

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Get Protection From Devil-God! Oh, Yeh?

Rain-Damage Insurance So High, Payoffs So Few, Outdoor Shows Prefer Gamble

By JIM McHUGH

In the mythology of the outdoor show business, rain is both a devil and a god. It is a devil when it dilutes or washes away expected or hoped for incomes. It is a god when it moistens or brings to life the farmer's soil to later fill his pockets with crop dollars or belay a choking dust or oppressive heat.

A paradox because of its goodness or badness, rain is responsible for the success or failure of outdoor endeavors uncountable times each year. A product of nature, it is uncontrollable for all practical purposes, cloud seeding or government long range forecasting notwithstanding.

The only available counter-attack for those whose fortunes are sometimes tied in with the weather, is rain insurance, a nice sounding, complicated, expensive, possible hedge which, like the phenomenon it purports to guard against, is fraught with variations.

Like the Horses

In existence for many years, rain insurance has few adherents in show business. Like betting on horse races, it is great for the winner. But like the king of sports, the odds are strong against out-guessing the weather.

It is not a question of just betting the horse, or rain. It involves past performance, form, position and dozens of other factors including the will of the gods.

The immediate reaction of most of the nation's showmen to rain insurance is "it costs too much." And they are right, in the broad sense.

Perpetual Loser

The premiums are high, and if the buyer purchases with any degree of regularity, he must always lose, as the hefty premiums pile up to hopelessly preclude the possibility of ever getting even, not to mention coming out ahead.

The protection is there, however, for the special occasion. Rain insurance in itself is a specialty designed for pin-point protection and, as such, it is available to guarantee against loss, and the premiums, tho high, are not judged out of line when matched with the risks taken by the insuring companies.

The risk to the companies, as might be expected, has been minimized as much as human knowledge and analysis of past weather performances, as broken down not only as to areas and States but counties as well, can make it.

Rain Toted

Just as the race horse form counts for a lot, the rain potential of any month, day week or hour

CIRCUSES WAIL WEATHER WOES

NEW YORK, May 8. — Everyone of some two dozen carnivals and circuses heard from yesterday and today had a tale of weather woe to tell. Not one had entirely escaped the cold and rain which blanketed much of the nation this week. Immune were the Ringling circus, safely shielded by Madison Square Garden, and the World of Mirth Shows, major carnival, which this year stopped bucking treacherous spring weather after 25 years of wallowing in the mud and rain by holding up its opening until the end of May.

LIKE NBC SAYS, GEORGE GOBEL IS A SENSATION

By BILL SMITH

It was a shy, diffident George Gobel who came on the raised platform of the Waldorf-Astoria's Empire Room, Thursday (6), here in New York looking somewhat pathetic, like a lamb being taken to slaughter. But he wasn't on for more than 30 seconds before he proved his ability. He may have looked like a lamb, but he worked and came off a proverbial lion—a smash hit.

Announced as "NBC's newest comedy sensation," Gobel at once took himself off the spot by explaining, "It's not the best act in the world," immediately ingratiating himself with a jammed room.

A Funny Lad

It can be said that Gobel, tow-haired, crew-cropped and pint-size, is a very funny lad. His underselling style, previously caught at the Pierre Hotel, is now better than ever. An off-hand delivery, almost a series of throw-aways, is loaded with yock-provoking tag lines.

He began on the subject of losing weight, gave his marital life a few gentle once-overs, took a couple of pokes at the medical profession and ended on a series of atrocious puns.

All thruout, however, there was a skein of audience identification which is the hallmark of a professional.

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Network TV Wins Advertisers' Purse; Magazines Run 2d

\$1,060,925,449 Spent in 1953; Daytime, Color Mean Expansion

By LEON MORSE

NEW YORK, May 8. — The nation's advertisers have increased their spending more than 50 per cent over the last five years, and the bulk of this money has gone into network television, with magazines running a strong second.

This conclusion was reached after a study by The Billboard of figures published by the Publishers Information Bureau for the years 1949 thru 1953 and covering general and farm magazines, Sunday magazine sections of newspapers, network radio and network TV.

It does not include buying of space in daily newspapers, local radio and TV, and spot radio and TV. Indications are that spending in these fields, particularly spot radio and spot TV, has also accelerated considerably.

1949 Vs. 1953

In 1949, advertisers paid \$680,682,779 for time and space in those four general classifications. In 1953 their expenditures totaled \$1,060,925,449, a difference of \$380,242,670. Back in 1949 only \$12,294,513 was spent for network video time purchases.

By 1953 advertisers were

spending at the rate of \$227,585,656, and the end is not nearly in sight. Daytime network TV is still an area in which advertisers can expand their time buying greatly. Beyond that, color TV should still further increase the sums on the medium.

While network radio did not show any spectacular decline as an advertising medium, expenditures did decrease from \$187,800,329 in 1949 to \$160,524,544 in 1953. Business for general and farm magazines continued to be exceptionally good, rising from \$440,795,042 in 1949 to \$598,491,423 in 1953.

Vital Industries

In 1949 such vital industries as building materials, equipment and fixtures, insurance, retail stores, entertainment and amusements, horticulture, aviation, aviation accessories and equipment, political, and transportation, travel and resorts were not in network TV.

By last year all these industries had started to use video except transportation and aviation, and the latter industry, thru American Airlines, is on the verge of such a plunge.

In 1949, 54 out of the top 100 advertisers had not made use of network video. By 1953 only 14 out of the top 100 spenders were not in network TV. Out of the top 40 advertisers last year, three—Miles Laboratories, the American Telephone and Telegraph Company and Distiller's—Seagram Corporation—were the only holdouts from network TV.

Miles and AT&T

Two of the three, Miles and AT&T, may be in by the end of this year. Seagram, with a hard liquor product, cannot use the medium. Incidentally, 23 out of the top 100 time buyers did not purchase network radio time in 1953, the exact number as in 1949.

Many advertisers spent more money in TV than in magazines in 1953, a decided switch over the situation five years ago. Among these are Hazel Bishop, American Chicle, Gulf Oil, Jules Montener, Hallmark, Simoniz, Schick, United States Tobacco and, of course, Procter & Gamble. In 1949, no advertiser spent more on TV than on magazines.

During the past five years there were some interesting shifts in the rank order of advertisers by expenditures covering all ma-

(Continued on page 4)

McC-Army TV Tires Coinmen

NEW YORK, May 8.—Music and game operators of all political persuasions in this area are agreed on one phase on the current Army-McCarthy hearings before the Senate Investigating Committee—they wish the sessions would end soon.

The reason may be found in the coin box. During the afternoon performances, the downtown bars are pretty well filled with beer drinkers, students of government who sip their brews, watch the hearings closely and refrain from any distracting actions, such as playing Shuffleboard or dropping coins in the juke boxes.

In one bar, the patrons com-

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NEWS OF THE WEEK

Are Spectaculars Worth It?

Young & Rubicam Airs Views . . . Young & Rubicam executives debate wisdom of buying spectaculars for clients. Opinion is divided as to their worth. Page 2

CBS Primes Skelton to Shoot

For "Milky's" Scalp . . . CBS-TV once again goes after Milton Berle's scalp this fall with a new hour heavily budgeted variety show starring Red Skelton. Page 2

Color TV Excitement High, But

Major Firm Slows Production . . . Despite the current excitement about color TV, one of the biggest TV film firms has halted further production in color on one of its key new shows and likely will stop on its others. Page 5

Canadian Nat'l Exposition

In Middle of Union Tiff . . . The Canadian National Exposition, caught between the fire of two unions, may not be able to play Roy Rogers. Various talent agencies stand to lose thousands in commissions if the fight isn't settled. Page 9

Desert Bistros Still Love the

British; London Show Coming . . . The British show, Val Parnell's "Palladium Revue," will open in Las Vegas despite the flop of another British show a few weeks ago. Page 9

RCA Debuts Pre-Recorded Tape

In August: Top Talent Set . . . RCA Victor will begin marketing pre-recorded tapes in August introducing 15 reels featuring Toscanini, Stokowski, the Sauter-Finegan orchestra, among others. Page 14

Billboard Springs 'Operation

Pushpop' as Record Stimulus . . . "Operation Pushpop," the first industry-wide merchandising and promotional campaign of its type, will kick off on May 24. Sponsored by The Billboard, the drive is aimed at establishing a healthy and profitable record and music business thru the coming summer season. Page 14

HiFi Not So New; 'Experts' Pick

20-Year-Old Beiderbecke Record . . . When is fidelity high? A Bix Beiderbecke recording dating back more than 20 years is listed in a new "hi-fi" catalog. Page 35

Ringling-Barnum Does It Again;

Breaks NY Garden Record . . . The John Ringling North-produced edition of the "Greatest Show on Earth" closed its 40-day run at New York's Madison Square Garden May 9. Attendance and dollar receipts reached an all-time high—over \$2,000,000. Not bad for a "recession" year. Page 48

What Goes in a Juke Box?

It's a Scientific Procedure . . . The days of record pioneering on juke boxes—using untried tunes—is past. Higher costs, competition, force operators to adopt sure-fire buying and programming procedures. Multi-selection machines are a big factor in the transition. Page 70

Banner Year Seen for Coin-

Operated Bowling Games . . . Coin machine versions of the nation's top indoor sport—bowling—score as star leisure-hour attraction in bistros. Page 64

Retailers to See Latest

Coin-Operated Equipment . . . The first national retail industry convention will feature the latest coin-operated equipment for shopping centers, department and chain store customers. Page 64

Where's That Recession?

Carnivals Off to Good Start . . . Early reports show high-level per capita spending on the carnival circuits, heartening operators who harbored pre-season concern as the result of widespread recession-unemployment talk. Page 50

DEPARTMENTS AND FEATURES

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Agency Seminar Mulls Ad Merit of Network Spectaculars

Y&R Meet Questions If Extravaganzas Can Be Done on Consistent Hit Basis

NEW YORK, May 8.—Agency concern over the impact of spectaculars on TV this week was highlighted by a seminar held at the Young & Rubicam ad agency to consider the problem. Y&R has been debating whether to recommend that its General Cigar account sponsor a spectacular. The purpose of the seminar was to get as much thinking as can be mustered both pro and con, about these extravaganzas which will be programed both on NBC-TV and CBS-TV. The intent is to be able to present a clear picture to its clients. The same kind of considered cogitation has been going on in all agency circles ever since NBC-TV announced its spectaculars.

The Y&R toppers felt there were numerous drawbacks as well as advantages to the employment of spectaculars. The cost is extremely high, \$300,000 for time and talent, and demands unusually high ratings. They wondered whether such programing would be successful on an almost regular basis, when maintaining a standard of quality week after week on the half-hour show has been so difficult. And assuming the first few were all that they were expected to be, the agency brass wondered if audiences wouldn't demand even stronger shows to top what they had previously seen.

Question Hit Potentials
The Y&R seminar also questioned whether the agency's present weekly shows wouldn't be hurt by comparison, especially since they are on thrice monthly, the spectaculars moving in during the fourth week. It was pointed out that even the most successful showmen in the business have not produced hit after hit and that spectaculars are committed to a hit philosophy. On Broadway, for example, hits run until their audience is milked. But spectaculars run only once and then go into the discard.

A prime consideration at the seminar was whether the agencies may not be completely locking the door to whatever possibility they still have of themselves producing shows for their clients. They are to have no part in the creation of the spectaculars. NBC-TV prexy Sylvester (Pat) Weaver has stated that he believes that the networks generally should take responsibility for creative producing functions.

Those present at the Y&R meet wondered whether Y&R itself had not created the spectacular problem, because it had produced one recently for General Foods, but it was pointed out that Weaver had the programing concept on the drawing board for a long time previously.

The points that were voiced in favor of spectaculars were that they would add to TV's excitement and to its glamor, and that for the most part such shows will use proven material — an ice

show, musical comedy books, and the biggest names in the business. It was also maintained that even tho the spectaculars are being programed with a hit philosophy in mind, the TV audience will only make comparisons with the shows on opposite them and will stay with the best shows. It was also noted that the length of the show, an hour and a half, might mean that once a viewer tunes in he will stay with the program until its end.

NBC-TV obviously has more to lose should the agencies by-pass spectaculars, since that web will program three each month. But the web is not worried. It has two prospective clients that it expects to wrap up early next month.

CBS-TV will only use the Wednesday 10-11 p.m. slot once each month, at most, for spectaculars and then only if there is a demand for them. Otherwise the time will be peddled to one client for his own program.

TV INFLUENCE: ORK IN COLOR

NEW YORK, May 8.—Sparked by the latest developments in TV technology, the current color craze is spreading to allied fields. The General Artists Corporation has organized a new 15-piece band which is going under the name "Colorama." Fronted by Roger King Mozian, the outfit plays every other number in black light, and sports luminous horns, jackets and changeable luminous lapels.

On its current tour it carries its own lighting equipment, consisting of three black lights and a white baby spot.

CBS Options 'Mystery' Seg

HOLLYWOOD, May 8.—Carlton E. Morse's "I Love a Mystery" series this week was optioned by CBS as a five-a-week quarter-hour radio series with a tentative July 1 starting date. The show, off the air for more than a year, started on NBC in 1939.

CBS-TV May Boost Skelton Show To Hour in All-Out Tuesday Fight

HOLLYWOOD, May 8.—Indications this week were that CBS-TV would lengthen its Red Skelton show to an hour next fall and engage in a knock down, drag out battle with NBC-TV for the Tuesday night viewing audience. The program is now on Tuesdays, 8:30-9 p.m., for Geritol.

As a further part of the network's plans to build a following for Skelton, he will most likely be used as Godfrey's summer replacement Wednesdays, 8-9 p.m. This plan would expose the comedian to the Godfrey fans, and it is hoped that by the fall they would get the Skelton habit and stay with him on Tuesdays.

CBS-TV expects to spare nothing in an effort to build Skelton's hour show, for it has little else available to challenge NBC-TV's domination of the Tuesday night slot.

Jack Donohue, producer of the Colgate shows, will be used in the same capacity on the Skelton hour stanza, which will be primarily variety and which will use the best acts available on the Coast.

When the show goes to an hour next fall, it will most likely be sold in the same manner as was Jackie Gleason. Three sponsors will be invited to share costs. Geritol, his present advertiser, of course, will get first crack at Skelton.

The fate of Gene Autry, who is now on Tuesdays at 8 p.m., is undecided. Wrigley, his sponsor, will probably be given another time period on CBS-TV for its show. The time is unset, as yet.

but it will be a marginal period, for the web feels the show is not strong enough to stand the gaff in a prime half hour.

It had been intended to use Robert Q. Lewis as a replacement for Godfrey, but he has a product conflict. Helene Curtis, a competitor of Toni, the Godfrey sponsor, is his sponsor on CBS radio Saturday mornings.

GARRY REPLACES BING

But Just for Summer; Other Shifts at CBS

NEW YORK, May 8.—CBS-Radio this week began finalizing some of its summer programing plans. Most noteworthy new replacement is a half-hour show starring Garry Crosby, which is to go into his father Bing's time period Sundays at 8 p.m., EDT, and which will have the same format. The show can't run beyond summer because Garry goes back to college in the fall.

Beginning June 7 the radio web will move Peter Lind Hayes into 7:15-7:45 p.m. across the board. The comedian will do a show which will combine live talent and music with records. Also being readied is a new half-hour situation comedy which will feature William Demarest and Hope

Sign Hiken to CBS-TV Pact

NEW YORK, May 8.—CBS-TV this week signed Nat Hiken to a long-term contract. The producer-writer has not been given any immediate assignment.

Hiken is generally given a great deal of the credit for Martha Raye's emergence as a TV star on NBC-TV this season, for he wrote much of her material.

'Place-Face' To Get Axe

NEW YORK, May 8.—"Place the Face" will be axed by the network at the expiration of current contracts with its sponsors on CBS-TV. Toni and Carter share the program, which is in the Thursday night 10:30-11 p.m. slot.

Toni not only has dropped the show but has also asked the network for a different time period. Carter will remain in the time slot, but wants a stronger program. CBS-TV is having trouble trying to come up with an alternate week time period for Toni, and the advertiser may have to make a deal with a current weekly sponsor on the web to share half its show.

NBC Pacts Kay Ballard

NEW YORK, May 8.—NBC this week signed musical comedy and night club star Kay Ballard to a contract. The web will begin immediate preparations to devise a TV format which will feature her talents.

Miss Ballard is now starring on Broadway in the musical comedy, "The Golden Apple."

Durante Sale Shifts NBC-TV Sat. Plans

NEW YORK, May 8.—The sale this week of the 9:30-10 Saturday night slot next fall to Texaco by NBC-TV for a show to star Jimmy Durante has changed the web's plans for programing that evening from 9 p.m. onward.

The initial scheme was to begin at 9 p.m. with Imogene Coca, move in "Name That Tune" at 9:30, go with "Hit Parade" at 10 p.m. and windup the network evening with "Martin Kane" a half hour later.

As of this date, only Durante, at the time listed above, and "Hit Parade" at 10:30-11, are definite in the two hours of programing. "Hit Parade" has been offered 10-10:30, but the client, American Tobacco, turned it down in favor of remaining anchored in its present time period.

NBC-TV has a hatful of shows to choose from for the other two half-hour periods. If the kine of the new Imogene Coca situation comedy turns out well, it will get preferred consideration, as will the Michael O'Shea vehicle, "It's a Great Life," which already has been produced and in which several sponsors are interested.

NBC-TV Packages
There are also several strong vehicles being produced by NBC-TV and some which outside packagers own which may be used. The chances of slotting either "Name That Tune" or "Martin Kane" in the open half hours now is dubious. Neither is said to be regarded by the web as of the quality to occupy such prime time.

It would be somewhat ironic if the Kudner agency, which services "Martin Kane" for United States Tobacco, was responsible in an indirect way for that client's losing the time on Saturday nights. Kudner, of course, is also the agency for Texaco, and its

deal has caused the new shake-up.

Durante Show
The new Durante half-hour show will be primarily variety and will be a shortened version of the hour program he did for Colgate. It will be a big-budgeted presentation. Durante will not appear on the Colgate show next season, which further reduces the list of name comedians available for that series. Only Martin and Lewis seem set to date.

SNOW DELAYS TV BUILDING

HARTFORD, Conn., May 8.—Here it is May and snow is holding up the opening of the first television station in Vermont. C. P. Hasbrook, president of radio Station WCAX, Burlington, Vt., said Wednesday (5) that work on the transmitter being built atop Mount Mansfield is held up by 10-foot snowdrifts.

Thorough, Up-to-the-Minute

COVERAGE

of the Industry's
Three Most Interesting
and Provocative Topics



- UHF
- COLOR TV
- TV Film

... be sure to see The Billboard's

MAY 29 NARTB CONVENTION NUMBER

Excited? WHO'S EXCITED!

If you attended any of the last three NARTB Conventions, chances are you'll remember being caught up in the excitement and interest caused by Billboard coverage of key radio-television stories (accurate and unbiased, too).

You can count—again—on The Billboard's editorial coverage to create a real stir... to provide a major topic of conversation—and much of that extra interest, attention and enthusiasm is sure to rub off on your Billboard ad message.



Broadcasters Set Segs for Chemical Progress Week

NEW YORK, May 8.—Radio and TV broadcasters are scheduling a considerable number of special features in connection with the celebration of Chemical Progress Week, slated to begin on May 17. Spot announcements, features and interviews with leading figures in the chemical industry are being used to focus attention on recent strides made by chemistry which affect everyday living.

To date, CBS' "Adventures in Science" has set a 15-minute radio interview with Dr. Jasper Kane; Mutual will air a round-table stanza with leading figures in industrial and pharmaceutical chemistry, and Du Mont's local outlet, WABD, has skedded an interview with John E. Mckeen on Cameron Cornell's news show.

WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, May 8.—The Defense Department for the first time will be able to buy TV films and radio transcriptions to entertain servicemen overseas and in remote U. S. outposts if a bill hopped this week by Sen. Leve-rett Saltonstall (R., Mass.) is passed. The bill was put in at the Pentagon's request as a move "to bolster servicemen's morale."

ANOTHER SIDE SHOW FOR HOUSEWIVES? . . .

The upcoming May 19-21 hearing on the Bryson Bill to ban TV-radio liquor commercials could become the Hill's zaniest side show since the McCarthy-Army circus got under way. Despite valiant efforts by Chairman Charles Wolverton (R., N. J.), of the House Interstate and Foreign Commerce Committee, to head off a talkathon, some 60 witnesses have served notice they want to be heard, and this doesn't include a regiment of orators being mobilized by Elizabeth Smart, of the Women's Christian Temperance Union. An added complication is the possibility that TV cameras may get a cue to cover the hearing if the McCarthy-Army show takes a respite.

PENTAGON'S TV-RADIO PURSE SHRINKS . . .

The Pentagon will undergo a \$600,000 cut in spending on TV, radio and other public relations projects next fiscal year if the Senate goes along with a House-approved military appropriation bill. The bill, now in Senate Appropriations Committee, gives the Defense Department \$5,575,000 in outlays for public relations, two-fifths of which would pay for recruitment programing via TV and radio. Despite the slash in the over-all budget, the Air Force will get a separate \$1,200,000 outlay for the first time for its TV-radio recruiting shows.

KILGORE STILL WANTS A PROBE . . .

Sen. Harley M. Kilgore (D., W. Va.) still pressing for a Hill probe of concentration of control he says newspapers are getting over TV broadcasting. The senator several weeks ago formally asked the Senate Judiciary Subcommittee on Antitrust and Antimonopoly Legislation to start an investigation. This week he read into the Congressional Record a survey showing that newspapers have financial interests in 112 TV stations on the air and in 29 corporations with applications pending. The senator said that "any threat of monopoly in communications is a far more serious

matter than mere economic monopoly in other fields."

LAWMAKER WANTS MONEY TO TALK . . .

The Treasury Department may not have enough coin to spend on this, but Rep. Alfred D. Sieminski (D., N. J.) has suggested that the agency ought to produce a film to tell "the story of money." At House Appropriations Subcommittee hearings on Treasury's budget, Sieminski said:

"We know almost everything there is to know, from Boy Scouts, cops and robbers, cowboys and Indians and the purple sage right on up to the greatest industrial plant the world has ever seen, America. But can you tell me where there is a film that the people of my district can see, the school children, the college students, the Rotarians, and others, on the story of money?"

NEW TV SYSTEM IN CLASSROOMS

WASHINGTON, May 8.—A new instructional television system, which can present demonstrations or lectures to as many as 100 classes at the same time, may be the answer to the nation's pressing shortage of school teachers.

The new TV system, unveiled by the U. S. Navy during the armed forces communications conference here this week, consists of a desk-like console which houses an orthicon camera, receiving and transmitting equipment. The console, which can be moved easily from room to room, transmits its TV programs by cable, and eliminates costly studio equipment and personnel.

NARTB Program Set For Chicago Confab

WASHINGTON, May 8.—A record turnout is anticipated by the National Association of Radio and Television Broadcasters for the association's 32d annual convention in Chicago May 23-27. Demand for suites at the Palmer House, which will be headquarters, already far exceeds space available, NARTB secretary-treasurer C. E. Arney announced.

A revised agenda was completed this week for the conclave which will be keynoted Tuesday by William S. Paley, board chairman, Columbia Broadcasting System, NARTB President and Board Chairman Harold E. Fellows will make the Tuesday luncheon address while Kenyon Brown will preside over the Tuesday meetings.

Highlights of the agenda include a joint management-engineering conference Tuesday afternoon at which W. J. Purcell, engineering manager, General Electric stations, will discuss "economy in Technical Operations thruout Organization and Management." Ralph Evans, Eastman Kodak Company, and Robert E. Shelby, National Broadcasting Company, will discuss various phases of color television development and experience. Tuesday workshop sessions will deal with problems in buying TV films and with labor relations.

Wednesday morning sessions with George Higgins, KMBC, Kansas City, Mo., NARTB sports committee chairman, presiding, will hear panel discussions featuring George Trautman, president, National Association of Professional Baseball Leagues, and Jerry N. Jordan, N. W. Ayer & Sons.

The Wednesday luncheon address will be by FCC Chairman Rosel Hyde, followed in afternoon sessions by reports on the Television Code and Standards of Practice for Radio Broadcasters by John E. Fetzer, WKZO-TV, Kalamazoo, Mich., and John F. Meagher, KYSM, Mankato, Minn., chairmen of these two NARTB committees, and by a freedom of information seminar with Edgar Kobak, WTWA, Thomson, Ga., committee chairman; Lawrence Spivak, of "Meet the Press," and Richard Harkness, NBC.

Wednesday sessions will wind up with a talk on "How Good Is Radio?" by Alfred Stanford, former Bureau of Advertising director of the American Newspapers Publishers' Association, followed by a dinner featuring the Radio Pioneers, of which Paul W. Morency, WTIC, is president.

FCC Chairman Rosel Hyde, and Commissioners Robert T. Bartley, John C. Doerfer, Frieda B. Hen-nock, Robert E. Lee and George E. Sterling will take part in a roundtable discussion Thursday morning, while the afternoon program will feature a two-hour sales clinic under auspices of the Broadcast Advertising Bureau. The NARTB banquet Thursday evening will close the convention.

Record 99 Exhibitors Buy Space At NARTB Chi Confab, May 23-27

WASHINGTON, May 8.—A record total of 99 exhibits will be displayed by members and associate members of the National Association of Radio and Television Broadcasters at the exposition of the 32d annual convention, May 23-27, C. E. Arney Jr., secretary-treasurer of the association, announced this week.

Arney said exhibits will be shown by equipment manufacturers, transcription companies, station representatives, news services, research organizations, serv-

ice organizations, and telephone and telegraph companies, all associate members of the NARTB, and networks who are members.

Companies exhibiting are: Equipment manufacturers: Adler Communications Laboratories; Alford Manufacturing Co., Inc.; Allied Radio Corp.; Altec Lansing Corp.; Ampex Corp.; Andrew Corp.; Berlant Associates; Blaw-Knox Equipment Division; Caterpillar Tractor Co.; Century Lighting, Inc.; Collins Radio Co.; Conrac, Inc.; Continental Electronics Manufacturing Co.; Dage Electronics, division of Thompson Products, Inc.; Allen B. Du Mont Laboratories, Inc.; Television Transmitter Division; Electro-Voice, Inc.; Elgin Metalformers Corp.; Federal Telecommunication Laboratories, television branch; Federal Telephone & Radio Corp.; Gates Radio Co.; General Communications Co.; General Electric Co.; General Precision Laboratory, Inc.; Gray Research & Development Co., Inc.; Graybar Electric Co., Inc.; Houston-Pearless Corp.; Hughey & Phillips, Inc.; Ideco Division, Dresser-Stacey Co.; International Business Machines Corp., time division; Kahlert Laboratories, Inc.; Kilglet Bros., Universal Electric Stage Lighting Co.; Machlett Laboratories, Inc.; Muscolor, Inc.; Phelps Dodge Copper Products Corp.; Philco Corp., government and industrial division; Prodelin, Inc.; Radio Corporation of America; Raytheon Manufacturing Co., Communication Equipment Sales; Rust Industrial Co., Inc.; Paul Schaefer Custom Engineering; Standard Electronics Corp.; Telechrome Sales, Inc.; Telepromoter Corp.; Television Specialty Co., Inc.; Tel-Instrument Co., Inc.; Tower Construction Co.; Willys Motors, Inc., electronics division. Film and program transcription companies: M & A Alexander Productions, Inc.; ABC Film Syndication; A-V Tape Libraries, Inc.; CBS Television Film Sales, Inc.; Flamingo Films; General Teledisco, Inc.; Harry S. Goodman Productions; Guild Films Co., Inc.; Harriscope, Inc.; Hollywood Television Service, Inc.; Lang-Worth Feature Programs, Inc.; C. F. MacGregor Co.;

Minot TV, Inc.; Motion Pictures for Television, Inc.; National Broadcasting Company, NBC Film Division; Official Films, Inc.; Old Scotchman's Scrapbook; Radio Corporation of America, RCA Recorded Program Services; RadiOzark Enterprises, Inc.; Screen Gems, Inc.; Sesac, Inc.; Sterling Television Co., Inc.; Television Programs of America, Inc.; United Television Programs, Inc.; Unity Television Corp.; World Broadcasting System, Inc.; Frederic W. Ziv Co.; Ziv Television Programs, Inc.

Station representatives: John Blair & Co.; Blair-TV, Inc.; Branham Co.; Henry L. Christal Co.; Harrington, Righter & Parsons, Inc.; H-R Representatives, Inc.; George F. Hollingbery Co.; Meeker Television, Inc.; National Television Associates, Inc. (TV film); the Bolling Co., Inc.; the Katz Agency, Inc.; Robert Meeker Associates, Inc.; Edward Petry & Co., Inc.; Venard, Rintoul & McConnell, Inc.; Weed & Co.

Networks: ABC Television Network; CBS Television Network; Du Mont Television Network; Mutual Broadcasting System, Inc.; National Broadcasting Company, Inc.

News services: The Associated Press; International News Service-TV department; Telenevs Productions, Inc.

Research organizations: A. C. Nielsen Co.

Service organizations: Keystone Broadcasting System, Inc.; Standard Rate & Data Service, Inc.

Telephone and telegraph companies: American Telephone & Telegraph Companies, long line department.

Additionally, there will be displays by the Broadcast Advertising Bureau; Broadcast Music, Inc.; the American National Red Cross; the National Guard; the U. S. Army and Air Force recruiting service; the United States Treasury Department Savings Bonds (bonds) Division, and several trade publications.

Heavy equipment exhibits will be centered mainly on the fourth floor of the Palmer House; transcription companies on the seventh floor, and networks and station representatives on the eighth floor. An exposition directory will be issued at the convention listing the room numbers of all the exhibits.

TED STEELE

Titan of WPIX Talks With Rivals

NEW YORK, May 8. — Ted Steele, who resigns his 18-hour-a-week stint over WPIX July 2, is talking contracts with WNBT, ABC-TV and WOR-TV here. In all three cases—alho Steele would prefer a weekly show—the stations are angling for across-the-board deals, with the entertainer dividing his time between their TV and radio outlets. This would seem to indicate some sort of a trend for local stations to build personalities that appeal to audiences in both media.

Meanwhile, Steele denies that his resignation from WPIX was sudden, pointing out that he gave the station oral notice on April 7 and written confirmation April 27. However, confusion exists among Steele's 60-odd participation sponsors, some of whom are puzzled by the fact that, in spite of Steele's announcement, WPIX continues to deny the entertainer's departure is for real.

Korda Quits Video Firm Over Policy

LONDON, May 8. — Motion picture exec Sir Alexander Korda has resigned from the board of Norman Collins' commercial-TV firm, Associated Broadcasting Company, on a disagreement over policy. Collins is going forward with plans to run sponsored TV here on the American pattern, with plugs fore and aft of programs.

Korda claims that method is now out of date and the public here should be serviced thru Telemeter, paying up to 50 cents for any program they want to see, without commercials. Korda is forming a company to push Telemeter, which he feels would be more to the British taste than visual ads.

FCC Issue Tele OK to Carpenter

WASHINGTON, May 8.—The Federal Communications Commission this week issued one TV grant, bringing total authorizations to 676, of which 568 are post-freeze grants, including 29 non-commercial, educational grants. With 67 grants canceled, outstanding authorizations now number 609. This week's grant went to Murray Carpenter and associates, Channel 2, Bangor, Me-

Rob't Saudek May Produce 'Omnibus' On CBS-TV in Fall

NEW YORK, May 8.—Indications this week were that Robert Saudek, director of the TV Workshop of the Ford Foundation, would produce "Omnibus" next season on CBS-TV. "Omnibus," of course, is a TV project of the Ford Foundation.

The show was produced this season by Fred Rickey, but he is likely to exit because it is the policy of the Ford Foundation to change producers every season. Rickey is already weighing several offers.

The probability is also likely that Andrew McCullough, the director of "Omnibus," will not return next season.

Meanwhile, CBS-TV wrapped up its first client for next season's show when Scott Paper renewed. The advertiser, along with Nash Kelvinator and Greyhound, sponsored the program all last season. Four clients are needed to sell out the show this year.

Asher to Handle 5 Colgate Shows

HOLLYWOOD, May 8.—Veteran director William Asher this week was reported to have been signed to produce and direct five of this summer's "Colgate Comedy Hour" programs which will originate from Hollywood via NBC-TV. Asher, regular director of the "I Love Lucy" telefilm series, will start with the July 10 show. He plans to present original book musicals and revues rather than strictly variety type shows, it was reported, and is currently talking to agency and sponsor executives on this plan.

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Vol. 66 No. 20

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Web TV Wins Advertisers' Purse In 5-Year Race; Mags Strong 2d

Continued from page 1

dia. Colgate, for example, was in fifth position among leading spenders in 1949. It is now in third place. Lever Brothers went back a notch from fourth to fifth spot. General Foods also moved back from third to fourth. R. J. Reynolds moved up four places from 11th to seventh position.

Gillette was 18th in 1949; it is now 10th. Swift was in the 13 spot and now is 21st among spenders. Scott paper, which was in 81st place, moved up 36 places to 45th position, primarily because of its video expenditures.

General Motors, which spent 11 out of \$15,000,000 on magazines in 1949, spent only 16 out of \$30,000,000, in 1953 on the same medium. TV consumes about \$8,000,000 of its advertising budget. And the same is generally true of Colgate, which uses the majority of its money for TV. Eleven out of the \$26,000,000 which it uses for advertising goes into TV.

In most cases, much of the shifting of positions among clients is because their TV time buying has added heavily to their budgets. And this trend is likely to continue as more and more new advertisers enter the medium, as for example, Dow Chemical, Reynolds Metals and others, which in a short time have started to spend large sums on network TV.

BREAKDOWN OF ADVERTISER SPENDING OVER PAST 5 YEARS

NEW YORK, May 8.—The following figures show the amazing impact that network TV has had on the nation's advertisers over the past five years. They also show the manner in which new money has been poured into advertising generally, the slight decrease in radio network billings and the increase in magazine spending. (For full details see accompanying story.)

	1949	1953
Total expenditures	\$680,682,779	\$1,060,925,449
Network TV	12,294,513	227,585,565
Network radio	187,800,329	160,524,544
Gen'l and farm mags	440,795,042	598,491,423

Toni Shift to NBC Nets Damages CBS, ABC

NEW YORK, May 8.—The ever widening ramifications of Toni's buy of "People Are Funny," both on NBC radio and TV, this week saw damage being done to CBS radio and ABC radio.

Toni has cancelled its two quarter hour sponsorship of the "Wizard of Odds" on CBS radio in the 3:45-4 p.m. strip and is also said to be close to dropping the Tennessee Ernie strip, 7-7:15 p.m., on the same web.

It has shared sponsorship with Manhattan Soap of both CBS shows. Manhattan has also bowed out of "Wizard" and is likely to do the same with Tennessee Ernie.

Toni last week kissed off two quarter hours of "Whispering

Streets," ABC radio daytime, and Gillette, the parent company of Toni, switched its Friday night fights from that web to NBC.

Funny People
This accumulation of Toni business at NBC and diminution of it at the other two networks is vitally tied in with the presentation of Sunday night 7 p.m. time period for "People Are Funny" to the sponsor.

The same show will be on NBC radio Tuesday night with Mars as a co-sponsor. The same deal incidentally was offered to CBS-TV and radio if it could find time for "People" on TV, but the network had already sold Sunday at 7 p.m. to Campbell Soup for "Lassie."

With the half hour of "People," and the three quarter hours of the fights, NBC continues to bolster its radio network for next season. Should that web get a few more half hours of commercial sales before the fall it will be in a position to challenge CBS radio's domination.

ABC radio, with its daytime line-up further impaired and its night time commercial programming at one of its lowest levels, suffered the most vital blow.

The web now is faced with a huge job if it is to replace the business it has lost recently and merely return to its level of the past season. Another vital ABC radio loss recently was Campbell Soup's 30-minute daytime strip version of "Grand Central Station."

OTHER NEWS OF TRADE IN BRIEF

Scrutan is replacing its CBS-TV Red Skelton show for the summer with a new Bert Parks audience-participation stanza, "Two in Love." Hazel Bishop has bought the Thursday 10-10:30 p.m. time period on NBC-TV for eight weeks this summer. It may use re-runs of "This Is Your Life" or a film series in that time slot.

Sheaffer Pens and Nescafe this week renewed CBS-TV's Jackie Gleason show for next season. Writer Mort Lewis, originator of "Public Defender," is off to Holland to head scenario department of Triangle Productions, on location there while shooting "Secret File, U.S.A."

The State of Minnesota cannot collect a 5 per cent gross receipts tax on admissions to theater telecasts of boxing bouts held outside the State, according to a ruling this week by the attorney general.

WBAP-TV, Fort Worth, Tex., will present a two-hour live color show. Broadcaster Edward Lamb is offering a reward of \$10,000 to anyone who can disprove his sworn affidavit that he is not and never has been a member of the Communist Party or of any other un-American or subversive organization.

The three-year fight for Denver's Channel 7 flared anew this week when the Denver Television Company, headed by John Wolfberg, attacked the proposed sale of KLZ-TV to Time Magazine.

Rivet Productions has bought radio-TV rights to Col. Maurice J. Fitzgerald's "Handbook of Criminal Investigation" from Greenberg, Publisher. WFGP-TV (UHF), Atlantic City's only TV station, is seeking to suspend telecasting on May 17. Mayor Robert Wagner will address the Radio and Television Executives Society Luncheon meeting at the Hotel Roosevelt next Thursday (13) on the subject of keeping New York as the radio-TV industry's major headquarters.

KTLA, Los Angeles, is telecasting what it calls the West Coast's only simultaneous "live" coverage of the Army-McCarthy hearings. The station is transmitting stills of the hearing principals while sending on audio ABC-Radio's network feed of the hearing.

UCE INKING NAMES IN PAINT-SET MDSE. DEAL

HOLLYWOOD, May 8.—Top Hollywood star personalities, principally in TV, are being signed by the newly formed Universal Celebrity Enterprises Corporation for

a celebrity series of paint-by-number oil paint sets in a new merchandising tie-up with the stars and their programs.

Universal was formed by Max Lutz "to act as merchandising and licensing agents for famous celebrities to national advertisers and industry." Lutz, well-known agent here, is president of the new firm; Al Rudolph is treasurer and attorney, Jerry Rolston is vice-president and secretary.

Universal has been appointed exclusively by Palmer Paint Company, Detroit, to sign the top stars for the celebrity series. Already placed under exclusive contract for the plan are Bing Crosby, Bob Hope, Dinah Shore, Librace, Lawrence Welk, Frankie Laine, Jo Stafford and Nat (King) Cole. Other personalities will be drawn from the worlds of sport, stage, motion pictures, radio and fashion, Lutz said.

For the present, the merchandising set-up will predominate, the kits retailing for \$2.50. However, Lutz added, the paint-by-number sets, a vogue that last year catapulted to an \$80 million industry, will be used as premiums by sponsors in conjunction with shows starring the personalities. The sets are so manufactured to permit fans to paint their favorites in oil.

R&H SHOW FOR GENERAL FOODS HIT RECORD 74.6

NEW YORK, May 8.—The two-hour Rodgers and Hammerstein show celebrating General Foods' 25th anniversary on March 28 probably had the largest audience of any single show business event in the history of the world. According to the Nielsen TV Index, the show was caught in 21,060,000 homes. Top shows in that slot (Sunday, 8-10 p.m.) usually get three viewers per set, which means that R&H probably hit 62,000,000 people, more than one-third of the nation. Even with a rating of 74.6, the cost per thousand was quite high. Figuring a nut of \$500,000, it probably cost General Foods \$25 per thousand homes.

AT&T Okays to Extend Texas Net TV Service

WASHINGTON, May 8.—The Federal Communications Commission this week granted the American Telephone & Telegraph Company construction permits for two microwave relay radio stations which will extend network TV service from Lamesa, Tex., on the Dallas-Los Angeles coaxial cable route to Stations KCED-TV and KDUB-TV, Lubbock, Tex.

AT&T applied for seven similar stations to extend interstate TV network service from Minneapolis, Minn., to KXJB-TV and WDAY-TV, Fargo, N. D. AT&T told the FCC that the Lamesa-Lubbock

relay is to cost \$320,000 while the Minneapolis-Fargo relay will cost \$1,400,000.

and radio shows, movies and other adaptations.

Kirby's complaint, however, is filed in court, where he has asked for a jury trial. His \$250,000 demand is based on "work performed and on prospective prorate share of the profits from all adaptations, the complaint says. Kirby says his only reason for having the suit filed at the reception was because that was the only place the trio could be reached in D. C.

Auto Makers Are Best Clients Of Closed Circuit Theater TV

NEW YORK, May 8.—Following thru on a trend which within the past few months has seen the emergence of auto manufacturers as major users of closed circuit theater TV, Chrysler Corporation this week finalized plans for a 26-city closed circuit airing to its dealers on May 27.

The Chrysler show, which will be picked up in 20 theaters and six hotels, will be handled by Box Office Television, Inc. It follows on the heels of a 39-city theater telecast that BOTV put on this week (3) for Ford, the second such use of theater TV that Ford has made this year. Its first show hit 33 theaters on January 28. Dodge, on January 22, started the auto manufacturers off on their current closed circuit binge with a 15-city dealer show produced by ABC-TV and screened in some web studios and also booked into some theaters by Theater Network Television.

The rapid growth this year of closed circuit theater TV for industrial sessions is in marked contrast to the medium's snail-like pace in the field of box-office entertainment. Altogether a total of eight industrial shows have hit the large TV screens in rapid succession since January 1, not a

single entertainment event has seen the light of a closed circuit during this time.

In addition to the above named auto firms, other industrial outfits that have put on their own closed circuit shows this year are National Dairy, Pan American Airways, Pellon Corporation, Sheraton Hotel Corporation and American Management Association. Additionally, TWA, Railway Express and Ballantine Beer got a taste of closed circuit with a 15-minute show which each firm put on as part of the Sheraton telecast. Also, such industrial giants as U. S. Steel, IBM, National Cash Register, A.T.&T., Remington Rand and Burroughs each got a similar exposure to the medium as participants in the all-day TVcast.

TNT is currently putting the finishing touches to plans for at least two more upcoming closed circuit events, details of which are expected to be announced within a few days.

Part of the reason for the medium's recent widespread acceptance by industrial organizations is the increased scope and flexibility it now offers them. Although the number of theaters equipped with large screen TV equipment

has remained unchanged (about 100), additional outlets in the form of hotels, TV studios and other theaters have been made available. This is largely due to the efforts of BOTV in making use of portable equipment which can be set up in short order almost anywhere. BOTV currently has 30 such pieces of portable equipment ready for action.

Partly as a result of this factor, BOTV has been able to gobble up the lion's share of the industrial closed circuit business thus far this year. Of the eight shows produced since January 1, BOTV has put on five, while its older rival, TNT, has produced only three. The Chrysler May 27 show will put an additional notch in BOTV's belt.

Of the six hotels that will be used as outlets for the Chrysler dealer show, four of them belong to the Sheraton chain, which has installed permanent large screen equipment in New York, Boston, Detroit and Chicago. The telecast will be presented from 12 noon to 1 p.m., EDT.

The cost to a firm of putting on a closed circuit industrial session ranges from less than \$1,000 to more than \$2,500 per outlet, depending on various factors.

FANCY PRESS GAG

'Secret Service Agent' Rolls Despite 250G Suit

WASHINGTON, May 8.—Film shooting on a new TV series to be called "Secret Service Agent" is under way despite a \$250,000 lawsuit slapped on the show's three Hollywood producers here this week in what looked like the fanciest public relations gag this publicity-conscious town has witnessed in years.

The three producers, William F. Brody, Al Gannaway and actor Broderick Crawford, learned of the suit during a press reception thrown for them Thursday night (6) at the fashionable Woodner Hotel by Washington public relations man Edward M. Kirby, who brought the lawsuit against them.

Kirby, a former Army colonel, is suing for breach of contract, contending in a complaint filed in District Court here that Crawford, Brody and Gannaway had contracted with him to gain Treasury Department consent to display the Secret Service Badge in TV pictures and to use material from closed files of actual Secret Service cases as the basis for making TV

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ABC to Shift Bolger to Fri. Comedy Line-Up

NEW YORK, May 8.—ABC-TV is placing stronger emphasis on comedy in its Friday night line-up with a decision this week to shift its filmed Ray Bolger show to the 8:30-9 p.m. slot on that night. The bow-out of American Tobacco Company as alternating sponsor of the series makes the move, planned for early July, feasible.

The Bolger show is currently seen Thursday nights, 8:30-9, EDT. In moving to Friday night, the stanza will replace "Pepsi-Cola Playhouse," which will switch to Sunday, 7:30-8:00 p.m.

The web has had its heart set on slotting the Bolger stanza into its strong Friday night line-up right from the start, but American Tobacco nixed the idea because it was already getting Friday night exposure on NBC-TV's "Big Story."

The net this week, meanwhile, pulled in a brace of sponsor renewals, including Hotpoint on "Ozzie and Harriet," Realemon on John Daly, Dodge on "Break the Bank" and Danny Thomas, and Derby Foods on "Sky King."

Hygo Places 'Big 10' Pix in 28 Markets

NEW YORK, May 8.—Hygo TV Films, Inc., has sold its "Big Ten" package of feature films, which it acquired in March from Chesapeake Industries, into 28 markets so far. More than half of the deals are reported to have been made with sponsors for the first run, with the stations picking up subsequent runs.

The pictures have also been getting brisk theatrical business. Under Hygo's contract, some of them have already played dates in cities in which they have now been sold to TV.

Thru the South theaters are being guaranteed a year's protection against TV showings.

Among the sponsor sales are the Chevrolet Dealers, KCOP, Hollywood; Golden State Dairy, KRON, San Francisco; Courtesy Motors, WGN, Chicago; Schlitz Beer, WTMJ, Milwaukee; Gunther Beer, WMAR, Baltimore, and Schmidt's Beer, WPTZ, Philadelphia. The first sale of the package was to WCBS-TV here.

COLOR ERA YEARS OFF?

MPTV Thinks So, Calls Halt to Chrome Series

NEW YORK, May 8.—Motion Pictures for Television, Inc., is pulling back on its color plans

QUICK TAKES

H. J. Eellis, formerly sales manager for the Los Angeles Drug Company, has joined Television Programs of America as an account exec. . . . Jack Webb, director-star of "Dragnet," has set plans for a 30-day personal appearance tour in connection with Warner Bros. feature length film of "Dragnet."

Edward L. Gershman, Academy Pictures proxy, staged a showing of animated commercial TV spots in both black and white and color for the trade press and agency people at the new studios located at 588 Fifth Avenue, New York.

"Motor Scooter," first in the "Father Knows Best" series being produced by Eugene B. Rodney for Screen Gems, rolls this week at Columbia. . . . The National Board of Fire Underwriters has released a 15-minute film, entitled "The Wind and the Fury," which shows the dreadful effects that tornadoes have on life and property.

COLLINS A FAST MAN WITH PIX

LONDON, May 8.—Czar-to-be of commercial TV here (when it comes in) is Norman Collins, an ex-BBC director of television, who is currently dancing rings round heavy-handed BBC brass. A recent Collins move proves the groggy state BBC is in, with viewing figures spiraling downward and its campaign to oust ad men from future TV here beginning to bounce back on them.

Collins, who has been stockpiling 30-minute TV-films against the day when sponsored programs will finally roll here, has now sold three of these pilot pictures to the BBC, including one which BBC viewers have seen twice already!

Studebaker Near to TV

NEW YORK, May 8.—At long last Studebaker Motors is about to get into the network TV act. The motor car company is said to be shopping for a half-hour summer time period as its initial venture into the medium, which most likely would be used for a film show.

The Studebaker TV debut is said to be the result of pressure exerted by Paul Hoffman, one of its chief execs, on other members of the board of the company.

DISNEY REVEALS TV PLANS

To Spotlight Properties, People; Animation Integrated With Live

By ED VELARDE
HOLLYWOOD, May 8.—Walt Disney said this week that he will use the services of four complete production crews in the filming of his hour-long shows for the ABC-TV network, which he now is in the process of preparing.

The veteran film producer revealed for the first time in an exclusive interview with The Billboard plans for the Disney television series, which will be aired starting this fall for an eight-year period.

"People, I believe," Disney said, "are interested in what Disney production has been doing. Therefore, I propose to spotlight Disney properties and Disney people." Name talent, as such, will be but a secondary consideration.

Half-Hour Drama Staple of TV Programing; Here's Proof:

Short Format Not Only of Universal Popularity, But Also a Money-Maker

By GENE PLOTNIK

NEW YORK, May 8.—Production of half-hour dramatic anthologies, one of the most lucrative staples of TV film syndication, is expected to continue at a steady pace over the next year. Between now and the end of the summer of 1955, at least 150 more dramatic segments are expected to go into syndication, tho this figure might well turn out to be over 250.

At the present time, there are over 1,000 miscellaneous dramatic shows in distribution. This compilation includes series in which a name host acts in intermittent installments, such as Adolph Menjou in "Favorite Story" and Douglas Fairbanks in "Douglas Fairbanks Presents."

The dramas now in circulation, handled by 11 different distributors, represent slightly more than four years of production activity, which makes 250 about par for a year.

Based on past experience, two new groups that will definitely be available for re-run sale a year from now are "Ford Theater" and "Pepsi Cola Playhouse," the former from Screen Gems and

the latter from MCA. Both sponsors have recently signed renewals for next season. These two groups will account for 39 segments each.

The J. J. Heinz Company is reportedly close to a deal with MCA for a half-hour dramatic show which it will sponsor next season in some 30 markets. MCA-TV would then be expected to syndicate the series in open markets. This production would account for at least another 26 stanzas.

Flamingo Films has closed a deal with Intercontinental TV for production of an anthology in Europe, with shooting to begin shortly. Flamingo is also now putting into syndication the 29 dramas that were first run in 1952 as "Jewelers Showcase." The 1953 group from "Jewelers Showcase" is currently in distribution by Television Programs of America as "Your Star Showcase."

Other Candidates
The five series just mentioned account for 159 segments. But there are a number of other candidates. There appears to be a strong likelihood that Official Films will put "Four Star Playhouse" into syndication in the

fall. There are at least 52 segments in this one.

There is additional production of the "Schlitz Playhouse of Stars" and Procter and Gamble's "Fireside Theater," which will undoubtedly go into syndication sooner or later, accounting for another 52 at least. Further, MCA will make 13 half-hour films for General Electric (CBS-TV, Sun- (Continued on page 38)

Ziv Lists Ten New Additions To Sales Staff

NEW YORK, May 8.—Ziv-TV this week revealed the names of 10 sales reps it had hired in the past couple of months. These were in addition to the three new men covering New York. Ziv-TV's total sales force is now estimated to be between 60 and 65 men, still the largest full-time staff in the business.

Meanwhile, three regular salesmen have been upped to the post of spot sales manager in their divisions. Phil Williams and Joe Kotler have been given that title in the Central Division, and Jack Gaaney in the Eastern Division.

The new salesmen in the East are William Hooper for Upstate New York, Guy Vaughn Jr. for the Carolinas, and George Oliviere for Virginia. All three were former station men.

In the Central Division, the new men are Len Hensel out of Memphis, Barney Broiles out of Dallas, Jim Delaney out of Houston, Bob Block out of Kansas City, Lynn Knox out of Louisville and Marion Stoneking in Milwaukee. Stoneking recently resigned as sales manager of KFLO-TV, Sioux Falls, S. D. Hensel and Knox were formerly station salesmen in their regions. The other three are out of newspaper and airline sales.

In the West, the new man is Jack Stafford, formerly of KLAB, Los Angeles. The New York additions are Ed Benedict, George Brown and Dick Hamburger. They report to I. E. Showerman, New York sales manager.

and construction of Disneyland, which also will be used in the filming of the programs. He proposes, he said, to do this entertainingly, as for example, by showing a drawing board map, then animating how a particular facet of Disneyland will operate when completed.

The Disney series is selling as an hour-long weekly package, with time and talent costing \$4,516,870 for 52 weeks to any sponsor who picks up the entire bundle. This consists of 18 "Disneyland" films and eight repeat airings, which will run alternate weeks with "This Is U. S." and an unselected opus which will run thru the summer of 1955. The 8-9 p.m. Wednesday time is ticketed for the show starting late in October.

New Flamingo Firm Does 400G in Sales

NEW YORK, May 8.—Flamingo Films has closed over \$400,000 in sales in the three weeks it has been in business. The firm, which is owned and run by the Harris Group, has definite deals for four more packages, and has made a few additions to its sales staff.

The four upcoming series are a 15-minute science-fiction strip being produced by Marion Parsonnet, a 30-minute dramatic anthology to be produced in Europe by Intercontinental Television and Tony Bartlett, a full hour dramatic anthology to be produced in Rome by Marion Gerring, and "The American" starring William Lundigan, being produced in Hollywood by Superman, Inc.

Titles on the first three have not been determined yet. Parsonnet has completed shooting on about 15 segments of the science-fiction show.

The sales include deals on "The Beulah Show" with KABC-TV, Hollywood, and WXYZ-TV Detroit, and an estimated \$75,000 billings on sundry shows thru Texas. The total does not include the 25-market deal with Dixie Cup for "Cowboy G-Men," which

Sy Weintraub closed before Flamingo was set up on its own.

Flamingo this week took on two salesmen to cover the South. They are Fred Meyers and Arnold Severeid.

Princeton to Shoot 'Trooper'; Jones, Olmstead on Board

NEW YORK, May 8.—The Princeton Film Center this week signed papers with the New Jersey State Police to obtain the latter's co-operation in the production of a half-hour TV film series to be titled "State Trooper."

Gordon Knox, head of Princeton, said the show would be a documentary-style adventure and would avoid the usual cops-and-robber cliches.

Meanwhile, Martin Jones and Henry Olmstead were voted to the board of directors of PFC.

Knox, Jones and Olmstead are also the principals of Television Producers, Inc., which has a new half-hour adventure film show titled "The Resolute" based on the Marine Corps. The show is being peddled by the William Morris agency.

Hall Re-Signs For 'Ramar'

HOLLYWOOD, May 8.—Jon Hall this week renewed his contract with Television Programs of America to star for two more years in TPA's "Ramar of the Jungle" telefilm series. Leon Fromkess, executive producer, said Hall would star in another 204 episodes. Hall has already completed 52 episodes.

Meanwhile, Fromkess also revealed that Mitchell J. Hamilburg has been inked to handle all merchandising franchises in conjunction with the series. He announced that to date 67 manufacturing firms have been signed to make "Ramar of the Jungle" products tying in with the series. Products include games, comic books, cartoon strips and records.

Gedney Joins MPTV

NEW YORK, May 8.—Dick Gedney this week joined the film syndication division of Motion Pictures for Television to work out of the New York office. Gedney was formerly Western sales manager for Consolidated TV Sales and before that worked out of the Chicago office of United Television programs.

Color Film Reports Given at SMPTE

By SAM CHASE

WASHINGTON, May 8.—When filming for color TV, the subject-lighting contrast should always be set on the order of two to one unless conditions are highly unusual. This was the recommendation of F. Percy and T. Gentry Veal, of Eastman Kodak Company, to the 75th semi-annual convention of the Society of Motion Picture and Television Engineers here this week.

The duo, in a paper prepared for delivery here yesterday (7), further recommended that backgrounds for color TV films, especially, be lighted brightly enough to give a real sense of depth to a scene, regardless of the type of photographic material or TV film camera used, or whether a flying spot scanner is used. Adoption of masking techniques in transmission for purposes of improving the purity of colors will not alter these recommendations, they said.

Theater TV in the color era was discussed by Ralph V. Little Jr., of RCA-Victor. Little said that the only system which seems adaptable to present color TV standards is one using three separate projection optical systems, one each for red, blue and green.

The three images are superimposed for the final results. The biggest problem facing the medium, Little said, is that of equipment cost, since it involves purchase of three kinescopes and their optical systems.

New Projector

Otto Wittel, of the Eastman Kodak Camera Works, described the new Eastman 16-mm. continuous projector for color TV, which has an f. 1.6 aperture. It has an optical compensator using

Set Nesbitt for Dudley Series

HOLLYWOOD, May 8.—John Nesbitt, creator of "The Passing Parade," this week was signed by Carl Dudley, president of Dudley Pictures, Inc., and Dudley Television, Inc., as star of a new television series based on subjects in "The Book of Knowledge," whose TV rights recently were acquired by Dudley.

The producer-writer-narrator was to huddle with Richard Goldstone, Dudley's vice-president in charge of production, who will produce the series, and with Dudley. Nesbitt is a five-time Academy of Motion Pictures Arts and Sciences winner for his work on the "Passing Parade" produced at M-G-M.

"The Book of Knowledge" series, it was said, will include subjects that will be handled thru straight dramatics, narration, cartoons and special photography.

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two semi-circular rotating and tilting mirrors and a collimating lens. Other firms, such as RCA, Du Mont and Motorola, are manufacturing similar projectors.

Other papers bearing on TV were delivered by John V. L. Hogan, on the early days of TV; Richard S. O'Brien, of CBS, on staging and lighting practices for color TV at his web; H. M. Gurin, of NBC, on color TV light sources; James L. Lahey, of Dage Electronics, on vidicon cameras for film and studio use; F. C. Grace, of Du Mont, on the electronic shutter in TV film pick-ups; Sherman Atwood, of NBC, on color TV mobile units, and by E. D. Goodale, of NBC, on color kinescope records.

The last talk described the method developed for color kine at NBC and featured a public demonstration, as described in The Billboard's issue of May 1.

PREMIUMS

MCA Lines Up Wares For Shows

NEW YORK, May 8.—MCA-TV has lined up over 25 different premiums for its current shows. The list includes a number of innovations, as TV premiums go, especially in the field.

For "Biff Baker," the distributor is offering a Pan American Airways travel bag such as is used by PAA crews, and a camera with flash attachment. For "Follow That Man," sponsors can get a tobacco pouch and jewelry based on the pointing hand design that has earmarked MCA-TV's promotion of the series.

Available for "I'm the Law" is a table lighter, modeled after a gun, and a wallet and pen set.

In the cheaper vein, MCA-TV has arranged for heavy paper shopping bags and canvas aprons. In addition, the distributor has a full line of kiddie premiums for "Abbott and Costello" as well as the others. These include yo-yos, balloons, puppets, book jackets, and badges.

The premiums were lined up by John Newman, MCA-TV's promotion-merchandising manager. The items will be offered to the shows' sponsors in the next couple of weeks.

NEWS REVIEW

Pall Mall Commercial in Pathecolor Hits Mark

WASHINGTON, May 8.—The first public exhibition of a color TV commercial via large screen took place here unannounced this week, during the 75th semiannual convention of the Society of Motion Picture and Television Engineers. The film, a Pall Mall cigarette commercial shot by Film Counselors in Pathecolor and processed by Pathe Laboratories, created considerable stir among the stolid crowd of engineers who witnessed the showing.

Two factors contributed to strong impression made by the film. First, it was part of a demonstration of a new Xenon arc lamp in a shutterless film projector. To show the vastly increased light this lamp throws, two prints of the same film were run simultaneously on two projectors, one using the standard

McGILL OFFERS PUBLICITY CLIPS

DETROIT, May 8.—Specially prepared publicity clips for use on filmed news programs are being offered as a new service development by Snuffy McGill, veteran press and show business photographer. McGill, who specializes today in public relations work, is offering his clients movie coverage along with stills on assignments he shoots for them, channeling the stills thru the usual press channels, and directing the news clips to stations having suitable programs.

Content and format are in each case presented as straight news, with no plugging for his own client as such beyond the inherent news value so that the films can find acceptance on sponsored news programs.

Heinz Verges On Big Video Moves In Fall

NEW YORK, May 8.—The H. J. Heinz Company is due to move into TV in a big way next season, both network and spot. The food company is reported to be planning to spot book a series of half-hour dramatic films in some 30 markets. It is understood that the show will be produced by Revue Productions, which would make it available for syndication to the rest of the country by MCA-TV.

Heinz has also bought into NBC-TV's "Home" to the tune of \$500,000. The order is for three participations a week for 26 weeks. NBC-TV has wrapped up over \$2,000,000 gross sales on "Home" in two months and has a total of 16 sponsors for the show.

Pic Series for Thelma Ritter

NEW YORK, May 8.—A new half-hour vidfilm series, starring Thelma Ritter as female detective Hildegarde Withers, is now in preparation by Jack Beekman and Henry Leeds. Scripts are being written by Draper Lewis and Ralph Rosenberg.

The series will be produced by Beekman-Leeds Productions at the Hilton Sound Stage Studios here.

lamp and one the Xenon arc. The latter threw so much brighter and clearer a picture that after the first few moments, most of those present followed only the Xenon picture.

The Pall Mall film also drew comment because its showing followed that of a similar split-screen showing of Rita Hayworth's dance of the seven veils from the theatrical film, "Salome." That pic, filmed in Technicolor, was shown first and the Xenon process got the big reaction. However, when the Pall Mall commercial was screened, the sharpness, clarity and brilliance of the Pathecolor print of the commercial took the play away even from the Xenon lamp's performance.

The commercial, which previously has been aired in black and white, showed a couple in costume exiting from the throng at a masquerade ball, and relaxing with a smoke. Close-ups of the man and woman, and of the Pall Mall package, were among the most lifelike yet seen. The texture of the woman's face could almost be felt.

Probably it must be attributed to the processed used, but consensus was that the showing made the anonymous girl in the commercial look more real and more attractive than Rita—even after the latter got down to her last veil.

Pall Mall's ad agency is Sullivan, Stauffer, Colwell & Bayles. Sam Chase.

THE BILLBOARD SCOREBOARD

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

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

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

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

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

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

April ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
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COLUMBUS 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

15.3	28.0	†Superman—Adv.—Kellogg Co.	WBNS—W, 6:00-6:30	19.8
		Top Opp. & Rating: Comedy Carnival		2.3
6.7	16.7	Rocky Jones, Space Ranger—Adv.—UTP	WBNS—T, 6:00-6:30	14.5
		Top Opp. & Rating: Comedy Carnival		—

Sign-On to 7 p.m.—Saturday and Sunday

24.3	28.8	†Cowboy G-Men—West.—United Artists	WBNS—S, 6:30-7:00	39.4
		Top Opp. & Rating: Midwestern Hayride		14.1
23.7	26.4	†Wild Bill Hickok—West.—Kellogg Co.	WBNS—S, 6:00-6:30	29.5
		Top Opp. & Rating: Feature Film		3.1
9.7	11.7	†Captain Midnight—Adv.—Wander Co.	WBNS—S, 11:30-12:00	16.4
		Top Opp. & Rating: Secret Files of Capt. Video		—
8.7	5.0	Drew Pearson—News—MPTV	WTVN—Su, 6:00-6:15	23.7
		Top Opp. & Rating: Meet the Press		—
2.7	—	Fulton Lewis Jr.—News—UTP	WBNS—Su, 2:00-2:15	20.1
		Top Opp. & Rating: Schiff's Showboat		—
2.3	2.7	Royal Playhouse—Drama—United TV	WBNS—Su, 3:00-3:30	24.3
		Top Opp. & Rating: Sunday Showboat		—
1.7	1.9	†Johnny Jupiter—Child.—Hawley & Hoops	WLW—C—Su, 2:00-2:30	19.6
		Top Opp. & Rating: Schiff's Showboat		—
1.0	—	Paul Killiam—Misc.—Sterling TV	WBNS—Su, 5:15-5:30	31.4
		Top Opp. & Rating: Super Circus		—
0.7	1.2	Animal Time—Child.—Sterling TV	WTVN—S, 10:15-10:30	13.7
		Top Opp. & Rating: Cartoons and Cowboys		—

7 p.m. to Sign-Off—Monday thru Sunday

31.0	23.5	†Death Valley Days—West.—Pacific Borax	WBNS—Su, 9:30-10:00	62.4
		Top Opp. & Rating: Television Playhouse		21.5
29.8	30.6	†I Led Three Lives—Adv.—Ziv TV	WBNS—T, 9:30-10:00	59.0
		Top Opp. & Rating: TV Hour		14.8
25.3	26.9	Cisco Kid—West.—Ziv TV	WBNS—F, 7:00-7:30	35.3
		Top Opp. & Rating: TV Soundstage		5.7
24.6	34.8	Liberace—Music—Guild Films	WBNS—W, 7:00-7:30	30.8
		Top Opp. & Rating: American Wit and Humor		3.0
20.6	20.3	All Star Theater—Drama—Screen Gems	WLW—C—F, 9:30-10:00	50.5
		Top Opp. & Rating: Marathon Theater		17.8
18.3	—	Mr. District Attorney—Adv.—Ziv TV	WLW—C—W, 10:30-11:00	46.0
		Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot		19.5
17.8	19.4	†Captured—Mys.—NBC Film	WBNS—Su, 10:00-10:30	52.3
		Top Opp. & Rating: Loretta Young		25.5
15.3	14.2	Sports Spot—Sports—Tel-Ra	WBNS—W, 10:45-11:00	42.3
		Top Opp. & Rating: Mr. District Attorney		18.3
12.8	12.5	Badge 714—Adv.—NBC Film	WLW—C—M, 10:30-11:00	43.1
		Top Opp. & Rating: Studio One		—
12.8	—	†Eversharp TV Theater—Drama—Eversharp Co.	WLW—C—Th, 7:00-7:30	24.7
		Top Opp. & Rating: Three Star Final; News		—
11.3	26.0	†City Detective—Mys.—MCA-TV	WBNS—F, 10:00-10:30	64.7
		Top Opp. & Rating: Cavalcade of Sports		—
11.0	19.8	Boston Blackie—Mys.—Ziv TV	WLW—C—T, 10:30-11:00	42.0
		Top Opp. & Rating: See It Now		—
6.1	9.1	Dangerous Assignment—Adv.—NBC Film	WTVN—Th, 10:30-11:00	36.8
		Top Opp. & Rating: Mr. and Mrs. North		—
4.0	8.8	Greatest Drama—Docum.—Gen'l Teleradio	WLW—C—T, 7:15-7:30	19.7
		Top Opp. & Rating: Outdoors With Ohio Federal		—
3.0	4.2	American Wit and Humor—Misc.—March of Time	WLW—C—W, 7:00-7:30	30.8
		Top Opp. & Rating: Liberace		—

CHICAGO 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

13.5	21.2	Gene Autry—West.—CBS Film	WBBM—M-F, 5:30-6:00	24.2
		Top Opp. & Rating: Close-Up		—
6.9	8.3	Close-Up—News—Guild Films	WNBQ—M-F, 5:30-6:00	24.2
		Top Opp. & Rating: Gene Autry		—
5.7	—	The Playhouse—Drama—ABC Film	WBKB—Th, 10:30-11:00	13.8
		Top Opp. & Rating: Strike It Rich		—
4.0	2.7	Rocky Jones, Space Ranger—Adv.—United TV	WBKB—Th, 5:15-5:45	26.6
		Top Opp. & Rating: Elmer the Elephant; Gene Autry		—

Sign-On to 7 p.m.—Saturday and Sunday

25.8	22.7	†Superman—Adv.—Kellogg Co.	WBKB—S, 5:00-5:30	32.0
		Top Opp. & Rating: Frontier Playhouse		2.7
23.0	19.2	Annie Oakley—West.—CBS Film	WBKB—Su, 2:00-2:30	28.6
		Top Opp. & Rating: City Desk		3.3
21.7	15.7	†Wild Bill Hickok—West.—Kellogg Co.	WBKB—Su, 1:30-2:00	26.4
		Top Opp. & Rating: Feature Film		2.7
20.8	24.3	Cisco Kid—West.—Ziv TV	WBKB—Su, 5:00-5:30	32.1
		Top Opp. & Rating: Meet the Press		6.3
20.1	15.1	Cisco Kid—West.—Ziv TV	WBKB—S, 4:30-5:00	23.8
		Top Opp. & Rating: Nature of Things		2.0
14.0	10.8	Ramar of the Jungle—Adv.—TPA	WBKB—S, 4:00-4:30	18.1
		Top Opp. & Rating: Basketball; Matinee		—
11.0	11.0	†Captain Midnight—Adv.—Wander Co.	WBKB—Su, 3:00-3:30	25.0
		Top Opp. & Rating: Juvenile Jury		—
9.1	7.1	†Johnny Jupiter—Child.—Hawley and Hoops	WBKB—Su, 12:00-12:30	18.3
		Top Opp. & Rating: Action Theater		—
3.3	4.7	†Adventures of Blinky—Child.—Amer. Maize Prod.	WBKB—S, 10:30-10:45	17.7
		Top Opp. & Rating: Rocket Ranger		—

7 p.m. to Sign-Off—Monday thru Sunday

20.0	15.7	Sports Spotlight—Sports—Tel-Ra	WBBM—W, 9:45-10:00	62.6
		Top Opp. & Rating: Liberace		19.5
19.5	16.6	Liberace—Music—Guild Films	WGN—W, 9:30-10:00	64.2
		Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot		23.8
19.0	18.0	Inner Sanctum—Mys.—NBC Film	WNBQ—S, 10:00-10:30	46.6
		Top Opp. & Rating: Wrestling		10.4
18.7	22.5	Badge 714—Adv.—NBC Film	WGN—T, 8:00-8:30	64.3
		Top Opp. & Rating: Make Room for Daddy		22.0
17.1	—	Life of Riley—Comedy—NBC Film	WBKB—T, 10:00-10:30	43.5
		Top Opp. & Rating: Weatherman; News		13.0

CUT COSTS WHILE BUILDING CLIENTS

Sioux Falls Station Finds Answer In Its Own 'Live Film' Programing

SIOUX FALLS, S. D., May 8.—A local station's own film production operation can cut cost and build business, according to Joe Floyd, head of KELO-TV here.

station can be and is operated by one man from 6 p.m. to midnight. Floyd, who calls his technique "live film," asserts that for his purpose film production is incomparably cheaper than live.

of an afternoon ladies' auxiliary picnic on the air the same evening. Floyd has put a local lab in business and has continuous first call on its services.

KELO-TV puts its news, weather and special events shows on film. In addition the station carries almost all its network shows by kine.

Other Advantages Furthermore, the station is able to cover remote special events by film camera that it couldn't even think of getting to with a live remote unit.

For the station's evening weather show, the announcer on camera demonstrates the weather map drawn up and filmed during the day.

TV Ad Bureau Boosts Its Membership to 38

NEW YORK, May 8. — Five more key TV station organizations this week joined the Television Advertising Bureau, bringing its number to 38.

however, will work on a proposed charter and bylaws and a preliminary program designed to fit the needs of the industry.

New members are Chris Witting, president of Westinghouse Broadcasting, Inc.; Edwin K. Wheeler, general manager of WWJ-TV, Detroit; J. M. Higgins, general manager of WTHI-TV, Terre Haute, Ind.; Don Davis, president of WHB-TV, Kansas City, Mo., and Charles Crutchfield, vice-president and general manager of WBT-TV, Charlotte, N. C.

A major drive will be to get more advertiser dollars into the medium. Neville Miller, former president of the National Association of Broadcasters, this week was named special legal counsel to the TVAB.

Flight Lore Firm Formed

The first full meeting of the TVAB's organizing committee will be held the week of May 14 at the Palmer House in Chicago.

CHICAGO, May 8.—A new TV film firm, Flight Lore, Inc., has been formed here for the specific purpose of producing a new filmed TV series, "Age of Flight," designated for release next spring.

The organization committee,

Plans for syndication of the series are completed and tentative arrangements have been made for sponsorship and network release. Administrative headquarters are located at 915 Elmwood in suburban Evanston. Shooting will be done on location across the country, with assembly being completed in Hollywood.

Warren Joins Modern

Academy Does Ballantine Pix

NEW YORK, May 8.—Academy Pictures, Inc., has completed production of two animated spots for P. Ballantine & Sons, which the sponsor is planning to use with the baseball games.

HOLLYWOOD, May 8.—Hamilton Warren this week joined the TV division of Modern Talking Pictures Service, Inc., as assistant manager. He resigned as head of the film distribution department of Filmcraft Productions to accept the new post.

Connie Haines In Guild Skein

HOLLYWOOD, May 8.—Thrush Connie Haines this week was signed as the female vocalist to appear in the new telefilm series to be produced by Guild Films and starring Frankie Laine.

Deal, set thru the personal management firm of Gabbe, Lutz & Heller, calls for Miss Haines to appear in 78 half-hour films.

Advertisement for NARTB featuring a cartoon character and the text: say fellows! ... another year has gone by and the NARTB convention is with us again. REMEMBER THE MM CALENDAR? Watch for this space in the next issue ... a special announcement of great interest to you and your sponsor.

(Continued on page 8)

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

NEW YORK 7 STATIONS

Table listing TV programs for New York stations, categorized by sign-on times: Sign-On to 7 p.m.—Monday thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, and 7 p.m. to Sign-Off—Monday thru Sunday.

PILOT FILMS in PRODUCTION

Since March 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Title, Program Type, Producer, Star, Running Time, Shooting Dates, Production Target Date, How Selling. Includes entries for DENMAC PRODUCTS, JEWELL RADIO AND TELEVISION PRODUCTIONS, McCADDEN CORPORATION, SCREEN GEMS, INC., SCRIPTURE FILMS, TELEVISION SNAPSHOTS, INC., and YOUNG AMERICA FILMS, INC.

OTHER FILMS in PRODUCTION

Since March 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of films other than series produced especially for TV, and is limited only by The Billboard's ability to reach all producers in the industry.

Table with columns: Title, Program Type, Producer, Star, Running Time, Shooting Dates, How Selling. Includes entries for ATLAS FILM CORPORATION, HARTLEY PRODUCTIONS, INC., KENT LANE, INC., and TELEMOUNT PICTURES, INC.

BRENNER SALE

NBC Film Rep, Client Deal Direct

NEW YORK, May 8.—The NBC Film Division recently sold "Inner Sanctum" to the Sinclair dealers in Columbus, Ga., directly without the aid of any TV station, advertising agency or of the company's national, regional or local office.

TV FILM PURCHASES

Roberts Dairy Company, which has been sponsoring "The Joe Palooka Story" in the St. Petersburg, Fla., and Holdrege, Neb., market, has signed with Guild Films for a third market, Orlando, Fla., over WDBO. Other "Palooka" sales this past week included WBOC, Salisbury, Md., sponsored by City Dairies; WSEE, Erie, Pa., and KGVU, Missoula, Mont.

"Eddie Drake" was sold to CKSO, Sudbury, Ont., or Westinghouse; "Holiday in Paris" to Joan-Ray Laboratories over KRLD, Dallas, and KGUL, Galveston, Tex., and "Files of Jeffrey Jones" to the Libby Furniture Company for the Chicago market.

Filmways Has 'Luke' Show

NEW YORK, May 8. — Filmways, Inc., producer of commercials, is moving into program production with a 15-minute kiddie show titled "Fluke Luke." It is based on a 3-D comic book property created and owned by Hal Seegar, who will co-produce the film series.

THE BILLBOARD SCOREBOARD

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

Continued from page 7

Table with columns: March ARB Rating, Last Month's Rating, Title, Type and Distributor, Station—Day—Time, Sets in Use. Lists various TV programs and their ratings.

SALT LAKE CITY 2 STATIONS

Table with columns: Sign-On to 7 p.m.—Monday thru Friday, Sign-On to 7 p.m.—Saturday and Sunday, 7 p.m to Sign-Off—Monday thru Sunday. Lists programs and their ratings for Salt Lake City.

Key Starr

The Jones Boys, Boy Foy, Torris Brand's ork. (Flamingo, Las Vegas, Nev., May 4.)

Key Starr filled every cranny of the Flamingo Room, where wide open spaces had been for the previous show.

The singer, who has played Las Vegas more than any other performer, brought along her new male quartet, the Jones Boys, a personable group well received on its first Las Vegas trip.

Rounding out the feature acts was Boy Foy, the unicycling juggler, who delighted the audience with the novelty of his act.

The most curious note about the new Flamingo show was the quaint camouflaging of the line numbers, originally designed and costumed for the British production theme.

Everything comes out the same, except the change of a word in the theme, from London to Las Vegas. Thus, while the costumes still contain the button-covered coats so very British, the locale of the number overnight became Las Vegas. Ed Oncken.

Mata and Hari

Yvonne Adair, Professor Backwards, Channing Pollock, Charlie Fisk and his orchestra. Luther Perl conducts for Mata and Hari, and Bill Davis for Miss Adair.

(Palmer House, Empire Room, Chicago, Thursday, May 6.)

Mata and Hari in their familiar interpretive and satirical dancing get the 21st birthday celebration of the Empire Room off to a rousing start. The team held the audience at peak interest thruout. As usual, costumes and dancing were superb. Top response was given the team's interpretation of "Mysteries of the East."

Yvonne Adair, fresh from Broadway, gave out with loads of comedy and song and won a loyal following here. She has the ability to pull a soft rendition and then follow it with a vibrant and lusty one coupled with the energy of the atom bomb. Top reaction was given her girlish rendition of "Don't Go Yet," with a medley of tunes from "Gentlemen Prefer

Blondes" also getting a heap of applause.

Channing Pollack drew many "oohs" from the seat-holders with his feats of magic, which were much better than the usual run of the mill. Most impressive is the way he keeps pulling live doves from out of nowhere. His uncanny manipulation of cards also won him a big hand.

Professor Backwards just about broke up the house with his comedy banter which is strictly top-notch. He mastered the crowd thru 15 minutes of some of the cleverest and most expertly told jokes heard here in a long time. His backwards routine lasted only a few minutes and, as usual, went over great with the house. He got a long mitting and finally had to beg off. Steve Schickel.

Gali-Gali

Jeanne DuMay, Hank Morton, Lenny Herman's ork.

(Park Lane Hotel, Denver, April 30.)

This spot hit another jackpot with this package. Gali-Gali gets the audience with his standard magic tricks. His chicken routine received big hands.

Thrush Jeanne DuMay did a good job but was weak on projection.

Comedian Henry (Hank) Morton winds up the show with 20 minutes or so of panto, ending a well-balanced show.

Excellent dance music by Lenny Herman makes the room one of the preferred spots in the region. Bernie Gebhardt.

Art Tatum Trio

Bill Russo Quintet (Blue Note, Chicago, April 30)

Art Tatum and his helpers, Slam Stewart on string bass and Everett Barksdale on guitar, reaped plenty of reaction from the jazz set here. Tatum holds the attention of the audience thruout the set via extremely fast passages and intricate chordings. Tatum presented "Stomping at the Savoy," "Sundown," "It's the Talk of the Town" and "I Cover the Waterfront." Top response was given to "Crazy Rhythm."

The Bill Russo Quintet show-

cased Russo's talent for writing, presenting progressive jazz such as he has written and performed with the Stan Kenton outfit. Russo holds forth on both the slide and the valve trombone and is backed up by piano, bass, drums and saxophone (tenor). Included were "The Almost Fugue," "Boy in the Air" and "Bill's Blues," all composed by Russo. Also receiving warm reception were "Look Here, Men," and "Strike Up the Band." Steve Schickel.

Gabe Dell

Ellen Hanley, Bill Norvas and Dee Arlen, Tom Posten and Gerri Matthews, the Norman Paris Trio, Julius Monk.

(Le Ruban Bleu, New York, May 5.)

Emsee Julius Monk has put together a fine four-act combination precisely gaited to this intimate room. Three-quarters of the bill, Gabe Dell, Norvas and Arlen, Posten and Matthews, clicks handsomely comedy-wise. (See New Acts.) Chanteuse Ellen Hanley returns for another deservedly solid reception. Gal has elegant salesmanship for a ballad, excellent arrangements and a canny mastery of a mike for moderated, small-spot chanting.

Backed by the Norman Paris Trio (piano, bass and electric guitar, with Paris one of the best accompanists in the business, the show gets expert cutting. Monk, as usual, exerts suave showmanship to hold a continuous performance at his standard ingratiating level. Line-up should be a natural for sophisticated trade. Bob Francis.

ROBERT CLARY, Blue Angel, New York, May 4. (Caught Again.)

Pint-sized, crew-cut, good-looking lad impressed on his return date here. Since starting in cafes he's had a long stretch in "New Faces" which has given him new poise and a new found ability to move and use his hands. Originally a comedian, Clary now stresses song, selling comedy within the body of the song rather than stand-up chatter.

The boy's voice has pleasant tonal qualities, occasionally reminiscent of a Mel Torme, tho with individual qualities highlighted by his slight foreign accent. "Lucky Pierre," some French tunes and ballads were all delivered with authority. Bill Smith.

Philly's Police Raid Niteries

PHILADELPHIA, May 8.—A police crack-down against strippers occurred April 27 when plainclothesmen arrested Julie Gibson, the "Esquire Girl," at the Wedge; Jean Kemp at the Wishing Well, and four female impersonators and another woman dancer at the Barton Sho-Bar.

Miss Gibson was arrested on a charge of obscene exhibition after plainclothesmen had watched her perform. The Wedge operator, Bertram Ottenberg, was also arrested, charged with operating a disorderly taproom.

Owner of the Barton Sho-Bar, Charles Posternock, was charged with operating a disorderly taproom and advertising an indecent show. The latter, police said, was based on a 15-foot yellow banner outside the night club which read: "Gay Boy Revue, Direct From Hollywood."

The "Gay Boys" were identified as Harold Krepps, Ralph Allen, Donald Van Horn and Patrick Gilmore. Arrested with them was dancer Patricia Lash, who was charged with public indency.

Another dancer, Jean Kemp, was arrested on the same charge at the Wishing Well. Mike Kraft was also charged with operating a disorderly taproom.

Beer and Strippers Don't Mix in Waco . . .

WACO, Tex.—The 10th Court of Civil Appeals ruled here that beer and strippers don't mix. Robert Z. Glass was denied a beer seller's permit by Chief Justice Frank G. McDonald, because Glass said he planned to have a strip burlesque show in his place. Glass argued competition had obtained permits using similar shows. As for other places doing the same thing, the fact that they might be violating the law is not enough reason to grant another person the right to do it, McDonald concluded.

EDITORIAL

Acting Ain't a Joke

It's about time that comics faced a couple of facts. Instead of complaining that their representatives aren't coming up with TV shows, they should take a long look at themselves and learn something about acting.

Most comics who know their routines can go out and fracture an audience. But put them to work in sketches with other actors, and they'll fall apart. The plain fact is that the stand-up comic is basically an emcee and not an actor. Instead of running to the resort areas for some quick dough, comics might give serious consideration to a season in summer stock where they can learn their trade.

Sure, the money is bad. You don't get rich learning a trade. But it might interest comics to learn that Montgomery Clift, who gets \$150,000 a picture, is now working for \$100 a week in an off-Broadway play so he can learn his craft better. Robert Ryan preceded him.

On the West Coast, Gregory Peck, Mel Ferrer, Wendell Corey and Joseph Cotten, all pretty good actors, worked in La Jolla for \$100 a week, and weren't ashamed to get it. They all intend to film TV shows, and, despite their already recognized abilities, considered "refresher" courses—for which they got paid—a good investment.

STRALLA INN

Plans to Build Stardust Hotel In Las Vegas

LAS VEGAS, Nev., May 1.—"Admiral" Tony Cornero Stralla, of California gambling ship fame, plans to erect a resort hotel here, named The Stardust, provided authorities approve his application for a gambling license.

Others in the project, Stralla said, are B. W. Silver, of Beverly Hills, and Katherine Kastris, one-time clerk in the office of Nevada Gov. Charles Russell.

Stralla operated one of the first night clubs when Las Vegas was a village in the late 1930's. Later he had an interest in a downtown gambling hall, named S. S. Rex after one of his gambling ships which operated off the Southern California shore.

Stralla's history with gambling vessels dates back to 1939, when California authorities raided his Rex and dumped \$100,000 worth of gaming equipment overboard before he could restrain them in court.

A 1946 attempt ran afoul of federal authorities, when his Lux, a decommissioned Navy ship, was seized on grounds it was licensed only to engage in coastal trade.

Unions' Fuss Traps Rogers

NEW YORK, May 8.—Whether or not the Canadian National Exposition will have a big show next August may be answered in the next few days. Roy Rogers, hired for about \$50,000 to work in the field by day and put a show on at night, is in the middle of a battle between the American Federation of Musicians and the American Guild of Variety Artists.

The actors union has indicated it will put CNE on the unfair list. If it does, Rogers, a member of that union and Screen Actors Guild, will be notified not to work there.

SAG officials said, "We hope this controversy will be settled by intelligent reasoning on both

TV SNOOPS ON SANDS PLAYERS

LAS VEGAS, Nev., May 8.—The Sands Hotel casino is now being equipped with closed circuit TV—but it won't help the performers. Purpose is to watch the dealers on an upstairs screen; so the management can keep an eye on cheaters—on either side of the tables.

The network will have 12 TV "eyes" mounted directly over each table. Pictures will be transmitted to screens so an experienced casino hand can keep an eye on the whole layout.

The management reassured worried pit bosses that the gimmick won't replace them. It will supplement their functions.

Toronto AFM Loses Appeal

TORONTO, May 8.—The latest legal round between the American Guild of Variety Artists and American Federation of Musicians went to the actors' union when the AFM's local head, Walter Murdoch, lost his Court of Appeals case here last week.

The case developed out of Murdoch's attempt to set up an auxiliary AFM for actors at a \$10 membership. Actors were told if they didn't join the auxiliary and resign from AGVA, AFM musicians would not be permitted to play for them.

Four dancers on Canadian Broadcasting Corporation's TV show had refused to quit AGVA. CBC, notified that musicians would not back them, discharged the dancers. Dancers brought suit against Murdoch. The lower court upheld them, enjoined Murdoch, and they were rehired by CBC.

Murdoch appealed the decision. The Court of Appeals ruled against Murdoch, dismissed the case and ordered Murdoch to pay all court costs.

sides, because an all-out jurisdictional war between actors on one side and musicians on the other could only hurt all."

SAG, however, as a member of the Associated Actors and Artists of America, has already voted full support to AGVA.

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- ★ Lonzo and Oscar and Gang of WSM Grand Ole Opry
- ★ Homer and Jethro, Great Hillbilly Comedians
- ★ Elton Britt, No. 1 Yodeler on RCA Victor Records
- ★ Jack Valantine, on WCAU-TV, had 250 CBS network programs, featured on "Action in the Afternoon," now seen on "Get Happy Show," WCAU-TV
- ★ Rosalie Allen, famous disc jockey, on RCA Victor Records
- ★ Texas Jim Robertson, on MGM Records, comedy stylist
- ★ Mervin Shiner, on Decca Records
- ★ Sunsel Carson and Company
- ★ Wilma Lee and Stony Cooper and Clinch Mountain Clan
- ★ Sleepy Hollow Gang
- ★ Jesse Rogers, on MGM, and his horse, Topaz
- ★ Rex Trailer, TV Star
- ★ Hawkshaw Hawkins, RCA Victor, tall and outstanding and many others

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—LEONARD LYONS, *N. Y. Post*.

"TRULY A GREAT ACT!"

—LOUIS SOBOL, *N. Y. Journal-American*.

"HAS NO EQUAL!"

"The pair generate a warm excitement which starts at the walk-on and winds up in white heat as one of the most exciting acts of its kind. In fact, after catching all of the husband-and-wife acts in the past few years, you can put it down that the Albert-Margo act, as unveiled here, has no equal. . . ."

—BILL SMITH, *The Billboard*.

"WOWING AUDIENCES!"

—*TIME Magazine*.

"CAPACITY BUSINESS AT THE WALDORF!"

—GENE KNIGHT, *N. Y. Journal-American*.

"BIG-TIMEY FROM START TO FINALE!"

—WALTER WINCHELL, *N. Y. Mirror*.

"Eddie sang the 'September Song' better than I've ever heard it!"

—HEDDA HOPPER.

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—RADIE HARRIS, *Hollywood Reporter*.

"WELL, LOOKA HERE!"

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—MARTIN BURDEN, *N. Y. Post*.

"NEW AND REFRESHING!"

—ABEL, *Variety*.

"BRILLIANT, EYE-CATCHING, EAR-SOOTHING!"

—ROBERT DANA, *N. Y. World-Telegram & Sun*.

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CIRO's, Hollywood, May 10-May 23
THE LAST FRONTIER, Las Vegas,
May 31-June 12

Eddie Albert AND Margo

HOCUS-POCUS

By BILL SACHS

JACK FLOSSO is taking his comedy magic to Europe for a 10-week tour sponsored by Philip Morris. . . . **True and Ade Duval** are in their second week in the Normadian Room of the Mount Royal Hotel, Montreal. . . . **Jay Palmer and Doreen** are still in New York ironing out final details before departing for another European trek. Writing from the Big Town, Jay says: "We had the pleasure of visiting with our dear friend, **Silent Mora**, in Boston recently. We had seen him last 20 years ago. At that time he told Doreen to switch to comedy, and he was thrilled to see how she has progressed in that line. I introduced Mora from the stage and gave him a grand toast from the Magic Kettle. . . . **Bill Neff** was in Philadelphia last week setting dates for a new tour that will take him thru the East and Middle West. . . . **Lucille and Eddie Roberts** returned to the Flame Room of the Radisson Hotel, Minneapolis, Monday (10) for their seventh return engagement at that spot. . . . **George Kirshner** writes from Lincoln, Neb.: "While working here recently, ran into **Dave Manrose**, of the Old Campbell Bros. Circus, and also caught **King Bailie** working his magic at the Moose Club. The King has lost none of his old-time showmanship. Missed **Bill Morton** and several other Lincoln magi but hope to be back there in a month or so. Manrose is 80 years young and still going strong." . . . "I have had several letters pro and con regarding **Dr. Dahesh**, of Beyrouth, Lebanon, who claims he can make himself diminish and grow, as outlined in your column several weeks ago," writes **Jack LaWain**, magic dealer of Monmouth, Ill. "One letter was from our good friend, **Al Munroe**, calling my attention to the fact that **Willard** used the billing some years ago of 'Willard, the Man Who Grows.' I also had letters from several others wishing to buy the blueprints to the Dahesh trick, if we have them for sale. So, don't get any ideas about your column not being widely read."

