install On Location In 15 Minutes

✓ Use Original Wire Hangers

Unhook old pins . . . hang ADJUST-A-PINS on original hangers . . . no wires to change. Special slots enable you to adjust pins up, down or sideways to proper position. And in 15 minutes or less . . . on location . . . your alley is ready to attract maximum play again.

Set of 10 Only **\$12.95**

With Order, Balance C.O.D. • Rush Your Order Today!

Distributors Write For Territory Available

*Patent Pending



Rear View Showing Slots For Adjusting

KINGS AMUSEMENT CO.

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Prices Slashed! Big Savings!

**DON'T MISS THIS
SEEBURG
M-100-A**
78 RPM—100 Selections
LIKE NEW
\$449.50

AMI
D-40 \$395.00
Model "C" 249.50
Model "B" 229.50
Model "A" 139.50

WURLITZER
1400 \$419.50
1250 249.50
1100 189.50
1015 79.50
1017 Hideaway 89.50

MISCELLANEOUS
Seeburg Shoot the Bear \$179.50
Mercury Athletic Scales. 49.50
Bally Champion (Horse). 395.00
Wurlitzer 3020 (24) .. 12.50

Wurlitzer 5204 Wall Boxes \$74.50

Terms: 25% Deposit, Balance C.O.D.
Write for Illustrated Catalog of Late Model Phonographs

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EXCLUSIVE SEEBURG DISTRIBUTORS

GET READY FOR SPRING

NOW DELIVERING

SEEBURG "COON HUNT" GENCO "BASKETBALL"
GOTTLIEB "MYSTIC MARVEL" CHICAGO COIN "SUPER FRAME BOWLER"
WILLIAMS "DEALER" CHICAGO COIN "CRISS CROSS BOWLER"
CHICAGO COIN "ADVANCE BOWLER"

Our 1924 30th 1954 ANNIVERSARY Large Assortment of Late Used Pin Games Available. Our 1924 30th 1954 ANNIVERSARY Write for Lists.

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors



Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-3180

YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES

Ohio Pinball Ops Gird For Liquor Board Fight

CINCINNATI, March 27.—Ohio pinball operators plan to challenge the State Liquor Control Board which has ruled that pinball machines must be removed from establishments which have a State liquor license.

The pinball operators' association appointed a six-man committee to study the most effective means of obtaining favorable legislation.

Earlier, game operators obtained a court injunction restraining the Liquor Board's action until the legality of the ruling could be tested (The Billboard, February 27). A court order preventing State Liquor Director Anthony M. Rutkowski from seizing

equipment of three Ohio pinball operators was handed down by Franklin County Common Pleas Judge Joseph M. Clifford.

The order, which affects only Hamilton and Lucas counties, is likely to develop into a State-wide ruling. First to obtain a temporary restraining order against the recently imposed ban was Westerhaus, Inc., Cheviot, and William and Milton Marmer, Marmer Distributing Company, Cincinnati.

Attorney Isadore Topper, representing the Westerhaus Company, asked that the Westerhaus suit be set up as a test case. Attorney General Donald Lloyd consented rather than try an estimated 35 or more cases.

"THERE IS A DIFFERENCE"

Our Used Merchandise Is The Finest

UNITED BOWLERS		DRINK AND ICE CREAM VENDORS	
5 Player	75.00	Craig Ice Cream	\$210.00
4 Player Deluxe	115.00	Hupp Cold Drinks	110.00
4 Player Super	165.00	Hot Snak Bars	150.00
4 Player 10th Frame	200.00	Super Vend, 3 Sel.	325.00
4 Player Cascade	315.00	Brodley, 2 Sel.	375.00
4 Player Olympics	350.00	Keiva, Ref. 3 Sel.	125.00
4 Player Keeney	75.00	Revco Ice Cream	150.00
4 Player Keeney	75.00		
Chi. C. Triple Score	345.00		
BINGOS		CIGARETTE MACHINES	
ABC	75.00	Kewa Diagonal, Elec., 4 Col.	\$150.00
Atlantic City	145.00	Keeney, Elec., 9 Col.	150.00
3-4-5	85.00	Ajax, Elec., 8 Col.	125.00
Fratics	145.00	C-B Electros	135.00
Beach Clubs	245.00	Uneda E, 4 Col.	50.00
Long Beach	125.00	Rowe Royal, 9 Col.	100.00
Palm Beach	145.00	Uneda 500, 9 Col.	110.00
Spot Lites	45.00	Un. Challenger, 8 Col.	110.00
Stars	115.00	DuGrenier W, 9 Col.	95.00
Tahiti	325.00		
Tropics	325.00		
COUNTER GAMES		MERCHANDISE VENDORS	
ABT Skill Gun	25.00	Nat. King Candy, Single Col., New ...	35.00
New Challengers	45.00	Shyman 3 Col. Candy, New	40.00
New Shakers	34.50	Pap-N-Hot Popcorn	45.00
Ship, Art Show	45.00	Hawkeye Hot Popcorn	55.00
Mer. Grippers	18.50	25 Pop Sex Popcorn	45.00
Three of a Kind	18.50	12 Adv. 14 Stick Gum	8.50
Pipes Peak	18.50	75 Hershey, 2 Col., 1c	6.50
Pop-Up	18.50	100 Silver Kings, Like New	8.50
ARCADE EQUIPMENT		RIDES	
ABT 4 Gun Rifle	\$450.00	Bally Champion Horse	\$525.00
Boomerang	45.00	Big Bronco	475.00
Bally 8's inning	150.00	Ocean Liner	475.00
Undersea Raider	150.00	Miss America Boat	375.00
Heavy Hitter	40.00	Choo-Choo Train	495.00
MUSIC		NOW DELIVERING MODEL E	
Brand new, in crates, 120 record selection, 78 RPM, FIREBALLS	Write		