ARNOLD FURST, after 16 years on the road with his own mystery show, has taken over the booking reins for the **Ormond McGill** magic unit billed as "East Indian Miracles." Furst plans to pilot the unit on an extensive tour of the Northwestern United States and Canada. The show opened at Fontana, Calif., April 26 for a two-day stand under sponsorship of Arrowhead Assembly No. 55, Society of American Magicians. The McGill company will play around Phoenix, Ariz., thru most of May, before moving northward thru California, Oregon and Washington for summer work in Canada. **Don and Erna Wood** are in the show assisting **Delight and Ormond McGill**. . . . **Leon Pinter**, who says he has been working to fair returns on school dates in South Texas, is augmenting his turn and will soon take on an assistant in the person of his new bride, **Betty**. . . . The **Great Virgil** is currently displaying his nifties on an extended engagement at the New Empire Theater in Calcutta, India. . . . **Chuck Kirkham** is back in California after winding up a several weeks' trek thru Oregon. . . . **Eddie Freeman** typewrites

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from Rock Island, Ill.: "Ring 11, International Brotherhood of Magicians, held a banquet at Hartman's Snug Harbor on the Mississippi at Davenport, Ia., April 25. Some 100 magi and friends were present from Wisconsin, Iowa and Illinois. Program included **Danny O' Day and Company; Al Sharpe and Company; of Chicago; LaWain**, vent, of Monmouth, Ill., and the **Wurzels**, of Freeport, Ill. **Chuck Hanson** won the originality contest. Biz has been slow in this area, and we have a few of the 5-and-10 boys around. Several of us have a few dates lined up for the summer. Enjoyed your bit on school shows. Whoever wrote it sure is right. One sure can burn himself out, and for what—10 or 12 bucks per program?" . . . **Landrus the Magician** worked on magic, vent, outside bally and ticket sales with the **Pete Kortez** Side Show at the recent Battle of Flowers Fiesta in San Antonio. . . . **George** the one-armed magician, and his wife, **Lady Marie**, who have been appearing on TV over KOAM, Pittsburg, Kan., wind up their season at Sheppard Air Force Base, Wichita Falls, Tex., May 19. They will spend the next four months in Yellowstone National Park in Wyoming on a contract deal. Their son, **Tom Croiser**, in Special Services with the Air Force, sailed for Japan April 29.

NEW ACTS

SAHOMI TACHIBANA (dancer), Radio City Music Hall, New York, May 6.

The doll-like Japanese dancer has an authentic-looking terp technique, a la the famous Kabuki dancers who visited New York earlier this year. Her grace and delicate mannerisms add considerable charm to the "Teahouse" number in the Music Hall's current show.
June Bundy.

TOM POSTON AND GERI MATTHEWS (comedy), Le Ruban Bleu, New York, May 5.

The pair make an auspicious nitery start, after showcasing on recent "Talent '54" program. Material is fresh and lively, relying primarily on buffoonery to put it across. Both boys have a lot of clowning talent and apparently enough start-off routines to keep them going. Best currently on view is their satire on the recently closed drama, "Bullfight." The act is a little new and raw as yet, but the duo has a flair for snaring the spontaneous laugh, and with a little seasoning, can develop handsomely.
Bob Francis.

GABE DELL (comedy), Le Ruban Bleu, New York, May 5.

One of the original Dead End Kids, Dell has come up with a single that should be a winner. Material is slick and varied, and the lad's projection immensely funny. Dell's routines, respect nothing and nobody. One, in which he harpoons everybody and everything about "South Pacific," is great, and another needling of horror movies is almost equally good monology. Evident versatility and novelty of personalized delivery rate him a bid from any top TV variety seg.
Bob Francis.

BILL NORVAS AND DEE ARLEN (comedy and songs), Le Ruban Bleu, New York, May 5.

This new combination adds up to a sort of Burns and Allen format in song and patter, with Norvas straightening for wife Dee Arlen's satirical singing. Since the latter has a hefty comedy talent plus an extremely winning personality, results are highly propitious. Darvas has written material which exactly suits his wife's personality, playing himself down the while to let her carry the ball. The format works out splendidly, both as to timing and reception. The lad is quite a showman on his own, sings one of his own songs pleasantly and sells the act for all he's worth.

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BROADWAY SHOWLOG

Performances Thru May 8, 1954

DRAMAS

Anniversary Waltz	4-7, '54	37
Caine Mutiny Court		
Martial	1-20, '54	125
King of Hearts	4-1, '54	44
Ondine	2-18, '54	92
Oh, Men! Oh, Women!	12-17, '53	164
Praise of Folly	2-23, '54	75
Sabrina Fair	11-11, '53	204
Tea and Sympathy	9-30, '53	252
The Confidential Clerk	2-11, '54	100
The Fifth Season	1-23, '53	542
The Remarkable Mr. Pennypacker	12-30, '53	149
The Seven-Year Itch	11-20, '52	614
The Solid Gold Cadillac	11-5, '53	212
The Tea House of August Moon	10-15, '53	239

MUSICALS

By the Beautiful Sea	4-8, '54	36
Can-Can	5-17, '53	420
Comedy in Music	10-2, '53	251
John Murray Anderson's Almanac	12-10, '53	172
Kismet	12-3, '53	180
Show Boat	5-5, '54	5
The Girl in the Pink Tights	3-5, '54	75
The Golden Apple	3-10, '54	69
The Three Penny Opera	3-10, '54	69
Wonderful Town	2-25, '53	500
Yeoman of the Guard	5-3, '54	8

CLOSING

The Magic and the Loss	4-6, '54	27
Iolanthe	4-27, '54	8

COMING UP

The Seagull	5-11, '54	
Pianorama World	5-12, '54	
Pajama Game	5-13, '54	

George Gobel

Continued from page 1

mark of the skilled comedian. The audience reaction was tremendous. The second part of Gobel's act was a reprise of old material, still good and sharpened by band heckling bits for increased returns. His guitar, almost a prop, gave him something to hang onto, though he used it on one yodeling song.

Gobel is vastly improved performer. His almost gentle delivery in a flat Midwestern twang takes on added laugh values because the material is so pointed—that is pointed at himself—he's always the fall guy. The **Nat Brandwynne** crew didn't have much to do except to break up at Gobel's verbal pokes. It did its usually good job for dance sessions and was ably spelled by the **Mischa Borr** outfit on the Latin Stuff.

Nat Brandwynne's ork, **Mischa Borr's** band. (Empire Room, Waldorf-Astoria, New York, May 6.)

News Review

Continued from page 9

did it. But in "Mother Knows Best," Miss Faye's upstaging and what at times seemed deliberate overplaying was glaringly apparent. Miss Faye is a very funny gal who deservedly got some fine notices when first caught in this show. But she's hardly so important that she can, or should, be permitted to dominate a scene of which she's a part. Not only does the routine suffer but it hurts Miss Faye as well.
Bill Smith.

DRAMATIC & MUSICAL ROUTES

Dial "M" for Murder: (Curran) San Francisco.
Evening With Beatrice Lillie: (Lyceum) Minneapolis.
Fourposter, The: (Forrest) Philadelphia.
Good Night Ladies: (Cass) Detroit.
Guys and Dolls: (Shubert) Detroit.
Kabuki Dancers: (Biltmore) Los Angeles.
King and I: (Music Hall) Kansas City, Mo., 11-14.
Me and Juliet: (Shubert) Chicago.
Moon Is Blue: (Shubert) Washington.
My Three Angels: (Selwyn) Chicago.
Picnic: (Nixon) Pittsburgh.
Porgy and Bess: (Hanna) Cleveland.
Sabrina Fair: (Geary) San Francisco.
Seven-Year Itch: (Erlanger) Chicago.
South Pacific: (Community) Hershey, Pa.
Stalag 17: (Great Northern) Chicago.
Time Out for Ginger: (Harris) Chicago.
Twin Beds: (Royal Alexandra) Toronto.

ICE SHOWS

Ice Capades of 1954: (Pan Pacific) Los Angeles 11-23.

BURLESQUE BITS

By UNO

Betty Howard opened May 3 for two weeks at the Swing Club, Rochester, N. Y., after a similar engagement at the Tic Toc Club in Syracuse. While in Syracuse, a 40 by 60 colored blow-up of Miss Howard outside the club was confiscated by college students. The pic now adorns the walls of a University of Syracuse fraternity house. . . . **Looney Lewis** has written a new sketch called "What's My Line?" a satire on the TV program of the same name and broke it in at the Colony in Union City, N. J., last week when it scored a tremendous success. . . . The Casino, Toronto, for the week of May 6 featured **The Lady Godiva**. Other headliners the past few weeks were **Tirza and Gene and Her Genie**. . . . **Mary Mack** followed **Shiva** and her serpents April 29 at the Palace, Buffalo. . . . The death of **John K. Hawley**, 75, of a heart ailment after a long illness in New York on May 2, removes still another old-time comic from the burly field. He was also from vaude in which he was teamed with **Sam Bennett**. After he quit the stage he became an insurance agent. Burial was from **Riverside Chapel**, Manhattan, on May 4. Services were under the auspices of the Jewish Theatrical Guild, with secretary **Dave Ferguson** presiding. Survivors are his widow, two sons, two daughters, a brother and a sister. . . . **Bozo Snyder** and **Jack Howard** have been signed to reproduce their "Piano Mover" comedy act for the next edition of Ziegfeld's "Fol-

lies," due to start rehearsals in July. . . . **Gypsy Rose Lee** and her **Royal American Beauties** moved from the Casino, Toronto, to the **Chez Paree**, Montreal, for a May opening. **Dixie Dare**, The Gam Girl, with her troupe the Darettes, arrived in her trailer in Denver after seven months in Portland, Ore., and opened with **Viki Vannette** at the **Chez Paree** in Denver April 26 for four weeks. The rest of the company is playing club dates nearby thru the **Corash** agency. . . . **Tom Ward**, for seven years in St. Petersburg, Fla., creating, producing and emceeing many shows in behalf of various charitable orgs, is a New York visitor for four weeks, after which he will return to continue the good work he left off. . . . The **Gayety**, Montreal, formerly a vaude house, is now tenanted by a French company which has renamed it "Radio City." The **Seville** there, also once a vaude stop, is now playing pix. . . . **Ann Arbor** is being held over at **Frank's Casa Nova** in Buffalo. . . . **Edwin W. Rowland**, 70, one-time legit actor and later legit and burly house and show manager, died April 26 in the University Hospital, New York. In the burlesk field, he will be best remembered as manager of the Republic Theater on West 42d Street before shows were tabooed in greater New York. He was an assistant administrator of the Federal Theater Project and a member of the Association of Theatrical Press Agents and Managers. Burial was from **Walter B. Cook's Chapel** in Manhattan, April 29. . . . **Sequin and Shirley Hayes** followed **Rusty Lane** and **Domay** in featured spot at the **Hudson**, Union City, N. J., May 2. . . . Three former ace comics, **James Barton**, **Bobby Clark** and **Joe E. Marks**, were co-starred with **Edgar Bergen** and **Charley McCarthy** in the **Kraft TV** special anniversary program, "Alice in Wonderland," presented May 6 on Channel 4.

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'Operation Pushpop' To Boost Summer Record Business

Billboard to Launch DeeJay, Dealer, Juke Box, One-Stop Drive May 24

NEW YORK, May 8. — "Operation Pushpop" a major promotion and merchandising campaign aimed at establishing a healthy, profitable popular record and music business this summer will be kicked off by The Billboard on May 24.

The drive, encompassing disk jockeys, record dealers, coin machine operators and one-stops will be concentrated in 10 key markets—New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco-Oakland, Pittsburgh, Cleveland and St. Louis.

"Operation Pushpop" is believed to be one of the most unusual campaigns ever undertaken by a trade paper in any field to merchandise its industry's products.

The entire campaign aims at exposing the new pop record releases consistently thru disk jockey plays, dealer point-of-sale merchandising and juke box promotion. In addition to the drives in the 10 key markets, The Billboard promotion will be made available to any dealer, disk jockey or operator who desires to take part in the program. "Operation Pushpop" will wind up the last week in June.

Involved in "Operation Pushpop" will be 1,800 retail dealers; 75 radio stations; 250 program directors, librarians and disk jockeys, and about 250 coin machine operators.

DeeJay Program Kit

On Tuesday of each week beginning May 24 every program director and key disk jockey in each of the 10 trading areas will receive from The Billboard a special programing kit containing the tunes and renditions of those tunes selected in that week's issue of The Billboard as "Spotlight" disk items.

The stations will also receive the "Honor Roll of Hits" listing down to the 35th song, instead of the top 20 regularly published. Stations will also receive the territorial best-selling records chart containing all records listed in each territory, the combined dealer-jockey-operator "Picks" as future hits and one of the three major Billboard charts (best-selling records, most played disk jockey or most played juke box) down to the top 80 records.

Dealer Promotion

On Thursday of each week, beginning June 3, the dealers will receive from The Billboard large window posters designed to sell current top records and pull traffic into the stores, window poster reprints of Billboard ads, five reprints of the "Honor Roll of Hits" page and copies of "Today's Top Tunes" for store display.

The large window posters will list the 20 Honor Roll songs, plus that week's "Best Buys" song selection. The poster will also highlight those songs making the Honor Roll for the first time. Photographs of record artists and strong sales messages will also be carried on all posters.

The Honor Roll reprints are designed for use in listening booths, self-service racks, on cash registers, etc.

The top volume stores in all 10 markets will be reached personally by merchandising and display technicians of the Reuben H. Donnelly Company which has been employed by The Billboard for the duration of "Operation Pushpop."

All other dealers will receive their free merchandising material by first-class mail. The copies of "Today's Top Tunes" will also have the dealer's name and address imprinted at no cost to the dealer.

Coinmen Push

Beginning Tuesday, May 25 and continuing for the four consecutive weeks of "Operation Pushpop," an average of 20 coin machine operators in the 10 selected markets will receive free title strips of the records selected that week by The Billboard music staff as "Spotlight" recordings. Operators will also receive the disk jockey-operator-dealer "Picks" of future hit records.

One-stops in the 10 key trading areas will receive both dealer and operator merchandising materials for distribution to their customers.

Col'bia Extends Expansion With Canada Branch

TORONTO, May 8.—As part of a world-wide expansion plan, Columbia Records has set up Columbia Records of Canada, Ltd. Bob Pampe is vice-president and general manager. James B. Conkling is president.

Records will be pressed by Quality Records here, while sales and distribution will be handled by Addison's, Ltd., manufacturers of Norge products in Canada.

Addison's has six offices from coast to coast, and will handle the sales and distribution of the records thru these offices, under the direction of R. J. M. Allan, executive vice-president. The new arrangement will be effective June 30.

Frank Jones, formerly promotion manager for Sparton of Canada, Ltd., the present holders of the Columbia franchise here, will work as field man for Pampe. Pampe was Southern division manager for Columbia.

The parting between Sparton and Columbia was amicable, altho it has been well known in the

FISHER REALLY RATES ON TV

NEW YORK, May 8.—The Eddie Fisher TV show continues to be the prime plug for the music industry as the twice-a-week NBC network 15-minute program again took first place among 45 rated multi-weekly TV shows. Videodex network TV ratings for April has the show averaging a 20 rating. Following Fisher, came the Perry Como show with a 17.8 rating and the Dinah Shore show with a 16. The Jane Froman once-a-week telecast hit a 10.6.

The Fisher rating, in terms of audience, means that 20 per cent of the TV homes in areas carrying the show were tuned to the program.

Trade that the split was coming. So far, no plans have been made for the Epic line in Canada, altho Columbia intends to bring in the new label. It is quite possible the pattern set in the United States, of handling the label thru independents, may be followed in Canada. However, until Columbia has been able to set itself in operation, the question of Epic will remain problematical.

Meanwhile, offices of Columbia will be established in the Victory Building here.

CROSBY GETS 19 GOLD DISKS

NEW YORK, May 8.—Gold Records are the traditional badge of achievement manufacturers award to any of their artists who click with a million-seller. But Decca last week handed out 19 at once.

Bing Crosby was the recipient; the occasion his 50th birthday. He's had 19 million-sellers in his long career and a miniature of each was mounted on the plaque given him.

Oriole-Merc's First Releases Set for June 1

CHICAGO, May 8.—On the heels of an announcement made last week (The Billboard, May 1) that the Mercury Record Company had opened pressing facilities in Hong Kong, Irving Green, president of the firm, announced this week that Mercury had also completed a deal with Oriole Records of London. The new firm, in which Mercury has a 50 per cent equity, will be called Oriole-Mercury Records, Ltd.

The pressing plant is located in Ashton Clinton, about a one hour drive from London. The label (Continued on page 33)

SPA Electees Gird To Stem Fee Leaks

NEW YORK, May 8.—Incumbent members of the council of the Songwriters' Protective Association were returned to office this week at an annual meeting which saw a stiffening resolve to combat music business practices which the writers feel are taking an increasingly large cut of their expected earnings.

The SPA is fighting hard to stem these income leaks thru writer resistance and co-operative action with the Music Publishers' Protective Association, the real battle is seen shaping up about a year hence when negotiations will begin leading to a new standard SPA writer-publisher contract.

Some of the business practices nettling the songwriters are the uses some publishers put writer royalty money to. Such improper

Victor to Market Pop, Classic Tapes

Music From Recent Diskings Readied for August Release at 3 Different Prices

By JOE MARTIN

NEW YORK, May 8. — RCA Victor Records will introduce pre-recorded tapes of both popular and classical music in August, when the company will start marketing, on an experimental basis, about 15 reels of music taken from recent record catalog additions. The Victor distributors have already been informed that the company will take this step.

Meanwhile, it is also known that Columbia is "considering" a limited catalog of recorded tapes. Mercury has been working out plans for such an undertaking at some future date. M-G-M Records will only say, "No comment at this time."

In general, the introduction of pre-recorded tapes is now generally admitted to be not as distant as it seemed some months ago and a great deal more pregnant than record company executives would like to admit at this point.

The RCA Victor move into the tape market, the first such step taken by a major label, is certain to be hashed over at great length at the company's upcoming summer meetings in Atlantic City (see separate story).

As it now stands the Victor tapes will be marketed in attractive boxes and priced to retail at \$14.95, \$12.95 and \$10.95. The three price lines will cover differ-

ent musical categories. It is known that the reels will be at the 7 and one-half inches per second speed. Other speeds, however, may also be issued.

Aim at Hi-Fis

The first release will contain reels featuring such names as Arturo Toscanini and the NBC Symphony Orchestra, Leopold Stokowski and his orchestra and the Sauter-Finegan orchestra.

Victor will not promote the tape heavily, but will probably aim them at the hi-fi market.

That music on tape will take major strides toward wide dis-

(Continued on page 37)

NEWS REVIEW

Alan Freed Attracts Mob In Newark

NEW YORK, May 8. — Alan (Moondog) Freed ran his first Eastern dance at the Newark (N. J.) Armory Saturday (1), and he proved as successful as he had previously been thruout Ohio. The WJW rhythm and blues disk jockey pulled a sensational crowd of over 10,000 people to his "Moondog Coronation Ball," packing the armory to capacity. Thousands were turned away. Gross was estimated at about \$20,000.

The talent line-up for the dance included the Clovers; the Buddy Johnson ork with Ella Johnson; Nolan Lewis, Muddy Waters, Charles Brown, the Harp-Tones, Sam Butera, Arnett Cobb and Bonnemere's Mambo Band. Talent nut ran about \$3,500 and the cost of the hall about \$1,500. Tickets were priced at \$2 each at the door, and \$1.75 if bought in advance.

The dance was advertised almost exclusively via radio, with most of the announcements made on Freed's daily taped show over WJW in Newark and his regular show on WJW in Cleveland. One (Continued on page 37)

MPCE Revives Gale Hearings

NEW YORK, May 8.—The executive council of the song pluggers' union, Music Publishers Contact Employees, this week voted to re-open hearings against publisher Moe Gale and Sheldon Music, alleging a breach of contract with the union.

The pluggers' action was taken Wednesday (5), following receipt of a letter from the Sheldon attorneys asking a temporary delay in the negotiations between the union and Sheldon (The Billboard, May 8).

The new hearings are set for May 18, altho Gale will probably still be in Europe at that time. The original hassle centered on the allegation that Gale had violated the contract by hiring non-union contact men in cities other than New York, Chicago and Hollywood.

Decca Chalks Up \$635,238

NEW YORK, May 8. — Decca Records has reported consolidated net earnings of \$635,238 for the first three months of this year. The sum, equal to 42 cents a share on 1,500,000 outstanding shares, includes Decca's share of the undistributed earnings of its subsidiary, Universal Pictures.

For the same period in 1953, Decca reported earnings of \$234,685, but the figure did not include the firm's then proportionate share of Universal's undistributed earnings.

New RCA Plan On C&W Sales

NEW YORK, May 8. — RCA Victor is considering a new method of promotion and release for country and western records as a result of the RCA Victor "Country Caravan" tour which ends tomorrow (9). The great sales of records during the "Country Caravan" tour has spurred the new merchandising plan.

During the "Caravan" tour, nine records, each featuring one of the artists with the package, were released at one time, and the firm reports that sales were five times higher than the total volume racked up by any of the artists in their regular record releases.

Hank Snow's "I Don't Hurt Anymore" was the No. 1 best seller at RCA Victor last week, ahead of every pop record, and three other c.&w. records were in the firm's top 10 sellers.

The new system contemplated is to make a monthly c.&w. package instead of the usual weekly releases. This would allow wider concentration in the field, better promotion and more selling opportunities for distributors.

The firm points out the "Country Caravan" helped to create new c.&w. dealers, create more traffic, stimulate deeJay co-operation and cause excitement over c.&w. music and artists.

uses, according to the writers, include the following:

1. Giving record companies mechanical rights to tunes at less than the two-cent statutory rate.
2. Cooping promotional and advertising expenses from the royalty melon before splitting off the writer share.
3. Jumping the commission fee paid collection agent Harry Fox from the 2.5 per cent stipulated in the SPA contract to 3.5 per cent, and charging half of the increase to writers.

Of equal concern to SPA is a method of controlling what the writers term "quickie" publishers. A number of cases have recently arisen in which comparatively new publishing enterprises have gone inactive with insufficient funds on hand to meet writer royalty obligations. SPA hopes to arrive at a formula requiring a bond from new publishers, or some other device that would insure payments of monies due to writers.

Most frequent source of irritation, tho, seems to be special mechanical rates given record manufacturers by many publishers as inducement for the waxing (Continued on page 37)

Mathews Tops Cap Branch in Jacksonville

HOLLYWOOD, May 8.—Following on the heels of the announcement of a new Capitol Records branch in Memphis (The Billboard, May 8), Bill Fowler, acting general manager of Capitol Records Distributing Corporation, this week disclosed establishment of another company branch in Jacksonville, Fla.

Move is effective June 1, with Joe Mathews, West Coast sales promotion manager, named to helm the new distributing point. In his new post, Mathews will set up operations for the company in a territory previously serviced by the Florida Record & Appliance Company out of Miami.

Mathews joined Capitol in October of 1949 as a salesman at the Los Angeles branch. In February, 1950, he assumed his present post.

Buck Stapleton, now a salesman at Capitol's Los Angeles branch, will take over as branch promotion manager.

Predicts Extended TV-ASCAP Hassle

WASHINGTON, May 8.—A forecast that the court squabble between TV broadcasters and the American Society of Composers, Authors and Publishers on per-program rates will be hanging fire for a long time to come unless a "friendly settlement" is reached, has been made by Sigmund Timberg, D. C. lawyer and former chief of the Judgment and Enforcement Section of the Antitrust Division in the Justice Department.

Timberg, who represented Justice Department in drafting ASCAP's revised consent decree, voiced his comments on the TV "per program" case in an article titled, "The Antitrust Aspects of Merchandising Modern Music," in the current issue of "Law and Contemporary Problems," a quarterly published by the Duke University School of Law. Pointing out that some 50 TV stations have been unable to reach agreement with ASCAP on the terms of a "per program" TV license and that the Federal District Court in New York has been asked to fix a "reasonable fee" under the amended ASCAP consent judgment, Timberg stated:

"ASCAP had based its demands largely on the fact that the combined visual-auditory nature of a television performance gave the

television rights to its repertory a greater value than radio rights would have. The telecasters, on the other hand, had asserted in behalf of a lower fee the very high developmental costs encountered in the television field running to many times those involved in radio broadcasting.

"There are other contentions involved in this proceeding and it is safe to predict, from the novelty of the proceeding and the experience in prior court efforts to determine reasonable patent royalties, that the district court will not soon be rid of this controversy, unless it is amicably settled."

BUNCH OF GIN

Hemingway Story Sung By Ferrers

NEW YORK, May 8.—An unusual line-up of talent, including poet Ogden Nash, Rosemary Clooney and Jose Ferrer, plus a story about Ernest Hemingway, are combined on a new record produced by Mitch Miller and soon to be released by Columbia Records. The record features Miss Clooney and Ferrer singing a tune titled "A Bunch of Bananas and a Bottle of Gin," the lyrics of which were penned by Nash.

The tune concerns itself loosely with the experiences undergone by Hemingway and his wife when their plane crashed in the African jungle a few months ago. The record starts out with the noise of a plane crash and then Clooney and Ferrer take over to describe the importance of gin and bananas.

This is not the first set of lyrics penned by Nash, tho it is his first pop tune. The poet was commissioned to write a new lyric to Saint-Saens' "Carnival of the Animals" for Columbia Records a few years ago.

The tune, "A Bunch of Bananas and a Bottle of Gin," is published by Music Publishers Holding Corporation.

PAYOLA LEGAL (NOT TENDER)

NEW YORK, May 8.—Payola—and it's strictly cash—is being distributed among disk jockeys to promote the latest Four Aces recording. Genuine Roman and Greek coins, dating from the second and third centuries, have been mailed to leading jockeys around the country.

Oh yes, it has something to do with a new tune called "Three Coins in the Fountain."

Feldman Ass't Head of Sales For ASCAP

NEW YORK, May 8.—Samuel E. Feldman has been named assistant sales manager of the American Society of Composers, Authors and Publishers. The appointment was made this week by ASCAP sales manager Jules M. Collins. Feldman's primary duties will be in connection with radio and television licensing.

For the past five years Feldman has been ASCAP's Eastern division manager. He started with the society 18 years ago as its Baltimore field representative and has also managed the Cincinnati and Cleveland offices.

GIESEKING & FURTWANGLER

Urania Counter Charges Vs. Artists Filed in Court

NEW YORK, May 8.—Legal actions brought by Wilhelm Furtwangler and Walter Giesecking against Urania Records to prevent the manufacturer from promoting LP's giving label and cover credit to the artists, took a new turn yesterday when Urania filed a reply and counterclaim that may eventually bring in RCA Victor as party to the hassle.

An unusual sidelight to the case is a military order signed by Soviet Marshal G. Zhukow.

Papers served earlier by the German conductor and pianist (The Billboard, April 24) charged

RCA Picks Topics For Sales Meeting

NEW YORK, May 8.—Among the major topics due for presentation and discussion during the upcoming semi-annual sales meeting of RCA Victor Records' executive and field sales personnel will be the issuance of pre-recorded tapes, a special EP series to be tied in with the sale of 45 r.p.m. phonographs, a drive to stimulate pop single business and the eventual return of Larry Kanaga to his post as general sales and merchandising manager of the label. The meetings are slated for early June in Atlantic City.

It is now definite that RCA Victor's plans to issue pre-recorded tapes, experimentally, will come to fruition before the summer is out. On the recent swing around the country made by some of Victor's sales execs, the field men and distributors were given the lowdown on the company's entry into the pre-recorded tape field. (See separate story.)

The new EP series will be merchandised under the over-all tagline "Listeners' Digest." RCA Victor's Home Instrument division will handle the sales campaign, altho the original planning was sparked and carried out by the record department.

The disks are special edited

versions of all-time favorite works, so skillfully condensed as to get major classical selections on a single EP disk. Packaged sets will be aimed at the vast, untapped market of potential buyers who are not sufficiently familiar with classical music to be intrigued by LP disks.

The new EP disks will be packaged along with Victor 45 r.p.m. phonographs and sold thru the Home Instrument division of the parent company.

The diskery will also kick off a drive to stimulate sales of pop singles thru a dealer and disk jockey campaign called the "pop festival." The campaign gets into full swing in July. Meanwhile, the label has scheduled weekly releases by their powerhouse names — Eddie Fisher, Perry Como, Ames Brothers, Tony Martin and Eartha Kitt.

The pop drive will include a quiz contest and a mystery voice contest. The latter calls for Victor artists to tape voice tracks, electronically disguised, to be sent to jockeys for use as contest material and to lead into commercial announcements.

Kanaga, currently attending an advanced management school at Harvard University, is now considered to be definitely set to return to his former post with the label. It is generally believed that Kanaga's first move after returning will be to go out on a special promotion tour with Perry Como.

Como and Kanaga will visit Victor distributors and dealers in key markets, but without the fanfare usually attending such junkets. A previous Como tour of this type proved very successful for the label.

KIDISK MART

Records by Characters Of TV Click

HOLLYWOOD, May 8.—The growing stimulus that television offers the record market, and in particular the kidisk field, took on added importance with the future national release by Imperial Records of its line of "Sheriff John" wax.

Later, signed by the indie label several months ago, has accounted for the sale of more than 30,000 records in the Los Angeles market alone. His disks have not been released in other sections of the country, largely because his popularity stems as a result of his current TV show, "Sheriff John's Lunch Brigade" and "Sheriff John's Cartoon Time."

Kid idol's stature has continually taken on added significance via a series of personal appearances he has made in connection with his TV sponsor's products and his records. One latter such appearance at a Sears-Roebuck record counter here drew 6,000 youngsters and completely sold out the stock of platters the store had on hand. Similar appearances in other sections of the city have likewise drawn tremendous crowds of kid fans and further stimulated the sale of his records.

Plans are currently being made for the future release of the Sheriff John TV shows in other markets, with Chicago and New York likely to be added shortly.

Other TV characters who have had similar success in the record field include Pinky Lee on RCA Victor, and Fran Allison, of "Kukla, Fran and Ollie."

Bergman Buys Benida Firm

NEW YORK, May 8.—Dewey Bergman has assumed full control of Benida Records after buying out the interests of Ben Kulick, and Columbia products. Bergman takes over as president of the label immediately.

Bergman's first project will be the establishment of a field sales distribution facilities. He plans to move into the rhythm and blues and children's markets quickly. Long-range plans call for the release of classical disks sometime next spring. Meanwhile, Bergman is preparing for a road trip in search of new talent and material.

NEWS REVIEW

Gleason Is TV Self on Cap. Album

All of the ham in Jackie Gleason, which has helped make him one of the top TV comics in the country, has been wrapped up rightly on his latest Capitol LP release, "And Awaay We Go!" And there is little doubt that it will be as much of a smash as the comic's TV program. To use an expression started by Gleason himself, it's a dan-dan-dandy set.

AND AWAAAY WE GO!
Jackie Gleason. 1-10" LP.
Capitol H-511.

Unlike other Gleason releases on the label, this is not an album of background music, with Jackie leading the orchestra. Instead it is a capsule of Gleason the TV star, featuring the indefatigable comic in each of his well-known TV characterizations.

Gleason plays The Poor Soul, Reggie Van Gleason III, Joe the Bartender, The Honeymooner, Loudmouth Charlie Bratton, and Fenwick Babbitt. And just to wrap it all up, Mr. G. sings two songs using well-known Gleason songs (Continued on page 37)

Col. Plugs Met Stars Via DJ's

NEW YORK, May 8.—Columbia Records has taken a leaf from the pop promotion department to push its waxings of the Metropolitan Opera Company while the company is out on its annual spring tour.

Marianne Brown, of Columbia's Masterworks department, has been taking such Metopera stars as Lily Pons, George London, Richard Tucker, Margaret Harshaw, et al., to visit classical deejays and dealers in towns the Met is playing, such as Cleveland and Boston.

When the Metopera hit Cleveland on April 20, the firm's representative, in conjunction with Frank Payola, company manager of the Met, set up deejay and dealer interviews for the Met stars.

In addition, the diskery set up windows plugging Columbia Metopera albums. In Boston, where the Met played the week of April 25, the same procedure was followed. The firm is primed for the same approach in Chicago, where the Met will be starting May 20.

The Metopera stars not only visit the classical jocks, they make taped interviews that the deejays can use at convenient periods. They are working with the dealers by visiting the stores at stated times, so that customers can get a glimpse of the Met glamour.

Lengsfelder Plans to Continue Committee's Work in ASCAP

NEW YORK, May 8.—Hans Lengsfelder is now laying plans to continue the work of the Lengsfelder Committee among the writer members of the American Society of Composers, Authors and Publishers. The Lengsfelder Committee was diminished in size a few weeks ago due to the resignation of members after a speech made by Lengsfelder attacking certain policies of the society.

In a special communique sent to The Billboard this week, Lengsfelder said in part: "I have received numerous offers from members wishing to serve on our

committee... I would rather like to consider this group a steering committee. That part of the membership which is interested in this matter should have a chance to say as to what members will represent them."

He also stated: "A decision will be made soon whether a larger section of the membership should take part in actions to secure our rights or whether a small group should spearhead action. The latter would be done mainly to expedite matters."

The chairman of the Lengsfelder Committee, in a swipe at the (Continued on page 37)



PLANNED FEATURES

THE COUNTRY & WESTERN MARKET:

THE TOP 20 HILLBILLY RECORDS OF THE PAST TEN YEARS

THE PLACE OF C & W MUSIC IN THE CULTURE AND ECON-

OMY OF THE NATION:

HILLBILLY RECORD LABELS AND THE MEN BEHIND THEM.

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▶▶▶ **Disk Jockeys, Juke Box Operators and Record Dealers outside the**

OPERATION PUSHPOP

Areas . . .

OPERATION PUSHPOP is explained in detail in the music news columns this week. Basically, it is an all-out effort by The Billboard—in 10 large trading areas—to further stimulate the public's interest in popular records NOW in order to establish a healthy and profitable record business throughout the summer.

The 10 Markets in which

▶▶▶ **OPERATION PUSHPOP** will

be conducted are . . .

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

DISK JOCKEYS IN THESE MARKETS WILL RECEIVE . . . a special Programming Kit from The Billboard for 4 weeks, beginning May 24. The kit will consist of much advance information, as well as information on records and tunes which The Billboard does not publish. It is all designed to help the Disk Jockey program not only the established "hits" but also the new records that appear to be taking hold with the public.

JUKE BOX OPERATORS IN THESE MARKETS WILL RECEIVE . . . a special Programming Kit from The Billboard for 4 weeks beginning May 25. This kit will consist of some advance information, some information which The Billboard does not publish and free title strips on one or more new records each week. These new records, in the opinion of The Billboard, have a good chance of becoming public favorites.

RECORD DEALERS IN THESE MARKETS WILL RECEIVE . . . a special Merchandising Kit from The Billboard for 4 weeks beginning June 1. This kit will consist of special window posters and point-of-sale material designed to build traffic and make multiple record sales . . . PLUS some consumer direct mail material designed to increase phone or mail orders as well as bring customers into the store.

The Cost Factor Limits

▶▶▶ **OPERATION PUSHPOP**

to 10 Markets

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

**OPERATION PUSHPOP
THE BILLBOARD
2160 PATTERSON STREET
CINCINNATI 22, OHIO**

RCA and Magnecord Wrap Up Tape Deal

NEW YORK, May 8.—RCA Victor Records' Custom Division has completed a deal with Magnecord, Inc., under which the latter firm acquired the use of the RCA Taurus library for reproduction on magnetic tape and for use in supplying background music to various locations.

Only a few weeks ago Magnecord, Inc., completed a similar deal with Capitol Records' transcription library.

Magnecord, for the past three months, has been aiming its big guns at the juke box operator, offering continuous taped music. Official announcement of the Victor-Magnecord arrangement is expected to be released next week.

Magnecord, long a leader in the tape recording field, entered the coin machine business less than three months ago with the

appointment of Henry (Heini) Roberts to the duties of manager and sales consultant in a new commercial music department.

Since that time the firm has held several showings of a new eight-hour tape recorder for juke box operators in both Chicago and New York. The possibilities

(Continued on page 10)

HILLBILLY WEEK

Hoppers Bill In Congress For Nat'l Fete

WASHINGTON, May 8.—Congress this week was called upon to designate June 30 thru July 5 as a national legal holiday to be known as National Hillbilly Homecoming Week, which would provide a boon to the folk music field. Rep. Howard H. Baker (R., Tenn.) hopped a joint resolution calling for the national celebration. He said he is "hopeful" that Congress will approve it.

This is the first time a national holiday of this kind has been proposed on the Hill. In former years, the proposals have called for celebrations on a regional basis. The Baker resolution would thus extend to national proportions the annual hillbilly celebration at Maryville, Tenn., at the foot of the Great Smoky Mountains, which has been a stimulus to sales of hillbilly disks and sheet music.

Baker's resolution has been referred to the House Judiciary Committee headed by Rep. Chauncey W. Reed (R., Ill.). One member of the committee is a Tennessean—Rep. James B. Frazier. The committee includes several others from "hillbilly and folk music" constituencies. A fifth of the committee membership comes from the States of Texas, Kentucky, Georgia, North Carolina, Tennessee and Virginia. Five other members of the 30-man committee are from New York. These latter include the committee's ranking Democrat, Rep. Emanuel Celler.

Expansion by Bihari Bros.

HOLLYWOOD, May 8.—The brothers Bihari, Saul, Joe and Jules, will effect a consolidation of their disk facilities within a month, with the scheduled completion of recording studios and office space adjacent to Jules Bihari's Cadet Record Pressing Company in Culver City.

At an investment of approximately \$15,000, Saul Bihari's Modern and RPM labels, Joe Bihari's Flair firm, and Jules Bihari's label will pool recording studio, office space and pressing services in the first of a series of moves aimed at expanding the operation of their interests.

New construction will total 5,000 square feet, with the recording studio to be equipped with Ampex tape machines, Altec Lansing sound systems and an RCA mixing panel.

Bus Accident Basis Of 19G Perez Suit

HOLLYWOOD, May 8.—Action filed by ork leader Perez Prado in U. S. Federal Court here Wednesday (5) asks for a total of \$19,000 in damages arising out of alleged negligence on the part of James C. Carson in driving a bus during a road tour thru Texas approximately three years ago.

Prado, thru attorney Milton Feiler, asks \$10,500 for cancellation of contracts, \$8,500 in estimated income from percentages and \$150 in costs.

Accident killed a member of the Prado Troupe and injured eight additional members of the band, including the maestro, who were hospitalized.

Action was filed in U. S. Federal Court owing to Prado's Cuban citizenship and the amount of the claim.

L-C REPORT

Lists 1,600 Folk Songs On Records

WASHINGTON, May 8.—Some 1,600 folk songs including Negro spirituals like "Ain't No Grave Can Hold My Body Down" and "I Wish I Was a Mole in the Ground" are cataloged in a "list of American folksongs currently available on records" just published by the Library of Congress.

The "list," which is 176 pages long, was prepared by the Folklore Section of the Library's Music Division with co-operation of the Record Industry Association of America, as a help to librarians, students and record collectors interested in this type of music. Recordings available thru regular trade channels as well as from the Library are included in the list along with name of performer and manufacturer.

The Library said the list is not complete and indicated it would be revised and expanded if it proves to be popular. Copies are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 60 cents each.

RCA Adjusts Staff As Schwed Goes Back to Byior Job

NEW YORK, May 8.—With Warren Schwed, RCA Victor publicity chief, returning to his post with the Carl Byior public relations agency, RCA Victor Records is currently realigning its promotion and publicity staff. Ben Kemper will continue to handle classical record publicity, with Anne Fulchino in charge of pop record publicity.

Tho no decision has yet been reached, it is believed that Victor will combine both publicity and promotion under a single executive but split between classical and popular repertoire. Probable publicity and promotion chief for classical records is Ben Rosner, currently assistant ad manager. Slated to head pop publicity and promotion is Bernie Miller, currently pop promotion chief.

Clef Skeds Early Release of Shaw, Tatum LP Pkges.

HOLLYWOOD, May 8.—First release of Artie Shaw wax on Norman Granz's Clef label is expected to be in the hands of distributors May 25, in the form of two 10-inch LP's.

Shaw, recently signed to a Clef recording contract, originally cut the sides for Bell Records with his Gramercy Five and acquired the masters upon his release from that label.

Clef is also scheduled to release another high-ticket package via a \$25 set tagged "The Genius of Art Tatum." Wax contains five 12-inch LP's and a folio of four Art Tatum pictures.

Granz, who returned from a European business junket early last month, left here this week to continue his tour of distribution and manufacturing facilities on the Continent.



BILL HALEY

and his
COMETS



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and

(We're Gonna)
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AROUND
THE
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EP N-11 & 12



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BEN WEBSTER
MG N-1001 (12")
EP N-15 & 16



The
CHARLIE VENTURA
Quartet
MG N-8
EP
N-13 & 14



The Urbane
MR. CARTER
MG N-10 EP N-17 & 18



CHICO O'FARRILL'S
Second
Afro-Cuban
Jazz Suite
MG N-9

NORGRAN RECORDS

DIZZY GILLESPIE
STAN GETZ QUINTET
Talk of the Town (Part 1) b/w
Talk of the Town (Part 2) #107

New NORGRAN
Singles
78 & 45 RPM

THE STAN GETZ QUINTET
The Nearness of You
b/w
Pot Luck #106

AL HIBBLER
with Leroy Lovett & His Orchestra
I Let A Song Go
Out of My Heart
b/w Flamingo #105

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Mail Order Disk Biz Sweetens Pubber Pot

HOLLYWOOD, May 8.—Music publishers in the popular, country and western and rhythm and blues fields currently have an additional source of revenue as a result of the tremendous strides being made by mail order disk firms thruout the nation.

The operation of more than 20 such mail order package houses is believed to be producing a sales volume of more than a million dollars annually. Few mail order houses operate with any similarity, with each set up in accordance with the best terms the agency can exact from record manufacturer and publisher alike.

By and large, the mail order firms are selling single 78 and 45 r.p.m. platters in groups of six, nine and 12 records thru an almost constant pitch on radio. Operators of the package houses are using more than 100 radio stations thruout the nation, several with 50,000-kw. power, in their pitch to prospective buyers. Virtually all of the mail order business via radio is accomplished on a "per inquiry" basis, with the stations receiving payment per call received.

Randy Wood's mail order operation in Gallatin, Tenn., generally recognized as the forerunner of many of the established firms in business today, is a prime example of the volume these companies are doing today.

Stewart Sales Company in Chicago is currently offering a package consisting of three 10-inch 78 r.p.m. platters, featuring 18 of the nation's top hillbilly tunes. Wax is microgroove recorded, and is produced by Four-Star Sales Company in Pasadena, Calif. Package offered by Stewart sells for \$2.98 plus 35 cents handling charges.

Interesting facet of the disk-by-mail business is the tremendous stress and importance placed by firms on radio promotion. In a great many cases, music publishers have waived mechanical royalties in favor of being included in the package, thereby producing a tremendous number of performance credits if a specific song is used.

Those publishers whose songs are being used and who have not consented to any deal, often find it difficult to pursue any mechanical coin that may be due them, largely because the mail order firms operate without any national fanfare.

That each mail firm has a wrinkle all its own is seen in the operation of several who purchase returned stocks from manufacturers at cut-rate prices, in most cases allowing the record company to reimburse any monies invested in the original pressing. Also, they purchase stocks of used records from juke box operators and distributors at a fraction of list prices, and in turn can sell these records at bargain prices.

Several of the mail order firms acknowledge that their volume has somewhat fallen in recent months. On the whole, tho, the mail order industry appears to be prospering, with a multitude of firms hopping on the bandwagon regularly.

Quality Records Issues First Disk As Book Tie-In

NEW YORK, May 8.—Quality Records, formed here by Bill Lackenbauer and Harry Smith, will move their first product out to the trade next week. Initial release includes a disk by legit singer Joan Roberts and two instrumentals.

Miss Roberts' waxing will be promoted in conjunction with a book of hers due for publication by Macmillan next week. Title of book and featured disk side are both "Never Alone."

Quality, now lining up distributors, has already set a deal with His Masters Voice for release of its product in England.

Audivox Unveils 7-Channel Taper

NEW YORK, May 8.—Audivox Records has come up with a seven-channel, multi-track tape recorder. The machine was created by Raymond Scott in his home, for use specifically in the manufacture of phonograph records.

The recorder can handle seven different tracks simultaneously or independently. The machine uses one-inch tape, and the tracks can be erased individually and can also be played back in any combination. The machine was first used for the Audivox recording of "Mountain High, Valley Low" with Dorothy Collins.

Mrs. Newman Suit Filed Vs. Prima

NEW YORK, May 8.—A suit against Louis Prima and his Enterprise Music Corporation was filed in New York Supreme Court this week by Barbara Bell Newman. The latter, a minority stockholder in Enterprise, charged Prima with "wasting and squandering" money of the publishing firm.

She also contends that the firm failed to pay her royalties due on songs she wrote and placed with Enterprise. Among tunes penned by Mrs. Newman are "Sunday Kind of Love," "R.F.D." and "Anywhere in Texas."

Malaparte Moves From Pix to Opera With 'Girl of West'

ROME, May 8.—Another Italian film director is following the lead of Roberto Rossellini, who successfully invaded opera in staging "Macbeth," "Joan at the Stake" and other lyric works. The newcomer is Curzio Malaparte, author and screen director, who will stage the Giacomo Puccini opera, "La Fanciulla del West" ("Girl of the West") at the 17th Annual May Music Festival at Florence. "Girl" will be presented at the Comunale Theater in a "modernized" setting.

The Puccini opera has never before been included in any of the May festivals. Actually, the last time it was staged in Florence was 13 years ago.

In addition to "Girl," the festival will feature other operas and also five concerts directed by such conductors as Wilhelm Furtwangler, who is scheduled to appear next Monday night (10), Guido Cantelli on May 12 and 16, Bruno Walter on May 23 and Leopold Stokowski on June 12.

Another festival feature will be the world-premiere of Valentino Bucchi's opera, "Contrabasso," which opens at Florence on May for 10 days.

BBC PUTS BAN ON RAY 'NIGHT'

LONDON, May 8.—After only 10 airings, the Johnnie Ray "Such a Night" recording has been banned by the British Broadcasting Corporation as "too suggestive."

According to the BBC Press Office the disk was blacklisted after a raft of complaints from listeners. This action follows the recent BBC ban on such songs as "Answer Me" which, they claimed, could offend certain listeners.

Altho the Ray recording is out, the song itself is not banned. It can be broadcast live, providing it is sung in what the BBC calls "an acceptable manner."

ANOTHER BMI "PIN-UP" HIT

"HERE"
Recorded by
TONY MARTIN (Victor)
FOUR BELLS (Bell)
BETTY CODY (Victor)
published by
HILL & RANGE SONGS, Inc.

Fred Waring
presents
FRANK DAVIS
singing
"Somebody Bigger Than You and I"
with chorus and orchestra
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Decca M-G-M
The Voices Of
WALTER SCHUMANN
RCA Victor
Ludlow Music, Inc.

... PAID CIRCULATION PROVES READER INTEREST
ABC
WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

MUSIC AS WRITTEN

SEVEN ORKS BOOKED FOR DEL MAR FAIR . . .

Seven orchestras and supporting acts have been set by the Southern California Exposition and San Diego County Fair, scheduled for Del Mar, Calif., June 25-July 8. The Sauter-Finegan ork headlines for two performances opening day, to be followed by Les Brown, Smokey Rogers, Lawrence Welk, Spade Cooley, Benny Lagasse and Chuck Baker.

HOLLYWOOD TO FETE NANCY BASCHE . . .

Hollywood music circles fete CBS radio disk librarian Nancy Basche here Friday May 14, with the completion of remodeled and enlarged facilities at the station. Joining in the tribute to Miss Basche will be the station's eight disk jockeys, Mel Baldwin, Ralph Story, Bill Ballance, Harry Koplan, George Fisher, Hugh Douglas, Tom Hanlon and Dan Cubberly, in addition to CBS executives and disk stars.

WORLD HEATH CONTEST WON BY MISS LLOYD . . .

Winner of the world-wide competition to replace Lita Roza as Ted Heath's girl vocalist is 24 year-old Australian thrush Kathy Lloyd. After six years' band experience in Australia, the gal took a chance and flew to England for the competition, romping home an easy winner against hundreds of entries. She joined the Heath ensemble this week, ahead of schedule, when Miss Roza collapsed on her last appearance with the outfit before branching out into solo vaude.

SHAW ARTISTS GETS ERROLL GARNER . . .

Erroll Garner this week switched his booking affiliation to Shaw Artists Corporation after four years with the Gale Agency. No reason was given for the

switch tho it is known that his contract with Gale ran out about eight months ago. The acquisition of Garner adds new strength to the Shaw firm, which recently added the new Artie Shaw Gramercy Five combo to its large talent stable.

NORMAN GRANZ NOW PERSONAL NAGER . . .

Norman Granz added personal management to his long list of accomplishments recently when he signed a pact with Ella Fitzgerald. The thrush had been managed over past years by Mo' Gale. Miss Fitzgerald will continue to be booked by the Gale Agency. Granz, who has been most successful with his "Jazz at 100 Philharmonic" tours thru the United States and Europe, is also the head man at Clef and Norgran Records. He expects to continue to sign other personal management deals. Miss Fitzgerald's next location date will be at the Basin Street here.

WELK GROSSES 27G IN COAST 1-NIGHTER . . .

One-night stand by the Lawrence Welk ork at Santa Anita race track, Arcadia, Calif., drew \$27,181, one of the largest Coast grosses on record. Date was played in behalf of the Firemen's Ball, the third successive time the Welk aggregation has played the function. Attendance was recorded at 18,361 at a \$1.50 top.

GL&H MOVING TO BROWN DERBY BLDG. . .

Gabbe, Lutz & Heller, personal management firm, is scheduled to take occupancy of new quarters in the Brown Derby Building, Hollywood, June 15. Firm will occupy offices recently vacated by the Margaret Ettinger Company and plans extensive redecoration and enlargement of existing facilities.

COL. BEATS LONDON AT BASEBALL . . .

Columbia Records' softball team was victorious over the London Records nine by a score of seven to five Thursday (6) in a game played in Central Park here. Columbia Records' Stan (The Man) Kavan had the longest hit of the day, but he failed to make it a "Columbia smash" when he ran out of breath after reaching third. Next game in the music league will be between Columbia and Coral on Thursday, May 13.

COUNTER DISPLAY FOR MISS BREWER EP'S . . .

Coral is making available to dealers a special counter merchandiser to display EP's featuring Teresa Brewer. They are being given out with each order of 15 Brewer EP's. The label now has four such packages in its catalog.

ELGART BAND DRAWS 1,900 . . .

The Les Elgart band, on its first promotion date last Saturday (1) at the Rhodes on the Pawtuxet, near Providence, R. I., went into percentage, attracting 1,900 dancers at \$1.25 a head. The band then resumed its college date junket, interrupted by a quick recording session Tuesday (4) at Columbia's studios in New York.

New York

Ben Selvin, Thesaurus exec, leaves for Hollywood on Monday (10) for a series of recording sessions. . . Irving Fields holds over at the Hotel Sahara, Las Vegas, Nev. . . Tommy Mara is taking off on a four-week tour of disk jockeys, dealers and operators to promote his latest M-G-M waxing. . . Lorry Raine and her manager-husband, Tim Gayle, are currently on a tour of disk jock- (Continued on page 20)

"I REALLY DON'T WANT TO KNOW"

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

Watch for "HONESTLY"

HILL and RANGE SONGS, Inc.

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Capital Records

MILLS MUSIC INC

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FIRST INDIAN LOVE CALL

THEN SECRET LOVE

NOW

ROSE-MARIE

Recorded by: **SLIM WHITMAN**
on Imperial 8236

WARNER BROS. MUSIC DIVISION
HARMS, INC.

488 MADISON AVE., NEW YORK 22, N. Y.

MUSIC AS WRITTEN

• Continued from page 19

eys. . . . Scott Seeley, artists and repertoire chief of Accent Records, Hollywood, has signed the Kelly Norwood band. . . . Don Williams has been elected to the board of directors of the Detroit local of the American Federation of Musicians.

Paul Cohen, Decca's country and western chief, has signed Wanda Jackson, a 16-year-old Oklahoma songstress, to his talent stable. . . . A former Decca salesman, Eli Phelps has been assigned to the post of Southern disk jockey promotion man. He'll work out of Cincinnati. . . . Artie Steinfink, in Coral's New York sales department, is captain of the combined Decca-Coral softball team which will compete in the local industry loop.

Juggy Gayles, of Gale and Gayles Music, is back in town after two weeks on the road. . . . Comic Timmie Rogers is heading a musical combo which features Buck, of Buck and Bubbles, on piano, in addition to Austin Powell, Jonah Jones and other top jazzmen. . . . The forthcoming Ralph Flanagan ork waxing of "Lullaby of Birdland" is the 10th recording of the song about the famous jazz bistro.

Gilbert Field has joined Columbia Records as press director for Epic Records. Feldman will handle all publicity for the Epic label. He was formerly with SESAC

Now that Roger Bannister has cracked the four-minute mile, it is expected that a Brill Building publisher will shortly come up with a tune entitled "I've Run a Four-Minute Mile, But I'm Still in Love With You." . . . Hal Neeley, Allied Records exec, is back in town after a week thru the South checking talent. . . . Josephine Premice, now appearing in Las Vegas, Nev., will cut her first Coral Record next week.

The Gaylords will play 10 days at the Stage Coach Inn in Hackensack, N. J., starting in two weeks. . . . RFD Music has picked up the song, "Tomorrow's Just Another Day to Cry" from Dawn Music. . . . Columbia is releasing a new Benny Goodman Sextet album with unreleased sides cut in the summer and fall of 1952.

Dorothy Donegan's Trio and The Red Norvo Trio are now at The Embers here. . . . The Birdland deejay show goes back on the air starting May 10 over ABC. . . . Tommy Valando has taken the tune, "Ah Ri Rung," based on a Korean folk song. The tune was adapted by Lee Kauderer and was originally published by Marlyn Music.

Sunny Gale will play the Thunderbird in Las Vegas, Nev., July 17 to 31. . . . Betty Madigan plays the Rendezvous in Philadelphia starting May 24 for a week. . . . George Shearing will be at the Colonial Tavern, Toronto, starting May 17. . . . Joni James will do a week at Blinstrub's in Boston beginning May 31. . . . Artie Shaw has been set for a return date at the Sahara in Las Vegas after he finishes his present engagement there.

Chicago

Art Sheridan, head of Chance Records, just married and on his way to St. Louis and Memphis for a two-week honeymoon. . . . Norm Sherr, local recording pianist, opened last week at the new Black Angus. . . . The Lenard Sisters, piano duet, opened at the Sheraton Hotel Lounge last week, starting a new entertainment policy there. . . . Dan Belloc orchestra plays the Holiday Club here from June 5 to 20, then moves to the Claridge Hotel, Memphis, June 25 to July 8.

Jake Porter, of Combo Records, in town visiting with independent distributor James H. Martin. . . . Ken Remo, M-G-M recording artist, in town for a fast cutting session, with Bud Brandon publishing the tune. . . . The Leon Sash Trio, new artists on the new Em Arcy label, just released their first pairing, "Leon the Lion" and "Package for Peggy." The trio is currently appearing at the Preview Lounge, along with Label X artist, Al Morgan, who just released "My Mom" and "Silver-Haired Daddy of Mine."

Deejay Jim Mills, now doing the 11:35 p.m.-till-midnight slot on WIND for Caffarello's Restau-

rant. . . . Yvonne Adair is currently appearing at the Empire Room of Palmer House. . . . Kitty Kallen and Lou Monte, currently appearing at the Chicago Theater, will be followed by more record artists, Tommy Leonetti, of Capitol, and the Four Lads, of Columbia.

Jinnie Rodgers, M-G-M recording artist, around town plugging her latest with the label, "Mama, Don't Cry at My Wedding" and "You Can't Live Here No More." Fred and Lorene Rose are responsible for the local gal's start. . . . Deejay Marty Hogan will crown the queen of the first Rose Ball to be held in Chicago. Marty will also be the first guest disk jockey of the new Aragon Ballroom series of Teen Time dances.

Russ Carlyle and orchestra open for two weeks June 1 in the Terrace Room of the Hotel Syracuse, Syracuse. . . . Henry Doney, president of Tiffany Records, sent a letter to Ray H. Jenkins, special counsel of the Senate Subcommittee, plugging Guy Cherney's recording of "Chattanooga, Tennessee." Jenkins is from Tennessee.

Hollywood

Leo Diamond, recently signed to an RCA Victor wax pact, sliced six sides last week before taking off on a series of personal appearances. . . . Henri Rene, RCA artist and repertoire staffer, cut a batch of Eartha Kitt sides before returning to Gotham. . . . Howard King, of Encore Attractions, has set Marco Riso, formerly featured with Desi Arnaz, to helm an ork at the Flamingo, Las Vegas. . . . Teddy Noell winds up his stint at the Palm Springs Racquet Club and moves to the Las Vegas Sands Hotel. . . . Tony Romano, Vito Records, guests on Gene Norman's TV show to discuss his recently concluded coast-to-coast promotion tour. . . . Dan Terry ork and thrush Connie Haines signed to do a Universal-International musical featurette, "Birth of a Band." . . . Chirp Helen Troy slated for an M-G-M pic test. . . . Benay Venuta inked into the Mocambo for a two-week stand starting May 18.

Mercury Records thrush Joyce Taylor arrived for film talks, initiated during her triumph at the Band Box here. Capitol Records' Connie Russell penned into the line-up at the Coconut Grove for four weeks starting May 19. . . . Songscribe Harry Tobias back from a business trip in the East. . . . Contingent of Columbia Records people, including Paul Weston, Jo Stafford, Toni Arden and Dan Terry pay honor to CBS disk librarian Nancy Basche next week. . . . Donald O'Connor and Sidney Miller returned from Las Vegas where they snagged Peggy Lee to slice "Bouquet of Blues," published by their firm. . . . Johnny Green, M-G-M musical director, reported back to the studio following several days in St. John's Hospital, Santa Monica, Calif., recuperating from a virus attack. . . . Eddie Heyman guests at Hal Levy's UCLA lyric writing course, with Joseph Myrow penciled in for next week.

Milwaukee

Jack Richards and the Marksmen, Coral Records artists currently appearing to fine crowds at Jerry Grossman's Towne Room, sang the National Anthem before 42,000 baseball fans at the Braves-Cardinals opener in Milwaukee County Stadium. Following this group into the Towne Room on May 18 for a two-weeker is Capitol singer Bob Manning. . . . Liberace's record three-day home town stand at the Auditorium May 2, 3, and 4 lured close to 18,000 fans. The engagement established a new box-office record for a three-day stay, hitting a total of \$54,308. Last night's performance was a benefit for a polio fund, resulting in a check for \$6,100 being turned over to the National Foundation for Infantile Paralysis. . . . Yma Sumac was inked recently for one of the Washington Park concerts, July 20. . . . Ray Pearl's band will be on the stand Saturday and Sunday, May 7 and 8, at George Devine's Million Dollar Ballroom.

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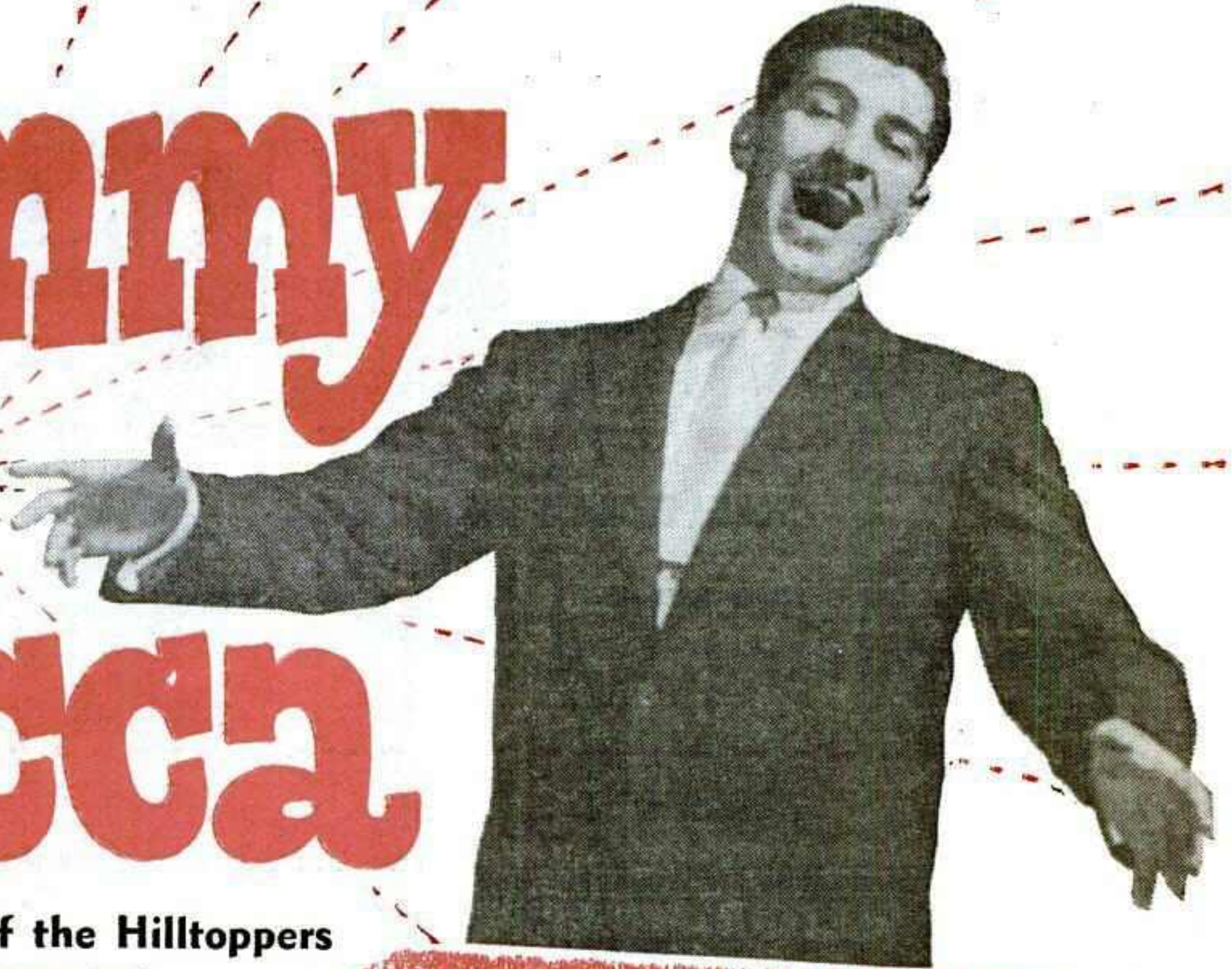
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KENNY ROBERTS

Smoke Gets in Wagon Wheels
Your Eyes
Dot 15140



JIMMY SACCA

Alone With My Heart Mansion on the Hill
Dot 15163

JIMMY JAMES

After the Laughter Chalo Mio Ra
and Wine
Dot 15158



AL LOMBARDY

The Blues The Boogie
(The Hucklebuck)
Dot 15143

BOBBY COLTON

The Touch of Your Lips These Foolish Things
Dot 15139



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FRANCIS CRAIG'S

Near You Beg Your Pardon
Dot 15159

DOTTIE DILLARD

I Don't Want To Set the Treasure Island
World on Fire
Dot 15138

RUSTY BRYANT

Pink Champagne Slow Drag
Dot 15164

Also . . .

ALL NIGHT LONG

Dot 15134

COUNTRY & WESTERN

JIMMY NEWMAN

Cry, Cry, Darling You Don't Have To Go
Dot 1195



MAC WISEMAN

I Haven't Got the My Little Home in
Right To Love You Tennessee
Dot 1194



JOHNNY MADDOX

Josephine Johnny's Boogie
 Blues
Dot 15142

RHYTHM & BLUES

THE COUNTS

Their Newest Hit!

Baby, Don't You Hot Tamales
Know
Dot 1199

Still Going Strong!
Darling,
Dear
Dot 1188

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BEST SELLING ALBUMS

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<p>THE HILLTOPPERS DEP-1-1006 You Made Up My Mind Trying Must I Cry Again I Keep Telling Myself</p> <hr/> <p>THE HILLTOPPERS DEP-1-1007 I Can't Lie to Myself If I Were King I'd Rather Die Young P.S. I Love You</p> <hr/> <p>THE HILLTOPPERS DEP-1-1008 For Keeps Bouquets and Kisses I Found Your Letter Till Then</p> <hr/> <p>THE HILLTOPPERS DEP-1-1009 Time Will Tell There Is No Greater Love Blue Eyes Crying in the Rain From the Vine Came the Grape</p>	<p>THE HILLTOPPERS DLP-105 Time Will Tell There Is No Greater Love Blue Eyes Crying in the Rain From the Vine Came the Grape For Keeps Bouquets and Kisses I Found Your Letter Till Then</p> <hr/> <p>JOHNNY MADDOX DEP-104 Twelfth Street Rag Little Girl Johnny's Blues Blue Danube</p> <hr/> <p>JOHNNY MADDOX DLP-104 Johnny's Blues Blue Danube Twelfth Street Rag Little Girl Goodbye, Girls, I'm Through Sweet Lailani The Honey Song Alice Blue Gown</p>	<p>JOHNNY MADDOX DEP-1-1010 Tippin' In South of the Border Peg o' My Heart Hot Lip</p> <hr/> <p>THE HILLTOPPERS DEP-1-1011 Glad, Glad, Glad My Ann Stormy Night About a Quarter to Nine</p>
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Randy Wood
Pres.

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.....	2	12
2. Wanted	1	10
3. Cross Over the Bridge. 4	11	
3. Man With the Banjo... 8	4	
5. Oh, Baby Mine.....	3	10
6. Make Love to Me.....	5	14
7. Answer Me, My Love..10	8	
8. A Girl, a Girl.....	9	6
9. Secret Love.....	6	20
10. Here	7	5
10. Happy Wanderer.....	—	1
12. Jilted	11	3
13. Little Things Mean a Lot	15	2
14. I Really Don't Want to Know	12	2
15. If You Love Me (Really Love Me).....	—	1

Tunes with Greatest Radio and Television Audiences

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

Radio

- A Dime, a Dollar (R)—Famous—ASCAP
- Am I in Love? (R)—Miller—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Paris (R)—Chappell—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Went Out of My Way (R)—Broadcast—BMI
- Isle of Capri (R)—Harms—ASCAP
- Jilted (R)—Sheldon—BMI
- Knock on Wood (R) (F)—Famous—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Poor Butterfly (R)—Hearns—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- South (R)—Peer—BMI
- There'll Be No Teardrops Tonight (R)—Acuff-Rose—BMI
- Three Coins in the Fountain (R)—Robbins—ASCAP
- Under Paris Skies (R)—Leeds—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- Answer Me, My Love (R)—Bourne—ASCAP
- Back in the Old Routine (R)—Famous—ASCAP
- Come Back to My Arms (R)—E. H. Morris—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Easy Come, Easy Go Lover (R)—Midway—ASCAP
- Here (R)—Hill & Range—BMI
- I Get So Lonely (R)—Melrose—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- Jilted (R)—Sheldon—BMI
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Oh! That'll Be Joyful (R)—Ludlow—BMI
- Secret Love (R) (F)—Remick—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- There'll Be No Teardrops Tonight (R)—Acuff-Rose—BMI
- Three Coins in the Fountain (R)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending May 5

This Week	Last Week	Weeks on Chart
1. Wanted	1	11
2. Make Love to Me	2	15
3. Cross Over the Bridge	3	11
4. Young at Heart	5	13
5. Oh, Baby Mine	4	15
6. Man With the Banjo	10	8
7. Answer Me, My Love	7	11
8. A Girl, A Girl	8	7
8. Here	10	6
10. Little Things Mean a Lot	11	3

Second Ten		
11. SECRET LOVE.....	6	19
12. HAPPY WANDERER.....	15	2
13. JILTED	11	4
14. IF YOU LOVE ME (REALLY LOVE ME).....	13	3
15. MAN UPSTAIRS	14	3
16. ISLE OF CAPRI.....	—	1
17. I REALLY DON'T WANT TO KNOW.....	15	5
18. THERE'LL BE NO TEARDROPS TONIGHT.....	17	9
19. I SPEAK TO THE STARS	—	1
20. POOR BUTTERFLY.....	20	3

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

Every Thursday night, about 11 p.m., we of the Music department of The Billboard cover our typewriters and file into the music room. We listen to the brand new records just received from the record companies, both large and small, and we try to pick the coming hits.

We members of the department have been doing this for two to five years, every Thursday night. Many people would think that it is routine to us, or that we are blasé about the record session. And yet, we must confess every Thursday night is still a "big night."

Why? Well, there is a sense of excitement and anticipation about new records that is akin to opening a birthday present when one is young. Only it is excitement tinged with the brightness and the glamour of show business. For on these new records rests the hopes and expectations of many people, including artists, a.&r. men, sales executives and publishers.

For our part there is the sense of discovery when a new singer comes thru with a performance which has "hit" marked all over it, like Johnnie Ray's first waxing for Okeh or Rosemary Clooney's "Come On-a My House." There is the sense of knowingness in hearing a tune which the whole country will be whistling for the next three months. There is the pleasure of listening to a worthy record by an established star which will keep him on top, or listening to an old-timer come back with a sensational new record.

It is this sense of excitement and anticipation about new records that we hope to be able to communicate to the operator, dealer and deejay when we unleash our forthcoming "Operation Pushpop." For the object of "Operation Pushpop" is to make everybody a picker of hits, and to give everyone in the trade a chance to communicate his own enthusiasm about new records to the consumer.

We believe that excitement and contagious enthusiasm are one of the major ingredients of a successful pop record industry. Most publishers have it, record companies have it and to an extent even distributors have it.

If we can help spread this enthusiasm about new releases to our operator, dealer and jockey friends, then we feel certain it will soon filter down to the consumer and help re-establish a healthy pop record business. Are you with it?

England's Top Twenty

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

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

SINATRA *sings*

the ORIGINAL version of

"THREE COINS IN THE FOUNTAIN"

just as he sings it in the
20TH CENTURY FOX FILM

b/w

"RAIN

(FALLING FROM THE SKIES)"

on CAPITOL Record No. 2816

CURRENT HITS:

"I COULD HAVE TOLD YOU"
"DON'T WORRY 'BOUT ME"
No. 2787

"YOUNG AT HEART"
"TAKE A CHANCE"
No. 2703



The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending May 5

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	1	11	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
2	5	13	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
3	3	12	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
4	2	15	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
5	4	15	OH, BABY MINE—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
6	10	5	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
7	9	7	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
8	6	11	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
9	11	4	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—BMI
10	12	5	MAN UPSTAIRS—K. Starr	If You Love Me—Cap 2769—BMI
11	7	8	HERE—T. Martin	Philosophy—V 20-5665—BMI
12	8	8	A GIRL, A GIRL—E. Fisher	With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP
13	15	3	HAPPY WANDERER—F. Weir	From Your Lips—London 1448—ASCAP
14	14	4	JILTED—T. Brewer	Le Grand Tour de L'Amour—Coral 61152—BMI
15	13	19	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
16	18	12	CUDDLE ME—R. Gaylord	Oh, Am I Lonely—Mercury 70285—BMI
17	1	1	HAPPY WANDERER—H. Rene	My Impossible Love—V 20-5715—ASCAP
18	19	4	POOR BUTTERFLY—Hilltoppers	Wrapped Up in a Dream—Dot 15156—ASCAP
19	2	2	I REALLY DON'T WANT TO KNOW—L. Paul & M. Ford	South—Cap 2735—BMI
20	16	2	CRAZY 'BOUT YOU, BABY—Crew Cuts	Angelia Mia—Mercury 70341—BMI
21	1	1	ISLE OF CAPRI—Gaylords	Love I You—Mercury 70350—ASCAP

Most Played in Juke Boxes

For survey week ending May 5

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	1	10	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
2	2	15	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3	3	10	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
4	4	14	OH, BABY MINE—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
5	5	10	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
6	7	6	A GIRL, A GIRL—E. Fisher	With All My Heart and Soul (Anema E Core)—V 20-5675—ASCAP
7	12	3	JILTED—T. Brewer	Le Grand Tour de L'Amour—Coral 61152—BMI
8	8	9	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
9	6	16	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
10	10	7	HERE—T. Martin	Philosophy—V 20-5665—BMI
11	9	8	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
12	14	3	POOR BUTTERFLY—Hilltoppers	Wrapped Up in a Dream—Dot 15156—ASCAP
13	1	1	LITTLE THINGS MEAN A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
14	10	10	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
15	18	2	MAN UPSTAIRS—K. Starr	If You Love Me (Really Love Me)—Cap 2769—BMI
16	1	1	IF YOU LOVE ME (Really Love Me)—K. Starr	Man Upstairs—Cap 2769—BMI
17	1	1	HAPPY WANDERER—F. Weir	From Your Lips—London 1448—ASCAP
18	19	5	CUDDLE ME—R. Gaylord	Oh, Am I Lonely—Mercury 70285—BMI
19	13	7	I REALLY DON'T WANT TO KNOW—L. Paul & M. Ford	South—Cap 2735—BMI
20	1	1	ISLE OF CAPRI—Gaylords	Love I You—Mercury 70350—ASCAP

Most Played by Jockeys

For survey week ending May 5

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	1	11	WANTED—P. Como	Look Out the Window—V 20-5647—ASCAP
2	2	17	MAKE LOVE TO ME—J. Stafford	Adi-Adios Amigo—Col 40143—ASCAP
3	3	14	YOUNG AT HEART—F. Sinatra	Take a Chance—Cap 2703—BMI
4	4	11	CROSS OVER THE BRIDGE—P. Page	My Restless Lover—Mercury 70302—ASCAP
5	9	8	HERE—T. Martin	Philosophy—V 20-5665—BMI
6	5	17	OH, BABY MINE—Four Knights	I Couldn't Stay Away From You—Cap 2654—ASCAP
7	10	5	LITTLE THINGS MEANS A LOT—K. Kallen	I Don't Think You Love Me Anymore—Dec 29037—ASCAP
8	6	8	MAN WITH THE BANJO—Ames Brothers	Man, Man Is for the Woman Made—V 20-5644—BMI
9	7	13	ANSWER ME, MY LOVE—Nat (King) Cole	Why?—Cap 2687—ASCAP
10	12	4	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	Man Upstairs—Cap 2769—BMI
11	8	8	A GIRL, A GIRL—E. Fisher	With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP
12	13	5	MAN UPSTAIRS—K. Starr	If You Love Me (Really Love Me)—Cap 2769—BMI
13	14	4	JILTED—T. Brewer	Le Grand Tour de L'Amour—Coral 61152—BMI
14	11	19	SECRET LOVE—Doris Day	Deadwood Stage—Col 40108—ASCAP
15	18	3	HAPPY WANDERER—F. Weir	From Your Lips—London 1448—ASCAP
16	16	4	I SPEAK TO THE STARS—Doris Day	Blue Belles of Broadway—Col 40210—ASCAP
17	20	2	DON'T WORRY 'BOUT ME—F. Sinatra	I Could Have Told You—Cap 2787—ASCAP
18	19	2	HAPPY WANDERER—H. Rene	My Impossible Love—V 20-5715—ASCAP
19	15	8	THERE'LL BE NO TEARDROPS TONIGHT—T. Bennett	My Heart Won't Say Good-Bye—Col 40169—BMI
20	1	3	POOR BUTTERFLY—Hilltoppers	Wrapped Up in a Dream—Dot 15156—ASCAP

Territorial Best Sellers

For survey week ending May 5

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

Atlanta

1. Cross Over the Bridge—P. Page, Mer.
2. Wanted, P. Como, V.
3. Little Things Mean a Lot—K. Kallen, Dec.
4. Oh, Baby Mine—Four Knights, Cap.
5. Young at Heart, F. Sinatra, Cap.
6. Make Love to Me—J. Stafford, Col.
7. Cuddle Me, R. Gaylord, Mer.
8. Answer Me, My Love—Nat (King) Cole, Cap.

Boston

1. Happy Wanderer, F. Weir, Lon.
2. Little Things Mean a Lot—K. Kallen, Dec.
3. Hernandez's Hideaway—A. Bleyer, Cadence
4. Young at Heart, F. Sinatra, Cap.
5. Wanted, P. Como, V.
6. A Girl, a Girl, E. Fisher, V.
7. If You Love Me (Really Love Me), K. Starr, Cap.
8. Jilted, T. Brewer, Cor.
9. Man Upstairs, K. Starr, Cap.
10. Face to Face, G. MacRae, Cap.

Buffalo

1. I Love You, Gaylords, Mer.
2. Wanted, P. Como, V.
3. Oh, Baby Mine—Four Knights, Cap.
4. Little Things Mean a Lot—K. Kallen, Dec.
5. A Girl, a Girl, E. Fisher, V.
6. Young at Heart—F. Sinatra, Cap.
7. Make Love to Me—J. Stafford, Col.
8. If You Love Me (Really Love Me), K. Starr, Cap.

Chicago

1. Wanted, P. Como, V.
2. If You Love Me (Really Love Me), K. Starr, Cap.
3. Young at Heart—F. Sinatra, Cap.
4. Here, T. Martin, V.
5. Cuddle Me, R. Gaylord, Mer.
6. Little Things Mean a Lot—K. Kallen, Dec.
7. Happy Wanderer, F. Weir, Dec.
8. Answer Me, My Love—Nat (King) Cole, Cap.
9. Happy Wanderer, H. Rene, V.
10. A Girl, a Girl, E. Fisher, V.

Cincinnati

1. Man With the Banjo—Ames Brothers, V.
2. Wanted, P. Como, V.
3. Young at Heart, F. Sinatra, Cap.
4. Little Things Mean a Lot—K. Kallen, Dec.
5. Make Love to Me—J. Stafford, Col.
6. If You Love Me (Really Love Me), K. Starr, Cap.

7. Cross Over the Bridge—P. Page, Mer.
8. Answer Me, My Love—Nat (King) Cole, Cap.
9. Oh, Baby Mine—Four Knights, Cap.
10. Isle of Capri, Gaylords, Mer.

Cleveland

1. Isle of Capri, J. Lee, Cor.
2. Little Things Mean a Lot—K. Kallen, Dec.
3. Crazy 'Bout You, Baby—Crew Cuts, Mer.
4. Things I Love, S. Butera, Grv.
5. Wanted, P. Como, V.
6. I Understand, Four Tunes, Jub.
7. Here, T. Martin, V.
8. Make Love to Me—J. Stafford, Col.
9. Oh, Baby Mine—Four Knights, Cap.
10. Happy Wanderer, F. Weir, Lon.

Dallas-Ft. Worth

1. Oh, Baby Mine—Four Knights, Cap.
2. Answer Me, My Love—Nat (King) Cole, Cap.
3. Wanted, P. Como, V.
4. Little Things Mean a Lot—K. Kallen, Dec.
5. Young at Heart—F. Sinatra, Cap.
6. Make Love to Me—J. Stafford, Col.
7. Man With the Banjo—Ames Brothers, V.

Denver

1. Wanted, P. Como, V.
2. Oh, Baby Mine—Four Knights, Cap.
3. Make Love to Me—J. Stafford, Col.
4. Young at Heart, F. Sinatra, Cap.
5. Cross Over the Bridge—P. Page, Mer.
6. Jilted, T. Brewer, Cor.

Detroit

1. Little Things Mean a Lot—K. Kallen, Dec.
2. Man Upstairs, K. Starr, Cap.
3. Happy Wanderer, F. Weir, Lon.
4. Poor Butterfly, Hilltoppers, Dot
5. Sugar Lump, Four Tunes, Jub.
6. Crazy 'Bout You, Baby—Crew Cuts, Mer.
7. Happy Wanderer, H. Rene, V.
8. I Get So Lonely—Four Knights, Cap.
9. Isle of Capri, Gaylords, Mer.
10. Wanted, P. Como, V.

Kansas City

1. Wanted, P. Como, V.
2. Young at Heart—F. Sinatra, Cap.
3. If You Love Me (Really Love Me), K. Starr, Cap.
4. Cross Over the Bridge—P. Page, Mer.
5. Make Love to Me—J. Stafford, Col.

4. Oh, Baby Mine—Four Knights, Cap.
7. Man With the Banjo—Ames Brothers, V.
8. Answer Me, My Love—Nat (King) Cole, Cap.
9. I Really Don't Want to Know—L. Paul & M. Ford, Cap.

Los Angeles

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Cross Over the Bridge—P. Page, Mer.
4. Oh, Baby Mine—Four Knights, Cap.
5. Make Love to Me—J. Stafford, Col.
6. Here, T. Martin, V.
7. Answer Me, My Love—Nat (King) Cole, Cap.
8. Man Upstairs, K. Starr, Cap.

Milwaukee

1. Happy Wanderer, F. Weir, Lon.
2. Wanted, P. Como, V.
3. Little Things Mean a Lot—K. Kallen, Dec.
4. Man Upstairs, K. Starr, Cap.
5. Padre, L. Dec, Mer.
6. Jilted, T. Brewer, Cor.
7. Make Love to Me—J. Stafford, Col.
8. Man With the Banjo—Ames Brothers, V.
9. If You Love Me (Really Love Me), K. Starr, Cap.
10. Here, T. Martin, V.

New Orleans

1. Wanted, P. Como, V.
2. Man Upstairs, K. Starr, Cap.
3. Cross Over the Bridge—P. Page, Mer.
4. Young at Heart, F. Sinatra, Cap.
5. Make Love to Me—J. Stafford, Col.
6. Answer Me, My Love—Nat (King) Cole, Cap.
7. Here, T. Martin, V.
8. Little Things Mean a Lot—K. Kallen, Dec.
9. If You Love Me (Really Love Me), K. Starr, Cap.
10. A Girl, a Girl, E. Fisher, V.

New York

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

Philadelphia

1. Little Things Mean a Lot—K. Kallen, Dec.
2. Wanted, P. Como, V.
3. If You Love Me (Really Love Me), K. Starr, Cap.
4. Man With the Banjo—Ames Brothers, V.

5. Young at Heart, F. Sinatra, Cap.
6. I Understand, Four Tunes, Jub.
7. A Girl, a Girl, E. Fisher, V.
8. Cross Over the Bridge—P. Page, Mer.
9. Oh, Baby Mine—Four Knights, Cap.
10. Secret Love, Doris Day, Col.

Pittsburgh

1. Little Things Mean a Lot—K. Kallen, Dec.
2. If You Love Me (Really Love Me), K. Starr, Cap.
3. Wanted, P. Como, V.
4. Crazy 'Bout You, Baby—Crew Cuts, Mer.
5. Young at Heart, F. Sinatra, Cap.
6. Jilted, T. Brewer, Cor.

St. Louis

1. Here, T. Martin, V.
2. Man Upstairs, K. Starr, Cap.
3. Little Things Mean a Lot—K. Kallen, Dec.
4. Wanted, P. Como, V.
5. I Should Care, J. Chandler, Dec.
6. I Understand, Four Tunes, Jub.
7. Isle of Capri, Gaylords, Mer.
8. Young at Heart, F. Sinatra, Cap.
9. Man With the Banjo—Ames Brothers, V.
10. Happy Wanderer, H. Rene, V.

San Fran-Oakland

1. Wanted, P. Como, V.
2. Young at Heart, F. Sinatra, Cap.
3. Make Love to Me—J. Stafford, Col.
4. Cross Over the Bridge—P. Page, Mer.
5. Oh, Baby Mine—Four Knights, Cap.
6. Secret Love, Doris Day, Col.
7. Such a Night, J. Ray, Col.
8. Answer Me, My Love—Nat (King) Cole, Cap.
9. A Girl, a Girl, E. Fisher, V.
10. Here, T. Martin, V.

Seattle

1. Wanted, P. Como, V.
2. Cross Over the Bridge—P. Page, Mer.
3. Man With the Banjo—Ames Brothers, V.
4. Young at Heart, F. Sinatra, Cap.
5. Jilted, T. Brewer, Cor.
6. Here, T. Martin, V.
7. Do Lord—J. Russell, C. Haines, B. Davis, D. Russell, Cor.
8. A Girl, a Girl, E. Fisher, V.
9. Make Love to Me—J. Stafford, Col.

Balti-Wash.

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

This Week's Best Buys

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

STEAM HEAT (Frank, ASCAP)
LONELY DAYS (Lear, ASCAP)—Patti Page—Mercury 70380

Patti's record for consistent hits appears to stand in no danger, considering the favorable response to this disk. While not yet delivered in all parts of the country, where available, it's selling nicely. Best reports come from Boston, New York, Philadelphia, St. Louis and Milwaukee. "Steam Heat" has the edge. A previous Billboard "Spotlight" pick.

HERNANDO'S HIDEAWAY (Frank, ASCAP)—Archie Bleyer Ork—Cadence 1241

A sleeper that shows signs of growing, this one jumped high on the Boston territorial chart and was very strong in New England and New York. Good reports were also received from Cleveland, Detroit, Milwaukee and St. Louis. The competitive Johnnie Ray version was doing better in Philadelphia and Upstate New York. Flip of the Bleyer record is "S'il Vous Plait" (Emperor, BMI).

THE HAPPY WANDERER (Fox, ASCAP)—Henri Rene Ork—RCA Victor 20-5715

The popularity of this tune has pushed a second version into the national retail chart. Tho still trailing the Frank Weir recording, previously picked as a "Best Buy," Rene appears this week on the Chicago, Detroit and St. Louis territorial charts and is also reported good in Buffalo, Los Angeles, Atlanta and Milwaukee. The Rene disk was also a previous Billboard "Spotlight" pick. Its flip is "My Impossible Love" (Mellin, BMI).

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**Another Big Hit By
The Singer And
Writer Of "Cuddle Me"**

**RONNIE
GAYLORD**

'WOW'



backed with "OH, LOVE OF MINE"

MERCURY 70378 • 70378X45

**VIC
DAMONE**

Sings A New Hit Ballad

'Don't Take Your Lips Away'

COUPLED WITH

"SLEEPING BEAUTY"

MERCURY 70384 • 70384X45



FOR EXTRA SPRING and SUMMER SALES TAKE...

VITAMIN M-G-M



JONI JAMES

AM I IN LOVE **MAYBE NEXT TIME**



MGM 11696 78 rpm • K 11696 45 rpm

BETTY MADIGAN

JOEY



and **AND SO I WALKED HOME**

MGM-11716 78 rpm
K-11716 45 rpm



DICK HYMAN TRIO

UNFORGETTABLE

and **OUT OF NOWHERE**

MGM11743 78 rpm • K11743 45 rpm



BILLY ECKSTINE

SEABREEZE
and
NO ONE BUT YOU

MGM11712 78 rpm K11712 45 rpm

LOST IN LOVELINESS
and
DON'T GET AROUND MUCH ANYMORE

MGM 11694 78 rpm K 11694 45 rpm

INTRODUCING

MARTI STEVENS

THREE COINS IN THE FOUNTAIN

WHY DIDN'T YOU TELL ME

MGM11724 78 rpm • K11724 45 rpm

ART MOONEY & His Orchestra
BAREFOOT DAYS **WANDERLUST BLUES**

MGM11725 78 rpm • K11725 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 35, N.Y.

DAVID ROSE and His Orchestra
IT'S ONLY A PAPER MOON
I'VE GOT THE WORLD ON A STRING

MGM30850 78 rpm
K30850 45 rpm

HANK WILLIAMS
THERE'LL BE NO TEAR-DROPS TONIGHT

MIND YOUR OWN BUSINESS

MGM10461 78 rpm
K10461 45 rpm

SHEB WOOLEY
BLUE GUITAR

PANAMA PETE

MGM11717 78 rpm
K11717 45 rpm

TOMMY MARA
I CRIED FOR YOU

LOVE IS AN ILLUSION

MGM11729 78 rpm
K11729 45 rpm

PHIL BRITO and His Orchestra
NUDNICK

TRY TO UNDERSTAND

MGM11726 78 rpm
K11726 45 rpm

LEW DOUGLAS and His Orchestra
WHEN I HOLD YOU

BOWIN' NARROW

MGM11730 78 rpm
K11730 45 rpm

Best Selling Sound Track Album



ROSIE MARIE

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

Music from the Sound Tract of the Film



FLAME AND THE FLESH
CARLOS THOMPSON

MGM Extended Play Album
X1080 (45 rpm)

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on...

RECORDS

JO STAFFORD

Thank You for Calling (Blackwood, BMI)—Columbia 40250—The feeling and emotion that the thrush pours into this lovely tune, originally started in the country market, makes it look like a solid follow-up to Miss Stafford's current click "Make Love to Me." The Paul Weston backing is attractive. Flip side is "Where Are You?" (Grady, ASCAP).

EDDIE FISHER

My Friend (Paxton, ASCAP)
Green Years (Harms, ASCAP)—RCA Victor 20-5748—"Friend" is Fisher's first disk on a religious kick. His sincerity and selling power are enough to make this another in his long list of hits. "Years" is a tender ballad.

KAREN CHANDLER

Out in the Middle of the Night (Ample, BMI)
Why Didn't You Tell Me (United, ASCAP)—Coral 6118—Two mighty potent sides by the "Hold Me, Thrill Me, Kiss Me" thrush. The first is a rocking novelty; the "Tell Me" side is a fine ballad. Both are sung with feeling and both could move out.

ROY HAMILTON

If I Loved You (Williamson, ASCAP)—Epic 9047—The young chanter who came thru with a smash hit on his first cutting for the label could have another big one here. The Rodgers and Hammerstein tune from "Carousel" is sung with warmth and emotion, and the disk could go big r.&b. as well as pop. Flip is "So Let There Be Love" (Sheldon, BMI).

• Reviews of New Pop Records

FRANK SINATRA

Rain 87
CAPITOL 2816—A Billboard "Spotlight" 5-8-54. (Mellin, BMI)
Three Coins in the Fountain... 86
A Billboard "Spotlight" 5-8-54. (Robbins, ASCAP)

PATTI PAGE

Lonely Days 87
MERCURY 70380—A Billboard "Spotlight" 5-8-54. (Lear, ASCAP)
Steam Heat... 85
A Billboard "Spotlight" 5-8-54. (Frank, ASCAP)

EARTHA KITT

Let's Do It 85
V 20-5737—A Billboard "Spotlight" 5-8-54. (Harms, ASCAP)
Senior... 71
Latin opus, like flip, is pulled from a recent Kitt album. Her fans will welcome it. (Famous, ASCAP)

JAYE P. MORGAN

Nobody Met the Train 80
DERBY 852—Here's some unusual and clever material which the thrush delivers smartly—including an over-dubbed voice. Orchestration and all, this is slick material. Jaye P. Morgan's best disk to date, and it has a real chance. (Laurel, ASCAP)
Life Was Made for Living... 73
The gal does well here, too, but the material sounds like show material and only fair commercial stuff. (Karen, ASCAP)

JUNE VALLI

I Understand 79
V 20-5740—A simple ballad sung with sincerity and feeling by Miss Valli to a tastefully delicate backing by the Winterhalter ork and chorus. Should get spins and plays. (Jubilee ASCAP)
Love, Tears and Kisses... 78
A sentimental tune into which Miss Valli puts her heart and voice. She is helped again by the solid support of the Winterhalter ork backing. (Bregman, Vocco & Conn, ASCAP)

VOICES OF WALTER SCHUMANN

Suddenly 79
V 20-5736—The beautiful ballad is handed a dreamy performance that's well designed to bring out its attractive qualities. Much of value is added by the tenor sax solo played so smoothly by Ted Nash. This is a side that could do mighty well and hang around for a long while. (Hill & Range, BMI)
Do You?... 73
The romantic queries are put with grace and charm by the polished chorus. A mighty pleasant hunk of wax that many will find pleasure in. (Ludlow, ASCAP)

MALCOLM LOCKYER

Picnic for Strings 78
MERCURY 70383—Malcolm Lockyer and his ork bow on the label with a lilting, fiddle-filled instrumental reading of an infectious Leroy Anderson-styled tune. It should pull scores of deejay spins. Good wax. (Pickwick, ASCAP)
The Fiddler's Boogie... 73
Boogie opus is played with lush fiddles and a full ork. The flip has more impact. (Pickwick, ASCAP)

LES BAXTER

More Love Than Your Love 77
CAPITOL 2799—One of the tunes from the musical "By the Beautiful Sea" is sung by the Baxter chorus

here against a rich string background. Danceable wax. (E. H. Morris, ASCAP)

Venezuela

A listenable instrumental that should get bundles of spins. The beat and arrangement carry out a subtle Latin motif. (Moonlight, BMI)

BILL DARNELL

I Would If I Could But I Can't 77
"X" 0013—The oldie gets a fine run-thru by Darnell with the aid of a vocal group and some good ork backing by Danny Mendelsohn. Should get spins. (Mills, ASCAP)
Qu'Est-Ceque C'Est... 75
Darnell's way with a beat item is the way of an expert. This is cute material combining some hip talk with familiar French phrases. The strong backing lends a heavy assist. (Cue, BMI)

McGUIRE SISTERS

Good Night, Sweetheart,
Good Night 77
CORAL 61187—The impressive new ballad about how hard it is to part when you're in love is sung with tender warmth by the fem combo. This version should steer a good part of the action due on the ditty its way.
Heavenly Feeling... 70
Romantic waltz is awarded a bouncy reading by the McGuire Sisters and the Neal Hefti ork. Another good side.

AL LOMBARDY

The Boogie 75
DOT 15143—Lombardy and his men revive the spirit of the big bands of the late '30's here, playing the tune with a real beat. A solid dance record. (Gallatin, BMI)
The Blues... 74
The riff here is a familiar one and gets a good ride on Lombardy's clarinet. The sound is bright, the beat exciting and danceable. Lombardy has a good swinging band. (Gallatin, BMI)

THE COMMANDERS

Cuddle Me 75
DECCA 29127—Dancers will like this rhythmic ork reading of the Ronnie Gaylord best seller. Jack Palmer tosses in a cool chorus or two. (Vincent, BMI)
There'll Be No Teardrops Tonight... 73
The Decca band shows its bright style in a fast-moving reading of the Hank Williams tune. Also good for terpers. (Auff-Rose, BMI)

DICK TODD

I Was Meant for You 75
DECCA 29126—The "Wha Wah" song is sung in happy fashion by Todd. The swinging backing helps project the novelty flavor. Good for the boxes. (Duchess, BMI)
The Man With the Banjo... 73
A good cover waxing by Todd, this on the current Ames Brothers click. (Mellin, BMI)

BIG DAVE ORK

Loosely With Feeling 75
CAPITOL 2794—The r.&b. style instrumental item by the house dance crew should keep the dancers happy. It's got the beat and the easy-to-remember riffs which make for good dance band instrumentals. The tenor solo, undoubtedly Fat Dave himself, is in the preaching style, too. (Beechwood, BMI)

(Continued on page 36)

RATINGS—COMMERCIAL POTENTIAL

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

90-100, Tops
80-89, Excellent
70-79, Good
60-69, Satisfactory
50-59, Limited
0-49, Poor

SPRING TONIC

THE MIDNIGHTERS (FORMERLY THE ROYALS)

WORK WITH ME, ANNIE
UNTIL I DIE
FEDERAL 12169

THE CHECKERS
DON'T STOP, DAN
HOUSE WITH NO WINDOWS
KING 4710

THE STRANGERS
MY FRIENDS
I'VE GOT EYES
KING 4697

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AVAILABLE IN CANADA ON
Quality KING RECORDS

LONDON RECORDS
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TWO SMASH HITS!
FOUR TUNES
Singing
"SUGAR LUMP"
and
"I UNDERSTAND"

JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

Don Milean, WHDL, Olean, N. Y., is really taking advantage of the spring weather. Milean writes that he broadcasts under a large maple tree in front of the studio. The show which airs from 6:30 a.m. to 8:45 a.m. includes a giveaway gimmick so that motorists can stop and get in on the "act." . . . Don Sherman, WLYN, Lynn, Mass., has been inserting major league ball scores into his show so that his listeners can keep posted and at the same time listen to their favorite records.

Carroll Hardy, WKBW, Buffalo, just completed a contest on whether deejays talk too much. The score—five to one that they don't. . . . Lee Jackson, WAPO, Chattanooga, Tenn., makes photostats of letters he receives from his satisfied customers to show to potential customers. Jackson says that this gimmick "helps show others that you really sell your spots." . . . Big Bud, WGRD, Grand Rapids, Mich., promoted the sales of Easter Seals by telling his listeners that requests bearing the seal on the envelope will be the only ones honored.

Tommy Roberts, WCAM, Camden, N. J., is working on a project called the "Jazz Workshop," which includes meetings and miniature concerts by the big names in jazz to be held at the Philadelphia Art School. Roberts tells us that the idea is to "promote jazz in a healthy atmosphere and educate the teen-agers in the proper way." . . . Ray Lee, KXLL, Missoula, Mont., has just started a new feature on his two-hour show. The show is directed toward the women listeners, with announcements of birthdays and the awarding of one birthday cake and one bouquet of flowers for a lady who has a birthday during the week.

Al Stone, WCSC, Charleston, S. C., features music and artists from other lands. Stone writes, "It gives me an opportunity to highlight some of the great music available to us on imported wax." . . . Nick Nicholson, KXOA, Sacramento, emceed a three-hour TV show for the benefit of Easter Seal sales. . . . Owen Lackey Jr., WJVA, South Bend, Ind., calls his show, "Anything Goes." As the title suggests, Lackey, along with Jack Douglas, incorporates everyone in town via phone for music requests. The show also boasts its own panel of three high school "cats" who choose the new record of the week.

Don Speir, WAML, Loral,

Miss., plays the top four bands of the week as picked by the listeners. Speir tells us that since his show runs one and one-half hours, he can devote 20 minutes to each band and still have time to spin several promising platters.

Surface Noises

Stan Freeman, deejay on WNBC's, New York, all-night show, criticized his fellow deejays this week for "Catering to the Banal." Freeman, a musician in his own right who won the McDowell Club award in 1941 as the top young pianist of the year, further stated, "The average deejay is jeopardizing the future of jazz. In many instances bad jazz has been given as much prominence as good jazz. And in a few instances more. By their ability to select the records that are heard on the air," he said, "they condition the general level of taste in the field of popular music. In addition they spell out success or failure for many top-notch musicians. Seems to me that it's time for deejays to learn a little bit about music before they hang out their shingle." The occasion for this lambast was the approaching demise of Freeman's deejay program scheduled to go off the air on May 8. On June 1 he will return to NBC with a new show.

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

MAY 13, 1944:

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

MAY 14, 1949:

1. Forever and Ever
2. Cruising Down the River
3. "A"—You're Adorable
4. Careless Hands
5. Riders in the Sky
6. Again
7. Red Roses for a Blue Lady
8. Sunflower
9. I Don't See Me in Your Eyes Anymore
10. Some Enchanted Evening

Comments on the rhythm and blues spread: Donald D. Clem,

KMMO, Marshall, Mo., writes, "I disagree wholeheartedly with your featuring r.&b. It never will approach pop plays and sales. Teen-agers like Ray Anthony, Buddy Morrow and other orks." . . . Al Hart, KTBS, Shreveport, La., agrees with The Billboard feature. He writes, "It was great to see your spread on r.&b. music. Recognition has long been overdue, in my opinion, of the appeal this music has for the teen-agers. With the kids in this town, r.&b. is what they want for dances and parties, etc. They want more included on pop shows."

David Kirpatrick, WMNB, North Adams, Mass., has some thoughts on the length of records. He says, "I agree with those who feel first consideration of a record should be music and not the length. I certainly don't think much of a deejay show which spins short numbers and overlooks the many fine records that run over three minutes. Of course we're all in business to make money, but a commercial every two minutes is just too much. Any station doing that should have its rate card overhauled pronto."

(Continued on page 36)

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Top quality masters available on all current pop and hillbilly hit numbers for Canadian and foreign use. Excellent for indie coverage, mail order or low-priced line. Outright purchase at low figure. Contract available for three (3) records per month if desired. For prices and additional information write or wire

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c/o The Billboard, Cincinnati 22, Ohio

A Smash Recording . . .
Paul Bruno
"WANDERLUST
BLUES"
BBS-126
RECORDS, INC.
200 So. Juniper St.
Phila., Pa.

HOW FAR CAN A SONG FLY?

HOW FAST CAN IT HIT?

ASK BOSTON . . . ABOUT

ARIRANG

(Pronounced
AH-DEE-DONG)

The Fabulous Korean Folk Song

Sung by

ELLY WILLIAMS

On Rainbow Record #253

3000 Records the First Week—
of the Original English Version
of the Song Our GIs Brought
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SEQUOIA MUSIC COMPANY

Suite 512, 224 West 49th St.
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LOS ANGELES, CALIFORNIA

—Send all inquiries—

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"I'M GLAD I DID ORDER
TODAY'S TOP TUNES"

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.

White Electric Company
Woodruff, Wis.

Our trial order of TODAY'S TOP TUNES helped us 100% during our Christmas rush. We would like to continue to receive TODAY'S TOP TUNES.

Betty G. Orvis
(Signed) Gingrich Jewelers & Popular Music Co.
2631 East 11th St.
Tulsa, Okla.

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."



"I WISH I HAD ORDERED
TODAY'S TOP TUNES"



"I'D FEEL MUCH BETTER
IF WE HAD
TODAY'S TOP
TUNES!"

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every Friday from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

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<input type="checkbox"/> Weekly	<input type="checkbox"/> 100\$2.00
<input type="checkbox"/> Twice a month	<input type="checkbox"/> 250\$3.50
<input type="checkbox"/> Monthly	<input type="checkbox"/> 500\$5.50
<input type="checkbox"/> Charge	\$.....Enclosed

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(Please Print)

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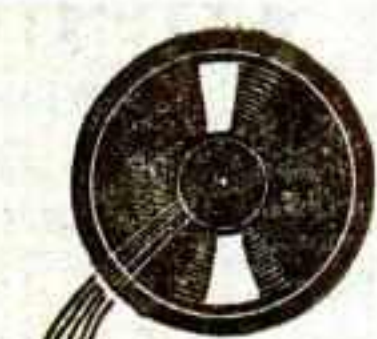
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YOU MUST LOSE THE BAIT TO CATCH THE FISH!





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SINGING

**"EVEN
THO"**

b/w

"SPARKLING BROWN EYES"

DECCA-29107



*America's Fastest
Selling Records*



**The Billboard Music Popularity Charts
COUNTRY &
WESTERN RECORDS**

• Best Sellers in Stores

For survey week ending May 5

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

This Week		Last Week	Weeks on Chart
1.	SLOWLY —W. Pierce You Just Can't Be True—Dec 28991—BMI	1	15
2.	I'LL BE THERE —R. Price Release Me—Col 21214—BMI	3	11
3.	I REALLY DON'T WANT TO KNOW —E. Arnold I'll Never Get Over You—V 20-5525—BMI	2	19
4.	YOU BETTER NOT DO THAT —T. Collins High on a Hilltop—Cap 2701—BMI	4	12
5.	BACK UP BUDDY —C. Smith If You Tried As Hard to Love Me—Col 21226—BMI	5	3
6.	ROSE MARIE —S. Whitman We Stood at the Altar—Imperial 8236—ASCAP	6	3
7.	OH, BABY MINE —Johnnie & Jack You're Just What the Doctor Ordered—V 20-5681—ASCAP	7	4
8.	RELEASE ME —R. Price I'll Be There—Col 21214—BMI	8	5
9.	JILTED —R. Foley Pin Ball Boogie—Dec 29100—BMI	—	1
10.	THERE STANDS THE GLASS —W. Pierce I'm Walking the Dog—Dec 28834—BMI	—	27

• Most Played in Juke Boxes

For survey week ending May 5

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

This Week		Last Week	Weeks on Chart
1.	I REALLY DON'T WANT TO KNOW —E. Arnold V 20-5525—BMI	3	18
2.	SLOWLY —W. Pierce Dec 28991—BMI	1	12
3.	YOU BETTER NOT DO THAT —T. Collins Cap 2701—BMI	2	11
4.	I'LL BE THERE —R. Price Col 21214—BMI	3	5
5.	SECRET LOVE —S. Whitman Imperial 8223—ASCAP	5	17
6.	BACK UP BUDDY —C. Smith Col 21226—BMI	—	1
7.	WAKE UP, IRENE —H. Thompson Cap 2646—BMI	6	18
8.	I LOVE YOU —G. Wright-J. Reeves Fabor 101—BMI	7	5
8.	ROSE MARIE —S. Whitman Imperial 8236—ASCAP	—	1
10.	RELEASE ME —R. Price Col 21214—BMI	8	4

• Most Played by Jockeys

For survey week ending May 5

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

This Week		Last Week	Weeks on Chart
1.	SLOWLY —W. Pierce Dec 28991—BMI	1	14
2.	OH, BABY MINE —Johnnie & Jack V 20-5681—ASCAP	2	6
3.	I'LL BE THERE —R. Price Col 21214—BMI	5	10
4.	YOU BETTER NOT DO THAT —T. Collins Cap 2701—BMI	3	13
5.	I REALLY DON'T WANT TO KNOW —E. Arnold V 20-5525—BMI	3	17
6.	BACK UP BUDDY —C. Smith Col 21226—BMI	—	1
7.	I LOVE YOU —G. Wright-J. Reeves Fabor 101—BMI	6	19
8.	GOOD DEAL LUCILLE —A. Terry Hickory 1003—BMI	9	3
9.	AS FAR AS I'M CONCERNED —R. Foley Dec 29000—BMI	10	4
10.	MY EVERYTHING —E. Arnold V 20-5634—BMI	7	3

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Review Spotlight on . . .

RECORDS

TOMMY COLLINS

Let Me Love You (Central Songs, BMI) I Always Get a Souvenir (Central Songs, BMI) Capitol 2806—Tommy Collins could continue his fine selling pace with this new disk. He sings the tunes with feeling, selling "Let Me Love You" with style and the bouncy "Souvenir" with spirit.

MITCHELL TOROK

Dancerette (American, BMI) The Haunting Waterfall (American, BMI)—Abbott 162—Mitchell Torok continues his travels 'round the world with a bright new ballad about a dancer in a Paris nitery. On the flip he sells a most unusual ballad with his usual skill. Unusual material, sung with spark and filled with sound. Fine juke wax.

Reviews of New C & W Records

WEBB PIERCE

Even Tho . . . 86 DECCA 29107—A Billboard "Spotlight Review" 5-8-54. (Acuff-Rose, BMI)

Sparkling Brown Eyes . . . 84 A Billboard "Spotlight" 5-8-54. (Forrest, BMI)

LEFTY FRIZZELL

A King Without a Queen . . . 84 COLUMBIA 21241—A Billboard "Spotlight" 5-8-54. (Wills, BMI)

You Can Always Count On Me . . . 77 On this side the warbler duets neatly with himself via multiple-tracking on a pleasant rhythm effort. The flip is more powerful. (Hill & Range, BMI)

MITCHELL TOROK

Dancerette . . . 83 ABBOTT 162—A happy side, in the spirit of past Torok quests after romance abroad. We're in Paris now, and many will enjoy the journey. Will get many spins and juke plays. Could break loose. Watch it. (American, BMI)

The Haunting Waterfall . . . 82 Imaginative ballad about a one-time sweetheart has a plaintive quality that carries across the grooves with strong impact in this fine Torok reading. This could be a strong one for the artist. (American, BMI)

MERRILL MOORE

Fly Right Boogie . . . 77 CAPITOL 2796—Cute opus displays Moore's talents as chanter, 88'er and clefter. And he's pretty good in all departments. A brisk and happy dinking. Could grab juke loot. (Vanguard, BMI)

NOLA

The rhythm of the oldie is slightly twisted in this piano treatment in boogie beat. It all comes out listenably as the electric guitars help out. Could do okay in the boxes. (Fox, ASCAP)

BILLY GRAY

Who'll Buy My Tacos? . . . 76 DECCA 29120—Gray turns in a bright reading of this exciting novelty effort about Rose, the tacos and chili beans girl. The tune is an infectious one and the warbler sings it with spirit. Could get spins and juke loot in the Western boxes. (Brazos Valley, BMI)

PIN-UP GIRL

Another mighty listenable reading by the chanter, this time on a pretty ballad. He sings the melodic tune with feeling and it should get spins among Western jukeboxes. Two good sides. (Brazos Valley, BMI)

BILLY STRANGE

Am I Seeing Things? . . . 74 CAPITOL 2797—A warm warble about a guy who can't believe his good fortune in things romantic. A good ballad, well sung. It'll get spins. (Acuff-Rose, BMI)

THE DEVIL IN ME

Title is more intriguing than the ditty, an okay effort performed capably by Strange. Good beat for dancing, tho. (American, BMI)

ANITA CARTER

Faithless Johnny Lee . . . 73 COLUMBIA 21242—A lovely new

tune is sung with a lot of feeling by Anita Carter as she tells of her faithless lover. With exposure the side should get a lot of deejay attention. (Milene, ASCAP)

HEARTLESS ROMANCE

Once again the thrush sings of her broken heart and her unhappy love affair with much feeling. Jocks can use this one, too. (Milene, ASCAP)

JOHNNY BOND

Fire Water . . . 73 COLUMBIA 21243—A bright novelty is sung happily by Bond as he sings of a lonely Indian squaw who taught him about fire-water. (Red River, BMI)

OLD MAN BLUES

Routine blues ditty is sung satisfactorily by Bond. (Red River, BMI)

BILL MACK

Crazy for Love . . . 73 IMPERIAL 8242—A simple, but attractive ballad with a direct emotional appeal. Mack's delivery of these cute lyrics is smooth. (Commodore, BMI)

WE WALTZED IN MY DREAMS

Mack presents a pretty picture of his dream girl here that is wholly convincing. Pleasant material. (Commodore, BMI)

MINNIE PEARL

And That's Good Enough for Me . . . 72 V 20-5699—Comedienne Pearl delivers a cute little ditty with plenty of spirit. Jocks should have a ball with it and it could catch coins. What's good enough for Minnie? That he's a man, that's all. (Tannen, BMI)

HOW TO CATCH A MAN

More of the same kind of material and more of the same kind of personality performance. (Alamo, ASCAP)

TOM TALL

I Gave My Heart to Two People . . . 72 FABOR 108—A warm warble about affection given his gal and the Lord. The chanter does a nice job. (Dandelion, BMI)

PLEASE BE CAREFUL

Tall advises caution in things romantic in a rural item that has considerable charm. Pleasant listening. (Dandelion, BMI)

KENNY LEE

Flame of Fire . . . 72 V 20-5733—Good material and some ultra slick backing take top honors on this one. Lee does okay. (Lowery, BMI)

RUNAWAY ANGEL

Lee, a recent addition to the label, has an interesting sound. He does nicely with an attractive new ballad. (Herb Reiss, BMI)

THE LONESOME PINE FIDDLERS

Baby You're Cheatin' . . . 71 V 20-5734—Good dance material here and the vocal by Pine and the group is fairly effective, too. (RCA Victor Lic.)

SOME KINDA SORRY

More of the same here. (Goday, BMI)

(Continued on page 33)

Reviews of New Sacred Records

STUART HAMBLEN

This Ole House . . . 87 V 20-5739—Here's a sacred item which re-establishes Hamblen as the top man in his field. What's more the tune and disk could break out fast for top hit in both the country and pop markets. A truly fine disk is this, and a sock debut for Hamblen on the label. (Hamblen, BMI)

WHEN MY LORD PICKS UP THE PHONE

Another good hunk of sacred material with Hamblen and group handling it with warmth and feeling. Fine bow on the label with both sides. (Hamblen, BMI)

BLACKWOOD BROS. QUARTET

His Hand in Mine . . . 77 V 20-5709—The beautiful sacred tune by clefter Mosie Lister receives a lovely reading from the Blackwood Brothers who get a chance to show off both their deep religious conviction and their fine harmony. A fine sacred recording that should sell briskly in the field for many months. (Mosie Lister Pub., SESAC)

I'M FEELIN' FINE

The boys turn in a spirited rendition of a rhythmic sacred effort helped

end by a jazzy piano backing. Another first-rate side by the group that should really interest the Bible Belt. (Mosie Lister Pub., SESAC)

THE STAMPS QUARTET

Paradise Is Waiting . . . 75 COLUMBIA 21245—The Stamps Quartet sings the slow tempo sacred tune with sincerity and feeling as they tell of the land beyond the hills of time. The fine bass singer is featured. Good wax for the family market. (Stamps Quartet Music)

OH! WHEN I MEET YOU

A happy gospel ditty receives a warm rendition from the group, and their many fans in the South and Southwest should like. (Hill & Range, BMI)

JIM & JESSE—THE VIRGINIA BOYS

Look for Me . . . 72 CAPITOL 2798—With the assistance of Curley, Jim and Jesse warble in tight harmony about a reunion in Heaven. A happy dinking. (Central, BMI)

ARE YOU LOST IN SIN?

Another good gospel dinking, with as much pleasure in the string backing as in the singing. (Central, BMI)

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Cowboy Copas and Marsha Carson were guest stars on the "Grand Ole Opry" recently, with Webb Pierce and Kitty Wells following and George Morgan and Slim Whitman penciled in for May 15. Pierce will receive a silver plaque from The Billboard on the May 8 show as the top money-maker of 1953. . . . Eddie Hill has completed arrangements which will set him under the management of Col. Tom Parker, of Jamboree Attractions. . . . WSM recently sold a new country music show to be sponsored by International Harvester. Package, beginning May 15, is called "Hits From the Hills" and stars Marty Robbins, the Anita Kerr Singers, Owen Bradley orchestra and emcee Grant Turner. . . . WSM's Third National Disk Jockey Festival has been set for November 19-20, with the station to announce details shortly. . . . The "Tennessee Valley Shindig" got underway recently, via WAGC, Chattanooga, with the Raccoon Mountain Boys and Kirk Hansard handling the live talent. Program, aired for one and a half hours, is slotted early enough to allow folks to hear the Opry show. . . . The Tennessee Barn Dance, from Knoxville, staged a "Life Begins at 60" talent hunt recently, with first prize going to a woman of 69 who did an old-time buck-and-wing dance.

Ginny Wright, Fabor Records star of "Louisiana Hayride," KWKH, Shreveport, flew to New Mexico for weekend appearances at Ray Shaffer's "Eddy County Barn Dance" in Carlsbad. . . . Rex Allen launched his season of personal appearances by drawing a record attendance for the annual Vernon, Tex., Rodeo of more than 120,000 persons during the six-night stand. Show featured Allen, his horse Koko and comedy sidekick Slim Pickens. . . . Charlie Adams renewed his contract for another 13 weeks of his one-hour television show from Waco, Tex. . . . "Grand Ole Opry" package, with Roy Acuff and his Smokey Mountain Boys, Carl Smith, Webb Pierce, the Carter Sisters, Mother Maybelle and the Duke of Paducah, drew nearly 10,000 persons at the Dallas Sportatorium recently. . . . Sheb Wooley set for an appearance at the Big D in Dallas. . . . The "Marshall Jamboree," Marshall, Tex., now emanating from the Fox Drive-In Theater for the summer. Cherokee Red, Russell Cooner, Leon Anderson, Carol Williams and Bob Nash headlined opening night. . . . Bill Myrick, KECK, Odessa, Tex., was guest disk jockey on the "Louisiana Hayride" recently. Bill is currently booking country talent for the "Permian Basin Jamboree" in Odessa. . . . Jay Staggs, KSTA, Coleman, Tex., reports the popularity of Joe Carson growing in that area. . . . Clovis Pinion, known as Peavine around Sulphur Springs, Tex., now airing a one-hour country show via KSST.

Bill Starnes now handling Ferlin Huskey, who just concluded a seven-day tour with Red Foley, Grady Martin and Arlie Duff thru Kansas and Missouri. . . . Songsmith Don Grashey leaves Port Arthur, Ont., for an extended

This Week's Best Buys

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

TWO WHOOPS AND A HOLLER (Central, BMI)—Jean Shepard—Capitol 2791

Out two weeks, this disk is moving quickly and already has considerable strength in the Atlanta, Richmond, Durham, St. Louis, Eastern Pennsylvania and Upstate New York territories. Flip is "Why Did You Wait?"

EVEN THO (Acuff-Rose, BMI)

SPARKLING BROWN EYES (Forrest, BMI)—Webb Pierce—Decca 29107 Another potential powerhouse that is helping to stimulate the sluggish country market to new activity. While not yet completely distributed nationally, wherever it has been received, early orders have been heavy. Strong reports were received from Richmond, Durham, Atlanta, Nashville, St. Louis, Cleveland, Eastern Pennsylvania and New York State. Early side preference is for "Even Tho." A previous Billboard "Spotlight" pick.

C & W Territorial Best Sellers

For survey week ending May 5

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. You Better Not Do That T. Collins, Cap.
2. I'll Be There, R. Price, Col.
3. Release Me, R. Price, Col.
4. I Really Don't Want to Know E. Arnold, V.
5. Back Up Buddy, Carl Smith, Col.
6. Rose Marie, S. Whitman, Imp.
7. Slowly, W. Pierce, Dec.
8. Oh, Baby Mine, Johnnie & Jack, V.
9. Too Hot to Handle, J. Skinner, Dec.
10. Fooler, A. Fakar, H. Thompson, Cap.

Dallas-Ft. Worth

- 1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Rose Marie, S. Whitman, Imp.
4. My Everything, E. Arnold, V.
5. Back Up Buddy, Carl Smith, Col.
6. I'll Be There, R. Price, Col.
7. Bimbo, J. Reeves, Abb.
8. Echo Bonita, J. Reeves, Abb.
9. Secret Love, S. Whitman, Imp.
10. Go Cry Your Heart Out H. Thompson, Cap.

Houston

- 1. Jilted, R. Foley, Dec.
2. Cry, Cry Darling, J. Newman, Dot
3. Mysteries of Life, H. Locklin, Dec.
4. I'll Be There, R. Price, Col.
5. Rose Marie, S. Whitman, Imp.
6. Place for Girls Like You S. Burns, Sdy.
7. Slowly, W. Pierce, Dec.
8. One by One, K. Wells & R. Foley, Dec.

Memphis

- 1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. Good Deal Lucille, A. Terry, Hic.
4. I Really Don't Want to Know E. Arnold, V.
5. Jilted, R. Foley, Dec.
6. Rose Marie, S. Whitman, Imp.
7. If You Tried As Hard to Love Me Carl Smith, Col.
8. Shake a Leg, Carlisle, Mer.
9. There Stands the Glass W. Pierce, Dec.

Nashville

- 1. I'll Be There, R. Price, Col.
2. Slowly, W. Pierce, Dec.
3. Oh, Baby Mine, Johnnie & Jack, V.
4. Back Up Buddy, Carl Smith, Col.
5. I Really Don't Want to Know E. Arnold, V.
6. Breakin' the Rules, H. Thompson, Cap.
7. You Better Not Do That T. Collins, Cap.
8. After Dark, K. Wells, Dec.
9. Cry, Cry Darling, J. Newman, Dot

New Orleans

- 1. I'll Be There, R. Price, Col.
2. Rose Marie, S. Whitman, Imp.
3. Cry, Cry Darling, J. Newman, Dot
4. Jilted, R. Foley, Dec.
5. Back Up Buddy, Carl Smith, Col.
6. If You Tried As Hard to Love Me Carl Smith, Col.
7. You're Right, F. Young, Cap.
8. Oh, Baby Mine, Johnnie & Jack, V.
9. Echo Bonita, J. Reeves, Abb.
10. Slowly, W. Pierce, Dec.

visit with publishers and record companies in New York, Nashville and Shreveport, and will also take in the Jimmy Rodgers Memorial Day in Meridian, Miss., May 25-26. . . . Carolina Cotton turns out to be the most traveled gal of late, hopping from Hawaii to Los Angeles to Alaska. Carolina, along with Gloria Winters, did a series of dates at six military installations while in Hawaii, in addition to TV and radio shots with Lonnie Bell, KAHU, Hawaii. . . . Wade Ray and his Ozark Mountain Boys play the annual Cattleman's Convention, Omak, Wash., May 13-15, to be followed by his second annual tour of Western Canada. Dates were booked by the Reg Marshall Agency, Hollywood. . . . Johnny and Jack, Marty Robbins, Kitty Wells, Red Garrett and Tommy Owen headline at the "Carolina Barn Dance," Fayetteville, N. C., May 12. . . . Cincinnati's WLW enlarging its country and western talent staff, adding the Circle C

Boys, and Buddy and Marion Durham, who'll be featured on WLW radio and the station's popular "Midwestern Hayride." . . . Don MacLeod and his "Ranch House Jamboree" now heard via KTMS, Santa Maria Calif. Virge Brown and Pat Kaye have reactivated the "Saddle Mates" for a new television series at WKBN-TV, Youngstown, O. . . . Lonnie Barron, airing two c.&w. shows from WJOG, Marine City, Mich., and WHLS, Port Huron, Mich. . . . Bob Hix and his Rhythm Range Riders, WMFD, Wilmington, N. C., and Jackie Butler and his Playmates of the same station, have joined forces for a string of personal appearances in Eastern North Carolina. . . . Gordon Jennings, WKOY, Bluefield, W. Va., airing 11 hours of country music weekly. . . . Tiny Tims now spinning platters via WLAU, Laurel, Miss.

Just a Few of the Special Features of The Billboard

May 22 Country & Western Jubilee Number

- THE COUNTRY & WESTERN MARKET: How big is it today . . . factors that have accounted for its growth . . . future potential.
THE PLACE OF C & W MUSIC IN THE CULTURE AND ECONOMY OF THE NATION: The facets of the field that have significance to a broad segment of the entertainment world . . . and how they account for a large and growing share of the public's entertainment dollar.
HILLBILLY RECORD LABELS AND THE MEN BEHIND THEM.
COMPLETE DATA ON HILLBILLY JAMBOREES: Names and addresses of the radio and television programs in this category, with staff, talent, bookers, etc.



Rhythm and Blues Tattler

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.

Keep your eye on this one. Rated a big 83, with advance sales coming in strong —UNITED #173 "FLIGHT 3-D," with Jimmy Forrest Ork doing a terrific job, and on the back side another good bet. "SOPHISTICATED LADY."

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

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

WINNERS all of them!

Charles Brown
"Let's Walk"
Al. #3235

Lloyd Glenn
"Chocolate Drop"
Al. #3236

Amos Milburn
"Milk and Water"
Al. #3240

Louis Jordan
"I'll Die Happy"
Al. #3227

Aladdin RECORDS

Beverly Hills, Calif.

VERY STRONG! "A MOTHER'S LOVE"

by EARL KING

Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

BULLETIN

DUKE RECORDS has released another two-sided

JOHNNY ACE HIT
"PLEASE FORGIVE ME"

b/w

"YOU'VE BEEN GONE SO LONG"
Duke #128

The flip side is an entirely new ACE style that is TERRIFIC.

TROUBLED RIVER

RECORDED BY

MATTHEWS BROTHERS QUARTET

WORD RECORDS

2920 Dutton
Waco, Texas

GIVE TO DAMON RUNYON
CANCER FUND

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending May 5

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

Week This	Weeks Last	Chart
1.	1	13
2.	3	4
3.	2	9
4.	7	2
5.	4	8
6.	6	18
7.	5	13
8.	7	10
9.	—	6
10.	10	3

Most Played in Juke Boxes

For survey week ending May 5

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	Weeks Last	Chart
1.	1	11
2.	6	2
3.	3	7
4.	2	8
5.	7	5
6.	5	17
7.	7	10
8.	—	1
9.	4	10
10.	9	18

R & B Territorial Best Sellers

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

City	Record
Atlanta	1. Work With Me, Annie Midnighters, Fed. 2. Little Mama, Clovers, Atl. 3. Shake, Rattle and Roll, J. Turner, Atl. 4. You'll Never Walk Alone R. Hamilton, Epl. 5. Lovey Dovey, Clovers, Atl. 6. Gee, Crows, Rma. 7. I Understand, Four Tunes, Jub. 8. Things That I Used to Do Guitar Slim, Spe. 9. Oh, Baby, Little Walter, Che. 10. Lucille, C. McPhatter, Atl.
Charlotte	1. Lovey Dovey, Clovers, Atl. 2. You'll Never Walk Alone R. Hamilton, Epl. 3. Shake, Rattle and Roll, J. Turner, Atl. 4. Little Mama, Clovers, Atl. 5. I Didn't Want to Do It, Spiders, Imp. 6. Work With Me, Annie Midnighters, Fed. 7. It Should've Been Me, R. Charles, Atl. 8. Darling, Dear, Counts, Dot. 9. You're the One, Spiders, Imp. 10. Things That I Used to Do Guitar Slim, Spe.
Chicago	1. You'll Never Walk Alone R. Hamilton, Epl. 2. Lovey Dovey, Clovers, Atl.
Cincinnati	1. Work With Me, Annie Midnighters, Fed. 2. Things That I Used to Do Guitar Slim, Spe. 3. Lovey Dovey, Clovers, Atl. 4. I've Got a Feeling, Big Maybelle, Oke. 5. Shake, Rattle and Roll, J. Turner, Atl. 6. You'll Never Walk Alone R. Hamilton, Epl. 7. Honey, Hush, J. Turner, Atl. 8. You're the One, Spiders, Imp. 9. Answer Me, My Love Nat (King) Cole, Cap. 10. Money, Honey, C. McPhatter, Atl.
Detroit	1. Work With Me, Annie Midnighters, Fed. 2. Lovey Dovey, Clovers, Atl. 3. You'll Never Walk Alone R. Hamilton, Epl. 4. Oh, Baby, Little Walter, Che. 5. Darling, Dear, Counts, Dot. 6. I Didn't Want to Do It, Spiders, Imp. 7. It Should've Been Me, R. Charles, Atl.
Los Angeles	1. You're the One, Spiders, Imp. 2. Lovey Dovey, Clovers, Atl. 3. Gee, Crows, Rma. 4. Goodnight, Sweetheart, Spaniels, VJ. 5. A Thousand Stars, Rivileers, Btn. 6. Darling, Dear, Counts, Dot. 7. I'm Your Hootchy Kootchy Man M. Waters, Chs. 8. I'm Just Your Fool, B. Johnson, Mer. 9. It Should've Been Me, R. Charles, Atl. 10. Such a Night, C. McPhatter, Atl.
New Orleans	1. You'll Never Walk Alone R. Hamilton, Epl. 2. Shake, Rattle and Roll J. Turner, Atl. 3. Story of My Life, Guitar Slim, Spe. 4. Oh, Baby, Little Walter, Che. 5. Such a Night, C. McPhatter, Atl. 6. I Didn't Want to Do It, Spiders, Imp. 7. Work With Me, Annie Midnighters, Fed. 8. Tipitina, Professor Longhair, Atl.
New York	1. You'll Never Walk Alone R. Hamilton, Epl. 2. Work With Me, Annie Midnighters, Fed. 3. Such a Night, C. McPhatter, Atl. 4. It Should've Been Me, R. Charles, Atl. 5. Goodnight, Sweetheart, Spaniels, VJ. 6. Things That I Used to Do Guitar Slim, Spe.
Philadelphia	1. Work With Me, Annie Midnighters, Fed. 2. Goodnight, Sweetheart, Spaniels, VJ. 3. You'll Never Walk Alone R. Hamilton, Epl. 4. Sweet Sue Mambo, C. Powell, Gra. 5. I Understand, Four Tunes, Jub. 6. Little Mama, Clovers, Atl. 7. How Do You Speak to An Angel D. Gardner, Bru. 8. Sh Boom, The Cords, Cat. 9. Johnny's Blues, J. Hodges, Clef.
St. Louis	1. Lovey Dovey, Clovers, Atl. 2. You'll Never Walk Alone R. Hamilton, Epl. 3. You're the One, Spiders, Imp. 4. It Should've Been Me, R. Charles, Atl. 5. Goodnight, Sweetheart, Spaniels, VJ. 6. Things That I Used to Do Guitar Slim, Spe. 7. Gee, Crows, Rma. 8. Eisenhower Blues, J. B. Lenore, Par. 9. Shake, Rattle and Roll, J. Turner, Atl. 10. Until Sunrise, D. Washington, Mer.
Balti.-Wash.	1. Shake, Rattle and Roll, J. Turner, Atl. 2. Goodnight, Sweetheart, Spaniels, VJ. 3. You'll Never Walk Alone R. Hamilton, Epl. 4. Little Mama, Clovers, Atl. 5. Watch Dog, L. Reed, Kng. 6. Until Sunrise, D. Washington, Mer.

Reviews of New R & B Records

"BIG MAMA" THORNTON I Smell a Rat85 PEACOCK 1632—A Billboard "Spotlight" 5-8-54. (Lion, BMI)	TINY BRADSHAW ORK Overflow77 KING 4713—New riff item is played with a beat here by the Bradshaw ork, with the orkster blowing brightly thruout on sax. The instrumental goes, and the ork has had stronger efforts in the past the band's fans will want this one. (Jay & Cee, BMI)
LLOYD PRICE Jimble Lee84 SPECIALTY 494—A Billboard "Spotlight" 5-8-54. (Venice, BMI)	THE HOT SHOTS Blue Hours77 SAVOY 1128—This is some truly fine "after hours" style blues done in a slick way by the piano-led combo. Great mood stuff. Should sell (Crossroads, BMI)
NAPPY BROWN That Man80 SAVOY 1129 — Brown delivers a powerful reading of some attractive material—and he does it in two distinctly different voices, either of which is good. The guy delivers smartly for a good hunk of wax. Watch him, he's got a style. (Crossroads, BMI)	Horses Neck72 Tempo picks up here as the combo delivers a riff item in fine style. Good dance music, this. (Crossroads, BMI)
BILL DOGGETT Easy78 KING 4711—Fine dance instrumental by the strong-selling tenor and organ combo. The beat is big and the melody line straight-forward enough for the solo to take-off in any direction. (Billace, BMI)	MEMPHIS MINNIE Kissing in the Dark75 J.O.B. 1101—The thrush turns in a mighty snappy reading of this old-fashioned blues effort that should get some attention, especially down South. Memphis Minnie can sing a tune and she shows off her style neatly here. Good wax. (Long, BMI)
DENNIS BINDER I Miss You So77 MODERN 930—Binder sings this blues to an upbeat tempo that moves from start to finish. The driving rhythm section helps. A good side for the boxes. (Modern, BMI)	WYNONIE HARRIS Shake That Thing75 KING 4716—Suggestive invitation to wiggle is hoarsely shouted by Wynonie. It could shake some juke coins loose. (Lois, BMI)
	Red Hot Kisses68 Her kisses may be hot but the temperature of her heart is much cooler. A listenable blues. (Globe, BMI)
	PAUL WILLIAMS ORK Women Are the Root of All Evil73 GROOVE 0014 — This is a hand-clapper with Jimmy Brown doing well on the lyric and the group backing him instrumentally and in gang-sing vocal choruses. Ops could use it. First wax by the Williams crew on the label. (Indigo, BMI)
	Spread Joy67 Brown opens with a short telephone conversation and then goes into a poetic reading. By the time he gets

and Hooker's expression of appeal for another chance is compelling. (Modern, BMI)	WILLIE JOHNSON Say Baby75 SPECIALTY 493—Wild rocker receives a spirited rendition from the chanter as he asks his pretty baby to go out for a big night. The ork really pounds it out behind him. (Venice, BMI)
	THE DREAMS Darlene75 SAVOY 1130—A fine lead singer and a simple melody and lyric add up to a good hunk of rhythm and blues material. The group should get going with releases like this one. (Crossroads, BMI)
	A Letter to My Girl70 Agay material gets an okay reading by Greer and the combo. (Royal, ASCAP)
	CHARLES BROWN Cryin' Mercy74 ALADDIN 3235—Brown is still one of the best lyric handlers in the business. He tackles a good blues item for a most listenable disk. His fans will go for it. (Aladdin)
	Let's Walk74 More of the same fine singing here. On this side he gets an assist from a smooth vocal group. The tempo is a bit faster, too. (Aladdin)
	"SONNY BOY" WILLIAMSON Going in Your Direction73 TRUMPET 216—Sonny Boy offers this companionship convincingly in a waxing that impresses most thru the swinging Southern-style backing. (Globe, BMI)
	Red Hot Kisses68 Her kisses may be hot but the temperature of her heart is much cooler. A listenable blues. (Globe, BMI)
	PAUL WILLIAMS ORK Women Are the Root of All Evil73 GROOVE 0014 — This is a hand-clapper with Jimmy Brown doing well on the lyric and the group backing him instrumentally and in gang-sing vocal choruses. Ops could use it. First wax by the Williams crew on the label. (Indigo, BMI)
	Spread Joy67 Brown opens with a short telephone conversation and then goes into a poetic reading. By the time he gets
	to the tune itself, a good one, the interest is pretty much gone. (Indigo, BMI)
	RICHARD LEWIS Wish You Love72 ALADDIN 3239—The Lewis ork unveils an above-average chirp here. Dolores Gibson handles the ballad effectively. (Aladdin)
	Let's Love Tonight71 Good beat material and a good vocal reading by the same thrush. The ork delivers a driving performance, too. (Aladdin)
	JOHN GREER When the Roses70 Bloom in Lover's Lane70 GROOVE 0016—This is a good instrumental item featuring the breathy tenor and a guitar effect heightened electronically. Good mood stuff for dancing. (Royal, ASCAP)
	Too Long67 Agay material gets an okay reading by Greer and the combo. (Royal, ASCAP)
	LEE ANDREWS Maybe You'll Be There70 RAINBOW 252—A tender ditty, it's sung with a good deal of warmth by the group. Lee Andrews' tenor carries the lead. Okay wax.
	Baby Come Back65 More of the same.
	J. B. LENORE Play a Little While68 J.O.B. 1102—Pleasant blues item is sung nicely by the Southern blues warbler. (Lawn, BMI)
	Louise68 Same comment. (Lawn, BMI)

Other R & B Records Released This Week

Daddy, Mambo Va—Randy Carlos, Gee 6
Harlem Nocturn; Just One of Those Things—Neil Lewis, Gee 3
I'll Carry On; What More Do You Want Me to Do?—Larry Darnell, Okeh 7024
I'm Sorry; Uh Huh—George (Mr. Blues) Jackson, Atlantic 1024
I'm Still Getting My Kicks; I Caught You Tippin' In—Willie Haden, Dootone 1204
I'm Stuck; I Want a Woman—The Five Jets, De Luxe 6053
I'm Your Best Bet, Baby; A Mother's Love—Earl King, Specialty 495
What I Say?; What Happened to Baby?—Oliver Jones, Gee 4
Why Don't You Believe Me?; Wicked Little Baby—Clayton Love, Modern 929

The Billboard Music Popularity Charts

Review Spotlight on . . .

RECORDS

CHUCK WILLIS

Need One More Chance (Berkshire, BMI)
Feel So Bad (Berkshire, BMI)—Okeh 7029—There is little doubt that Willis has another smash with this new slicing. Both sides are sung with the wonderful style and feeling that the chanter always turns in, and the backings have an attractive beat.

LULU REED

If the Sun Isn't Shining in Your Window (General, ASCAP)
Just Whisper (General, ASCAP)—King 4714—Lulu Reed does a sincere job here with two new tunes on a spiritual kick. She sells them with conviction and both sides could make it in both the r.&b. and the spiritual market.

Reviews of New Jazz Records

COUNT BASIE ORK

Softly, With Feeling 77
CLEFF 8912 — Title is appropriate for this tender opus, gently played by the ork. Steady beat will attract dancers as well as devoted listeners. (Castle)

Basic Goes West

Another fine dance slicing with the sidemen of the Basic ork showing their abilities in regular turn. Tho it starts quietly enough the tension builds to a strong close. (JATAP)

KING PLEASURE

Parker's Mood 74
PRESTIGE 880 — A boppish reading by King Pleasure that will captivate many listeners. Quiet support by the combo features some educated piano work by John Lewis. This could find favor with collectors.

What Can I Say, Dear

After I Say I'm Sorry? 67
Perfunctory chanting of the ditty backed ably by a small combo.

JAMES MOODY ORK

100 Years From Today 72
PRESTIGE 881 — Fine alto solo on well-known ditty of some years ago should please the fans, both jazz and r.&b.

N J R

More good jazz instrumental wax on this side.

ANNIE ROSS

Jackie 70
PRESTIGE 879—The hip cats should flip for this cool item. The gal delivers a fast-talking story about a wild old mouse on her blouse. It's fine for kicks. (Prestige, BMI)

The Song Is You

Here, Miss Ross, a hip singer, tackles the standard for a reading which the jazz collectors should go for to some extent. She's much better, tho, in handling the unusual stuff.

Reviews of New Spiritual Records

THE PILGRIM TRAVELERS

Shake My Mother's Hand 86
SPECIALTY 862 — Here's a spiritual with powerful emotional appeal sung beautifully by the group. The rhythm and vocal backing is simple and deliberate, heightening the charged feeling imparted by the lead. A top disk for the market. (Venice, BMI)

In My Heart

The group sings here of their determination to lead lives modeled after that of Jesus. With rousing spirit and expert pacing the group sells the song very persuasively. (Venice, BMI)

BELLS OF JOY

Well, Well, No, No, No 77
PEACOCK 1726—The fast, accelerating beat of this material propels it along to an exciting conclusion, the

group harmonizing smoothly all the way. One of their finest offers to date. (Lion, BMI)

Never Let It Be Said Too Late

The group warns of the danger of delaying to the last minute before seeking salvation. Side is given additional impact by a narrated verse by A. C. Littlefield. (Lion, BMI)

SPIRITS OF MEMPHIS

He's a Friend of Mine 76
PEACOCK 1730—In an easy, relaxed style, the lead singer spurs them on to an exciting recital of the values to be gained from Jesus' friendship and love. An enthusiastic piece of material that will find wide appeal in this market. (Lion, BMI)

When Mother's Gone

The lead singer tells of the woes of a motherless child and how it finally found consolation in religion. Bledsoe handles the lead. (Lion, BMI)

ROBERT ANDERSON SINGERS

Sweet as the Day Goes By 75
APOLLO 283—A joyful testimony to the increasing satisfaction that faith in the Lord gives as time goes by. The beat is catchy as is the enthusiasm of the group. (Bess, BMI)

He Knows the Reason Why

The lead singer expresses his happiness in the knowledge of Jesus' love. The support of organ, piano and the rest of the vocal group is solid. (Bess, BMI)

Oriole-Mercury

Continued from page 14

issued by the new firm will be the same as that issued here by Mercury, with the first releases set for distribution June 1. The local Mercury office has sent color negatives to the new firm so that all artwork and illustrations will be uniform.

Mercury has also sent a complete jilling department, including Bam-bury equipment, for shellac as well as vinyl biscuits. This equipment is already installed and operating. Also sent were 12 semi-automatic presses, thus giving O-M a compliment of 27 presses to produce all types and speeds of records. Equipment was also sent for the expansion of the matrix department.

Oriole-Mercury will promote its own library as well as maintaining the American Mercury catalog. Mercury has first refusal rights on any talent signed by O-M. It is the intention of both firms to create new talent and stimulate both libraries.

The new firm will be used as a base by Mercury for soft currency areas. In that way, parts, etc., which are shipped to sterling areas, can be paid for in pounds sterling rather than having to bother to exchange pounds for dollars. Mercury will supply all metal parts, including mothers, thru O-M. Shellac and vinyl biscuits will also be supplied to sterling areas thru the English firm.

Other Records Released This Week

Popular

Chattanooga Choo Choo; Kalamazoo—Glenn Miller Ork, V 420-0039
Go Down to the Beach; **Dear Mother**—Casey O'Hare-The Shamrocks, S&G 5002
Goita See Ya; **Revenge**—Chuck Crayne, S&G 5000
Hot Tamales; **Baby, Don't You Know?**—The Counts, Dot 1199
It's So Wrong; **My Dream of Paradise**—The Eliters, Anthracite 102
Nobody Needs You More Than I Do; **Carry Me Back**—The Madhatters, Ac'cent 1007
That Old Black Magic; **Juke Box Saturday Night**—Glenn Miller Ork, V 420-0044
Till Then; **Till We Two Are One**—Anne Lloyd-The Carrillons, Larry Clinton Ork, Bell 1034

Country & Western

Time Out for Love; **No More Teardrops**—Lovett Sisters, Imperial 8228
What Am I Supposed to Do?; **Pull Down the Blinds**—Lattie Moore, King 1350
You Crazy Mixed Up Kid; **Talking to Myself**—R. D. Hendon, Four Star 86

Jazz

Alabama Blues; **Stars and Stripes Forever**—Lee Castle's Jazzette, Jay Dec 666
Autumn in New York; **Delaney's Dilemma**—Milt Jackson, Prestige 882
Capri; **Turnpike**—Jay Jay Johnson Sextet, Blue Note 1621
Carving the Rock; **De Dah**—Lou Donaldson-Clifford Brown Quintet, Blue Note 1624
If the Moon Turns Green; **Autumn in New York**—Billie Holiday Ork, Clef 89108
Inside My Heart; **Baby's O.K. With Me**—Nicky Giamo, Franwil 5016
Nothing But the Soul; **Message From Kenya**—Art Blakey, Blue Note 1626
The Jeep Is Jumping; **Good Queen Bess**—Johnny Hodges Ork, Norgran 101
Jive at Six; **That's All**—Ben Webster Ork, Norgran 103
Maya; **Night and Day**—Mat Mathews Quintet, Brunswick 80241
Musso's Boogie; **Sing, Sing, Sing**—Vido Musso Ork, Crown 110
New D. B. Blues; **Tenderly**—Lester Young Quintet, Norgran 102
One for My Baby; **Polka Dots and Moonbeams**—Oscar Peterson Trio, Clef 89106
St. James Infirmary Blues; **Muskrat Rumble**—Billy Kerschmer, Collectors' Club 1001
Showcase; **Midget**—Gene Krupa Sextet, Clef 89105
Sleep; **My Funny Valentine**—Joe Holiday Ork, Prestige 883
Somebody Loves Me; **Willow Weep for Me**—Roy Eldridge Quintet, Clef 89110
You and I; **Anne**—Al Hibbler-Leroy Lovett Ork, Norgran 100
You Go to My Head; **Brownie Speaks**—Lou Donaldson-Clifford Brown Quintet, Blue Note 1622

Latin American

Early Morning Mambo; **I Love to Mambo**—Billy Taylor Ork, Prestige 869
Esa Linda Miradita; **Gallo Espueterico**—Hector Pellot Ork, Epic 9038
Shubert Serenade; **Mambo de Eisches**—Chayll—Nat Brooks Ork, Rainbow 249

Sacred

Peace in the Valley; **Troubled River**—Mathews Brothers Quartet, Word 677
Somewhere There's a Friend; **I Don't Care**—What the World May Do—Jimmie Davis, Decca 29082

Reviews of New C & W Records

Continued from page 31

EDDIE HILL

My Sugar Booger 70
V 20-5706 — The material here is typical of the stuff Hill does on personal appearances. Whether or not it'll hit on wax is a moot question. In any event it's cute and should get deserved spins. (Tanna, BMI)

Slender, Tender and Sweet

A bright little bounce item gets a talk-sing reading from Hill and a good dance backing by the combo. (Alamo, ASCAP)

Reviews of New Polka Records

RAY HENRY ORK
Knockout Polka 89
DANA 3168 — Bright and cheerful, this instrumental has some shouts and grunts reflecting the happy spirits of dancers leaping about. Right in the accustomed Dana groove.

Skylight Oberek 73
A rigid three-quarter beat stakes this oberek to a firm foundation. A fine entry.

FRANK WOJNAROWSKI ORK

Polka King Polka 78
DANA 3177—The ork lets go in a free swinging polka that sparkles from start to finish. Fine wax for the market.

Broke But Happy Polka 74
The carefree spirit suggested by the title is carried out in this old world import, spiritedly played by the ork.

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

CRY SOME MORE

(Bess, BMI)
I LIKE IT LIKE THAT (Bess, BMI)—The Five Royales—Apollo 454
Record has been available over a month and has been building steadily since time of release. A favorable sales picture was reported by New York, Buffalo, Pittsburgh, Cleveland, Detroit, Nashville, Durham, St. Louis and Richmond sources. Side with most strength is "Cry Some More."

I'LL STOP CRYING

(Commodore, BMI)
TEARS BEGIN TO FLOW (Commodore, BMI) — The Spiders — Imperial 5280

Bucking a slow market, this disk has been gaining strength particularly in Southern trade territories, most notably Atlanta, Dallas, Richmond and New Orleans. Other areas reporting it a good seller included Philadelphia, Pittsburgh, Cincinnati, Los Angeles and Up-State New York. A previous Billboard "Spotlight" pick.

Rhythm and Blue Notes

By BOB ROLONTZ

Eastern tradesters are still talking about the sensational crowd of more than 10,000 people pulled by Alan (Moondog) Freed at his first dance in the East, the "Moondog Coronation Ball," at the Newark, N. J. armory on May 1. (See separate story.) . . . The Don Gardner Trio has been signed by Shaw Artists Corporation for bookings. . . Ruth Brown was in New York this week to cut some sides for Atlantic.

Clyde McPhatter, Atlantic star, leaves for a hitch in the Army shortly. He signed with the firm on May 7, 1954, and received his draft notice on May 7, 1954. McPhatter has only had two records issued during his first year with the firm, and both have been hits. Atlantic has many sides by the lad in the can. As for The Drifters, the group will be continued while McPhatter is in the service.

Lenny Sloane and Paul Linn, of Emerson's in Philadelphia, were in New York this week booking talent for the club. . . Earl Forest will make his Eastern debut at the Apollo, New York, with B. B. King and the Bill Harvey ork on May 28. . . Irv Marcus, of Peacock and Duke Records, is on the road touting Willie Mae Thornton's "I Smell a Rat" and Johnny Ace's new Duke waxing of "Please Forgive Me" and "You've Been Gone So Long."

The Du Droppers, now with Groove Records, are set for eight weeks at the Lau Yee Chai club in Honolulu starting in a few weeks. . . The Earl Bostic crew is set for a series of one-nighters and location dates thru the Midwest starting June 15 after a series of one-nighters on the West Coast. . . Dinah Washington will play a week at the Club 86 in Geneva, N. Y., starting May 17. After that the "queen of the juke boxes" plays Pep's in Philadelphia from May 24 to May 29, and then swings into one-nighters thruout the East.

Cootie Williams' ork, now in the Midwest, will play a three-week stand at the Savoy Ball-

room, New York, starting May 20. The band then plays the Showboat in Philadelphia starting June 7. . . Percy Mayfield is on a one-nighter trek thru the South. . . Danny Overbea is set for a week at the Ebony Lounge in Cleveland starting May 10. . . The Tiny Bradshaw ork will be at the El Rancho in Chester, Pa., until May 9; then it does a week at the Showboat in Philadelphia. The ork is set for a dance at the Virginia Military Institute on May 22, and a week at the Loop Lounge in Cleveland from May 24 to June 1.

Arnett Cobb, now with Atlantic, and Willis Jackson are playing Eastern one-nighters. . . Tab Smith and The Five Royales will start a one-nighter tour thru Texas on May 14, then to the Midwest. . . Hal Singer will be at the Club Zelman in Philadelphia from May 17 to May 22. . . The James Moody ork will play Gleason's in Cleveland May 24 to 30 and the Farmdell Club in Dayton, O., from June 3 to June 7.

ROLLING LIKE A BIG WHEEL!
"SHAKE, RATTLE AND ROLL"
JOE TURNER #1026
Atlantic RECORDING CORP.
324 WEST 34th STREET NEW YORK 19, N. Y.

WATCH FOR NEW FAYE ADAMS RELEASE
"SOMEBODY SOMEWHERE"
b/w CRAZY MIXED UP WORLD #429
Herald RECORDS
324 W. 34th Street New York N. Y.

3 GREAT SELLERS!
"WHAT IF YOU"
Savoy #1124 LUTHER BOND
"MY PLEA"
Savoy #1126 DAVE DIXON
"Live the Life"
Savoy #1127 BILLY WRIGHT
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

A Sure Fire Winner
FATS DOMINO
"BABY, PLEASE"
b/w "Where Did You Stand" #5283
Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif.

Phono Makers' Output in '53 Registers Whopping Increase

WASHINGTON, May 8.—Manufacturers shipped 2,917,000 phonographs and record players valued at \$94,511,000 last year, a sharp gain above the previous year's 2,030,000 phonos and record players valued at \$61,929,000, the Commerce Department revealed this week in its first preliminary reports of a survey of output of electronic equipment.

These figures are exclusive of radio-phonograph combinations which, according to estimates based on data from the Radio-Electronics-Television Manufacturers' Association, last year fell

slightly below 1952's 556,000 combination sets valued at \$35,960,000.

Commerce said that manufacturers' shipments of all types of home radios, TV sets, phonographs and record players last year totaled \$1,600,000,000 worth, a gain of nearly \$300,000 over the previous year's production.

Of last year's total, home TV sets accounted for 74 per cent; home radios (including radio-phonograph combinations), 11 per cent; auto radios, 9 per cent; phonographs and record players (including coin-operated phonographs), nearly 6 per cent, and chassis for radio and TV sets, for sale separately, less than 1 per cent.

According to the Commerce survey, shipments of phonographs (exclusive of radio-phonograph combinations) totaled 1,259,000 sets valued at \$60,690,000. This is a whopping gain from 1952 when 632,000 sets valued at \$38,896,000 were shipped.

Last year's shipments included: 61,000 electronic coin-operated

phonographs valued at \$37,082,000; 489,000 phonographs of other electronic types valued at \$12,930,000, and 709,000 mechanical reproduction (spring and electric motor) phonographs valued at \$10,678,000. This represented a sharp gain in numbers and value in each of those classes. Compared with the previous year, when shipments were: 49,000 coin-operated phonos valued at \$29,269,000; 274,000 other electronic phonos, \$7,297,000, and 309 mechanical phonos, \$23,033,000.

Shipments of record players last year (including record players for installation in combination sets) totaled 1,658,000, valued at \$33,821,000. In 1952, according to Commerce, 1,398,000 record players were shipped, valued at \$23,033,000.

Commerce Department stressed that these figures are "preliminary and subject to revision." The data, said Commerce, was compiled from reports received from all companies known to be producing the products covered in the survey.

GE's Division At Disposal of Phono Industry

NEW YORK, May 8.—Robert A. Kittel, of the General Electric Tube Sales division, told a membership meeting of the Phonograph Manufacturers' Association this week that GE had placed its Commercial Service, Design and Product department at the service of the phonograph industry.

At the meeting, held at the Shelton Hotel here, Kittel said that GE was working on a project to create special tubes for use in phonographs and hoped to have them ready, at a reasonable price, sometime in the future.

In addition, he pointed out the new quick service department at GE was set up specifically to help phonograph manufacturers avoid shut-downs at rush periods.

Payton Named Chairman for NAMM Meet

CHICAGO, May 8.—Earl C. Payton, vice-president of the Rudolph Wurlitzer Company here, has been named convention chairman of the National Association of Music Merchants by president Russell B. Wells. Payton will assist the headquarters office in planning business sessions for the membership, convention speakers and physical trade show arrangements. The show takes place July 12-15 at the Palmer House here.

An information center will be set up by the show to aid conventioners in selecting entertainment, sight-seeing tours, ticket procurement, as well as assist in giving directions at the show.

Angel Label to Sell in Brazil

NEW YORK, May 8.—Plans were laid here this week to launch the Angel label in Brazil. The discussions took place between Dario Soria, president of Angel, a subsidiary of Electric & Musical Industries, and E. H. Morris, administrative director of Industrias Electricas e Musicais Fabrica Odeon, S. A., the Brazilian EMI subsidiary.

Import restrictions, in effect, bar distribution of foreign-produced records in Brazil. It is planned, therefore, to press Angel LP's in Brazil from masters supplied by EMI.

Angel disks are already being distributed in Mexico, Central America and a few South American countries. Export to those areas is handled thru Angel headquarters here.

Steelman Names Midwest Distributors

NEW YORK, May 8.—Two new Midwestern distributors for the Steelman phono line have been appointed by Paul E. Featherstone, general sales manager for the Steelman Phonograph and Radio Company, Mt. Vernon, N. Y. Featherstone named J. M. Oberc, Inc., Highland Park, Mich., to cover the Detroit trading area, and Wabash Distributing Company, Terre Haute, Ind., to handle the line in that territory.

MM&M Cuts Disney 'Desert' for Hi-Fi

ST. PAUL, May 8.—The Minnesota Mining & Manufacturing Company, makers of Scotch Brand magnetic tape, has released a high-fidelity tape recording of "The Desert Suite" from the score of Walt Disney's first full-length, true-life adventure film, "The Living Desert." Disney Music is the publisher. RCA Victor has already issued a "Living Desert" record album.

Altho there are more than a million tape recorders in American homes today, according to an industry estimate, and several pre-recorded tapes on the market already, officials of the 3M Company feel that the current boom in high-fidelity music equipment, coupled with the recent upsurge in the tape recording field, has created a ready market for wide-range, mass-production music on tape.

"The Desert Suite" is an 11-minute series of musical vignettes scored by Paul Smith. The material was selected for its depiction of contemporary music and its complete instrumentation, which includes such seldom-heard instruments as the base flute and Persian finger cymbals. Conductor-arranger is Thomas Peluso.

Paul W. Jansen, sales manager,

Magnetic Products Division, said: "We have no plans for additional tape-recorded selections at this time." He went on to explain the reason for the release as being, "A means of bringing to the public's attention just how good music on tape can be, and to further stimulate interest in the pre-recorded tape field. This release will also be used as a demonstration tape by dealers because of its quality, both technically and artistically. This also represents the first time that a name, Walt Disney, has been available on tape, and because of our wide distribution, dealers across the country can make people acquainted with this new field."

The 3M tapes will be sold thru the nation's music shops, photo shops, hi-fi dealers, and all other outlets handling Scotch Brand magnetic tape. Tapes are available in speeds of 3 3/4, 7 1/2, and 15 inches per second, and will retail at \$3.30, \$4.40, and \$8.40 respectively.

Vox Arranges for LP Distribution in Japanese Market

NEW YORK, May 8.—Vox Records has completed an agreement calling for the manufacture and sale of its LP's in Japan. As in all countries where its product is sold, the disks will appear under the Vox label.

In process of formation now are separate distributing and export companies in Japan to handle the disks in that country and fill the demand in surrounding markets. Initial Japanese release of about 10 to 15 LP's will be issued in about two months. Plans call for the release of 60 Vox disks a year.

Vox now has its product manufactured and sold in England, Germany, France, Australia and Argentina. Other countries are serviced from the United States and England.

KFAC Transmitter Shifts Coverage

HOLLYWOOD, May 8.—Radio Station KFAC will henceforth transmit its FM coverage from a new location atop Mount Wilson here, increasing its coverage from 720 to 8,300 square miles.

Move was impelled by the rapid growth and sale of high-fidelity

home equipment, said station Manager Calvin Smith. While the transmitter will be operating before the first of July, the official dedication of new service will be the broadcast of the opening of the Hollywood Bowl season here on July 17. This will be aired binurally and with high fidelity. Station aims at increasing its audience among thousands of hi-fi fans thru its increased coverage which will range from San Diego to Bakersfield.

CORONET PIECE LAUDS JENSEN

CHICAGO, May 8.—A five-page article in the May issue of Coronet magazine, "The Forgotten Man of Sound," pays tribute to Peter L. Jensen, president of Jensen Industries, Inc., needle manufacturer. Jensen is hailed in the article as the world's first disk jockey, claiming he started the whole shebang in Denmark.

The biographical sketch, by author Glenn D. Kittler, points out the many contributions made to sound by Jensen during his 50 years in electronics.

Webcor Ships First Batch Of Tape Series

CHICAGO, May 8.—The announcement of the first shipment of pre-recorded tapes from the new Webcor library was made by H. R. Letzter, general sales manager of the Webster-Chicago Corporation, at a preview of the tapes held in the Sheraton Hotel this week.

The initial series consists of six reels, four 5-inch, and two 7-inch reels. Four of the reels feature the Fine Arts Quartet, one the John Halloran Choir, and one of the Leonard Sorkin Strings. All tapes are recorded at a speed of 7 1/2 inches per second and can be played on any standard tape recorder. At this speed, the 7-inch reel gives a full hour of music. The 5-inch reel gives 30 minutes of playing time.

The tapes will be sold thru the same music, record, radio, and appliance dealers who sell the firm's tape recorders. A counter display has been developed for the tapes and will accompany shipments. Each reel is packed separately and is labeled with the artist and the selections. The 5-inch reels will retail at \$8 and the 7-inch reels at \$12.

New releases will be issued from time to time beginning as soon as enough releases have been distributed so that the public reaction can be gauged, according to an official of the firm. Among the current release are numbers from "Oklahoma," "Band Wagon," and "Private Lives." Also among them are "Hora Staccato," "Habanera," "Minuet in E Major," and "Allegro Appassionato."

Dealer Doings

By JOE MARTIN

Trade Talk

The Barker Music Counter, McLellan's Store, Tucson, Ariz., reports that country and western business is falling off in relationship to the store general disk trade, but that rhythm and blues business is picking up strongly. Shop states that c.&w. business is now 30 per cent of the volume. It was as high as 70 per cent. . . . George A. Silha, Holland's Record Shop, Chicago, says that using merchandising gimmicks like "album of the week" and "record of the week" have proved to be quite successful. The customers, says Silha, seem to take the store's suggestion. Silha also sent along best wishes to Steve Hegedus, the local Capitol salesman who's been recently promoted to an executive position with the label's branch in the Windy City. "Steve is one of the nicest and most co-operative salesmen and all the stores feel as we do," writes Silha. . . . The Joshua Tree, Boulder City, Nev., is currently swapping disks (on loan)

with the local radio station in exchange for advertising time on the station. . . . "No sales tips this week," writes El Rey Music, San Francisco, "but would sure like to give some tips to the distributors. Their service is plain lousy. You stand around for half an hour waiting to get some service and then get back to the store to find that they've filled to order with at least a half-dozen wrong numbers. The local RCA Victor distributor has had 45 r.p.m. racks on display for four weeks and yet there are none available to dealers. We sure don't call that helping the dealer." . . . Harvey Radio Company, major hi-fi outfit in New York has purchased a four-story building to expand its present quarters. The store is presently housed in adjoining four and five-story buildings.

Detroit

Anticipating the customary slow-up on phonograph sales at this time of year, Ken Sihler, owner of Sihler's Radio Shop, 15822 Grand River, was surprised this past week by doing good business in hi-fi sets in RCA Victor and Stromberg-Carlson models, and with no special promotion other than the usually scheduled newspaper advertising.

Wisconsin

Local disk dealers were visited this week by Bozo, the Capitol Records Clown. As a result, kiddie records sales were hyped, according to Capitol's sales boss for this territory, Bob Thompson.

73 Firms Sign For Displays At Hi-Fi Show

CHICAGO, May 8.—The 1954 High Fidelity Show, September 30-October 2, sponsored by the International Sight & Sound Exposition, Inc., is assured an attendance mark ahead of last year.

The show, as of May 1, had received contracts from 73 companies which will occupy display rooms in the Palmer House, compared to 72 which displayed last year. As was the case last year, 90 rooms will again be available for display purposes. Additional space is being sought by the show management now that it is evident that sellout is assured, plus the fact that five months remain before show time.

L. B. Lueck Joins E.M.C. As Gen. Mgr.

ST. PAUL, May 8.—Laurence B. Lueck, a chemist who this week resigned his position with the Minnesota Mining & Manufacturing Company, Magnetic Products Division, has been appointed vice-president and general manager of the E. M. C. Recording Company (educational-musical-cultural).

The firm, which will concentrate on the tape recording field, will initially release pre-recorded tapes for use in the educational field. Plans later this fall call for an initial offering of pre-recorded tapes in the musical field, with emphasis on young, modern composers. The firm will also issue a series of Great Literature of the World accompanied by appropriate background music.

In addition, the firm is soon to market a playback unit reportedly to retail to consumers at under \$40 list.

Re-Skeds National Symphony Concerts

WASHINGTON, May 8.—The National Symphony Orchestra's "Wednesday at the Symphony" programs will be continued next season, starting October 27, with two series of 10 concerts each slated for alternate Wednesdays.

Artists scheduled for the odd Wednesdays include: Zino Francescatti, violinist; Leonard Bernstein, composer-pianist; Margaret Tolson, pianist; Werner Lywen, violinist, while the even Wednesdays will feature Dame Myra Hess, Robert Casadesu and Clifford Curzon, pianists; Isaac Stern, violinist, and Gregor Piatigorsky, cellist; Paul Vallaway, conductor, and the Smith and Amherst glee clubs. Dr. Howard Mitchell is the orchestra's resident conductor.

Biggest Bozo promotion was held at John Plimpton's Bay Music Center in suburban Whitefish Bay. Plimpton's shop co-operated with the Fox Bay Theater in a Saturday matinee moppet's show featuring 10 cartoons including a Bozo film and the famous clown in person. Over 900 children met and shook hands with Bozo following the afternoon performance.

According to Bob Rippey, owner of the Triangle Record Shop, moving to his new location at 213 South Street about a year ago was the best move he ever made. Disk and phonograph sales are hitting new peaks each succeeding month. Additional display space and a more accessible location is responsible for the boost in volume, he believes. More phonographs were moved at Triangle in the past year than in the five previous years in the old spot. During month of May, Rippey reports that he plans to hit out boldly with an advertising schedule in the local papers to lure more hi-fi customers. Particularly strong moving unit of late, adds Rippey, has been the Columbia 360 record player.

The Billboard Music Popularity Charts **PACKAGED RECORDS**

• **Classical Catalog Sellers**

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

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- ALFVEN: SWEDISH RHAPSODY; GRIEG: ANITRA'S DANCE (Philadelphia Orchestra-Ormandy) Columbia AAL 35
- BORODIN: POLOVETSIA DANCES; DE FALLA: EL AMOR BRUJO (London Philharmonic-van Beinum) London LL 203
- CLAIR DE LUNE AND POPULAR FAVORITES (Kostelanetz Orchestra) Columbia ML 4692
- CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC (Boston Pops Orchestra-Fiedler) RCA Victor LM 1752
- DUKAS: THE SORCERER'S APPRENTICE; SMETANA: THE MOLDAU; SAINT-SAENS: DANSE MACABRE (NBC Symphony-Toscanini) RCA Victor LM 1118
- PUCCINI: LA BOHEME-ORCHESTRAL SELECTIONS (Kostelanetz Orchestra) Columbia ML 4655
- SIBELIUS: FINLANDIA; SWAN OF TUONELA (Philadelphia Orchestra-Ormandy) Columbia AAL 9
- SLAUGHTER ON TENTH AVENUE AND OTHER BALLET SELECTIONS (Boston Pops Orchestra-Fiedler) RCA Victor LM 1726
- STRAUSS, J.: WALTZES (Mantovani Orchestra) London LL 685
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN (Boston Pops Orchestra-Fiedler) RCA Victor LM 1134

VOCAL

(Listed Alphabetically)

- ANDERSON, MARIAN: BRAHMS: ALTO RHAPSODY; MAHLER: KINDERTOTENLIEDER RCA Victor LM 1146
- CARUSO, ENRICO: LIGHT MUSIC RCA Victor LCT 2
- DE PAUR INFANTRY CHORUS: CHORAL CARAVAN Columbia AAL 22
- LANZA, MARIO: BECAUSE YOU'RE MINE RCA Victor LM 7015
- LANZA, MARIO: LOVE SONGS; NEAPOLITAN SERENADE RCA Victor LM 1188
- SHAW CHORALE: GREAT SACRED CHORUSES RCA Victor LM 1117
- TRAPPIST MONKS OF THE ABBEY OF GETHSEMANE: LAUDA TE DOMINUM Columbia ML 4394
- WARFIELD, WILLIAM: DEEP RIVER Columbia AAL 32

• **Classical Recent Release Sellers**

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SHORT ORCHESTRAL WORKS

(Listed Alphabetically)

- BEETHOVEN: ODE TO JOY (NBC Symphony-Toscanini) RCA Victor LRM 7046
- BIZET: CARMEN SELECTIONS (Kostelanetz Orchestra) Columbia ML 4826
- BORODIN: POLOVETSIA DANCES; IN THE STEPPES OF CENTRAL ASIA; IPPOLITOV - IVANOV: CAUCASIAN SKETCHES (N. Y. Philharmonic-Mitropoulos) Columbia ML 4815
- BOSTON POPS PROGRAM (Boston Pops Orchestra-Fiedler) RCA Victor LM 9027
- COPLAND: MUSIC FOR THE THEATER; WEILL: DREIGROSCHENOPER SUITE (M-G-M Orchestra-Solomon) M-G-M E 3095
- ENESCO: ROUMANIAN RHAPSODIES 1 AND 2 (Stokowski Orchestra) RCA Victor LRM 7043
- GERSHWIN: MUSIC OF GERSHWIN (Kostelanetz Orchestra) Columbia ML 4819
- MANTOVANI PLAYS THE IMMORTAL CLASSICS (Mantovani Orchestra) London LL 877
- OPERA WITHOUT SINGING (Boston Pops Orchestra-Fiedler) RCA Victor LRM 7045
- SMETANA: THE MOLDAU; DVORAK: SLAVONIC DANCES (N. Y. Philharmonic-Szell) Columbia ML 4785

VOCAL

(Listed Alphabetically)

- JUSSI BJOERLING IN SONG RCA Victor LM 1771
- CARUSO SINGS NEAPOLITAN SONGS RCA Victor LCT 1129
- KATHLEEN FERRIER: BRAHMS: ALTO RHAPSODY; SONGS London LL 903
- FLORENCE FOSTER JENKINS RECITAL RCA Victor LRT 7000
- MORMON TABERNACLE CHOIR OF SALT LAKE CITY Columbia ML 4789
- ELIZABETH SCHWARZKOPF: SCHUBERT LIEDER Angel 35022
- ELIZABETH SCHWARZKOPF: SONG RECITAL Angel 35023
- SHAW CHORALE: BACH: JESUS, DEAREST MASTER; CHRIST LAG IN TODESBANDEN RCA Victor LM 9035
- RICHARD TUCKER: CELEBRATED TENOR ARIAS Columbia ML 4750
- WILLIAM WARFIELD: BRAHMS: VIER ERNSTE GESAENGE; SCHUMANN: LIEDERKREIS Columbia ML 4860

• **Reviews and Ratings of New Classical Releases**

SYMPHONY

- MOZART: SYMPHONY NO. 40 IN G MINOR; HAYDN: SYMPHONY NO. 94 IN G (SURPRISE) (1-12")—NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 1789 88
- Well, there's no doubt about this one. Two of the most popular symphonies in the repertoire, with especial appeal for the young, given masterful readings by Toscanini. Musical values aside, the commercial strength of this coupling is so obvious it would be a poorly advised dealer indeed who would pass it up. Will move many, many copies.

ORCHESTRAL WORKS

- FIEDLER'S 25th (1-12") — Boston Pops Orchestra; Arthur Fiedler, Cond. RCA Victor LM 1790 85
- Honoring the 25th anniversary of Arthur Fiedler and the Boston Pops Orchestra, Victor has put together a collection of 16 familiar classical and light-classical selections as performed by that fine musical group. Selections, ranging from "Pomp" (Continued on page 36)

LINER NOTES

IS HOROWITZ

High fidelity is a term somewhat more clouded in meaning than the crystal clarity it is supposed to suggest. The definition upon which all interested will agree, still escapes the record industry, and the controversy is not calculated to be brought to a halt by two new publications which this week were offered to the industry.

A fairly large catalog purporting to list all records meeting hi-fi standards has been released by Harrison. Another, holding an abbreviated list of recommended hi-fi disks, has been issued by Sam Goody. The contents of both bear some scrutiny.

We are informed in the Harrison opus, for instance, that a Riverside album by Bix Beiderbecke is a hi-fi accomplishment. While no slur is intended on the musical qualifications of the great jazz trumpet player, it is respectfully noted that Beiderbecke departed this world in the pre-hi-fi year of 1931.

Turning to Beethoven, on the other hand, we are given to understand that the Toscanini-RCA Victor readings of the First and Ninth symphonies are entitled to the hi-fi garland. Agreed, but where are any of the other Toscanini diskings of Beethoven symphonies? Are all the others unworthy?

A diligent search of the Harrison catalog fails to disclose any Remington LP's deemed suitable for the hi-fi accolade. However, the document also includes pre-recorded tapes, and many of the tapes listed are known to be transfers from Remington products.

Manufacturers were asked to submit lists of records they felt rated listings in the Harrison catalog. And the front cover of the booklet asserts: "The records in this catalog are selected by nationally known critics and authorities." Just who comprised this screening board that separated the "hi" from the "lo" has yet to be disclosed. Could it be that publication of their names would further fan the flames of controversy?

The Goody catalog, a much more modest effort, is published by the giant discounter's affiliate firm, Long Player Publications. Entries conflict with those in the Harrison catalog, but in the Goody instance we are told that the selections have been made subjectively by Abner Levin, Goody store manager and reviewer for the Long Player.

But is it mere coincidence that nowhere in this document is listed an Angel record?

While the hi-fi hassle simmers, let us pause for a moment and direct attention to a forthcoming release by Minnesota Mining and Manufacturing Company, producers of tape. To promote the idea of pre-recorded tape, the company is shortly releasing a taped performance of the "Desert Suite" by Paul Smith. (See separate story.)

Hearken to this, hi-fi enthusiasts. Poised over the 54-man orchestra was not one, but 18 Telefunken microphones.

CHART COMMENTS

While the best selling chart of children's records is traditionally a slow mover, proving that good items are snapped up by a quickly replenishing market, there are a couple of new entries that invite attention. Gene Autry's disk of "Bimbo" on Columbia, released only recently, has moved into the No. 5 spot. And it is followed closely by Capitol's "Bozo's Merry-Go-Round Music," the latest in the popular series.

NEXT WEEK

- ★ SYMPHONY
- ★ OPERA + COMPLETE+
- ★ ALL POP ALBUMS

• **Best Selling Children's Records**

1. PETER COTTONTAIL—Gene Autry Columbia J 68
2. LITTLE WHITE DUCK—Burl Ives Columbia J 85
3. PETER PAN—Bobby Driscoll RCA Victor Y 4001
4. DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
5. BIMBO—Gene Autry Columbia J 195
6. BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig Capitol 3173
7. PINOCCHIO—Cliff Edwards RCA Victor Y 385
8. TWEETY PIE—Mel Blanc Capitol 3074
9. TEDDY BEAR'S PICNIC—Rosemary Clooney Columbia J 168
10. I TAUT I TAW A PUDDY TAT—Mel Blanc Capitol 3104
11. LITTLE TOOT Capitol 3001
12. I WISH I WAS A WHISKER—Gayla Peevey Columbia J 198
13. ME AND MY TEDDY BEAR—Rosemary Clooney Columbia J 70
14. TEDDY BEAR'S PICNIC M-G-M S 1
15. THE LITTLE ENGINE THAT COULD—Paul Wing RCA Victor Y 384

• **Reviews and Ratings of New Popular Albums**

THE MELACHRINO ORCHESTRA...78

(1-12")
RCA Victor LPM 1008
"Showboat," "Kiss Me Kate," "South Pacific," "Carousel," "Call Me Madam" and Irving Berlin Show Tunes.
The Melachrino Orchestra, one of England's finest musical aggregations, does a delightful job with this new package consisting of medleys from five great musicals plus a sprinkling of Irving Berlin show melodies. Songs, played in smooth instrumental fashion by the orchestra, are by Kern, Rodgers and Hammerstein, Porter and, of course, Berlin. They are played as overtures are performed in a theater, and there is little doubt that this set will please the many who enjoy great show scores. A fine set.

SWEET DREAMS74

Norman Luboff Choir (1-10")
Columbia CL 6252
Luboff, a musician best known for the choral work he has done on records, has put together here a collection of standard and lovely lullabies. Its excellent mood music for youngsters and equally appreciable by the older folks. The choral group is lush and delivers the attractive arrangements with plenty of warmth. Musical background is solely by harp and flute. Later instrument is played by Arthur Gleghorn, Englishman turned American, and one of the great flutists. Sound and packaging are both excellent.

THE MUSIC OF EATS WALLER77

Ted Heath Orchestra (1-12")
London LL 978
This is a delightful album to listen to and dance to. Of prime interest is the side devoted to Waller's "London Suite" which the Heath band originally recorded some five years ago. These are, however, new recordings in a better studio setting and by a more modern Heath band. Flip side is a collection of familiar pop items done instrumentally, of course. The Heath band sounds just wonderful on these sides. The packaging and recording are excellent. In all, a good market should exist for this fine col-


LOVE IS WHERE YOU FIND IT73

Kathryn Grayson (1-EP)
M-G-M X.1037
Kathryn Grayson does a very good job with four favorite love songs, including the title song, "Waltz Serenade," "You Are Love" and "Always," helped by a large orchestra. The movie star's fans should want this set.

JUNGLE FANTASY64

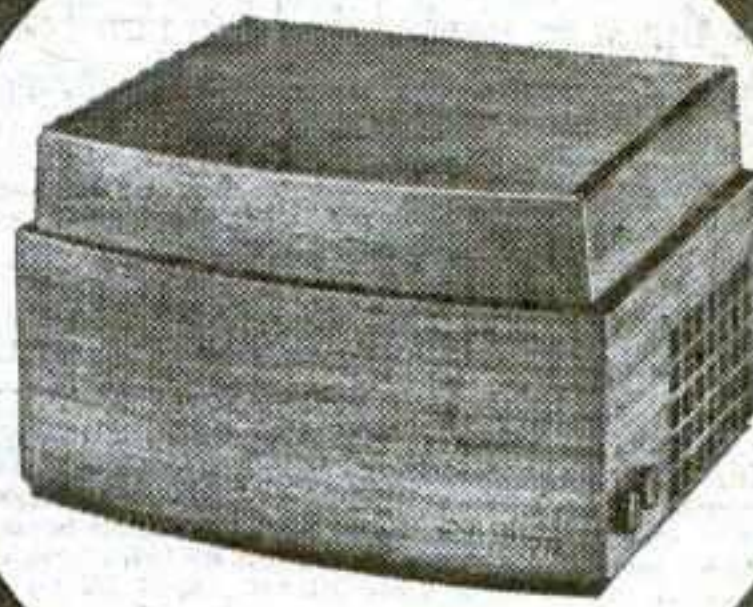
Esy Morales, Flutist with orchestra (1-EP)
Rainbow EP 605
Esy Morales and his orchestra have an attractive package here for fans of the Latin-American dance tempos. (Continued on page 36)

"Gives the customer more for his dollar than ever offered before."



**A. Cecil Hartson
Music Manor
Englewood, N. J.**

SWITCH IT ON AND THE WHOLE ROOM PLAYS



COLUMBIA
"360"

Columbia, "360" Trade Mark Reg. U. S. Pat. Office. Warner-Bappaganza

Reviews and Ratings of New Classical Releases

Continued from page 35

and Circumstance" to "Battle Hymn of the Republic," and from "Birthday Fantasy" to "Radetsky March," are all performed with consummate skill. Considering past sales performances by the Pops and the all-out promotion behind the 25th anniversary celebration, this has to be a big-selling package. It will be.

OFFENBACH: GAITE PARISIENNE (1-12")—RIAS Symphony Orchestra; Manuel Rosenthal, Cond. Remington R 199-172 ... 76

The arranger of this perennial favorite, Rosenthal, leads the orchestra in a rousing performance, full of gay spirit and knowing detail. A fine package at the low Remington price with good sales volume in store.

LISZT: LES PRELUDES; HUNGARIAN RHAPSODIES NOS. 1, 2, 3 AND 6 (1-12")—Philharmonia Orchestra; Rudolf Schwarz, Cond. Bluebird LBC 1070 ... 74

This is another fine set for the new collector. It contains favorite Liszt compositions, played very capably by the Philharmonia Orchestra under Rudolf Schwarz. It is a bargain at the price, for the quality and quantity of recording.

PRINCE DE CANDRIANO: ROMANTIC SKETCHES FOR ORCHESTRA (1-10")—Capitol H 501 ... 62

The two works coupled on this LP—"On the River Neva" and "Legend of Mariel"—are evocations of scenes from Old Russia by an Italian composer visiting that country before World War I. The profuse melodies, changeable moods and the lush instrumentation recall the lighter works of Tchaikovsky. Fans of that type of music should be approached.

OPERA, CHORAL AND VOCAL

SCHUBERT: MASS IN G; BACH: KOMM, JESU, KOMM; THREE BRAHMS SONGS (1-12")—The Robert Shaw Chorale; Robert Shaw, Cond. RCA Victor LM 1784 ... 79

Welcome additions to the Robert Shaw LP repertoire. The lyrical Mass, a product of Schubert at 18, the Bach motet for double chorus, and the three Brahms lieder group into an apt program for a sustained listening session. The musicianly readings are strongly abetted by the realistic concert-hall sound. A good package for the growing group of choral collectors and the many who crowd the Shaw Chorale concerts on tour across the country.

BACH: ST. MATTHEW PASSION (3-12")—Toronto Mendelssohn Choir; Sir Ernest Macmillan, Cond. Bluebird LBC 6101 ... 74

At the very outset, the customer is going to be attracted to this version of the "St. Matthew Passion," despite the rugged competition, for the reason that it is the lowest priced one to hit the market to date, and the fact that it is sung in English rather than German, as all other versions are. Musically, this recording also has much to recommend it. The soloists, particularly Lois Marshall, are excellent; the orchestra and chorus are kept moving briskly by Sir Ernest, who does not let his massive forces become turgid and unwieldy. It won't take much to convince customers that this is a good buy.

POULENC: LES MAMELLES DE TIRESIAS (1-12")—Denise Duval, Orchestra and Chorus, Opera Comique; Andre Cluytens, Cond. Angel 35090 ... 72

A contemporary comic opera that caused a riot at its premiere in Paris seven years ago and whose subject matter has not ceased to be a source of controversy. This Opera Comique cast does this saucy farce to a turn, bringing out its delicious wit with rare skill. The music itself is melodious and uncomplicated, sometimes bordering on the frankly sentimental, played here with effervescent spirit. Beautifully packaged, with a heavily illustrated and annotated libretto with both English and French texts. Sound is first-class.

AN OPERATIC RECITAL (1-10")—Gino Penno, Tenor. London LD 9117 ... 68

Disk has been rushed out to ride the publicity wave that accompanied the young tenor's successful debut with the Metropolitan Opera this season. Possessor of a powerful voice, Penno is heard to advantage in arias from "Norma" and "Simon Boccanegra," but less successfully in a short "Trovatore" excerpt.

INSTRUMENTAL

DEBUSSY: PRELUDES, BOOK 1 (1-12")—Walter Gieseking, Piano. Angel 35066 ... 74

The recognized master when it comes to Debussy, Gieseking performs these pieces with his expected finesse. But let's recall that the same package was made available somewhat over two years ago by Columbia, with the latter version recorded when the pianist could marshal his technical resources with more certainty. This disc clouds the sales picture somewhat, this new set should do well in larger classical outlets.

SPANISH MUSIC (1-12")—Amparo Iturbi, Pianist. RCA Victor LM 1788 ... 70

Piano fans and students, and those who are up on Spanish music will want this new release featuring Amparo Iturbi. She plays the lengthy group of selections with the spirit and flavor the music demands. The compositions include Spanish dances by Granados and short works by Turina, Infante, Cuesta and Albenez.

NORMAND LOCKWOOD: CONCERTO FOR ORGAN AND BRASSES; ULYSSES KAY: CONCERTO FOR ORCHESTRA (1-12")—Marilyn Mason, Organist. Remington R 199-173 ... 59

Two contemporary American works of great musical interest—but, unfortunately of limited commercial appeal. Tho there is nothing austere about either of them, their complex modern harmonies do make more than usual demands on the listener.