Terms: 1/3 deposit with all orders, balance C.O.D.
AMI Distributors for Northern Ohio
NOW DELIVERING MODEL E



M. S. GISSER
Sales Manager

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All Phones: Tower 1-6715



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SURF-CLUB

And see us for best buys in used Ballygames. Try one, you'll see why you pay a little more—and be glad you did. Write, wire, call. Money back if not satisfied.

ALLAN SALES INC.

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PHONE WHEELING 5472



BINKS "ZIPPER"

FAST BINGO HIGH SCORE

COUNTER GAME.....\$79.50

PROMPT SHIPMENTS

NEW! "UNITED" LEAGUE BOWLER TEAM BOWLER

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For Everything You Need in new and used equipment

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Guaranteed Reconditioned READY FOR SUMMER ACTION!

Electric Shocker w/metal stand ..	34.50
Exhibit Space Gun	150.00
Seeburg Shoot the Bear	155.00
Genco Sky Gunner	Write
Evans Bat-a-Score, Postwar	140.00
AMI Model B Phonograph	275.00
Rock-Ola 1423 Phonograph	89.00
United 5 Player, for 4, 8, pins ..	109.00
United 10th Frame Super	225.00
United 10th Frame Stars	245.00
United Clever	320.00
United Classic	340.00
Chicon 10th Fr. Double Score	280.00
Chicago Coin Crown Bowler	320.00
Bally Bright Lights	79.00
Bally Yacht Club	275.00
Bally Frolics	199.00
United Tropics	325.00

Also Available, New Games by Bally, United, Genco, Keeney, Gottlieb, Williams, Binks, Chicago Coin.
1/3 Deposit, Balance C.O.D.

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ACME-INTERNATIONAL
DISTRIBUTORS
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Cornelia 7-7272

KIDDIE RIDES (COIN-OPERATED)

- * METEOR LEADS THE FIELD!
- * LARGEST ASST. OF MODELS—10 IN ALL!
- * ALL STEEL CONSTRUCTION!
- * THEY'LL OUTLAST 'EM ALL!
- * ONE YEAR GUARANTEE!
- * FREE INSURANCE!

MAIL THIS AD FOR DETAILS!

METEOR MACHINE CORP.
75 W. 45th St., New York 36, N. Y.
Phone: Circle 6-2241

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-POA).

Phil Gould
283 Market St. Newark, N. J.
Market 2-4275

PARTNER WANTED

To start Jobber-Distributing company in Chicago or elsewhere. Well known, experienced coinman would like to team up with (1) manufacturer who will finance selling organization, (2) distributor who wants to expand or (3) operator who needs an outlet for used equipment. Strictly confidential.

BOX 720, The Billboard
188 W. Randolph St. Chicago 1, Ill.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

*Tracks made by a foreign buyer rushing to cable the Jones Boys.
The Jones Boys? They're the guys with the best buys in the world on used coin-operated equipment. If you aren't doing business with the Jones Boys, make tracks yourself. Write or cable the R. F. Jones Co., 1263 Mission St., San Francisco 3, California. Ask for our special export price list and a free copy of "The House the Jones Boys Built," and find out what you've been missing. There's no obligation. Cable address is JONCO, San Francisco.