CHAMBER MUSIC

SMETANA: STRING QUARTET NO. 1; KODALY: STRING QUARTET NO. 2, OP. 10 (1-12")—The Vegh Quartet. London LL 865 ... 73

London has passed up the logical coupling and thereby handed this package a distinct edge. The popular Smetana Quartet is thrice available, but in each case wedded to the Dvorak 6th. It could be argued that the less familiar Kodaly is also appropriate. In this unique coupling, the Vegh ensemble tends its considerable talents to scores in which it is obviously in sympathy. A fine chamber music set that should get the nod from many collectors.

VOX JOX

Continued from page 29

Lucky Len Ross, DORK, Las Vegas, Nev., would like to direct a question to the country's deejays and leave it open for discussion in this column. "Why isn't the public buying 'band' records?" ... Chuck Blair, WFRX, West Frankfort, Ill., writes "Love those people at RCA for the reissue of Glenn Miller collector items—we are using them regularly." ... Jay Giles, WSOY, Decatur, Ill., is glad to see more of the record people issuing instrumentals. ... Chuck Lamberg, WKZO, Kalamazoo, Mich., has a tip for record companies. "Record companies might get additional plays for their artists by giving the birthday dates of their stars to deejays. For example, Les Elgart has a birthday on May 15. This is Les Elgart month, so how about playing 'Charleston' by Elgart?"

Change of Theme

Roger Allan, WOTW, Nashua, N. H., has been upped to assistant program director. ... Tom Cuff has moved from KLT, Longview, Tex., to KGRI, Henderson, Tex. ... Fred Heckman is back at WCRS, Greenwood, S. C., after being away for two months. ... Dave Estes, formerly with KYTV, Springfield, Mo., has returned to KWTO, Springfield, Mo., and taken over the record spot held by Bob Rector. Rector moved to KLIK, Jefferson City, Mo. ... Duane Wolfe has joined KCID, Caldwell, Idaho. ... Hal Murray, WEEK, Peoria, Ill., is now doing a TV edition of his "Murray-Go-Round." ... Charlie Phillips, WBBB, Burlington, N. C., is leaving his deejay post after seven years to enter medical school.

Ari Laboe, KTLA, Hollywood, has been signed by his radio sponsor to emcee its feature movie show on KTLA-TV each Sunday. ... Johnny Morris, WLOL, Minneapolis, switches stations after nine years to join KSTP, Minneapolis. ... Nick Reyes, KLYN, Amarillo, Tex., is substituting for Joe Ramay, who has moved to the Coast for the "Nation's Top Ten" show. ... Mike Shield, WCHA, Chambersburg, Pa., has been upped to music director.

Guestings

Mary Wilson, KCLX, Palouse, Wash., played hostess to Leon Kelly and Gen Adkins recently. ... Bob Bassett, WPEP, Taunton, Mass., interviewed Bobby Wayne on his remote show from the local record store. ... Tom Edwards, WERE, Cleveland, reports that he was visited by Betty Madigan. ... Bob Martin, KYMR, Denver, hosted Joe (Fingers) Carr and Connie Boswell.

Recent guests of Mac McGarry, WRC, Washington, were: Leroy Anderson, Julius La Rosa, Kitty Kallen and former child film star Virginia Weidler. McGarry himself went around for the third time recently on NBC's "The Big Preview." ... Lou Monte and Jerry Vale, along with Bobby Wayne, were hosted on the air record parties at WKBR, Manchester, N. H., last week with deejay Donn Tibbetts.

Sid Arthur, KSO, Des Moines, writes us about the visit he had from Tommy Leonetti, Capitol recording star. Arthur tells us that Leonetti is a nice fellow who has really been around for someone that young.

This 'n' That

Jim Bollinger, WKYW, Louisville, has added a new dependent to the family for a total of one girl and three boys. Newest addition is a boy, Jay. ... Johnny Mack, WVOK, Birmingham, has returned from his honeymoon trip to Washington. ... Jack McDermont, WLYN, Lynn, Mass., has a new special Saturday morning show which he is devoting to the Top 20 Records as compiled by The Billboard.

Jim O'Leary, KCBQ, San Diego, Calif., tells us that Ralph Menard, announcer at KCBQ, has just become the father of triplets. Two boys and one girl. ... Wes Hobby, WNAB, Bridgeport, Conn., in addition to working a six-day shift at the station, is carrying a full course at the University of Bridgeport, majoring in journalism and advertising. ... Dick Weiss, WDFD, Flint, Mich., has just cut two vocal sides for Manhattan Records which should be released very shortly.

Reviews of New Pop Records

Continued from page 28

The Cat From Coos Bay...72
Again the label's new house-built ork with the rhythm and blues beat turns in a slick performance of an instrumental item. This is in the "cat music" vein and should do good in the right coin machines. (Beechwood, BMI)

ELY WILLIAMS
Worry, Worry, Worry...75
RAINBOW 253—Thrush Ely Williams sings this snappy rhythm item neatly here over a swinging backing by the ork. Via multiple tracking the thrush duets with herself on the tune. It's a good debut by the thrush on the label and it could pull many jock spins with exposure. (ASCAP)
Arlang...68
Melodic Korean folk-song is sung adequately by thrush Ely Williams over Oriental-styled backing. The tune, which is familiar to most Korean G.I.'s, is a catchy one. Neither the vocal or the arrangement helps it here. (BMI)

BILL HALEY ORK
Thirteen Women...74
DECCA 29124—Ops could make good use of a rhythm and blues-ish item about a guy in a town where he's the only man. The beat is strong and Haley sells the lyrics smartly. (Danby, BMI)
Rock Around the Clock...74
Big beat and repetitious blues lyric makes this a good attempt at "cat music" and one which should grab coin in the right locations. (Myers, ASCAP)

VIC DAMONE
Don't Take Your Lips Away...74
MERCURY 70384—Vic Damone sings this rather involved tune satisfactorily, but without much emotion. Perhaps he is less to blame than the material, for it doesn't offer much help. (Raphael, ASCAP)
Sleeping Beauty...73
The chanter sings this new item as if he doesn't mean it. It isn't a very strong tune for Damone, which may be the cause of the trouble. (Ivan Moggall, ASCAP)

TOMMY LEONETTI
I Went Out of My Way...74
CAPITOL 2788—The first-rate rhythmic ballad is handed a smart reading by Leonetti, the male Aces-like group and ork backing. Should get spins and might earn some coin in the boxes. (Broadcast, BMI)
The Happy Wanderer...73
The young chanter could get some of the action on the Swiss marching song, tho there are two earlier versions which are moving along nicely at this stage. This is a good enough version of the tune. (Fox, ASCAP)

EILEEN BARTON-JIMMY WAKELY
Bright Eyed and Bushy-Tailed...74
CORAL 61175—The label has united Eileen Barton and its latest acquisition, Jimmy Wakely, on a happy novelty tune. The duo sings the tune brightly, each selling it with spirit. Could get spins in the pop and c.a.w. markets. (Hawthorne, ASCAP)
Twilight Time in Tennessee...72
Pleasant item about the State of Tennessee receives a satisfactory warble from the new pair. (Glenwood, BMI)

BETTY GARRETT
Go...74
ALLIED 5024—Betty Garrett returns to wax for a bright reading of some special material that could pull many jock spins. It's the thrush's performance that makes the disk, as she comes thru with a sock reading in spite of the light-weight material. (ColorTunes, BMI)
The Soft Shoe...70
Here's some more special material, sold very well again by the canary. It's listenable, but the flip has more commercial possibilities. (ColorTunes, BMI)

CHARLIE APPLEWHITE
No One But You...73
DECCA 29125—Soaring love ballad is sung with a big voice. The chanter should awaken some response in fern breasts with this impressive reading. (Feist, ASCAP)
Parade...72
Marching beat is infectious as Applewhite compares a parade to a walk down the marriage aisle. A listenable slicing. (Vilanova, BMI)

ELLA MAE MORSE
Goodnight, Sweetheart, Goodnight...73
CAPITOL 2800—Ella's voice is contrasted effectively with a booming basso in the strong blues-like ballad. Should get many spins, altho the competition is heavy
Happy Habit...69
Many of the desirable habits are worth cultivating, we are informed energetically by the thrush in this swinging effort.

PHYLLIS BRANCH
El Cumbanchero...73
TUXEDO 894—This vocalist who had something of a "sleeper" in her "Babalu" last year, has another Latinized opus here exploiting her wide range and sultry, sexy style that might do quite well. (Peer, BMI)
From Now On...69
In this ballad, Miss Branch sings her material straight. Tho she is somewhat impressive as a stylist here, the distinctive flavor is lacking. (Ferde, BMI)

BETTY REILLY
Besame Mucho...72
CAPITOL 2793—Here's an exciting performance of the oldie by the thrush, in both English and Spanish, helped no end by the swinging arrangement by the Latin-styled Les Baxter crew. It's certainly different and it should pull many jock spins. (Peer, BMI)
When Did You Leave Heaven?...70
Thrush Betty Reilly sells the oldie well, over a wild mambo-styled backing by the Les Baxter ork. Thrush's singing style is night-club based, but the wild backing should help the disk get jock spins. (Robbins, ASCAP)

THE TOP HANDS
One Step...71
S&G 5001—Listenable semi-sacred tune is sung well by the Top Hands as they suggest that the world would be a better place if more people would meet the Lord halfway. Side is worth spins by Western jocks. Good debut wax for the group and the label. (Duchess, BMI)
Arizona...64
Chamber of Commerce type of material receives a better performance and arrangement than the tune rates. (Feist, ASCAP)

ERNIE RUDY ORK
Kiss the Girls Polka...70
CORAL 61179—A rousing polka with an infectious gang-sing that's calculated to enliven proceedings wherever spun. (Sherwin, ASCAP)
The Old Accordion...68
Sentimental ditty about an accordion-playing mendicant is sung warmly by Don Rogers. Should win some spins. (Rytoc, ASCAP)

SARAH VAUGHAN
Shulle a Bop...67
MERCURY 16005—This is Sarah on an Ella Fitzgerald kick—scat singing in the modern style. It's fine jazz stuff, tho it must be said that her ideas aren't as sparkling as Ella's. (Hollenden, BMI)
Polka Dots and Moonbeams...65
The lady continues to impress with her wonderful sense of lyric portrayal. It's lovely stuff, her handling of the oldie, but it just isn't very commercial—particularly with a small rhythm combo backing. (ABC, ASCAP)

Reviews and Ratings of New Popular Albums

Continued from page 35

Morales is featured on flute in his own compositions, including the title song and "Easy Does It" and "Talk To Me Baby." The band is a good one and the cover is attractive.

Jazz

JAZZ AT COLLEGE OF PAIFI...81
Dave Brubeck Quartet (1-10")
Fantasy 3-13

Dave Brubeck, one of the brightest lights of the modern jazz school, should pick up many new fans, and make his old ones even more loyal with this new "jazz goes to college" release. It features the exciting pianist with his quartet, consisting of Paul Desmond on alto, Ron Crotty on bass and Joe Dodge on drums. Brubeck is at his sparkling best here and Desmond gets a chance to show off his amazing technique, too. Tunes are "I'll Never Smile Again," "All the Things You Are," "For All We Know," "Laura" and "Lullaby in Rhythm." A sock jazz concert by the quartet, helped by the audience applause on the disk. It should sell well.

BOB SCOBEY'S FRISCO BAND, VOL. 3...74
Clancy Hayes, Vocals (1-10")
Good Time Jazz L 22

Some of the died-in-the-wool two-beat fans may be a bit disappointed with this collection of Scobey band jazz—mostly because of choice of material. Clancy Hayes fans—and there are many—will go for this, tho. He manages to impart drive, spirit and humor in each of the seven numbers he sings. The band is fine and so is Hayes—it just ain't instrumental, good as it is.

CAL TJADER...69
(1-EP)
Savoy XP 8117

Cal Tjader gets a chance to show off some good vib work on this newly waxed EP featuring Tjader with Roy Haines on drums, Al McKibbon on bass and Richard Wyands on piano. Tunes are standards such as "Sunday Kind of Love," "After You've Gone," "Isn't It Romantic" and "It's You or No One." Bright wax for the cool fan.

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Chi Capitol Lounge Does a Fold-Up
CHICAGO, May 8.—Capitol Lounge, adjacent to the Chicago Theater here, closed this week. The Lounge was the last remaining show case for strictly r.&b. artists in the Loop. Recently such artists as Tab Smith, Sarah McLawler, and Earl Bostic were featured. The location will be opened as an Arcade in June, under the management of the 167 Corporation. Milt Schwartz, who owns the Preview here, was the owner of the Capitol.

News Review

Continued from page 14

ad was run in The Pittsburgh Courier. Tickets were sold thru record shops here, in Newark and other cities. Advance sales hit 3,500.

The huge size of the crowd at the Newark Armory has only been exceeded in Freed's dances by the crowd of 25,000 that attended his first ball in Cleveland about two years ago. Most of the attendees at the Newark clam-bake were youngsters from 15 to 20, and about 20 per cent of the crowd was made up of white youngsters.

Pulling Power

That Freed has a pulling power beyond even his own expectations was evident from the size of the crowd at this dance. Not since the hey-day of the swing bands has a dance in the East created such excitement or pulled so strongly. Freed himself indicated that the crowds he was getting to his dances made it necessary for him to think in terms of concerts at large parks for future "Moon-dog" affairs.

The size of the crowd also indicated the tremendous following that "cat" music now has, and the intense interest of many youngsters in r.&b. stars.

Unfortunately the Newark Armory became so crowded that it was impossible for the kids to dance. Yet there was little doubt that all in attendance were "sent" by the solid beat featured by the Johnson crew, and by the vocalists and instrumentalists. One of these days a smart dance hall operator with a good location is going to book some of the orks with a beat like the Buddy Johnson ork and the Earl Bostic ork, plus an act like the Clovers, into his terp hall, and he is going to end up with a most profitable evening.

The kids want that music with a beat to dance to, and at the present time the Johnson, Bostic, and Tiny Bradshaw crews are giving it to them. Alan Freed has found out what they want, and this is why his Newark date grossed so much more than the average pop dance and show date.

Bob Rolontz.

Gleason Himself

Continued from page 15

bylines, "And Away We Go," and "You're A Dan-Dan-Dandy."

In case there is any misunderstanding, this is not a talking album. As The Honeymooners, Gleason sings a tune titled "One of These Days—Pow!" As Joe the Bartender he sings a ditty titled "Hy'a Mr. Dennehy," and as the debonair Reggie he sings of his life of parties and booze. The material, penned by clefters Benny Davis, John Redmond, Ted Murray and Gleason, is delightfully corny, just right for the down-to-earth Gleason characters.

Needless to say the comic comes thru like Gangbusters on this set. He projects every song and every line as tho he is in the same room with the listener, and the chorus and ork back him solidly all the way. This is Gleason's set, and he makes the most of it.

With the tremendous promotion Capitol is putting behind the set, and the TV selling Gleason will do on it Saturday (15) on his own TV show, this one should be a potent seller from now 'til fall. It's a smartly produced set, with plenty of character identification for TV fans, and a personal triumph for Jackie Gleason.

Bob Rolontz.

Here's what Billboard's May 8 SPIRITUAL REVIEWS say about PROF. CHARLES TAYLOR'S NEW RELEASE Tuxedo 896

HE'S A WONDER

"Exciting, impassioned reading... great material... rhythm by Gospel All Stars gives punch to message."

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James W. Bayless, Capitol Plant Mgr., Appointed Veepee

HOLLYWOOD, May 8.—James M. Bayless, general plant manager of Capitol Records, Inc., has been appointed a vice-president of the company. Move was announced by Glenn E. Wallich, Capitol president, following a meeting of the firm's board of directors Tuesday (4).

Bayless joined Capitol in September, 1949, and is responsible for modernization of the company's plant at Scranton, Pa. He supervised the conversion of the plant to handle all three speeds of records, and since that time has directed the development of Capitol's "full dimensional sound" recordings and the installation of Cap's quality control system used to maintain uniform quality thru-out their recording and manufacturing operation.

Columbia Wax Pact Signed by Cugat

HOLLYWOOD, May 8. — The much traveled Xavier Cugat returned to the Columbia Records fold last week, inking a standard recording contract with the firm. Cugat most recently waxed for RCA Victor and prior to that was with Mercury and Columbia. He is scheduled to record for Columbia here shortly, altho no immediate plans for record releases were disclosed.

RCA Victor is believed to have approximately eight unreleased sides in the can cut during Cugat's brief tenure at the label.

EmArcy Signs Up New Jazz Talent

NEW YORK, May 8.—Artists and repertoire chief Bob Shad this week signed additional talent for the Emarcay label, jazz subsidiary of Mercury Records. Contracted by the firm were the Art Blakey Quartet, tenor saxophonist Henry Durant and guitarist Bill D'Arango. Deals were consummated when Shad returned from a road trip.

The diskery will shortly issue some special jazz recordings made by Sarah Vaughan. Releases will be both in LP form and as single records.

Set Big European Sked for Martino

HOLLYWOOD, May 8.—Capitol Records' Al Martino arrived here Friday (7) for a series of recording sessions and final huddles with personal management firm of Gabbe, Lutz & Heller, prior to embarking on an extended personal appearance tour of England.

Martino is set for one-week stands at each of 12 theaters in as many cities, kicking off on May 17 in Sunderland, England. Dates are currently being booked beyond the three months already set, it was learned, with Martino expected to work on the Continent for a total of eight months.

SPA Electees

Continued from page 14

of new songs. Viewed with alarm are moves occasionally made to set a less than two-cent rate as the standard pattern, rather than the exception.

An example pointed to by SPA spokesmen with especial ire is the plan broached several months ago by RCA Victor. The manufacturer at that time asked publishers to mull the following deal:

Publishers would get 1.5 cents in mechanical royalties for each disk sold. The remaining half-cent would be earmarked by the manufacturer for promotion. Writers, of course, would then be paid only half the reduced rate as their share of mechanical income.

Elected to the SPA council for another three-year term were Stanley Adams, Milton Ager, Ira Gershwin, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara and Richard Rodgers. Alex Kramer was named to fill out the still unexpired term of the late Fred Ahlert.

Charles Tobias, SPA president for the past two and one-half years, is rated a hands-down favorite to be returned to the top executive post when the newly

ASCAP PROGRAM AT PRESS CLUB

WASHINGTON, May 8.—The American Society of Composers, Authors and Publishers' annual "ASCAP musical Matinee" next Thursday (13) at the National Press Club will feature entertainment by songwriters Lew Brown, Ray Henderson, Sammy Fain, Mack Gordon, Benny Benjamin, George Weiss and Bee Walker (The Billboard, May 1).

The composers will be assisted by the Hilltoppers and Sue Como. ASCAP President Stanley Adams will be master of ceremonies. Guests of honor will include congressmen, cabinet officers, ASCAP board directors, officials from the Justice Department, Copyright Office, and other government agencies.

Zeitung and Lewis Named to Head Up Pop Albums, Jazz

NEW YORK, May 8. — Joe Carlton, RCA Victor pop artists and repertoire chief, this week named Jack Lewis to head up the label's jazz recording department and Bill Zeitung to take over pop album productions. Lewis was recently transferred here from Victor's West Coast offices.

Zeitung had been handling the jazz recordings which have already proved to be strong catalog additions for the label.

Sheb Wooley Opens Nashville Pubbery

NASHVILLE, May 8.—Country singer Sheb Wooley has opened his own music publishing firm here. The new firm, affiliated with Broadcast Music, Inc., is called Wooley Western Music. Hillious Buttram will head the local office. Another office will be opened in Hollywood.

Wooley is currently promoting his own M-G-M Records disk, "Blue Guitar." The music firm will publish both Wooley's own manuscripts and those acquired from other writers.

Wayne, Frazier Inked by Capitol

HOLLYWOOD, May 8. — Capitol Records added singers Judy Wayne and Dallas Frazier to its talent roster this week. Both have not previously recorded before, altho Miss Wayne is a veteran nitery thrush. Her first releases, "Don't Laugh at Me" and "Have You Ever Felt That Way," are scheduled for immediate release.

Frazier is a 14-year-old country artist and is scheduled to record his first sides next week. He is under the direction of Cliffie Stone.

Victor to Market

Continued from page 14

tribution has already been reported by The Billboard. Among the recent developments in this field, aside from taped music for background usage, are such as these:

A-V Tape Libraries is already merchandising its tape catalog to the record buyer. Tape Recording Industries, Webster-Chicago, Concertapes, Tempo Tapes, Hack Swain Productions, Audiosphere and Morrison Studios are already in this field. Pentron is set to market pre-recorded tapes, and Folkways Records will issue several selections from its disk catalog sometime this fall. Only this week, too, Minnesota Mining and Manufacturing Company announced the issuance of a single tape reel. (See separate story in High Fidelity department.)

constituted council meet to elect officers Monday (10).

In a report to the membership assembled at the meeting, Tobias reported that almost \$50,000 had already been collected for writers as a result of the lyric-folio audit. The audit of publisher books was begun just over a year ago under an agreement reached between SPA and MPPA. Members were also told that the round-robin, permanent publisher audit saw the books of 33 publishers checked this year.

DJ's A DOCTOR

Neel Spins All Canada Longhair

TORONTO, May 8.—A series of half-hour classical programs is being recorded by All Canada Radio Facilities, Ltd., for sale to radio stations, with Dr. Boyd Neel, dean of the Royal Conservatory of Music here, acting as disk jockey.

Dr. Neel, who is ad libbing the programs, did a similar series for the British Broadcasting Corporation while he was in England. He also is well-known as a conductor for the English Decca label, thru releases on the London label.

It is the intention of All Canada to try and sell the series to a national sponsor, and failing that, the programs will be sold on a station-to-station basis.

The program, devised by Frank Kirton, promotion manager for Quality Records, Ltd., will use the library of classical music distributed in this country by Quality. That means the music will be drawn from such labels as Mercury, M-G-M and Remington.

Disk Comments

Neel's commentary, which is closer to the average deejay style than that of a music commentator, is recorded on one disk. The required recordings are sent by All Canada, along with this voice track.

All Canada owns Quality Records, which handles some 32 labels in Canada and also manufactures records.

Neel is not the first longhair conductor to take on such a task, since for the past couple of years, Jack Kent Cooke's CKEY here has had Sir Ernest MacMillan, conductor of the Toronto Symphony Orchestra, spinning the disks. This hour-long program each Sunday night won for CKEY a Peabody award.

Counter Charges

Continued from page 15

artists such as soprano Erna Berger, tenor Hans Hopf, conductor Arthur Rother and others.

In asking that the request for an injunction against the record company be dismissed, Urania also entered a counter charge that could involve Victor in the action, if it is prosecuted to its conclusion.

This phase of the dispute involves Furtwangler alone, and not Gieseking. The German conductor, it is recalled, is claimed to be the conductor of the Vienna Philharmonic in the Beethoven Third Symphony, released as the disk in contention by Urania.

But Urania notes that Furtwangler also recorded the same work, with the same orchestra, for The Gramophone Company, Ltd., (HMV) in 1953. The latter disk was released in the United States by Victor.

Urania now claims that by granting permission for the release of the latter disk, Furtwangler "impaired and damaged the property or production sold by him in 1944" (the year the Urania-acquired tape was cut).

The company further requests that Furtwangler withdraw his authority for release of the 1953 recording, be enjoined from further authorization and be required to account for all profits made from the 1953 recording.

A court hearing of the dispute is scheduled for May 17 in New York Supreme Court.

Lengsfelder Plans

Continued from page 15

new "refresher committee" of ASCAP. (The Billboard, May 8) asked, "Who on this committee has the facts to expose... inequities? And who has the desire to do so...? It... seems obvious that this new committee has been set up in a hurry only to pacify the membership."

At this time no date has been set for a meeting of the "refresher committee." It was said by key ASCAP writers last week that the "refresher committee" had been set up to give complete information about ASCAP to writers who were confused over the distribution system.

However, it has been suggested that the Lengsfelder attack on certain ASCAP policies at an April membership meeting spurred the formation of the "refresher committee."

Insist on Original "BELIEVE IN ME" with triple threat Roy Stevens
Composer-Vocalist-Trumpet Soloist
b/w
"YOU MADE ME LOVE YOU"
Original Records, Inc.
110 Bergen Pike Little Ferry, N. J.

Essex RECORDS
THE LABEL WITH A FUTURE...
3208 So. 84th St. Philadelphia 42, Penna.

TWO GREAT NEW TUNES! "GUARANTEED" b/w "TIME AND TIME AGAIN" BILLY MURRAY and the Four Cousins TC 5021
20th Century
Manufactured by Gotham Record Corp., Philadelphia

CLARK DENNIS "YOU AND YOUR SMILE"
RECORDING COMPANY
322 S. Michigan Ave., Chicago

JAZZ MASTERS WANTED FOR RELEASE
Send all information to **BOX A151**
Billboard, 6000 Sunset Blvd. Hollywood 28, Calif.

HI-FI RECORDED IN TAHITI "DRUMS OF THE SOUTH SEAS" Exotic-Daring (Remember Tompo's Tropic Drums) 10" LP TT 2254
TEMPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 45, California

NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES
Biggest Selection on all Sounds. English, Polish Instrumentals.
Write for catalog and nearest distributor. When no distributor near order direct. Prompt Service. Transportation paid.
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344 North Ave. New Rochelle, N. Y.

THE FINAL CURTAIN

ALBU—Romulus, Sr., 53, for many years a motion picture operator in Detroit area; May 1 in Port Sanilac, Mich. He was formerly stage manager of the old Temple Theater, Bay City, Mich. From 1935 to 1937, he and his brother, Aurel, operated the Pricilla Theater, Detroit. In addition to his brother, he is survived by his widow and a son, Romulus Jr. Burial in Evergreen Cemetery, Detroit.

ANDREWS—Kenneth L., 62, personnel executive with Batten, Barton, Durstine & Osborn, Inc., May 1 in Bronxville, N. Y. He had been with the advertising firm from 1926 to 1930, rejoining in 1947. A former assistant editor of The New York World, associate editor of The American Weekly and public relations man with the Rockefeller Center, Andrews also collaborated on a play called "Baby Bound" and wrote a column in English for Minichi, a Japanese newspaper. His widow survives.

BADARAK—Michael, 51, long-time operator of Norton Theater, Detroit. Survived by his widow, Mildred and two sons, Kenneth and Roy.

BUMP—Gerald C., 51, widely known Midwestern musician and composer, May 2 in Evansville, Ind., of a cerebral hemorrhage. Starting out as a professional musician at the age of 14 he at one time played with many of the country's top orchestras, including Paul Whiteman, Charlie Agnew, Ben Bernie, Ted Weems and Al Katz and His Kittens. Survived by his widow, Margaret, and a son, Gerald J., Niagara Falls, N. Y.

CAMPBELL—Frank H., 59, veteran outdoor concessionaire, April 8 in Dunedin, Fla., following an illness of several weeks. Survived by his widow, a brother, and three sisters. Services April 10 in Winona, Minn., with burial in Catholic Cemetery, La Crosse, Wis.

ELLIOTT—William Mack (Blackie), 46, veteran concessionaire, April 21 in Naval Hospital, San Diego, Calif., of a heart attack. Survived by his widow, Iva Lee, and a son, William L.

FARLAND—Alfred A., 90, banjoist and former blackfaced comedian, May 5 in Plainfield, N. J. Starting show business in 1884, he played 100 banjo recitals a season, on an average, for more than 40 years in this country and England.

GERHMAN—Lucy, for many years a star of the Yiddish theater, May 6 in Columbus Hospital, New York. She was the widow of Misha Gerhman with whom she had appeared in many such plays in Philadelphia and New York. Among her stage credits: "The Eternal Mother"; "Children, Come Home"; "A Gift for Mother"; "Don't Worry," "My Lucky Day," "Laugh and Be Happy"; "Yoselle, the Nightingale," and most recently "The Two Sisters." She also appeared in the Yiddish movie, "God, Man and Devil." A brother, Abraham Kutner, and two sisters survive.

HILDRETH—George, former vaudeville performer, April 21 in San Francisco. He was a leader in the YMI and past president of the San Francisco Theatrical Club.

HOLLIDAY—Walter, 66, retired frozen custard concessionaire, May 3 in Haneyville, Pa. (Details in Carnival section.)

HYMAN—A. B., 75, president of the Greater Huntington Theater Corporation and Greater Huntington Radio Corporation, operators of Station WHTN, Huntington, W. Va., May 3 in that city. His theater firms operated four theaters in Huntington and others in Charleston, W. Va. and Oak Ridge, Tenn. He was also president of the Capitol Amusement Company, Charleston. Survived by his widow and two sons, Lieut. (jg.) Jack Burrell Hyman, Pittsburgh, and Edwin Hyman, now in the U. S. Army, stationed at Fort Benjamin Harrison, Ind.

JOHNSON—Scotty Roberts, 55, veteran performer in all phases of show business, April 19 in Tampa. Born in Liverpool, England, and Oxford graduate, he came to America and played the major vaude circuits. Survived by his widow, Renee; a son, Edward Jr., and three brothers. Burial in Showmen's Rest, Tampa.

JOHNSTON—Arthur J., 55, veteran songwriter who wrote "Cocktails for Two," "Pennies From Heaven" and "Just One More Chance," May 1 in Hollywood. At 17 he began his career as a pianist and vocal arranger and later was associated in the same capacity with Irving Berlin. In 1929 he went to Hollywood to compose music for several films, including "City Lights." For many years he collaborated with Sam Coslow. Some of his other songs include "The Moon Got in My Eyes," "Down the Old Ox Road," "Thanks a Million," "The Day You Came Along," "Mandy Make Up Your Mind," "Between a Kiss and a Sigh" and "Black Moonlight."

LANGLEY—John B., 46, formerly general manager of Motorola Detroit Company, radio manufacturer, May 3 in Des Moines. Survived by his widow, Ellen, and two daughters. Interment in Holy Sepulchre Cemetery, Detroit.

MARRIAGES

BOMMERSHEIN-TUCKER—Leo Bommershein, veteran outdoor showman, and Frances Tucker, non-pro, April 19 in Kenneth, Mo.

MORAN—McGEEHAN—Joe Moran, disk jockey on Station WDEL, Wilmington, Del., and Mary Lee McGeehan, non-pro, May 1 in Wilmington.

DIVORCES

RAPPA—Alphonse J. Rappa from Marie Diversal Rappa, known professionally as Lili Dawn, recently in Bridgeport, Conn.

MARKO—Vincent, 50, known professionally as Tom Tyler, May 1 in Hamtramck, Mich., of a heart attack. He was for many years a leading Western star in motion pictures, retiring two years ago. He was also featured attraction with the Ringling Bros. and Barnum & Bailey Circus in 1937.

MCSORLEY—James J., 71, veteran circus trouper, formerly with Hagenbeck & Wallace, Ringling Bros. and other circuses in this country and abroad, at Jewish Hospital, Cincinnati, May 6, of a heart ailment. (See Circus section for farther details.)

NEUFELD—Oscar, 68, talent and beauty promoter, April 27 in Cliveden Nursing Home, Philadelphia. In recent years he supervised the Miss Universe and Mrs. America beauty contest, and early this year was cited by the Army for his production of entertainment for soldiers at the Valley Forge (Pa.) Army Hospital. A brother, Isidor, survives.

QUINTARD—Mrs. Hortense, 77, one-time Shakespearean and Ibsen stage actress, April 10 in St. John's Hospital, Springfield, Ill. Known on the stage as Hortense Nielsen, she played the role of Nora in Ibsen's "A Doll House" and as Cleopatra in Shakespeare's "Antony and Cleopatra." She at one time appeared with Maurice Barrymore, father of John, Lionel and Ethel Barrymore. Survived by a son, Thomas Garvin, New York, and a daughter, Mrs. Anna Smide, Springfield.

IN MEMORY
Of My Beloved Wife
MRS. NORA RADTKE
Who passed away May 12, 1951.
"Gone but not forgotten."
ART RADTKE

ROBERT—Hans, 82, retired character actor, May 2 in Jamaica, N. Y. He joined the Augustin Daly Company as prompter and became an actor in the 1890's. He had appeared in "Checkers," "The Gentleman From Mississippi," "The Noose," "Ready Money," "On Trial," "Rain," "Confidential Service," "Sweet Adeline," "Room Service," "Dinner at Eight," "Born Yesterday" and "Happily Ever After." He retired in 1948. His widow and a son survive.

ROENS—Samuel, 68, violinist with the Philadelphia Orchestra, suddenly April 30 in Ann Arbor, Mich., where the orchestra was playing. He formerly also played with the Boston Symphony and the old New York Symphony. Surviving are his widow, Maude B.; a son, a sister and two brothers. Services in Narbeth, Pa., with burial in Philadelphia.

IN MEMORY OF
JOHNNIE STEVENS
May 16, 1953
I miss you, Darling
MAY

SAARBACH—Louis, 92, retired vaudeville actor, May 2 in Center Moriches, N. Y. He had been known professionally as Louis Morton, had been a charter member of the White Raft, an actors' group, and a former secretary of the Actors' Protective Union of New York.

BIRTHS

BARKER—A son April 30 to Mr. and Mrs. Hal Barker in Maternity Hospital, Van Nuys, Calif. Father is KNXT floor manager.

BAXTER—A son, Robert Alfred, to Mr. and Mrs. Eddie Baxter April 30 in St. Joseph's Hospital, Burbank, Calif. Father is KNEB staff organist.

BECK—A daughter to Mr. and Mrs. Alexander Beck recently in New York. Father is vice-president and foreign manager of Madison Pictures.

BELL—A son, Joseph J., to Mr. and Mrs. Leroy Bell in Einstein Medical Center, Philadelphia. Father is newsreel cameraman on WPTZ-TV, that city.

BRITTON—A daughter, Anna May, to Mr. and Mrs. Robert (Whitie) Britton in St. Francis Hospital, Maryville, Mo. Parents were formerly with American Beauty Shows.

COOLEY—A daughter, Glenda Ann, to Mr. and Mrs. Glenn M. Cooley April 20 in the Veteran's Memorial, Bradenton, Fla. Parents are jewelry concessionaires on various shows.

CROSS—A daughter, Susan Leonora, to Mr. and Mrs. Bradford Cross in Philadelphia April 26. Father is sales director of the Princeton Film Center, Philadelphia.

JIMMIE—A girl, Darlene Kay, to Mr. and Mrs. Filipino Jimmie at Medical Center, Tyler, Tex., May 4. Parents are with the 10-in-1 on Schafer's Just for Fun Shows.

MONETTE—A daughter, Denise Renee, to Mr. and Mrs. M. (Whitney) Monette March 30 in St. Mary's Hospital, San Francisco. Father operates novelty home in that city and has merchandise contracts for Northwestern fairs. Both father and mother are past president of the Shows Folks of America, San Francisco chapter.

RODNEY—A son, Red Jr., to Mr. and Mrs. Red Rodney May 1 in Philadelphia. Father is trumpeter and orchestra leader appearing at Lou's Moravia Bar, that city.

SEYMOUR—Evelyn Francis, 71, member of English royalty known as the Duke of Somerset, April 27 in London. Also known as the Magical Duke, he was an accomplished magician and for many years was president of the Magic Circle, an association of exponents of sleight-of-hand.

STARBUCK—William D. L., 68, patent attorney and mechanical engineer who served under Presidents Hoover and Roosevelt as a member of the Federal Radio Commission, May 2 in New York. He was in charge of the Eastern zone of the commission and was active in drafting broadcasting codes, licensing broadcasters and deciding disputes involving rival broadcasting companies. He had also been responsible for setting up radio links with Mexico and Latin America. His widow, a son and a sister survive.

TALBOYS—William C., 75, one of the early members of the International Brotherhood of Magicians, in Dunedin, New Zealand, April 22.

TELESKO—Catherine, 58, mother of the Great Telesko, swaypole aerialist, and Victor Telesko, kiddie ride operator, April 27 in Trenton, N. J. Survived by one other son and three daughters. Services from Our Lady of Sorrows Church, Trenton, with burial in Holy Sepulchre Cemetery, that city.

TYLER—Tom, 50, veteran cowboy actor, May 1 in Hamtramck, Mich. He had been a world weight-lifting champion and had been in movies since 1927. Among his more recent ones were "She Wore a Yellow Ribbon," "Younger Brother," "Beautiful Blonde From Bashful Bend," "Hellfire," "The Tenderfoot," "Cheyenne" and "San Antonio."

THANKS...
For your most kind and thoughtful remembrances in this hour of grief, over the loss of my husband,
AL WAGNER
Harriet (Hattie) Wagner

ZWICKER—M. B. (Dick), 60, founder, manager and director of the Halifax Junior Bengal Lancers, a horse ballet with riders from 5 to 15 years old, April 29 in Halifax, N. B. The troupe had earned international fame traveling thru Canada and the U. S. Zwicker formed the troupe in 1936.

Gen. Teleradio Adds One, Mulls 2d Kid Series

NEW YORK, May 8.—The newest property to be added to General Teleradio's roster is a 26-segment, 15-minute animated fairy tale show, shot in England by Primrose Productions. The series, as yet untitled, is the first kiddie stanza General Teleradio has latched onto. The firm is also mulling the possibility of putting a "Bobby Benson" series before the cameras. The Benson character is owned by General Teleradio's sister firm, Mutual Broadcasting System.

Heightened interest in the kiddie field comes coincidentally with the establishment of a new subsidiary rights division at MBS. This new "Development Division," will be headed up by Bert Hauser, who will gradually relinquish his duties as vice-president in charge of co-op programs to devote full time to the new enterprise.

CFI Perfects Color Process

HOLLYWOOD, May 8.—Consolidated Film Industries this week announced it had perfected a method for making optical effects in 35mm. color prints on Eastman color positive from Eastman color negative that is particularly adapted to TV production at no increased cost.

This new CFI system, it was revealed, enables lap dissolves and fades to be produced from original negative without use of duplicate negatives as has heretofore been necessary. The optical effects thus obtained, it was said, have the same quality as the running footage. Because of this, no extra charge for lap dissolves or fades will be made.

The process was developed in co-operation with Bob Yamin, of Ziv-TV. Consolidated said the process would be available for customers on Monday (10).

ACTS AND ATTRACTIONS

Continued from page 9

for the role of "Ado Annie" in forthcoming pic, "Oklahoma!" ... New York's Blue Angel TV show kicks off on CBS-TV July 6. Thereafter it will be on Tuesdays from 10:30 to 11 p.m. ... Blue Angel's Bart Howard's tune "In Other Words" has been recorded for Decca by Kay Ballard. His "Let Me Love You" has been disked for Columbia by Felicia Sanders. His "My Love Is a Wanderer" has been done three times on TV by Dinah Shore.

Harry Levine, Paramount booker, will know in about three weeks if the New York house will go back to flesh. ... Spike Jones may be the next attraction for Capitol Theater, Washington. ... RKO Theaters, for the first quarter of 1954, showed a net profit of \$485,000 against \$325,000 same quarter of the previous year.

Henry Dunn, ex-AGVA head and former Coast head for the Lew and Leslie Grade agency, going back as a single (used to be Cross and Dunn), asked \$4,000 for first date.

A group of singing and dancing acts headlining Pearl Bailey drew more than 2,000 persons for a one-night stand in the arena of the Municipal Auditorium, Kansas City, Mo., last week.

Largest cast of name Hollywood stars to appear in Denver opened the new one and a half million dollar Fox Intermountain Theater with a 90-minute show

emseed by Ethel Merman April 30. Names included Charles Brackett, Charles Coburn, Buddy Rogers, Mary Pickford, Dan Dailey, Walter Abel, Forrest Tucker, Steve Cochran, Tony Romano, Tex Ritter, Pat Wilcox, Robert Wagner, Mary Murphy, Barbara Darrow, Alice Thomas, Gloria Gray, Joanne Gilbert, Marjorie Dean.

Delta Rhythm Boys wound up at the South Seas Honolulu to join Patti Page's cast at the Honolulu Civic Auditorium for a six-day stint (May 3-8). The Three Jones Brothers followed them at this Waikiki nitery. ... The Ink Spots finished at the Gung Ho Lounge of Waikiki Lau Yee Chai to be followed by the Du Drop-pers.

Scarcity of new acts in Paris is resulting in local vaude houses using pop singers who double from night spots. ... The Theda Sisters are a striking example of the type of Nordic talent that makes Copenhagen a major center for talent scouts in Europe. The Thedas, two local teen-agers, are rated as tops in their daring double trapeze number and are equally good in an acro-tumbling melange.

McConkey Artist Corporation bought the office building at 1822 N. Wilcox, Hollywood, and will move June 1. Present West Coast office is at the Roosevelt Hotel, Hollywood.

SPEAKING OF LEGIT

Continued from page 9

on the dotted line and Jack Yellen and Irving Caesar will contribute songs and material. A Stem unveiling is pointed for next October.

John Kerr and his mother, June Walker, will have the leads in Robert Anderson's drama, "All Summer Long," which the Playwrights' Company brings to the Morosco in September. Alan Schneider will direct, and Jo Mielziner, do the setting. Kerr will continue his chores with "Tea and Sympathy" thru the summer.

A blackout of the Olney (Md.) Theater is threatened this summer for the first time in years. A. Morton Thomas, director of the inspection and licenses division of Montgomery County, has ruled the structure unsafe for playgoers. If the ruling stands, the graduate players of Catholic University, skedded for a series of summer shows, will have to find another base of operations.

Denver reports summer legit activity underway with road troupe of "Annie Get Your Gun" booked for a week's stand at the Denver Theater next month. Lynn Torres has the lead. Margot Stevenson has been signed for the fem lead opposite Donald McClell-

and for the hot weather stanza at Elitch Gardens. A two-day stand of "Picnic" is due late this month, "Seven Year Itch" is due in July and "King and I" will get a week's viewing in August.

Backers of "Anniversary Waltz" have been paid back 20 per cent of their stake in a little over three weeks. ... Starting August 6, "Teahouse of the August Moon" will up its Friday and Saturday night top from \$5.50 to \$5.95. It isn't often that a successful show ups its tariffs in mid-run, but "Teahouse" is a high-cost operation, with 26 in the cast, 21 in the stage crew and six musicians. ... Joan Fontaine is in town to rehearse for replacing Deborah Kerr in "Tea and Sympathy" Tuesday, 29. Leora Dana and Tod Andrews take over for Margaret Sullivan and Joseph Cotten in "Sabrina Fair" at the end of the month.

Actors Equity has polled the mayors of 65 cities explaining the operation of Philadelphia's Playhouse in the Park and suggesting similar civic-sponsored undertakings. Equity offers complete cooperation in getting such projects underway. So far Albany, N. H.; St. Louis, and Portland, Ore., have expressed interest.

Short Dramas Make Money

Continued from page 5

day, 9-9:30 p.m.), which will go into re-run at the end of next summer. These four groups would account for another 125 at least.

Still further, there are reports that Official Films is preparing a Somerset Maugham series. And Brewster Morgan and Eugene Stow are preparing "Authors Playhouse."

Currently, the largest single purveyor of miscellaneous dramas is MCA-TV. Its "Famous Playhouse" group consists of over 180 segments, at least half of which was produced for the "Chevron Theater" in six Western markets. In addition, MCA has 26 segments made for Revlon, and 39 made for Pepsi Cola, bringing its total to 245. The new production would swell its collection to over 320.

Ziv-TV has the next largest collection, with 103 out of "Fire-side" and 52 in "Story Theater," which has Arthur Shields hosting, plus 78 in "Favorite Story." Screen Gems comes next with 78 out of "Ford" (All Star Theater) and 44 out of "Fireside" (Top Plays of 1955).

The other anthology distributors, with the latest estimates of their collections, are NBC Film Division with "The Visitor" (39) and "Paragon Playhouse" (39); United Television Programs with "Royal Playhouse" (52) and "Counterpoint" (39); National Telefilm Associates with "Play of

the Week" (26), "International Playhouse" and "Orient Express" (26); Interstate Television with "Douglas Fairbanks Presents" (39) and "Ethel Barrymore Theater" (13); ABC Film Syndication with "The Playhouse" (52); TPA with "Your Star Showcase" (52); CBS-TV Film Sales with "Crown Theater" (26); and Consolidated TV Sales with "Hollywood Half Hour" (26).

MCA-TV has done healthy network summer replacement business with its dramas for the past three years. For this coming summer it has made five such deals. Screen Gems also has done okay the past two summers. Ziv and ABC have enjoyed a number of multi-market deals under such titles as "Kent Theater" and "Eversharp Theater." On many stations half-hour plays are moving into late-evening slots formerly occupied by feature films.

The steady rate of production in this format undoubtedly is due to the universal popularity of the short story and its very apt application to TV. This doesn't get the distributors mad.

The half-hour drama probably has the highest re-run potential of any film format. If the show is good to begin with, neither critics nor public mind seeing it again, and it's the easiest thing in the world to switch sponsor identification on these shows by a new title, opening billboard and even, as is often done, a new celebrity host.

Get Protection From Devil-God! Oh, Yeh?

Continued from page 1

Clemens F. Schmitz, New York; Hass & Wilkerson, Kansas City, Mo.; Charles A. Lenz, St. Petersburg, Fla.; Ida Cohen, Chicago; Al Beck, Cleveland, to name a few—have the answers to any insuring problem, including that of rain.

In an industry dealing with the public in terms of millions their principal business, of course, is covering for liability. No one writes any great amount of rain insurance. And where the traveling gentry is concerned, there is virtually no concentration on selling.

Best for Fairs

The buying of rain insurance on a full-time or seasonal basis is not recommended by Schmitz. It is made to order for fairs, he says, but again, considerable thought should be given to the writing of the policy to insure maximum protection.

A study made by Schmitz which resulted in a proposed policy to cover the entire second year of operation of the New York World's Fair carried a premium which ran into six figures. It was not bought, however, and as it turned out, luckily for the fair, the event saved money.

A careful record of the weather covering the second year of the fair showed that the payments under the policy did not equal the premiums.

Schmitz has never insured a carnival against rain. He once covered a bingo operator for two days, but the insured received no payments. The lack of incidence of collections, apparently, has a great deal to do with the lagging interest or activity in this type of insurance.

Benefit Failure

Failure to collect any benefits after only a couple of investments made at a rate, of say, \$17 for each \$100 coverage leaves the insured with the feeling that it is better—and cheaper—to go on gambling with the weather.

It can rain pitchforks outside the stipulated time on a policy and completely ruin business without obligating the insurance company to pay off.

Again, in accordance with the usual policy, the heavens can open up in areas adjacent to the showplace, or the stipulated

Winkley Pacts Armstrong Ork, Ives for Peoria

Smiley Burnette, Auto Races, Thrill Show Also Skedded

PEORIA, Ill., May 8.—Burl Ives has been signed as one-day headliner of the "Fun Festival" to be held at Exposition Gardens here June 8-13, Frank Winkley, promoter of the six-day-long program, announced here Friday (7). Ives will be in for afternoon and night performances Saturday, May 15.

Louis Armstrong's band and show will be in closing day for matinee and night performances, Winkley said. An automobile giveaway also is planned for the closing afternoon.

On other days grandstand attractions will be offered only at night, with stock car races Tuesday, June 8; Smiley Burnette, a pet and doll buggy parade and contest, fireworks and a pony giveaway Wednesday; Irish Horan's thrill show Thursday and a 100-lap midget auto race Friday.

The 20th Century Shows will be on the midway thru the full run, with special 9-cent kiddie matinees scheduled for Wednesday and Saturday afternoons.

Advance sale of tickets for individual attractions will start Monday, May 24, Winkley said. Harold Krefl, Winkley's resident manager here, has opened offices in the Exposition Gardens grandstand.

Storm Damage To Dallas Aud Tops \$200,000

Other Fairgrounds Buildings Not Hit By Freak Winds

DALLAS, May 8.—A freak windstorm caused damage totaling over \$200,000 to State Fair Auditorium here Friday (30). Winds of up to 70 miles an hour were reported.

A section of an upper wall of the 4,385-seat house was torn away by the storm and some damage was caused to the interior by the rains which accompanied the high winds.

None of the other buildings or facilities at State Fair Park was hit. Auditorium is at one corner of the fairgrounds away from the amusement area and most exhibit buildings.

James H. Stewart, general manager, said temporary repairs would be made in time for the four operas to be presented here by the Metropolitan Opera Company starting Saturday (8).

measuring place, and likewise ruin business without the insured being entitled to collect.

Coney Island, New York's mecca for millions, last bought rain insurance on one occasion in 1933. The stipulated measuring place was the U. S. Weather Station at the Battery in lower Manhattan. Altho cloudy, the gauges there showed no rain. However, during the same hours at Coney Island there was a downpour, and business was completely washed out. Despite this and because no rain fell at the measuring point, no payment was due.

A feeling of futility naturally builds after an experience of this kind, and future interest in rain insurance by the parties concerned is likely to be nil.

N. Y. Fair

The New York State Fair at Syracuse, one of the biggest annual events in the nation, bought rain insurance regularly for a number of years without earning collections. The first year it dropped its rain policy, it literally got washed away. It has not

(Continued on page 42)

MARTIN ANALYSIS

Report Pacts Okay But New Fields Would Aid

BOSTON, May 8.—Park bookings are exceptionally strong and gains continue to be made in the setting of grandstand attractions for fairs but there is no sign, as yet, of a full revival of talent in the carnival field, a one-time cornerstone of the Al Martin Agency.

In giving a run-down on business Martin said the church-sponsored bazaar-type operation which a couple of years ago was identified with virtually every sizeable community in this state shows no sign of getting a new lease on life as religious leaders continue the clamp-down that they enforced.

In their hey-day they kept literally dozens of acts booked by Martin busy from early spring thru late fall. An indoor charity show staged last year under the sponsorship of Archbishop Cushing, Catholic leader, proved tremendously successful and may yet provide the format for a new group of events using acts. The presentation was indoors and without most of the usual adjuncts associated with the former outdoor presentations.

Tax Relief Helps

It is possible that parks, with more money available as a result of the recently secured relief admissions taxes, may seek bigger and better talent presentations to further build their attendance and gross potential. Martin said that his park bookings were quite good and that increases were likely to show in this department.

A number of fairs are facing a

problem with grandstand attendance, created in large measure by the inroads of television. New formulas will have to be developed, Martin said, adding that good attractions—something that the public is interested in seeing—will pack in crowds, a fact that is being demonstrated almost weekly.

If the public adopts the attitude that they have seen the show on television because of the wide use of circus-type acts they will be wrong more often than not, Martin asserts, since most of the acts offered to fairs have seldom, if ever, been on the home screens. As television becomes commonplace its magnetic hold on viewers will diminish and the combination of live talent in the open air will grow in popularity.

FINDS SMALL SPOTS PAY

One-Ring Ring Bros. Rings Bell in Rural 'Ringers'

SHELBYVILLE, Tenn., May 8.—There's still a good place for the small circus, judging from the success of Franco Richards' Ring Bros.' Circus, one of the newer shows, now working north thru the Cumberland mountain area of Tennessee and Kentucky.

Richards finds that the circus is still a good draw in the small and often remote towns which rarely are played by a large show. Proof is that last year he formed a show on a shoe string, came in a big winner and now has an \$80,000 investment.

Ring Bros.' Circus played to spotty business thru Alabama, after opening the new season at Pensacola, Fla., but Tennessee has proved better.

Show has new blue canvas, including a 70 and 50 big top, a 40 with two 20s for the Side Show and several concession tops. Also new is a 350-chair grandstand. The show makes a daily bally in business districts with a decorated sound truck and drum.

Richards on Job

Richards, the owner-manager who had poor health last season, is now much improved and on the job day and night. Bobby Hall is assistant manager and Bert Ellis is superintendent. Kenneth Ikirt is treasurer, handles front door and general utility. Hoot Black is equestrian director, announcer and Side Show manager. Dean Pearson is superintendent of transportation and mechanic.

The 14 show trucks usually leave the lot at 6 a.m. and arrive at the next stand by 7:30 a.m.,

CNE to Go Ahead On Grandstand Show

Directors Push Original Plans in Face Of AGVA-AFM Jurisdictional Dispute

TORONTO, May 8.—The Canadian National Exhibition will go ahead with its original plans for this year's grandstand show, despite a union squabble which threatens to keep most of the performers off stage.

If there is no grandstand show this year, the fault will lie with the two feuding unions, Hiram E. McCallum, general manager said, in announcing the exhibition directors' decision not to change their plans.

Caught in the middle of a jurisdictional dispute between the American Guild of Variety Artists and the American Federation of Musicians, the CNE has no guarantee the labor groups will lift mutual boycotts against each other in time to perform on the same platform.

Green Light for Opera

Decision of the CNE to go ahead with its production came in the light of an announcement indicating that the Metropolitan Opera, scheduled for two weeks hence, had been given the green light. It is understood that union assurance not to interfere with the show was given because contracts had already been drawn up before the outbreak of the controversy.

"The Canadian National Exhibition has such an agreement with the Roy Rogers group and other artists for several months," said McCallum. Rogers is to headline the show at this year's CNE.

"If difficulties between the unions should force the CNE to discontinue its world-famous grandstand presentation it would retard the development of Canadian talent in the field," warned the CNE general manager.

Plans Complete

McCallum said plans for the evening show were complete, with arrangements made for a cast composed largely of Canadians.

This is an unusual statement in the light of another statement made by McCallum in which he said "one reason the CNE does not hire Canadians to headline the grandstand show is that established radio and television stars are afraid to work in front of a live audience and possibly destroy what they have built on radio or TV."

There is not a sufficient theater background in Canada to produce

headliners, as yet, and lack of work forces Canadian theater talent to go to the United States for experience and employment, McCallum pointed out.

Accent 'Made in Canada'

He noted that the emphasis in the grandstand show had swung away from a "made in the U. S." label to a "made in Canada" label with the employment of all Canadian choreographers, set designers and painters, lighting supervisors and production personnel.

McCallum also commented on the 323-mile across the lake swim being sponsored by the CNE this year, "I do not think any one person can do it because of the distance and the cold," he said.

Chi. Convention Hall Fund Up By 2.6 Million

Shares State Aid; Two County Fairs Also Given Help

SPRINGFIELD, Ill., May 8.—The Chicago park fair has been granted an additional \$2,628,691.07 in Illinois State funds for the construction of a proposed convention hall in Chicago.

The grant, announced by Stillman J. Stannard, director of the Illinois Department of Agriculture, comes from the Chicago fair's share of the 1954 fair and exposition fund which is supported by special taxes on horse races. Previously the Chicago fair had received \$1,110,000 from this fund.

The fair and exposition fund was set up in 1951 primarily for the benefit of the Chicago fair, the down-State fairs may participate if they desire. During the Legislature's last session the law was amended to allow use of funds for the construction of buildings, including a new convention hall in Chicago.

Two county fairs, Stannard disclosed, have shifted to the use of the new fund from the agriculture premium fund, which also is supported by taxes on horse races. The two fairs and their 1954 allotments are Macon County, \$71,763.80, and St. Clair County, \$149,545.13. Both fairs plan new buildings, with St. Clair's plans including the erection of a new \$137,000 hall.

Von Bros. Tour Starts in Pa.

SHICKSHINNY, Pa., May 8.—Von Bros.' Circus opened its season with two good turnouts April 24, and moved out for a tour of Pennsylvania. Big top is a 70 with three 40s. Show moves on 14 trucks. Marquee and Side Show tops complete the layout.

Staff includes Henry Vonderheid, manager; Mrs. H. E. Vonderheid, office manager; Gene Burr, concessions; Bill Hill, big top and ticket box; Bill Cody, Side Show; John (Coke) Kokel, electrician and transportation; Cookhouse Pete, cookhouse; Lewis Barth, props; Lawrence Stathard, ring stock.

Henry Vonderheid is equestrian director. Program follows:

Display 1—Spec. 2—Zack Hale, riding monkeys. 3—Mervin Raye Troupe, comedy acrobatics. 4—Don Jerry Hartley, roly-boly. 5—Freddie Vonderheid, single traps. 6—Emanuel and Bee, slack wire. 7—Gloria Raye and Zack Hale, dogs. 8—Clowns. 9—The Hartleys; Freddie Vonderheid, juggling. 10—Mervin Raye Troupe, ring balancing. 11—Earline Hale and Dorothy Hill, ladders. 12—Clowns. 13—Hartleys, rolling globe. 14—Mervin Raye Troupe, rings. 15—Zack Hale, pony drill. 16—Dorothy Hill, neck loop. 17—Helen Hartley, comedy baby elephant. 18—Eddie Frisco, comedy midget car.

Patterson Plays 2 Ohio Spots

SANDUSKY, O., May 8.—Patterson Bros.' Circus drew two fair crowds here recently in the Junior High auditorium. The Sandusky CIO sponsored the show for the 15th time.

The program included dog and pony turns by Capt. and Mrs. Paul Wolcott, Grover O'Day, bike act; John and Jorie Armstrong, knock-about acrobatics; Patricia Hodgson, roly-boly; Mrs. Josephine Silverlake, canine revue; Lew and Elsie Christensen, trap, ring and cradle; the Great (Steve) Mustafa, hand balancing; Frances Silverlake, contortion; Bobby Hodgson, roping; Miss Silverlake, web; Miss Hodgson, ladder; Miss Consuelo (Connie Armstrong) single trapeze; Bobby Hodgson, slack wire; Brownie Silverlake, producing clown.

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West Mass. Fairmen Hear Surplus Milk Discussion

WEST SPRINGFIELD, Mass., May 8. — Twenty-one annuals were represented by 135 people at the recent annual Fairs Forum of the Western Massachusetts Fairs Association.

The event, held in the Hampden County Improvement League Building, had speakers, including Leo Doherty, director of the State Department of Agriculture; Jack Reynolds, general manager of the Eastern States Exposition; Earle S. Carpenter, specialist in visual education of the Extension Service, and L. Roy Hawes, State Commissioner of Agriculture.

Hawes, principal speaker, discussed efforts of the State to dispose of surplus milk, one of the State's chief problems in the agriculture field. He said money has been appropriated to buy spot announcements on 12 radio stations thruout the State, advertising milk on the theme not only that "milk is good for you" but because "it is good."

Promotion Funds

The secretary said the Department of Commerce has included a \$56,000 item in its budget for the promotion of agriculture. Another possible source of income is a proposed bill in the dairy field which would have each producer

pay a 1-cent fee per hundred-weight of milk produced. This would bring in more than \$200,000 yearly to be used on the promotion of milk and dairy products.

Doherty reported that in the four Western counties of the State, 54 fairs were held last year and received State prize money totaling \$32,654. Attendance was 330,896, with the Eastern States Exposition total bringing the figure to 787,356.

The Western county fairs had 35,221 agricultural exhibits, of which 49 per cent were youth exhibits.

Campbell Elected

The session was presided over by Ralph W. Rice of Plainfield. Elected for the coming year were Richard Campbell of Greenfield, president; Mrs. Ernest Randall of Westfield, vice-president; Mrs. William Spooner of Brimfield, secretary; Mary Carlon of West Springfield, treasurer and recording secretary, and the following to the program committee: Richard Campbell, Richard Kelson of Westfield, Willard Pease of Chester, Mrs. Eugene Kenyon of Westfield, Albert Fowler of East Longmeadow, Ralph Rice, Forrest Huff of Blandford, Mrs. William Spooner.

2 New Raceways Are Chartered In Pennsylvania

HARRISBURG, Pa., May 8.—Two speedways have been incorporated in Pennsylvania with issuance of corporate charters by the Department of State, as follows:

Pittsburgh Racing Association, Inc., 718 Hope Hollow Road, Carnegie, Pa., authorized to capitalize at \$5,000 to operate a race track. Incorporators: Charles E. Campbell Jr., McDonald R. D. 2; Edward Witzberger, 479 Lincoln Avenue, Heidelberg; Dennie O'Connor, 4015 Winterburn Avenue, Greenfield, Pittsburgh; Stephen Petrovic, 3343 Babcock Boulevard, Pittsburgh, and Morgan Lutton, 216 Hickman Street, Bridgeville.

Marshman's Hatfield Speedway, Inc., 1224 Commercial Trust Building, Philadelphia, authorized to capitalize at \$7,500 to engage in the promotion of auto races. Incorporators: John L. Miller, 64 Coal Street, Port Carbon; Elaine Heist, 439 Main Street, Collegeville, and George A. Marshman, Yerkas, Pa.

Lincoln Off For Gil Gray

LINCOLN, Neb., May 8.—The Gil Gray Circus, playing at the State Fair Coliseum here thru Sunday (9), has been running behind last year's attendance. Difference was reportedly that less effort was made by the promotion department in outlying towns this season.

Performance includes Joe Horwath's Lions and Tigers, Aerial Dukes, George King and Baby Elephants, Mel Hall, Bill Powell wire act, Pallenberg's Bears, Flying Malkonians, Bob Hakes' high pole, Ricci's juggling, King's Camels and Llamas, Jim Wong Troupe, Dolly Jacobs' Elephants, Cleo Plunkett is equestrian director. Mildred Welbes is organist. Show scheduled two matinees for Saturday (8).

Goebel Receives 8 Baby Elephants For Nitery, Zoos

THOUSAND OAKS, Calif., May 8.—Eight baby elephants were delivered to Louis Goebel, animal dealer, here Monday (3) by Noel Rosefelt, president of the Catalina Wild Life Expeditions. One of the bulls tagged Moulin, was delivered to the Moulin Rouge, Frank Sennes' Sunset Boulevard night spot, for training by Tony Gentry.

Goebel said that the remaining seven will be delivered to zoos.

The animals were captured near Cambodia and loaded in Saigon, Vietnam, for shipment here aboard the American President Lines SS President Harding. Also arriving were two honey bears. A sloe loris died at sea three days out of Manila.

Beatty Accepts Circus Week Post

LOS ANGELES, May 8.—Clyde Beatty has accepted the position of honorary chairman of National Circus Week, June 1-7, which is being promoted by the Circus Clown Club. Secretary Marge V. Kelly announced the committee membership. Included are Ray Bickford, Bernardston, Mass., publicity, and Everett A. Fuller, radio-TV.

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Per 100 2.00

3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M. 1.50

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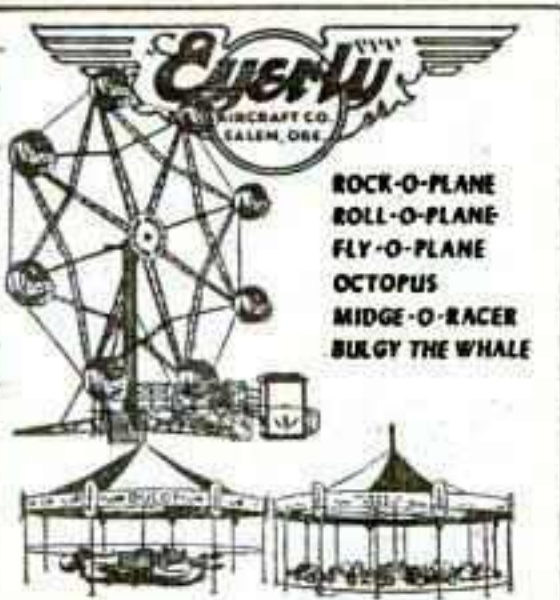
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Big Debut for Eskew Show in Philly Arena

PHILADELPHIA, May 8.—The JE Ranch Championship Rodeo, featuring TV's Lone Ranger (Jack Mahoney) and his saddle pal, comedian Dick West, opened a week's engagement here at the Arena Tuesday night (4) to big business and with a huge advance sale for the remainder of the engagement ending May 11. Nightly performances and matinees on Saturday and Sunday are scheduled.

The program, staged under the direction of Col. Jim Eskew, was the best of its kind ever seen here, according to press and patrons, including last year's JE show which established a local rodeo attendance record.

Over 200 contestants participated in the two-hour program of events.

Opening with a grand entry, following a concert prior to the performance by the Rodeo Cowboy Band conducted by Ed Ashworth, the cavalcade led by Eskew was followed by bareback bronk riding, the colorful and beautifully costumed Quadrille on Horseback, trick roping presented by Jim Eskew Jr. and Bud Mefford, saddle bronk riding, calf roping, Dolores Buschom and her trained stallion.

Event No. 2 featured Jim Eskew Jr. in rope spinning and maneuvers on horseback. Jack Mahoney and Dick West won a warm reception for their sketch showing how movies are made.

Next came steer wrestling, followed by the Hoover Family, a funny Ford act. The wild Brahma bull contest followed and the program closed with an exhibition of trick and fancy riding.

Among the contestants who competed for cash prizes were Pete Clemmons, Buck Boyce, Lyle Van Tyne, Stan Nippe, Bill Gagnon, Eddie Foster, Chuck Dent, Curley Wycoki, Norris Patton, Gene Cox, Pete Siering, Junior Crethers, Frank Freas, Allan Warner, Jim Flemming, Bill Walker, Norris Patton, Boyce Burnett, Bruce Gerry, Red Sloan, Bill Buschbom, Johnny Jackson, Bud Mefford, Johnny Romero, Pat Plasket, Leon Manchester, Jerry Weaver, Earl Walters, Jose Astling, Wiley Bennett, Pete Baker, Frenchie Hand, Jim Fisher, Marylyn Bender, Pete Clemens, Bill Taylor and Johnny Johnson.

Girl riders includes Joan Spuarin, Beryl Jackson, Dottie Breslin, Clara Breslin, Flo Elliott and Fuzzy Potts.

The show executive staff includes Col. Jim Eskew, producer and director; Mary Louise Eskew, arena secretary; Foghorn Clancy, public relations director; Bill Parks, assistant arena director; Tom Mix Eskew, superintendent of stock; Clay Hockman, announcer; Mary Parks, timer, and Ruby J. Robert, programs.

Arcadia, Fla., Event Elects Polk Prexy

ARCADIA, Fla., May 8.—The DeSoto County Fair Association has elected A. C. Polk Jr. as president for the ensuing year. Gerald Tinsley was named vice-president; W. L. Woods, secretary; Bill Channel, treasurer, and A. G. Erickson, manager.

The financial report showed some \$8,000 owing for the permanent buildings and improvements constructed, and a plan was adopted for working off his debt thru \$10,000 worth of interest-bearing certificates.

Directors elected to serve four-year terms were L. R. Morgan, of Woods; George Wallis; three-year terms, Channel, C. E. Adams, Bob Morgan; two years, Bryan Campbell, Mrs. Dana Jones, Read B. Harding; one year, Tinsley, John Christ, R. D. Welles, and Polk.

Stafford Shifts Dates

STAFFORD SPRINGS, Conn., May 8.—Change of dates to October 7-10 has been announced for the Stafford Fair by C. D. Benton, president. This change was made because the former dates, September 30-October 3, conflicted with dates of other fairs in the area. It is also believed that the shift will benefit exhibitors and concessionaires.

NO SECRETS ABOUT BIDS IN BELGIUM

BRUSSELS, May 8.—Competitions for midway contracts at Belgian fairs are not as secretive as in the U. S., with virtually no emphasis on the smoke-filled room. The bidding is little other than an open auction here. Showmen wanting space assemble, usually in the town hall, and bid aloud, and as a result the rents at better events are tremendous. The country's showmen's association puts out a bulletin twice monthly giving upcoming dates of biddings, as well as news items.

Whale All Set For Business On Coney Lot

NEW YORK, May 8.—Mrs. Haroy, the whale, was put on display out at Coney Island Saturday (1), and pulled more customers at its Stillwell Avenue site than had ever passed by the old Broadway location in Manhattan. The move was made at 1 a.m. Tuesday (27) so as not to disrupt daytime traffic. City officials frowned on the idea of transporting the 65-ton embalmed whale overland in broad daylight.

With its tractor, the load was 100 feet long and weighed about 200,000 pounds. Police had the hauling firm keep the speed down to 10 m.p.h. The route was from the lot at 69th and Broadway, east to Second Avenue, over Manhattan Bridge, up Flatbush Avenue Extension, then on Ocean Parkway out to the Island.

\$3,500 Hauling Job

It was estimated that the trip took four hours and cost \$3,500. A good description of the operation appeared Wednesday (5) in Meyer Berger's "About New York" column in The New York Times. Also covering the haul was The Brooklyn Daily Eagle.

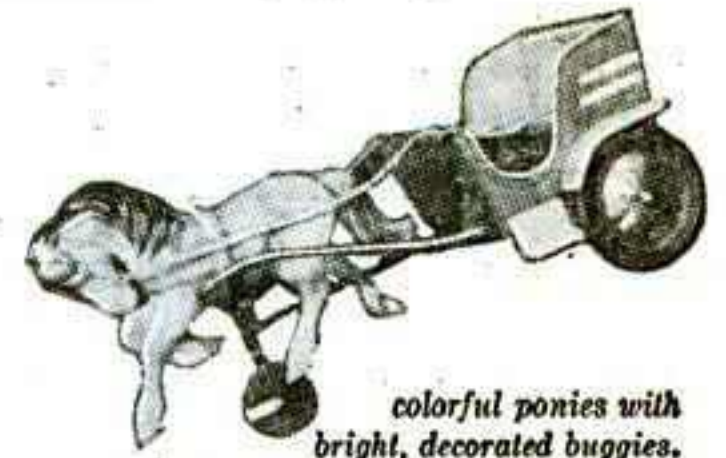
Admission at the new site on Stillwell, between the Bowery and Surf Avenue, is 25 cents for adults and 15 cents for kids. Broadway rates were 50 and 25 cents.

The whale was set to go Wednesday with the same canvas and show front, but rainy weather caused promoter Raye Perkins to hold off until the weekend. The past week the exhibit has been open only at night and has been pulling good percentages of the Coney turnout since many amusements are shuttered at those hours this early in the season.

A windfall is a novelty store next to the exhibit, which the promoters are sprucing up with painted signs and whale items. The store is at a vital corner, on Stillwell fronting on the Bowery, which gives the exhibit's signs key locations on two heavily trafficked streets. It is planned to rig a catwalk and crow's nest over the store, for the outside lecturer.

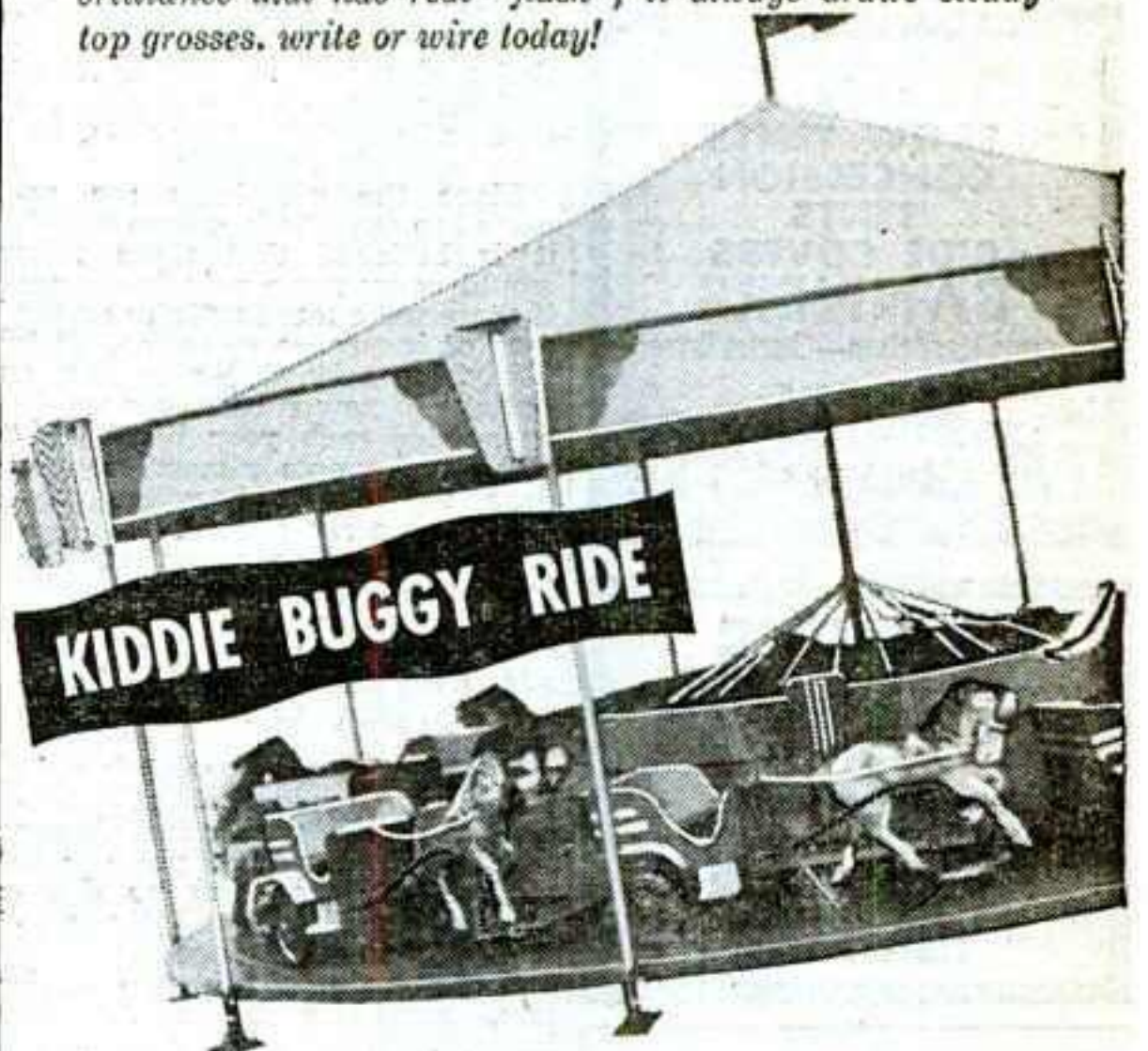
MOBERLY, Mo., May 8.—Hagen Bros.' Circus had snowy weather here Monday (3) as unseasonable weather rapped much of the Middle West. Rain and mud interfered at other stands. At Jefferson City, Mo., Friday (30), a storm hit during the matinee, which was near full. Storm warnings were up at night and business dropped.

always a winner!



colorful ponies with bright, decorated buggies, operates with smooth, fluid-drive.

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We are now working 10 hours a day, 6 days a week, and are starting 2-10 hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, \$5,500.00; De Lux, \$6,675.00. For particulars address

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LEAVENWORTH, KANSAS

FOR SALE
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Jimmy Guastamacchio

Rain Insurance High; Showmen Prefer Gamble

Continued from page 39

since bought rain insurance, the assumption being that the premiums outweigh the possible advantages.

Perhaps the biggest annual event in the nation to carry rain insurance regularly is the Texas State Fair, Dallas. The policy usually calls for coverage of \$250,000, and the premium is judged to run between \$15,000 and \$20,000—a fee which would cause the collective boards of most other fairs to have apoplexy.

Actually, quite a few fairs carry some form of rain insurance. The preponderance of choice in this category is for insurance covering a four-hour period against rain measuring .05 of an inch and protecting in part the gate and grandstand receipts.

Fair Prospects
Since the premiums are reported to average less than \$2,000, it is believed that more fairs would carry some rain insurance if there were more activity on the part of insurance salesmen. It is likely, however, that a large percentage of new subscribers would be needed each year just to replace the events almost sure to drop the coverage when payments were not earned.

There are two types of rain insurance available. The first type provides that a definite amount of rain must fall within a stipulated time before the insurance company is liable for any loss.

The second type requires only that there be rain during the prescribed period, with no minimum fall required. The place and method of measuring or documenting rain is carefully controlled by the insurance company, and the burden of this expense, if any, must be borne by the insured.

Big Discouragers
Simple enough in its broad definitions, the requirements incorporated in all rain policies are what discourage the showmen from allotting more than a piddling part of the several millions of dollars they spend annually for insurance for this type of coverage.

The rate, which varies by the month and thruout the country would have to be set. In New

York State, for instance (but in only a few of the counties), insuring against .05 of an inch of rain for three consecutive hours in May would cost \$10.56 per \$100 before 4 p.m. and \$15.44 per \$100 after 4 p.m.

Thru August there is a difference in rates before and after 4 p.m. in this particular geographical area. For the same coverage for six hours the rates would be \$17.88 before 4 p.m. and \$22.43 thereafter.

Northern Counties
In some Northern counties, all other factors being exactly equal, the rate for coverage during a three-hour period is \$12.02 before 4 p.m., \$14.79 thereafter.

While the higher rates may tend to build resistance on the part of the potential buyer or rain insurance they do, in fact, point up the greater need for protection during the high precipitation periods they cover.

Gosh American Plays Drive-In, Diamond Loops

KNOXVILLE, May 8.—The All-American Indoor Circus, handled by Byron Gosh, is playing a post-Easter season which includes a tour of several drive-in theaters and a series of dates in ball parks of the Mountain State League.

Gosh said the drive-in dates began at Harlan, Ky. Other dates include Pennington Gap and Jonesville, Va., both sponsored by the Virginia Civitan Club. Theater dates include those at Horne Theater, Knoxville; Corliss Theater, Cumberland, Ky.; Rhoaden Theater, Pineville, Ky., and the Rhoaden Theater circuit in Kentucky and Tennessee.

Acts booked for most of the Gosh dates include Barth and Maier, Cowboy Wild Horse Harry, Cody and Cody, George and Bessie, the Arizona Duo, Johnny Lucyn, Geddis and Geddis, Smokey Davis, the Hasch trained horse and the Nonsense Trio.

Book Red Spies At Detroit Fair

DETROIT, May 8.—James M. Hare, manager of the Michigan State Fair, rated a neat publicity scoop when he landed in Mark Beltaire's column in The Detroit Free Press with an announcement that he was planning a good turnout of "red spies" for the fair this fall. Clue is the premium book set-up for the well-known Spy apples.

Small Spots Pay

Continued from page 39

wife of the owner, does a wire feature and works elephants. Martha Smiga has another wire act and a neck-loop act in the top of the tent. Beryl Hazelwood does web and double swinging ladders with Harriet Cristiani. Eddie Hodgini troupe handles the clowning presents trampoline act, and show's closer is the Hodgini funny car, which follows Capt. Frank Doss and his dogs, ponies and monkeys. Masked Marvel, wrestler, is concert feature.

Jack Rosenheim is general agent working four weeks ahead and Ross Martin is billposter with panel truck 10 days ahead.

Other staffers are C. J. (Gold Tooth) McCarty, legal adjuster; Simon Hayes, electrician; Mike Minello, music director, with drums and sound car; Shipwreck Kelly, boss canvasman of big top; Joe Smiga, superintendent of concessions; Jack Reader, inside tickets; Joe Sullivan advertising solicitor; Red Hafford, banner painter; Mrs. Jack Reader, cookhouse; Buddy Carmichael, superintendent of props; John Lahew, superintendent of elephants; Howard Hazelwood, Side Show boss canvasman; Billie Dick, annex; Les Garner, pit show, featuring a large python.

Show uses auspices but has no advance promotional crew, depending on sponsors for advance sale.

OUT IN THE OPEN

Joe and Alma King report they have begun their third season with Andy Markham at River-view Park, Chicago.

Gertrude Avery, of Avery Productions, and a Barnes-Carruthers producer, plans on returning to Chicago soon after wintering in Fort Lauderdale, Fla. She will get ready for the fair season when she reaches Chicago. In Florida she produced a new act, The Floridans.

Nash Airflyte, house organ of Nash Motors, has in its May issue an illustrated article on Coney Island, Cincinnati. It is written by Frank B. Koester and quotes manager Edward L. Schott extensively.

Lou Lercari, of Nunley's Happyland, Bethpage, N. Y., has bought a home in order that the old house in which his family lived, on the Happyland property, can be demolished to provide more parking and ride space.

Sydney Royal Annual Draws Million-Plus

SYDNEY, Australia, May 8.—Total attendance reached 1,157,000 for the annual Sydney Royal Easter Show, which ran 10 days and eight nights ending April 20. The turnout was about 30,000 better than last year's but trailed the all-time record by 70,000. About \$800,000 was taken in gate admission money.

Commercial exhibitors reported excellent sales of cars, machinery and farm equipment, but sellers of souvenirs noted a serious decline in that line compared with past years. Midway attractions reported good business but no records broken. Side Shows did especially well.

The revue, scheduled to wind up at 10 p.m. nightly, lagged until midnight several times with the tired customers dwindling to only several hundred. Timing is being investigated to avoid a recurrence in 1955.

Rock Hill, S. C., To Re-Design Plant

ROCK HILL, S. C., May 8.—Directors of the York County Fair Association, meeting here, approved plans for a re-designed fair next October.

According to President Tom W. Huey, the new plan calls for rearrangement of the front entrance, put livestock and other exhibits in new tents that will supplement present buildings and provide more exhibit space.

Fair also will rearrange the civic club and other non-carnival concessions and food stands, lining them up on both sides of the entrance to afford visitors a maximum opportunity to buy food from York County concessions. Improved drainage and water supplies will be another feature.

Fairfield, Ia., Sets Cele Plans

FAIRFIELD, Ia., May 8.—A three-day centennial celebration here June 28-30 will kick off a 60-day period during which Fairfield will promote the 100th anniversary of the Iowa State Fair at Des Moines.

This town, the site of the first State fair, will go all out with midway attractions, building of fronts on stores in the business section and wind up with a motor caravan to the Des Moines fair in August.

K. H. Garman's Sunset Amusement Company will provide the midway attractions, Arthur L. Baker and Merton Ephraim, show committee members, announced. George Hemm is general chairman of the celebration committee.

Zemater Agency At New Location

CHICAGO, May 8.—Charles Zemater Agency, outdoor booking office, has moved from its Woods Building location to new quarters in the Oriental Theater Building at 32 West Randolph Street. Zemater is located in Suite 500-502.

Frozen Orange Juice Prices Move Upward

NEW YORK, May 8.—Prices of frozen orange juice concentrate—which have been moving upward in recent weeks—took another hike this week.

Four of the major producers upped their prices, giving as the reason the rise in prices they must pay for the fresh oranges in Florida. Snow Crop, Minute Maid and Birds Eye upped their wholesale prices for a dozen six-ounce cans to \$1.89 from \$1.79. Libby, McNeill & Libby's wholesale price rose to \$1.79 from \$1.68 a dozen.

Last December the wholesale price was \$2.11 a dozen. It dropped sharply during the winter to hit a low of \$1.43 in February and then began climbing to its present levels. The producers report they are currently paying as high as \$2.50 a box for oranges delivered to their plants. The price in the middle of March was \$1.10.

N. Y. Coca-Cola Hikes Prices

NEW YORK, May 8.—The Coca-Cola Bottling Company of New York, one of the country's largest, this week upped its wholesale case price 20 cents and is now selling at \$1.20. Previous increase took place last June when the case price was boosted from 96 cents to the dollar level.

Concurrently with the boost in New York, the Pepsi-Cola Bottling Company of Freeport, Long Island, boosted its 12-ounce beverage from \$1.20 to \$1.40 per case. The 8-ounce bottle remains at 96 cents. The parent-owned Metropolitan Bottling Company here, however, is adhering to the \$1.20 price for its 12-ounce product.

Areas affected by Coca-Cola's increase include metropolitan New York, Newark, Paterson, Asbury Park and Trenton, N. J.; Newburgh, Niagara Falls, N. Y., and Stamford and Bridgeport, Conn.

Canada Cuts Drink Excise

OTTAWA, Ont., May 8.—The Canadian Government has given a helping hand to the soft drink trade by reducing the excise tax 5 per cent. The new tax is 10 per cent against the old 15 per cent levy.

At the same time the tax on carbonic gas was cut 10 per cent, with the current tax now 15 per cent. According to the Canadian trade, this reduction is welcomed particularly in the western part of the country where long freight hauls have boosted costs.

A. L. Sets Auto Races At Eaton Fairgrounds

EATON, O., May 8.—Late-model stock car racing comes to Preble County Fairgrounds here May 16 under sponsorship of the James Ryan American Legion Post, West Alexandria. The Legionnaires are opening the season with a 100-mile NARC-sanctioned race as the feature.

Tickets are being placed on sale with merchants thruout the county by Legionnaires who are handling the advance sale.

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Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

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NEW DEVELOPMENTS

Barbecue Has Capacity For 160 Frankfurters

LYNN, Mass., May 8.—A ro-tisserie type barbecue with a capacity of 160 frankfurters that are cooked by the infra-red process has been introduced by Bell Engineering Company here.

It has four spits per machine, a warming griddle on top and is constructed of heavy gauge aluminum. Heat switches are adjustable to high or low and there is a separate switch to rotate the foods without heat for display purposes.

ICE SHAVER HAS VARIETY OF USES...

BALTIMORE—Sno-Master Manufacturing Company here is marketing an automatic ice-shaving machine that can be used in making snow cones, juleps, par-faits and coolers as well as ice for fountain drinks.

Three tool steel blades are fixed, requiring no adjustment. For drainage the unit is equipped with inter-connecting copper tubing and three feet of rubber hose.

weighs 70 pounds, is 31 inches high; base is 10 1/2 by 20 inches.

NEW MODEL HOT CUP INTRODUCED...

CHICAGO—A new model food hot cup has been added to the line of products manufactured by Helmeo, Inc., this city. According to the maker, the unit heats quickly and is designed specially to handle products such as chili con carne, beef stew, chicken a la king and others.

SOFT ICE CREAM SYSTEM ON MARKET...

SEATTLE—Sweden Freezer Manufacturing Company here has introduced equipment for preparing and serving soft ice cream products automatically. The service set-up employs two machines—a freezer in which is made soft ice cream for use in cones, sundaes, sodas and floats, and a second unit in which is made a milk shake base that needs only the addition of flavoring and a few seconds on the mixer before serving.

The maker claims the machines are completely automatic in operation and require only toe pressure on a foot switch to draw the product. A mix-feeding arrangement automatically adds mix to the cylinder from a refrigerated reserve mix tank recessed into the top as the product is drawn from the machine.

ICE CREAM NOVELTY, CUP ON A STICK...

PRINCETON, Ill.—Supreme Foods, Inc., has come up with a cup which can be automatically filled with ice cream, then converted into a stick novelty. A flat stick or spoon is inserted thru a slit in the lid of the ice cream cup, the cup is rolled off, and the ice cream is eaten like a cone.

PLASTIC CASH BOX RETAILS AT \$6.50...

SABRETHA, Kan.—J-P Products is marketing a new type cash box that is designed for, among other uses, to be used at food and drink stands. Called "Cash-A-Flash," the item consists of a plastic cash box that has a removable cover and weighs one pound. Paper money is stored in the bottom of the box, coins in six semi-circular grooves that give the total at a glance.

WASTE PAPER CART HAS MANY USES...

GROVEVILLE, N. J.—A new all-purpose utility cart for clean-up purposes at outdoor amusements has been introduced by Canvas & Metal Specialties, Inc. A canvas bag for gathering refuse is suspended in a steel frame that is mounted on two rubber-tired wheels.

Govt. Offers Surplus Nuts

WASHINGTON, May 8.—The Commodity Credit Corporation has announced it has 2,500 tons of peanuts, farmer's stock, for sale to domestic buyers on a bid basis. Interested buyers can write to the Commodity Stabilization Service, U. S. Department of Agriculture, Washington 25, D. C., for information.

The CCC sold 2,188 tons of peanuts for edible use during the first three months of this year. The sales brought in \$575,817.

Raw Popcorn Prices Start Upward Climb

Indo-China War Could Affect Oils, Wales Newby Warns

SAN ANTONIO, May 8.—The possibility of higher prices for raw popcorn was seen by J. A. McCarty of the Evansville, Ind., seed company bearing his name, in an address before the Southwest Popcorn and Concession Conference held here last week in the Plaza Hotel.

McCarty predicted that less acreage would be planted this year and the market, which has been weak, was showing evidences of strengthening and that buyers could expect to pay higher prices.

Higher prices on popping oils will follow any intercession by the U. S. in the Indo-China War, Wales Newby, of the Opelousas Oil Company, Opelousas, La., warned. Discussing the use of oil by operators, Newby advised that high heat was detrimental to popping oils and that best results were obtained if the thermostat of the oil well in a popper was kept as low as 85 degrees, day and night, rather than using high heat during the operation period and turning off the heat when the machine is not in use.

No shortage of packaging materials for concession items was seen by Irving Singer, vice-president of Rex Specialty Bag Corporation, Brooklyn. Most grades of paper are in ample supply and no major price increases are contemplated, he said.

Thru the use of imprinted paper cups, operators and concessionaires can retain complete control by preventing cup substitution by employees, F. R. Hoeltzel, Dixie Cup Company, San Antonio, said. Use of these imprinted cups also builds firm or brand names, he said.

The operation of drink dispensing equipment and sirups was discussed by J. B. Cooper, Orange Crush Company, Chicago. He suggested that dispensing equipment should have animation, color and lights and should be kept as close to 50 per cent full as possible because of the psychological effect on the buyers.

"By all means in a three-drink unit, make one a plain water beverage just in case the carbonator fails. If there is a mechanical failure, you're still in business," he said.

Ryan Notes More Uses for Popsit

PHILADELPHIA, May 8.—An increased usage of Popsit Plus for general frying purposes is noted by J. A. Ryan, vice-president and sales manager of C. F. Simonin's Sons, Inc. Popsit Plus, a peanut oil, and Seazo, Simonin's coconut oil, are designed chiefly for popcorn seasoning but the former has taken on wider usage, Ryan says. Simonin stresses the butter flavor imparted by Popsit Plus to the foods cooked in it, enables concession operators to use only one oil which is also adequate for corn popping.

Pizza Perks Profits At Palisades Park

PALISADES, N. J., May 8.—By divorcing themselves from the kneading part of making pizza pies, concessionaires Harry Dyer and Fletcher Cramer have developed a quick, neat and profitable location at Palisades Amusement Park.

The park management confirms that in three years of sales, the pizza business has increased its grosses to where it is 400 per cent greater than during the first year it was tried. In fact, it was reported, pizza grosses now represent 10 per cent of the hot dog grosses rung up by Cramer &

Dyer, who have the frankfurter exclusive at the park.

The pizza stand is part of a combination operation which also sells other food items. The pie section is in a corner and serves an L-shaped counter measuring about 12 feet on each of the two sides.