THE BIG 3 GAMES FOR 1954

AQUA-DUCK

THE FIRST WATER GAME UNDER GLASS

AQUA-POLO

THE FIRST 2-PLAYER GAME USING WATER

PLAY ENGINEER

USING REAL LIONEL ELECTRIC TRAINS

DISTRIBUTORS OPERATORS DEALERS

Contact Us **NOW**

GRAY COMPANY

332 North 15th St. Philadelphia 1, Pa. LOcust 4-5282

AMUSEMENT GAMES

Continued from page 75

	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13	Issue of Mar. 6
Saratoga	49.50	49.50	49.50	49.50
Screwball (Genco)	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Shantytown (Exhibit)	85.00	85.00	85.00	85.00
Shoot the Moon (Williams)	120.00	120.00	120.00	120.00
Shoo Shoo (Williams)	95.00 119.50	95.00 119.50	95.00 119.50	95.00 119.50
Showboat (United)	249.00			
Skill Pool (Gottlieb)	150.00(2)	150.00	150.00	150.00(2)
Sluggfest	119.50	119.50	119.50	119.50
South Pacific (Genco)	69.00	69.00	69.00	69.00
Special Entry (Bally)	49.50	49.50	49.50	49.50
Spot Fowler (Gottlieb)	119.50	119.50	119.50	119.50
Spot-Lite (Bally)	65.00(2)	75.00 89.00	75.00 85.00(2)	85.00(2)
	75.00(2)	89.50 90.00	89.50 90.00	89.50(2)
	89.00(2)	109.50 115.00	109.50	90.00 109.50
	90.00 115.00		115.00(2)	115.00(2)
			125.00(2)	
Springtime (Genco)	89.00	89.00	89.00	89.00
Stardust (United)	39.00	39.00	39.00	39.00
Starlite (Williams)	125.00			125.00
Stars (United)	95.00(2) 115.00	125.00 145.00	115.00 125.00	115.00 150.00
	150.00	150.00	145.00 150.00	
Super World Series (Williams)	145.00 195.00	145.00 150.00	145.00 150.00	145.00 150.00
Sweepstakes (Williams)	195.00	195.00	195.00	195.00
Tampico (United)	79.50	79.50	79.50	79.50
Tahiti (United)	325.00 425.00	390.00 425.00	425.00	425.00
Tennessee (Williams)	49.50	49.50	49.50	49.50
Texas Leaguer (Keeney)	50.00 69.50	50.00 69.50	50.00 69.50	50.00(3) 69.50
		150.00		
Thing (Chicago Coin)	45.00	45.00	45.00	45.00
Three-of-a-Kind	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)	79.50	79.50	79.50	79.50
3-4-5 (United)	85.00	85.00	85.00	85.00
Thrill (Chicago Coin)	35.00	35.00	35.00	35.00
Times Square	145.00	125.00		
Trinidad (Chicago Coin)	35.00	35.00	35.00	35.00
Triplets (Gottlieb)	80.00	80.00	80.00	80.00
Tri-Score (Genco)	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
Tropics (United)	325.00 335.00	345.00 375.00	375.00	349.50 375.00
	375.00			
Tumbleweed (Exhibit)	74.50	74.50	74.50	74.50
Turf King (Bally)	39.00 109.50	39.00 109.50	39.00 109.50	39.00 109.50
Twenty Grand (Williams)		125.00		95.00
Utah (United)	59.00 84.50	59.00 84.50	59.00 84.50	59.00 84.50
Virginia (Williams)	49.50	49.50	49.50	49.50
Wild West (Gottlieb)	145.00(2)	145.00	145.00	145.00
Winners (Universal Industries)	99.50	99.50	99.50	99.50
Yanks (Williams)	49.50	49.50	49.50	49.50
Yacht Club (Bally)	250.00 295.00	250.00 295.00	250.00(2)	250.00(2)
	325.00	325.00	295.00 325.00	269.50
			275.00 295.00	345.00

Stockholm RR Station Has Change Makers

STOCKHOLM, Sweden, March 27.—Change-making machines have recently been installed in this city's main railway station as a service to people desiring to obtain tickets for access to incoming train platforms. Coin-changers give out two 25-ore and five 10-ore coins upon insertion of a one-krona (100-ore) coin. These coins, of course, can also be used in the many other coin-operated machines in the station.

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CASCADE 295
STAR-10TH FRAME 275
STAR 4 PLAYER 225
OFFICIAL S.A. (Match) 195
SUPER 6 PLAYER 195
DELUXE 4 PLAYER 165
5 PLAYER with formica 135
5 PLAYER 115
4 PLAYER with formica 115
4 PLAYER 95

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DOMINO \$325
CARNIVAL 325
CLUB BOWLER—10 Player 275
10 PLAYER TEAM BOWLER 255
SUPER DELUXE 6 PLAYER 125
HIGH SCORE LEAGUE BOWLER 125
BIG LEAGUE BOWLER 85

CHICAGO COIN
10TH FRAME DOUBLE \$365
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6 PLAYER MATCH 275
4 PLAYER HI SCORE w/stationary pins, form. top 105

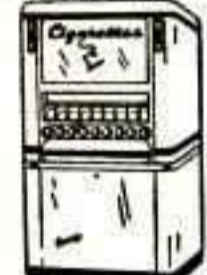
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EX. SPACE GUN 225
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EX. JET GUN 175
CHI COIN BASKETBALL CHAMP 175
EX. GUN PATROL 165
TELEQUIZ, w/film 115

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Greater Profits



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Natl. 9-50's, 9 Col. 145
Rowe Royals, 10 Col. 145
Rowe Presidents, 10 Col. 155
Uneda Elec., 9 Col. 125

5 BALLS

GOTTIEB All Str. Bsktbl. 115
New-Myst Marvel Joker 95
Guys-Dolls \$175
Quintette 190
Coronation 165
Chinatown 160
Skill Pool 150
Wild West 145
Niagara 145
Hit 'n' Run 140
Globe Trotter 135
Rose Bowl 135
Mermaid 125

Remona \$ 39
Baby Face 39
WILLIAMS Sweepstakes \$195
Shoot Moon 120
Jalopy 120
Shoo-Shoo 95
Maryland 49
Gizmo 35
CHICAGO COIN King Pin \$115
Fighting Irish. 75
Football 65

Things \$ 45
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Grand Award 35
Trinidad 35
Catalina 35
Thrill 35
GENCO Springtime \$ 89
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Tri-Score 69
Camel Caravan 65
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3 SEQUENCES . . .
Target Button lights for Replay when 10-Jack-Queen-King-Ace are made in Rotation-OR four "B's"-OR four "9's."