Buy Prepared Crusts

Cramer & Dyer's two pizza ovens are not used to bake the entire pies but merely to finish them for selling. Dyer says they purchase a wafer crust from Arena Food Products, which also sells

(Continued on page 55)

POPCORN & CONCESSION SUPPLIES

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ROADSHOW REP

FROM Winnipeg Chester Bedford writes: "In reply to a note some time ago in the Roadshow Rep column about the Dave Costa show of 1943, I would like to report that I was with Costa that season. We toured Canada from Welland, Ont., to the West Coast. Two plays, 'The Heartbreaker' and 'A Man With a Purpose,' were offered at the one and two-day stands played. The show did good business on the trek. I agented it most of the time except for a few weeks when Carl Griffin was ahead." Bedford would like to know whether anyone of the cast of five is still active. . . . "The notes in the Roadshow Rep column are all that's left of the old days that I knew," writes E. N. Spaulding, Hutchinson, Kan. "I would like to know the whereabouts of members of such old shows as the M. & M. outfit that was managed by Leroy Mitchell, the Judy and Mac Green Players, the Hila Morgan Show and the Glen Brunk Show. In the old days the hotels in Kansas City, such as the Chase, Traders and Jefferson, were places where you could pick up talk with showfolks

at this time of year." . . . From Dallas Clinton Rudledge sends some notes on the Bob Campbell Stock Company that played Port Arthur, Tex., a dozen or more years ago. Says Rudledge: "I saw some good shows put on by them and I remember that afterward I read that some of the cast went with the Dixie Queen showboat. It was a good stock company. Are any members of the cast still active?"

L. L. DODD has been busy with amateur promotions in Northern New England and has been using "Old New Hampshire," by A. B. Locke, as an opus. Dodd is mulling a summer show for a spot near Wiscasset, Me. . . . The Lavine show, which recently added merchandise, reports good returns in Western Canada. . . . Gitt's show is in Central Idaho after a winter trek to lean business. Gitt plans to play some celebrations this summer. . . . From Sedalia, (Continued on page 57)

ASTRO FORECASTS

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 Samples of each of the above items for No. 1 45-Page Assorted Color Covers 50¢
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 120 Pages 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers Good Quality Paper, sample 20¢
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 PACK OF 79 EGYPTIAN F. T. CARDS Answers All Questions Lucky Numbers, etc. 60¢
 Sigma Cards, Illustrated, Pack of 36 15¢
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Ohioans Lease Sandy Beach From State

TOLEDO, May 8.—Two Toledo men head a new corporation which will operate Sandy Beach Park, between Lima and Bellefontaine, O., under a 10-year lease with the State of Ohio.

Papers were filed last week with the Logan County recorder at Bellefontaine, transferring the park lease from Ida Cain, Columbus, to Frank Bole and Otto G. Feil, both of Toledo. Bole is president of the new corporation, Sandy Beach Park, Inc., and Feil is secretary and treasurer. Terms of the lease indicate payment of approximately \$80,000 over the 10-year period.

Bole, active in the amusement field half a century, said the new corporation is spending nearly \$60,000 to improve facilities at the park. Largest project is rebuilding of the Coaster, one of the park's top attractions. Work is also being made to expand the park's concessions.

The park, located at Russells Point, on the shores of Indian Lake, is now open Sundays. Official opening is set for Decoration Day.

Bole started in the amusement field with the G. A. Boeckling Company, Sandusky, O., and was with that org until 1912. He joined the Put-in-Bay Improvement Company and was with this firm seven years, shifting to vaudeville and movie theaters in Elyria, O., before returning to the park field.

Carnival Routes

Send to
 2160 Patterson St.
 Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A.C.A.: East Saint Louis, Ill.
- Alamo Expd.: Lovington, N. M.
- American Beauty: Fulton, Mo.
- American Midway: Lufkin, Tex.
- A.M.P.: Bedford, Va.
- Badger State: Milwaukee 18-24.
- Baker United: Geencastle, Ind.
- Beam, M. A.: Duncansville, Pa.
- Becht, Lee: (Water Works Park) Norwood, O.; Washington Court House 17-22.
- Belle City: Milwaukee 11-17.
- Bernard & Barry: Hamilton, Ont.; St. Catharines 17-22.
- B&H: Blacksburg, S. C.
- Big State: Newton, Kan.
- Blue Grass: Henderson, Ky.
- Bogle, P. C.: Herington, Kan.
- Boone Valley: Perry, Ia.
- Borderland: Runge, Tex.
- Brodbeck & Schrader: McPherson, Kan.
- Bronze American Expo.: Nashville, Tenn.
- Burdick's Greater: Menard, Tex., 14-22 (Stock Show); Ozona 24-29.
- Burke, Harry: Baton Rouge, La., 10-17.
- Burkhart: Carrollton, Ill.; Havana 17-22.
- Capital City: Dayton, Tenn.; La Follette 17-22.
- Callist Greater: Kansas City, Kan., 10-17.
- Cavalade of the West: Kennewick, Wash.; Colville 17-22.
- Central States: Hays, Kan.
- Cetlin & Wilson: Philadelphia.
- Cherokee Am. Co.: Council Grove, Kan., 10-12; Broken Arrow, Okla., 14-15.
- Coleman Bros.: New London, Conn.
- Collins, W. T.: Minneapolis 10-29.
- Cote Am. Co.: Utica, Mich.; Pontiac 18-23.
- Continental: Schenectady, N. Y.
- Crafts Expo.: Las Vegas, Nev.
- Cunningham Expo.: Middleport, O., 17-22.
- Del Flore Am.: Youngstown, O.
- Desbro: Geneva, N. Y.
- Doug Ellis Rides: (Sherman & Dalton) Cincinnati 12-16.
- Douglas: Longview, Wash.
- Draco Am., No. 1: Huntington, Ind.
- Draco Am., No. 2: Peru, Ind.
- Drew, James H.: Huntington, W. Va.; Gallipolis, O., 17-22.
- Dumont: Chatham, Va.
- Dyer's Greater: Mounds, Ill., 10-22.
- Eddie's Expo.: Saltburg, Pa.; Donora 17-22.
- Evans United: Richmond, Mo.; Brunswick 17-22.
- Ferris, Carl D.: Altoona, Pa.; Titusville 17-22.
- Franklin, Don, No. 1: Miami, Okla.
- Franklin, Don, No. 2: Pryor, Okla.; Baxter Springs, Kan., 17-22.
- Frontier: Flagstaff, Ariz., 12-16.
- Garden State: Walnutport, Pa., 10-29.
- G. & B.: Monongah, W. Va.; Kingwood 17-22.
- Gen City: Cleveland, Tenn.
- Genash, J. A.: Starkville, Miss.; Greenwood 17-22.
- Georgia Am. Co.: Toconoa, Ga.
- Gladstone Expo.: Fulton, Ky.; Princeton 17-22.
- Glass City: New Boston, Mich.
- Gold Bond: Creve Coeur, Ill.
- Gold Medal: Middlesboro, Ky.; Rockford, Ill., 19-29.
- Gooding Am. Co., No. 1: Chillicothe, O.
- Gooding Am. Co., No. 2: Elwood, Ind.
- Gooding Am. Co., No. 3: Fairmont, W. Va.

Circus Routes

Send to
 2160 Patterson St.
 Cincinnati 22, O.

- Beatty, Clyde: San Rafael 11; Ukiah 12.
- Scotia 13 (night); Eureka 14 and 15 (mat.); Willis (mat.) 16.
- Bailey Bros. & Cristiani: Globe, Ariz., 11-32.
- Coolidge 13; Prescott 15; Flagstaff 16; Richfield, Utah 18; Price 19-20.
- Buck, Edgar: Caldwell, Kan., 12.
- Davenport, Orrin: Winnipeg 11-15; Regina, Sask., 17-22.
- Hagen Bros.: Galesburg, Ill., 11; LaSalle 12; Ottawa 13; Streator 14; Pontiac 15; Mendota 17; Oregon 18.
- Hamid-Morton: Chicoutima, Que., 15-16; Quebec City 17-20.
- Hunt Bros.: Spring City, Pa., 12; Downington 13; Bala-Cynwyd 14; Norristown 15; Newton 17.
- Kelly-Miller: Lyons, Kan., 13.
- King Bros.: Muncie, Ind., 11; New Castle 12; Richmond 13; Connersville 14; Middletown, O., 15; Portsmouth 17; Chillicothe 18; Lancaster 19; Newark 20; Zanesville 21; Coshocton 22; Dover 23; Steubenville 24.
- Mills Bros.: Flint, Mich., 11; Midland 12; Owosso 13; Lansing 14; Battle Creek 15; Kalamazoo 17; Benton Harbor 18; Buchanan 19; Elkhart, Ind., 20; LaPorte 21; Michigan City 22.
- Polack Bros. Eastern: (Armory) Akron 11-15.
- Polack Bros. Western: Santa Rosa, Calif., 11; (Aud.) Oakland 13-23.
- Ring Bros.: Monticello, Ky., 11; Burkesville 12; Greensburg 13; Hodgenville 14; Elizabethtown 15; Leitchfield 17; Hardinsburg 18; Hawesville 19; Calhoun 20; Central City 21; Russellville 22.
- Ringling Bros. and Barnum & Bailey: Boston 11-16; Baltimore 18-19; Washington 20-23.
- Von Bros.: Littitz, Pa., 13.

Drivin' 'Round the Drive-Ins

FOR THE second time in recent weeks vandals with a shotgun shattered the glass marquee of the Circle Drive-In, Lubbock, Tex. Marvin McLarty, owner of the drive-in, has posted a \$100 reward for the arrest and conviction of vandals. . . . Tom Summers has purchased El Capitan Drive-In, San Antonio, his first drive-in operation. He operates the Laurel, Josephine and Woodlawn theaters. Summers plans to continue the present double feature policy at the El Capitan—one Spanish language and one English language film. . . . A new 400-car ca-

pacity drive-in has been completed at Malisonville, Tex., for C. W. Matson and is expected to open soon. Matson now has theaters at Rockdale, Giddings, Caldwell, Summerville and Madisonville, Tex. . . . James Bates has been named manager of the Trail Drive-In, San Antonio, operated by Claude Ezell & Associates, with headquarters at Dallas. . . . John Golder, Philadelphia, is handling commercial recordings for drive-ins. These plug all the drive-in services and merchant products and the theaters get paid for running them. . . . Bethlehem Amusement Corporation has set a Decoration Day opening for its 830-car capacity drive-in near Bethlehem, Pa. . . . The Reading (Pa.) drive-in reopening was a gala affair, offering ticket buyers souvenirs and prizes, in addition to free popcorn and candy for the children. . . . Al Farrell is managing Mid-Valley Drive-In, Carbondale, Pa. . . . Comerford Drive-In, Dupont, Pa., reopened with Bill Keating as manager.

BOOK REVIEW

Animal Tales By Trefflich Fine Reading

NEW YORK, May 8.—A fascinating account of dealing in wild and strange beasts is told by Henry Trefflich, head of a noted New York animal house, in his recently published book, "They Never Talk Back." (Appleton-Century-Crofts, Inc., 236 pages, \$3.50.)

Hardly an animal known to man, ranging from canaries to elephants, seems to have escaped handling by Trefflich who inherited his interest in beasts from his father, a German sailor who sandwiched in animal dealing with his sea voyages.

While Trefflich has probably sold animals to every show unit exhibiting them for some 30 years, the emphasis is on the animals themselves and their origins rather than their ultimate destinations. Like the person who eventually pays to view the animals imported first by him, Trefflich seems to have pretty much the same feelings about beasts, loving the almost human chimps and being a bit queasy about snakes, altho he has often had to handle the latter.

The animal escapes from the spacious Trefflich quarters in downtown New York, which have furnished Gotham newspapers with lively copy regularly thru the years, are dealt with extensively. Acknowledging that he has often been accused of being a prime fashioner of publicity stunts in this respect, Trefflich, nevertheless, disclaims all responsibility for these escapades.

Altho the book is packed with interesting facts on animals, their importation and sale, the thought must occur to the person with some slight knowledge of Trefflich and his business that the big writing job for the animal man and his collaborator, Baynard Kendrick, must have been the sifting of the wealth of stories he has to tell.—JIM McHUGH.

WALTER READE JR., Monday (26) filed suit in U. S. District Court, Philadelphia, against Melvin J. Fox to restrain him from alleged operation of Roosevelt Drive-In Theater near Trenton, N. J., and asking damages for alleged violation of an agreement not to engage in drive-in theater operations in competition with the Lawrence Drive-In in Trenton. The suit charges that Fox, who was originally a partner with Reade in the Lawrence Drive-In, agreed in October, 1950, when he sold his Lawrence interests to the Walter Reade Theatres organization, of which Reade is president, that he would not engage in oper-

Alberta Circuit Sets Rodeo Date

STETTLE, Alta., May 8 — Dates for the Centra' Alberta Stampede Association circuit have been set as follows: Hanna, June 2; Cadogan, June 4; Hand Hills, June 9; Hardisty, June 11-12; Lousana, June 23; Wainwright, June 24-25; Ponoka, June 30 and July 1; Stettler, July 2-3; Bruce, July 21; Benalto, July 21; Czar Lake, July 28; Stony Plain, August 2; Barrhead, August 4-5; Sandy Lake, August 7, and Cochrane, September 6.

CASA has been operating since 1948. P. Guenard is president and Mrs. Mary Goodrich, of Hardisty, is acting secretary.

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Nye Leaving M-T

RENSELAER, Ind., May 8.—W. H. Nye, promotion and press agent for Miniature Train Company here, announced that he was leaving that company to join the sales staff of the Chicago Mills and Lumber Company.

Music Park Opens

HAMILTON, Tex., May 8. —Murl Alexander opened his new hillbilly park here with about 3,000 people on hand, he said this week. Weather was cloudy and both boat and auto races in nearby Waco competed for business.

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WANT: Additional People for bigger and better show than ever this season; one more A-1 Comedian, Tenor and Alto Sax Men who can read music, three more young attractive and experienced Girls for Hi-Brown Folies Chorus, Woman Blues Singer, Variety and Novelty Acts including exotic Dance Team or Girl Single, Contortionist, Juggler, Acrobatic Act—team or single. Can place useful, experienced and talented People in all lines, good pay every day (or by week if prefer). No matinees, no circles, only one show each night. Drunks, wineos and trouble makers not tolerated, save your stamps. Long pleasant profitable season to talented troupers. Three-week rehearsal starts soon, Memphis, Tenn. Write or wire EARLE HENDREN, P. O. BOX 100, ERWIN, TENN. Send photograph or snapshot—will be returned.

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Replace Tops On Bucks Show

NOCONA, Tex., May 8.—Edgar B. Bucks Circus has been fitted out with an 80 with three 40's and this week is to take delivery on a 50 by 90 Side Show top. The canvas is to replace tops lost in a recent tornado.

H. N. (Doc) Capell, owner, said business continues somewhat spotty, but that the show is progressing. Personnel remains unchanged except that the Wayne Newman Family left, as scheduled, to play previous commitments, Capell said. Show moved into Oklahoma this week.

GOOD WILL BENT

Dallas Cattle Group Tours Latin America

DALLAS, May 8.—A good will delegation sponsored by the State Fair of Texas left Dallas May 2 on a two-week flying tour of five countries to plug the fair's Pan-American Livestock Exposition.

Led by Jack P. Burrus, chairman of the fair's Pan-American Committee, and Ray W. Wilson, livestock manager for the expo, the group of livestock experts and newsmen will visit Panama, Cuba, Ecuador, Venezuela and Colombia.

Follows Mexican Tour

Purpose of the tour is to spread the word about the livestock show and to cultivate a market in the Latin-American countries on behalf of U. S. breeders who show at the Dallas fair. Last year a similar tour was made of Mexico, with outstanding results.

Members of the group include Milton Miller, of Chicago, field representative of the American Aberdeen-Angus Breeders' Association; John Armstrong, of Kingsville, Tex., representative of the Santa Gertrudis Breeders' International; Frank Scofield, of Austin, Tex., representative of the Southwestern Shorthorn Breeders' Association; Frank Langston, business editor of the Dallas Times Herald; Fred Pass, farm editor of the Dallas Morning News; three representatives of Burrus Feed Mills of Fort Worth,

an organization which does a lot of business in Central and South America; Paul R. Ray, vice-president; Dr. Ray Anderson, director of research, and Richard H. Wright, beef cattle and sheep specialist.

Livestock Raisers

The good will group will entertain livestock raisers, government officials and prominent businessmen at luncheons and dinners in each of the eight cities on the itinerary. The group also will spend two days visiting ranches in Venezuela. Cities to be visited include Panama City, Panama; Guayaquil and Quito, Ecuador; Cali and Bogota, Colombia; Cali

(Continued on page 63)

Fair Dates

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The Billboard Pub. Co.
The following changes and additions to the list of Fair Dates were received during the week ending May 7.

The complete list of Fair Dates was published in the issue dated April 10. A copy if that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Colorado

Fort Morgan—Morgan Co. Fair. Aug. 19-21.
Hayden—Routt Co. Fair. Aug. 20-21.
George A. Simonton.
Holyoke—Phillips Co. Fair. Aug. 19-21.
Hugo—Lincoln Co. Fair. Aug. 19-21.
Las Animas—Bent Co. Fair and Rodeo. Aug. 12-15. Robert Carver.
Meeker—Rio Blanca Co. Fair. Sept. 3-4. Jim White.
Sedgwick—Sedgwick Co. Fair. Aug. 16-18.
Yuma—Yuma Co. Fair. Aug. 9-11. W. H. Chandler.

Florida

De Puniak Springs—Walton Co. Fair Assn. Nov. 10-13. H. O. Harrison.

Georgia

Augusta—Exchange Club Fair. Oct. 25-30. T. W. Oshmore.
Dublin—Oconee Fair Assn. Oct. 25-30. O. N. Lewis.

Illinois

Mason—Grundy Co. Agr. Dist. Fair. Sept. 2-6. W. F. Carter.

(Continued on page 63)

15G Youth Building Planned for Spokane

SPOKANE, May 8.—A \$15,000 Youth Fair Building is planned at the Spokane Interstate Fair grounds by the Spokane Valley Chamber of Commerce. Of open-truss construction and built in a horseshoe with one end open, it would be 140 feet wide and 260 feet long and have 12,000 square feet of space. A. B. Hefte is chamber president.

E. Massachusetts Elects Peirce, Argues Grange Scorecards

WEYMOUTH, Mass., May 8.—Vessey F. Peirce, of Hingham, Mass., was elected president of the Eastern Massachusetts Agricultural Fairs Association at its second annual meeting Wednesday (28) in the local Grange Hall. Also elected were Leo F. Doherty, of Woburn, first vice-president; William Gibson, East Bridgewater, second vice-president; Carlton I. Pickett, Hanson, third vice-president; Henry F. Giguere, South Weymouth, secretary-treasurer, and the following to the executive committee: E. Gerry Mansfield, West Peabody, and John C. MacFarlane, Stoughton.

165 Attend

About 165 persons attended, representing 54 fair associations. Considerable discussion was evoked by a report on grange scorecards, some speakers contending that granges have been getting away from agricultural activity and that some grange exhibits are not truly reflective of agriculture and horticulture.

These arguments were hotly denied by officials of the State grange, of which Mansfield is master. Doherty, director of the Massachusetts Department of Agriculture, cautioned the members that State prize money would be withheld if premium lists did not conform to standards set by his department.

180 EVENTS IN MASS. REQUEST STATE MONIES

BOSTON, May 8.—The Massachusetts Department of Agriculture has received applications for State prize money from 180 fairs, exhibitions and shows, according to Leo Doherty, director of the department. Allotting of funds awaits the action of the State Legislature. The breakdown of events requesting State monies is as follows: Major fairs 13, community 26, youth 31, livestock 17 and grange 93.

Grandstand Bill, Stock Show Split By Cedar Rapids

CEDAR RAPIDS, Ia., May 8.—Night grandstand bill at the All-Iowa Fair this year will be split, with a Barnes-Carruthers revue four nights, a contest rodeo one night and a "Dancing Waters" show, plus eight acts, the other three nights of the eight day runs. Acts for presentation with the water show have been booked thru Barnes-Carruthers Theatrical Enterprises, Chicago.

The fair also will split its livestock show, with the first four days offering the Iowa State Dairy Show and the All-Iowa Pig Congress, the second four the All-Iowa Beef Show and the Iowa Junior Livestock, the latter open to F.F.A. or 4-H Club members in Iowa.

Fair execs believe that the split grandstand program and the split livestock shows will enable the fair to top its attendance of last year.

Brunsons Again Signed For Phoenix Plaza Show

PHOENIX, May 8.—Contract for the production of the free show in the Plaza of the Arizona State Fair here was awarded to Hollywood Theatrical Agency, headed by J. and Newton (Carolina) Brunson in Hollywood, George W. Blake, fair manager, disclosed. Acts already scheduled include the Carsons Brothers, Los Gatos Trio and the Morlandis Dancers. The Carsons Brothers were signed for 1953 but had to be replaced when Carl Carsons was injured in an automobile accident, while en route here. The Ramseys were substituted.

The legislative committee, of which Pickett is chairman, reported the killing of two bills which would have deprived the Agricultural Purposes Fund of \$33,040 and the individual fairs of \$32,772, a total of more than \$65,000. The bills would have eliminated breakages from parimutuel receipts, half of which

(Continued on page 63)

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Mineola to Revive Pay Gate for Kids

\$50,000 More Revenue Seen in Policy; Nine-Day Run Set Again, Oct. 9-17

WESTBURY, N. Y., May 8.—The Mineola Fair's directors voted last week to restore the paid gate for children, used for many years but dropped in 1953 when the annual ran at a new location. Also decided was a running time of nine days, October 9-17, and a better location for the midway.

At the old Mineola fairgrounds the annual charged children over 12 a 30-cent admission fee. The new policy will be 25 cents. Adult prices will remain at 50 cents and cars will enter also for a half dollar, as in 1953.

Admission for children was charged for 12 years with the exception of school days, and it was felt that nearly one-third of last season's attendance represented the youngsters. This was represented as a lost revenue of \$50,000.

1953 Surplus Small

Altho the fair had a small surplus after the move to Roosevelt Raceway last season, Manager Charles Bochart reported, it was felt that the added ticket money would provide a necessary cushion against high expenses.

Typical of these costs is the payroll increase from \$15,000 at the old fairgrounds to \$30,000 at the trotting track, where top-salaried union labor is employed. This payroll bracket includes ticket personnel, special police and firemen, ushers, electricians, carpenters and stagehands.

One change at the new location, to which the fair moved after county seizure of the old grounds for county buildings, was in the matter of space rates. But where-

as the free gate for kids failed, the space policy was highly successful.

At the old location Bochart for 15 years was the sole determiner of what was charged for each booth or display area. Using his judgment, he was apt to ask \$350 from one party but less than one-third as much from another, "if I thought his display added interest and color to the fair."

New Space Rates

In 1953 the directors moved to slap a flat rate of \$2.50 per square foot of exhibit area, with \$1.50 per foot for implements shown on lawn space. The rate will be the same this time.

The nine-day running came after consideration of a shorter running time, since the fair drew as many patrons in five days at the old grounds. But the board felt promotion and an acceptance by the public of the raceway as a

(Continued on page 63)

WE NEED ROOM

500 costumes. Chorus wardrobe sets 10, 12, 16. Minstrel costumes (1) set, also parade coats, etc. One set of outdoor scenery (Flats), stage lights, also black lights.

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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
CEDAR RAPIDS, IOWA, May 18 thru 23; Paul Waters, Director; 606 Guaranty Building
WINSTON SALEM, N. C., May 5 thru 9; Douglas Brooks, Director; c/o Chamber of Commerce
WILMINGTON, N. C., May 12 thru 16; Douglas Brooks, Director; c/o Star-News Pub. Co.
TACOMA, WASH., May 18 thru 23; George Colours, Director; c/o C.P.S. Field House, Coliseum
CALGARY ALBERTA, CANADA, Sept. 10 thru 18; George Colours, 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; 218 Hancock Building
REGINA, SASK. CANADA, Oct. 11 thru 16; Max C. McCara, Director; c/o Regina Exhibition Stadium
FT. WORTH, TEXAS, Oct. 14 thru 22; Dudley Foster, Director; 2012 Hawthorne St.

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We also have the Neoprene (New-Overage) Balloons—
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Bainbridge Street Fair, June 16-19 inclusive
Last year's Bingo night. Write
GAYLORD KILGORE, Chairman
Bainbridge, Ind.

Chicago Riverview Sets Defense Show

Air Force, Civil Defense Exhibition To Include Jets, Bombers, Filter Room

CHICAGO, May 8.—Riverview Park here will feature a large civil and air defense display this season in co-operation with civilian defense agencies and the Air Force. It will be teamed with the Flying Cars, newly imported ride; Rotor ride and "Dancing Waters" for a pitch which the big

funspot anticipates will keep crowds coming this summer.

William Schmidt said the season would open May 19. Outdoor advertising has been posted. Newspaper and radio-TV advertising is scheduled in the same volume as last year.

The Civil Defense display will occupy a 400 by 250-foot area in which the park is supplying a building. Outside will be airplanes, including an F-86 jet, an F-89-D jet and a B-29. The latter is a walk-thru and it has been fitted out as a Russian TU-4, authorities explaining that the Russians copied the plane from the B-29.

Include Filter Board

Display and operation will include a demonstration of the aircraft warning service in which spotters report planes to a filter board where they are identified. Exhibit also will include instruction for civilian protection during attacks. This show replaces the atomic energy display which Riverview has had in the past.

Display also will include exhibits from Ford Aircraft, Bell Telephone, Lockheed Aircraft and other companies active in defense needs.

Schmidt said Riverview's publicity pattern this year will include nine TV spots weekly although prices are up sharply. Numerous radio spots will include 32 weekly on a single station and other coverage on other stations. Newspaper budget remains the largest single item in this department.

Publicity Marks Pontchartrain's Beach Opening

NEW ORLEANS, May 8.—Pontchartrain Beach, managed by Harry J. Batt, opened its beach season Saturday (1) with a flurry of newspaper attention, some of which was tied in with the dedication of New Orleans' new Union Passenger Terminal. Spot will operate daily thru Labor Day.

Opening featured a tie-in with a bakery company, free rides from noon until 3 p.m. and prizes. Helicopter came in during the afternoon as part of a "Miss Sunbeam" promotion. Beatrice Dante and chimp and Bozo Lamont, clown, were free acts Saturday. Betty and Benny Fox opened Sunday (2), after making page 1 of The Times-Picayune earlier with photos of their high act atop the Roosevelt Hotel. Fireworks began Saturday at 9:30 p.m.

Wednesday (28) publicity included an article about the Foxes and a color advertisement placed by the Holsum Sunbeam bakery. The beach carried a large ad on opening day.

In an ad for the special issue honoring the new railroad terminal, Harry Batt Jr. "apologized" to the terminal board because his train, miniature version, would be the only one not using the new structure. Spread also listed other attractions at the beach.

Earlier, New Orleans Item columnist Hermann Deutsch wrote that Harry Batt Sr. has earned a "very special type of medal or citation" for his 25 years as manager of Pontchartrain.

Paint Shop & Rotor Rising At Rockaways'

NEW YORK, May 8.—The Rotor ride arrived Monday (3) and assembly work was begun during the week. It is being set up in the location vacated by the old Herschell Caterpillar, which has been dismantled and put away.

Work on painting the Roller Coaster in silver is about 25 per cent finished, and other projects going on include the building of a fireproof paint shop and paint storeroom. To provide added midway space the BB Shooting Gallery and the Barrel are being put inside the Funhouse building.

Kid ride admissions have been rescaled at 10 cents, and the Carousel will go for 10 cents for children and 15 for adults. Last weekend's business was hampered by cold weather and rain.

Sturtevant to Alaska

ANCHORAGE, Alaska, May 8.—P. A. Sturtevant, president of the Miniature Train Company, Rensselaer, Ind., will come here to officiate at the opening of the train his firm is supplying for the new Anchorage Kiddieland. Harold L. Bodenheimer, president of the funspot firm, said gold spikes would be used in the track-laying and grand opening ceremony. The train, ordered recently, will be painted in the colors of the Alaska Railroad. Special head-end decoration is being prepared.

INDIAN POINT IN URANIUM BELT BUT ALL'S CALM

PEEKSKILL, N. Y., May 8.—News of the finding of uranium ore at Camp Smith, a national guard encampment, had Ed Kelmans, operator of nearby Indian Point Park, and his associates thinking that they ought to be doing a little pick-axing themselves. The funspot, about a mile's distance as the crow flies from the camp and on the Hudson River shore, has the same ground and rock structure. Mused Kelmans: "Who knows? Maybe we'll be able to turn the park into a hobby—the part we don't mine—and treat all the kids free." Meanwhile, however, he was speeding up painting and the installation of new units.

Glen Echo's TV Tieup Repeats

WASHINGTON, May 8.—A promotion tie-in between WMAL-TV and Glen Echo Amusement Park, which rang up record business for the funspot last year, is being continued this season, according to Gerald Price, Glen Echo manager.

Under the arrangement the station's performers make appearances at the park on special days to greet their fans and give away souvenirs. The events are promoted by both Glen Echo and WMAL-TV. Price attributed last year's record business to advertising of the events and the drawing power of the TV performers. Other special promotions tying in station advertisers are being planned.

Labor Down But Outlook Okay for New England Parks

BOSTON, May 8.—Preliminary reports of the outdoor season in New England look good. From Maine to Cape Cod amusement parks and each funspots are painting and redecorating in preparation for the traditional May 30 opening.

In the Boston area, Norumbega Park has already opened, and Sunday (25) T. Roy Gill, park owner, noted around 1,000 admissions. With the mercury in the 80's after two days of abnormal high temperature in which records were broken, parks and beach spots got quite a bit of play from early-bird amusement patrons. Crowds of several hundred were reported at Nantasket and Revere.

Norumbega Prices Change
At Norumbega, a reduction in admissions has been instituted, with a 10-cent price tag on adults, and 5 cents on children. Last year it was 12 and 6. Rides, however, are now pegged at 15 cents instead of the old price of 10 plus tax. The Carousel is still a nickel. A new coat of green and white paint has been put on the park stands, and rides have been repainted and refreshed.

From Old Orchard Beach in Maine, amusement ops are expecting a record season, sparked again by Canadian dollars. For the past 20 years the beach spot has shown a steady upward climb.

At Hampton Beach, Ray Goding, president of the Chamber of Commerce, announced that up to the middle of the month more than twice as many inquiries had been received than were received during the same period in 1953. Plans have already been made for the season with a photo contest, a fishing contest and a beauty contest. A big festival will be presented the entire month of August with pyro shows, contests, parades and free acts.

Revere Ops Delay
Revere Beach is off to a slow operating start this year. Last season by this time many of the spots had already taken a shot at pre-season Sunday openings. So far this year there is little activity.

Money is expected to be a little tighter in Yankeeland both at fun spots and for circuses and carnivals coming into the area. Employment is off in Massachusetts and Rhode Island. Some cities are hard hit. Among them, Lawrence, Haverhill, Fall River and New

Bedford. A big employment drop is reported in Providence.

First big test of the money will come with the Ringling circus at Boston Garden opening May 11. The Big One does a standard \$250,000 and the test will be if the circus gross holds up.

See Oct. Start For Construction Of Disneyland

HOLLYWOOD, May 8.—Actual construction on the \$9,000,000 Disneyland on the outskirts of Anaheim, about 25 miles south of here, is tentatively set for October. Walt Disney, president and chairman of the board, said. C. V. Woods Jr., formerly with Stanford Research which conducted the geographic and economic surveys for the location, has been named vice-president and general manager of the Disneyland organization.

Disney said that the plots comprising the 160-acre park are now in escrow and would probably be released about June 1. Following this date, the inhabitants of some of the 15 houses on the property have another 60 days in which to vacate. Land surveys are yet to be made with underground drainage, sewer and electrical lines to be set. Land leveling will also take additional time.

Indian Pt. Adds New Rides, Ticket System for May 15 Bow

PEEKSKILL, N. Y., May 8.—Indian Point Park will open its season next Saturday (15) with two new major rides and a new ticket system.

The rides, a Whip and a National Amusement Device Company miniature train will shortly be joined by a new Hot Rod unit, individually controlled cars on a 400-foot macadamized speedway. Central ticket booths will be used for all attractions this year, E. D. Kelmans, operator, said. A minimum of three and a possible maximum of five booths will be needed. The attractions, all priced in multiples of five, will accept

Turnout of 43,000 Booms Lakew'd Bow

Lockheed Family Day the Big Feature; 10,000 Entertained Before Grandstand

ATLANTA, May 8.—A new opening-day record was set at Lakewood Park here Saturday (1) when employees of Lockheed Aircraft Corporation and members of their families, some 43,000 strong, turned out for Lockheed Family Day.

Located at near-by Marietta, the Lockheed company is Georgia's largest industrial firm, employing more than 15,000 men and women who were issued tickets by Lockheed covering the entire family. Working in co-operation with the park, the Lockheed Employees' Recreation Club was successful in selling employees on the idea of attending with all members of their families, with the result that the park was jammed from the 9 a.m. opening until midnight.

In order to make room on the midway, various field events were held in front of the grandstand for children and adults. During the evening a beauty contest was held, the winner being awarded a trophy by the park. Making the presentation was E. Lee Cattreron, general manager of Southeastern Fair Association, owner of the park. This event plus other features such as fireworks; hillbilly, sacred and other vocal groups recruited from Lockheed ranks, and drawings for two TV sets, a refrigerator and radio set packed the grandstand to capacity with 10,000 people. Climaxing the evening program was a dance in the park's Club Casino.

Several Pinkerton men, local

police and a group of Lockheed's plant police handled the crowds well. In addition to insurance carried by the park, Lockheed took out a million-dollar policy to protect employees in case of accident. An additional precaution was a first-aid tent, manned by attendants from Lockheed's medical department, and an awaiting ambulance, but park officials reported no serious accidents.

Lakewood crews went to work four weeks in advance to prepare for the opening. Their work included a complete renovation of rest room facilities.

Add Kid Rides To Storytown Scenic Layout

LAKE GEORGE, N. Y., May 8.—Four Allan Herschell rides have been purchased for a location adjacent to Storytown, U.S.A., and called Kiddie-Land Park. Also put in is a G-12 Rensselaer Miniature Train and a live pony ride is contemplated.

Charles R. Wood, president of both operations, said the new kiddie units will operate on the same property as Storytown, U.S.A., but will be a separate operation. This will enable tourists and local people to have their children enjoy the rides without having to pay the Storytown, U.S.A. admission. Wood has ownership of 230 acres on Route 9, a main artery between New York City and Montreal, and four miles south of the Lake George resort area.

At present, give-aways of comic books and lollipops or balloons are employed at Storytown, U.S.A., but it has not been decided whether to do the same at Kiddie-Land.

Storytown, U.S.A., a setting comprising structures of nursery rhyme origin and with animated fairyland displays, will open May 23 on a weekend basis, and will swing into full-time operations about June 26. Kiddie-Land, Wood said, should be ready to run by Saturday, May 15, also on weekends thru mid-June.

Visitors to Storytown, U.S.A., walk along woodland paths which take them to such displays as the Old Shoe, Humpty-Dumpty; Peter, Peter, Pumpkin Eater; the House That Jack Built; Hickory, Dickory Dock; Three Men in a Tub, Three Little Pigs, Little Red Riding Hood and many more. Most of these have animated figures and props.

A "Fairyland Village of Shops" offers merchandise for sale.

Ray Installing Mission Beach Kiddie Rides

SAN DIEGO, Calif., May 8.—Ten new kiddie rides are being installed at Mission Beach here. John C. Ray, park designer, and associates are rebuilding the funspot.

The kiddie rides include a miniature train plus rides from Allan Herschell Company, Inc., North Tonawanda, N. Y., and from the H. E. Ewart Company, Compton, Calif. Kiddieland at Mission Beach will be owned and operated by Tom Green, formerly active in Canada.

Kiddieland area will include layouts with such themes as the North Pole, space travel, Thousand Leagues Under the Sea, Fairyland, doll house and others, all designed by Ray.

Picnic area is being equipped with coin-operated butane-fired barbecue pits. Plans are being laid for the concessions and major rides.

N. Y. Kid Spots Unveil Their Adult Rides

NEW YORK, May 8.—Two New York kiddie parks unveiled their adult rides this weekend, three at each park.

In Queens, Fairyland on Queens Boulevard opened its new Octopus, Rock-o-Plane and Tilt-a-Whirl, with indications that tickets would be scaled at 15 cents.

In the Bronx, Funland on Bruckner Boulevard is running its Dodgem, Carrousel and Tilt-a-Whirl. The Carrousel is going at 15 cents and the other two at a quarter.

Owner Bernard Berkley at Fairyland said the present 17 rides will soon be supplemented by three more, all from B. A. Schiff. They are a Kiddie Coaster, Aerial Swing and Cadillac Car ride. The park already has a National Amusement junior-sized coaster.

250G for Detroit Zoo

DETROIT, May 8.—A gift of \$250,000 for construction of a special building to hold large apes for the first time at the Detroit Zoological Park has been presented by Mr. and Mrs. James S. Holden. This is the second recent major gift by Holden, a zoo commissioner, following \$400,000 for a combined amphitheater and chimpanzee quarters project now under construction.

tickets sold in strips of 5-cent units.

Several new concessions will be in operation and at least two additional major features are expected to be added within the next few weeks, Kelmans said.

Early bookings indicate that outing groups will exceed in numbers and attendance the record set last year. Efforts to build this phase of business were accelerated this year with two men working on a full-time basis.

Painted boards thruout Westchester County and the metropolitan New York area are already at work advertising the park and its features.

Cedar Point Readies Opener; Schedules More Rail Excursions

SANDUSKY, O., May 8.—Work is being rushed at Cedar Point to get the resort ready for its opening weekend, May 29-31. Midway, beach and picnic facilities will be open over the long Decoration Day weekend and also on June 5 and 6.

The Hotel Breakers, the dining room, cafeteria and other facilities will swing into operation June 12. D. M. Schneider, general manager, said the weekend openings were so successful last year that they were being repeated. Formerly, nothing opened until mid-June.

First of at least a dozen train excursions will bring in guests May 31. At least 500 persons are expected to arrive by train from Toledo on an excursion sponsored by the senior class of a high school.

Four rail excursions have been booked out of Chicago on the New

York Central System. First two are set for June 19 and July 10 with the others set for August dates. The trains will leave late Friday and arrive in Sandusky about 5 a.m. Saturday.

Three excursions are set from Columbus, two on the Baltimore and Ohio and the third over the Chesapeake and Ohio. The B&O will bring in at least one train from Cambridge while the Erie Railroad will bring two loads from the Youngstown area. The annual Pentathlon, sponsored by the Cleveland Plain Dealer, will bring nearly 1,000 to Cedar Point over the New York Central.

Many bus loads of pleasure seekers and convention delegates are also set to arrive during the season.

'Howdy Doody' Tops Own High At Glen Echo

WASHINGTON, May 8.—Glen Echo Park featured a "Howdy Doody" appearance Saturday and Sunday (1, 2) and the troupe drew capacity crowds for seven performances to top its own record set last year.

Bob Ford, promotion man at the park, said four Saturday and three Sunday shows drew despite competition from baseball, sports car race and home show. Gerald T. Price, park manager, cited the showing as a proof that "television is not competition for but one of the most valuable assets" of the park business.

The show included Clarabel the clown, Zippy the chimp, Chief Thunderthud and Buffalo Vic.

Roto-Jet Ride To Run Again At N. Y. Coney

NEW YORK, May 8.—Eric Wedemeyer's demonstration Roto-Jet ride, one of two which are ready to go this season, will be operating again out at Coney Island where it was introduced to American audiences last year.

The German device has been installed next to the Thunderbolt and will be run by Fred Moran. Also operating in the metropolitan area is a similar unit at Palisades (N. J.) Amusement Park.

Two more Roto-Jets arrived last week and are in Wedemeyer's Long Island warehouse awaiting delivery to their buyers. Three more are expected to be delivered during the season.

Willow Grove, Woodside Open To Washouts

PHILADELPHIA, May 8.—Weekend-only operation has been started at both of the parks in the Philadelphia area, Willow Grove and Woodside. Business has been good in favorable weather. Rain marred the day before Easter, first time the spots operated this year.

Woodside Park, with a "new look" in many new rides—a Tilt-a-Whirl, a fleet of new boats for the Water Scooter, new locomotive for the miniature railroad and several Bullpen coin games—had video talent on hand as well. Jesse Rogers, TV's "Ranger Joe," and Jack Steck, who stages kiddies' shows at the park, headed the entertainment bill. In addition, TV's Violet Hale, fashion and beauty consultant, awarded cash prizes and orchids to park paraders.

With no admission to park grounds as is the case of Willow Grove Park, Woodside cut ride admissions in passing along the reduced federal amusement taxes to patrons—with the promise that if the city tax is removed, it will also be passed on to the patrons.

Altho Woodside Park will operate weekends only until May 21, when the full daily schedule begins, the park has a number of special events already booked in that are sure to bring out the throngs. Saturday (1) is Devon Day, with the city's suburban set taking over the park for the benefit of the suburban Bryn Mawr Hospital. May 15 is Rose Carnival Day, for the benefit of the Germantown Hospital. The Armstrong Caravan and Theater on Wheels comes to the park May 26 and 27. Knights of Columbus will stage their Orphans Outing on June 16; with the Orangemen's Outing set for July 10.

The 59th consecutive season at Willow Grove Park started Saturday (17). Elmer E. Foehl, general manager, said the park will be open Saturdays and Sundays until May 22 and daily thereafter. Highlighting Sunday afternoons, the nationally known string bands of this area will go thru their musical and marching paces.

Amusements at Willow Grove include the Thunderbolt, Alp Ride, Carrousel, Cuddle-Up, Ferris Wheel, Flying Scooter, Fun House, Penny Arcade, Mirror Maze, Miniature Railroad, Scenic Railway, Shooting Gallery, Tilt-a-Whirl, Tom Thumb Golf Course, Tunnel of Love, Tu 'e, Water Scooter, Whip, Kiddieland, Pony Track and boating on the lake. Six picnic groves cover 20 acres, with shade trees and outdoor kitchens ready for family parties and organized group picnics. There are also fields for baseball and other outdoor sports, as well as three parking areas.

CONEY ISLAND, N. Y.

By UNO

The 31st annual dinner-dance and installation of the Coney Island Chamber of Commerce was held April 27 at the Hotel St. George, Brooklyn. Following a cocktail reception in the grand salon and eats in the main dining room, C. J. Hilbert, Brooklyn manager of Consolidated Edison Company and chairman of the dinner committee, introduced Edward L. Watson, assistant secretary of the Dime Savings Bank and manager of the Coney Island branch, the toastmaster, who, in turn, introduced many heads of city departments on the dais and then proceeded with the installation of Moe S. Silberman, re-elected chairman of the board of directors for a seventh term, and Kenneth F. Sutherland, Democratic leader of the 16th Assembly District which embraces the Island, who lauded the efforts of the Chamber execs. the many new projects planned for Coney's betterment, Nathan's Famous eatery and its founder, Nathan Handwerker, and wound up by stressing the need for a stronger organization.

President Silberman, in his acceptance talk, said Coney was entering upon a new era of prosperity, referring to the building of housing projects, the Ocean-

arium, the William E. Grady High School, the expansion of Coney Island Hospital and the widening of West Eighth Street. Abe Stark, representing the mayor's office, suggested that the Coney season be extended from May 1 to New Year's Eve, alluding to the fact that Miami found a longer season the solution to its problems and that Coney should follow suit.

Other public officials among the honored guests were Commissioner Bernard J. Gilroy of the Department of Housing and Buildings; Edward J. Quigley, Brooklyn postmaster; Benjamin Saltzman, Brooklyn boro president of Housings and Buildings; Louis L. Friedman, State senator; David Condon, assistant chief police inspector; Christopher Mitchell, police captain of Coney; Walter M. Jeffords Jr., George C. McCullough, Dr. Philip I. Nash and Magistrate Charles E. Ramsgate.

Other installations were William A. Nicholson, re-elected executive secretary, a post he has held since 1939; Thomas H. Tesauro, chairman of the board; Chris G. Feucht, Fred Moran, W. Kenneth Bourke, Edward L. Watson and Murray Handwerker, vice-presidents; Victor Bonomo, treasurer, and Charles A. Feltman, secretary. Dance music was furnished by Charles Turecamo and his ork.

SOME HOLD OLD PRICES

10-Cent Rate Takes Over At N. Y. Kiddie Funspots

NEW YORK, May 8.—The tendency for major amusement parks thruout the country to scale ride ticket prices to the nearest nickel is evident also in many of this area's kiddie parks, but there are notable exceptions.

Sticking to the 9-cent level are the five Nunley parks, Roadside Rest in Rockville Center and Fairyland in Brooklyn, not to be confused with Fairyland on Queens Boulevard.

The revised federal admissions tax policy was followed by many operators adopting a 10-cent price for individual tickets, with the majority of those offering six for 50 cents.

Nunley's Still 9 Cents

Lou Lercari, of Nunley's, said tickets will still go for 9 and 14 cents at Happyland in Bethpage, Baldwin, Rockaway, Yonkers and Broad Channel. An exception is the 12 cents charged for the big Carrousel at Rockaway for adults. Kids ride it for 9 cents.

A Fairyland in Brooklyn, partner Leo Davis said he and Irving Miller would stick to their 1953 scale of 9 cents, 14, six for 50 and 30 for \$2. He said their steady patronage had been built up with those prices and the park would not alter them.

While maintaining the 9-cent out at Roadside Rest, Bernie and Bob Finkel have slashed the price

for their kiddie zoo from 25 cents to 15, to boost patronage which was not encouraging last season.

Dime for Adults Fails

Elsewhere, most operators made the change to the dime ticket with no difficulty, except for Joyland on upper Broadway. Mortie Speicher and Harry Lubell, after operating at five for 49 cents, with adults paying 14, have been trying out a new scale of a dime each, six for 50 cents for adults and children alike.

Lubell said the change cut into receipts severely in the case of adults, since the spot offers three rides suitable for grown-ups: a Ferris Wheel, Carrousel and kiddie coaster. It was felt the heavy play these devices get from adults has cost the park many dollars during the time the price has been only a dime.

Ten cents for kids and 15 for grown-ups is becoming a standard thruout the city and its environs. Strip prices were reported variously at six for 50, five for 50 and five for 49.

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R-B TOPS \$2 MIL RECORD NET IN 40-DAY N. Y. RUN

Tax Cut Builds Earnings as Kid Patronage Dips, Adults Increase

NEW YORK, May 8.—Ringling Bros. and Barnum & Bailey Circus will take along its second straight net income record when it pulls out of Madison Square Garden tomorrow night. And another good run is in the making with a \$100,000 advance sale reported for the six-day stand in Boston which begins Tuesday (1).

Held down early in its 40-day New York opener, the Big One's grosses have mounted steadily since the Lenten slack days to where another \$2 million-plus figure has already been assured.

A good part of the increased net is attributed to the reduction in federal admissions prices. But in holding to its \$6.50 tops here, the price maneuvering at some levels resulted in the office losing several percentage fractions in efforts to come up with round figures.

Net on Tickets Up

The show, however, has gained more than 9 per cent on each ticket, and in the face of a lower attendance than last year this has produced a new all-time standard for Ringling in the Garden.

How attendance can be down and the gross as good as last year is explained in the way night business has held up. Altho matinee crowds are off about 5 per cent, night turnouts are even with those of 1953.

Afternoon houses, however, are heavily populated with children holding down seats at half price. There is none of this at night, or on Saturdays and Sundays. Combined with the tax relief, this situation has allowed the over-all net to be greater than last year.

Concession income, a percentage deal with the Garden which operates its own concessions, has been equal to last year's with the arena having jacked up the prices for hot dogs to a quarter, Coke to 15 cents, and popcorn to 15—a nickel per item. Unit sales were off in proportion to the attendance drop, but the price hike kept the net from slumping.

Sundays Improve

Significant in the over-all picture has been the improving Sunday night business, beginning with Easter week. The Sunday before schools were to reopen (25) the show drew better than a half house to the 7 p.m. show. Last Sunday (2) was the best of the run, two-thirds of the 15,000 capacity.

The Boston advance is as good as last year's which indicates another increased gross for Beantown. The advance sales began at the Boston Garden on Monday (26) and started slowly, but

sputtered the final three days of this week.

Attendancewise in New York, less than last year's 910,000-odd persons trooped into the arena. The total attendance this time, with matinee crowds down 5 per cent below last season's 511,000, will be about 884,000.

Easter Turning Point

Easter week was the saver, with turnaway crowds being evident for nearly two weeks of matinees in succession. Night attendance also edged upward during the holidays and has held to a higher level since then.

How "breakage" in the form of odd percentage fractions on tickets works is evident in the \$6 ticket, which used to be \$5 plus \$1 tax under the 20 per cent federal tax which has been halved.

Now the ticket has a base price of \$5.45 with 55 cents tax. Ten per cent of the base price would be a tax of 54.5 cents but the Ringling office yields a half-cent in order to round out the final \$6 tab.

BEATTY MATINEES TRIMMED BY HEAT

Bakersfield Scores Turnaway; Fresno, Lancaster House Big

REDWOOD CITY, Calif., May 8.—Matinee crowds for the Clyde Beatty Circus were cut by the intense heat on the route made by the show thru the lower San Joaquin Valley. Night attendance held well with the circus getting a turnaway and two full houses since hitting the area Monday (3).

Prior to the take-off from the Los Angeles area, the show pulled two light performances in El Monte on Thursday (29), with the slackening continuing for the Fontana date on Friday. A re-

ported steel plant strike in the latter town affected the gross.

Saturday and Sunday (1-2) in West Los Angeles got a half house for the matinee and night presentations the first day, with the second afternoon performance pulling up slightly.

Starting on the leg of the trip thru the valley to the San Francisco bay area, Beatty pulled a three-quarter house for the matinee and comfortably filled the tent Monday evening (3) in Lancaster. The following day gave the show a turnaway evening performance in Bakersfield after a half house matinee. Fresno's Wednesday (5) date chalked a light afternoon but a close to capacity night show.

Parades were staged in Fontana, Lancaster and Bakersfield.

Edith Barstow To Restage R-B for Road

NEW YORK, May 8.—Edith Barstow, whose brother Dick stages the Ringling specs, will re-stage the show by herself for its under-canvas presentations. Rehearsals will be held next week between shows in the Boston Garden.

She will tackle the job solo for the first time, altho having had a chance to work alone when she staged the Ringling run in Cuba last winter, a one-ring edition.

Work for Barstow having piled up to where he is kept busy in Hollywood, his sister will take time off from choreographing the Dave Garroway video show to accomplish the task in Boston. The first workout will be after the Wednesday (12) matinee. Another rehearsal will be held Thursday and a final one on Friday (14) if necessary.

Captain to Be Named

Miss Barstow and her brother will make trips from time to time during the season to keep abreast of things. As in the past, a girl captain will be appointed to supervise the spec w.l.k.-arounds and dance routines. Instead of being one of the girls in the cast, however, the captain this season will fill in only when necessary.

Now employing ground-level stages between the two outer rings, the road version will have only the three rings, leaving considerably less room for the girls to do their dancing and turns. In the "Fiesta" menage number, for example, the problem will be how to get the girls out on the track

(Continued on page 63)

18,000 Catch Shrine Annual At Des Moines

DES MOINES, May 8.—The Des Moines Shrine Circus, with Ray Newton in charge, drew 18,000 paid attendance in four performances in two days (30-1).

The performance included Ed Widaman's Elephants, Lang Troupe, Four Woodsons, the Hoffmans, Bobo Barnett, Patine and Rose, Spec Thomas, Widaman's Dogs, Henry's Dogs and Ponies, Clark's Seals, McDermott's Bear, Great Lerch, Tilton and Heerdink, the Bonelli Family and others. Paul Dana was announcer. Art Henry was equestrian director. William Guinn had the props. Don Rey was organist.

Show was presented at the KRNT Theater.

Turnaway Tops Hunt's Score

HYATTSVILLE, Md., May 8.—A strong 3,300-ticket advance sale by the Lions Club here helped Hunt Bros.' Circus score a heavy straw matinee Saturday (1). Night crowd was three-quarters.

Also strong was Kensington (29), where the matinee was full, and Fort Meade, where the show appeared on the military reservation and attracted a three-quarter matinee and straw night.

The strong Maryland business came on the heels of a tour of Virginia, where many lots were muddy. Over-all business has been fair. Show is moving on 24 show-owned trucks. New this season is a 24-foot trailer equipped as bandstand. Panel sides swing outward to form a canopy. Inside are organ, amplifiers and lighting equipment.

Bailey-Cristiani Gets Big Matinee

HOBBS, N. M., May 8.—Bailey Bros. and Cristiani Circus played to a near-full matinee-only in the local grandstand Sunday (2). VFW sponsored the date. Weather was cold. The Davenport elephants (5) have returned to Gonzales, Tex., it was reported. The Cristiani Family's elephants remain with the show and make the daily town bally. Stock also includes six bareback horses and six ponies.

Heavy King Circus Has Acts to Spare

By TOM PARKINSON

CRAWFORDSVILLE, Ind., May 8.—There is much circus with King Bros. this season. The populous, 54-truck operation, owned by Floyd King and Arnold Maley, has a good performance, plenty of reserve strength and a heavy schedule of advertising that includes street parade and gold-linked heralds.

Prominent on the show is much Cole Bros.' equipment and more was to be added late this week. Basis for the King show is most of the '53 King-Cristiani equipment, and several additions to that have been made.

Business has been generally good. However, cold weather hurt in some recent stands and the management notes that money is tighter. A straw matinee at Terre Haute (4) was the best afternoon of the season. Bloomington, Ind. (3), had a fair afternoon and full night. Columbus, Ind. (1), was good for two three-quarter houses.

Greater Capacity

Larger tent, a 130 with three 50's, allows a 1,000-person increase in capacity and consequently the show is not expecting so many extra performances as were given last year. Nor will equal business show up as so many straws and turnaways.

Parade has been augmented by addition of several novelty vehicles and again includes the horse-drawn bandwagon, four pony-drawn cages, three truck cages and motorized steam cal-

loiope. There are two air calliopes, one belonging to the show. Three bands and numerous mounted people work in parade, which is heavily advertised and draws large turnouts.

There were 13 elephants on the show here. Three more were to be brought on from Florida, where they were to be purchased from Rogers Bros. Bert Pettus is currently in charge of the herd. He (Continued on page 63)

Ringling Skips Canada; May Turn to W. Va.

List 3 Dates in Jersey, 2 Mass., 4 in Connecticut

NEW YORK, May 8.—The Ringling show will skip Canada this year, following its disappointing two-week trek in that territory in 1953. The show had played Canada for four or five towns two years previously with moderate success, but last year's extended Canadian route produced losses variously estimated at up to \$100,000.

Future Ringling business in Canada, it was felt, would be based on runs of less than one week, with Montreal described as the only stop where the Big One can usually turn a decent profit.

The circus will not be probing any new territory this season, General Agent F. A. (Babe) Boudinot reported, altho it is possible there will be a return to West Virginia after several years' absence. Routing is definite only thru mid-June, he added, altho agents are active in New England and the other Northern States.

Dates Listed

Following the Boston stand next week, the show will play its under-canvas route beginning with two days in Baltimore (18-19), four in Washington, D. C. (20-23), seven in Philadelphia (24-30) and one in Wilmington (31).

Heading northward again, Ringling will play four dates in New Jersey, two on Long Island, four in Connecticut and two in Massachusetts before turning into New York State.

This part of the trek will be as follows: Atlantic City, June 1; Trenton, 2; Asbury Park, 3; Mineola, N. Y., 4-5; Stamford, Conn., 7; Bridgeport, 8; Waterbury, 9; Wallingford, 10; Wooster, Mass., 11; Springfield, 12, and Albany, N. Y., 14.

N. D. Snow Hits Davenport But Business Good

GRAND FORKS, N. D., May 8.—Orrin Davenport personnel laid over briefly here early this week when heavy snow clogged roads as the second annual Grand Forks date closed Sunday (2). The show's next stand, Winnipeg, starts Saturday (8).

The Grand Forks date, Shrine-sponsored, was in the University of North Dakota Field House, which seats about 8,000. Weather slowed the first day's business, but others were strong and attendance came close to 50,000 in the four days. Sunday (2) matinee, with the snowfall under way, drew capacity.

Stands at Regina, Sask., and Brandon, Man., follow the Winnipeg date and complete this year's Davenport route.

Leon Pickett, of the Ringling show, met with officials Monday (3) to work out final details of the June 10 R-B stand in Wallingford, Conn.

Kelly-Miller Blows Stand In Okla. Wind

THOMAS, Okla., May 8.—Al G. Kelly & Miller Bros.' Circus was unable to get big top or other tents into the air here Sunday (1) because of high winds. In three towns, the show reported, wind and rain during the day were followed by tornado warnings in the evenings.

Despite the weather, business was about 89 per cent of normal for the week, it was reported. Several attempts were made to get various tents up, but none succeeded. Once the big top was up enough to be ripped in several spots by the wind.

En route from Hobart, Okla., to Thomas, show trucks faced into the wind and were unable to make more than about 35 miles per hour.

Gale and Skee Dunbar have joined, coming from the Beatty show. He is the Kelly-Miller show's new lot superintendent.

Beers-Barnes 1st Week Okay

ANDERSON, S. C., May 8.—Business for Beers-Barnes Circus in its first week was strong at four spots and weak at two, with the show turning in an over-all successful score.

Show opened at Ridgeland, S. C., April 26 to a full night house. St. George (27) was off but Hampton (28) gave two strong houses. At Allendale and Barnwell matinees were good, but night business in each town was drubbed by storm warnings. Hail hit at door time in Barnwell. Both towns are near an atomic bomb plant. McCormick, S. C., was slow, altho Beers-Barnes was the first show to make it in 10 years. A new mill is operating full time.

This is the show's 23d consecutive season. At the first stand B-B was the first in since the same show made it two years ago. The circus is using a new mailing piece which features art work by Glen Tracy and pitches for family business.

Rain, Cold Hits Mills; Press Agents in Moves

CLYDE, O., May 8.—Rain and cold weather plagued Mills Bros. Circus this week, with low temperatures holding crowds down and with mud forcing men to gilly the show at several stands.

Fred Stafford, Mills press agent, who has been ill, reported from Greenville, O., where he has been hospitalized, that he was expecting to fly this weekend to Boston for treatment.

Jack LaPearl, formerly with Mills as a clown, has returned to the show as press agent. He was with Hagen Bros. until the switch. Also on press with the Mills show are George Hodgdon and Mae Hong.

Akron (28) gave the show one-quarter and half houses in chilly

weather. Auspices was the Negro Elks. Polack plays Akron May 10-17. Wellington, O., on Friday (30) had two fractional houses with VFW auspices. Lot was deep mud, especially where new fill had been placed.

Norwalk, O., on Monday (3) had a good matinee and fair night. Temperatures were in the 30's. VFW sponsored. Bellevue, Tuesday (4), had another muddy lot and much equipment had to be carried on. Matinee was good but the night business was chilled. Clyde, Wednesday (5), was another combination of adequate matinee business and light night crowd because of cold weather. Lot was too muddy for some trucks to come on.

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UNDER THE MARQUEE

Lillian Howell, wife of James Howell, gave birth to a son, Jack Fleming, recently in Louisville. The boy, however, died two days after birth because of a brain injury. Mrs. Howell, the former Lillian Sorensen, toured with the Polack Eastern Unit last year. Howell is with the Jack Joyce camel act.

From Hunt Bros.' Circus, correspondent Lou Nelson writes that Welby Cooke, Side Show manager, is back in circus business after several years as zoo manager in Rochester, N. Y., and elsewhere. . . . Louis and the Oliver Sisters visited friends at Atlantic City. . . . The Amazing Monohans were delayed in their jump from the West Coast but joined the third day after Hunt Bros. opened. . . . Mlle. Gabrielle's horses were bruised in transit from New York but not seriously. . . . Lou Nelson's foot is in a cast after being run over by a show truck. . . . Don Francisco is acting as equestrian director on the Hunt show. . . . Visitors included Tom Dorand, Frances Mason and James Poling. The latter is gathering material for a proposed series of magazine articles about the show. . . . Press agent John Cloutman's wife has joined and their daughter will come on when school closes.

Hi-Brown Bobby Burns, minstrel and circus veteran, recently produced a minstrel show for the Daytona Beach, Fla., Lions Club. The annual was started 21 years ago by the late J. A. Coburn, and his daughter, Leota, has attended it each year. Burns reports the show grossed \$6,000 this year.

From Polack Bros.' Eastern unit, Henry Kyes reports that all the folks bought shoes when they played Lewiston, Me. . . . Valerie Antalek Kringle visited. . . . Kyes has a new automobile. . . . Loni Harrison is doing well after an operation. . . . Polack people scattered for the 10-day Holy Week lay-off, with many seeing Ringling in New York and others visiting relatives or going home. . . . Visitors on the unit included Don Montgomery, W. S. Taylor, Harry and Irene Rutter, Jimmy Heron and Karl Cartwright. . . . Edith Boyd burned a finger severely with a faulty light cord.

Sunny Jim Snell, clown, has returned to Lovington, Ill., after attending the funeral of his stepmother at Shelbyville, Tenn. . . . T. Dwight Pepple, Polack Western general agent, is winding up his stay in California and heading for Oklahoma City; Enid, Okla.; Springfield, Ill., and Chicago.

Jim McSorley Dies in Cincy

CINCINNATI, May 8.—James J. McSorley, 71, veteran circus trapper, who retired from the road some 12 years ago, died at Jewish Hospital here early Thursday (6) after several years illness with a heart ailment. He had been in the hospital the last three months.

Deceased had toured in this country and abroad with a host of circuses, including the old Wallace show, Hagenbeck & Wallace and Ringling Bros. He was for many years ticket seller with the Clyde Ingalls Side Show on the Ringling circus. McSorley had also toured extensively with circuses in Europe and other parts of the world. He was well known as a handler of animals and was considered an authority on the handling of chimps.

McSorley left his home in Lowell, Mass., at the age of 15 to join an English circus unit billed as Noah's Ark, which was then touring this country. He joined the old Wallace show in 1901.

For the last 10 years and until his illness, McSorley was employed by Morris Zaidins as front doorman at the Gayety Theater, local burlesque house, and as a ticket taker at Crosley Field, home of the Cincinnati Reds baseball team. He had a host of friends in the circus business and visited on shows playing Cincinnati at every opportunity.

Requiem high mass was sung at St. Patrick Church, Cincinnati, today, with interment in St. Mary Cemetery, St. Bernard, O. Surviving are his widow, Maud Ferris, and a brother residing in New England.

Dick Lewis reports from the Orrin Davenport show that Shriners at Duluth, Minn., gave a party for show personnel. Program included Orrin Davenport with "Barnum Had the Right Idea," Eleanor Velarde and Papa Velarde, duet by Bert Dearo and Joe Sherman, monologs by Jimmie Troy and Chester Sherman, "Flo-to Show Days" by Earl Shipley, George LaSalle with plugs for his fishing lodge, and a can-can number by Ruby Haag, Corrine Dearo, Babe Woodcock, Joan Day, Helen Haag, Dolores Peterson, Erma Welde, Marjorie Cordell, Janice Merideth, Tony Tien Si Lu, Hilda Oranto and girls from the Young China and Zoppe-Zavatta troupes. . . . Davenport visitors recently have included Jack D. Kolar, Norman Senhauser, Al Ross, Arnold F. Mack; Joe, Ray and Florence Jordan, and Bronco Nagurski, football star. . . . Joan Lewis, daughter of Dick Lewis and former member of the Wallenda Troupe, is now a member of a religious order in Los Angeles and is known as Sister Maureen Ann.

Recent guests at the Shropshire's 4-Paw Hotel, London, Ky., known to circus people, were the Fred Whitakers, the Floyd Kings, the Howard Kings and Byron Gosh.

Clowns Kenny Lane, Little Johnny and Red Kelly wore costumes and wigs of gift wrapping to parade recently in McCrory's Department Store, New York, plugging the Crinkle Tie material of the Chicago Printed String Co. Booked in by Abe Feinberg.

Dick Scatterday was in Chicago this week and expects to join the Kelly-Miller show in Kansas soon. He is national ad rep for the show. . . . Roy Bowen is joining King Bros. with chamelions. . . . Sammy Cook, "the whistling minstrel," is working novelties on King Bros.

Mac McClosky, assistant equestrian director on King Bros., is distantly related to Frank McClosky, general manager of R-B. . . . In Hunt Bros.' band are Lloyd Watton, leader and trumpet; Lucille Watton, organ; Sylvester Larjos, euphonium; Fred Mascol, trombone; John Mase, drums, and Eddie Hunt, who occasionally sits in. . . . Visitors on Von Bros. included Joe Myers, Mrs. Albert Vonderheid, the Charles Lockier and the Tom Shaffers and daughter, Sherrie. . . . Terrell Jacobs has discontinued his balloon lion finale on the Kelly-Miller show.

Slivers and Jo Madison and Frenchy, of the Tom Packs Elephants, with quarters near St. Louis, visited with Fred and Shirley Logan, of the Kelly-Miller elephants, at the St. Louis Police Circus. . . . The Aerial Christiansens moved from J. C. Patterson dates to the St. Louis show. . . .

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King Bros.' Circus
New Castle, Ind., May 12; Richmond, Ind., May 13; Connersville, Ind., May 14; Middletown, Ohio, May 15; Portsmouth, Ohio, May 17.

Tony Diano's tractor was used to aid Mills Bros. in the mud at Canton, O.

O. C. Cox, formerly with Ray Rogers' Wallace and Barnett circuses, visited the King show at several Southern spots. He is with the National Morticians Directory. . . . Dory Miller is towing a farm trailer behind his car to puzzlement of Kelly-Miller troupers.

Art Concello, former general manager of the Ringling show and owner of the present flying acts with the show, caught the circus in New York. . . . The Flying Hartzels will be seen on a filmed section of TV's "Super Circus" Sunday (9). Film was made in Milwaukee with the Hamid-Morton show. . . . Betty Gorham, juggler, is playing night clubs, with Detroit, Chicago and Kansas City on the route and fair dates coming up. . . . Arthur (Bozo) Lamont, clown, is working Pontchartrain Beach, New Orleans.

Visiting Mills Bros. at recent stands were Mayron Gandee, Jerry Harshman, Robert (Smokey) Jones, Walt Mellinger, Glenn Bush, Floyd McClintock, Tony Diano, Elvin Robinson, Henry Varner, Norman Senhauser, the Curt McClellands and daughter Janie; Judge Charles Kelly, Murray Powers, B. E. Fulton and Mrs. E. W. Edwards.

Happy Belisle, E. N. Carter and Alston Clark, circus fans, caught Bill Bailey's Minstrels in High Point, N. C., recently. Belisle renewed acquaintances with Si Reubens, owner, and Ginsberg, of the concession department. Belisle hadn't seen Ginsberg for 20 years. They formerly toured with the Sells-Floto and Walter L. Main shows.

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KING BROS.' CIRCUS
Richmond, Ind., May 13; Connersville, 14; Middletown, Ohio, 15, and Portsmouth, 17.

D. C. Okay for Prell; Preem Date Slow

Outlook for Season Reported Good; New Bern Gate Off Despite Promotion

WASHINGTON, May 8.—A pretty fair run is being put together here by Prell's Broadway Shows, with a reported 3,000-4,000 turning out on the opening night and with the crowd prospects for the wind-up this weekend even greater.

While this stand, the second of the season for the Prell organization, is panning out, the first, at New Bern, N. C., last week, fell well below expectations despite reported good promotion, including the staging of a fine auto show in conjunction with the event by A. Godley.

The show was staged in a top 80 by 300 feet and the event was billed as an auto show and festival. Only the military from the nearby Marine base attended, with the natives mostly shunning the event.

Blowdown in N. C.

The weather added to the headaches at New Bern. On opening Saturday high winds hit and ripped the show top. The concessions and the girl shows got money but the rides mostly lay dead.

Also the results of only a few operating days have been toted up so far. Owner Sam Prell and his sons are viewing the season's prospects in optimistic fashion. It was said by Joe Prell, charged with the agenting chores, that the reduction in federal admissions taxes is a "lifesaver."

The second show in here, following the James E. Strates Show, the Prell organization figures the stand to be a good one if the weather is good for the finale days. Some 70 concessions are reported populating the front end here—many more than the Strates unit harbored.

The show will take its time heading north since it will turn around here and head back to Richmond, Va., for a two weeks' showing.

Sam Prell is manager. His sons and their jobs are: Ben, office secretary; Abe, transportation, and Joe, booking. Patty Finnerty is business manager; Johnny Huffman, lot man; Charles Gut-

termuth, aided by Al Reisinger, ride superintendent; Jim Zabriskie, electrician, and Joe Hollander, mechanic.

Units here included a Merry-Go-Round, newly decorated with Monel metal and managed by Joe Parsons; two Ferris Wheels, Octopus, Whip, Roll-o-Plane, Chairplane, Caterpillar, Tilt-a-Whirl, Taylor's three kiddie rides, Hedge-man's three kiddie rides, Johnny Burro's Motordrome, Earl's Monkey Show, Ann Ballou's Minstrel Show, Jack Gallupo's two girl shows, Fred Sander's Snake Show, Carmita's Society Circus Show, Jimmy Zabriskie's Penny Arcade, Nathan's novelties and scales and the Side Show.

The concession line-up here included Jack Russell, 3; Joe Cennam's bingo; Patty Finnerty, 3; Dorothy Finnerty, 3; Paul Prell, 3; Bucky Allen, 9; Bill Sylvester, 2; Jack Gallupo, cookhouse; Joe and Aggie Ross, 6; Charlie Gross, 2; Sollar, 8; Johnson's floss, Charlie Guttermuth, two glass pitches, grocery pitch and French fries, and Marge Stevens, custard.

FEM PUBLICIST BALLY'S STRATES

PHILADELPHIA, May 8.—The James E. Strates Shows and its multiple carnival attractions are being publicized this season by a woman, Mrs. Clarice M. Schleifer. One of the few of her sex ever to front for carnival attractions, Mrs. Schleifer will be following in the footsteps of that prototype press agent, Starr DeBelle, who served with the Strates organization for a number of years.

Crafts Show Adds Round-Up

LANCASTER, Calif., May 8.—A new round-up ride was added to the line-up of the Crafts 20 Big Shows during its stand here last week. Harold Hunting brought the unit in from the Salem, Ore., plant.

Recent purchases made by show personnel included a new 35-foot Pan American house trailer by Mr. and Mrs. Roger R. Warren, an Owasso house trailer by Assistant Manager Jimmy Lantz and a 1954 Packard by Mr. Lewis.

LOOKS GOOD

Per Capita Spending Brightens \$ Outlook

NEW YORK, May 8.—Altho the usual unsettled weather of the spring season has often mired and frozen nearly all of the units now on tour, there has been sufficient sampling of business to indicate that a pretty good season is in the making for the carnival gentry.

There is a great deal of similarity contained in the experiences of some two dozen shows traveling both the Northern and Southern routes. Apart from the weather, which has put the whammy on most of them, the shows are finding good per capita spending and other evidences of sufficient money in circulation to denote good future grosses.

The big factor remains the reduction in federal admissions taxes. Altho the big grosses for most are still to come, all have had a taste of holding on to the total ride and show gross without having to hold out 20 per cent for Uncle Sam. While these savings will add up to tremendous sums for the big units, the smaller shows often claim this easement is even more important to the success of their financial operation.

No Bad Reports

Reports of a notable lack of money in any single community have not yet filtered in, perhaps

Fox Killed in N. O.; Seeking Next of Kin

NEW ORLEANS, May 8.—Thomas J. Fox, 57, a member of the Red Ribbon Shows which played a colored fair here this week, died Tuesday (4) in a hospital shortly after being found unconscious on a street. It is believed that Fox was a robbery victim.

Police said Fox suffered a brain concussion from a blow on the head, and reported his wallet empty except for cards showing him to be a member of the Michigan Showmen's Association, National Showmen's Association and Miami Showmen's Association. Joseph Exler, of the Red Ribbon Shows, said Fox was a veteran in the business, having been with many shows.

Fox's body is now at the Jacob Schoen Funeral Parlor. Plans have been made for a Wednesday (12) burial, said Exler, who reported receiving many contributions toward funeral expenses from show folks. Late this week Exler requested that anyone knowing Fox's next of kin contact him at General Delivery, New Orleans.

because judicious booking naturally routes the units to towns with the best expectancy. Some few Southern towns were noted well below last year in gross business due largely to heavy damage caused to tobacco crops by drought in some sections.

The per capita spending has been reported good by a number of operators. The availability of fun dollars was examined quickly because of the flood of recession talk and work lay-offs that spread across the nation recently. The apparent continuance of good per capita spending is wiping out some of the pre-season fears that the dollar would be much more elusive this year.

Delayed Bow Saves \$\$ for WOM—Bergen

RICHMOND, Va., May 8.—Sure now after hearing the weather reports from up-country that his decision to hold up the opening of his World of Mirth Shows until the end of this month was right, Frank Bergen this week said the delayed preem will likely save his organization several thousands of dollars.

It was in just such spotty weather that is now prevailing north to New York that the show in recent years has wallowed thru dates in Washington; Wilmington, Del., and Chester, Pa. In observing that the weather this season has been more often cold and wet than fair in these localities, Bergen noted that it was by no means unusual.

In recent years the show has been so badly mired at some of its early dates that it hardly earned its pay roll. The consistency of this type of experience resulted in the decision to schedule the opening for May 28 at Plainfield, N. J.

Bergen said the late opening had worked well in other ways. A better than usual spell of weather is aiding the work program at winter quarters. This was described as extensive with all units getting a thro going over.

Foremen Report

All of the foremen are already in quarters as are many members of regular crews. The decision to open late won favor with everyone connected with the shows, Bergen said.

New features will include the Eli Bridge Company's new Scrambler, which will be presented by Sam Solomon, and a Round-Up unit manufactured by the Hrubetz Company. A special unit is already being constructed for

Manning Optimistic Despite Slow Start

MORRISVILLE, Pa., May 8.—A hefty per capita income ranging between 70 cents and 75 cents reported by the Ross Manning Shows here indicates a very good season for that organization if it is favored by good weather. So far, in the four weeks it has operated to date, the weather has not been co-operative and earnings have been counted up on only a couple of days each week.

Manning said that he has not yet run into a fair comparison week and won't until he journeys next to Poughkeepsie and then Newburgh, N. Y., dates on which he has records for a number of years back.

The opener at High Point, N. C., and Roanoke Rapids, N. C., which followed, altho played last year offered no gauge this season both because the weather was very much different and because the economic picture in the territory was completely different since a severe drought last year strapped the farmers. Manning described the area where much of the tobacco crop was lost or in poor shape, and unlikely to recover sufficiently this year to aid the fall fairs.

Percentage Dips

The earnings at High Point were reported off about 25 per cent and a 30 per cent dip was tabulated at Roanoke Rapids. Last week at Burlington, N. J., business was reported only fair.

The weather here has been against the shows from the start with rain and cold hampering operations thru Thursday (6). The show can still make out all right if balmy weather prevails today.

Despite the slow pace of opera-

tions so far, Manning believes that the season will turn out well. The good per capita spending is taken as an indication that money will not be as tight as believed in some quarters. Additionally, the lesser tax burden this year gives the shows a better chance to hold on to a dollar.

Sunset Opens Season to Big Houston Biz

Launches Season 15th Straight Time At Excelsior Springs

EXCELSIOR SPRINGS, Mo., May 8.—An elbow-to-elbow crowd, induced by clear, cool weather, marked the opening of the Sunset Amusement Company's carnival on the Clay-Ray Vets Club lot here this week. It was Sunset's 15th annual opening in Excelsior Springs.

The sponsoring American Legion coming with publicity which helped swell the crowd. In an advertisement in the local daily newspaper, Sunset announced its nine-day stand with: "We've always before brought rain to Excelsior Springs on our opening night. Anyway, all of us hope it does rain a lot more thruout the drouth-stricken Midwest. But if it doesn't, come out to see our 1954 show."

Ken Garman, Sunset owner, said he was looking toward another season as good as last year. That season was extra good, he said, and the carnival did not lose any engagements due to rain or storms.

Hold Funeral Rites For Walt Holliday

HANEYVILLE, Pa., May 8.—Funeral services were held here Thursday (6) for Walter M. Holliday, retired frozen custard concessionaire, who died May 2 after being struck by an automobile. He was 66.

For 17 years Holliday had a custard concession on the Marks Shows. He was formerly with the John Robinson Circus. His widow, Essie, survives.

Ruback Gross At San Antonio Tops '53 by 12%

ABILENE, Tex., May 8.—Recent Battle of Flowers at San Antonio yielded a 12 per cent bigger ride and show gross than in '53, Jack Ruback, owner-manager of the Alamo Exposition Shows and holder of the San Antonio contract, disclosed during his stand here this week.

The increase, he said, was due to perfect weather and to good grosses turned in by added rides, among them a Round-Up, Cooper's Roller Coaster and Don Franklin's Scooter and Roll-o-Plane.

Visitors at San Antonio included H. P. Hill; A. C. Bloss, formerly with the Alamo Shows; Harry Hennies, of Houston, and Paul Olson, of the Amusement Company of America.

Tivoli Tees Off With Good Wk. At Joplin, Mo.

JOPLIN, Mo., May 8.—Tivoli Exposition opened its tour here, its winter quarter base, with a week's stand ending Saturday. (1) that produced a succession of good crowds in perfect weather. The engagement was auspiced by the Little League.

Sam Greco and Frank Spina, in charge of concessions, reported games enjoyed a lively business. Kiddie matinees reflected the heavy advance sale of kiddie ride tickets, handled by Jack Clark, the show's promoter.

Sunny Burnet currently is handling the show's general agenting.

Smith Rides In Cumberland Before Bow

CUMBERLAND, Md., May 8.—The C. S. Smith ride unit, which opened here the week of April 24 with a seven-day stand at the St. Mary Playgrounds, will play two more playground spots in Cumberland before it becomes part of the full-scaled show which will open May 19 in Scalp Level, Pa.

Personnel with the ride unit consists of Sarg E. Gray and Curly Brown, Merry-Go-Round; Eddie Ryan, Ferris Wheel; Zip Templeton and Jim Williams, Chair-o-Plane; Pete Howard, kiddie swings; Laid Johns, kiddie autos; Sammy Ritter, kiddie train; Jerry Brode, office; Hal Curtis, mechanic; and F. A. Norton, electrician.

Work in winter quarters here was virtually completed before the ride unit opened. Only lettering on a few trucks had not been finished when the rides started operation.

Two large semis were added, one for a Jap one-man submarine. (Continued on page 55)

United Signs R. I. Cele Date

CRANSTON, R. I., May 8.—Arthur (Slim) April's United Amusement Company will show here May 28 thru June 6 in connection with the staging of this city's Bicentennial Celebration.

While the commemoration period will last from May 1 thru June 19, the principal crowd-attracting features are scheduled for the period encompassing the show date.

Weather Break Aids C&W Bow In Petersburg

PETERSBURG, Va., May 8.—An unusual break in the weather here aided the initial appearance this season of the Cetlin & Wilson Shows.

The 10-day stand, beginning Thursday (30) and timed to coincide with a pay day at adjacent Fort Lee, was marred by only one day of rain. In the past the stand has often been hit hard by heavy rains.

MIDWAY CONFAB

Eugene J. Halm, concessionaire, is convalescing at a hospital in Cincinnati and would appreciate hearing from friends. His address: Ward 60, Box 36, Cincinnati 16, O.

Barbara Le May has joined the Morris Hannan Shows with her Brazil and Moulin Rouge shows. In the line-ups are Miss Le May, Rosetta, Spanish dancer; Anna Louise, Platina, and Steve Russell, talker. Bill Keefe, assistant to Lloyd D. Serfass, owner-general manager of the Penn Premier Shows, was the subject of an article in The Pittsburgh Post Gazette recently.

H. F. Moody, who is in a hospital in Sanatorium, Tex., is scheduled to undergo a fifth operation soon. He would like to hear from his friends.

L. J. (Darby) Latimer info he is with the World of Today Shows, on which he has some games concessions and is mailman and The Billboard agent. Vincent Kuropatwa writes from Lancaster, Calif., that Silverton's Jewelry Auction, Buddy Wald's swing ball and a short range gallery joined the Crafts 20 Big Shows line-up recently. Kuropatwa, who has been lettering the Crafts' new searchlights, newly purchased rides and ticket boxes, has the candy floss stand on the show. He info that Fran Phillips, who had been confined to a Chicago hospital for nine months, is due back on the show and that Ray and Sid Leefe, derby operators; Tony Willis and Ticket Seller Thelma Boggs are back with it after brief absences. Cold nights hurt business at Lancaster.

Sixth birthday of Donovan Brashear Jr., son of Mr. and Mrs. Don Brashear, of the American Midway Shows, was marked by a party during the show's stand at Cameron, Tex. Besides the Brashears, others in attendance included Mr. and Mrs. C. Ray and daughter, Mr. and Mrs. Jimmie Spears Jr., Mr. and Mrs. John (Buddy) Taylor, Mr. and Mrs. John Pollard; Wanda, Garry, Don Taylor; Patsy Ray, Dr. Frank Minor, Mr. and Mrs. W. H. (Bill) Bonta, Rosca Boyd, Jerry Riddle, Steve Stevenson, George Barret, Fritz Linquist, Fletcher Tefts, Gene Tefts, Ed Davis, Mary Davis, Johnnie Corwin, Curley Heiss, Harry Wilson, Bobbie Thompson, Mr. and Mrs. Tiger Martin, Billie White, Jackie Dobbs and Dean Locke.

Bill Givens, ride man with the G. C. Smith ride unit, was struck April 26 by a car in Cumberland, Md., and sustained a broken leg that will keep him hospitalized for several weeks. The Funhouse, owned by Youngblood Enterprises and operated for the past four seasons by Stuart Kipp, recently lost a successful 20-week period at Funland Park, Miami, and was set to open the regular season with Ernie Farrow's Wallace Bros.' Shows at Memphis. The Youngbloods will again have their three mechanical exhibits on the road this season, with two units scheduled to play sponsored still dates in Kansas prior to fairs.

The Portland (Me.) Sunday Telegram of April 25 featured a story, with picture, of Dick Wilcox, owner-manager of the Dick Wilcox Shows; Mrs. Wilcox and the show. The story traced Dick's career in outdoor show business, beginning 28 years ago when he was a ball game concessionaire at a July 4 celebration at Lowell, Mass., up to his current status as owner-operator of a flourishing truck show with winter base in Oxford, Me.

Lisa Del Mar has four shows on the Interstate Shows. She recently purchased a Studebaker convertible. Sailor Bob has a Side Show and a tattoo outfit with the Johnny J. Tinsley Shows, reports Philip Sunderlin. Sailor Bob's wife, Ruth, has a troupe of educated parakeets with the show. Also on the show is Alex Leoni, human volcano. Dolly works the ladder of swords and sword box. M. Harris, magician, is working Punch; and Sunderlin is on the front. Phelix Lundy and Paul Sweeney are on the ticket boxes and Waxo Bill, mechanical robot, holds the tip tight.

Mr. and Mrs. L. J. Hardin, photo operators with Johnny's United Shows, recently took delivery of a new 30-foot American house trailer. Mr. and Mrs. Harley Devine, of the same organization, are sporting a new Cadillac.

Edwin James, who has the Purina Rocket Ship with the King Reid Shows, info that the unit will temporarily leave the Reid midway this month to tour with a promotion on the 20th Century Fox motion picture "Rocket Men." Plans are to make stops at Cincinnati, Cleveland and Detroit. Unit will rejoin Reid June 20.

Middletown, Conn., Kiwanians last week were addressed by Dick Coleman, owner of Coleman Bros. Shows, at their luncheon meeting. Coleman described his progress in the carnival world beginning with the 1923 purchase of a used Merry-Go-Round from the late John W. Rogers for \$250. Also speaking were two Coleman employees, Les Nichols, "The Human Mocking Bird," and Capt. Sol Solomon, high diver. Solomon was introduced by a shipmate of the Korean War, Russell Ward.

Visitors to the Cetlin & Wilson Shows in its preem date at Petersburg, Va., included Jim Bergen and Howard Ramsey, of the World of Mirth Shows; Mrs. Ralph Lockett and daughter; Bert (Snooky) and Nat (Skeeter) Lorow, who visited their sister, Raynell; Cortez and Mary Edith Magid and son, Timmy, and Harvey Hudson, assistant manager of Station WLEE, Richmond, Va., who visited with show publicist Herb Pickard.

The building fund of the Regular Associated Troupers, Los Angeles, netted \$100 thru the party given Sunday (2) by Ray and Daisy Marrion and Florence Lusby at the home of the Marrions. A chicken dinner, card-playing and refreshments were topped by the performance of the Sky Devils, with the rigging set up in the yard and with Joe and Shirley Carpini and the Marrions presenting their act. As an after-act, Florence Lusby, once on the big time, went up on the rings after a lapse of 16 years and presented her old routine.

Included among those in attendance were Nancy Meyer, Lillian Russell, Joe Wick, Lilabel Williams, Mary Dewey, Eve and A. J. Scott, Emily Bailey and daughter, Yvonne; Frank, Ray and Adair Harvey; President Inez Allton, C. H. Allton and son, Ray; Dave and Emily Fredienheim; Harold and Nell Robideaux; Mora Bagby, Martha and Larry Nathan; Mae Snobar; Ernie and June Backert; Billy and Atha Williams; Edith Klatt, Mae Moore, William Lindstedt, Fred and Helen Smith, Ruth B. Woods, Rose Fitzgerald, Pete Steinkellner, Myrtle Hutt and Tillie Palmateer. Lucille Dolman assisted the hostesses and supervised the refreshments. Prizes were won by Fred Smith, Eve Scott, Shirley Carpini, Pete Steinkellner and Mae Snobar.

Frank (Overland) Murphy, who has been a patient at a veterans hospital, left his home in Los Angeles Thursday (6) for Portland, Ore. He will remain in the Oregon city for an indefinite stay. C. E. (Candy) Moore, veteran Los Angeles concessionaire, took advantage of the Frank W. Babcock United Shows community fair date in Culyer City, Calif., to set up his stand. Moore is playing the forty-miler because of the illness of Mrs. Moore.

W. P. (Steve) Stephenson left Los Angeles Tuesday (4) for 29 Palms, Calif., where he displayed the Dillinger crime car on the streets under auspices. He plans to return here to pick up his other attraction, The Lord's Last Supper. Heading East, he plans to play Colorado, Nebraska, and Kansas, returning to the West Coast in the fall.

Harry Quillen, photographer who specializes in show business pictures, is resting at his home in Monterey Park, Calif., following six weeks of intensive shooting that included the Crafts 20 Big Shows "show within-a-show" at the National Orange Show, the Clyde Beatty Circus in Los Angeles and environs and visits to the Polack Bros.' Shrine Circus at the Al Malaikah Temple, Los Angeles. Al Weber, veteran printer and treasurer of the Pacific Coast Showmen's Association, and Al Flint, PCSA executive secretary, in frequent huddles to get PCSA bulletins on and off the press to the membership.

Paul Hendricks and his assistant, Junior, are keeping the Viona Bros.' Shows well lit and Big John is getting the front gate up and down in great time, keep-

(Continued on page 53)

STERLING CROWN Shows

WANT FOR VICKSBURG, MISS.—2 SATURDAYS—STARTING MAY 15 THRU SATURDAY, MAY 22, AT FAIRGROUNDS
20 FAIRS STARTING THE LAST WEEK IN JUNE

This is one of the few shows that advertise daily with our own airplane sound equipment

CONCESSIONS

Candy Floss, Snow, Scales and Age, Novelties, Ball Games, Fish and Duck Ponds and Hanky Pank.

AGENTS

For Short Range and Slum Bumper, prefer Man and Wife. Agents for Six Cats, Count Store and Peek Stores and useful Working Help for some.

SHOWMEN

Have complete shows and transportation for Side Show, Snake and Monkey or trained Animal Show for capable Showmen. Can also place Talker for Jig Show who can handle Candy. Will book any independent Shows not conflicting.

RIDE MEN

Foreman for Tilt (Mark, answer), also for other Rides. Can use good Second Men, especially for Wheel, must drive trucks and be licensed.

TRUCK MECHANIC AND RIDE SUPERINTENDENT

Mechanic with tools who can keep fleet in shape and move same in fast time. Superintendent for Rides who can handle men and get rides up and down and manage entire back end. Must be experienced for this job.

Reply to E. L. YOUNG, Mgr.

McCOMB, MISS., UNTIL FRIDAY, MAY 14; THEN VICKSBURG, MISS., UNTIL MAY 22

WANT—PHILADELPHIA, PA., CIRCUS WEEK—WANT

MAY 24-29th

We have the only lot available. Day and Date with the Big Show.

Now selling Concession space—We have choice street locations on Erie Ave. Will place Eats, Drinks, Novelties, Legitimate Merchandise Concessions of all kinds—No exclusive at this date.

Will book Grind Shows with own equipment.

Want experienced Show Painter for balance of season.

Can always use Ride Help in all departments, top salaries.

All replies to

JOHN H. MARKS SHOWS

This Week Baltimore, Md.; Week May 17th, Erie & I Sts., Philadelphia; Then Circus Grounds

Week of May 24th

CUMBERLAND VALLEY SHOWS

Now Booking for the Opening Date, South Pittsburg, Tennessee, June 7; Then the BIG CELEBRATION,—100 YEAR CENTENNIAL at Union City, Tennessee, on the Streets in the Heart of Town, June 20 to July 3.

All legitimate concessions open except Bingo—Cookhouse and Custard.

Want Ride men on all rides who can drive Semis. Sober and reliable. Earl Coffman, Tex and wife, answer.

Will book Motordrome or any A-1 Show with own outfit. Mr. Orr, answer—new still dates.

This show has 10 office-owned rides and holds contracts for 11 bona fide county fairs. If you want to join a clean money-making show—let's hear from you.

Mr. Parker, contact us. Alto Orr wants Agents. Blackie Gonzales, answer.

Address all mail and wires to LAVOY WINTON, South Pittsburg, Tenn.