MULTIPLE REPLAY AWARDS . . .
Depending on number of Sequences made, Target Button lights up for 1 or 2 or 3 Replays. Second coin increases values to 2 or 4 or 6 Replays.

- 2 Trap Holes light for Mystery Award!
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REBOUNDS!
LIVE ACTION!**

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- Making "21" with 2 balls in card hole scores 5 replays.
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- 5th ball in card hole scores 1 replay.

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- Ball in card hole scores number of points represented by lited card.
- 4 scoring bumpers increase values to 100,000 each with 1st, 2nd, 3rd and 4th ball in card hole.

HOLD CARD AND DRAW

Ball over "out" lane at bottom lites green lite, whereupon player may press button at front of game to hold lited card and try for total of "21".

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- ★ **REGULAR**—for Novelty Play in Every Location.
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- **AUTOMATIC BALL LIFT**—Alternately delivers 12 balls to each player.
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- **MODERN, COMPACT CABINET**—41" x 27" x 71" high. Crated weight 300 lbs.

UPPER "SPECIAL WHEN LIT" BASKETS light up several times during game. "Long shot" into upper basket when lit scores 10 Bonus Points in addition to regular lower basket score. Special baskets also light up on last shot—keeping outcome in doubt until very end of game!

AVAILABLE IN 10c—3 or 4 for 25c PLAY (OPTIONAL)

VARIABLE SCORING
On Every Shot!

Each lower basket varies from 2 to 8 points with each ball. Visitor and Home Player shoot for respective baskets with highest value. (If ball falls into opponent's basket, points score for opponent.)

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2621 North Ashland Avenue • Chicago 14, Illinois

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New 1954 Model ACE COIN COUNTER
Counts 1¢, 5¢, 10¢, 25¢. Weighs 8 Lbs. Only \$149.50

Genuine DeLuxe FORMICA TOPS
1.. \$14
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Attach	175
Exhibit GUN PATROL	150
Exhibit SIX SHOOTER	150
Chi. Coin GOALEE	95
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Bally BRITE SPOT	125
Bally CONEY ISLAND	125

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Starlite	125
Times Square	125
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SEEBURG WOM (W4-L56) 35
WURLITZER 1015 135
WURLITZER 1080 125
WURLITZER 1100 225
WURLITZER 1250 295
WURLITZER 1500 595

RECONDITIONED—REFINISHED!
Terms: 1/3 Deposit, Balance C.O.D. FOREIGN BUYERS
Write for Latest Postwar Phonograph Catalog

MUSIC MONEY MAKERS!

WURLITZER 3020 WOM	\$ 25
ROCK-OLA 1436 (120 Sel.)	495
A.M.I. MODEL A	195
A.M.I. MODEL B	275
A.M.I. MODEL C	325
A.M.I. MODEL D-40	400
A.M.I. MODEL D-80	495
EVANS CONSTELLATION	325

ATLAS MUSIC COMPANY
2122 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005



Brand New! Buckley CRISS-CROSS JACKPOT BELLS
5c-10c-25c-50c-\$1.00
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES 20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

Correction: Genco Basketball Games
are priced as follows:
2-Player Basketball \$525.00
Deluxe Basketball 550.00
Super Basketball 560.00

ATTENTION OWNERS OF BELL TYPE MACHINES
We are in the market for brand new Mills Bells. Write giving full description, price, etc., to
MILLS SALES COMPANY, LTD.
ATTN: E. STEWART
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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
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AGAIN!...

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NOW! A game with the Added Excitement of a Super Frame Score!

SUPER FRAME BOWLER

THE 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!

Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.

Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

Featuring Single — Double — Triple — Quadruple Scoring!

LOOK!
You Get Increased Revenue from 10c 3 for 25c Play!

LOOK!
6 Volt New Light Up Bulbs for Drum Scoring Units!

LOOK!
New Front Hinged Score Frame Glass for Easier Servicing!

LOOK!
100% Skill "Match The Lited Number" for Super Frame Scoring!

NEW FEATURE!
Special light on Front Panel illuminates Coin Chute and Front of Game!

STILL!...

...The Most WANTED Game in Every Location!

chicago coin's

CRISS CROSS BOWLER

8 Ways To CRISS CROSS By Matching Numbers—Numbers on CRISS CROSS Panel Carry Over From Game To Game Until A Line Is Completed.

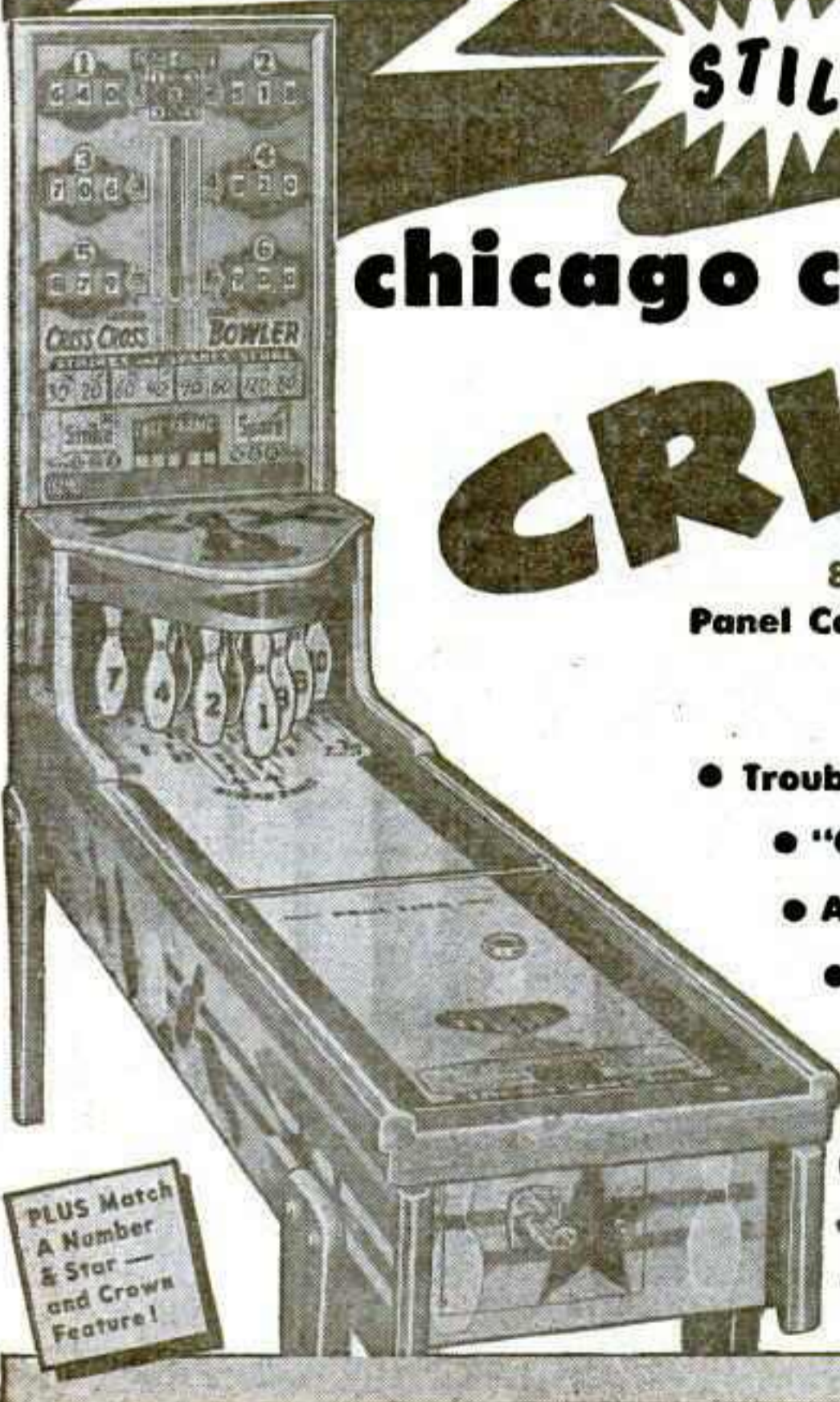
NEW FEATURES!

- Trouble Free Double Stacked Pin Reset Motor!
- "Complete the CRISS CROSS" Feature!
- Adjustable "Spot Number 5" Feature!
- "Mystery or Skill" Adjustment Play!
- Light Up Numbers to be Matched at Start or End of Game!
- Simplified Adjustable REPLAY Feature!

- FEATURING PROGRESSIVE ADVANCE SCORING PLUS TRIPLE-MATCH SCORING

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MACHINE COMPANY

1725 West Diversey • Chicago 14, Ill.



PLUS Match A Number & Star — and Crown Feature!

**IN TIME for the
BASEBALL
SEASON!...**

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EXCITING**

HOME RUN

**The FIRST 6 PLAYER
BASEBALL GAME...**

**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!**

★ Game can be set to operate at
1, 2 or 3 innings per game.

★ Each inning constitutes 3 outs.

★ Single player continues at bat until game
is over—Multiple players alternate as
in bowling games after 3 outs are made.

★ Player hitting ball into Lower
Grand Stand gets a HOME RUN
plus RUNS for every man on base!

★ 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 OVER the ROOF
gets a HOME RUN plus RUNS for
every man on base . . . plus 5
EXTRA RUNS!

★ Designed for easy play for BOTH
"Right Handed" and "Left Handed"
Batters!

Also Available in
10c-3 for 25c Play

★ Balls Hit onto Ramps Actually
Fly Through the Air!