P. S. No collect wires and calls, please.

WANT CARNIVAL WANT

OR INDEPENDENT RIDES, CONCESSIONS, Etc.

THIS IS IT! FREEDOM FESTIVAL JACKSON, MICH., July 4 thru 10

5 MILLION PEOPLE WITHIN 70 MILES

The Centennial Republican Party in attendance during week. John B. Rogers Co. pageant with 1650 people in cast nightly on same grounds.

ALL—YES—ALL the V.I.P.'s will be here.

FIREWORKS each night, same area.

Contact: Manager, Centennial Headquarters, Otsego Hotel
Phone 2-7116. Jackson, Mich.

RIDE HELP WANTED

Merry-Go-Round and Whip Foremen, also First and Second Men for other Rides. Live and work in and near New York all season.

E&B AMUSEMENTS

Now playing Sterling-Oval, Clay Ave. & 165th St., Bronx, N. Y.
John A. Bass, Owner
Tel. Fieldstone 7-0457

GRAND AMERICAN SHOWS

WANT FOR IOWA EVENTS

Des Moines American Legion Festival on State Fairgrounds; Waterloo Centennial Downtown on E. Fourth St. Other events to follow.

Want Grind Shows with own equipment. Arcade, Motordrome; Side Show, will furnish top and banners; will furnish top and wagon front for Minstrel Show with Band. Want Crab, Pups, French Fries. Will make special proposition to Cookhouse. Want Hanky Panks, Scales, Age, Ducks, Glass Pitch, High Striker, Roman Targets, Want Foremen and Second Ride Help, Truck Drivers. James Regan wants Girls for Girl Revue.

L. O. WEAVER, Mgr., Ottumwa, Iowa, now

JOHNNY DENTON'S

GOLD MEDAL Shows

GIGANTIC CELEBRATION, ROCKFORD, ILL., MAY 19 thru 29

FOLLOWED BY THREE OUTSTANDING CELEBRATION DATES AND A TOP ROUTE OF FAIRS INCLUDING 14 CANADIAN AND 12 MAJOR AMERICAN FAIRS

RIDES

Caterpillar, Rocket, Fly-a-Plane, Roll-o-Plane or any other Major Ride not conflicting.

Will place following Kid Rides: Roto Whip, Swing, Boats, Tanks, Whale, Racor, Pony Cart, Trolley, Baby Merry-Go-Round.

SHOWS

Exceptional opportunity for Girl Show with own nicely framed outfit.

Monkey, Wild Life, Illusion, Midget, Hillbilly, Animal.

Can place organized Jig Show to open June 14. McAllister, contact.

CONCESSIONS

Will sell X on Long Range.

Can place Punk Racks and Bottle Ball Games.

Short Range, BB Gallery, Hanky Panks of all kind.

Novalties, Scale and Age.

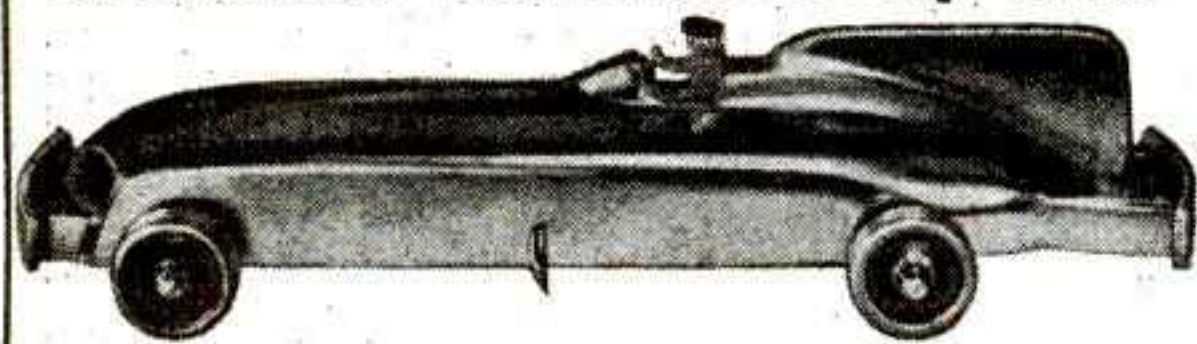
JOHNNY J. DENTON

MIDDLESBORO, KENTUCKY

CHARLES MAGID

EVANS'

Streamlined Thunderbolt Bump Racer



Supplants the ordinary raffle wheels. Can be run where wheels are not acceptable. Precision built. Brightly nickel plated ball-bearing wheels. No overhead wires. Weight 18 lbs. Complete with bumper posts.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

BLUE GRASS SHOWS

WANT

WANT

Experienced Ride Help of all kinds. Foreman for #5 Wheel, Roll-o-Plane Foreman. Also Operator for Glass House mounted on semi. All must be licensed drivers. Can place first class Show Carpenter who can make self useful other places when needed. Can place legitimate Prize-Every-Time Concessions. No semi-flat outfits wanted. All Address:

C. C. GROSCURTH
Henderson, Ky., This Week.

PAGE BROS.' SHOWS

Will book now and for the balance of the season
The best route around the atomic plant—50,000 working in this area

Hanky Panks only, Lead Gallery, Hi Striker, Arcade, Digger, China Pitch, Buckets, Swinger and other legitimate Concessions. Need one Count Store Agent. Billy Miller, answered your wire. What happened? Need Agents for Dart Store. Shorty, answer. Always use sober Ride Help. Will book Octopus, Rockoplane. Have complete outfit for organized Jig Show. Just bring the people. Have equipment for Side Show. Will book Mechanical Show or any good Grind Show. Special proposition to Live Pony Ride.
W. E. PAGE, Owner; FRANK D. BLAND, Gen. Agent; CHARLES GRIGGS, Bus. Mgr.
Portsmouth, Ohio, this week; Waverly, Ohio, next.

TRI-CITY AMUSEMENTS

WANT—FOR BALANCE OF SEASON—WANT
Opening Belleville, Mich., May 25-31. Show practically booked for season. Sand Lake for the 4th of July. Farewell for Labor Day; then Fairs to follow.

CONCESSIONS

Cookhouse open, Novelties, Jewelry, Arcade, Scales and all Hanky Panks that work for Merchandise.

SHOWS

Small Shows that can play streets. Can use Girl Show with or without own equipment.

RIDES

Will book any Ride not conflicting. No. 2 Unit opens May 26. Reasonable privilege and good treatment.

All replies to KEN SOONE, 2236 Michigan Ave. (c/o House of Stapleton), Detroit, Mich.

LOOK!

LOOK!

CONCESSIONS AND SHOWS WANTED

For the heart of Toledo's largest shopping center, Dory & Secor Roads, for two weeks, May 17 to 30, and balance of season. 50,000 free ride tickets distributed. This is not a promotion; just a good carnival date. Booked solid until October 1. This week, City Park, Morenci, Michigan. All replies to

HIAWATHA SHOWS
MORENCI, MICHIGAN

HELLER'S ACME SHOWS

Want Long and Short Range Gallery, Bingo or Operators, Custard, Coke Bottles. Can use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents. Want Foreman on Spitfire and Second Man. Want Chairplane, Kiddie Ride, Merry-Go-Round and Ferris Wheel Foremen. Also good Help. Top salaries paid. All address:

HARRY HELLER

Cedar Grove, N. Jer., this week; South River, N. Jer., next week.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW
WANT FOR TEN DAYS IN EVANSVILLE, IND., AND BIG DECORATION SPOT IN ILLINOIS TO FOLLOW

CONCESSIONS—Custard or Chocolate Dip, Ball Games, all legitimate Concessions open. Good proposition to party with four or more. Studio, Long and Short Range Gallery, French Fries and American Palmistry.

LIVE PONY RIDE
Man to handle complete Monkey Show. Have monks and all equipment. Will strengthen show for right party. Arcade or any Grind Shows. Want Fly-o-Plane Foreman and Agents for office-operated Concessions. Lloyd Burge, get in touch at once.
All replies to ART LEWIS, Gen. Mgr., Muscle Shoals Hotel, Sheffield, Ala.

THE BLUE WATER FESTIVAL

7 Days—July 12-18—Port Huron, Michigan
Want clean Educational Shows or any clean Show of merit. Concessions—Direct Sales, Demonstrators, Auction Sales, Gadgets, etc. Show lot is located uptown and space is very limited. Write or wire

F. B. WALTERS, Pres., 1625 Mansfield, Port Huron, Mich.
All others write, wire

MAJESTIC SHOWS, Atlanta, Ga.

Want—I. K. WALLACE SHOWS—Want

OPENING MAY 15, VICINITY OF RICHMOND, VA.

Want Girl Show with own equipment. Grind Shows. Robert (Polock) Salisbury, write. Can place Rides—Kiddie Rides. Want Foreman and Second Man for Wheel, Chairplane and Kiddie Autos. Curtis, Bassford, contact. Want Popcorn, Candy Apples, Floss, Bingo, Ball Games, Pitch-Till-Win, Duck and Fish Ponds, Hoop-La, Bumper, Glass Pitch. (Lewis Sound Truck, write.) (Frank Johnson, write.)

I. K. WALLACE SHOWS, c/o General Delivery, Richmond, Va.

Burr's Playtime Gets Okay Start In New England

DEDHAM, Mass., May 8.—Playtime Shows, here this week, report a satisfactory season to date. Gambling with unpredictable New England weather, the show preemed at Manchester, N. H., April 15 for a 10-day stand. April showers interfered only on three of the days and the gross topped last year's similar stand for a successful send-off.

Last week at Clinton, Mass., was also ahead of the '53 mark. General manager Ed Burr opines that the fact that tax is off has been of much help in getting increased grosses. The staff working with Burr includes Paul Patrick, general superintendent; Bob Wilson, kiddie rides; Tony Alfano and Bill Dean, Merry-Go-Round; Al Thomas and John Kenn, Ferris Wheel; Glen Crocker, Chairplane; John Morcia and George Jackson, Octopus. Phillip Deraps is electrician and Harry Roach is lot man.

Among the concessionaires are John Burr, Sam YoYos, Billy Burr, 2; John LaGasse, 3; Whitey McTegue, 2; Jacques DeGroot, 2; also Messrs. Edgerton, 2; Vancellette, 3; Childs, Whitcomb, Edmunds and Thompson.

Vivona Ahead Of 1953 for Crum Lynne

CRUM LYNNE, Pa., May 8.—Vivona Bros.' Shows pulled their best week to date here and are playing the date for a second week. Last year the second week here proved better than the first.

Show heads into New Jersey next for five weeks. The No. 2 unit opens Monday (10) in Manville, N. J., and has several good church bazaars and a firemen's celebration booked.

Business here was slow early last week but good weather broke and allowed for crowded midways and the best week of the season. Wednesday's (28) Sunset Matinee was okay and Saturday's (1) Kiddies' Matinee proved a big one.

Concessions under Danny Dell's jurisdiction all had a big week, as did Floyd Brink's kiddie rides and Mike Roman. Bobby reported Saturday (1) his best day yet for custard, and favorable grosses were reaped by Monica Bares and Tony Massielo, Girl Shows, and operators Eveline Howey and Col. Lew Alters.

This spot is doing about 20 per cent over last year. A coffee giveaway planned for Wednesday (5) and public wedding Thursday (9) were creating much interest.

Zilwaukee, Mich., Cele Contracted by Mosher

ZILWAUKEE, Mich., May 8.—Mosher Amusements have been awarded the contract to supply the midway attractions at the Zilwaukee Centennial here June 16-19. Mosher org also has been signed for the Millington (Mich.) Centennial in August, General Agent Bishop announced. Season's opening will be May 24 at Imlay City.

HALL & LEONARD SIDE SHOW WANTS

Freak to feature, Working Acts, Ticket Seller who can make second openings, Tattooer, Glass Blower, American Reader for Mitt Camp, Gladia, Frog Girl; Doc Leroy, Red Cramer, Ralph Johnson, Fances Owens, please answer. Long season of top fairs. No drunks, agitators or chasers.

WARD HALL or HARRY LEONARD
c/o World of Today Shows
Ponca City, Okla., May 12-18; then per route in Billboard.

HELP WANTED

Second Man on Tilt and on Number 5
Eli. Report at once.

Lone Star Amusements
1701 Harrison
Amarillo, Texas

WANT LOOPER FOREMAN

PREFER SEMI-DRIVER. MUST BE SOBER. GOOD SALARY AND PLEASANT WORKING CONDITIONS.

—ALSO—

FOLLOWING MEN CONTACT US AT ONCE.

Walter Charnes, contact at once. Need you for two Weeks. Also want to hear from Robert Leese, Harold Swank and Larry Wilson. Want Wheel and Rolloplane Foremen.

NEED SECOND MEN AND OTHER HELP ON ALL RIDES AT ONCE.

ALL CONTACT US IMMEDIATELY

GOODING AMUSEMENT CO.
1300 NORTON AVE.—University 1193—COLUMBUS, OHIO

ATTENTION
RIDE
MEN

SUNSET AMUSEMENT CO.

WANTS

Ball Games (none booked yet), Milk Bottles, Punk Rack; Cane or Whisky exclusives open; Custard or Ice Cream, Foot Longs and Long Range, Hanky Pank, String Game, Pitch Win, Dip, Fish Pond and Penny Pitch. Independent Shows with own equipment. Celebrations and fairs. Route on request.

Newton, Iowa, this week; Fort Dodge, Iowa, next.

P.S.: Paul Osborne, phone T. J. McCanus at once.

VIRGINIA GREATER SHOWS

Want Custard, Age and Scale, Novelty, Coke Bottle, Balloon Dart, Basketball and Photo, Pan Game and American Camp. Want Pea Pool and Under and Over Dealer. Want Side Show Manager. Have top and front up ready to go. Want Wildlife, Unborn and Monkey Show.

Salem, N. J., this week.

DUE TO ILLNESS—WILL SACRIFICE

Will sacrifice two Number 5 Eli Wheels, one 1950, other 1947, complete with transportation for each unit. 1947 Smith & Smith Chairplane, 18 ft. tower; 1952 Allan Herschell Kiddie Merry-Go-Round, used one season; Sunshine Choo-Choo Train, Dive Bomber, Airplane Rides, 1947 Aerial Comet, Ground Cable, Switches, Steel Fences, Picket Boxes, all equipment mechanically perfect. Good transportation for all Rides. 20 weeks of bona fide contracts furnished with one unit. Coming season. Earnings potential greater than asking price. Terms to reliable person. Will sell one Wheel, Chairplane or Comet separately. May consider booking any portion of units in good, established park.

S. ARTHUR ROXY, Roxy's Amusement Rides, East Aurora, N. Y. Phone 846.

RIDES WANTED—AKRON, OHIO

Need Chairplane, Roll-o-Plane, Boat Ride, Kiddie Swing, Auto Ride, Tilt or any Ride not conflicting with what we have for Akron Goodrich Tire Workers Carnival week of May 17. Don't miss this one.

RIDE HELP

Merry-Go-Round Foreman, Screw Ball Foreman, Wheel Foreman. Top wages to sober reliable Help.

A. J. SUNNY AMUSEMENTS

3006 East 130 St. Phone 14679 Cleveland 20, Ohio

HOLLY AMUSEMENT CO.

WANTS FOR
GLENNVILLE TOMATO FESTIVAL, MAY 17 TO MAY 22

35,000 ATTENDANCE LAST YEAR

Concessions: Hoop-La, Cork Gallery, Ace, Scales, any legitimate Stores.

F. HOLLINGSWORTH, MGR. ALMA, GA., THIS WEEK

BIRDS-BIRDS

Carnival Birds

- PARAKEETS
- CANARIES
- FINCHES
- and
- CAGES

CONRICK BIRD FARM

8900 South Western Ave.
Los Angeles 47, Cal.
Phone: Pleasant 8-5294
— 24 Hour Service —

MIDWAY CONFAB

Continued from page 51

ing it looking good. Morris and Babe Vivona visited the lot in Crum Lynne, Pa., with their families, and visits were also paid by personnel of the nearby Penn Premier and O. C. Buck-Model Shows.

Eddie Elkins is again readying plans for another season on the road. A little under the weather physically a year ago Eddie now reports and looks to be enjoying robust health. . . . Francis Williams, Richmond, Va., accountant for the World of Mirth Shows, was in New York last week on an annual spring visit to catch up on theater doings. While there he caught the Ringling Circus at Madison Square Garden.

Walter B. Fox, now in the advertising business at Mobile, Ala., writes that he recently purchased a collection of old-time freak photos from a Pennsylvania collector and upon looking thru the collection discovered a photo of Minnie Ha Ha, the Georgia pinhead, supposed to be the only one in existence. First showman to exhibit Minnie was Joseph G. Ferrari, who obtained her under bond from a Georgia mental institution.

Larry Schaff, secretary of Peppers' All-State Shows, cards from Flomaton, Ala., that the org had a fair week's business there on shows and rides, but that concessions did not fare so well. Show plays the Loxley, Ala., Potato Festival week of May 17, marking it's third consecutive engagement there.

Archie and Martha Wagner are temporarily located in Mobile, Ala., pending final government action on the now-shuttered Cavalcade of Amusements, which is stored in the shows' former winter quarters on Highway 45, Mobile. Several Cavalcade concessioners joined Eddie Young's Sterling Crown Shows at Biloxi, Miss., during its recent engagement there.

Allen Brewer Jr., son of Mr. and Mrs. A. S. Brewer, concessionaires on Dyer's Greater Shows, successfully underwent a second major operation for brain tumor in Baptist Hospital, Memphis, April 29. He is now recuperating at his home in Jackson, Tenn. . . . Joe Ramirez, shooting gallery operator, San Antonio, was visited by his cousin, Pvt. Pete C. Ramirez, recently. Private Ramirez hopes to move back to San Antonio this summer and become active in night club operation once more. . . . Show people seen around Jack Van Drury's Arcade Bar in San Antonio recently included Doris Knight, Albert Woods, J. W. Keiner, Dusty Rhodes, Skippy, Leo H. Kidd, Clarence Martin and Mrs. Harold Church, writes Lester Ketner.

Rita Raye and Homer Sharar visited Vivian Glass' night club at Lake Charles, La., en route to San Antonio to join Bill Chalkias on the Don Franklin No. 1 unit. Miss Raye will work the annex and Sharar the midway diner. . . . George Storti, formerly with the Dick Wilcox Shows, is in Mt. Zion Hospital, San Francisco, where he is scheduled to undergo an operation. Storti was injured by a hit-and-run driver two months ago in San Francisco. Storti, who hasn't missed a season since 1938, when he broke into the business, has booked his seals and sound truck with Andy Anderson's Rainier Shows.

CETLIN & WILSON SHOWS

11th and Pattison St., Philadelphia, Pa., May 10th to 22nd

WANT—First-class large Circus Side Show with own equipment. Will furnish wagons if required.

CAN PLACE Unborn Show, Grind Shows or any attraction of merit.

CAN PLACE Roll-o-Plane Foreman and experienced workmen in all departments. Can place Train Help.

WANT—Scrambler, Fly-o-Plane, Octopus, Spitfire, Round-Up or any Ride not conflicting. Will furnish wagons if needed.

CAN PLACE ALL LEGITIMATE MERCHANDISE HANKEY PANKS. NO EXCLUSIVES.

All Address

CETLIN & WILSON SHOWS, 11th & Pattison Street, Philadelphia, Pa.

W. R. GEREN Presents

MIGHTY

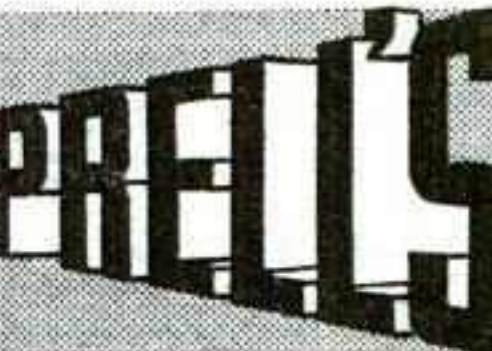
HOOSIER STATE

SHOWS

WANT: Hanky Panks, Derby, Short Range, Duck Pitch, Cigarette Pitch, Ball Games, Punks, Bottles, Cork Gallery, Basket Ball, Jewelry or what have you. Chas. Wright wants Agents for Six Cats and Buckets. Mr. Bell wants Hanky Pank Agents and Bingo Help. SHOWS: Have Girl, Mickey Mouse and Mechanical Circus, all others open, twenty-five per cent for all season. Wonderful route for Side Show, Drome and Snake Show. You must own your own outfit complete with transportation. We do not book rags; must be in keeping with one of the finest truck shows in the business. RIDE HELP: Have plenty of men; have turned away five hundred in the past four weeks. All replies wire now.

W. R. GEREN

Columbus, Indiana, Fair Grounds this week; Jeffersonville, Indiana, 10th & Wall St., May 17 to 22.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR RICHMOND, VA., BROAD STREET LOT, MAY 17-22, AND FOR BALANCE OF SEASON

American Palmistry, Derby Racer, Hanky Panks of all kinds. Long and Short Range Shooting Gallery. Will book P.C.

SHOWS

Through disappointment can use Wild Life. Want Unborn, Fat Show (Snake Show—we have complete outfit except banners). Will build any new show with merit. Want Man with Girls to operate Girl Shows, we have all equipment.

RIDES

Will book Pony Ride, Fun House, Dark Ride, Rocket.

WANT

Ride Help all departments. Semi-Divers preferred.

All Answer SAM E. PRELL, RICHMOND, VIRGINIA

CARAVELLA AMUSEMENTS

★ ★ ★ ★ PLAY THE BEST PENNSYLVANIA DATES WITH US ★ ★ ★ ★

FOR THE SUNBURY FIRE-POLICE, MAY 24-29. THIS IS NOT JUST ANOTHER STILL DATE. FIREWORKS—FREE ACTS—PARADES—BIG CELEBRATION

WANT CONCESSIONS—Bingo, Popcorn, Ball Games, Fish Pond, all legitimate Concessions.
WANT RIDES—Ferris Wheel, Merry-Go-Round, Octopus, Roll-o-Plane. Will book or buy these rides.
WANT Ride Help. First Men on Ferris Wheel, Roller Coaster, Kiddie Auto, Kiddie Train.
WANT SHOWS—Can use reliable Couple to set up and operate Unborn Show. Mechanical City, Wild Life, Side Show. Any good Show of merit.

Mickey Donahue, Motordrome, contact me at once about Sunbury, Selinsgrove Fair, Ebensburg and others. Ted Lewis, contact me at once, important.

Phone or Wire F. H. CARAVELLA, SELINGROVE, PA. Phone 3073

LAST CALL!

LAST CALL!

MILLER BROS.' AMUSEMENTS

WANTED FOR NATION'S LARGEST SPRING EVENT, 500 MILE SPEEDWAY AND OTHER CHOICE DATES TO FOLLOW

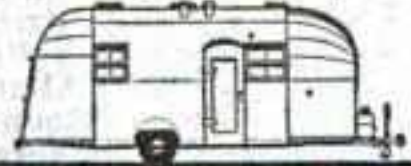
RIDES—Spitfire, Rocket, Scooter, Dark Ride, Tilt or any ride not conflicting.
SHOWS—Ten-in-One, Illusion, Snake, Monkey Motordrome, Minstrel, Iron Lung.
CONCESSIONS—Cook House, Photo, Long-Range, a few Hanky Panks, Pitchmen and Auction.

WANT AT ONCE—High Pole Act.

Now playing city parks in Indianapolis. Phone or wire

MILLER BROS.' AMUSEMENTS, 1006 Fletcher Ave., Indianapolis, Ind. Franklin 6556

TRAVEL with the greatest of ease



AIRSTREAM WORLD'S FINEST TRAVEL TRAILER

For free catalog and a good deal write Airstream Trailers: Andy Charles Jackson Center, Ohio Art Castello 1755 N. Main St., L.A., Calif.

Big State Shows Want

Concessions—Bingo, Long and Short Range Gallery, Bumper, Cigarette Shooting Gallery, Guess Your Age and Scales, Coke Bottles and any Sium Concessions. Agents for Six Cats, Buckets, Grind Shows, Pin Store, Blower and one Skillo Agent. Shows—Have Top, Banners and Snakes, need man to take charge. Will book Girl Show with own equipment, Sideshow. Want Kiddie Airplane, Train, Live Ponies or any Ride except Auto Cars. Will book any Major Ride that does not conflict with what we have. We have ten Fairs in Kansas and Oklahoma; two soldiers' paydays in Kansas.

B. M. BISHOP, Mgr. Newton, Kansas, this week.

Cunningham Expo. Show

Opening May 17-22, Middleport, Ohio. Wants Shows and Concessions. Bingo, Grub Stand, with Concessions; String Game, Coke Bottles, Addem Darts, Pitch-Till-U-Win, Hoop-La, Long or Short Range Gallery, Cork Pitch, Jewelry, Bumper, Clothes Pin Pitch, Scales, Photos, Bird Store, Darts, Balloon, Guess Age, Weight, Spindle, Rat Game, Pea Pool, Fan. What have you? Ephraim Miller, come on. Shows with own equipment. Ride Foremen who drive semi. Will book Flat Ride August 16-21; Caterpillar preferred. Address all mail: New Matamoras, Ohio.



Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder. Free. TATE'S CURIOSITY SHOP 388 E. Van Buren St. Phoenix, Ariz.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y. Open all year round. Want Freaks and Novelty Acts. State salary and all particulars in first letter.

CARNIVAL WANTED AT ONCE

Contact R. C. BRAY, Commander American Legion Appalachia, Va.

WORLD OF TODAY SHOWS

WANT FOR BIG TOPEKA, KANSAS, CENTENNIAL AND TOP ROUTE OF FAIRS AND CELEBRATIONS TO FOLLOW

SHOWS: Girls for Revue and Posing Show. Also a few more Grind and Ding Shows, Monkey, Crime, Illusion, Mickey Mouse, Jig Show with own outfit. MOTORDROME, will buy or book, good proposition. CONCESSIONS: Can place a few more Hanky Panks.

FOR SALE—DOUBLE LOOP In first-class condition, with 22 ft. Trailer.

Curley Smith wants Cookhouse Boys to come home. George Hazen, come on. Call or wire Ponca City, Okla., May 12-18; Topeka, Kans., Centennial, May 21-29; all Fairs and Celebrations to follow.

STATE FAIR SHOWS

Want quick for choice Still Dates and 14 Fairs and Celebrations, including Omaha, Nebraska (on the streets), June 19-27, and Red Oak, Iowa, July 3-5. Want Operators for office-owned Cookhouse and Bingo. All other Concessions open. Especially want Diggers, Ball Games, two Grind Shows. All Stock Concessions open, good deal to Hanky Panks. Want people for Girl Show and Side Show. Good deal to Special Agent who will work on per cent of ride gross, must have ear and be able to promote to get people on lot. FOR SALE—Parker 40 ft. Jenny, \$1500.00. 30x50 ft. Top, \$300.00. Wire or Come on: C. A. GOREE, DUNCAN, OKLA.

W.G. WADE SHOWS**BATTLE CREEK, MICH.**
6 Days—May 17 thru 22

Playing on the regular show grounds.
First in. Past proven winner.

CAN PLACE legitimate Merchandise Concessions of all kinds, also outright sales.

WANT Arcade, Drome and Snake Show.

Getting set for our annual Upper Peninsula of Michigan tour. Don't miss this excellent early and midsummer circuit in money territory.

Wire now.

W. G. WADE SHOWS

Marion, Indiana, this week.

P.S.: Following Battle Creek is Kalamazoo, Mich.

First-In Stand at Kingston Gives Continental Nifty-Gross

KINGSTON, N. Y., May 8.—A 10-day stand on the Pan-Am Field, Albany Avenue, is shaping up as a possible banner still date for the Continental Shows. The date is only the second of the season, the first having been Winsted, Conn.

Making its 13th annual appearance here, the shows opened to a 1,500 gate Thursday (29). On Friday (30) the gate increased to 2,000. On Saturday (1) more than 4,000 reportedly turned out for the kiddie matinee, and an additional 2,500 attended the night session. All units, rides, shows and concessions grossed well above expectations.

The brisk business of the opening days was attributed to heavy promotion, good weather and the fact that the show netted the cream of a first-in date.

Weather Catches Up

Bad weather, rain and cold

caught up with the show Monday and Tuesday (3-4) but a clearing by mid-week had the personnel looking for a repetition of the good business chalked up on the opening days. A fireworks display last night and a second kiddie matinee today are expected to jam the grounds. About 500 orphans were paraded by the show management Wednesday afternoon (5).

The show grew to full strength here with the addition of concessions, three rides and one girl show. The rides now total nine.

The shows include Carol Miller's Animal Circus, with Mrs. Miller handling tickets, and Mr. and Mrs. Bill Litchfield inside; Alvin Strombell's Girl Show and Mr. and Mrs. Ralph Ryder's Mickey Girl Show.

Rides Listed

Rides include Horace Britt's Roller Coaster, Whip and Boat Ride; Kiddie Auto, Walter Ledue, foreman; Merry-Go-Round, Conrad Gennetti, foreman, and Tex Lavalley, second man; Ferris Wheel, John Fallato, foreman, and Jim De Wolfe, second man; Tilt-A-Whirl, Frank Forrest, foreman, and Roland Soucier, second man, and Paul Letour; Sky Fighter and Chairplane, Johnny Saunders, foreman, and Leo Falato, second man.

Concessionaires include Leo Litchfield, 8; Carl Leonard, bottles; Mrs. Pauline Durgin, cats; Sherman Lucious, scales; Sophie Lelund, duck pond; Terry Tilton, pitch; Earle Paquetta, darts; William Gross, 1; cookhouse and darts worked by Mrs. Goss, Arthur Bancourt, Cookie Freeman and Eddie Lafleur; bingo, owned by Danny Grosso and managed by Jack Martinus, with Lebrun, Emery and Jones and Mrs. Martinus as checker; Ms. Jackie Ducette, novelties.

Also Whitey Brown, darts, with agent, Framingham Red; Smiley's Enterprises, 2, long-range and glass pitch, with agents Leo Shivy, Mike Ballas, James Bourrelli; Ara, the Popcorn King; French fries, Vangel Ballas and Ann Babrue; Jack (Bollivar) Remillard, 2, cork gun and Coke bottles, with Shorty; Duncan Fairlie, basketball, with Mrs. Fairlie; Jack Hannigan and son, James, bowling; Mr. and Mrs. Larry Miller, palmistry; Mrs. Paul LaCross, 2, two ball games and photos, with Richard Morlock and Richard Martin; John Pals, pitch block; Mrs. Julia Champagne, candy floss; Mrs. Marie Scott, 2, duck pond, pitch-till-you-win and bowling alley, with R. Marshall, manager, and Floyd Conrad, agent; Johnny Saunders, balloon darts, with Mrs. Saunders; Vincent Iroll, Coke ring pitch, with Angie; Mr. and Mrs. William Durgin and daughter, Deborah Jean, duck pond; Whitey, pitch and pennies.

Staff: Roland Champagne, general manager; Paul LaCross, general agent and publicity; Fred Fritz, bookkeeper; Doris Fritz, secretary. The office staff remains the same as in the past, with the exception of Mrs. LaCross, who has taken over the duties of Fred Perkins, who is no longer connected with the show.

Frenchy Ducette is electrician; Frank Forrest, ride superintendent; Johnny Saunders, mechanic and transportation manager, and John Kinsey, sound truck, mail and The Billboard.

FROM THE LOTS**Harold Raley**

EUTAWVILLE, S. C., May 8.—Weather has been favorable and rides and shows have been doing fair business. Owner Harold Raley has added a new light plant and Spitfire. Euclid Howell is concession manager and Ronnie Cline electrician. Concessionaires include Mr. and Mrs. Red Jernigan, cookhouse; Oscar White, Tick Tock, Roy Beatty, Ace Eagle, Mr. and Mrs. Boyce, Mr. and Mrs. Mansfield, Mr. and Mrs. Larry Horne, Pete Cobler, Herschell Beatty, Mendelson, Tom Price, Frank Dickerson; Lee Jones, under and over, and Mrs. Howell, fish bowl. In the ride line-up are Bill Madden, Spitfire; Fred Burns, Merry-Go-Round; Fred Davis, Ferris Wheel; Lance Chessnee, Chairplane, and Albert Small, kiddie ride.

United Amusement

PROVIDENCE, R. I., May 8.—Opening was big here, altho two nights were lost to rain. Rides and concessions reported good business thru the remainder of the engagement. The show had eight rides, operated for 15 and 20 cents; 30 concessions and a Motor-drome owned by William Boudreau.

Concessionaires included Mr. and Mrs. Al Palmer, ball game and pitch till you win; Mr. and Mrs. Gerald Barker, French fries; Mr. and Mrs. Lawrence Barker, long range; Mr. and Mrs. John Linstram, popcorn and apples;

CLUB ACTIVITIES**National Showmen's Association**

317 West 56th Street, New York

Ladies' Auxiliary

President Margaret McKee turned the evening into a "Christmas in April" affair, presenting orchids to Florence Van Raalte, our British member; Lydia Nall and Ann Brown. Mrs. Van Raalte sails on the S. S. Queen Mary June 9 for England. She made a generous donation to the club fund. Lydia Nall is moving to Fort Pierce, Fla. President McKee and her daughter, Mrs. Jane Tubis, donated the refreshments.

The absence of Mrs. Bess Hamid, due to the death of her brother-in-law, Sam Hamid, was regretfully noted. Anita Goldie and her husband, Johnny Pineapple, opened May 2 at the Roney Plaza Hotel, Miami Beach, Fla. Sylvia Stern was honored May 8 with a testimonial luncheon by the Sonia Aid, Inc., at the Carrousel restaurant, the Bronx. The dark horse was won by Midge Cohen.

Miami Showmen's Association

1799 N.W. 28th Street, Miami

Ladies Auxiliary

The card party of April 21 was given in the clubrooms by Pearl Shultz and Rebecca Castle, with 65 members and friends attending. The cake was won by Mrs. A. Feinberg and brought in \$11.20. Prizes were won by the following: Mrs. Middleman, Mrs. Ida Cannaster, Mrs. Martha Naty, Mickey Hawkins, Lucille Leonardson, Frances Mesman, Rita Buzzella and Lillian Reiley.

The April 28 party was given by Pearl Shultz and Bea Trusdale, with an attendance of 35. The cake, won by Irene Moore, brought in \$14.75. A donation of \$5 was given by Mrs. Castle. Prize winners included Florence Badanas, Mae Nelson, Irene Moore, Evelyn Boothe, Mamie Willis and Mrs. DeBruin. Irene Moore and Eva Daniels will be the hostesses at the next party.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, May 8.—With the shows wintering in this area on the road, the club waived its regular Monday night (3) meeting. The board of governors met, however, and set a 4 p.m. session next Monday (10) to discuss the handling of the lease on its property.

While a number of the members turned up, they enjoyed an informal evening in the clubrooms when it was learned there would be no membership session. Among those visiting the clubrooms at the time were Ted LeFors, Joe Mead, Clarence Allton, J. Ed Brown, Candy Moore, Lee Garland, James Wolff, Joe Metcalf, Harry Quillen, Jack Venick, Butch Cohen, W. P. Stephenson, Dave Friedenheim, Andy Carson, Ed Kennedy, Ernest (Dutch) McCarthy, and Sam Coomas.

An application for membership was filed by Carl Land, with J. Ed Brown and Joe Metcalf signing as sponsors. Harry LaMack was on the door as official greeter and Ben Beno was on the job as the custodian.

Ladies' Auxiliary

LOS ANGELES, May 8.—Attendance at recent meetings has been big, tho many members have left for the road. Past Presidents

John Mack, count store; the Sweeneys, flasher bear block; Mr. and Mrs. James R. Shipman, fish pond; Mr. and Mrs. A. R. Doyle and sons, dart store, ball games; Raymond Racine, balloon dart, cig cork; Mr. and Mrs. Hebert, cig block; Frank Pacia, Coca-Cola; Mr. and Mrs. Ted Miner, duck pond; Mr. and Mrs. Arthur April, grab, plush wheel, Coca-Cola percentage, and bingo, and Mr. and Mrs. Homer Vanpelt, buckets, slum cork, pitch till you win.

Ride owners are Art Doyle, pony ring, train, bomber; Arthur April, Merry-Go-Round, Ferris Wheel, Whip and swings; and Raymond Racine, Kiddie Auto.

Show featured the Saturnes, sway pole, as free act. It is routed thru Rhode Island, Massachusetts, New Hampshire and Connecticut, and is owned and operated by Mr. and Mrs. April.

Betty G. Coe and Grace Merkel, making their last appearance before taking to the road, shared the chair at the last meeting. Rose Rosard was in attendance after a long absence due to the serious illness of her husband, Ray, and Liza B. Matthews was on hand after an extended absence caused by illness.

Recent meeting visitors included Mrs. Grace Goss, Nan Martone, Mrs. Nevers and Connie Smith. Members reported on the sick list were Estelle Wampler, Martha Reilly and Ann Doolan, the latter improving but still confined at home. Ethel Krug, past president, is seriously ill at Metropolitan Hospital following a stroke. She is not permitted to receive visitors but cards may be sent to her.

A canasta-bingo dinner will be held in the clubrooms Monday, May 24, with Julia Smith, Mabel Brown, Peggy Forstall, Rose Rosard, Emily Bailey, Ruth Wolff Woods, Blanche Henderson, Norma Burke and Secretary Madison Hopes as hostesses. Dinner will be served at 6 p.m. for members and their husbands.

Prizes have been donated by the hostesses and also by Gwen and May Mortenson, Elsie Sheldon, Liza B. Matthews, Helen Vaughn, Clara Little, Thora Rickard, Marie Tait, Trudi Di Saniti, Sally Flint, Jeannette Roth, Anna Metcalf, Raibernard, Margaret Farmer and Lillian Schue. Articles for the bazaar have been donated by Esther Carley, Clara Little, Thora Rickard, Peggy Forstall, Marie Tait, Babe Gardner and Estelle Hanscomb.

Next meeting will be Monday, May 17.

WANT AGENTS

For the following Concessions: Bowling Alley, Six Cats, Cork Gallery, Razzles, Milk Cans, Pea Pool, Pitch Till U Win.

S. B. WEINTROUB

Care Star Amusement Co., Lake City, Ark., Strawberry Festival, this week; next week, Marshall, Ark.

FOR SALE THE ONLY RUSSIAN CAR IN THE U. S. A.

Smuggled from behind the Iron Curtain. M-20 Pobeda in excellent physical and running condition. U. S. Government knows of this car. Attracts large crowds; has no competition. Bookings available thru Auto Shows, Auto Motoramas, Motorboat and Sportsman Shows, Carnivals, Fairs, etc. Now on tour. Potential gross earnings \$30,000 to \$50,000 per year. Will sell to highest bidder. Mail or wire your bid to

ISAAC F. WHITE

3 Oxford Circle Norristown, Pa.

WANTED

Snake Show Operator and Monkey Show Operator, or party to operate both Shows. Good opportunity for Man and Wife capable and willing to operate both Shows.

Thomas Joyland Shows

Per Route

Liberty United Shows**WANT WANT WANT**

Show opened Saturday. Need all Hanky Panks. Everything open. Routed thru Mo., Ark. and Texas. Positively out till the snow flies. Committee: Have a few open dates. Contact now. Need Wheel and Loop Foreman and Useful Show People. Harry and Lulu, come on. Conn. can use your Concessions. Privilege \$15.50 straight thru. Call Jimmy Nolin, La Belle, Mo., until May 15; Edina, Mo., May 17-22. Hotsy Glowacky's Agents, contact now. JIMMY NOLIN, Mgr.

HOTSY GLOWACKY, Conc. Mgr.

FOR SALE—SACRIFICE

22x54 ft. Indiana style Cookhouse fully equipped. Top and side wall used one season. 1940 1 1/2 ton Ford Truck has 1953 Mercury motor, 4 new 700x20 10 ply tires, 20 cubic ft. deep freeze. For details and information contact

MRS. H. E. NEWBURY

2137 White Ave. Indianapolis 2, Ind.

PARADA SHOWS

Bristow, Okla., this week; Sapulpa, 17-22; Shawnee, 24-29; Cushing, 31-June 5; Collinsville, 7-12; then the big Centennial, Marionville, Mo., 17-18-19-20, incl.; Buffalo Reunion, 24-25-26; two big 4th of July's to follow. Want Concessions, Shows, Ride Help, Ticket Sellers, Agents.

All Reply:

H. C. Swisher

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"
PLAYING TOWNS WITH PAYROLLS AND ALWAYS FIRST IN MADISON, TENN., NEXT WEEK

CONCESSIONS WANTED—Glass Pitch, Scales and Age, Basketball, Hi-Striker, Cork Gallery (Armstrong, contact), Milk Bottles, Jewelry, Dart Games, Bumpers, Hoop-La, French Fries and Short Range.

SHOWS WANTED—Monkey, Wild Life or Illusion.

ATTENTION, PLEASE—Thacker, please contact L. H. Hardin.
All replies to John Portemont, Lawrenceburg, Tenn.

JIMMY ACKLEY

Wants for Ten Big Money-Making Days at Scalp Level, Pa., May 19-29
Good route of Still Dates and 15 large Fairs to follow

Agents for all Hanky Panks, Age & Scales, Cigarette Block Pitch, Beat the Dealer, Buckets, Razzle, Roll-down, Skillo and Pin Store. Ernie, Pin Store open, come on. I hold exclusive rights on midway. NOTICE—Nello (Red) Peeling, Paul Baker, Bossy and all agents who have worked for me, come on. "Six Cat" Fingers wants his old help.

Contact George Clyde Smith Shows, P. O. Box 521, Cumberland, Md., or Jimmy Ackley, Bus. Mgr., c/o Western Union, Martinsville, Va., May 10-16

SOUTHERN VALLEY SHOWS

WANT FOR PROVEN ROUTE OF GOOD STILL DATES. (COTTON CHOPPING IN FULL SWING NOW.) 12 FAIRS AND CELEBRATIONS TO FOLLOW.

CONCESSIONS: Especially want Fish and Duck Ponds, Six Cats, Slum Blower, Scales and Age, Bumper, Balloon Darts, Custard, Long and Short Range, Set joints (open), Hoop-La, Bear Pitch, Hit and Miss, Milk Bottles, Buckets, Cigarette Pitch, Cork Gallery. Can place Agents for Grid Stores. SHOWS: Will book Shows with own outfits. Want Colored Entertainers for Minstrel Show. Will book Girl Show. RIDES: Can place Chairplane for season. HELP: Can use General Carnival Help in all lines.

Contact EDDIE MORAN, Mgr., SOUTHERN VALLEY SHOWS
Sheridan, Ark., this week; then per route.

PAN AMERICAN SHOWS

Want Operators for Snake Show and Animal Show. Want Foremen for Merry-Go-Round and Chairplane. Ride Help on all Rides who drive trucks. Opening for Photos, Lead Gallery and Hanky Panks of all kinds. Want capable Electrician to join at once.

SHEPHERDSVILLE, KY., THIS WEEK.

WANT KIDDIE RIDES AND MERRY-GO-ROUND

Also strictly legitimate Concessions of all kinds for regular season. Opening May 20, Indian Head, Md. Big naval base and civilian pay, then Quantico Marine Base.

Wire Western Union, Maxton, N. C.

BARNEY TASSELL SHOWS

P.S.: Can use Foreman for Ferris Wheel and Bingo Caller.

GREAT WALLACE SHOWS

Want flashy Bingo for season, good proposition. Will sell exclusive on Photos, Hi-Striker, Buckets, Six Cats, Swinger and any other Concessions. Can always use good Ride Help who drive semis. Johnny Wilson, come on; I answered your wire. Have complete Minstrel Show, need manager with performers. E. H. Rucker, come on. Will book Kiddie Cars, Train Ride, Live Ponies and Octopus. Very low percentage.

All answer to Al Wallace, Richlands, Va., this week

ROYAL MIDWEST SHOWS

AMERICAN LEGION SPRING FESTIVAL, CHARLESTOWN, IND., MAY 17-22

Can place Stock Concessions of all kinds, privilege \$20. Photos, Hi-Striker, Long and Short Range. Want Pony Ride. Need Manager for Athletic Show.

ROXIE HARRIS, Austin, Ind.

CARL D. FERRIS SHOWS

May 17—Titusville, Pa.—May 22

WANT RIDES—Merry-Go-Round and any non-conflicting Rides. CONCESSIONS—Hanky Panks, Ball Games, Jewelry, Custard. SHOWS—Wild Life, Snake Show, Monkey Show, Penny Arcade, Girl Show or any Grind Shows. All answers to WESTERN UNION, ALTOONA, PA.

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

Carnival Routes

Continued from page 44

Gooding Am. Co., No. 4: (140th & Triskett) Cleveland.

Gooding Am. Co., No. 5: (Russell & High St.) Columbus, O.

Gooding Am. Co., No. 6: Weirton, W. Va.

Gooding Am. Co., No. 7: Steubenville, O.

Gooding Am. Co., No. 8: (Mount Vernon & St. Clair) Columbus, O.

Grand American: Ottumwa, Ia.

Great Southern Expo.: Port Arthur, Tex.

Great Wallace: Richland, Va.

Greater Dixieland Expo.: Durant, Okla.; Pauls Valley 17-22.

Hale's Shows of Tomorrow: Kansas City, Kan.

Hannum, Morris: Lebanon, Pa.; Harrisburg 17-22.

Happy Attrs.: Warren, O.; Alliance 17-22.

Heller's Acme: Cedar Grove, N. J.; South River 17-22.

Heiman's United: (Fair) Natchitoches, La.

Heth, L. J.: North Birmingham, Ala.

H&M Am.: Dalsytown, Pa.

Holly Am.: Alma, Ga.; Glennville 17-22.

Hottle, Buff, No. 1: Effingham, Ill.

Hottle, Buff, No. 2: Hammond, La.

Howard Bros.: Piquette, O.

Hugo's Novelty Expo.: Sunflower, Kan.; Kansas City 18-29.

Ideal Rides: Indianapolis.

Imperial: Niles, Mich. 10-22.

Interstate: Franklin, Tenn.

Johnny's United: Lawrenceburg, Tenn.; Madison 17-22.

Liberty United: La Belle, Mo.; Edina 17-22.

Loader Am. Co.: Charleston, W. Va.

Manning, Ross: Poughkeepsie, N. Y.

Marks, John H.: Baltimore; Philadelphia 17-22.

McKenna's Rides & Am.: Winneconne, Wis. 11-17; Stevens Point 18-23.

Merriman's Midway: Webster City, La.; Marshalltown 17-23.

Metropolitan: Sheffield, Ala.

Midway of Mirth: Bethalto, Ill.

Midway of Fun: Pleasanton, Tex.

Mighty Hoop: State, Columbia, Ind.; 110th & Wall St.; Jeffersonville 17-22.

Mighty Page: Martinsville, Va.

Miller Bros. Amusements: Indianapolis, Ind.

Mulliken Bros.: Wrightsville, Ga.; Statesboro 17-22.

Missouri Valley: Ironton, Mo.

Moore's Modern: Okmulgee, Okla.

Motor State: Rochester, Mich.; Corunna 17-22.

Mullins' Royal Pine: Waterville, Me.

New England Am.: East Pepperell, Mass.

Nolan Am. Co.: Lancaster, O.

Norton's Rides: Perryton, Tex., 13-15.

Page Bros.: Portsmouth, O.; Waverly 17-23.

Palmetto Expo.: Greensboro, N. C.

Pan American: Shepherdsville, Ky.

Pan American Am.: (Fair) Huntington, Calif.; Burbank 19-25.

Parada: Bristow, Okla.; Sapulpa 17-22; Shawnee 24-29.

Penn Premier: Perth Amboy, N. J.; Washington 17-22.

Playtime: Quincy, Mass.; Natick 17-22.

Powelson Greater: Bellaire, O.; Follansbee, W. Va., 17-22.

Prell's Broadway: Richmond, Va., 17-21.

Quaker City: Runnemed, N. J.

Rainer: Spokane, Wash.; Granger 17-22.

Raley, Harold: Marion, S. C.

Reid, King: Glens Falls, N. Y.

Rockwell Outdoor Am.: Mankato, Kan., 10-12; Hastings, Neb., 15-22.

Rose City Rides: St. Marys, Mo., 11-18.

Royal American: Memphis.

Royal Expo.: Biscoe, N. C.; Marion, Va., 17-22.

Royal Midwest: Austin, Ind.; Charleston 17-22.

Sagasse Am., No. 1: North Andover, Mass.

Schafer's Just for Fun: Texarkana, Ark.

Shan Bros.: Payetteville, Tenn.; Corinth, Miss., 16-22.

Siebrand Bros.: Santa Fe, N. M.

Smith, George Clyde: Scalp Level, Pa., 19-28.

Snapp Greater: Independence, Mo.; Jefferson City 17-22.

Southern Valley: Sheridan, Ark.

Star Am. Co.: Lake City, Ark.; Marshall 17-22.

State Fair: Duncan, Okla.

Stephens, C. A.: Douglas, Ga.

Sterling Crown: McComb, Miss.; Vicksburg 17-22.

Strates, James E.: Upper Darby, Pa.

Strong's Am.: Madill, Okla.; Konawa 17-21.

Sunset Am. Co.: Newton, Ia.; Ft. Dodge 17-22.

Tassell, Barney: Maxton, N. C.

Tatham Bros.: Virden, Ill.; Vandalia 17-22.

Tennessee Valley: Portland, Tenn.

Thomas Joyland: Beckley, Va.

Tidwell, T. J.: Artesia, N. M.

Tivoli Expo.: Kansas City, Kan.; Marshall 17-22.

United Expo.: Charleston, Ill.

United States: Chilhowie, Va.

Van Billard: Easton, Md., 13-22.

Venditto Bros.: Providence, R. I., 17-23.

Veterans' United: Litchfield, Minn., 17-22.

Victory Expo.: Enid, Okla.

Virginia Greater: Salem, N. J.; Robeling 17-22.

Vivona Bros.: Dover, N. J.

Volunteer: Lafayette, Tenn.

Wade, W. G.: Marion, Ind.; Battle Creek, Mich., 17-22; Kalamazoo 24-29.

Wallace Bros.: Memphis.

West Coast: Oroville, Calif., Chico 17-23.

West Coast Expo.: Seaside, Calif., 11-16; Angels Camp 18-23.

Wilson Famous: Canton, Ill.; Chillicothe 17-22.

Wolf: Burlington, Ia., 17-22.

Wolfe Am. Co.: Westover, Va.

World of Pleasure: Lima, O., 18-22.

World of Today: Ponca City, Okla., 12-18.



TEXARKANA, ARK., This Week; HANNIBAL, MO.; MADISON, ILL. (Near East St. Louis); GARY, IND. (at Armory Lot for 2 Weeks), and Other Dates Around Gary—With a Million and a Half Payday Every Week Around Gary.

BIG 4TH OF JULY CELEBRATION, LA PORTE, IND.

WANT CONCESSIONS Can place Concessions that work strictly for stock. (No flat joints.) Also want Cookhouse and Bingo.

WANT SHOWS Will book Grind Shows with own equipment. Also want Acts for Peek Show.

WANT JOHN FRANCIS WANTS MAN FOR SNOW CONES, FRAME-UP READY.

We have 14 bona fide Fairs starting last of July in Wisconsin, Oklahoma and Texas.

ADDRESS: TEXARKANA, ARK., NOW; THEN PER ROUTE.

PENN PREMIER SHOWS

worlds • cleanest • midway

CONCESSIONS Can place Age and Scale, Hats, Novelties, Glass Pitch, Fish Ponds, Ball Games, Hi-Striker, Derby Racers, Short Range Gallery, Photo Gallery or any legitimate Concessions.

SHOWS Can place good Geek at once for Snake Show. Can place any Show not conflicting with what we have. Charlie Zerm can place good Working Acts in Circus Side Show. Can also place Annex Attraction. No drunks tolerated. Frankie Texano can place Girls for Girl Show, experience not necessary. Salaries guaranteed from office. Can also place good Arcade. A real proposition.

RIDES Can place Little Dipper, Caterpillar or Spitfire Ride.

HELP Can always make room for sober, reliable Ride Men who drive semis.

Address all mail and wires to **Lloyd D. Serfass, Penn Premier Shows** Perth Amboy, N. J., this week; followed by Washington, N. J.

Address all phone calls to **Harry (Buster) Westbrook, Bus. Mgr.** Essex House, Newark, N. J.

MORE and MORE

Show People, Ride Operators, Concessionaires and Parks . . .

Are Placing Their Insurance Coverage with M. J. (MIKE) Law Because:

- A. Nationwide Claim Service
- B. Fair Rates
- C. Over 32 Years of Insurance Experience
- D. Mail Inquiries Answered on Same Day Received

Write, phone or wire for details for all your insurance requirements.

Rides—Trucks—Autos
LAW BROTHERS
INSURANCE AGENCY
Room 1043
135 S. LaSalle St.
Chicago 2, Illinois
Phone: Financial 4-1210
Financial 4-1217

IRENE BURTON
VIRGINIA SHARPE

Please contact me
King Reid
Glens Falls, N. Y.

WANT

Hanky Panks, \$15.00. Bingo for balance of season. Spitfire Foreman. Show Mechanic with own tools. Shows with own equipment. Wire

F. C. BOGLE SHOWS
Herington, Kansas

OPENING MAY 24

IMLAY CITY, MICH.
Can use the following Concessions—Ball Games, Hi-Striker, Short Range Gallery, French Fries, Balloon Darts, Coke Bottles, Age and Weight and Glass Pitch. (Snake Show Flannigan, get in touch with Slim Bishop.) Can use Side Show with transportation. We are not in the real estate business and have no flats.
MOSHER AMUSEMENTS
915 Scott Ave. Port Huron, Mich.

DUE TO STROKE

Forced to sell Monkey Circus, 21x42-R-1. 90-F. W. M. faced Center Top, 8 ft. Walls, 3 Center Poles, Side Poles, stakes used one season. Pipe, Banner Line, 3 8x10 Banners, Ticket Box, P.A. Set, Lights, 2 Ringtails, 2 Rhesus, cages, complete set of props. Monks, routine, 18 acts. First class shape, no junk; complete, ready to go. Come and get it—\$600 cash. Jack Sears, 4179-L St., Omaha, Neb.

WANTED RIDES

For amusement park 12 miles from Philadelphia. Opening May 22 and running to September 18. All Major and Kiddie Rides. We want 25% of gross receipts. Wire or phone

DOC IRVING
313 Roosevelt Blvd., Philadelphia, Pa.
Phone: CUMBERLAND 9-3225

Pizza Pie

Continued from page 43

them their spices, sauce and other items required for the pie mix that covers the crust.

"We buy everything from the one firm," Dyer adds. "This pays off since it makes us a major customer and earns us good service."

The system also pays off in profits, since by using a prepared crust the concessionaires are not concerned with the use of flour and the work of kneading the crusts. Their four attendants—two on slack days—concoct the mix, slap it on the crusts, and pop the pies into the ovens for finish-baking. Ducts draw out and expell most of the cooking odors.

Stand 3 Years Old
Originally a Neapolitan delicacy, the pies have developed a large popularity in the New York metropolitan area. Owner Irving Rosenthal of Palisades consented three years ago to the installation of the pizza stand, and it went over immediately, Dyer says.

Cramer & Dyer sell slices of pizza which cannot be classed as large, but their mixture is a rich one and slices go at 20 cents apiece. The smaller slices result in greater volume as well as a cleaner midway, since they are more apt to be entirely consumed by customers and not discarded on the grounds. Narrower pieces also lend themselves better to a grab operation, eliminating the need for tables and chairs.

Dyer has been at the park since around the turn of the century. He was originally a stockholder in the funspot, long before the Rosenthal brothers acquired it. He and Cramer run numerous food and drink stands there and the pizza location is the on-ly one in the park.

Also sold by the partners at one location is Italian sausage, which is made locally. This is a highly specialized item and shows no signs of becoming a major concession item.

Smith Rides

Continued from page 50

the other for a Jap P-T boat. New tops for the shows have been purchased. A complete new office, mounted on a low tandem trailer, was completed.

William Dean, a winter-long visitor here, left recently to join Playtime Shows in New England. Jimmy Fay was a visitor for three weeks, then left to join Mrs. Fay and their daughter, Joan, who are with Leola's Side Show on the Ross Manning Shows. Mr. and Mrs. Jimmy Paget also visited for a few days en route to join a show.

BEN GLOSSER

WANTS

Agents for Bucket Store (Jack Gates, Curley, Charlie Poole, contact me).

Address:

c/o Blue Grass Shows
Henderson, Ky., this week

PALMETTO EXPO. SHOWS

Want Photo. Positively no gypsies. Can place Ride Help on all Rides.

All replies to

MILTON McNEACE
Greensboro, N. C.

FOR SALE OR LEASE

Pamahaska's famous Cockatoos. The original act. Large White Birds, also one Rhesus Monkey, works riding pony, jumps bridge; gentle, perfect. I am retiring, worked since 1882.

PROF. PAMAHASKA
3804 N. 24th St., Philadelphia 46, Pa.
Tel. Sagemore 2-5534

HARRY LAMON

WANTS

Agents for Count and Peek Store. 10 Fairs starting early July. Wire or call c/o Earle Hotel, Houston, Tex.

THANK YOU

Dr. U. B. Hine

Indianapolis, Ind.
head committeeman of Mills Bros. Circus, for your new Buick purchase.

"Save money with Johnny."

JOHNNY CANOLE

Altoona, Pa.
Phones 9347 and 3-0003

BRONZE AMERICAN EXPOSITION

Wants

Concessions and Shows. Playing colored lots, big cities. Wire or write
H. A. THOMAS
505 4th Ave. No. Nashville, Tenn.

TOP LOCATION

on boardwalk for Major Ride, four months, same as fairs. You can't miss here. Will lease, book or buy. What have you? Wire or telephone. Address:

TURNER SCOTT

120 North Grandview Avenue
Daytona Beach, Florida

ATTENTION PICNIC AND CELEBRATION CHAIRMEN

I still have a few open dates, including Labor Day, with 3 beautiful Kiddie Rides. Please contact:

GEORGE W. BOSS

347 Highland Ave. Detroit, Wis.

BICENTENNIAL INDUSTRIAL EXPOSITION

Depicting 200 Years of Progress of the City of Cranston, Rhode Island. Exposition to be held in the Municipal Stadium. Free gate! May 28 thru June 5. Pre-estimate attendance, 200,000. 2 Kids' Days, 1 Sunday, Memorial Day.

9 DAYS AND NIGHTS

LAST CALL LAST CALL LAST CALL
We still have a limited amount of space on the midway for Carnival and Fair Concessions and Shows. Open midway, come on. Especially want high-class Cook House and Sit-Down Grab. P.S.: We have to feed Boy Scout Encampment, National Guard, Atomic Energy Field Display, Industrial Exhibitors, etc. Lot will be laid out Monday, May 24.

Come on, open midway; we will place you. Pitchmen, Demonstrators, Seat Butchers, come on. Get your spring bank roll here. Spot boosted and sponsored by the city of Cranston, Chamber of Commerce, P.T.A. and State of Rhode Island. Mail address:

ARTHUR J. APRIL, General Mgr.

UNITED AMUSEMENT SHOWS
19 WOODLAND STREET PAWTUCKET, R. I.

WANT

WHEEL AND ROLLOPLANE FOREMEN

CAN ALSO PLACE SECOND MEN
No drunks or tourists

CENTRAL STATES SHOWS

Hays, Kansas, May 10 to 15

WILLIAM T. COLLINS SHOWS

NOW SHOWING—78TH & CHICAGO, MINNEAPOLIS, MINN.—UNTIL MAY 28

WANT

WANT

RIDE HELP: Foremen for Caterpillar, Octopus, Roll-o-Plane and Fly-o-Plane. Can place Second Men on all Rides, prefer semi drivers that have chauffeurs' licenses. Want Man to handle Front Entrance Arch and Light Towers. CONCESSIONS: Can place a few more Hanky Panks or legitimate Concessions. SHOWS: Want Grind Shows, Wild Life, Monkey Show, Mechanical City, Mickey Mouse or any Show of merit. RIDES: Due to disappointment can place complete set of Kiddie Rides. Will book or buy Dipper or Coaster Ride; will book Spitfire and Looper. All replies to

WILLIAM T. COLLINS, Mgr.

801 E. 78TH STREET MINNEAPOLIS, MINN.

GOLD BOND SHOWS

WANT

WANT

WANT

CONCESSIONS: Hanky Panks only. Jewelry Sales, Jewelry Spindle, Age and Weight, Fish Bowl, Cigarette Gallery, Bowling Alley. SHOWS: Wild Life, Mechanical, 10-in-1, Snake. Can furnish complete equipment for 5-in-1.

All replies **MICKEY STARK, Mgr.**

Creve Coeur, Ill., May 7 thru 15. (No Phone Calls.)

BEAM'S ATTRACTIONS

Spring Festival, Portage, Pa., next week

Want Operator for Snake Show and Animal Show. Want Foremen for Merry-Operator for French Fries. Concession Agents, couples desired. Second Men for Rides who drive. Book Long Range Gallery. Contact

Beam's Attractions, Dunsmuir, Pa., this week.

HELL'S BELLES

NOW IN OPERATION ON LONG BEACH PIKE

No. 2 Unit opens June 20. Will play solid route of Fairs from June to November. Best in the West, including Vancouver, Pomona and Dallas.

Need at once several Young Ladies (18 to 35 yrs. old) to work in illusions. No experience necessary but must have nice appearance and good character. Also can place three Men who can drive large trucks and sell tickets or do routine work around Illusion Show. Excellent opportunity for young men or women with fair education who can learn to lecture or talk on Illusion Show. We teach you if you have ability and character. Character is essential, we will not tolerate any drinking, stealing or immoral conduct. Top salaries every week. No lay-offs. Good transportation. Best of treatment if you are right. Can place after June 20 Magician who is good entertainer and pitchman. Jack Fallis, Ernie Owens, Theo. Pennington and Vi, answer.

A. W. McASKILL

Box 306, Seal Beach, California. Wires to 156 W. Pike, Long Beach, California.

JAMES H. DREW SHOWS

Gallipolis, Ohio, Week May 17th

Can place Bingo to join next week. Must be framed to work in line up. (NOTE: Myrick, answer.)
Can place Arcade, Long Range and other legitimate Concessions.

Can place any Grind Show. Need Snake, Monkey, Animal or Wildlife. All address this week.

JAMES H. DREW SHOWS

c/o Western Union, Huntington, W. Va.

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORCIRCLES, SHOW TENTS
ANYTHING IN CANVAS
Manufacturing Show Canvas for Over Fifty Years.
Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Thomas Joyland Shows

Want Agents for Hanky Panks, Buckets and Swingers. Agents for Peek and Count Stores, also P. C. Dealers. Contact

GEO. BARTLEY

c/o Thomas Joyland Shows, Beckley, W. Va., this week.

DOUG ELLIS RIDES, SHOWS AND CONCESSIONS

CINCINNATI, OHIO

WANT

CONCESSIONS—Hanky Panks, Hi-Striker, Country Store, Photos. What have you? SHOWS—Can use any except Girl. Any Major Rides not conflicting. Come in where the people are working.

May 12 thru 16, Sherman and Dalton, next to Crosley Field, Cincinnati, Ohio.
H. REED, P. O. Box 83 Newport, Kentucky

FOR SALE AT A BARGAIN... FLYOPLANE

Plenty of extra parts. Two trailers and tractor to haul a ride. No deals or trade; \$5,500 cash.

ROBERT ZIRZOW

9543 S. Komensky Ave. Oak Lawn, Ill.

MOTOR STATE SHOWS

Michigan, Ohio and Indiana

Want few more legitimate Concessions for #1 Unit and #2 Unit. Photos, Novelties, Cork Gallery, etc. Want Octopus Foreman, come on as per route. Scenic Painter, Man for Monkey Circus. Drivers preferred.

Rochester, Mich., May 10-16; Corunna, Mich., follows.

JOE FREDERICK, Owner-Mgr.

H. & M. AMUSEMENTS

WANTED—Pitch-Till-You-Win, Ball Games, Long or Short Range, Jewelry, Slum Spindle, High Striker, Coke Bottle, Balloon Dart, Novelties, Gold Fish, French Fries, Cane Rack, String Game, Bowling Alley and any other legitimate Concession not conflicting.

Can use Merry-Go-Round or Chairplane. W. A. Mansfield, come on.
DAISYTOWN, PA., FROM MAY 10-15

VOLUNTEER SHOWS WANT

Concessions: Hi-Striker, Hit & Miss, Balloon, French Fry, Coke, Age & Weight, Pan, Bingo, Custard, String. Will give "ex" on double 9-Cat and Buckets, Long or Short Range Shooting Gallery. Rides: Live Pony, set of Kiddie Rides not conflicting. Will book Octopus for balance of season. Shows: 5-in-1, Girl, Snake, Monkey, small Jig, all with own transportation and outfits. Jimmy Fennel, bus mgr., wants Count Store, Pin Store and Skillo Agents.

ELMER REID, Mgr. Hartsville, Tennessee

COLBERT'S AMUSEMENTS

OPENING MAY 14, AUBURN, MASS.

WANT FOREMAN FOR MERRY-GO-ROUND, ROLL-O-PLANE AND RIDE HELP

Legitimate Games that work for 10¢—French Fries, Age and Weight, Photo Gallery, Hanky Panks and Hoop-La. No Palmistry.
COLBERT'S AMUSEMENTS, 218 MAIN STREET, BOYLSTON, MASS.

FLOYD O. KILE SHOWS

Want experienced Foremen for Eli, Merry-Go-Round, Twister, Rolloplane; also Second Men. Best of pay and bonus. Drivers preferred. Can place a few more Stock Concessions if you hurry. Open May 26. All replies to

FLOYD O. KILE, P. O. Box 85 Baton Rouge, La.

COMING EVENTS

Alabama
Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

Arizona
Cast Grande—Cotton Week, May 10-15.
Flagstaff—Southwest Indian Pow Wow, July 3-5.
Glendale—State Melon Growers Festival, July 9-10.
Globe—Junior Rodeo, June 28-27.
Tucson—Shrine-Knights of Columbus Circus, June 3-6.

Arkansas
Caraway—Picnic and Celebration, July 3. J. O. Glidewell.
Portia—Celebration, July 4.

California
Long Beach—International Association of Auditorium Managers Convention, July 18-22.

Colorado
Boulder—Celebration, July 4.
Brighton—Adams Co. Open Horse Show, July 24-25.
Colorado Springs—Jr. League Horse Show, July 9-11.
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.
Delta—Deltarado Days, July 30-31.
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.
Denver—Denver Home Show, May 9-15.
Fairplay—Gold Days Celebration, July 30-Aug. 1.
Glenwood Springs—Strawberry Days, June 19-20.
Greeley—Horse Show, June 28-27.
La Junta—Koshare Indian Spring Festival, July 16-18.
Limon—Celebration, July 5.
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.
Salida—Shavano Days of '49, July 4.
Springfield—Celebration, July 3.
Woodland Park—Ute Train Stampede, July 24-25.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Foster B. Steward, 1401 Peachtree St., N. E.
Douglas—Centennial, May 10-15.

Idaho
Emmett—Cherry Festival, June 21-26.

Illinois
Avon—Pat Steer Show, Aug. 19-21. Nick Vacca.
Benid—Italian Celebration, June 12-13. Albert Bertagnoli.
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.
Chrisman—Homecoming, July 7-10. Stanley R. Kent.
Effingham—Centennial, May 13-15.
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial, July 28-Aug. 1. C. F. Bailey.
Iroquois—Celebration, July 3-5.
Lexington—Homecoming, July 21-24.
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.
Palmyra—Terry Park Industrial Fair, July 26-29.
Peotonia—Celebration, July 3-5.
Polo—Military Days & Homecoming, June 17-19.
Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

Indiana
Decatur—Spring Festival, May 17-22. Lyle Mallonee, 157 S. 2d St.
Milan—American Legion Homecoming, June 21-26. Howard Hempfling.
Montezuma—Street Fair, June 22-26.
North Webster—Mermaid Festival, June 28-July 3. J. G. Herraman.
Veederburg—Am. Legion Fair, July 13-17.
West Baden—Am. Legion Celebration, July 4.

Iowa
Algona—Centennial, July 5-6.
Cedar Rapids—Home Show, May 18-23. Paul Waters.
Orange City—Tulip Festival, May 19-22.
Red Oak—Celebration, July 3-5.

Kansas
Ogden—Centennial, July 3-5.
Topeka—Greater Kansas Centennial, May 21-29.

Louisiana
Alexandria—La Market Poultry Show, May 20-21. L. L. Walters.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.
Natchitoches—La. Broiler Festival, May 14-15. Coleman Martin.
New Orleans—La. Boat Festival & Pan American Regatta, June 13-14. Paul Schinder, 1488 N. Whit.
Houston—La. Peach Festival, June 14-19. A. K. Coff.

Michigan
Glenn—Pancake Festival, June 25-27.
Ishpeming—Centennial Celebration, July 25-31. Howard Varvil, Woolworth Bldg.
Jackson—Freedom Festival, July 4-10. James W. Kling.
Milwaukee Jct. (Detroit)—Michigan Centennial, June 17-19. Glen W. Bauer, 103 N. Adams.
Mount Clements—Amvets Fiesta, July 4.
New Boston—Sportsmen's Spring Festival, May 10-15. W. T. Hopkins, 1488 South Ave., Toledo 9, O.
Port Huron—Blue Water Festival, July 12-18.

Minnesota
Caledonia—Centennial, July 16-18. M. A. Duxbury.
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
Hastings—Celebration, July 3-5. Herbert P. Koch.
New Prague—Celebration, July 2-4.
Owatonna—Centennial Celebration, June 11-13.
Rothsay—Celebration, July 3-5. D. Lindberg.
Rushford—Centennial, July 3-5.
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.

Mississippi
Corinth—Centennial, May 16-22.

Missouri
Albany—Old Soldiers Reunion, July 7-10. Junior Clark.
Ava—Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.
Gallatin—Davies Co. Jr. Lamb Show, June 9. George H. Schmitt.
Maryville—Pat Lamb Show, June 7. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.
Morehouse—VFW Picnic, June 3-5. Post 3174, Sikeston.
St. Joseph—Apple Blossom Festival, May 12-15.
St. Joseph—County Dairy Show, June 12. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.

Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.

Nebraska
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
Omaha—Centennial, May 21-Sept. 6.

Nevada
Las Vegas—Elks Hellsdorado & Rodeo, May 13-16.

New Jersey
Hammonton—Feast of the Lady of Mount Carmel, July 12-17.

New York
Haverstraw—Centennial, June 14-19.
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.
Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.

North Carolina
Wilmington—Home Show, May 12-16. Douglas Brooks.

Ohio
Elyria—Grotto Celebration, July 1-5.
Fort Recovery—Harvest Jubilee, July 5-11. B. B. Burke.
Garfield Heights—American Legion Carnival, June 15-20. Bill Stridell, 3641 Bosworth Road, Cleveland 11.
New Riegler—Firemen's Celebration, July 5-9. Harold Burkett.
Twinsburg—Homecoming, July 7-10.
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

Oklahoma
Pawhuska—Osage Downs Futurity and Race Meet, May 16-23.
Pawhuska—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-26.
Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.

(Continued on page 59)

Beautiful Healthy

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A-1 Ferris Wheel Foreman for Eli No. 5, also Foreman for mounted Parker Baby Q Merry-Go-Round. Also need other Ride Help. Need Agents for Hanky Panks. Will book live Pony Ride and a few Concessions and Shows not conflicting. Playing all Fairs and Celebrations opening May 18th at Rosalie, Nebr.

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Rosalie, Nebr.

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NOW CONTRACTING FOR 1954

Rides—Shows—Concessions

MICKEY STARK, Owner
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Winter Quarters at Fairgrounds

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One Merry-Go-Round, Allan Herschell or Parker two-abreast preferred. Must be in good condition and reasonably priced.

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TRI-COUNTY LABOR DAY CELEBRATION
Week of Sept. 1-7, 1954. Call or Write
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CHANUTE, KANSAS
Big Annual Free V.F.W. July 5th Celebration. Contact
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One capable Pin Store Agent for only Peek Store on R.R. show. We work every week.

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Legitimate Concessions of All Kinds

TWO—BIG DAYS—TWO
May 18 and May 19

Play on the same lot with Ringling Circus.
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BILL SANDERS



WANTED FOR JUNE OPENING: A-1
Announcer who is willing to work on mobile sound units as well as give running accounts of performances. Also young man not over 140 pounds, not over 5 ft. 6 inches, for Circus Loop-the-Loop. No drunks. Long season.
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For Buckets, Swinger and Hanky Panks; Man and Wife for Photos. Long list of fairs to follow.

Care Thomas Joyland Shows
May 10 to 15, Beckley, W. Va.; then per route.

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Can place legitimate Concessions, Wheel Foreman and Kiddie Ride Operators, Concession Man, also Handy Men, come on.

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WANTED AT ONCE

Wheel Foreman, must drive semi and Second Man on Octopus, must drive Can use a few more Hanky Panks, All Celebrations and Fairs.
Carrollton, Ill., this week; Havana, Ill., next week; then the Big Decoration Day Celebration in Joliet, draws over 20,000 people.

BURKHART SHOWS

WANTED

Carnival and Free Act
For Byesville Annual Homecoming Sponsored by the American Legion Post 2 116. One full week. Any week August if possible.

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Phone 6423 Byesville, Oh

SNARES BIG TROPHY

Boulevard Wins AOW Title on 28.8 Points

ELIZABETH, N. J., May 8.—The Skating Club of Boulevard Arena, Bayonne, N. J., amassing a total of 28.8 points under a handicap system, took first place and permanent possession of a huge trophy at the 1954 championships of the America on Wheels chain at Twin City Arena here April 19-23.

Skating under a tremendous handicap, the Paterson (N. J.) Arena skaters finished a solid second with a total of 24.6 points, followed by Mount Vernon (N. Y.) Arena, 16; Capitol Arena, Trenton (N. J.) 15.8; Twin City Arena, 14.9; Bladensburg (Md.) Arena, 10.6; National Arena, Washington, 10.4; Alexandria (Va.) Arena, 8.4, and Peekskill (N. Y.) Arena, 0.

In winning the sterling silver trophy, Boulevard Arena repeated its triumphs of 1951 and 1953. The 1952 title was won by the Paterson team. In preceding years Twin City Arena had retired two other trophies by winning three legs on them.

AOW recognizes the fact that some clubs have far more competitive skaters than others, some with a great deal of experience. In order to equalize the chances of all clubs winning the championship, a handicap point system has been devised. It is based upon the number of entries from each club, taking into consideration the potential number of points each entrant may win. From this information a percentage is worked out for each club. Thus a club is credited with a percentage of its total points won.

In the case of Boulevard, it earned 64 points and its 45 per cent credit gave it 28.8 net points. Other points earned and percentages were Paterson 123 and 20; Mount Vernon 20 and 80; Capitol 23 and 69; Twin City 23 and 65; Bladensburg 28 and 38; National 19 and 55; Alexandria 12 and 70, and Peekskill 0 and 95.

Corey Rollery Reopens

EAST HAVEN, Conn., May 8.—Mansfield Grove Pavilion here is now open for the 1954 season, its 19th year of operation. It will be open Monday, Friday, Saturday and Sunday nights from 7:30 to 11 with special children's sessions every afternoon, 2 to 5. Albert E. Corey is operator manager.

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WANTED
One more Rink Manager at once. Must be experienced and able to furnish reference. Write, wire or call. Make all calls person to person.

MYERS RINKS
Phone 749 Harlan, Ky.

This year about 300 skaters participated in the contests which covered every phase of roller skating. Following the contest the skaters were the guests of the chain at an elaborate dinner-dance at Military Park Hotel, Newark, N. J.

Results:
Juvenile girls figures, Barbara Karaway, Boulevard; Doris Woods, National; Diane Banstra, Paterson. Juvenile boys figures, Robert McDonald, Capitol; Donald Slawsky, Boulevard. Juvenile dance, Robert Slawsky, Barbara Karaway, Boulevard; Vincent Monroe, Cheryl Pate, Paterson; Glen Brown, Alexandria; Margaret Haskins, Bladensburg. Juvenile mixed pairs, Robert Slawsky, Barbara Karaway, Boulevard; Donald Slawsky, Patricia Seibel, Boulevard. Juvenile girls speed, Diana Bandstra, Paterson; Patricia Seibel, Boulevard. Juvenile boys speed, Glen Brown, Alexandria; Vincent Monroe, Paterson; Paul Bogert, Paterson. Sub-novice girls figures, Dawn Brown, Capitol; Diane Ludwig, Twin City; Inge Wandschneider, Paterson. Sub-novice boys figures, Emanuel Comandatore, Boulevard; Paul Kreilick, National; Harry Post, Paterson. Sub-novice dance, George Bonocore, Paterson, and Dawn Brown, Capitol; Harry Post, Marilyn Pavlick, Paterson; Paul Kreilick, Doris Wood, National. Sub-novice mixed pairs, Emanuel Comandatore, Boulevard, and Diane Ludwig, Twin City; Harry Post, Diane Bandstra, Paterson; Virginia Smith, James McHugh, Boulevard. Novice ladies figures, Theresa Colajo, Boulevard; Pat Ryan, Boulevard; Carol Gommer, Capitol. Novice men figures, George Bonocore, Paterson; Raymond Musser, Paterson; Edward Swartz, Alexandria. Novice dance, Richard Stornolo, Barbara Von Dreese, Paterson; Fred Lewis, Patricia Bogert, Paterson; Jerry Reed, Devona Hall, Bladensburg; Novice mixed pairs, Richard Stornolo, Patricia Bogert, Paterson; Donald Gibboney, Theresa Colajo, Boulevard.

Novice ladies pairs, Alice Betzler, Diane Ludwig, Twin City; Dawn Brown, Carol Gommer, Capitol; Patricia Bogert, Marilyn Pavlick, Paterson. Novice ladies speed, Devona Hall, Bladensburg; Alice Betzler, Twin City. Novice men speed, Anthony Santini, Capitol; Melvin Thiel, Bladensburg; Robert Monar, Twin City. Intermediate ladies figures, Barbara Von Dreese, Paterson; Mary Ryan, Boulevard; Gloria Barr, Boulevard. Intermediate men figures, George Schmitt, Twin City; Mike Frederick, Capitol; John Kyle, National. Intermediate dance, James Stone, Josephine Depasso, Mount Vernon; Carl Henderson, National, and Eileen Lipford, Bladensburg; Raymond Musser, Madelyn Higgins, Paterson. Intermediate mixed pairs, Dawn Brown, Capitol, and George Bonocore, Paterson; Raymond Musser, Marilyn Pavlick, Paterson; Earl Roberts, Carol Schulz, Paterson.

Intermediate fours, Diane Ludwig, Alice Betzler, and Paul Zukowski, Twin City, and Emanuel Comandatore, Boulevard; Lem Reed, Kathleen Ryan, Freda Cupp, James Murphy, Bladensburg; Arlene McKeon, Carol Schulz, Donald DeRoo, Earl Roberts, Paterson. Intermediate ladies speed, Georgia Haber, Bladensburg; Joyce Vallee, Paterson; Rosemary Angelo, Boulevard. Intermediate men speed, Raymond Musser, Paterson; Jerry Reed, Bladensburg; Richard Thiel, Bladensburg. Junior ladies figures, Elizabeth Cunningham, Boulevard. Junior men's figures, Fred Wheeler, Bladensburg; William Binner, Capitol; Hugh Devore, Capitol. Junior dance, Fred Wheeler, Nancy Mitchell, Bladensburg; William Thelgen, Eve Sheridan, Paterson; Mildred Kraemer, Earl Roberts, Paterson. Junior mixed pairs, Jack DeBeve, National, and Patricia Ryan, Bladensburg; George Schmitt, Eileen Laffin, Twin City; Thomas Natalini, Capitol, and Lee Reed, Boulevard. Junior girls speed, Bonnie Post, Paterson; Barbara Urban, Mount Vernon; Angela Polara, Paterson.

Junior men speed, William Gear, Mount Vernon; Lem Reed, Bladensburg; Angelo Yodice, Paterson. Senior ladies figures, Diana Lanzotti, Twin City; Margie Adair, Paterson; Doris Dahl, Boulevard. Senior men figures, Jack DeBeve, National; Jack Crichton, Paterson; Alfred Dand, Boulevard. Senior dance, Raymond and Jeanne Tiedemann, Mount Vernon; Alfred and Doris Dahl, Boulevard; Robert Rucker, Eileen Wood, National. Senior mixed pairs, Jack Crichton, Margie Adair, Paterson; Oliver Heisler, Shirlee Ludwig, Twin City; William Thelgen, Joyce Bonocore, Paterson. Senior ladies pairs, Joyce Bonocore, Margie Adair, Paterson; Elizabeth Cunningham, Doris Dahl, Boulevard; Diana Lanzotti, Twin City, and Lee Reed, Boulevard. Senior fours, Joyce Bonocore, Jack Crichton, Margie Adair, William Thelgen, Paterson; Shirlee Ludwig, Eileen Laffin and George Schmitt, Twin City, and Oliver Heisler, Paterson; Doris Dahl, Al Dahl, Arthur Moore, Marie Moore, Boulevard. Senior ladies speed, Betty Cunningham, Boulevard; Arlene McKeon, Paterson; Paul Walton, National. Senior men speed, Donald Phillips, Paterson; Donald DeRoo, Paterson; Jimmie Rice, Bladensburg. Senior men relay, Jack Becker, Jimmie Rice, Bladensburg; Donald DeRoo, Jack Sawyer, Paterson; Leon Gregory, Edward Berkhout, Mount Vernon.

DRIVE-INS

Continued from page 44
ation of any drive-in within 10 miles of Trenton. The court action further charges that subsequently Fox "did maliciously wrongfully and with intent to injure and destroy the benefits obtained by the said plaintiff under and by virtue of said agreement, enter into the business of conducting a drive-in motion picture theater known as the Roosevelt Drive-In Theater, which is located within the restricted area." Reade seeks a court order to restrain and enjoin Fox from engaging in the drive-in

Journal Hall Of Fame Names Four Members

Carey, Reynoldses, Nord, Peters Join; Roster Numbers 10

NEW YORK, May 8.—The New York Journal-American's All-Time, All-American Roller Skating Hall of Fame gained four members this week, bringing the total roster of greats to 10. Selections, as announced in the paper's skating column Thursday (6), are Jesse Carey, Philadelphia; Gloria Nord, Hollywood; Rodney Peters, St. Louis, and Earl and Nellie Reynolds.

Reynolds resides in Rennselaer, Ind. His wife, the former Nellie Donegan, is deceased.

Nominations for the Hall were by readers of the J-A skate column and of The Billboard. Finals selections were by Art Goodfellow, publisher of the National Ice and Roller Guides; Joe Shevelson, Chicago Skate Company, and Journal skate scribe Bill Love.

The citations:
Jesse Carey—Speed titlist, promoter, rink operator... started skating in latter part of last century... captured championship of Canada, racing distances of one to 10 miles, in 1909... on Christmas Day, 1910, won 24-hour "Golden Skate" endurance test in Paris, covering 315 miles without leaving the track... later took many speed crowns, barnstormed the country with racing and artistic skaters, became a rink owner and officer of the United Rink Operators... Carey, now residing in Philadelphia, will be 80 in July.

Gloria Nord—A beautiful blond ballerina on wheels, Miss Nord has probably done more than any other living person to publicize roller artistry... she starred in "Skating Vanities" from the first edition of 1942-'43 until she switched to ice, following the 1950-'51 tour... she has adorned such national publications as Saturday Evening Post, Coronet, American Magazine, Look, See and Quick... skated in the Technicolor movie, "Pin-Up Girl," starring Betty Grable... a native of California, Miss Nord is now headlining a British blade revue.

Rodney Peters—A top-flight speed titlist in pre-World War I days, he was also adept in the artistic branch... traveled to Europe to help popularize roller skating and even taught royalty... during his long career, he was champion, teacher, speed official, rink owner, and president of the Roller Skating Rink Operators' Association in 1939... still active in roller skating, he lives in St. Louis.

Earl and Nellie Reynolds—Pioneers in the field of show skating, Earl and Nellie Reynolds were famous around the turn of the century, both here and abroad. Their specialties were spinning, dance, general artistic routines and fine costumes... one appearance was with Anna Held in her play, "The Parisian Model"... in recent years, Reynolds directed roller acts... one was featured for two seasons in the Ringling-Barnum circus.

Hall-of-fame honorable mention:
Walter Bickmeyer, Willie Blackburn, Jack and Irene Boyer, Victor J. Brown, Billy Carpenter, Julian Fitzgerald, Al Flath, Jackson Haines, Bob and Joan Labriola, Art Lowney, Betty Lytle, Nancy Lee Parker, Helen Reynolds, Sefferino brothers, and the team of Gladys and George Werner.

Previously voted into the Hall: Roland Cioni, Harley Davidson, Fred Martin, James Plimpton, Perry Rawson and Earl and Inez VanHorn.

business within the 10-mile area, and asks that "the damages which the plaintiff has already suffered be ascertained and that plaintiff have judgement against the defendant for the amount thereof." Suit was filed by Harry A. Rutenberg, Philadelphia attorney, for Reade. The 850-car Lawrence Drive-In, first in the Trenton area, was opened in August, 1949, as a Walter Reade theater.

Primed for RSROA Northwest Contests

PORTLAND, Ore., May 8.—Roller rinks in Oregon this week were grooming their skaters to compete in the regional RSROA championships to be held at D&D Roller Bowl, Wenatchee, Wash., June 13-15. Entrants entitled to compete are those who placed first, second and third in the Oregon State Championships.

The Oregon meet, held in Portland at the Imperial Rink, April 20-22, drew 138 contestants. Contestants were from Imperial and Oaks rinks, Portland; Center Rink, Gresham; Midway Rink, Eugene; Rolletta Rink, Roseburg, and Lakeview Rink. Entries from Oaks rolled off with first place in 22 events, those from Imperial's William T. Brown Dancing and Figure Club, 15.

Referee was Dorothy Shores, Seattle, and judges were Gary Castro, San Francisco; Marlene Kastner, Bellingham, Wash., and John Mullen, San Gabriel, Calif.

Results:
Senior dance, Ray and Charlene Russell, Oaks; Roger Samel, Phyllis Christensen, Imperial; Neal Kidd, Phyllis Johnson, Imperial. Intermediate dance, Robert and Joanne Rich, Imperial; Warren White, Harriet Fitzgerald, Imperial. Novice dance, Jerry Jose, Meiba Bennett, Imperial; John Clark, Virginia Strohmeier, Oaks; Richard Westphal, Delores Douglas, Oaks. Junior dance, Carl Samel, Norma Bennett, Imperial; Terry Wallen, Susan Birch, Imperial; Randy Hintz, Judith Davies, Oaks. Juvenile dance, John Gustafson, Linda Gowan, Oaks; Pat Pyle, Kay Emery, Imperial; Donald Sutton, Susan Gum, Rolletta. Senior pairs, Kenneth Hads, Darlene Barber, Center. Intermediate pairs, Neal Kidd, Phyllis Johnson, Imperial; Bill and Jean Ashbaugh, Imperial; Norice pairs, Eddie Grill, Ruth Madgen, Oaks. Junior pairs, Terry Wallen, Susan Birch, Imperial. Juvenile pairs, John Gustafson, Linda Gowan, Oaks; Layne Clifton, Shirley Hansen, Lakeview.
Free style, senior, Donna Whitehead, Oaks; Ruth Madgen, Oaks; Ame Stenovec, Imperial. Intermediate, Jean Ashbaugh, Imperial; Barbara Eays, Oaks. Novice, Joanne Rich, Imperial; Marion Gould, Pat Hurita, Oaks. Junior, Sylvia Stenovec, Imperial.

ROADSHOW REP

Continued from page 44

Mo., Herman Milser reports that he will open his summer season in West Kansas and push on to Colorado. Miller, assisted by his wife and son, has a stroller show... "The items that appeared in the column recently in regard to the old Darr-Gray Stock Company were good to read," writes Allan Frees, Miami. "I was selling printing out of Chicago, my home town, in the 1920's and saw the show in Texas. The show was about as good a rep outfit I had seen that season, and I saw most of them. The company was well balanced and offered a pleasing show. Another good show about that time was the Billy Young outfit, and the Doug Morgan show was always good. I became acquainted with several members of the Morgan show and often wonder what has become of them. I hope some old-timers who know their whereabouts will write in about them... Chester King, writing from Boston, nominates Arthur Tenny as one of the great old-time jugglers. "He was with many 10-20-30 shows as well as in vaudeville," says King... N. A. Kensinger writes from Kansas City seeking information about the Nora Allen show that played the Middle West early in the century... Writing from Hood's River, Ore., R. R. Lloyd reports a fair winter with his school show and states that he will play fairs and celebrations with a small animal show this summer. Lloyd asks: "Where are some of the old-timers I used to meet in the winter in Washington and Oregon, such as the Scott family, the Bergen troupe and Harvey Underwood, ventriloquist? I would like to read something about the old-timers I was with in and around Hibbing, Minn., in the old days."

JOHNNY JONES, JR.

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We invite you to bring your skates to Curvecrest and see for yourself.

Norma Bennett, Martha Dodge, Imperial. Juvenile, Susan Birch, Imperial; Judy Chaffin, Shirley Hansen, Lakeview. Diaper singles (mixed), Richard Gustafson, Oaks; Roanan Child, Center; Douglas Stanfill, Lakeview. Diaper showmanship, Earlene Hardy, unattached, Newport, Ore.
Senior men free style, Neal Kidd, Imperial; Ardel Jacobs, Roland Grina, Oaks. Intermediate, Eddie Grill, Oaks; Roger Samel, Imperial. Novice, Weldon Teetz, Oaks; Steve Stevens, Rolletta; Warren White, Imperial. Junior, Terry Wallen, Rodney Babcock, Carl Samel, Imperial. Juvenile, John Gustafson, Oaks; Kale Vandergaw, Layne Clifton, Lakeview. Intermediate figures, Donna Whitehead, Ruth Madgen, Oaks. Novice figures, Joyce Benner, Center; Ruth Cater, Imperial; Virginia Strohmeier, Oaks. Junior figures, Norma Bennett, Imperial; Darlene Barber, Center; Sylvia Stenovec, Imperial. Juvenile figures, Susan Birch, Kay Emery, Imperial; Linda Gowan, Oaks.