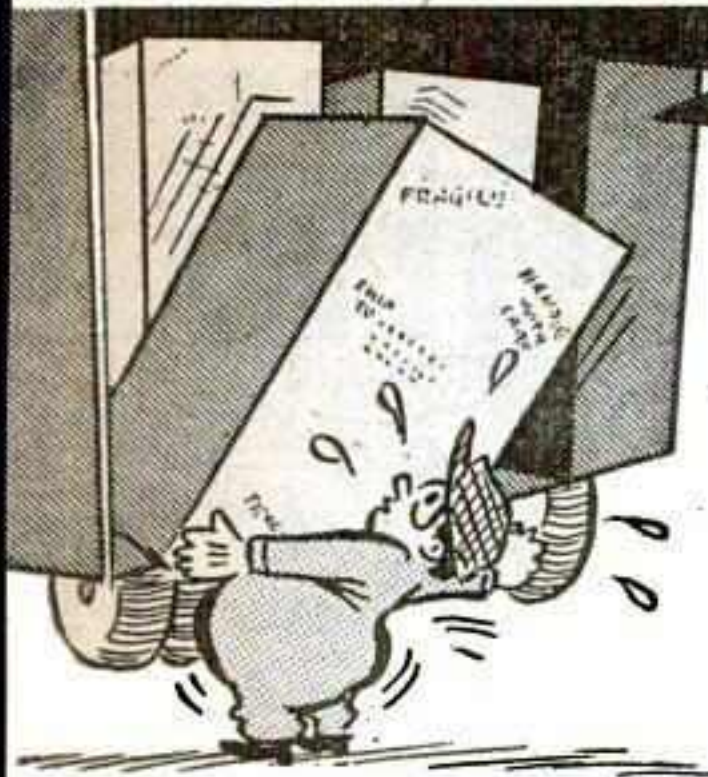
★ Lit-Up Animated Ballplayers
Actually Run Bases!

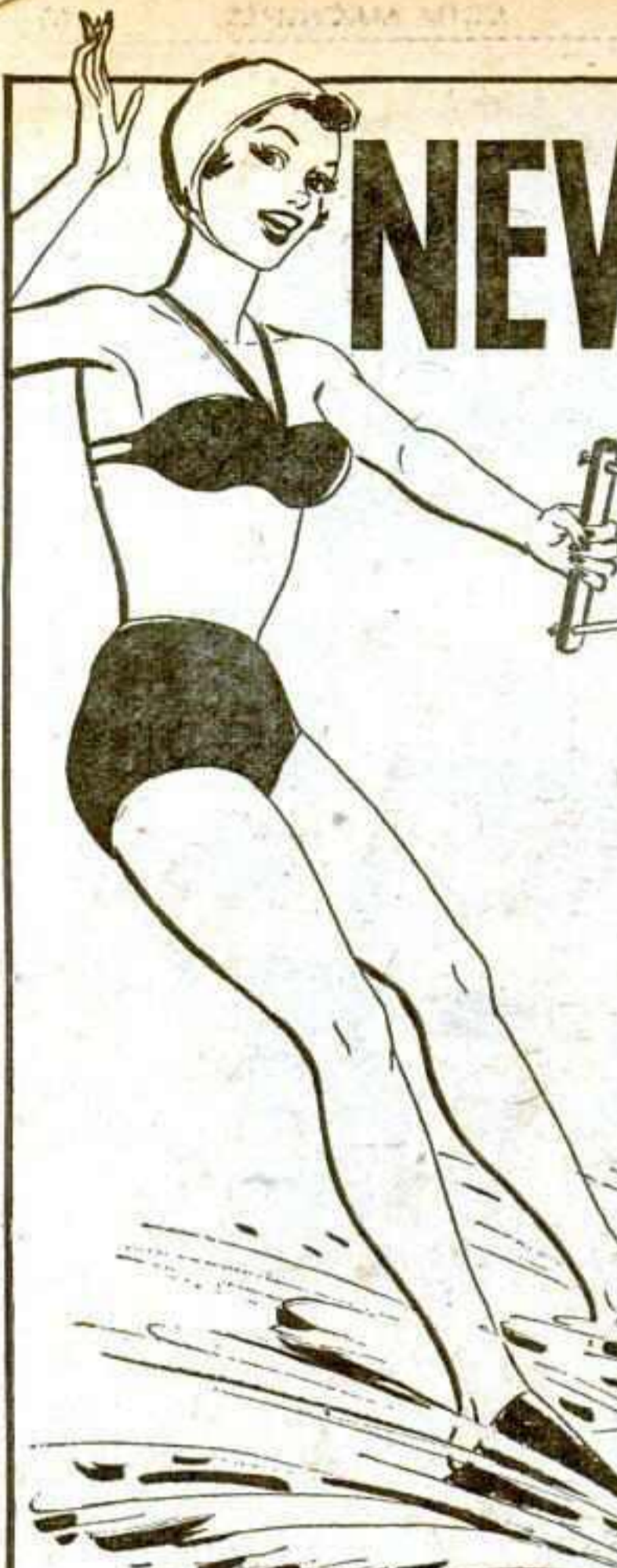
Entire Game Well
Lit to Make it
Ideal for Every
Type Location!

- Easy Servicing!
- Fast Play!
- 6 Foot Size!

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coin**
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1725 W. DIVERSEY • CHICAGO 14





NEW Bally SENSATION

SURF-CLUB

packed with MONEY-MAKING play-appeal

NEW DOUBLE HOLD

Player can hold Odd Numbers or Even Numbers, get back balls from Numbers not held. When DOUBLE HOLD is lit, player may "hold and draw" twice during one game.

2-IN-LINE SCORES
SCORE AS 4-IN-LINE
3-IN-LINE, 4-IN-LINE, 5-IN-LINE SCORES

2 SUPER-CARDS
plus new SELECTABLE
SUPER-LINE

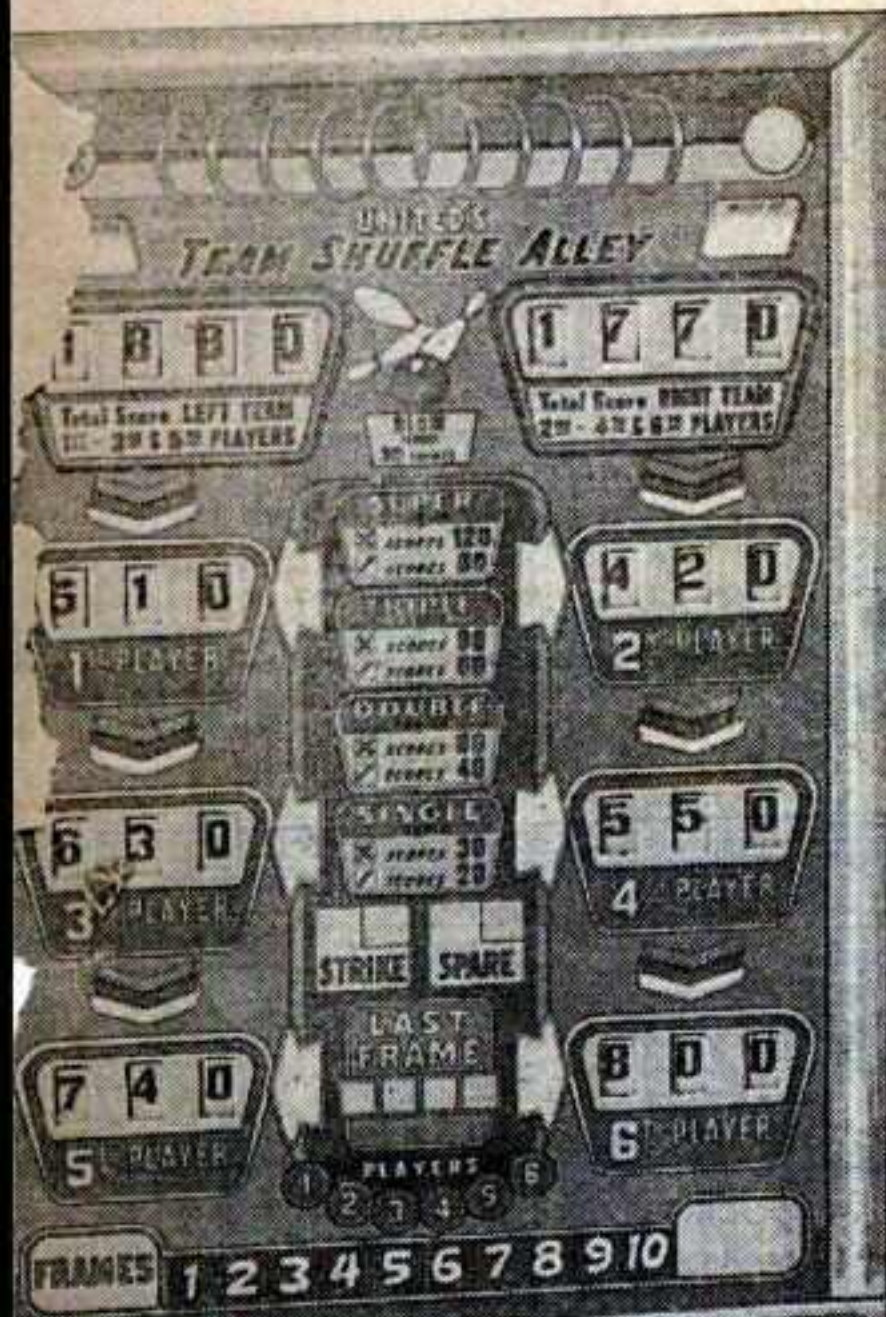
CORNER SCORES • ADVANCING SCORES
SELECT-A-SPOT • EXTRA BALLS

SUPER-CARDS
LIT BY
ROLL-OVERS
OR ADVANCING LIGHTS



"Better than BEACH CLUB" is the verdict of operators! SURF-CLUB combines all the profit-proved Bally in-line features with exciting new play-appeal that insures big, steady profits on location. Get your share. Get SURF-CLUB now!

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UNITED'S TEAM SHUFFLE ALLEY

Features Instant-Scoring
TEAM PLAY!