Men figures, Ardel Jacobs, Weldon Teetz, Oaks. Racing: Senior men, Ardel Jacobs, Richard Leonard, Joseph Marovich, Oaks. Senior ladies, Virginia Perkins, Imperial. Intermediate men, Philip Thayer, Bruce Vandergaw, Lakeview. Junior boys, Don Wardwell, Oaks. Juvenile A boys, Donald Morris, Larry Johnson, Lakeview; Mike Ellis, Imperial. Juvenile B boys, John Gould, Oaks; Norman Neal, Rolletta; Larry Ray, Lakeview. Juvenile C boys, Layne Clifton, Dale Vandergaw, Lakeview. Juvenile A girls, Gloria Ebert, Oaks; Sharon Chaffin, May Malson, Lakeview. Juvenile C girls, Judy Chaffin, Oaks. Diaper speed, Richard Gustafson, Oaks; Larry Forrester, Rolletta; Douglas Stanfill, Lakeview. Men's relay, Don Jacobs, Dave Slemssen, Roland Grina, Joe Marovich, Weldon Teetz, Dick Leonard, Oaks. Mixed relay, Marion Gould, Don Jacobs, Ruth Madgen, Weldon Teetz, Charlene Russell, Joe Marovich, Oaks.

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Men's closed toe leather lined shoes, wood wheels.
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No.	Pkg.	Price
4620 14 in.	4 doz.	\$ 9.50
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4613 27 in.	1 doz.	22.00
4615 30 in.	1 doz.	24.75

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4718 16 in.	4 doz.	\$10.00
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MERCHANDISE TOPICS

Famous during the Gay '90's, Illinois Picture Company, Chicago, has re-introduced Card Sharks, a life-like comic picture of excellent composition and arrangement. In the large studio-size (11 by 14 inches) picture every human feature and all details stand out strongly in bold contrast.

Heralded as one of the most practical auto accessories in the past decade is an inexpensive and sturdy folding table by Honorof Specialty Company, Chicago. Called Kar-Table, the unit consists of 12 by 30-inch table top of red-finished hardwood fiber board and steel black enameled hangers, legs and supports to give rigidity and eliminate vibration. The table is held in place by metal straps which hook over the back of the front seat. The item is said to be ideal for the playing of games, serving snacks, writing, etc., while traveling by car.

A photo ident money clip is the latest item by American Manufacturing Company, Cranston, R. I. Besides keeping bills in place in the man's pocket or woman's purse, the item provides photo frame space for two good-sized photos plus provision for one's license number, name and address. The gold-plated surface is designed for engraving of personal identification information. Coming in a satin-lined, padded gift box, it is priced to retail at \$1.

Premium Games, Chicago, has in its new pocket checker set what it calls a long felt need on the part of checker enthusiasts. Selling at 10 cents, the set consists of long-lasting 7 by 7-inch cardboard playfield in black and red and checkers in red and black cardboard which may be punched out when ready to use. The board folds to 7½ by 3½ inches and may be carried in the inside coat pocket in original envelope.

Shelmore, Maywood, Ill., is offering a Terry Top turban made of absorbent terry cloth for beach wear and for the protection of curls from steam while bathing. The turban has fastening button with elastic loop, thus eliminating tying. The headgear may be worn while sleeping and women have found it handy in protecting the hairline when creaming their faces. . . . House-to-house workers and pitchmen would do well to consider the Sprinklets plant food pellet that fits into the nozzle of the lawn sprinkler. Pellet slowly dissolves, enriching, while the lawn is being watered. According to Fisher's, Los Angeles, one pellet is good for about 1,000 square feet. The pellet is said to contain a balance of nitrogen and minerals, the necessary plant food elements to promote the growth of flowers, grasses and bushes.

Handy Labels, Culver City, Calif., is offering 1,000 name and address labels packed in a plastic box. A special price is being made on this limited offer. . . . Those who contact service stations and garages will find the Custom Sidewalls, Inc., product a fast seller. Made of 100 per cent natural rubber, the sidewalls quickly and easily convert black tires into attractive white walls. A kit contains everything needed for four tires.

Those who have a fem clientele should find the Relax-A-Bath a natural. This is a foam rubber pillow with terry cloth covering for ultra-relaxing in the bath tub. Also offered are terry bath mitts for brisk rubbing. The supplier is Talima's Linen Closet. . . . U-Ma-Kit is designed to remove the tedious work of stitching on beads. The kit permits quick application of beads. No threads show in the finished product and the item to which the beads are attached cleans and washes easily. A trial kit is available from U-Ma-Kit.

Ben Adams Jewelry, New York, is featuring a giant catalog of name brand items. This catalog includes items ranging from wrist watches to electrical appliances. They welcome trade inquiries. . . . De Silva Vacuum Cleaner Company, New York, is now selling the trade, at greatly reduced prices, rebuilt electric vacuums. Featured are rebuilt Electroluxes, G.E.'s, Universals, etc. Retail stores and salesmen can find these vacuums a real profit maker, the company states. Each cleaner carries a guarantee. . . . Conelle

Products, New York, is featuring the Queen Charlotte, all new material comforter, which they call ideal for premium users. The comforter is priced at \$4.75 each in dozen lots.

Jay Sales Company, Chicago, has announced a new Jiffy Heat alcohol stove. Portable, it weighs only seven ounces. A pair of them may be carried in the coat pocket. This stove is compact and complete, with stainless steel grate, windshields and burner, says Jay Sales. Other advantages of the item, says the firm, are safety, simplicity, no valves or pumps, rugged construction, no odor and no smoke.

Star of Fire Gem Company, Los Angeles, has come out with the Marilyn Monroe souvenir picture coaster. They are four inches in diameter, all metal and bear what is reported to be a full life-like natural color photo of the celebrity. Special quantity prices are being offered to jobbers and distributors. Coasters sell for 25 cents each and six for \$1.25. However, they may be ordered six for \$1 if bill is attached to order.

O. V. Shouse, of de Lara of Mexico, Los Angeles, thru his affiliate office in Mexico City, is offering several Mexican hand-tooled items, among them handbags. These are made of quality goatskin which is soft and luxurious, Shouse says, and fully leather lined. Also coming in shipments are miniature leather boxing gloves in several attractive colors and suitable for personal decoration, the automobile or den. Due to the devaluation of Mexican currency, extra values are obtainable at this time.

Lima Electric Motor Company, Lima, O., is offering a brochure describing the new Type EX explosion-proof motor and the Lima Type ED dust-tight motor. Type EX is designed for use in hazardous locations where gasoline, petroleum naphtha, etc., vapors and natural gas are present. Type ED is designed for use where hazardous grain dust, carbon black, coal or coke dusts exist. Type ED is totally enclosed, fan-cooled, dust-tight and UL Approved for Class II Groups F and G service.

Lou J. Cooper, of Lou J. Cooper & Associates, Los Angeles, is offering the Olympic Giant Gyro and reports that the item is being handled at early fairs by pitchmen to good results. Cooper describes the item as a precision made, scientifically balanced, all-metal, high-speed gyroscope top finished in metalized gold, complete with shiny black stand and string for spinning. Pitchmen can have a field day with the item, says Cooper, for it will spin on a pencil or walk a tight wire or string. It is operated by passing the string thru the hole in the spindle, winding it, and then pulling the string. A standard size gyro is also available, and a third item, the Gyro Junior, is expected to be available by July 1.

Heralded as the perfect gift, E. T. Oakes, El Monte, Calif., is shipping large quantities of Duncan metal candles that never burn down, wilt or bend. The candles are 12 inches high and are designed to fit any holder. Each matching pair with tapers is packed in a gift box ready for mailing. Candles are offered in a choice of enameled black or white; anodized in gold, baby blue, pink or light green; brass, copper plated or mirror finish, or silver plated according to International specifications.

Kipp Bros., Indianapolis, is featuring an eight-inch hunting knife with leather sheath. The knife has nicked steel blades with assorted simulated bone, stag and rosewood handles. Sheath is of genuine leather with snap-clasp. Price per dozen is \$4. They are offered at \$45 a gross. . . . Long a promoter of the popular Atom Pistol, G & S Manufacturing Company, Nashville, is now presenting the Little Atom Rifle as a companion to the Atom Pistol. The Rifle has the same fine workmanship as the Pistol and G & S expects it to be as big a seller. Rifle comes complete with ramrod and blanks.

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PIPES FOR PITCHMEN

By BILL BAKER

BIG MOE BRYNES . . . penning from Newark, says that he recently met Larry Friedman who has been making the auction sales throuout Pennsylvania and New Jersey. In response to a query as to how business was, Larry said that it could be better because the auctioneers are selling the same cutter for 50 cents and are cashing in on the demonstrators because the wagon men don't pitch but sell cheap. This, according to Friedman, will eventually freeze out the pitchmen and there will be no demonstrators so that will kill off the handling of the cutter. Friedman observes that if the manufacturer would be a little more particular to whom he sold his merchandise and sell to pitchmen, who are his bread and butter, he may extend the life of the product a bit longer.

THIS COLUMN . . . has received several written belly laughs about the yarns that were piped into us by Sol Addis several weeks ago. It will be recalled that Sol related a few experiences that he encountered while working in Petticoat Lane, London. We'd like to be able to print more of these tales of the past because not only do they make interesting and enjoyable reading but, in many instances, contain valuable material that can prove helpful to many of the pitch folks who are still plying the trade.

IF ENTHUSIASM . . . over a job can determine a guy's success or failure in the particular field in which he's working, our friend Happy Heller, of Romeo, Mich., should do all right for himself in the pitch business. Commenting on the tripe trade, Happy has this to say, "Times are tough here (the Detroit Area) but I consider myself very fortunate to be in this business. People in the stores are always questioning me as to why I'm a pitchman, especially when they see the little woman and my tribe of Indians (three boys). My answer to them is that this business offers more downright opportunities than any other business that I know of and there are more of them being unveiled every day. Thousands of people in the factories being laid off—everyone one around here singing the blues. But the pitchman, who puts in his days, is walking off with money every week. I'd say that this business is depression-proof. I have no way of knowing definitely, but I think that I could work right on thru a depression and come out on top. For four months I had been working on my friend Bill Bishop to give it a whirl—today he's making more money than he ever did in the factory and, judging from the offers he received at the flower show that was held here recently, he should develop into a pretty fancy worker." That's what you call having enthusiasm dripping out of your ears.

GEORGE H. BROOKS . . . th old Arkansas traveler says that he blew into St. Louis recently from Houston by way of Hot Springs, where he sold tips during the race meet there. It seems that everything was going along pretty well until he was slapped down by a spell of sickness and had to quit his job about half way thru the deal. He was released from City Hospital, St. Louis, on Easter Sunday after being layed up for about 18 days. He says, that if everything goes well he'll be able to make part of the St. Louis Police Circus which started April 29.

OVER THE YEARS . . . a motley assortment of trends, fads and movements have flashed across the American scene. Some of them such as college boys gobbling up goldfish have sprung up and, as quickly, faded away. But others, such as woman's sufferage, and the telephone, caught on pretty good and it looks like they're here to stay. Now another movement has popped up which currently has a strangle hold on the public. This one, "the "Do It Yourself" movement, is designed to make a mechanical genius out of any guy who happens to have a hammer and a few rusty nails around the house. However, regardless of its purpose, the crusade is getting a terrific amount of fancy promotion—promotion that is creating and will continue to create some real fertile spots for the country's pitch people. For example, a Lefty "Do It Yourself" promotion is being ballyhooed in Michigan. This particular one has reached the stage where a big exposition is being put on in the Civic Auditorium, Grand Rapids, Mich., May 24-27. Big deals like this will undoubtedly be repeated in many cities throuout the country and, since they are bound to attract thousands of embryonic mechanical whizbangs, the pitchmen should find it very profitable to be present with their various gadgets and what have you.

J. W. McCURRY . . . the West Coast gadget worker, penning his opinions from Los Angeles, says that it looks like the pitchmen are getting off to a good start this spring. He points out that during a recent tour of downtown Los Angeles he saw one pitchman doing a bang-up business on the new red Malloy coil. He was going for \$3 and the passouts were terrific. McCurry admits that this was the first red coil that he had ever seen. He's of the opinion that the change of color from the old conventional black may prove a bonanza to the coil business.

WE HOPE THAT . . . Al Decker, who was a recent visitor to the Cincinnati office of The Billboard, has turned up safely at his home in San Francisco.

COMING EVENTS

- Oregon**
Portland—Am. Legion Celebration, July 3-5. Monte Brooks.
Union—Eastern Ore. Livestock Show, June 10-12.
- Pennsylvania**
Arnold—Old Home Week, July 11-17. Arthur F. Pieger.
Ebensburg—Am. Legion Celebration, July 4-10. Roland E. Fisher, Selinsgrove.
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.
Punxsutawney—Old Home Week & Firemen Celebration, July 5-10.
Tarentum—Fawn Township Firemen's Fair, June 13-19. Frank L. Christy.
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.
- Rhode Island**
Cranston—Bicentennial & Industrial Expo., May 28-June 5. Arthur J. April, 19 Woodland, Pawtucket.
- South Dakota**
Bresford—Annual Horse & Buggy Days, July 2-3.
Custer—Gold Discovery Days, July 26-27.
Elkton—75th Anniversary Celebration, July 27-28.
Lake Andes—50th Anniversary Celebration, June 11-12.
Lennox—Diamond Jubilee, June 22-24.
Madison—Yankee Doodle Days, July 30-31.
Marion—75th Anniversary Celebration, July 26-29.
Menno—75th Anniversary Celebration, June 7-8.
Mobridge—Celebration, June 30-July 3.
Parker—Diamond Jubilee, June 9-10.
Pierre—Days of '81, June 14-20.
Rapid City—Shrine Circus, July 9-11.
Watertown—Diamond Jubilee, June 20-26.
- Tennessee**
Memphis—Cotton Carnival, May 8-15.
Portland—Strawberry Festival, May 10-15.
- Texas**
Brady—Jubilee, July 1-4. Joe Ogden.
Dallas—Home Show, May 8-16. H. F. Van Horn, 102 Walnut Hill Village.
Fredericksburg—Race Meet, July 3-5. Wm. Petmecky.
Platview—Pioneer Roundup, May 22.
Ellen Ash.
Phoenixville—Firemen's Fair, June 16-26. Ben Stevens.
Navasota—Centennial & Watermelon Festival, July 3-5. L. O. Wallace.
San Antonio—Horse Show, May 8-16.
Grover A. Godfrey Jr., 833 Bandera Road, Varsity Village Bldg.
Stockdale—Watermelon Jubilee June 25-26. Winston Lorenz.
- Utah**
Salt Lake City—Home Show, May 11-16. E. L. Greenband.
- Virginia**
Cuipeper—Firemen's Festival, May 28-29. H. L. Hinton.
Haymarket—Rultans Club Rodeo, May 29. Sam Jones.
- Washington**
Spokane—Shrine Sports Show, May 15-24.
Tacoma—Home Show, May 19-23. George Coloursis, 1103 1/2 Division St.
- West Virginia**
Sutton—Lions Club Celebration, July 5-10. M. V. Crislip.
- Wisconsin**
Oconto Falls—Jaycee Celebration, May 29.
Radisson—Fire Dept. Celebration, July 3-5.
- Wyoming**
Casper—N. Platte River Races, June 4-6.
Cheyenne—Cheyenne Frontier Days, July 27-31.
Laramie—Jubilee Days, July 9-10.
Lovell—Annual Regatta, May 23.
Sheridan—Cowtown Hoedown, May 28-29.
- CANADA**
Alberta
Calgary—Western Canadian Sportsmen's Show, June 1-5. Roy Lisogar.
New Brunswick
Woodstock—Old Home Week, July 26-31.
Ontario
Kitchener—Centennial, June 28-July 3.
Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.
Saskatchewan
Saskatoon—Pat Stock Show, May 28-29.



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- Allen, Marcia Carrington, H. K. Chell, Paul Cooper, W. P. Eddy, Capt. Circus Jason, Bert Kalana, Melba Koch, Lottie McConnell & Moore Marks, Miller Miller, Richard (Lucky) Montros, Jo Ann Nazzo, Joseph Sicard, Arthur Stevens, Howard Tobin, Hyman Williams, Johnnie Wright, Joe Wolfson, A. Wolfe, Herman (Slim) Zlotkovich, Frank & Sallie

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St Chicago 1, Ill.

- Adams, George Ballou, C. E. Best, Dick Carson, Rex Chesette, Minnie Fullwood, Eugene P. Hurd, Walter Huston, Ronald Long, Joe (Pee Wee) Myrick, Jr., R. C. Potter, Henry P. Raynard, Mathew Reap, Joseph Senneberg, Red Simmons, Warren F. Trainor, Lon J. Tulloch, H. A. Wilkeman, Al Wilkinson, Esther Zima, G. M.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Allison, J. B. Allman, A. J. Ammons, Harold Asher, Wanda (Bubbles) Baer, John (Dutch) Barefield, Sally Barker, Jim Bateman, L. C. Benfield, Nelson Bernard, Tony Boatwright, Bruce E. Bourdeau, Mr. & Mrs. Pete Borden, Ray Bourvold, Arthur E. Bourdreaux, A. A. Bourdreaux, Mrs. Gil Bowlin, John F. Bowman, Clarence Brooks, E. L. Brown, Royal T. Bumpers, William Burleson, Gene Burnett, Sally D. Burton, Mr. & Mrs. J. C. Butler, Mrs. Barbara Caler, Gaylord C. Calvert, Thomas Campbell, William Canipe, Walter Carter, W. M. Caswell, Fred Chamberlain, Thomas Chaney, Charles Chisholm, Dave Clark, Buddy Coghlan, Dick Collins Sr., Harvey S. Colyer, Lorene L. Conaway, William Conlon, Pat J. Cousius, John J. Cowboy Mack Dameron, Albert V. Critzer, Walter Curtis, Robert Dallman, Walter Dark, Walter Delph, Dewey Desack, George Dillon, Leonard Dixon, Earl (Ozzie) Edgington, Cecil Echert, Carl Elam, R. M. Ellis, Frank Faulkner, Mr. & Mrs. Eddie Fester, Charles G. Fester, Charles Guy Finley, Evelyn Floeck, Mrs. Leo Foley, J. E. Fordyce, Mr. & Mrs. Francis, John

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World's Smallest Pistol COMPLETE WITH RAMPED AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS. Dealer's \$12.00 Cost... \$1.95 ea. List... \$1.95 ea. ACTUALLY SHOTS BLANKS WITH TERRIFIC REPORT... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST. G & S Mfg. Co. DEPT. B Also—1312 So. Los Angeles St., Los Angeles 15, Calif.

DIRECT FROM MANUFACTURER MEN'S RINGS IN JEWELERS' TRAYS!

ONYX CAMEO RINGS \$3.25 per doz. Packed: 1 doz. asstd. to tray. MEN'S RHINESTONE RINGS \$3.00 per doz. Packed: 1 doz. asstd. to tray. GOLD FINISH—GUARANTEED NOT TO TARNISH! Ladies' adjustable Rhinestone Rings—\$3.25 per doz (in tray) Engagement and Wedding Band Sets—\$5.00 per doz. Individually Boxed. 35% on All C.O.D.'s. SEND FOR 32-PAGE 1954 CATALOG. PACKARD JEWELRY CO. 220 Fifth Ave. New York City

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!SENSATIONAL PROFITS! No. 185 Full of Life! Fire! Brilliance! \$3.85 doz. \$45.00 gross. Gold finish. White brilliant center. Red sides. PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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COMICCOLLECTION: THE SMART COMEDY file for comics, emcees, dealers, singers, etc. Free Showbiz Comedy Guide with order, \$2; information free upon request. Showbiz Comedy Service, 1613 East 29 St., Brooklyn 29, N. Y.

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LAUGH OUT LOUD—OH MONEY BACK! Ten "Laugh-Tested" Professional Comedy Scripts, only \$1 postpaid. The Comedians, 4932 Eighth, Philadelphia.

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AAA WORLD FAMOUS PERFUMES

Reproductions of 5 costly French-type fragrances, individually gold boxed; 51 sellers, costs you \$3 dozen, your profit \$9 a dozen. Mammoth Treasure Presentation Kit containing 3 thrilling fragrances in one fabulous gold box; 33 sellers, costs you \$6 dozen, your profit \$3 dozen. See them yourself. Send \$1 for samples both prepaid to you. Your \$1 credited first order.

"HUSK" O'HARE
5732 North Kenmore Ave., Chicago 48, Ill.

AGENTS—SELL HIGH LOOKING 34x66 IMPORTED Japanese Rugs for \$2; never before such a large rug for so low price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. my29

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WAGON JOBBERS, AUCTION SALE MEN

For merchandise at the right price when in Dayton visit our store and showroom.

W & J WHOLESALE CORP.

222 E. Third Street
Dayton 2, Ohio

ATTENTION, HOSIERY—LOW PRICES FOR Jobbers, pitchmen and salemen; complete line Ladies', Men's, Children's Hosiery. Nylon, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H, North De-piannes, Chicago.

BARGAINS, JOB LOTS, CLOSE-OUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H, North De-piannes, Chicago.

BEAUTIFUL "WESTERN PONY" STICK Hors es; red, brown, yellow plastic heads, beautifully screened, reins, mane and jingle bells. "Kids love 'em"; send for jobbers prices. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. my22

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Tailored Earrings, asst. gr. \$1.15
Tailored Pins, asst. gr. \$1.15
Stone Earrings, asst. gr. \$1.15
Stone Pins, asst. gr. \$1.15
Stone Pin & Earring Sets, boxed ds. \$3.00
Bracelets, Round & Link, asst. gr. \$3.00
Sample dozens reg. price, 25¢ deposit
Balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

BIG PROFITS WITH NO INVESTMENT—Buy at wholesale, get nationally advertised lines up to 40% less than regular prices. Start a buying service for your friends, clubs, organizations; you can allow big discounts yet make a "Gold Mine" of money. Letter brings free copy of "Saving Money the Wholesale Way," National Buyers Service, 1213BB Capitol, Houston, Tex.

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BINGO BLOWERS—RETAILING \$150. SELLING out, \$49.50. A. Electric Blows, Lijk Mfg. Co., 617 East 11th St., New York 9, N. Y.

CIGARETTE HUMIDORS—24 ON DISPLAY board; \$9.36 value for \$1.50; no c.o.d. Samuel Silverman & Co., 1820 Westminister St., Prov., R. I.

COMICAL AND PEPPY CARTOON GREETING Cards; fast sellers; send \$2 for two dozen, complete with envelopes, shipped prepaid. Eastern Novelty Co., 17 Durso Ave., Malden 48, Mass.

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FAMOUS MFRS.' CLOSEOUTS A beautiful assortment of stoned and tallored jewelry. The quality will amaze you. This is not slum jewelry. Send for Descriptive Literature. Tailored and Stoned Earrings, \$24 per gross; Cufflinks, boxed, asst. doz., \$3, \$4 and \$5; Neck and Earrings, boxed, \$9 per doz. 20¢ deposit with order, balance c.o.d. Order sample dozens at regular prices.

SAMUEL SILVERMAN & CO., 1820 Westminister St., Prov., R. I.
FAST SALES AND PROFITS WITH Decals. Comic, Girle, Souvenir Decals, also very witty plaques. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. my29

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JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O.

LIGHT REFLECTING SIGNS—RED HOT and sensible. "Tri-11"; illustrated color blended; 2000 varieties; \$6 per 100, 15 for \$1, or 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. my29

MAKE \$100 DAY SELLING NEW COLOR Filter Screens. Put your television in colors. Jobbers wanted. Contact Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. Phone Valley 6017. my22

MEXICAN BEAUTIFUL FEATHER BIRD Pictures, post card size; assorted, \$10 gross; \$1.25 each. General Mercantile Co., Laredo, Tex.

MANUFACTURERS SURPLUS OF MECHANICAL Marking Pencils; 29¢ retailer; mounted on attractive display cards, writes on any surface, eraser leads included; excellent fair item, \$8.60 gross plus postage. Debonair Manufacturing Co., 188 Whitmarsh Street, Providence, R. I.

NEW RETRACTABLE PEN—GUARANTEED first quality, beautifully designed, bankers approval; smooth writing, won't smear, won't leak. 3 samples, \$1; \$27 gross; \$3 dozen, postpaid. Michael Lucas, 2965 West Cermak Chicago 23, Ill.

NEW ITEMS—EMERGENCY RAIN CAPE, full length, folded to size of pack of cigarettes, \$4.80 doz.; Fruit, Flower or Flower Basket Earrings, \$6.75 doz.; expansion, stainless Identification Rings, \$6.75 doz.; Mustard Seed or Rosary Bracelets, \$6.75 doz.; any sample, 75¢. Special discounts on quantity orders. Immergluck & Co., Wholesale & Mfg. Jewelers, 108 N. State St., Chicago 2, Ill.

PEACOCK OR BASKET CHENILLE Spreads, Double bed size; colors: rose, blue, aqua, gold or white, \$2.85 ea.; minimum order one dozen; 25¢ deposit, bal. c.o.d. or rated concerns shipped open. Textile Products Co., Box 3183, Charlotte 3, N. C.

PEARL EARRINGS—ASSORTED STYLES; gross, \$18 3 doz., \$6 postpaid; cash with order. Rita Jewels, P. O. Box 1787, Grand Central, N.Y.C.

PITCHMEN — RAINBOW ART COLORS, float-on paint dip. For sale, fifteen gross five-color package, \$38 gross. Day, 83 Walker, Newtonville, Mass.

QUALITY TIES — YOUR PROFIT, 189% Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. my29

REAL DIAMOND RINGS—SELL DIRECT; make big middleman's profit; no investment; experience unnecessary; free catalog, details. Glenlight, 111P N. Columbus, Mount Vernon, N. Y.

SELL \$x10 OIL COLORED OR SILK FINISH enlargements, attractively framed from any photo, for only \$2.95. Big commission. Write White, Box 57, Levy Sta., N. Little Rock, Ark. my22

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Complete \$50 Starter "Den" only \$10. "Geek's Special" \$7.50 to get you rolling. Kinkaloo (Honey Bears) suitable to train, \$35. Healthy, Pre-hensile Tailed Ant Eaters that really eat eggs and meat, \$25. Golden Spiders, all ages, \$22.50. Black, White-Faced Ringtails, young "pets," \$27.50. "Thank you for the many SNAKE orders."

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CHAMELEONS, \$12 HUNDRED; HORNED Toads, \$4 dozen postpaid; Yellow Head Parrots, \$50 each; Red Head Parrots, \$40; Alligators, \$5; Baby Iguanas, \$2.50 each; Squirrels, Spiders, Rhesus and Ringtail Monkeys, \$32 each; Snakes, \$1 each; large Den, \$25. C. C. McClung, Laplace, La.

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We have Cobras, Vipers, Rattlesnakes, Fer-Delance, Moccasins, Boas, Pythons, Indigos, Bulls, Anacondas, Crocodiles, Alligators, Chameleons, Iguanas, Turtles, Monkeys, King Vultures.

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Height and Dozen Price:
10½" 8½" 5½" 4½"
\$16.80 \$13.80 \$6.00 \$3.60
25% Deposit Required With Order, F.O.B. Chicago. Wholesale Only.
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A PERFUME SENSATION!
Full ounce bottle of WORLD FAMOUS FRAGRANCE —in bottle of distinctive design—and plush, gold-trimmed container. \$35.00 VALUE EA. Yours at \$2.50 ea. **6 for \$12.00.**
TREMENDOUS PROFIT OPPORTUNITY
Assortment includes 6 Sibone fragrances resembling nationally advertised perfumes. Also available in 1½-gram gold-top bottles at \$7.00 dozen. Original fragrances sell at \$3 to \$6 per 1½ dram. Order your first shipment today!

POWER MOWERS
IMMEDIATE DELIVERY
20 inch 4 Cycle 2 H.P. Clinton\$52.50
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Deposit with order, balance C.O.D.
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To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 310 signs, \$6.00 postpaid. Sell 35¢ each. 50% deposit required on C.O.D. orders. Send for free literature.
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To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- 2 Check the heading under which you want your ad placed:
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 - Agents and Distributors
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 - Business Opportunities
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3 Indicate below the type of ad you wish:
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The Billboard
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Please insert the above ad in issue.

I enclose remittance of \$.....

Name
Address
City State

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8" HUNTING KNIFE
WITH LEATHER SHEATH
Imported From Germany
Brilliant nickled steel blades with assorted simulated bone, stag and rosewood handles. Genuine leather sheath with snap-clip.
OUR SPECIAL PURCHASE PRICES:
DOZEN \$ 4.00
GROSS 45.00
CARTON OF 30 DOZEN 108.00
Include postage with order. 25% deposit with c.o.d. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

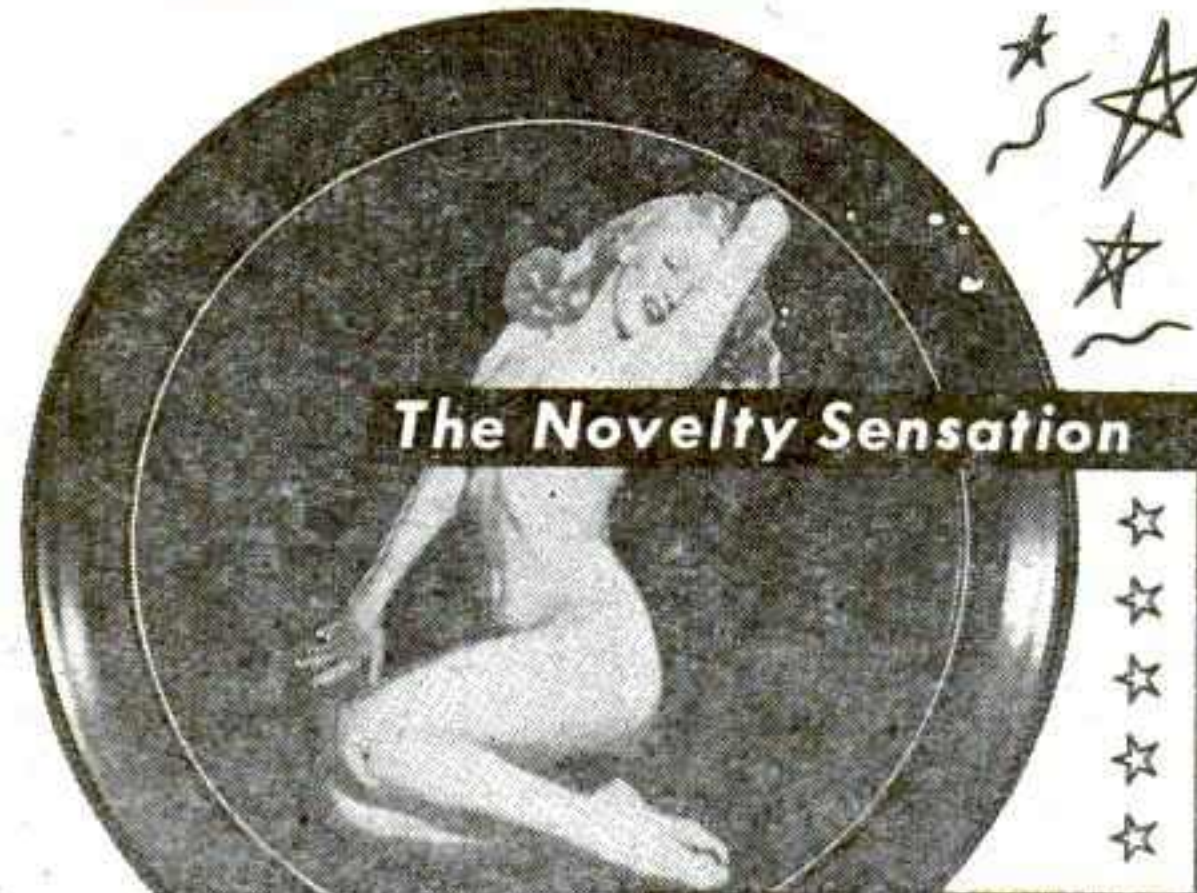
BULOVA—ELGIN—GRUEN—BENRUS
\$8.95 ea.
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G.F. Exp Band, \$1.35 add.
Plastic Gift Box, 6¢ add.
Brand new model ladies' and gents' cases and dials. Reconditioned and guaranteed like new.
Biggest Electric Shaver News in Years—Save! 4 shaving surfaces, double head, precision built vibrator type motor, fully guaranteed. 6 or more, each \$2.66 (Sample, \$2.95)
Send for FREE Value Packed Spring Flyer
Wholesale only — 25% with order, balance c.o.d. Open account to rated houses.
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NOW CLEAN UP AT NEW LOW PRICES
SPIDER GIRL
65¢ DOZ.
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This remarkable plastic laminating machine will earn \$18 an hour right in your home! Big profits guaranteed laminating CARDS of all kinds: Business Cards, Social Security Cards, Identification Cards, Credit Cards, photos, passes, driver's licenses, newspaper clippings, souvenirs, etc. The perfect way to preserve all sorts of valuables. Demand complete. Price complete (plus \$335 plus postage) Write now! Free sample and literature. PlastCast Co. Dept. J, P. O. Box 5737, Chicago 80

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WORLD'S MOST BEAUTIFUL GEM
for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day.
Unlimited possibilities! 50 styles of simulated diamond rings in Roll The Gold Plate and sterling silver. \$6.00 per dozen up. Copies of expensive Diamond Jewelry. NO-RISK TRIAL SALES OFFER YOU!
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CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.
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Retail 25c each.
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4" SIZE
ALL METAL
FULL LIFE-LIKE
NATURAL COLOR

STAR of FIRE GEM CO.
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YOUR COST • PREPAID
\$11.00 per HUNDRED
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Pin \$1.00 to your name and address for sample set of 6 prepaid. Satisfaction guaranteed.

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ALL SNOWBALL FLAVORS AND SUPPLIES, \$2.50 buys Ice Shaver that shaves into paper cups and cuts off flavors for thousand snowballs; outfits \$2.50 to \$75. Free illustrated catalog. Snowball Company, 9534-B Lemturner, Jacksonville 8, Fla. my29

ARCADE, SHOOTING GALLERY, COMPLETE; Lake Erie Resort; lease bldg. James L. Leonard, Realtor, 1472 Wilmar, Cleveland 21, Ohio.

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FOR SALE—COSTUME RENTAL SHOP, San Diego, Calif. Large stock costumes, accessories, wigs; equipped sewing and laundry rooms; 5,000 sq. ft. floor space. Value \$35,000; make offer. Address inquiries to New York Costume Co., 1941 Seventh Ave., San Diego.

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HOT, NEW ITEMS FOR CONCESSIONAIRES. Fabricated chamois in jumbo size that looks, feels and works like skin chamois at a fraction of cost. For washing windows, mirrors, cars. Also new rayon non-woven towel packs of six assorted colors. Over 1200 chamois and towel packs sold in 5-day home show just closed. Excellent items with good margins for fair and show. Send one dollar for sample of towel package, two chamois, prices and sales pitch. Miracle Products Institute, 1395 Grandview Ave., Columbus, Ohio.

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MAKE MONEY AT HOME—SPARETIME, big profits, money-making opportunities galore; literature 10¢ (refundable). Midwest Sales Co., Box 106-B, Nevada, Mo. my22

PAINT YOUR OWN SIGNS—SAVE \$\$\$. Anyone can do professional work using our new patented "All-in-One" Master Letter Patterns; letter windows, signs, trucks, banners; make and sell plywood letters and numerals, any size; complete set with instructions, \$1 postpaid Eyerly Co., Box 583, Newton, Iowa. my15

SKATING RINK FOR COLORED—GOING business located in heart of colored district; no competition; 70,000 Negroes to draw from; located in building which can be leased; building 40x100. Portable Pecan Floor, 6 months old; 140 pair skates, P. A. system. First \$1,500 buys it. Contact or write Mgr. Shanghai Cafe, Route 4, Box 510, Shreveport, La.

SPARE TIME PROFITS \$100 A WEEK—Start a buying service at home, spare time brings you much extra money; up to \$100 per week extra. Sell nationally advertised products to friends, neighbors, co-operations, clubs, etc. You buy goods at wholesale, no investment or inventory; letter brings free copy of "Saving Money the Wholesale Way." National Buyers Service, 1213BB Capitol, Houston, Tex.

START VENETIAN BLIND LAUNDRY—Profitable, lifetime business; new machine; free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my29

WOMEN MAKE BIG MONEY AT HOME, sew ties for us. It's fun; earn \$10 day easy; no selling, no experience, no machine necessary; we supply everything. Help us fill huge demand; exciting details free Fashion Ties, P. O. Box 2068K, Ingleswood, Calif. my15

YOUR OWN NAME BRAND BUSINESS—Buy at wholesale thousands nationally advertised products, no inventory or investment. Your own name on catalog; big profits, free details. General Wholesalers, P. O. Box 3058 B, San Francisco.

FOR SALE—120,000 FEET ONE AUGHT single conductor power cable, 25¢ ft.; excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlight parts, new in original overseas packing; lamp assemblies, lamp operation assemblies, all other parts, carbon and glass; 60 in. Sperry Searchlights, new, crated, with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Heplerian Blvd., San Lorenzo, Calif. my22

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MILLS 5 GALLON CUSTARD MACHINE on 16 foot trailer. Streamlined Train on rubber, High Striker, Banners, Kiddie Rides, Concession Trailer with Popcorn, Floss, Snow Cones, Root Beer, Ralph Collins, Kearney, Neb.

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NEW SIX CATS, \$6.50 EACH; PUNKS, \$18 DOZ. UP.
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8 FT. TRAILER MERRY-GO-ROUND—PULL it behind your car; plug into any light socket; 9 horses, fully lighted; \$1,200 f.o.b. Hicks' Welding, Manchester Depot, Vt.

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COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. my29

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1902. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. my2

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 1, N. Y. my29

LOOK! NEW AND UNIQUE—SEE FOR YOURSELF; send your favorite photo or snapshot; put on plexiglass, gives 3rd dimensional effect. Prices as follows: 6x10, \$6.50; 5x7, \$4.50; 3x4, \$3; all smaller sizes \$3. Corray Photo Co., c/o Ethel Conway, 2036 1/2 Smith St., Ft. Wayne, Ind. my28

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ALWAYS SPEEDY, RELIABLE SERVICE, lowest prices. Flashy three-color window cards for all amusement purposes, 14x22 size, \$8 hundred; larger 17x26 deluxe cards, \$12.50 hundred; also bumper and telephone cards, day-to-day bumper stickers. Tribune Press, Dept. M.J., East Park, Ind. my28

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards, \$2.95; 1,000 Bond Letterheads, \$5.95; satisfactory work guaranteed. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. my15

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SALESMAN WANTED—TO HANDLE COMPLETE quality line of German toys as side line on liberal commission basis. York Importing Co., 1103 E. Princess St., York, Pa. my15

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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. my6

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free Zeis, 728 Lesley Rockford, Ill. my29

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CONCESSION TRAILER—GAS GRILL AND Popcorn, etc.; send photo and low cash bid. 1533 12th Ave., Greeley, Colo.

WANTED—ARCADE EQUIPMENT, GRANDMA Prediction, Mutoscope Picture Machine, Exhibit Egyptian Mummy, Gussner Music Co., 300 Gearing Ave., Pittsburgh 10, Pa. my15

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MISCELLANEOUS

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PANORAMS REPAIRED, YES, WE BUY or swap. Glauesser Music Co., 300 Gearing Ave., Pittsburgh 10, Pa. my15

PORTABLE DANCE FLOOR AVAILABLE for rent, 64x30 ft.; desirable for County Fairs, Centennials, Homecomings; delivered and set up; write at once for date. Clarence Armbrust, R. #2, Lincoln, Ill.

50% OFF ON NEW BRENDRUS WATCHES Send for list Davis, 1228 33rd, Zion, Ill. my15

MUSICAL INSTRUMENTS, ACCESSORIES

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ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic Religion. Paulist Instruction Center, Dept. B, 81 East Van Buren, Chicago, Ill. my29

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\$1 HANDWRITING ANALYSIS BOOKLET, \$1.95. Character Personality Booklet. \$1 for both. Supply limited; satisfaction guaranteed. Roscoe Heaveener Jr., 1100 Walnut, Colmar, Pa.

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PRE-POPT POPCORN "READY TO EAT", shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., Commonwealth, Buffalo 10, N. Y. my15

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COFFEE GOING HIGHER—MAKE AND sell a pure substitute; easily made; huge profit; formula dollar. Krysto Products, Felton, Calif. my22

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my6

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PORTABLE SKATING RINK, COMPLETE, \$3,000. Paul McGannon, Rt. 1, Tyler, Tex. my22

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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. my6

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free Zeis, 728 Lesley Rockford, Ill. my29

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New fast-selling signs for every retail store.

50¢ seller. Make any money. 2000 signs. No C.O.D.'s.

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500 Dozen Stuffed Toys GUARANTEED PERFECT!

15" SITTING DOLL RAYON PLUSH White & Ass'd. Colors **\$7.20 DOZEN**

18" Plush Bear, Ass'd. Colors \$10.80 Doz.
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No Extra Charge for Samples **\$47.63**

61 PIECES (1 Doz. of each & 1 Jumbo Bear)

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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.

ACTS WANTED—STRIPPERS, EXOTICS; summer spots, nite clubs, banquets, conventions. Joseph Martone, Sunset Inn, New London, Conn. Telephone Waterbury 4-3677. my29

MUSICIANS—ALL CHAIRS; GUARANTEED salary. Midwest Traveling Orchestra; Box C-35, c/o Billboard, Cincinnati 22, Ohio. my29

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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

DOUBLE DRUMMER—CIRCUS, PLAY with organ or records; own transportation; join at once. Write or wire Elmer J. Peterson, 641 Pleasant Oaks Dr., Dallas 17, Tex.

CHARLES LA CROIX—OUTSTANDING trapeze act (platform necessary); available for outdoor celebrations; flashy paraphernalia; real act. For particulars, literature address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana.

MISCELLANEOUS

TEDDY DIXON—M.C., TAP-ACROBATIC, available nite clubs or TV June 1. Write or wire 536 Thompson St., Ann Arbor, Mich.

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright Casey, Ill. my22

MUSICIANS

BASS MAN FOR COMBO—M. C. SING; Car. Ding Eler, Gen Del., Minot, N. Dak. my22

MAJIC AND PUNCH AND JUDY FOR side show—Experienced, capable, sober. Benjamin Bernard, 2897 W. Eighth St., Brooklyn 24, N. Y.

VAUDEVILLE ARTISTS

FEMALE IMPERSONATION CHARACTERIZATION act open for Night Club booking; Rhumba, French Can-Can, Ravel Bolero, Ballerina, and Air Stewardesses acts. Flashy wardrobe; will send photos; salary \$150 per week. S. E. Burgess, 1308 Peachtree St., N. E., Atlanta, Ga. my22

Mineola Revues

location, would stimulate this year's attendance. The fair board, faced with many problems after last year's running, has been tackling these slowly and will meet again soon. A major decision reached last week was to move the carnival between the north and south gates and close to the exhibit space.

Last year the I. T. Shows midway was spotted on one side of the track and the exhibits and main gate on the other. The long hike around the oval discouraged many customers from seeking out the games and rides. This year the carnival will get first crack at those who enter the main gates.

Sunday Midway Urged The fair will work heavily on the Township of Hempstead, to persuade it to change its past policy and allow the carnival to operate for both Sundays this October. Most of the midway was inoperative on the two Sundays last time.

A general tightening up of the fair this time will pull in the seven tents of exhibits which were outside the raceway fences last year. This complicated ticket collections and pass-out operations.

It was voted that this year attempts would be made to offer free grandstand entertainment in the nature of a medium-sized rodeo, frontier or circus show. Last year the Guy Lombardo orchestra entertained with a free show on the first Sunday. Lombardo, of nearby Freeport and a fair booster, donated the band's services.

Edith Barstow

so as not to impede horses and carriages. Another problem will be timing so as to avoid any two large floats passing into and out of the single entrance at the same time, thereby creating a pileup. The arenas have separate entrances and exits. Miss Barstow will be in Balti-

more for the May 18-19 under-canvas preem to break in the altered production numbers, since by that time the personnel will be carrying both new and old routines in their minds.

Dallas Group

Continued from page 45 racas, Venezuela; Camaguey and Havana, Cuba. A total of \$85,411 in livestock and poultry premiums will be offered by the 1954 State Fair, including \$67,127 for the Pan-American Livestock Exposition, \$15,480 for the Junior Livestock Show and \$2,804 for the Poultry Show. The beef cattle division of the Pan-American Exposition will offer \$22,220 for Hereford, Aberdeen-Angus, Brahman, Santa Gertrudis and Shorthorn cattle. The dairy cattle show will include premiums totaling \$19,950 for Ayrshire, Guernsey, Holstein-Friesian, Jersey and Milking Shorthorn cattle. Ayrshires are a new breed at the fair this year.

10G For Quarter Horses Horse show money will total \$10,910 for quarter horses, Palominos, Shetland ponies and the open cutting horse contest. Breeding swine and fat barrow classes of the swine show offer a total of \$8,072. Premiums for sheep and Angora goats add up to \$5,425. A special herdsman award of \$550 also is offered by the Pan-American Exposition.

The \$15,480 offered in the Junior Livestock Show includes premiums for the Junior dairy show, steer show, market steer show, pig show, Negro pig show and lamb show. There is also a junior herdsman award of \$350. Poultry premiums are split among the breeding chicken show, breeder turkey show, junior market turkey and broiler shows, senior and junior egg production flock divisions.

Fair Dates

- Iowa: Alton—Union Co. Fair. Aug. 11-14. John A. Leininger. Missouri: Norborne—Norborne Farm & Farmyard Fair. Sept. 14-15. Pauline Kruse. West Plains—Howell Co. Fair Assn., Inc. Sept. 1-4. Mrs. Ann Alsworth. Montana: Lewistown—Central Montana Fair & Rodeo. July 29-31. James M. Schultz. New Mexico: Farmington—San Juan Co. Fair Assn. Sept. 17-19. Janet Sage. Ohio: Seaman—Seaman Fall Festival Assn. Sept. 22-25. H. M. Satterfield. Oklahoma: Bristow—Creek Co. Fair. Sept. 22-25. A. E. Gurley. Collinsville—Collinsville Tri Co. Fair. Sept. 16-18. John Fox. Dewey—Washington Co. Free Fair. Sept. 21-25. Johnny D. Pope. Hugo—Choctaw Co. Free Fair. Sept. 9-11. Robert Massengill. Mountain View—Mountain View Free Fair Assn. Aug. 25-28. Karl K. Kobs. Taloga—Dewey Co. Free Fair. Sept. 16-18. Donald Tallent. Woodward—Woodward Co. Free Fair Assn. Sept. 15-17. Bill Taggart. Pennsylvania: Elizabethtown—Elizabethtown Kiwanis Community Farm Fair. Sept. 15-18. Lew Bentzel. Mechanicsburg—Grangers Picnic Fair. Aug. 29-Sept. 6. Bob Richwine. Pittsburgh—Allegheny Co. Free Fair & Industrial Expo. Sept. 2-6. Betty Colosimo. Shade Gap—Soldiers and Sailors Fair. Aug. 2-7. A. L. Blackmon. South Carolina: Chester—Chester Co. Fair. Sept. 27-Oct. 2. J. S. Colvin. Lancaster—Lancaster Co. Fair Assn. Oct. 18-23. Robert B. Knight. Tennessee: Covington—Tipton Co. Fair Assn. Sept. 6-10. Stanley Shoaf. Kingsport—East Tennessee Dist. Fair. Aug. 23-28. A. B. Coleman. Savannah—Hardin Co. Agri. Fair. Sept. 13-16. F. B. Carrington. Springfield—Robertson Co. Fair Assn. Sept. 15-18. Culver Burnett. Tract City—Grundy Co. Fair Assn. Aug. 19-21. E. J. Cunningham. Texas: Edna—Jackson Co. Fair Assn. Sept. 14-16. Willie Mae Marthiljohn. Navasota—Grimes Co. Fair Assn. Oct. 21-23. M. S. Croft. Palestine—Anderson Co. Fair. Oct. 18-23. C. O. Miller Jr. Paris—Red River Valley Expo. Oct. 11-16. Jack V. Woodridge. Rosenberg—Port Bend Co. Fair Assn. Sept. 29-Oct. 2. A. L. Richter. Vermont: Bradford—Connecticut Valley Expo. Aug. 13-15. J. Arthur Peters. Virginia: Bland—Bland Co. Fair Assn. Sept. 9-11. T. E. Mallory. Goochland—Goochland Powhatan Fair Assn. Sept. 8-10. R. C. Watta. Rocky Mount—American Legion Amuse Enterprises Corp. Aug. 30-Sept. 4. William R. Bernard. Wise—V. P. W. Wise Co. Fair. Aug. 12-14. J. M. Robertson. West Virginia: Clay—Clay Co. Fair Assn. Aug. 23-28. W. M. Smith. Dunbar—Southern West Virginia Fair. Sept. 3-11. Lavonda Shear. Club Gassaway—Gassaway Lions Club Community Fair. Aug. 16-21. Fred L. Delp. Matewan—Magnolia Fair. Inc. Aug. 9-14. T. L. Boehling. New Hope—Beaverpond Dist. Co-Op Fair. Sept. 2-4. C. P. Kytton. Petersburg—Tri Co. Fair Assn. Sept. 15-18. R. E. Spencer.

Heavy King Circus Has Acts to Spare

Continued from page 48 will leave in early June to take 10 of the bulls to California for work in an M-G-M film, "Jupiter's Daughter." It was reported in California that George Emerson, ex-circus man now with M-G-M, would come to Indiana next week to measure the bulls for movie props. The movie work and the pending Rubens deal are being handled by Cole Bros. Elephants will return to King after the film work.

More Special Dates Two Cole Liberty acts and Cole ponies were to be added to the King entourage this week, bringing the total to about 75 head of stock. One Liberty act already was on hand, A Liberty act, pony drill and three elephants will leave in July for a month of fairs booked by the Barnes-Carruthers office. King staffers also were to confer this week with Bill Horstman, of the Cole organization, at Peru, Ind., and look over other equipment there to see whether any of it could be used to advantage. Equipment not worked into the show during the season will be checked for that which can be added to the King show next winter.

The King show makes a strong showing in its towns. Paper is prominent. Heralds and couriers are mailed not only to rural routes but also to city residents. On show day a wild life walk-thru is spotted in the business district in a revival of the old "downtown wagon" idea. Novelty workers are seen thruout the business area in the morning and along the parade route at noon. Steam calliope concert is given at the lot at dusk. Every idea is used to keep the show in the public mind.

The performance is in a state of flux. A long roster of acts able to double gives the show more turns than it can use. Show has been cut from three hours to two hours. Most of that backlog is still on the show. In addition, coming and going of Cole acts has altered the line-up for horses, ponies and elephant acts from time to time. The high-wire act, the Great Eugenes (Gretonas), was appearing thru this week but probably was going to leave.

Dogs, Bars, Iron Jaw A. Lee Hinkley's band works the show in fine style. Jim Conley fills in modestly as announcer and equestrian director pending the return of Harry Thomas from winter dates.

Peirce Elected

Continued from page 45 goes to fairs operating pari-mutuel racing and the other half to the fund.

Fairs Cautioned Doherty suggested that fairs continue to put greater emphasis on agricultural features so as not to give the public the impression that an agricultural fair "is merely a glorified race meeting and carnival."

A resolution on this subject which was adopted reads as follows: "It is the sense of this meeting that it is inconsistent with the primary purpose of agricultural fairs to change their dates solely for the purpose of seeking an advantage for pari-mutuel racing or to accommodate a traveling carnival."

The problem hinged on the action taken last year by the Marshfield Fair, which switched dates. The Plymouth 4-H Fair Association protested and outgoing president Henry F. Giguere of the EMAFA was unsuccessful in attempts to meet with the Marshfield group to straighten out the protests, it was reported. Marshfield is not a member of the EMAFA.

Giguere presided over the meeting and the association also heard from Augusta Kay, Milton Danziger and Joseph A. MacDonald, all of Weymouth; Paul Corson, of Topfield; John LeVangie, of Pembroke; Harley A. Leland, of Amherst, and Jesse E. Deacon, of Blackstone.

Performance opens with a spec that flashes people, horses and elephants. Matt Laurish, the Conleys and Dorothy Herbert work dog routines. The Dingler Trio makes a good score with its aerial bar act, and clown walk-around follows. Helene Hendricks and the Estrada Sisters perform iron-jaw acts while 10 girls work webs. Harry Rooks, A. W. Kenard and Matt Laurish are trainers for the three pony drills, which went off unusually well when caught.

Clowns reappear and they include John Toy, producing; Steve Crowe, Merle Cook, Phil Enos, Happy Kelly, Charles Browley, Jimmy DeCobb, Jimmy Douglas, Chick Yale and Frank Scallion. A seven-act display includes the Dinglers (2), trampoline; Conleys, juggling; Jacksons, trampoline; Estradas, acrobatics; Anita Conley, roly-boly; Lolita Perez, juggling, and James Douglas, juggling.

Jennier, Conleys A high point of the performance is Walter Jennier's proven seal act. He works a long turn and it wears well. Frequent applause is spontaneous. A concert announcement follows. Then comes Eddie Hendricks, Jerry Pressley and Sylvia Gregory in the center ring for wire walking features by each. At the sides are Estrada Sisters and Lolita Perez in wire singles. Clowns come back.

The Riding Conleys (7) perform with pyramids, principal riding, bounding jockey riding and comedy bareback work for a good reception. Elephants normally count three rings full, but in absence of Bert Pettus here there were two groups worked by Louis Regan and Marie Pettus and Johnny Herriott and Frances Rooks.

An aerial number followed a clown walk-around. Miss Aerial-etta (Jennier) is centered for her single traps with aerial drops and neck and heel catches. The La-Form Sisters work trapeze and Helene Hendricks performs heel and toe traps work. Second concert announcement is given.

Horses, Wire, Flying The Liberty display here had Johnny Herriott with eight Cole horses in the center, Harry Rooks with eight King horses at one side and Matt Laurish with a pony drill at the other. With more Cole horses due, this can be expected to show three rings of heavy Cole stock. John Smith backs up the acts as ring stock superintendent.

For a circus the Great Eugene, high-wire act, has too much talking, with most of it not audible to the audience. The wire-walking phases are okay. As given now, it is framed for grandstands or fairs. There is applause after some good wire work.

The Flying LaForms (3), flying return, closes the show. There is an excess of inactive swinging, but the livelier parts are enough to qualify it for applause at the finale.

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PARKS & FAIRS

AERIAL ACTS, ANIMAL ACTS, ACROBATIC ACTS, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2015 Oliver St., Ft. Wayne, Ind.

Continued from page 48 so as not to impede horses and carriages. Another problem will be timing so as to avoid any two large floats passing into and out of the single entrance at the same time, thereby creating a pileup. The arenas have separate entrances and exits. Miss Barstow will be in Balti-

more for the May 18-19 under-canvas preem to break in the altered production numbers, since by that time the personnel will be carrying both new and old routines in their minds.

Movement to Legalize Pin Games in Chicago Underway

Seek Injunction Against City; To Hold New Hearing in 10 Days

CHICAGO, May 8.—A movement to legalize pinball games in the city began Friday morning (7) with a hearing before Judge George M. Fisher in Superior Court.

In the case, Nels A. Nelson et al vs. Timothy J. O'Connor et al, the court heard a motion for a temporary injunction against the city and the police department, which would enjoin action under Chicago's bagatelle ordinance.

Judge Fisher concluded that proper pleadings in the case were not made, suggesting that allegations be set up which would definitely establish the pinball game as, or as not a gambling device. He told both parties to submit briefs and return in 10 days for further hearing. The judge expressed the desire to expedite the case.

The plaintiffs in the case, Nels A. Nelson, American Scoreboard Company; Elmer Larson, Better Games; James P. Garrity and Ray Nicolet, were represented by Attorneys Vernson and Spitzer.

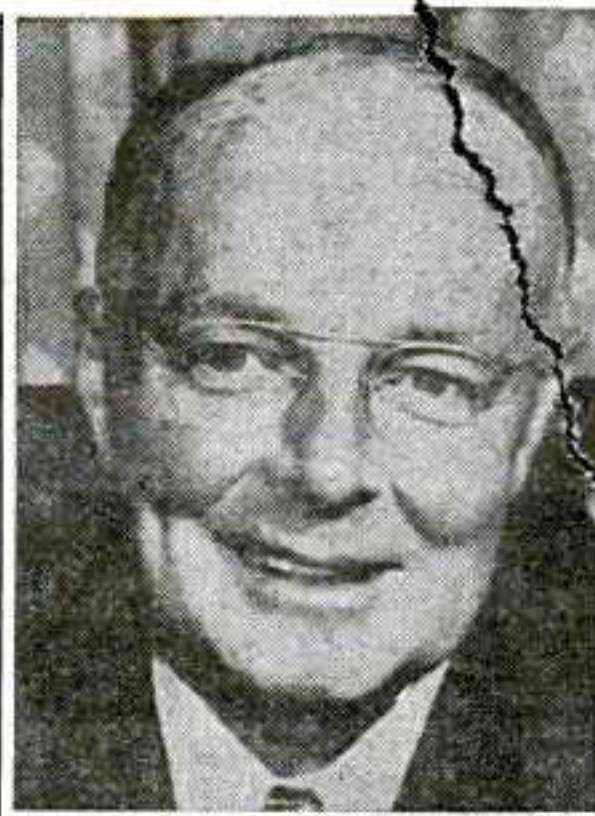
William Kafka acted as counsel for the city.

Cite Statute
The plaintiffs cited Sections 341 and 342 of the State Statute of July 7, 1953, as more recent and more important than the Chicago bagatelle ordinance of 1935. Under this statute, argued the plaintiffs, certain devices were specified as not being included as gambling devices. The statute reads, in part:

"A coin-in-the-slot-operated mechanical device played for amusement which rewards the

player with the right to replay such mechanical device, which device is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns to the player thereof no coins, tokens or merchandise shall not be considered to be a gambling device within the meaning of this Act and any right of replay so obtained shall not represent a valuable thing within the meaning of this Act."

According to the plaintiffs, this (Continued on page 76)



A. E. TREGENZA was named new president of Mills Industries, Inc., at a corporation meeting April 26 when a new board of directors, comprised of the new owners, was elected (The Billboard, May 8). Tregenza, former executive vice-president, was also elected one of the firm's new directors.

Bally Distribs Show New Coin Kiddie Ride

Flying Saucer Unit Revolves, Swings; Has Sounds, Lights

CHICAGO, May 8.—Distributors of Bally Manufacturing Company started operator showings this week of a new coin-operated kiddie ride called Moon Ride, Jack Nelson, general sales manager, announced Wednesday (5).

A flying saucer type ride, the unit has two distinct movements: a revolving motion in one direction and a back-and-forth swinging motion which is controlled by the rider.

With riding time adjustable to four choices, the ride is set in motion when a starter trigger is pressed. A National dime coin mechanism is standard.

Moon Ride features a realistic instrument panel, sound effects (a machine gun rattle when rider presses the gun trigger) and constantly flashing lights.

To heighten the thrill of the ride, stars and comets on a metal ring which encircles the entire unit, and which slowly rotates, gives the riding moppet an illusion of winging thru outer space. (Continued on page 76)

Ore. Op Gets More Time to File for Pin-Game Rehearing

State Supreme Court Grants Terry 20 Days to Petition; Delays Port'd Curb

By BUFORD SOMMERS
PORTLAND, Ore., May 8.—Banning of pinball games in Portland locations was delayed by at least 20 days thru a surprise legal move this week.

Stanley G. Terry, Portland operator, Wednesday (4) obtained from the State Supreme Court an extension until May 24 in which to petition for a high court rehearing of the Portland pinball case.

Terry, after at first announcing he would not contest the Supreme Court decision that upheld Portland's right to banish pinball games, reversed his position by indicating that such a rehearing would be sought.

1951 Ordinance
The Portland action involved was a 1951 ordinance outlawing games but which was held by a Multnomah County Circuit Court to have invaded a legal area reserved by the State when the State enacted a pinball game licensing law.

The State Supreme Court, however, April 14 upheld the city ordinance by ruling that a licensing law did not preclude a lesser

unit of government from prohibiting that which a State law taxed (The Billboard, April 24).

Another reversal of position had come from the Portland City Council, which earlier had indicated intention of licensing pinball games regardless of outcome of the Supreme Court case.

However, after the high court decision, the city council voted (Continued on page 76)

ATOM BOMBER IRKS SWEDES

STOCKHOLM, May 8.—The placement of an amusement machine at the May Day opening of Stockholm's Coney Island amusement park caused a demonstration by 100 youths who demanded that the management remove the unit, which they said was in poor taste.

The coin-operated device, called the Atomic Bomber, was made by the International Mutoscope Corporation, New York. The idea of the game is to score the maximum points by aiming a bomb on a moving target, in this case a city shown on a color film strip.

The management shut down the machine for the weekend.

POINT OF ORDER

Army-McC. Debate Blow To Operators

Continued from page 1

plained that the reflection of the shuffleboard interfered with the reception. The game was placed in a spot where it was out of the way and where it couldn't be played.

Night Play
In the neighborhood bars, it doesn't make too much difference. Most of the play is at night, and the amount of daytime play the hearings impede doesn't amount to too much.

However, coin-operated devices, particularly juke boxes, are good revenue-producers all day in midtown stops. And there, the play is way down low.

All the statesman need do now is hold evening sessions. That would really do it.

Binks Appoints 2 New Distribs

CHICAGO, May 8.—Binks Industries, Inc., named two new distributors and added territory to another, Mel Binks, president, announced Thursday (6).

The new firms are Hodges Vending Service, Shreveport, La., and Dixie Vending Service, Panama City, Fla.

Hodges Vending, headed by Jack Hodges, will cover the State of Louisiana. B. Caballero of Dixie Vending will cover the Western counties of Florida.

Herman Fisher, Aberdeen, S. D., who covers North and South Dakota for Binks, will in addition cover the State of Minnesota with headquarters in St. Paul.

Max Hurvich, general manager, Birmingham Vending Company, Birmingham, who covers the State of Alabama was formally announced as Binks distributor there.

Binks is currently producing two counter games: Zipper, inline scoring game, and Whiz Bowler.

1st Nat'l Retail Show To Spotlight Coin Machs.

NEW YORK, May 8.—Coin-operated equipment will gain special attention at the first National Retail Industry Show scheduled January 7-11 at Madison, Square Garden.

The newest models and ideas in the coin machine field will occupy a special division of the exhibit. Prominence accorded this type of equipment, according to John Evans, show director, is directly due to its "Great potential . . . in the nation's retail industry—shopping centers, department stores, chain stores and independent stores—which requires us to assign a special section of the show to this type of equipment."

Among the manufacturers already signed to exhibit coin equipment are Meteor Machine Corporation, Exhibit Supply Company, Redd Distributing Company and Pepsi-Cola. Others have indicated their intention to participate.

Said Evans: "This National

Retail Industry Show will be the first industrial exposition to serve the equipment, modernization and construction needs of the nation's nearly two million retail stores, shopping centers and warehouses which spend about \$5 billion annually on capital equipment."

The show is sponsored by the Store Modernization Institute, established in 1946.

Ohio Judge Rules in Favor Of Free-Play Pinball Games

COLUMBUS, O., May 8.—Pinball machines which give players free games are not in themselves gambling devices, a judge ruled here.

Judge Joseph M. Clifford of Common Pleas Court in his ruling reversed a 15-day suspension of

the permit of Kozy Korner at Powhatan Point, Belmont County. The State Liquor Control Board had ordered the suspension after two investigators played a pinball machine in the place.

But Judge Clifford's opinion did not touch upon the liquor department's order banning the machines for liquor places, on the contention the machines were gambling devices (The Billboard, April 3, 1954).

The order has been appealed by Ohio pinball operators and will be heard by another Common Pleas Court judge.

SUCCESS WITH SAMPLES

Southern Music Builds Up Photo Route With Service

MIAMI, May 8.—By rendering top service and checking the quality of its product at least twice a week, a Miami firm is building a substantial photo machine route.

Bob Norman, of the operating division of Southern Music Company, says his firm now has the machines in such places as the Dade County Courthouse, McCrory's 5 and 10-cent store, and drug and sundry (confectionery) stores.

Every time the machines are serviced and the chemicals changed, says Norman, the route man makes a sample picture which is brought to the office and checked. If the shot is not up to the high standards set for the

operation, changes are made until the desired quality is obtained.

Like any other vended commodity, Norman observes, the photo machines seem to cater to (Continued on page 76)

6-PLAYER BOWLING UNITS

Coin Shuffle Game Field Girds for Banner Year

CHICAGO, May 8.—This has been a top year so far for six-player shuffle games with a bowling theme, a check by The Billboard revealed this week.

"This year so far has been excellent. While the number of units shipped is on a par for the first four months of this year with the same period in 1953, since this year's models necessarily cost more than last year's, gross dollar volume is up."

That's the way Ed Levin, director of sales, Chicago Coin Machine Company, summed up the year to date.

Paul Huebsch, general sales manager, J. H. Keeney & Company, Inc., said, "We have shipped

more shuffle games during the first two months of our fiscal year (March and April) than for those same months last year, and 1953 was one of our best."

Ripe Market

Bally Manufacturing Company's return to shuffle game production with two new games indicates that firm feels the current market is ripe for such games.

Billy De Selm, United Manufacturing Company sales manager, pointed out that sales results so far on shuffle games definitely indicates a top year.

Four firms—Chicago Coin, United, Keeney and Bally—are currently producing a total of nine six-player shuffle games based on

bowling. The most recent entries in the field were Bally's Champion Victory Bowlers and Chicago Coin's Star Lite Bowler.

Making up the total are Chicago Coin's Criss Cross and Super Frame Bowler; United's Team and League Shuffle-Alleys, and Keeney's Diamond and Mainliner Bowlers.

An important recent trend in games has been the addition of three-for-a-quarter play (The Billboard, March 13 and 27). More recent trends include special value frames and higher scoring.

Reasons for Success

Altho manufacturers agree that there is no definite gauge that (Continued on page 65)

Meteor Sales Off by 10%

NEW YORK, May 8.—Kiddie ride sales of the Meteor Machine Corporation are running about 10 per cent behind last year, Al Blendow, sales manager, announced this week.

Blendow explained that the slump was probably due to general economic conditions. He said that summer locations may brighten the picture.

New Arcade Replaces Night Spot

CHICAGO, May 8.—The Capitol Lounge, 167 N. State Street, is being remodeled into an Arcade and novelty location.

Capitol Lounge had been in business 20 years, and had been operated by Milton Schwartz, Inc.

The new operators, reportedly an organization called the 167 Corporation, took possession May 1.

The Arcade is expected to be completed June 1, with operations on two floors. Dick Weiss was reportedly named manager.

Jo-Lo 6-Col. Cologne Mach. Set for June

JERSEY CITY, N. J., May 8.—Joe Tanzer, head of the Jo-Lo Perfumatic Corporation here, disclosed this week that his firm was readying a six-column spray type vender for production about June 1.

The current model has four columns which dispense cologne at 10 cents a spray. Capacity is 3,000 sprays and list price is \$98.50. The units are built on contract by the Mercury Tool & Stamping Company, Toronto.

The new vender will be similar, but will also contain a column of hand lotion and a column of deodorant. The price was not announced.

Automatic Tripper

Each column will carry four ounces. Added features are an automatic tripper for slug rejection—one which will permit only one spray for each coin inserted—and a locking device said to be vandal-proof.

All new machines will be finished in pink rose pastel, which Tanzer says is acid and alcohol resistant. All will carry the Veeder-Root automatic counter.

Tanzer said the new unit was made to satisfy operator demands for greater reactivity in industrial, school, hospital and office building locations.

Bally to Hold 2-Day Service School in Minn.

CHICAGO, May 8.—Bally Manufacturing Company will conduct a two-day service school at Lieberman Music Company, 257 Plymouth Avenue, N., Minneapolis, May 17 and 18.

Bob Breither and Paul Calamari of the Bally engineering staff will conduct the school, presenting a technical review of Surf-Club and other in-line scoring games, Jack Nelson, general sales manager, announced Thursday (6).

The engineers will also describe mechanisms and circuits contained in Bally's new six-player shuffle games, Champion Bowler and Victory Bowler.

450 to Attend Candy Confab

NEW YORK, May 8.—About 450 persons are expected to attend the 56th Annual Convention of the National Confectionery Salesmen's Association to be held June 14-16 at the Concord Hotel, Klamasha Lake, N. Y. The board of governors will meet the day before the convention gets underway.

Board chairman is Robert M. Kelly, while Abe Josephson is convention chairman. More than 125 reservations have been received from New York, Boston, Philadelphia, Buffalo, Albany and Rochester, N. Y.

Better business and distribution methods will be discussed, as will be a study and proposal to combat unfair local and State taxes. Also to be given consideration will be methods of co-operation among manufacturers, jobbers and the public.

The convention is under the sponsorship of the New York Candy Club.

German to Study U. S. Juke Business

NEW YORK, May 8.—Dr. Werner Hillert, Hamburg, Germany, is due to arrive here Monday (10) on the U. S. S. Constitution. Dr. Hillert has been chosen spokesman for the German juke box operators and is here to study the American juke box industry.

The itinerary of Dr. Hillert and the length of his visit is not yet known.

Ark. Cig Receipts Slide

LITTLE ROCK, May 8.—Cigarette taxes were the only major revenue source that fell before the record State tax collections of March, 1953, it was announced by Vance Scurlock, revenue commissioner.

Cigarette tax collections, running \$212,000 behind last year, dropped to \$520,886 in March, compared with \$541,437 in March, 1953.

Shuffle Girds for Big Year

Continued from page 64

can be used to determine why or when a certain type coin-operated amusement game will be successful, manufacturers point to a number of reasons for the success of shuffle bowlers.

Frank Mencuri, Chicago Coin sales manager, explained that "the average person is familiar with bowling and is able to understand the play in a shuffle bowling game. It is a simple game, easy to play and not too strenuous."

De Selm believes that "as long as we live, we'll see shuffle games in some form." He also points out the skill attraction of the units:

"The shuffle bowling game is a success because it is definitely a skill item. It is a very competitive game for group play and has universal appeal."

Interest in Bowling

Interest in bowling is the chief reason offered by Herb Jones, vice-president of Bally, for the game's success:

"The chief note in shuffle bowling games is the nationwide interest in bowling, one of the top participant sports. The bowling games have fast action and can be enjoyed by one or many players. Bowling will continue in this industry as the most popular form of shuffle games."

Said Paul Huebsch: "Each new shuffle bowling model has been successfully better than the previous model. Shuffle bowling will always be improved on, and always be with us. It is an uncomplicated, popular game offering the chance for personal competition among players."

Since the fall of 1949, when game manufacturers first introduced shuffle bowling games to the national market, they have been one of the brightest attractions in the field.

Few people in the industry at that time supposed that the games would continue in production for five years and promise to remain in steady competition with other types of amusement games.

Five-Year Growth

With Bally, Chicago Coin, Keeney and United among the largest producers of shuffle games in the last five years, innovations and improvements in the games has been numerous.

Bally produced its first shuffle bowler in 1949, and has produced half a dozen models since then. One of its latest wrinkles has been the illuminated score totalizer put on the Victory and Champion bowlers now on the market.

During November, 1949, Chicago Coin introduced its first shuffle bowling game. It was the first two-player bowling game on the market. A pioneer in the two-player puck rebound alley, two years ago the firm bowed the first shuffle bowler with a Formica top.

About 90 per cent of Chicago Coin's game production in the last five years has been in shuffle bowling games, with 30 different shuffle bowlers produced in that period.

United produced Shuffle Alley

—its first shuffle bowler—in September, 1949. Since then, some 20 new models have been added. It still has a tiny \$1,200 miniature model of its first machine. The first machine had stationary pins and the puck was returned thru a rack along the side. United was the first to bow plastic fly-away pins and three-for-a-quarter play—one of the latest trends.

Keeney introduced the first match feature shuffle bowler—the Keeney Deluxe League Bowler—in the fall of 1951; originated the stand-up light-up pins.

Significant is the fact that acceptance of the game over the years has been exceptionally strong in seven large cities: Chicago, New York, Dallas, Miami, Cleveland, Milwaukee and Los Angeles.

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Parts, Supplies & Services

CHARMS, CHARMS, CHARMS, CHARMS—Largest selection, best prices. Write for free price list order blank. Logan Co., 916 Milwaukee, Chicago 23, Ill. my23

NEW—EVERETT TIME MASTER CARRYING unit for "Service Head Venders" saves time, money, storage. Everett, 419 Plum St., Aurora, Ill. je12

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. 1e5

Routes for Sale

ADVANCE MACHINE ROUTE IN TEXAS; large operation, priced right. McDonald Distr. Co., P. O. Box 6095, Dallas, Tex. my15

PHONOGRAPH, SHUFFLE ALLEY ROUTE in resort area; year around income. Box M-52, c/o The Billboard, Cincinnati 22, O. my29

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY VENDING machines, from \$25 to \$125; every make and model; prices under all competition; all other types of vending machines too. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago, Ill. my29

ARCADE EQUIPMENT—PANORAM, \$200; Drivemobile, \$100; 2 Undersea Raiders, ea. \$75; 2 Skyfighters, ea. \$50; 2 Chicago Coin Pistols, ea. \$50; 2 Diggers, ea. \$25; Baseball (Scientific), \$20; Vitalizer, \$50; 2 Chicken Sams, ea. \$25; Challenger, \$10; Pikes Peak, \$10; Kickem & Catchem, \$10; Keeney Texas League, \$25; 4 Mutoscopes Card Venders, Stands and Cards, ea. \$28; complete Arcade, \$900. Carl Beddo, Shamokin, Pa.

ATLAS BV-300 5¢ TRAY VENDORS (30), very good condition; asking \$10 each. Make an offer. Box M-55, c/o Billboard, Cincinnati 22, Ohio.

BLOND MAPLE CONSOLETTA COIN-RADIOS 27", almost brand new, \$35. E. Flemke, 3800 Poe Ave., Cleveland 9, Ohio.

CHAMPION BASKETBALLS OR CHALLENGERS, \$10; Kickers and Catchers or Pikes Peak, \$15. American Machine Co., 506 E. Jefferson, Effingham, Ill.

CIGARETTE MACHINES—SIX COLUMN Rowe Imperials, \$45 ea.; nine column 9-30 Nationals, \$50 ea. Machines on quarter operation. Central Vending Machine Service Co., 2277 Parrish St., Philadelphia 4, Pa. EV 6-4244. my29

CIGARETTE MACHINE, QUARTER OPERATION Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$27.50; Mills 8-column Candy Machine, \$37.50; Statler 9-column Cookie Machine, \$22.50; DuGrenier Cigarette, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. my15

COMPLETELY SHOPPED USED VENDORS. New Shipman 3 col. Stamp, \$37.50; 1 Postmaster Daval 3 col. Stamp, \$35; 20 U-Select-It 72 Candy Bar, \$35; 4 new Shipman 3 col. Candy, \$39.50; 6 new National King Candy, \$25; 2 Craig Ice Cream Cup, \$21.00; 6 Revco Ice Cream Cup, \$15.00; 10 Silver King 5¢ Hot Nut Vendors, \$15; 200 1¢ Silver King Nut or Gum, \$8.50; 15 Atlas Ace 1¢ Merchandise, \$6.50; 10 1¢ Masters, \$7.50; 4 new Masters, \$8.50; 6 1¢ Advance Stick Gum, \$8.50; 6 Hershey 20 col. 1¢ Bar, \$8; 3 SuperVend 3 Drink, \$32.50; 3 Bradley 2 selection cup, \$29.50; 6 Hupp Cold Drink, \$22.50; 2 Hot Snack Bar 6 col., \$20.00; Floor Sample Coffee Spa, \$72.50; 30 Pop-Ses Popcorn, \$65; 5 Hawkeyes Popcorn, \$55; 1 Pop-Hot Popcorn, \$50. One-half deposit with order, balance eight draft. Cleveland Coin Machine Exchange, Inc., 2029 Prospect Ave., Cleveland, Ohio. my15

FOR SALE

Palm Beach, \$175.00 | Bright Lights, \$65.00
Coney Island, \$5.00 | Zingo, \$5.00
Satisfaction guaranteed. 1/3 with order. Reference, Home National Bank of Meriden. EASTERN SALES & SERVICE, South Meriden, Conn. 141 Main St. Phone Meriden 7-3091

NEW SHIPMAN TRIPLEX, \$37; LIKE NEW, \$29.50; two column, \$19.50; cash. Folders, factory price. U.S.P.—Waterbury, Conn. my15

ONE THOUSAND DOLLARS WILL GET you three eighteen foot Bowl-o-Games; never uncrated; last model; counts frames. Write for folder. Box M-54, c/o The Billboard, Cincinnati 22, Ohio.

PENNY SCALES—TEN (10) WATLING #400 Fortune Telling, like new, bargain. Contact Jerry Berger, 214 Nichols Road, Kansas City, Mo.

SEVENTY USED CHICAGO METAL STEEL Slot Safes; make an offer. Skill Amusement Co., 661 Northampton St., Easton, Pa. Phone 7672.

50 NORTHWESTERN MODEL 49 1¢ Venders, excellent condition, \$12 each; 35 Advance Model "D" Ball Gum with large globes, \$3.50 each. Send \$4 deposit. A. GERRY, Philadelphia 45, Pa. Box 4435

15 CANDYMAN MACHINES, SOME OPERATING, \$20 each picked up in Schenectady, N. Y. P. O. Box 837, Waterford, N. Y. my22

20 46's & 47's SEEBURGS, COMPLETE, BUT as is, \$85 ea.; 7 Bowlers, \$150; 14 Five Balls, \$350. ABC Coin Machine Co., 2509 S. Fresa St., San Antonio, Tex.

500 PENNY GUM VENDERS—VARIOUS makes, good condition, \$2.95 up; Penny Scales, \$19.95; Popcorn Venders, \$19.95. R. Westmoreland, Jackson, Tenn. my29

\$595 TAKES ALL; 2 PHOTOMATICS, 2 Booth Recorders, 2 Chicken Sams, 2 short Skee-Balls, Air Raider, Rapid Fire, parts, chemicals, blanks. Mrs. LaBarre, 12683 Terry, Detroit 27, Mich.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. my29

WANTED—GOTTIEB 3-WAY GRIPPERS; any quantity up to 100. Fred Swening, 52 West 55th St., N. Y. my15

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only
\$_____ Payment enclosed

Name _____

Address _____

City _____ Zone _____ State _____

Correction

H. C. Looney, Caldwell, Idaho, distributor for Binks Industries, Inc., in Idaho, was inadvertently referred to as an Iowa distributor in The Billboard, May 8. Iowa is covered for Binks by Phil Moss, general manager, Atlas Music Company, Des Moines.

MILK VENDING: DOUBLE BOON

American Dairy Assn. Cites Public, Industry Benefits

CHICAGO, May 8.—Milk vending has been earmarked by the American Dairy Association as a vital selling tool to (1) step up national consumption of the product, and (2) help dispose of the tremendous surplus which has become an annual problem for the industry.

Paralleling the ADA program is thinking on the part of federal government officials, regional dairy associations and agriculture leaders who attended the recent Washington meeting keyed to

automatic merchandising of milk (The Billboard, May 1).

A three-point plan being finalized by ADA centers on milk venders:

1. Part of the association's \$4 million advertising campaign to boost milk sales will be used to help promote the use of milk vending machines in offices, schools and factories.

2. A special program to help promote the use of milk venders will receive detailed attention.

3. Make milk as handy to the consumer via vender as are soft drinks thru the same medium.

3-Year Test

An ADA project on vending machines conducted by Prof. A. J. Morris, head of Utah State College's dairy department, at the college is now in its third year. The project has expanded from the original 30 to the present 53 machines located in Utah and Southern Idaho.

The study revealed that all vender sales in the test areas brought new business to the dairy industry. During one year, "plus" sales from the milk machines amounted to \$76,246.20.

It was pointed out that 10 milk venders on the Cornell University campus sold 20,000 to 30,000 half-

pints a month without cutting into restaurant sales on the same campus.

Consensus of the leading dairy spokesmen: Dairy sales have slumped not because the consumers have spent the money for other things.

(Editor's note: In 1953, the dairy industry overproduced by eight million pounds of milk, with resulting surpluses of cheese, butter and milk powder stockpiled in warehouses after the government bought them to support prices.)

Milk Markets

Milton Hult, head of National Dairy Council, outlined several markets for increased milk consumption:

1. Eighteen million teen-agers.

2. Twenty-seven million aged persons.

3. Thirty million persons who want to reduce weight.

Hult said that campaigns aimed at increasing milk sales have resulted in concrete results in the past. Such campaigns, and their results, have been used in:

Miami, for a 11 per cent boost; St. Louis, 7.4 per cent; California, 10.6 per cent; Syracuse, 9.3 per cent; Minneapolis-St. Paul, 9 per cent; and Denver, 13.7 per cent.

Part-Time Mach. Op Out for Roanoke Police

ROANOKE, Va., May 8.—Roanoke policemen may engage in such off-duty activities as bricklaying, carpentering and guard duty—but a recently revised P. D. regulation prohibits operation of vending machines.

The recent controversy on police personnel's part-time vending businesses was touched off last year when the Virginia Cigarette Service Corporation made a complaint to City Manager Arthur Owens. Subject: Officer B. J. Webb, who operated venders, subsequently sold his route to another officer, Paul Vest.

However, Vest's sale of his equipment at the last minute headed off what could have evolved into a court battle over the legality of the new police department regulation governing off-duty activities.

While Vest did not state who purchased his machines, he did say they were not sold to Virginia Cigarette Service.

The new section in the city's Police Rule Book requires officers to get written permission to go into off-duty work. It was pointed out that nearly all officers do some type of extra work to supplement their municipal pay.

Cig Promotion Sales Lag; 15 Locations Out

NEW YORK, May 8.—The Nedick's Nickel promotion, a point-of-sale feature whereby a patron can insert a quarter into cigarette venders located in any of the snack chain stores and get a pack of cigarettes and a Nedick Nickel, good for 5 cents in trade, is achieving only mediocre results.

John Becker, head of Times Vending, which operates the machines, admitted as much this week. Becker said that the plan

(Continued on page 78)

St. Louis BBB Warns Sharpies; Cites Code

ST. LOUIS, May 8.—First reported use of the new anti-promotional vending machine standards (The Billboard, May 8) in combating blue-sky promoters was made this week when the St. Louis Better Business Bureau issued a warning to "unscrupulous vending machine promoters."

BBB President Harry W. Riehl announced publication and adoption of the advertising code (developed by National Automatic Merchandising Association and the National Better Business Bureau, Inc.) would help "prevent a continuance of these frauds."

The local BBB warning was directed against vender promoters "who are fleecing inexperienced investors with plausible but false promises of large profits with little work and no risk."

Am. Tob. Hints At Filter Cig

NEW YORK, May 8.—Harry L. Hilyard, treasurer of the American Tobacco Company, told the New York Society of Security analysts this week that American is working on a filter-tip cigarette, "Which we hope to bring out one of these days." American is the only major tobacco company without a filter-tip cigarette.

He said that the firm's first quarter net, which will be reported soon, will be well ahead of 1953. Last year the company earned 85 cents a common share in the first quarter.

A questionnaire sent out by Riehl to 350 persons, who had inquired in recent years about such ventures, indicated in the case of all who responded, that "deception was involved in the presentation of the machines, and those who bought reported they had lost money."

Riehl stated that "anyone who has purchased vending machines at three and four times their real value, under exaggerated promises of high earnings for part time work, was bound to be disappointed and defrauded."

ABC Sales Up, But Net Down

NEW YORK, May 8.—Net sales of the ABC Vending Corporation and its subsidiaries increased slightly for the first quarter of 1954, compared with a like period last year.

The 1954 figure is \$10,950,535; last year it was \$10,356,805. Operating profit was \$558,246, compared with \$603,260. However, operating profit was down somewhat in the first quarter this year; it was \$558,246, compared with \$603,260 in 1953. Other income was \$44,522 this year, compared with \$40,168 in 1953. Total profit in the 1954 quarter was \$602,768; last year it was \$643,428.

Interest and other deductions amounted to \$35,844 in the 1954 quarter, compared with \$29,961

(Continued on page 76)

MILK VENDERS SET FOR WASH. GOVT. BUILDING

WASHINGTON, May 8.—Vending machines are now playing a role in aiding the Department of Agriculture to alleviate the nation's milk surplus. Secretary of Agriculture Ezra T. Benson announced this week that four milk venders would be placed in the corridors of the Agriculture Building.

Rowe units will be installed. They will be operated by Aaron Goldman's G. B. Macke Company and vend half pint cartons for 10 cents.

Benson said, "If I have my way, milk venders will be in every department of the government." He added that this included the White House.

Canadian Assn. Sets Program to Increase Vending Pace in '54

Tax Victory Green-Lights CAMA's 4-Point Blueprint for Progress

MONTREAL, May 8.—The Canadian Automatic Merchandising Association this week announced plans to step up its activity and increase industry representation during 1954. The recent tax victory for Canadian operators, elimination of the 15 per cent excise tax (The Billboard, April 24), followed a campaign spearheaded by CAMA president Alan M. King and climaxed with a special brief by the association to D. C. Abbott, Canadian minister of finance.

Two phases of CAMA's program to build up automatic merchandising in the provinces have been set:

The appointment of Peter Box as executive director.

A four-point association blueprint for progress.

The latter was adopted following a series of meetings between King and ACMA directors. It includes:

1. Development of membership strength to include every operator, manufacturer-distributor, bottler and supplier at present engaged in the industry.

2. A public relations plan, to be organized thru newspapers, allied trade journals, industrial and company magazines and newspapers, Better Business Bureaus and local Boards of Trade, to foster a greater public acceptance of the industry and to assist in its expansion.

3. Regular mailings to members

of newsletters, reports, public relation and sales promotion literature.

4. Institution of an educational program to set national standards of hygiene and sanitation, ethics and operating practices. Forwarding to members of information regarding new developments and new techniques which become available.

Tremendous Boon

In his first official announcement, Box stated: "This recognition of the Canadian automatic merchandising industry by the

(Continued on page 78)

Hebel Starts Production in Addison Plant

ADDISON, Ill., May 8.—First parts production began this week at the new Fred Hebel Corporation plant here as final assembly operations on the firm's ice cream vender were made at the former Chicago headquarters.

Fred Hebel, president, said the move to the new 19,000-square-foot plant here would be completed by next weekend. At that time, all manufacturing operations will be centered in the new facilities, located on Addison Road south of the village in the Addison Industrial District.

With the initial activation of the new plant last month (The Billboard, April 17), Hebel also announced a \$80 reduction in price on its five-selection FHC ice cream vender. New list is \$795, including an illuminated electric sign that formerly cost \$15 extra.

The lower price, Hebel said, was possible because of the anticipated production increases (double that of former output) and a general improvement in manufacturing efficiency in the new factory.

Hoffman Names Hartig Ad Mgr.

NEW YORK, May 8.—Walter Hartig this week was appointed advertising manager of the Hoffman Beverage Company. He was previously display advertising manager.

Nathan N. Perlstein continues as director of advertising, with headquarters in Chicago. Hoffman is currently making canned carbonated beverages in addition to its bottled line.

Calif. Ops Use Mch. Stickers to Cut Cig Thefts

PASADENA, Calif., May 8.—Increasing thefts of merchandise from cigarette venders over recent months has resulted in counter action by the Cigarette Vendors' Institute of California, Inc.

Special warning stickers, advanced as a deterrent to vender thieves, are being made available to members for placement on machines. Copy on the stickers is the same for each of the two sizes offered, approximately 3 by 5 inches and 2 by 2½ inches.

The sticker, similar to that used by Eastern operators, reads: "\$500 fine or six months imprisonment or both is the penalty for unlawfully removing any of the contents of this machine. California Penal Code, sections 484-488-490."

Large-size stickers are 1½ cents each, small size 1 cent.

Ops, Retailers to Tell Sales Problems at '54 NCA Meeting

CHICAGO, May 8.—Merchandising problems, for the vender operator as well as the retailer, wholesaler and manufacturer, will key several sessions of the June 6-10 National Confectioners' Association at the Conrad Hilton Hotel here.

Representatives of operating firms, theaters, food, drug and variety stores and wholesalers will take the stand during the Thursday morning session, June 10, to discuss "Your Consumer Potential." Theme will be "we can sell more (candy) if . . ." Speakers will describe what they need and want from the candymaker to help them move a greater volume of candy.

"How to Live With the Cocoa Problem" will be described during the Wednesday (9) meeting. First hand reports on conditions in cocoa growing countries, estimates on

short and long range price trends, and reports on consumer reaction to new compound coatings will highlight discussion.

Second day of the convention, Monday (7), marks the opening business session. It will examine newest developments in functional ingredients for improved shelf life, and information on packaging materials and equipment.

The convention program follows: Sunday (6), 5:30-8:30 p.m., informal NCA get-together.

Monday (7), 8 a.m., breakfast and technical discussion; 2-8 p.m., opening of exhibits.

Tuesday (8), 10 a.m., Planning for Profits; 1-6 p.m., exhibits.

Wednesday (9), 10 a.m., the cocoa bean problem; noon-8 p.m., exhibits; 8 p.m., production forum.

Thursday (10), 11 a.m.-5 p.m., exhibits; 10 p.m., consumer potential, distributors' views on selling.

FILM, FLASH BULB VENDER

Developed by Chi Firm; Ansco, G.E. Interested

CHICAGO, May 8.—A combination roll film and flash bulb vender has been placed in pilot production by Chicago Kitchenware Metal Specialties, Inc., following a one and a half year period of development.

Chicago Kitchenware, according to Roy Sutz, sales manager, has worked in the automatic merchandising field as a supplier to vender manufacturers and as the designer of a newspaper vending machine.