AUTOMATIC TOTALIZER

adds individual scores for team totals quick as a flash!
INDIVIDUAL SCORES ALWAYS REMAIN SHOWING

OTHER FAMOUS FEATURES

ADJUSTS TO
5 or 10 FRAME GAME

LAST FRAME
FEATURE

MINIMUM
FRAME SCORE
10

SINGLE, DOUBLE
TRIPLE, QUADRUPLE
SCORES

MULTIPLE SCORES
ON STRIKES or SPARES ONLY

TOP SCORE 900
FOR 10 FRAME GAME

ORIGINAL
KING-SIZE
BOWLING PINS

TRIPLE MATCH FEATURE
(0-9) ★ ☆
MATCH NUMBER AND STAR
WITH CLOVER LIT

AVAILABLE IN 10¢ — 3 FOR 25¢ MODELS

HINGED PIN HOOD
HINGED FRONT DOOR
SERVICE LIGHT
FORMICA PLAYBOARD

TWO SIZES
8 FT. BY 2 FT.
9 FT. BY 2 FT.

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YOUR
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UNITED'S
HAVANA
Fast Action In-Line Game with
Return All Balls Feature



Standard inball cabinet Size

NOW AT YOUR DISTRIBUTOR

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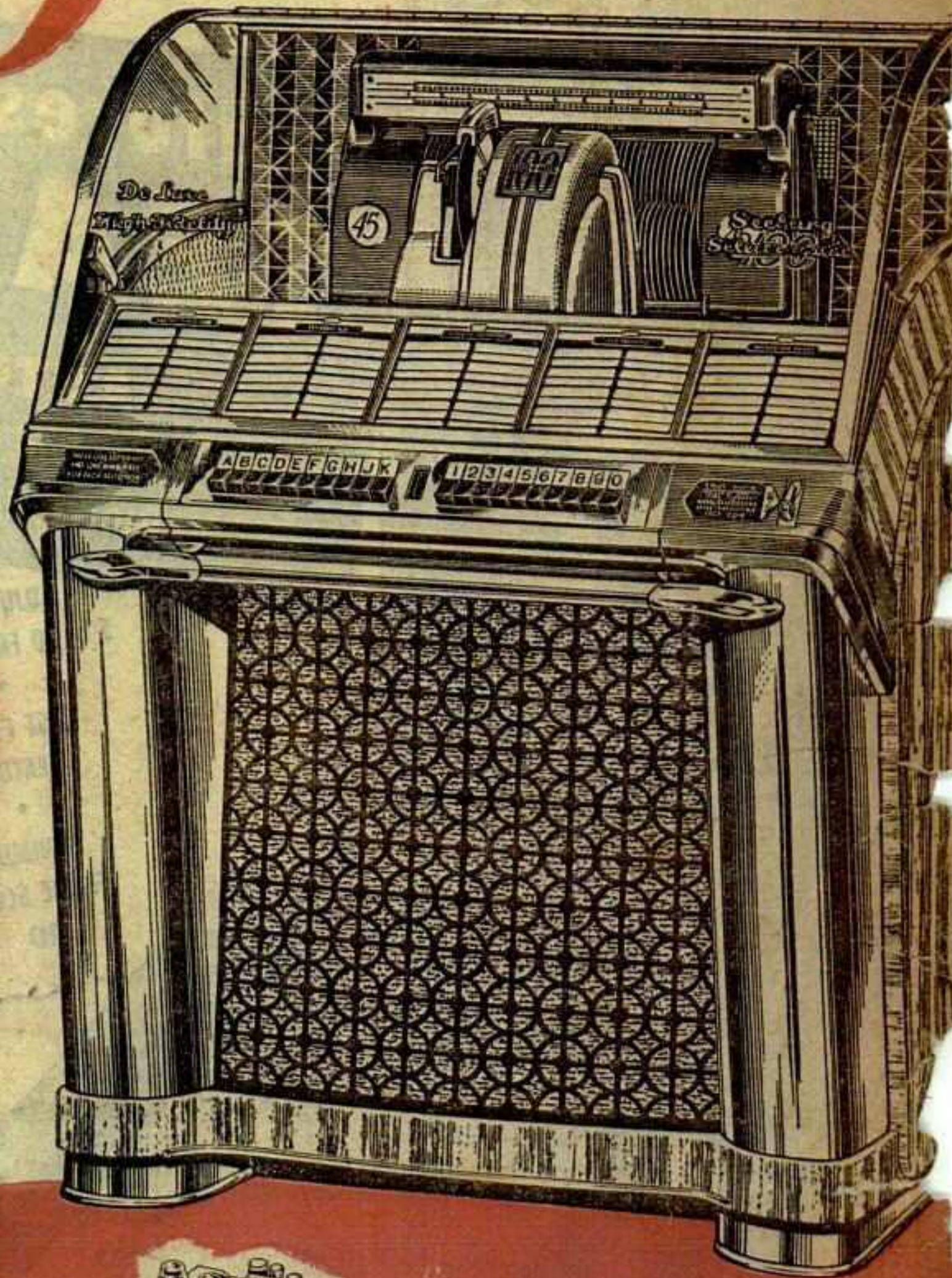


UNITED'S LEAGUE SHUFFLE ALLEY has all the features of TEAM except Triple Match Feature.

Select-o-matic

high fidelity

ALL THE WAY!



SPRING TENSION MAGNETIC PICKUP

Lightweight, high compliance. Exerts only 1/4 ounce pressure. Unaffected by moisture and temperature.



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25-watt output. 20 to 30,000 cycles per second range.

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