Sutz said the film vender, which has six columns for film (25 boxes per column) and one column for 24 packs of flash bulbs, will be priced at \$325, including a Na-

tional coin mechanism and its own penny-nickel refunder as standard equipment. The machine weighs 150 pounds, is 60 inches high, 18 inches deep and 30 inches wide. A one-year unconditional guarantee will be offered on all working parts.

Film and flash bulbs will vend at 41, 46 and 50 cents. The coin mechanism will accept quarters only (two) and return penny and nickel change. Pull knobs effect delivery, are positioned at the base of each of the seven columns.

Resembles Cig Machine

Cabinet and merchandise columns resemble a standard manual

(Continued on page 76)

We
Have Newer
CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢
Complete Sample Kit

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

HERE AGAIN!!!
VICTOR'S TOPPER
The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25 cases.
\$48.00 per case of 4, 25 cases or more.

BIRMINGHAM VENDING COMPANY
540 Second Ave., No., Birmingham 4, Ala.
Tel.: 54-7526

BALL and VENDING GUMS
New LOW Factory Prices

'BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb
Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb
Chicle Chicks, 320 & 520 ct. 36¢ lb
Bubble Chicks, 320 & 520 ct. 30¢ lb
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

VICTOR'S TOPPER
The World's finest bulk and charm vendor.

100 or more **\$12.00** each
Less than 100 **\$12.50** each

Equipped with large globe. Immediate Delivery on all Victor Models. Time Payment Plan Available.

ROY TORR—LANSDOWNE, PA.

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 8	Issue of May 1	Issue of April 24	Issue of April 17
	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Tab Gum (10 col.)....	17.25	17.25		
Advance Gum Vendor (6 col.)..	7.45	7.45	7.45	7.45
Advance Model D Ball Gum...	5.95	5.95	5.95	5.95
Advance No. 11 Mds...	8.50	8.50	8.50	8.50
Advance Stick Gum, 1c.....	125.00	125.00	125.00	125.00
Ajax (8 Col.).....	49.50	49.50	49.50(2)	49.50
Athletic Scale (Mercury)....	49.50	49.50	49.50	49.50
25c Ball Point Pen Vendor...				275.00
Bradley, 2 selection.....	135.00	150.00	135.00	150.00
C-B Electros.....	7.45	7.45	7.45	7.45
Columbus 1c.....				210.00
Craig Ice Cream Vendor, 10c				
DuGrenier Champion (9 col.)..	125.00	97.50	97.50	100.00
DuGrenier Model W (9 col.)..	95.00	115.00	95.00	125.00
Exhibit Card Vendor, 1c....	125.00	15.00	15.00	22.50
Foot Ease.....	75.00	75.00	75.00	25.00
Hawkeye Hot Popcorn.....	129.50(late)	129.50(late)	129.50(late)	95.00
Hershey 1c (2 col.).....	55.00	55.00	55.00	55.00
Hot Snack Bar (5 col.).....	6.50	6.50	6.50	6.50
Hupp Cold Drinks.....				150.00
Keeney Electric (9 col.).....	150.00	150.00	150.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	150.00
Kalva 3 Selective Bottle Vendor				125.00
Marion Scale.....				69.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	6.95	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Tab Gum.....	27.50	27.50	27.50	27.50
National 930.....	130.00(2)	130.00	130.00	130.00
National 950.....	145.00(2)	145.00	145.00	145.00
Northwestern 33 Ball Gum...	7.95	6.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	12.50	17.35	12.50
Northwestern 49, 5c.....	17.35	12.50	17.35	12.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	18.95	25.95(2)	18.95
Pop Corn Sez.....	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn.....	65.00	65.00	65.00	65.00
PX (10 col.).....				140.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Revco Model 400 Ice Cream...				150.00
Rowe Candy (8 col.).....				85.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	350.00	150.00	150.00	150.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	155.00	155.00	155.00	130.00
Rowe President (10 col.).....	155.00(2)	155.00	155.00	155.00
Rowe Royal (8 col.).....	100.00	100.00	100.00	100.00
Rowe Royal (10 col.).....	110.00	110.00	110.00	110.00
Rowe Royal (9 col.).....	100.00	100.00	100.00	100.00
Silver King, 1c Bulk.....	8.50	8.50		
Silver King, 5c Bulk.....	8.50	8.50		
Silver King Hunter Ball Gum	19.50	19.50		
Silver King.....	8.50	13.95	8.50	13.95
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut.....	29.95	29.95	29.95	29.95
S. K. Hunter Ball Gum.....	24.50	24.50	24.50	24.50
Smoke Shop Lo-Boy.....	249.50	249.50	249.50	249.50
Super Vend Selective Drink Vendor, 3 Drinks.....				325.00
Unedda Candy.....	62.50	62.50	62.50	62.50
Unedda Challenger (8 col.)..	110.00	110.00	110.00	110.00
Unedda Electric (9 col.)....	125.00			
Unedda Model A (6 col.)....	50.00	75.00	50.00	75.00
Unedda Model A (6 col.)....			95.00	95.00
Unedda Model E (9 col.)....	80.00	85.00	85.00	85.00
Unedda Model E (9 col.)....	95.00	100.00	100.00	110.00
Unedda Model 500 (9 col.)...	110.00			
Uneddapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

A Paul Price Original Sensational Quality Design INITIAL RING

Looks like true Jeweler's work—proven strong customer appeal—will skyrocket sales. All initials available. Beautiful simulated gold embossed raised initial on black stone—available in white plastic band, copper plated and nickel plated bands.

WHITE PLASTIC.....\$13.50 per M
COPPER PLATE..... 16.50 per M
NICKEL PLATE..... 17.00 per M

All F.O.B. N.Y.C. These rings vend perfectly—one at a time—in Rockets as well as machines with ball gum wheels—also fit capsules for merchandise vending. Compare quality and price—definitely worth several dollars more! Our assortments consist of the correct number of the right initials.

WRITE FOR CATALOG SHEET!

PAUL A. PRICE CO.
55 Leonard St., New York 13

Uva, Woods Upped By Lorillard Co.

NEW YORK, May 8.—The P. Lorillard Company announced the promotions of Dominic Louis Uva and Charles Brendon Woods to division manager and assistant division manager, respectively.

Uva moves to Charlotte, N. C., from Boston, where he had been assistant division manager. Woods, who had been a salesman in the Springfield, Mass., division, replaces Uva at Boston.

Spacarb Preems Fibreglas Sign

STAMFORD, Conn., May 8.—Spacarb, Inc., this week announced a new red, yellow and green fibreglas sign which fits onto all D-53 series cup vendors. The unit will sell for \$30, complete with metal backing and fluorescent tubes. Immediate delivery is promised.

VICTOR'S Baby Grand Deluxe 5c CAPSULE VENDER

(Vends charms in capsules, one capsule at a time)

NOW AVAILABLE for IMMEDIATE DELIVERY!

Less than 100 (packed 4 to case)..... **\$60.00** Case
100 or more..... **\$57.00** Case

Time payment plan available. Trade-ins accepted. Prices subject to change without notice.

CHARMS IN CAPSULES
Initial Rings, Per 1,000\$20.00
Funny Face Rings (24 different items), Per 1,000... 20.00
Rings Are Ass'd., Nickel Gold & Oxidized.
Tops, Per 1,000\$22.50
Spiders, Per 1,000 20.00
Lizards, Per 1,000 20.00
Yo-Yos, Per 1,000 20.00
Playing Cards, Per 1,000 20.00

INTRODUCTORY OFFER
4 Venders plus 1,000 charm-filled capsules. **\$80.00**

Pioneer VENDING SERVICE
590 Albany Ave. Brooklyn 3, N. Y.
Phone: PResident 4-5358

THIS WEEK'S SPECIAL IN CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS
Model E, 6 cols., 168 cap.\$ 75.00
Model A, 9 cols., 270 cap. 95.00
Model 500, 9 cols., 330 cap. 100.00

ROWE CIGARETTE VENDORS
Imperial, 6 cols., 180 cap.\$ 85.00
Royal, 10 cols., 400 cap. 110.00
Royal, 8 cols., 320 cap. 100.00
Crusader, 10 cols., 475 cap. 155.00

SPRING SPECIAL
Unedda Candy, Wall Model, 730 cap. **\$62.50**

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors

WRITE FOR INFORMATION
Our Points are VENDED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices.
1/3 Deposit Balance C.O.D.

UNEEDA Model E 9 Columns 270 Cap \$80.00

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

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) 911

Name

Address

City..... Zone State.....

Occupation

The Billboard
WHICH OFFERS YOU THE MOST COMPLETE CATALOG OF VENDING MACHINES

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern



CONVERTED CIG UNIT

Flako Runs Tests on Pastry Mix Vending

NEW BRUNSWICK, N. J., May 8.—Flako Food Products here, makers of prepared pie crust and pastry mixes, is quietly experimenting with automatic merchandising as a means of increasing its retail sales.

For three months now, the firm has been running tests with a converted Stoner cigarette vender, selling six Flako products to the firm's 100 employees here. The unit has bought from Furst & Schwartz, New York Stoner distributor, which made the conversion.

The machine vends pie crust,

corn muffin, cupcake, biscuit, cookie and pastry mix packages. Each package is 5.5 inches high, 3 inches wide and 1.75 inches deep. There are seven columns, 18 packages to a column.

350 a Week

According to Benjamin F. Herbert, plant engineer, sales have been averaging 350 a week, an average of 3.5 purchases per employee per week.

The company's policy is to sell its products to employees for about half the general retail price. Hence, the products are vended for a dime each, while the average grocery price is about 18 cents a package. If the products were to be introduced to the consumer market on a vending basis, Herbert said the price would probably be 20 cents.

Before the introduction of the vending experiment, the firm selected one day a week to sell Flako products to its employees. However, the venders now operate thruout the week.

No Plans Yet

Francis Shanahan, assistant to the president, is in charge of the tests. He said that no plans have been formulated about eventual distribution or sales organization for an automatic merchandising program, but that such a program is a distinct possibility.

Possible locations would be large apartment buildings and outdoor stops in front of markets to garner after-closing business. He feels that the greatest potentiality is in evening and weekend sales.

NCWA Meet Theme to Be 'Prog. Profits'

NEW YORK, May 8.—"Program for Profits" will be the theme of the 1954 convention of the National Candy Wholesalers' Association at the Hotel Commodore here, August 1-5.

Tentative convention plans call for five business sessions during the meeting, starting with the Early Birds' Breakfast, August 2. Morton I. Singer, Singer Brothers, Jersey City, N. J., is chairman of the convention committee. I. L. Saffer, Saffer-Simon, Inc., Newark, N. J., is chairman of the attendance committee.

The confectionery exposition will be held in conjunction with the convention and is reputed to contain the largest variety of confectionery products displayed anywhere in the country.

Wilbur K. Hess, exposition manager, said that 75 per cent of the exposition space had been reserved. The following firms have been added to the list of exhibitors: DeMet's, Inc., Chicago; Boyer Brothers, Inc., Altoona, Pa.; Royal Tops Manufacturing Company, Long Island City, N. Y., and Tru-Pak Products Corporation, Ruthersfordtown, N. C.

Pure-Pak Plant to Be Built in Philly

PHILADELPHIA, May 8.—A \$2,000,000 converting plant for producing Pure-Pak paper milk containers, used by vending operators, will be built here by the Single Service Division of the International Paper Company.

The plant, which is scheduled for completion in October, will have a capacity of 100,000,000 containers a month. It will supplement the output of the company's plant in Norristown, Pa., and will contain 108,500 square feet.

Denver Sharpie Named 'Fugitive Of the Week'

DENVER, May 8.—A sharp warning to blue-sky promoters who cloak their operations under a guise of selling vending machine franchises was sounded here recently. District Attorney Bert M. Keating named Robert W. Robbins as "fugitive of the week."

Robbins, a 6-footer around 35 years old, is being sought by the Denver police for swindling a local man of \$2,300 in a "peanut machine franchise" deal.

Representing himself as an agent for an Eastern manufacturer, Robbins offered a franchise for the entire State, supposedly covering some 450 machines, service equipment and other elements. He carried a sample machine and painted a glowing picture of the profits possible from State-wide route operation. He obtained a \$2,300 cash payment for equipment.

Police Search

When the machines failed to materialize, and it proved impossible to trace the address of the manufacturer, the victim went to the police. Detectives searching for Robbins found that he had left without taking his clothing or other personal items from his hotel room.

Among his belongings was a snapshot of Robbins, which was run in The Denver Post identifying him as the "fugitive of the week." He was traced as far as Albuquerque, N. M.

The victim reported that his original contact with Robbins had come from answering a classified ad.

Filter Sano Makes Bid

NEW YORK, May 8.—Another filter-tip cigarette has joined the scramble. A few weeks ago, the United States Tobacco Company introduced its Sano brand in a king-size filter-tip version in Washington. Since then it has been tested in Baltimore and Philadelphia.

It is now being introduced here, backed by a heavy newspaper advertising campaign, with a New England preem, accompanied with another advertising push set for June.

The regular denicotinized smoke will continue to be marketed. The filter version sells for 30 cents in most outlets.

Canada Dry Promotes V.-P. Collins, Nims

NEW YORK, May 8.—Directors of Canada Dry Ginger Ale this week named Wilbur M. Collins president of the firm's subsidiary, Canada Dry, Ltd., and of Canada Dry International, Inc., the subsidiary for foreign licensing.

Also named was Ralph O. Nims as vice-president and general sales manager for company-owned carbonated beverage operations in the United States.

Collins joined Canada Dry in 1935 as general sales manager and was named vice-president in 1936. Nims, who joined the firm as a salesman in 1931, was formerly assistant general sales manager.

VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR
The Most Flexible Bulk Vendor Ever Constructed

6 MACHINES IN 1

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations. You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

VENDING WHEELS
#104—For Chicle Treats or Chicle Treats—(2 pcs. each portion).
#105—Merchandise Vending Wheel with adjuster plate.
#106—Ball Gum Wheel vends 146, 170 or 210 count gum with or without charms.
CAPACITY: 7 1/4 lbs. 210 count ball gum.
IMPORTANT: Specify Which Wheel You Desire. 6 Decals furnished with each machine.

PRICES:
Less than 100 machines \$16.95 ea.
100 or more 16.50 ea.
Packed and sold 4 machines per case. Minimum shipment: 1 case.
Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

1c & 5c mechanism slides into place—no screws!

AK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE
PENNY KING CO.
2538 Mission St.
Pittsburgh 2, Pa.

WESTERN OFFICE
OPERATORS VENDING MACHINE SUPPLY CO.
1025 So. Grand Ave.
Los Angeles 15, Calif.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50.
(Foreign rate, one year, \$8) 912

Name.....
Address.....
City.....Zone.....State.....
Occupation.....

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.95
Master 1c Bulk Porc.	7.45
Master 5c Bulk Porc.	7.45
Master 1c & 5c Bulk Porc.	7.95
Columbus 1c Bulk	7.45
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.85
Pistachio Nuts, Vendor's Mix	7.75
Cashew Whole	.52
Cashew Butts	.50
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts	.25
Almonds, 480 ct. 5 lbs. vac. pk.	.85
Baby Chicks	.31
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lollipops	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rain 510 Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	.28
Adams Gum, all flavors, 100 ct.	.44
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.85
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
L'ONGore 4-6467

An EPPY Exclusive-- NAIL PUZZLE

This Nail Puzzle gimmick vends perfectly in your ball gum machines. It's a real old-timer puzzle everyone knows. Everybody likes to try their hand at it. It's fun to solve.

\$12.50 f.o.b. Jamaica, N. Y.
Or: At Your Distributor.
per 1,000

As a change of attraction—to give consumers a puzzle-to-solve, you would be well advised to feature NAIL PUZZLES. Make your machines "interesting" and you create an interest and impulse to buy at your machines.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, 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

NOW AVAILABLE!
Colorful—Wood Imported Miniature

YO-YO's
Perfect for all Penny Vending

\$9.99 M.

Freight Prepaid. Write for Free Sample.

OHIO GUM SUPPLY CORP.
P. O. Box 155 Wickliffe, Ohio

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

Shake Hands WITH GUGGENHEIM'S new, hot item . . .



FRIENDSHIP RINGS!

Vends in capsule, bulk or rocket machines.

Gold and Silver—Mixed

\$16.00 per thousand F.O.B. N.Y.

Order from your distributor or from . . .



33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

C&C Listed on Stock Exchange

NEW YORK, May 8.—The C&C Super Corporation, manufacturer of canned carbonated beverages for the vending trade and pioneer in the vending of crown-top canned beverages, this week was listed on the American Stock Exchange.

The new listing takes the place of National Phoenix Industries, Inc., predecessor company, and the Croft Company of Boston, which recently merged with National Phoenix.

National Phoenix stockholders recently voted in favor of the union of their company with Croft, of calling the combined corporation the C&C Corporation, and for an exchange of stock on the basis of one share of the combined company stock for each share of National Phoenix stock held and for every three shares of Croft stock held.

The new corporation now owns the assets previously held by its predecessors, including the cash and plant owned by Croft and the holdings of National Phoenix. The latter consists of 100 per cent of the preferred and 95 per cent of the common stock of the Cantrell & Cochrane Corporation (maker of C&C soft drinks), 100 per cent of the stock of Nedick's, Inc. (quick snack chain), 43 per cent interest in the B/G Foods, Inc., and other NP holdings.

C&C officers, all former officers of National Phoenix, are Walter S. Mack, president; William Geisler, executive vice-president, and Albert Fink Milton, secretary and treasurer.

Directors are the officers and the following: Dr. Bernard E. Proctor, William Zeckendorf, Gen. James A. Van Fleet, Virgil D. Dardi, Winslow Sears and James M. Johnston.

Move Amend Office

CHICAGO, May 8. — Fred W. Amend Company this week moved its sales office to 1603 Orrington Avenue, Evanston, Ill. Former location was on Michigan Avenue here.

Frozen Juice Price Climbs

NEW YORK, May 8.—Operators of orange juice venders again were confronted with raising costs of concentrate as the wholesale price went up this week for the third time in a month.

Four large producers announced increases of 10 and 11 cents a dozen cans, equal to a retail increase of a cent to a cent and a half a can.

The Minute Maid Corporation, Clinton Foods' Snowcrop Division and the Birds Eye Division of General Foods all raised their prices from \$1.79 to \$1.89, while Libby, McNeill & Libby went from \$1.68 to \$1.79 a dozen.

At the start of the season in December, the market was glutted, and prices were as low as \$1.43 by February. As the glut became absorbed the price climbed. Producers report they are now paying \$2.50 a box for oranges, against the \$1.10 in the middle of March.

McComas Picks Tobacco Board

NEW YORK, May 8.—O. Parker McComas, chairman of the Tobacco Industry Research Committee, has announced the appointment of a seven-member scientific advisory board. Named were:

Dr. McKeen Cattell, Cornell University Medical College; Dr. Paul Kotin, University of Southern California Medical School; Dr. Leon Jacobson, University of Chicago; Dr. Clarence Cook Little, Roscoe B. Jackson Memorial Laboratory; Dr. Kenneth Merrill Lynch, Medical College of South Carolina; Dr. Stanley P. Reimann, Institute of Cancer Research, and Dr. William F. Reinhoff Jr., Johns Hopkins School of Medicine.

The TIRC was organized early this year to foster research into "all phases of tobacco use and health."

2 Southern States Hit Mail Order Cig Buyers; Stiff Fines

BATON ROUGE, La., May 8.—Out-of-State cigarette purchases to avoid payment of State taxes will prove an expensive saving if revenue collectors here and in Georgia follow thru on their present plans.

The 296 Louisianians, who ordered 36,240 packs of mail order cigarettes, will be fined \$1 per pack, plus the 8 cents State tax, for violating State tax laws, revenue collector Rufus Fontenot announced this week.

He said names of violators were taken from a manifest sheet which a Virginia firm supplied the State in accordance with federal law regulating mail order establishments.

In Georgia, Charles Redwine, revenue commissioner, issued a similar statement. He said some 1,600 Georgians will be billed for \$33,000 in unpaid tobacco taxes in the start of a crackdown on mail order cigarettes.

Purchasers of out-of-State cigarettes will be asked to pay the 30 cents per carton tax or face a maximum fine of \$1,000 and/or six months in prison.

Redwine noted that 11,000 cartons of cigarettes were bought by Georgians in April at \$1.86 per carton; minimum price in Georgia is \$2.14 per carton.

London RR Station Has New Cig Unit

LONDON, May 8.—The British Automatic Company has installed a new type cigarette vender at the Liverpool Street Station here. The unit vends packets of 10 cigarettes in three brands and at three prices, giving appropriate change from two shillings.

The firm is attempting to regain its railway station locations and currently has more than 1,000 columns in operation.

Wis. Canned Bev Co. Purchased by Brewery

BURLINGTON, Wis., May 8.—The Van Merritt Beverage Company, canned soft drink producer, this week was sold to the Weber Brewing Company, Waukesha, Wis. Move was in conjunction with the sale of the Van Merritt Brewing Company to a Chicago group. The Van Merritt firm had operated separately as a beer and a soft drink producer.

New Ideal Ad Program Keyed To Locations

BLOOMINGTON, Ill., May 8.—Ideal Dispensing Company this week announced a new location advertising campaign keyed to its line of soft drink and milk venders. Advertisements will be directed toward motel and service station owners.

Appearing in trade journals for each field, full-page ads will tell the location owners of increased sales made thru use of the firm's selective venders. Testimonials appearing with each ad will relate the experience with Ideal venders by a location owner.

According to Ideal officials, the campaign will "aid in reaching a larger percentage of the 1.5 million potential vender market locations."

Lily First Quarter Sales, Profit Up

NEW YORK, May 8.—Net sales for the Lily-Tulip Cup Corporation, rose nearly \$2,000,000 for the first quarter of 1954 compared to a like period last year. Net profit after taxes nearly doubled.

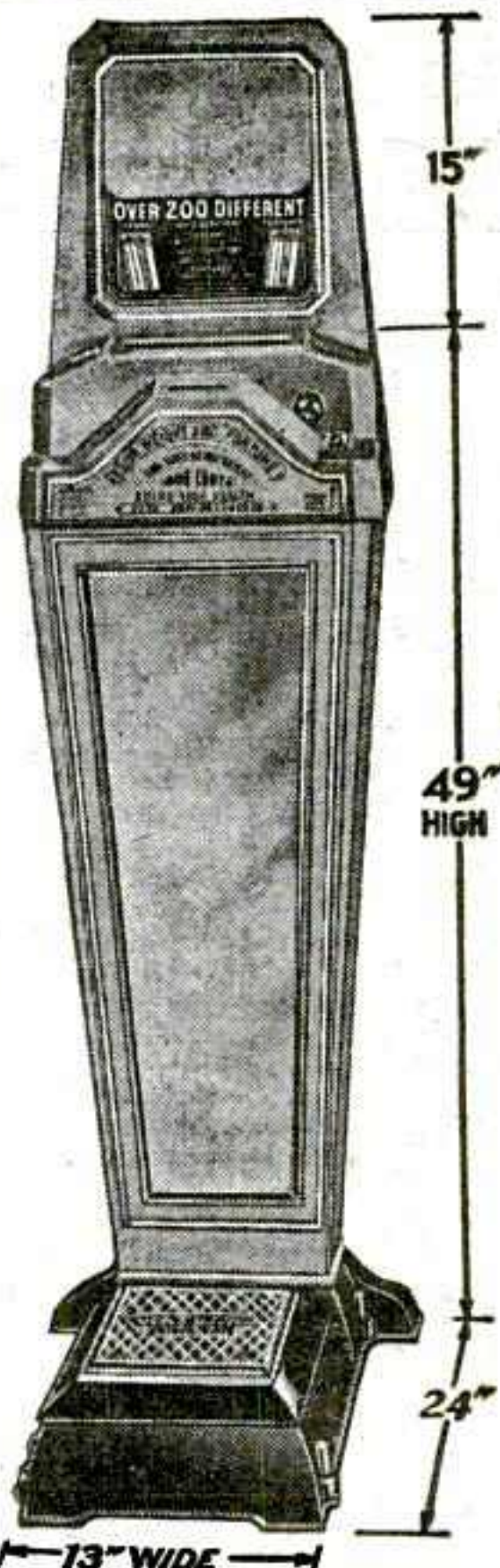
The 1954 figures were \$1.57 earned per share on \$14,232,213 sales and \$1,061,447 net profit after income taxes. For a similar period in 1953, the figures were 77 cents earned per share (adjusted to give effect to 50 per cent stock distribution on February 18, 1954), \$12,444,578 sales and \$521,085 net profit after income taxes.

According to President Walter J. Bergman, the elimination of the excise profits tax was responsible for a portion of the improvement.

Cleve. Coin Named Andico Distributor

LANSDALE, Pa., May 8.—The appointment of the Cleveland Coin Machine Exchange, Inc., Cleveland, as distributor for the Andico hot coffee vender was announced this week by Leroy Lewis Jr., executive vice-president of the American National Dispensing Company here.

Don Schrader, Andico vice-president in charge of production, visited M. S. Gisser, Cleveland Coin president, as 40 Northeast Ohio operators were on hand to discuss operation problems.



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

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.

RINGS! RINGS! RINGS!

NEW SIGNET INITIAL RING (A Beauty!)

FUNNY FACE RING (24 Different!)

Nickel \$10.25
Gold \$11.00 (FOB Brooklyn)

Perfect in any Charm Mix, holds a marble firmly, sure-fire in capsules! Order direct or from your Distributor. Send for price list today, or \$1 brings 50 samples plus other items. (Limited number rings available in capsules. Write for information and Low Prices.)

ABBEY PLASTICS CORP.

3354 Nostrand Ave. Brooklyn, N. Y.

READY FOR DELIVERY CAPSULES

with

- Small Harmonicas . . . \$22.50 per M
- Small Knives 22.00 per M
- Assorted Rings 20.00 per M
- Key Chain Items 22.50 per M
- Wood Tops 20.00 per M
- Scissors 20.00 per M
- Rubber Blowers 20.00 per M
- Purses w/Mirror 20.00 per M
- Mirror & Comb 20.00 per M
- Butterfly Pins 20.00 per M

Numerous Other Novelty Items. Minimum Shipment—One Thousand. Terms: Net Cash F.O.B. Dallas. Please enclose \$1.25 for complete line of samples.

Graff Vending Supply Co.

2841 W. Davis Dallas, Texas

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 Enoch St.
Baltimore, Md.

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 VEND 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 913
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

RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Vendors, Capsules, Charms, Etc., in Stock!



6 Col. GUM VENDOR

With 600 pieces of assorted Adams Gum

ONLY \$17.25 EA.

POP CORN SEZ
Clean—Ready for Location—10c Mechanism



\$49.50 EA.



Ajax 5c Hot Nut Vendors, recond., incl. Stand and Cup Dispenser. \$59.50



ATLAS 5c ALMOND TRAY VENDOR

Special Deal! 1 Mach. & 5 lbs. of Almonds (700 Count) \$10.95



NORTH-WESTERN Model 33 1c Ball Gum VENDOR

BRAND NEW! \$6.95

WHILE THEY LAST!



SILVER KING 1c or 5c Bulk completely reconditioned \$8.50 EA.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

It's a dynaMITE!

ATLAS MASTER penny nickel
PROFIT MAKER
the modern Ball Gum and Charm Vendor for Biggest Profits—more nickel sales—faster emptying!

ATLAS MFG. & SALES CORP.
12220 Triskett Rd.
Phone 34-ward 1-7725 Cleveland 11, O.
Also vends NUTS and CANDY. Be first with the best in your territory! Get the facts! Write Wire or Phone TODAY!

60,000,000 RECORDS

Pioneering Days Behind As Ops Turn to Know-How

By JIM WICKMAN

CHICAGO, May 8.—The days of record pioneering on juke boxes, where some of the nation's greatest all-time hits—"Bei Mir Bist Du Schoen" (1938), "Beer Barrel Polka" (1939), "In the Mood" (1940), "Tonight We Love" (1941)—blazed their way to fame, have all but disappeared. The once used record buying system of selecting a tune and then trusting to luck is gone and in its place has developed a new cautious, conservative method. Within the last five years, ac-

ording to leading record distributors, juke box operators have acquired more record buying and programing know-how than any other group of buyers. And their active interest in new releases compares more favorably with that of the average record dealer. Probably the most important factor in developing this new method of buying was the introduction of multi-selection phonographs. Years ago, operators would hear a record they liked, and buy enough to cover their routes. Their biggest problem was finding a current top song for all 12 of the spots on their machines.

New Juke Problems

The introduction of machines holding up to 100 and 120 selections presented a new problem to juke box operators: Variety and extensive programing.

Operators found the investment required, as a result of increased selectivity, too high to trust to judgment. What happened was that operators began to buy cautiously—just a few records at first for testing purposes. If, and when, requests for the number began to climb or the tune received good play on one of the trial locations, operators would then go back for more records to cover their routes.

It was reported that while juke box operators today are buying more conservatively than they did five years ago, they are buying in greater volume and are selecting them from a much wider variety of tunes.

Record distributors explained that today's operator takes as much care in selecting Country and Western, Rhythm and Blues and Latin tunes as they do in picking popular records.

Other Factors

Another factor responsible for the conservative system was the change in type of location served by operators. With the addition of more restaurants and teen-age places, operators found that a greater variety of music was needed. Tunes that had long made the average tavern visitor happy were found to collect nothing but dust in some of the newer type locations. Restaurant-goers and teen-agers demanded a new type of music—

after-dinner music and more emphasis on the arrangement than on the vocalist. And each new problem, operators found, could be solved only thru better programing.

Still another cause responsible for operators changing their buying habits was the one-stop record service. In these outlets, operators are charged only a slightly higher price and are offered operators tunes on nearly every label.

Since operators found that it was to their advantage to buy in a limited quantity at first, for sampling, they found these new outlets cut down the time previously needed in traveling from one distributor to another while acquiring the records. One-stop service also encouraged conservative buying until the record had enough time to prove itself.

Reasons for Change

Other reasons given for the gradual change included:

1. Operators paying more attention to requests from locations. One record distributor estimated as high as 70 per cent of the tunes purchased by operators were ordered because of location requests.

2. Operators interest in the flip side of a record. Collections showed that while the favorite

(Continued on page 74)

Green Bay Ops Report May 10 Wis. Meet Set

GREEN BAY, Wis., May 8.—Operators reported that final preparations for the next meeting of the Wisconsin Phonograph Operators' Association, skedded for Monday (10) at the Beaumont Hotel here, had been completed.

The meeting, which is expected to draw operators from nearly every section of the State, will get underway immediately following a noon luncheon. Topics slated for discussion include personal property taxes, public promotion and a report on the McCarran Bill.

Clint Pierce, of Brodhead, president of the association, will moderate the event and C. G. Bookmeier, of Green Bay, vice-president, will act as host.

\$ HINTS TO OPS: GREENEST GRASS NOT NEXT DOOR

CHICAGO, May 8.—Many an operator looking for a new location often finds the most profitable one right in his own back yard, says Harold Schwartz, of Atlas Music, Seeburg Distributor.

Schwartz believes the pressure for new spots can be eased considerably by placing wall boxes in old locations. He pointed out how operators, who had tried this, found anywhere from \$10 to \$15 a week extra in their cash boxes.

Schwartz remarked that the same situation had developed many times, and encouraged operators to exploit present locations before spending time and money in search of greener pastures.

New Sales Staffer At T. & L. Distrib

CINCINNATI, May 8.—Leonard J. Goldstein and Sidney W. Block, head of T. & L. Distributing Company, Wurlitzer outlet, announced this week that G. (Granny) Merritt had been added to the firm's sales staff. Merritt, Goldstein explained, was added to the firm to provide better sales coverage of the new Wurlitzer phonographs.

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:

MPTV CALLS HALT TO COLOR SERIES. Sees era for tint TV film still years away (TV Film department).

VICTOR PICKS TOPICS FOR SALES MEETING. To discuss important moves for tapes, disks and phonos (Music department).

RCA TO MARKET POP, CLASSIC TAPES. Music from recent diskings readied for August (Music department).

OPERATION PUSHPOP. Billboard launches campaign to stimulate summer disk business (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

RCA and Magnecord Wrap Up Tape Deal

Continued from page 16

of the unit as background music in such locations as factories, hotels, schools, restaurants and similar spots, where a juke box was not likely to be acceptable, were pointed out to operators.

The unit is similar in design to Magnecord's other tape recorders except that it has larger reels permitting longer play. It is set to play only half the width of the tape at a time, then automatically reverses and plays the other side.

Earlier this week, William L. Dunn, president of Magnecord, announced the appointment of Roberts as general manager of the commercial music division—further indicating that the firm was ready to roll.

In his new position, Roberts, who was once one of the leading figures in the coin machine industry as general manager of the Seeburg Corporation, will direct all phases of the firm's activities in the commercial music field. Roberts, when questioned at

the operator showings as to the source or library to be used, would not comment. However, he did say that the unit would be sold exclusively to music operators and that the finest music obtainable from one of the world's largest libraries would be used.

Nickel Play Still in Force In Miami Area

MIAMI, May 8.—With an estimated 90 per cent of Dade County's juke boxes still on a nickel, the switch to dime play, three-for-a-quarter, still looks a long way off in this area.

During the past few months operators made an effort to get the public accustomed to dime play by converting to two tunes for a dime, six-for-a-quarter. Even a compromise such as this was met with stiff opposition, and many of the operators were forced to convert back to the nickel chute.

Contrary to general expectations, the announcement of Jacksonville operators going on dime play aroused no interest for a similar campaign here. Jacksonville operators switched to dime play, three-for-a-quarter, last Wednesday (5) as a result of a program adopted by members of the newly formed North Florida Coin Operators' Association.

MORE TRUTH THAN FICTION

CHICAGO, May 8.—In the issue of Ladies' Home Journal there's a little quip on the juke box business:

Harlan Miller, on the "There's a Man Around the House" page, says, "When a teen-ager buys a tune or plays on a juke box, he disturbs only those nearby. But when a disk jockey adds 'em up and plays them as 'top tunes,' he annoys innocent millions over radio and TV."

COIN TV

Name Three Firms in Mail Fraud

CHICAGO, May 8.—A federal grand jury here last week charged 14 persons and three corporations with a \$2 million mail fraud based on a television "previewer" which automatically turned on a coin-operated TV set for the first four minutes of each half hour program.

The previewers, along with coin-operated TV sets and signs, were to be used in motels. However, the indictment charged, hardly any of the previewers worked and hardly any were delivered.

The corporations are the Preview Television Corporation, formerly National Coin TV System, Inc., at 80 E. Jackson Street; United States Sign Corporation, 75 E. Wacker Drive, and the American Institute of Television Manufacturers, Washington, D. C.

How It Worked

Here's how the system worked: Motels were contacted by mail offering a deal whereby a TV set

(Continued on page 74)

200 Attend N. Y. State Ops Fete

NAPANOCH, N. Y., May 8.—About 200 operators, distributors, manufacturers' representatives and their guests holidayed at the Napanoch Country Club here last weekend as the New York State Operators' Guild held its third annual dinner-dance at this Catskill resort Saturday night (1).

Sid Levine, counsel for the New York Automatic Music Operators' Association, was toastmaster, and Brock Peter, Columbia, and Frank Avalon, Label X, provided the entertainment.

Out-of-town attendees included the Westchester Music Guild delegation, headed by Carl Pavesi and Seymour Pollak; Harry Rosen and Meyer Parkoff, Atlantic-New York, Seeburg outlet; Barney Sugarman, Runyon Sales, AMI distributor; Lou Boor-

(Continued on page 74)

AMI to Host Employees at Plant May 14

GRAND RAPIDS, Mich., May 8.—AMI, Inc., announced this week that an open house for employees and guests would be held at the plant here May 14 beginning at 7 p. m.

William FitzGerald, sales promotion and advertising manager of the firm, said that the affair was designed to familiarize employees with all phases of the manufacturing process. He added that conducted tours thru the plant would be made till 9 p. m.

Ristaucrat Skeds Hideaway by May 24

APPLETON, Wis., May 8.—Ristaucrat, Inc., this week announced its new hideaway Model M 400 record player would be ready for delivery May 24.

The unit, which was first introduced to operators at the Music Operators of America convention last March, features the same mechanism as that in the Ristaucrat juke box. It plays 45 r.p.m. disks on both sides and is capable, when extended - play records are used, of approximately five hours of continuous music before automatically restacking.

The unit, according to Joe

Cohen, general manager of the firm, was designed for locations desiring music but not interested in a juke box. He pointed out that the number of new spots available for this type of equipment were unlimited: Doctors' offices, factories, hospitals, department stores, food stores, etc.

Cohen said that the new model would list for approximately \$450. It measures 22 inches high, 14 inches wide and 12 inches deep. Shipping weight is 50 pounds.

"Production of the firm's juke box will get under way shortly after the first run on this model has been completed," Cohen said.

Illinois Ops Hold 6th Annual Banquet

CHICAGO, May 8.—Over 300 operators, distributors and allied members of the juke box industry were entertained by seven top recording stars and music by Carl Schriever at the sixth annual banquet of the Music Operators of Northern Illinois Thursday (6) at the Elmhurst Country Club.

Bob Gnarrow, banquet committee member in charge of entertainment, launched the activities with a welcoming address. Next he introduced the other members of the committee—Jerry Shuman, chairman; Bill Nyland and Paul Brown, in charge of the program; Louis Arapia, ticket sales; Andy Hesch, entertainment, and Barney Poss, in charge of flowers.

Gnarrow then turned the platform over to Joe Wallace, who emceed the floorshow. Artists participating in the program included Johnny Desmond, June Valli, Jimmy James, Kitty Kalen, Pat Terry, Gene Strang and David Taylor. Dancing followed.

Among the guests were Ray Cunliffe, Phil Levin, Vic and Bert Bandioli, Frank Padula, Paul Huebsch, Herb Perkins, Paul Bennett, Mary Gillette, Nate Feinstein, Morrie Ginsburg, Harold Schwartz, Ben Coven, Chris Tiasen, Mike Spagnola, Fred Minter, Joel Stern, Andy Oomens, Rene Pirard, Tony Galgano, Bea Simkus, Bob Lindelof, K. W. Voedk, Bob Raywood, Everett Johnson and Sam Palaggi.

GET WELL FAST!



- • • Are you worried about "tavernclosia"?
- • • Has "stay-at-home-itis" infected your route?
- • • Do you have empty spots before your eyes?
- • • Is the "Quarantined to Operators" sign keeping you out of good locations?

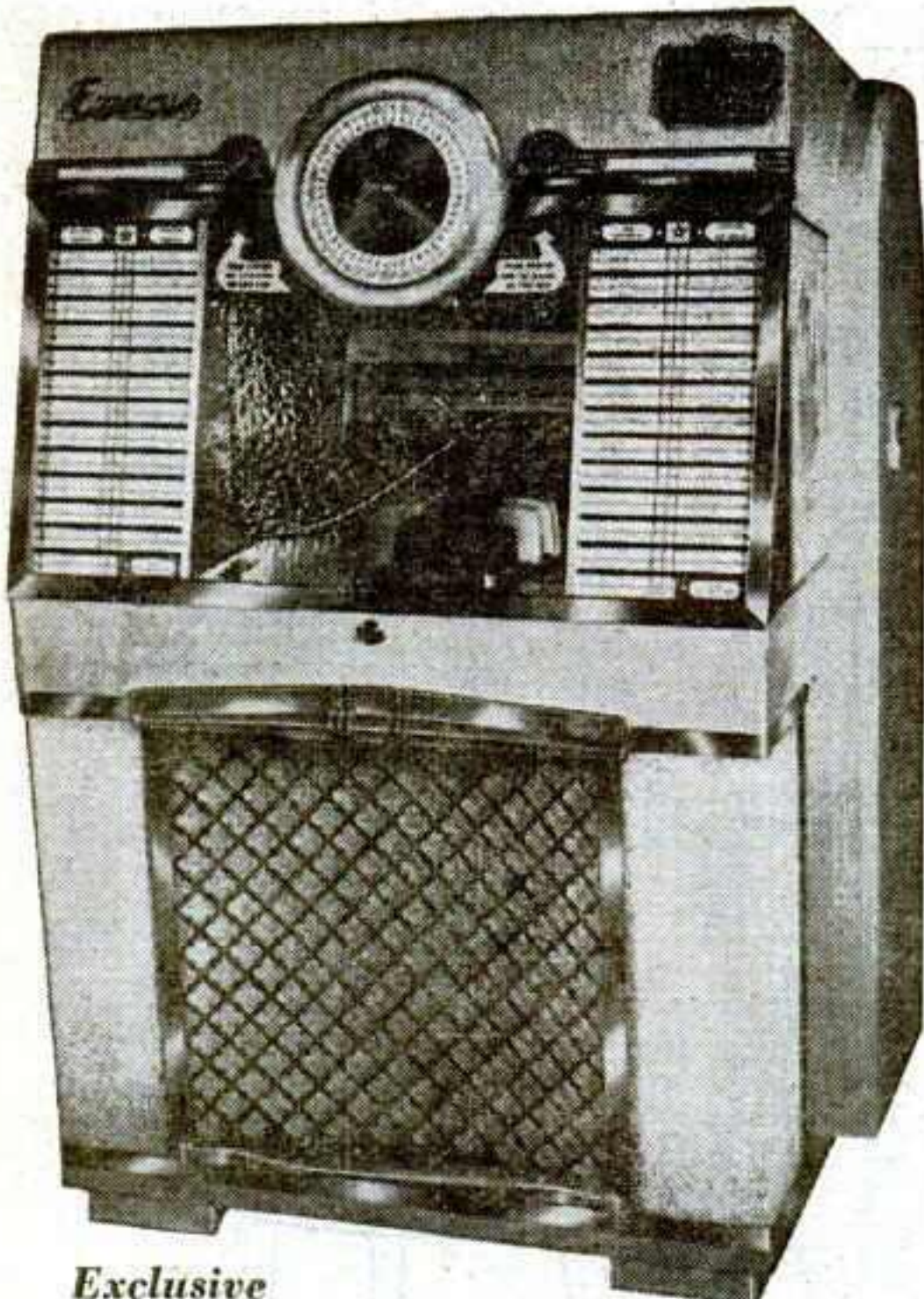
Then, you need Model "E." It's the prescribed dosage for a healthy music business, rich in all the qualities that tone up your profits.

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



Exclusive
with
EVANS'

PANORAMIC SOUND DISTRIBUTION!

A new scientific method of diffusing sound waves! Every nuance of sound is faithfully reproduced thru the entire tone range. Sound waves emanate from the full width of the cabinet, completely unhampered . . . projected in all directions to permeate the room in clear, rich tones. Only Panoramic Sound Distribution assures true Hi-Fidelity reproduction!

**ON DISPLAY AT YOUR
EVANS DISTRIBUTOR!**

H. C. EVANS & CO. 1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

COINMEN YOU KNOW

Chicago

Ralph Sheffield, Genco, spent weekend in Detroit visiting distributors. Ralph found Michigan air a bit frosty. . . . Irv Ovitz, Acme International Distributors, 3643 W. Montrose Avenue, says an increased business is being noted on bingos, shuffle alleys and Arcade machines. . . . Herb Jones pointing out hall redecoration job at Bally.

Henry Nelson, Nelson Distributing Company, Detroit, a visitor at United. H. Ross, United engineer, said that the first night's play in the company's Twilight Golf League was called on account of darkness—seems it turned into a banquet after that.

Down to the Derby: Len Durant, United president, who left Thursday; Henry Rydberg and Howard Nerius, who left Friday. Not in Kentucky, but a pool winner on show-horse Hasseyampa: Billy DeSelm.

Joe Kline, First Distributors, reports demand heavy for Chicago Coin's Star Lite Bowler. Sam Kolber advises the Koin Men's Koffee Room at First is getting more and more popular with operators dropping down for java and watching McCarthy-Stevens telecast. Mal Finke of the merchandise division finding big response to the firm's summer catalog thru mail and counter sales.

Monty West, Purveyor Distributing, says Northern Illinois area keeping him busy. Marie Hopp, Purveyor secretary, had a big time in Syracuse, N. Y., with her bowling team that tied for eighth place in Women's National Tournament.

Bill Bolles, Binks Industries, got nice letter from distributor Milton Braun, Savannah, Ga. Said Braun: "Have inspected Whiz Bowler and found it one of best counter games I have ever seen."

Jack Nelson, Bally, reports Bally plants to be awarded a plaque for Industrial Injury Prevention on May 13 at the annual Greater Chicago Safety Conference and Exposition.

Frank Mencuri, Chicago Coin, off to California on business and to visit his wife and kids. . . . Ed Levin smiling over results of latest shuffle model. . . . Likewise, Sam Wolberg and Sam Gensburg.

New York

Louis Tartaglia, County Vending, Westchester juke box operator, was on 10th Avenue buying equipment last week. . . . Olsheyn Distributors, Albany, N. Y., will hold an open house Tuesday and

Wednesday (11-12) to display the AMI E-120 to up-State operators. . . . Irv Kempner, Runyon Sales, is in Connecticut on business.

Ruth Nussbaum and Dorothy Wolk, former employees of the New York Automatic Music Operators' Association, visited at the office this week. . . . Joe Rosenberg, Ace Vending, is out of the hospital and recuperating. . . . Sandy Moore has bought Dominic Ambrose's Nassau and Suffolk Vending Company.

Charlie Engelman is building cottages on his property at Lake Mahopac, N. Y. . . . Lenny Block, Melody Music Company, bought the route of Herman Rabinowitz. . . . Walter Haenle, Prince Vending Company, Newark, N. J., is convalescing at the Eye and Ear Hospital, New York. . . . Sol L. Kesselman, counsel of the Music Guild of New Jersey, reports that he has been successful in having the automatic phonograph section removed from the proposed coin machine ordinance in Paramus, N. J.

Charlie Brinkman, vice-president of the Rowe Corporation, left this week on a business trip to Kansas City, Mo., and Tulsa. He will attend the National Automatic Merchandising Association regional meeting in Dallas this weekend. . . . Curt Roosevelt, grandson of the late President, visited Sam Goldsmith, Capitol Projectors executive, to discuss the coin operated 3-D business. His uncle, James Roosevelt, was once active in the coin motion picture business.

Los Angeles

Jean and Dolores Minthorne, Minthorne Music Company, off to Arizona for a look-see at their branch in Phoenix. . . . Charley Daniels, Ed Wilkes and Jimmy Wilkins, of the Paul Laymon Company, hailing the arrival of the new Bally Victory Bowler, which Charlie avers is built with the strength of a battleship.

Jack Spencer, Big Bear Lake music and games operator, getting set for the annual summer contingent of coinmen who visit him. Especially, says Jack, when the fish are biting. . . . Lyn Brown, Lyn Brown Company, carted a bevy of friends to help clean up his swimming pool at the Brown hacienda.

Al Silberman, of the Badger Sales Company, reports a spurt in drink machine business with the warm weather setting in. . . . Adolph D'Este, of the Badger firm's vending - supplies department, back in top shape again after being sidelined temporarily. Simon Sales Company, a beehive of activity as Jack Simon's foreign sales continue to mount. . . . Charles Cahoon and Johnny Ketchersid, Long Beach, in town this past week. . . . Also Lee Nelson, of Santa Ana, and Fred Allen of Bakersfield.

Miami

The Amusement Machine Operators' Association will start plans at the regular meeting scheduled May 27 for the fourth annual AMOA banquet to be held late this year. Willie Blatt announced this week. Blatt said that an effort would be made to again rent the Pagoda Room of the Saxony Hotel, Miami Beach, or possibly an even larger place, since last year's event was a sellout. At the same time, Blatt announced that AMOA meetings will be suspended during June, July, August and September.

Announcement from Jacksonville that the newly formed North Florida Coin Operators' Association expects to swing over to dime, three-for-a-quarter play on all juke boxes in Duval County failed to arouse a similar campaign here (see story in Music section).

William Binkley, president of Binkley Distributing Company, Jacksonville, distributor of M-G-M and other record lines, and his wife, Marjorie, were in town on a combination business-pleasure trip. Mrs. Binkley is the company's secretary-treasurer.

Binkley's Miami branch manager, Dave Shedd, is on a special diet due to a stomach ailment. . . . Juke box operators are calling for Betty Madigan's latest M-G-M record "Joey," says Mrs. Jo Hiller, who goes out on a limb for this one and predicts it will move up fast.

Gene Wasson, AMI field service representative, left town after conducting a service school at Southeastern Music Company. Another AMI factory visitor was Jack Mitnick, Eastern regional representative, who spent several days here on business, then visited the Jacksonville office of Southern Music Company. Mitnick's territory for AMI extends from Canada all the way to Puerto Rico.

Morris Marder, M & M Amusement Company, and his wife Mary celebrate their wedding anniversary June 6. . . . Mildred Marks, the efficient Girl Friday at Brooke Distributors, is planning a June vacation. . . . Helen Kane, also of Brooke Distributors, will be married this month and after a honeymoon, will return to her secretarial duties.

Willie Blatt and Bert Lane and their wives spent a pleasant weekend fishing in the Keys. "The big ones got away," says Blatt, "but we had lots of fun anyhow." Both coinmen are sporting bronzed faces.

Newly arrived on the showroom floor of Bush Distributing Company are samples of Chicago Coin's new 6-player baseball game Home Run and Starlight Alley. Both pieces look mighty good, says Ozzie Truppman.

The folks at Bush Distributing hear regularly from their wandering export manager, Ken Willis, who is on a month's business trip to the South American and Central American countries. In his absence, his assistant Jose Catari-neau is holding down the export department and attending to the constantly increasing flow of correspondence from the firm's many overseas customers.

Joe Mangone, All-Coin Amusements, is on a rigid diet trying to shed 80 pounds. Mangone and his wife-business partner Eloise are receiving compliments on their new home on Brickell Avenue, complete with swimming pool and cabanas. After a busy day, they look forward to a dip in their pool and a chance to relax.

Willie Levey is sporting a sleek new Cadillac that has his gin rummy associates gasping. . . . Shop foreman Eddie Frank, Taram Distributing, is on the sick list. . . . Syd Nathan, president of King records, is spending a few days at Miami Beach and then will travel to Havana on a talent search for calypso and mambo artists with Henry Stone, a.&r. man for De Luxe records, a King subsidiary.

While here, Nathan is spending considerable time with his Miami branch manager and lifelong friend, Marvin Novak, and also Nathan's brother, Dr. David Nathan, who is chief of medicine at Mount Sinai Hospital, Miami Beach.

Gale First, routeman for House Music Company, Naples, Fla., was observed buying records at the various distributors in town. First comes to Miami about twice a month for the purpose. He reports that juke box operators in the Naples area, on Florida's West Coast, are doing well these days due to good business conditions in farming, fishing and tourists—the three mainstays of his area. Straight nickel play is still the rule on Florida's West Coast, says First.

Jack Lipsiner, Coin-Operated Service, says he is sleeping the night thru for a change now that his 10-week-old daughter, Lorene Samuela, skips her middle-of-the-night bottle. Lipsiner and his wife, Lil, are happy in their new home at North Miami Beach, as is their 4-year-old son Mitchell Dean, who, according to his daddy, is "getting brown as a nut" in his new surroundings.

The Lipsiners are planning a southern vacation this summer instead of their usual journey to the North. "Why go up North and roast when we can keep cool down here?" says Jack. He reports juke box collections on his route are about at the same level as a year ago. Some of the other local operators say their collections have dropped and blame TV and the fights, in part.

Arnold Rogan, Juke Box Company, has returned to his route duties after injuring his back recently. . . . The AMOA business office has been redecorated and
 (Continued on page 74)

How Was Your Timing on . . .

"IF YOU LOVE ME"

KAY STARR
CAPITOL 2769

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

APRIL
6, 1954

Title Strips
Ready for Top
Juke Profits

APRIL
6, 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 _____

WURLITZER 1700

Tested for Months in Charlotte, N. C.

HERE ARE THE FACTS ON ANOTHER FIELD TEST

On January 11th, months before its nation-wide introduction, a Wurlitzer 1700 mechanism in a 1500-A cabinet went on test in a big, busy, 24-hour-a-day restaurant in Charlotte, North Carolina.

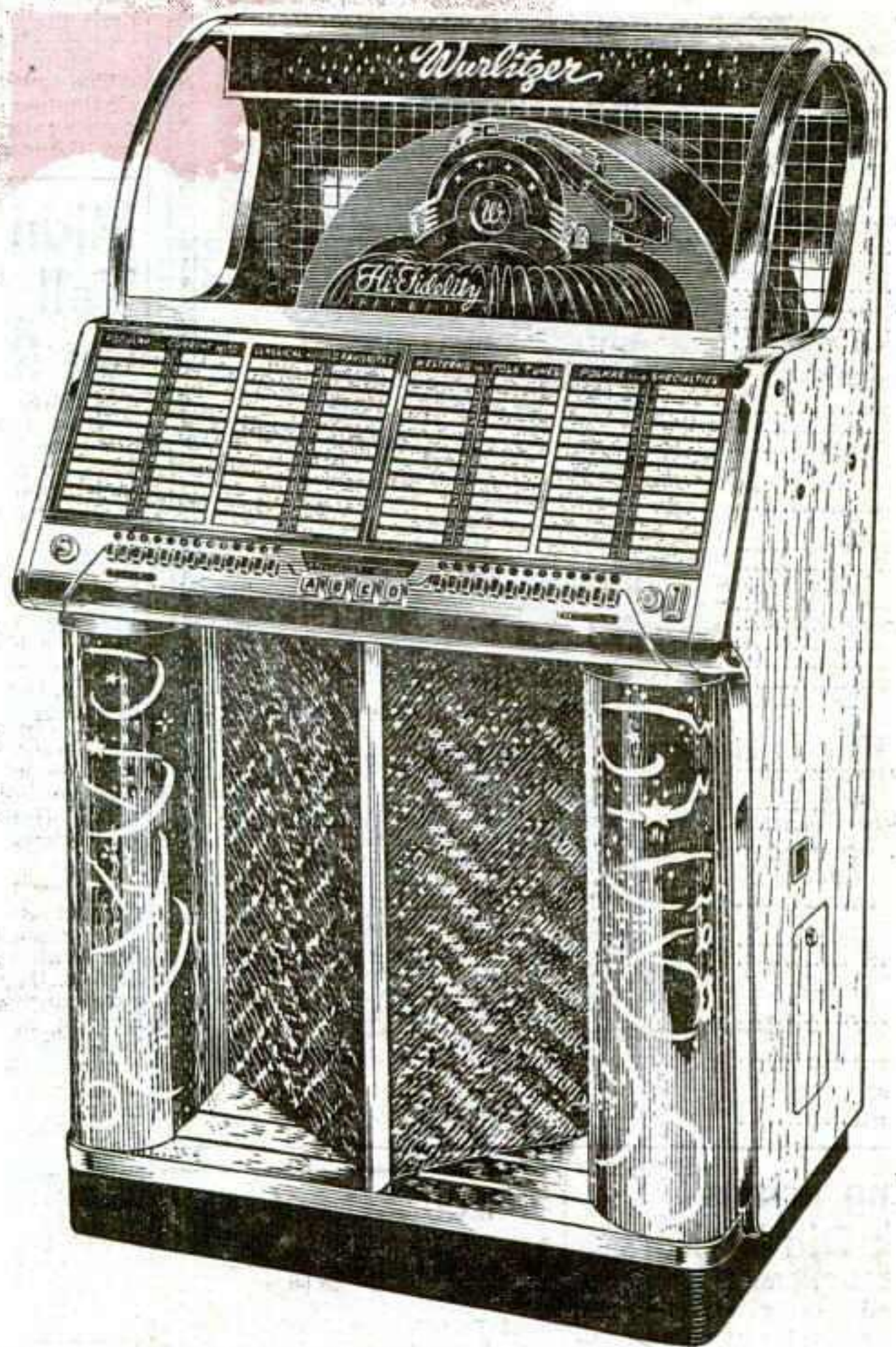
The phonograph was programmed with a wide variety of records from nearly all major and independent record manufacturers.

The sun shone directly on the dome for thirty minutes a day, raising the inside temperature to 125°, yet no detrimental record warpage was experienced.

The installation included nine Wurlitzer 5205 Wall Boxes, one booster transformer and two auxiliary speakers.

To date one service call has been made—to correct the trip switch adjustment.

Earnings on this phonograph were considerably higher than the previous installation.



**FROM ALL OVER AMERICA COMES PROOF
THE FABULOUS HIGH FIDELITY**

Wurlitzer **1700 HF**

**IS THE GREATEST PHONOGRAPH
OF ALL TIME**

SEE IT, HEAR IT and BUY IT at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 8	Issue of May 1	Issue of April 24	Issue of April 17
AMM				
Model A.....	\$195.00	\$175.00	\$139.50	\$139.50
Model B.....	250.00	329.50	250.00	229.50
Model C.....	239.50	275.00(2)	225.00	249.50
	275.00(2)		275.00	275.00(2)
	295.00			295.00(2)
	309.50			395.00(2)
Model D-40.....	395.00(2)	395.00(2)	395.00(2)	395.00(2)
Model D-80.....	439.50	475.00	475.00	495.00
	495.00	495.00	534.50	
Hideaway.....		249.50		
CHICAGO COIN				
Band Box.....	139.00	139.00	99.50	139.00
EVANS				
Constellation.....	229.50	250.00		
MILLS				
Constellation.....	150.00			
RESTAURANT				
Selective, 12 Rec., 45 RPM..		50.00		50.00
ROCK-OLA				
Fire Ball, 45 RPM.....	495.00			
1422.....	50.00	60.00	89.00	55.00
		89.00	125.00(2)	75.00
			125.00(2)	89.00(2)
1426.....		109.00	109.00	109.00
1428.....			225.00	225.00
1434.....		350.00		
1436 Fireball 45 RPM....		445.00		495.00(3)
SEEBURG				
Hideaway.....	125.00			125.00
M 100 C.....			695.00	
M 100 A 78 RPM.....	395.00	449.50	395.00	449.50
		475.00		495.00
			495.00	539.50
M 100 B 45 RPM.....	50.00	60.00	99.00	99.00
	99.00	135.00	135.00	135.00
M 146 Hideaway.....		75.00	75.00	75.00
147.....	75.00	109.50	129.00	129.00
		150.00	145.00	145.00
			150.00	195.00
148 Hideaway.....		95.00	95.00	95.00
M 148 Hideaway.....		145.00	145.00	190.00
148.....		189.00	189.00	189.00
148 M.....	159.50	199.00	179.00	199.00
148 ML.....		159.50	199.00	199.00
1946 Hideaway.....		89.50		
WURLITZER				
1015.....	69.50	75.00	69.50	79.50
	99.50	125.00		125.00
1017 Hideaway.....		99.50	99.50	99.00
1017 A Hideaway.....			99.50	99.50
1080.....	99.00	99.00	110.00	99.00
		125.00	135.00	115.00
			125.00(2)	125.00(2)
1100.....	225.00	240.00	225.00	225.00
			189.50	195.00
			225.00	245.00
1217 Hideaway.....		199.00	199.00	199.00
1250.....		239.50(2)	239.50	275.00
		275.00(2)	295.00	290.00
		295.00(2)		295.00
1400.....	395.00	419.50	445.00	495.00
	450.00	475.00	475.00	495.00
1450.....		495.00	474.50	495.00
WILLIAMS				
Music Mite.....			75.00	

Spring Brings Rock-Ola Visitors

CHICAGO, May 8.—Following increased spring activity, the Rock-Ola plant was visited this week by representatives of Southern and Eastern firms who talked over sales and promotional programs with Kurt Kluver, assistant phonograph sales manager. The visitors were Dave Franco, Franco Distributing Company, Montgomery, Ala.; Ed Seidman, Eastern Vending Sales Company, Inc., Baltimore, and J. D. Lazar, B. D. Lazar Company, Pittsburgh.

200 Attend

Continued from page 70

stein, Leslie Distributors, New York one-stop; Dave Stern, Seacoast Distributors, Rock-Ola outlet; Jack Mitnick, AMI; Jack Gordon, Seeburg; Mike Munves, Munves Corporation; eight from the Connecticut Operators' Association, and Ben Becker, Bally Manufacturing Company, Chicago.

Officers are Jack Wilson, Modern Vending, Newburgh, N. Y., president; James Haley, Middletown, N. Y., vice-president, and Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y., secretary.

HEINIE ROBERTS . . .

asks that you watch and get ready for the greatest development in music ever conceived!

COMING VERY SOON

COINMEN YOU KNOW

Continued from page 73

repainted, and the entire building is being outfitted with a central air conditioning system.

Norman Rogers and Isadore Stone, of R & S Music Company, report that "Cross Over the Bridge" by Patti Page, is still the top nickel-puller on their route. Runner-up is "Jilted" by Teresa Brewer.

Rogers says that the beginning of daylight-saving time in the East has hurt juke box collections for this reason: The TV network boxing programs which used to come on at 10 p.m. in Miami now begin at 9 p.m., Miami is not on daylight time. That means, he says, that in most bars the juke boxes are turned off at that time and frequently remain inactive for the rest of the evening, even after the bouts have ended.

Most operators are trying to educate locations to the importance of cutting down on TV time, which after all is free to the customers. They point out to the owners that the juke play puts money in their pockets, but TV does not, therefore they should limit the TV only to in-demand programs such as the fights.

The employees at Southern Music Company, AMI distributor, are keeping their fingers crossed hoping they won't break out with

Miami Op, D.J. Tell Juke Role On Radio Skit

MIAMI, May 8.—Willie Blatt notched a promotional gain for the juke box industry this week when he participated in a weekly radio program titled "Dade County, USA" over Station WQAM.

For three minutes Blatt and Bill Burns, WMAQ staff announcer who conducts the popular "Juke Box Serenade" show daily on the same station, discussed the history of the automatic phonograph and its present role in Dade County. Blatt is president of the Amusement Operators' Association of Dade County.

Blatt's segment of the program was billed as "Nickel, Nickel, Nickel."

The AMOA chief devoted part of the discussion to last year's 65th anniversary celebration of the juke box, an event spark-plugged by The Billboard. Many local personalities assisted at that event, including the then Mayor Chelsie Senerchia, who recorded a speech praising juke box operators as small businessmen who assist the community in fund-raising campaigns. In that connection, Blatt also pointed out in the radio interview that the AMOA is continuing a campaign of donating and servicing reconditioned music machines for worthy organizations.

All in all, Blatt's appearance provided an effective sounding board for the music operator and the industry-at-large, and undoubtedly spread much good will.

Pioneering

Continued from page 70

recording of a tune might pull more play than a "second choice" recording, the latter was often found actually bringing in more money.

3. Record manufacturers began sending more releases. Along with this, operators began relying more on The Billboard charts.

4. Radio and TV shows began to aim their programs to the juke box operator. On the West Coast, Deejay Peter Potter named his show "Juke Box Jury" and reviewed new records. Shows of this type sprung up in all sections of the country and operators have used them to good advantage.

All in all, one thing seems certain, that the average operator is finished with pioneering. Not until the record has been tested will an operator buy in large quantities. But, then a tune is good and looks like it is going to be a hit, operators sustain the record by buying and plugging it on their boxes.

With about 450,000 juke boxes in this country and an estimated 60,000,000 records bought annually by operators—the promotional power and sales potential of the juke box industry is obvious.

the mumps. Mechanic Warner Dewey contracted them from his child and is now home recuperating. Secretary Norma Elliott is among the fearful ones. . . . Ron Rood, owner of Southern Music, is in Miami for a few days from Orlando where he makes his headquarters.

Mildred Bennard is the new secretary at Mercury Record Distributors, having replaced Mrs. Ross Brookshire. Owner Steve Brookshire is awaiting the first shipment of Patti Page's new number "Lonely Days," with "Steam Heat" on the flip side. Meanwhile, the Gaylords' "Isle of Capri" and "Love I You" are proving a big hit on the juke, he says.

Harold Carson, Juke Box Company, and Jack Lipsiner, of Coin-Operated Service, says they are receiving requests from locations for the new Slim Somerville number on the De Luxe label, "Eyes That Never Cry." After hearing it, they predict it will be a hit. Somerville is a Miamian and conducts his own radio disk jockey show daily over station WWFB. In addition, he appears on "Uncle Martin's" television program on WTVT four times a week.

Raoul Shapiro, Supreme Distributors, and his wife, Doris, are gradually luring their family down here as permanent residents. Latest to come are Raoul's sister and brother-in-law, Shirley and Matty Goldstein, from New York. Goldstein is now associated with a trailer truck garage here in a supervisory capacity.

Bob Norman, Southern Music Company, reports enthusiastic operator response to Keeney's Diamond Bowler. "The three-for-a-quarter feature is especially popular," says Norman. "Two players can always find a third if the price to the third player is only a nickel," he adds.

Harold Carson, Juke Box Company, and his wife, Jean, are leaving in a few days for a six-week motor trip to the West and Mexico. Their itinerary includes stops at Yosemite National Park, Yellowstone National Park, Las Vegas, Nev., Los Angeles and Juarez, Mexico.

"This is my chance to find out whether the Apache Indians play pinochle," laughed Carson, who is a rabid card player. "If I come backed scalped, you'll know the Indians are good pinochle players."

Carson says that Perry Como's "Wanted" is the top number on his route.

Milwaukee

The Wisconsin Phonograph Operators' Association is scheduled for a State-wide quarterly meeting May 10 at the Beaumont Hotel, Green Bay. Hosting: C. G. Bookmeier, vice-president, Green Bay. Moderating will be Clint Piazza, president, of Broadhead. Beer city music operators intending to drive up for the trade confab include Doug Opitz and Ken Kulow (see story in music section).

Mike Rischmann, Wisconsin Novelty, is still taking it easy in Tucson, Ariz. Recovering from some chronic ailments, Rischmann has been there for many months.

Doug Opitz announced that he had purchased the music and games holdings of his brother, Charles. This acquisition makes the Hilltop Coin Machine route one of the biggest in the State.

Stan Wagenknecht, vet disk salesman, ankle his post recently as counterman for Capitol Records. Replacing him in the front office is newcomer John Grandellis.

Hartford, Conn.

Samuel Roskin, of Roskin Distributors, has been elected president of the newly organized Ye Towne Club of East Hartford, organization of business and professional men, with temporary headquarters at the Old Town Hall Inn.

A certificate of organization has been filed with the secretary of state's office for a new Connecticut corporation, Universal Automatic Sales Company, Inc., 1 Divinity Street, Bristol. Listed as subscribed capital was \$42,000;

Chi Bowling League Hits Home Stretch

Sweepstakes Plus Trophies to Spark Keglers May 10

CHICAGO, May 8.—With 24 trophies still available to players in the Automatic Phonograph Operators' League, plus the season's sweepstakes, next Monday (10) night's session, the last of the year, promises to produce some of the most exciting duels between teams and individuals.

As is the custom of a league's last meeting, teams will bowl according to position standings. Leaders, Decca Coral, who can do no worse than tie for first place, bowls second placers Oomens Sons, who hold that spot.

Paschke Phono, third place, fights it out with ABC Music, who must win to stay in fourth place. B. & B. Novelty, Star Music and Atlas Music have designs on the No. 4 spot.

Among the individual averages, Ray Gallett holds first place among the men by the narrow margin of one pin over Carl Latino. In the women's division, Iz Oomens has secured first place honors with Mabel Mankins and Myrtle Sochacki neck and neck for the second place trophy.

Irv Cairo holds individual high series for the men with 621, and Iz Oomens leads the women with 515.

Following are the teams and their standings after 102 games:

	W.	L.
Decca Coral.....	65.5	36.5
Oomens Sons.....	62.5	39.5
Paschke Phono.....	57	45
ABC Music.....	52	50
B & B Novelty.....	50.5	51.5
Star Music.....	50	52
Atlas Music.....	50	52
Western Music.....	49	53
Gillette Distribs.....	48	54
Melody Music.....	45	57
Mercury Records... ..	44.5	57.5
Coven Music.....	38	64

Johnny Oomens, league secretary, announced this week that all of the sponsors were expected to attend the last bowling session as well as a flock of guests.

The annual banquet has been scheduled for May 22 at the Belvedere Buffet, 6012 W. Grand Avenue.

Coin TV

Continued from page 70

would be installed in each unit, a previewer would be installed in the office, and a sign would be set up on the highway advertising the TV service. The motel proprietor was told that with the previewer he could turn on the TV set in the room of an incoming guest for four minutes. Then, if the guest wanted to see the rest of the program, he would have to deposit 25 or 30 cents for each 30 minutes.

Previewers cost the motel operators \$250 each, the signs \$395 each, and the TV sets were sold separately. The motel was to collect 25 per cent of the revenue.

More than \$2 million worth of franchises and equipment were sold, the indictment alleges.

United States Attorney Robert Tiekens said postal inspectors had received about 400 complaints from alleged victims. Tiekens and his first assistant, Edward J. Callahan Jr., took 25 witnesses before the grand jury during the last several weeks.

Callahan said TV sets and "previewers" were delivered in some cases, but in no case did the previewer work, and no investor got any return on his money.

amount paid in property, \$36,000; amount paid in cash, \$6,000.

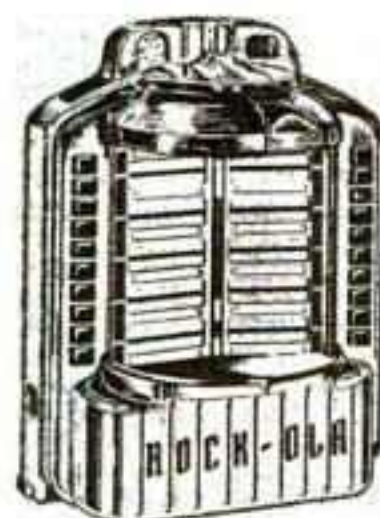
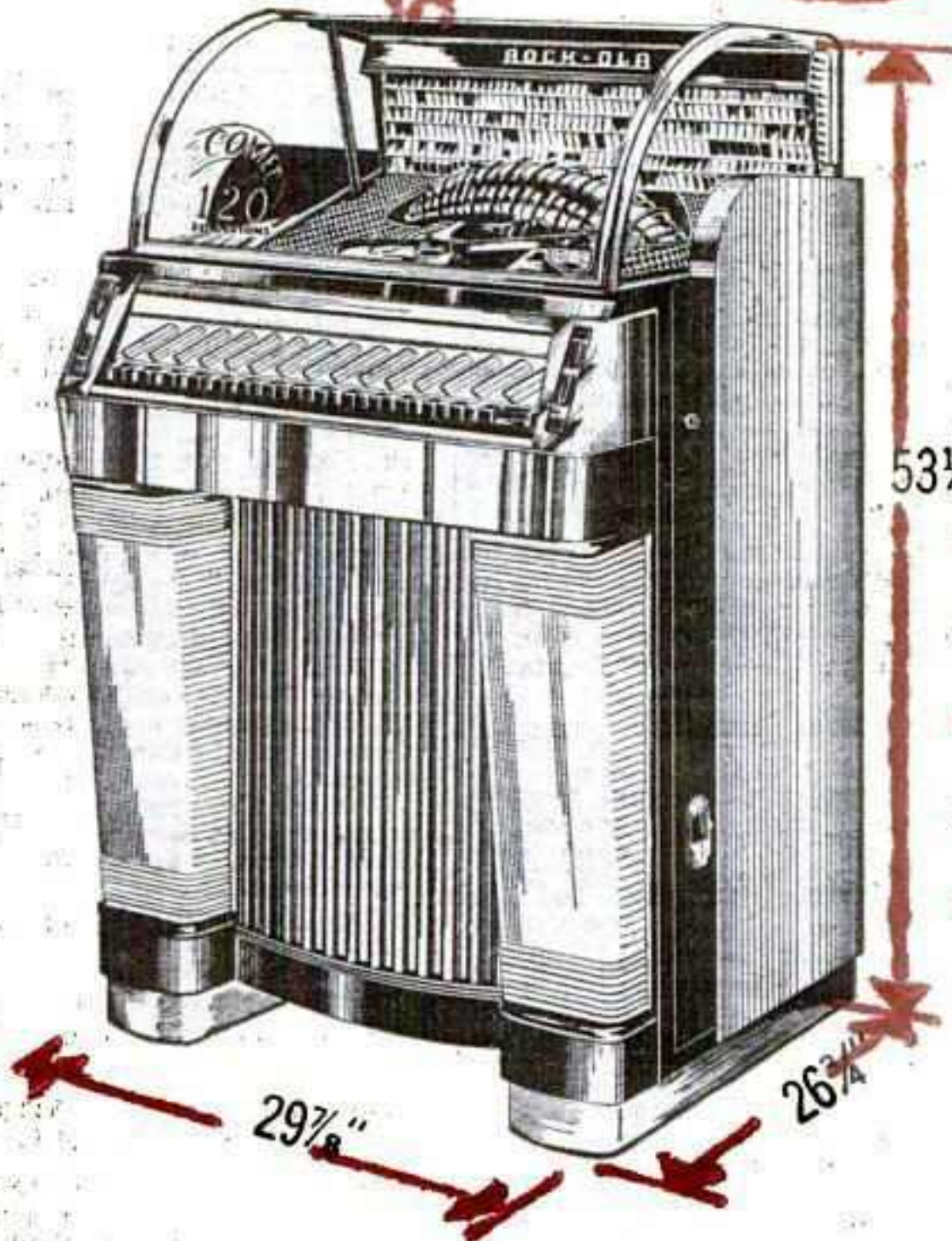
President and assistant secretary is Milton Schlossberg; treasurer and secretary, Nathan J. Noveck, both of Bristol, and vice-president and assistant treasurer, Charles Noveck, New Britain.

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OPEN UP... new locations
..... new profits!



MODEL 1438



MODEL 1546
Chrome Cover
Wall Box
with 120
Selections

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- ✓ True Accumulator... 33 Credits
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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 with columns for machine names and prices for four different issues: May 8, May 1, April 24, and April 17. Includes machines like ABC (United), All Star Baseball (Williams), Aquacade (United), etc.

Pinball Ops Sue To Recover Machs.

LOS ANGELES, May 8.—Two pinball operators filed a suit in South Gate Superior Court for the recovery of two pinball machines reportedly seized by Sheriff Biscailuz and Elmo Fiedl, Gardena Chief of Police.

The operators — Thomas F. Shuey and Pete S. Pellegrino—contend that the confiscation was illegal. They seek, thru a brief prepared by Attorney Homer H. Gooding, to recover both machines, or \$1,400 value of the devices, plus \$500 punitive damages and court costs.

Bally Distribs

Continued from page 64

The rotating outer ring of the saucer is painted silver, the base gold. With all-metal construction, the unit measures 62 inches high and occupies a floor space 35 by 62 inches.

The unit is equipped with retractable casters which permit easy movement on location. Built-in boarding steps permit small children to board the ride without assistance.

Nelson emphasized that Moon Ride has been thoroughly location-tested.

In addition to the new kiddie unit, Bally is also currently offering Champion Bowler (with match score) and Victory Bowler, both six-player shuffle games, and Surf Club, in-line scoring game.

Southern

Continued from page 64

a class of people who come back again and again for pictures. And, he adds, they will try the Auto-Photo and Photo-Matic machines which Southern Music puts out, wherever and whenever they see them—comparing the pictures in each machine to find the one where they feel the best results are obtained. And that's the one they will constantly patronize, Norman declares.

The upcoming summer months should see an increase in the machines' volume, Norman believes, since past experience has proved that business picks up when the school term ends. That's because youngsters are good customers for the picture-taking vendors.

Lorillard Awards New Plant Contract

GREENSBORO, N. C., May 8.—P. Lorillard Company has awarded the contract to build its new cigarette plant and tobacco research laboratory here to augment output of Old Gold and Kent brands.

President William Haley stated the plant will cover 12 acres, cost approximately \$13,000,000 including equipment. It will be manned by 1,500 employees.

The contractor, H. L. Coble Construction Company, expects to complete the plant in 18 months. It will supplement production at Lorillard's present plants at Jersey City, Louisville and Richmond.

Ore. Op Gets

Continued from page 64

4 to 1 against restoring games to legal status (The Billboard, May 8). Games in Portland had operated without city control and without payment of city licenses since the prohibitory ordinance went into litigation in 1951.

Effect of Action

Terry's latest action has the effect of tying the city's hands in enforcing its pinball ban until the legal questions are disposed of Supreme Court granting of his rehearing petition would postpone even further such enforcement. Should Terry fail to act within the specified 20 days, the city would require removal of games after receipt from the Supreme Court of its mandate.

In explaining his change of position in regard to seeking a rehearing, Terry said:

"The many responses from people and groups that have no connection with pinball games came, I guess, as a fear that it could happen to them. Any time a few persons can take away a liberty or a right to engage in something that is legal, just because someone thinks that activity is harmful to the participants, strikes at every American right. "Everyone knows that pinball games are legal and have every right to be allowed to operate in Portland. If a few people can prohibit pinballs in Portland just because they don't happen to like them, then perhaps these same people could prohibit a business—your business—or a church—your church—just because they don't like the way you part your hair."

Film, Flash

Continued from page 66

cigarette vender; front panel is tilted outward for loading. Selector panel and delivery receptacle are stainless steel, as are the single piece machined delivery knobs. Entire upper front panel is covered with a mirror, in which five black-and-white sample photos are inset.

Sutz stated that three film and two bulb sizes are suggested as offering the highest volume potential. A report from leading film manufacturers revealed that Nos. 620, 120 and 127 film sizes constitute 80 per cent of the popular amateur film market, while Bantam 8 and No. 5 flash bulbs are the biggest sellers in that field.

According to Sutz, a film vender operator or retail camera shop operating the machine realizes one-third profit on films, 20 cents per pack on a 50-cent flash bulb carton. In test operations, he said, locations were paid 10 to 15 per cent commission.

Backing the film vender experiment are AnSCO and General Electric's Sylvania bulb division. Latter has plans to include mention of the vender in its television commercials.

AnSCO has brought the vender to the attention of its sales force and may urge use of the machine by dealers handling its products.

Chicago Kitchenware's coin-refunder may be marketed as a vender accessory in itself, Sutz stated. In its present installation in the firm's film vender, it has a 600-penny and 150-nickel capacity.

Future plans in the vending field include development of a selective, electrically operated "all-purpose" vender. A feature will be the use of only one motor, elimination of solenoids and relays.

Movement

Continued from page 64

statute gives the right to tax the games, but specifically withholds the prohibition of pinball games so described. Said the plaintiffs, "Prohibition has been on the books a long time ago (under the Bagatelle Act of 1935) but this law (the State Statute) specifically deleted pinball games not giving a reward of value and which had skill play, out of the gambling class."

The plaintiffs sought to enjoin the city and the police department from acting under the bagatelle ordinance, claiming irreparable damages thru legations and police confiscations.

City counsel moved to strike the complaint as inefficient, and the allegations as general in nature and non-descriptive of the variety of pinball games.

The plaintiffs stated that the case was brought not only on behalf of the four plaintiffs, but on behalf of similarly situated parties who would buy, own and lease pinball games.

Counsel for the city argued that an injunction would be the means by which operators of these machines could engage in business.

Judge Fisher suggested that an injunction might give the operators the protection of law.

ABC Sales Up

Continued from page 66

last year. Net profit before taxes was \$566,884, compared with \$613,467. Provision for income taxes was \$301,122, compared with \$337,545. Net profit was down about \$10,000—\$265,762 against \$275,922. Earnings of 28 cents a share on capitol stock were down a cent.

William C. Benson, ABC treasurer, said the dip in net profits, despite the sales increase, is probably due to the fact that ABC has been opening up large locations, particularly the Philadelphia airport, and that the money spent for expansion comes out of the net profit column.

Benson said the firm's cup vendors in theaters are now stabilized at about 2,000. He added that the biggest expansion seems to be in drive-in theaters.

Benson feels that the next two quarters will account for the greatest sales, as soft drinks and popcorn will come into their own during the warm months. He said that vending accounts for about 20 per cent of the firm's volume.

Mike Sachs, Lehighton, Pa., juke box and pinball operator, is on the job again after spending two weeks in the hospital, where he underwent a serious operation.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Table with columns for machine names and prices for four different issues: May 8, May 1, April 24, and April 17. Includes machines like Palm Beach (Bally), Palm Springs (Bally), Parade (United), etc.



EXHIBIT'S NEW SHOOTING GALLERY

Realistic 3-Dimensional Shooting Gallery for Every Location!

SHUFFLE GAMES

NEW Chicago Coin SUPER FRAME STARLITE BOWLER

"First-Conditioned" UNITED

- CLASSIC \$315, OLYMPIC 305, STAR 10TH FRAME 235, SUPER 10TH FRAME 225, STAR & PLAYER 195, OFFICIAL S.A. (Match) 175, SUPER & PLAYER 175, DELUXE & PLAYER 125, 6 PLAYER w/form. 119, 4 PLAYER 100, 5 PLAYER w/form. 75, 5 PLAYER 70

- KEENEY DOMINO \$225, CARNIVAL 295, CLUB BOWLER 245, 18 Player, 10 PLAYER TEAM BOWLER 235, 6 PLAYER w/form. 118, 4 PLAYER 95, BIG LEAG. BOWL. 75

- CHICAGO COIN DOUBLE SCORE BOWLER \$275, TRIPLE SCORE BOWLER 325, CROWN BOWLER 275, 6 PLAYER HI SCORE, flyaway pins, form. 135, 6 PLAYER HI SCORE w/stat. pins, form. 108

WHITE ELEPHANT SPECIALS!

ONE WEEK ONLY!

Table listing bowlers and arcade games with prices. Includes BOWLERS: Univ. HI-SCORE BOWLER \$48, Exhibit TWIN ROTATION 73, Chicago Coin HOCKEY \$26, Seeburg RAY GUN 48, Williams SWEEPSTAKES 46. ARCADE: Bally CHAMPION \$49, Universal WINNER 47.

ARCANE

Chicago Coin SUPER HOME RUN. With 3-Way "MATCH" and "FREE PLAY" Features! Ball files into Grandstand for Extra Home Run!

NEW Evans BAT-A-SCORE Genco 2-PLAYER BASKETBALL

BINGO 5 BALLS NEW BALLY SURF CLUB UNITED MEXICO

"First-Conditioned" BALLY DUDE RANCH \$425, YACHT CLUB 295, BEACH CLUB 385, BEAUTY 315, PALM BEACH 215, FROLICS 215, ATLANTIC CITY 175, CONEY ISLAND 125, SPOTLIGHT 125, BRIGHT SPOT 125, BRIGHT LIGHTS 95, Wms. LONG BEACH 95

MERCHANDISE BOARDS. Greatest play stimulator. Quality merchandise expertly selected and beautifully mounted. From \$25 to \$50. Satisfaction absolutely guaranteed.



- "FIRST-CONDITIONED" EX. REINDER \$395, Wms. PENNANT BASE-BALL, Fl. Sampls. 325, Genco NIGHT 325, FIGHTER 195, EX. SPACE GUN 145, Seeburg SHOOT THE BEAR 145, Mills PUNCHING 189, BAG 175, EX. JET GUN 175, Chi Coin BASKET BALL CHAMP 175, Evans BAT-A-SCORE 165, EX. GUN PATROL 165, Autoscope JET SAUCER 93, EX. SIX SHOOTER 75, CHICKEN SAM 75, RIFLE RANGE 75, RAY GUN 75, Chi Coin GOALS 65, Exhibit DALE GUN 45, METAL TYPER Roover Tape Model \$250, ZINGO 85

NEW COUNTER GAMES M & T ZIG-ZAG \$79.50, Binks ZIPPER 79.50, Binks WHIZ BOWLER \$85, LINGER 75.00

VENDING KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR



SILVER KING COFFEE VENDERS New and Reconditioned. Write.

FIRST DISTRIBUTORS, Inc. Joe Kline & Wally Finke 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard. WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

Canadian Assn. Sets Program

Continued from page 66. government (abolishment of the 15 per cent excise tax on venders) will be a tremendous boon to all of our members. It is fitting... that the whole story of this achievement be told in detail. Back of the Canadian vender tax victory, according to Box, was this chain of events: Prior to the announcement of the government's 1953 budget, King met with Finance Minister Abbott and other officials to plead the cause of CAMA. At that time, the association was just organized, had few members; King was not successful in his attempt to ease the Canadian operator's tax burden. However, in February this year, King and three other association officials again visited Abbott, reviewed the need for tax adjustments. Earlier, a seven-page brief was submitted to Abbott requesting "revision of taxes and other considerations" for the automatic merchandising industry. This second meeting indicated that the minister of finance was concerned with the vender operator's position, was (because of the brief) familiar with their problems. A third meeting in March, this time with Dr. Eaton, deputy assistant minister of finance, and V. C. Nauman, director of the Customs and Excise Department, again stressed that the 15 per cent excise tax "was unfair and discriminatory and should be removed." To lend added strength to the association's tax plea, a week before the 1954 budget speech was scheduled CAMA sent a letter to every member of Parliament. It outlined the anti-tax arguments, included a copy of the association brief, requested Parliament's interest in the vending industry's problem and called for action. The interest, and action, was not long delayed. Result: Removal of the 15 per cent excise tax as announced last month.

Set Conversion For Crown-Top Can Machines

NEW YORK, May 8.—A conversion unit capable of enabling TeleJuice venders to dispense crown-top cans is currently being made by J&F Products here. The TeleJuice vender, once made by the Telecoin Corporation, is a can drink dispenser designed for flat-top containers. J&F is headed by Fred Marino. The conversion rack, called Ezy Rol Rack, was designed as a result of Cantrell & Cochrane's entry into the vending field with carbonated beverages in crown-top cans. The only vender in the field designed to dispense these cans is the new Juice Bar, made by Spacarb, or converted Juice Bars. As TeleJuice is also a canned juice vender, the makers feel that TeleJuice operators can convert some or all of their columns to handle the C&C line. Marino said that the conversion cost would be under \$20 a column. He explained that the six-column TeleJuice with capacity of 300 cans could, fully converted, be a five-column crown-top vender with a 250-can capacity. However, he added, it is possible to convert a lesser number of columns and keep the remaining columns intact. Connected with Marino in the venture are John Schultz and Frank Marino, consultants. Schultz said the firm can turn out about 200 conversion units a week. The converted unit has been tested at the Employees Mutual Insurance Building, 60 E. 42d Street, and at an airlines waiting room.

Canadian Ops Vend Israeli Candy Bars

HALIFAX, N. S., May 8.—Chocolate bars manufactured in Israel have made their appearance in vending machines in the Eastern Provinces of Canada. Brought into the country via the Eastern Canadian ports of Halifax, N. S., and St. John, N. B., the bars are priced at 10 cents each. It marks the first time candy made in Israel has been offered for sale in Canada. The bars are being distributed thru Canada from the ports of Halifax and St. John, retailed and vended in the provinces of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, Quebec.

Sign Exhibitors For ABCB Meet

WASHINGTON, May 8.—American Bottlers of Carbonated Beverages reported that 94 exhibitors have reserved space for the 1954 convention to be held November 15-19 at Convention Hall in Philadelphia. To date, exhibitor ranks include flavor, bottle machine, miscellaneous equipment and machine manufacturers. The association's five-year-old ban on cup drink machines, it is indicated, will be continued thru this year's convention.

Price Releases New Baseball Top

NEW YORK, May 8.—The Paul A. Price Company has released its Baseball Top, a hexagon-shaped plastic charm. Each side of the top is embossed with a hit or out symbol, so that it may be used as a game. The charm is three-quarter inches in diameter and comes in all standard colors. The manufacturer says it can vend one at a time in most machines and can be used for capsule vending.

Cig Promotion

Continued from page 66. was started in 75 Nedick stands, now is in only 60, and the net sales aren't too good, at least as far as cigarettes are concerned. At the outset, the manually operated venders contained no Old Golds, and anywhere from three to five columns of Pall Malls. Now, after the operation has been in existence six months, Becker has begun stocking Old Golds. These now account for about 8 per cent of his sales, he explained, and admitted that a good portion of this 8 per cent may have been lost in the past. When the plan was introduced, Nedick took full pages in New York dailies to promote it. Lately, there has been no consumer advertising. Meanwhile, Becker, who entered vending because of the Nedick Nickel plan, is building up a cigarette route in service stations and industrials.

Newspaper Venders In the News; Tex. Mach. Newest Bid

BEAUMONT, Tex., May 8.—Newspaper venders are moving into greater prominence. New York, Chicago, Philadelphia and Washington are some of the cities where major newspapers have undertaken regular operation of such equipment (The Billboard, April 3). At the same time that such giants in the industrial picture as United Sound & Signal Company, Inc., are taking serious interest in a automatic merchandising the day's news, the idea is capturing the attention of local newsmen. Latest newspaper vender on the scene was invented by John Bond, city circulation manager of The Beaumont Enterprise and Journal. Bond has patented his machine, expects to manufacture it shortly. The unit has a unique feature: It is a combination vender and trash can. Cabinet appears similar to the postal department's corner mail storage stations; it has a rounded top, in which a vending drum dispenses the paper, while the lower cabinet section has a metal flap thru which trash may be inserted. Bond feels that the "trash receptacle" idea will aid in city government approval of sidewalk placement of the venders. "In this way, the newspapers will be doing a public service in helping keep the city streets clean," he said. Each vender holds 20 papers of up to 110 pages each. A counter informs the patron or serviceman how many papers are in the machine at all times.

Bayuk Net Up; Gross Declines

PHILADELPHIA, May 8.—The first quarter sales were off slightly, Bayuk Cigars' earnings for the period were up about 25 per cent as compared with a like period in 1953, according to Harry P. Wurman, president. Sales for the period were \$6,895,650, with a net of \$109,896, equal to 14 cents a share. This compares with sales of \$7,125,877, and a net of \$87,844, or 11 cents a share, in the first quarter of 1953. Wurman attributed the increase in earnings in spite of the lower gross to reduced manufacturing costs. He predicted that 1954 earnings would top last year's, and added that new packaging, merchandising and promotional campaigns are in the offing.

Parliament Sales Rise 1st Quarter

NEW YORK, May 8.—First quarter Parliament sales are ahead in both units and dollars of the same period in 1953, with king-size Parliament now having achieved national distribution, Joseph F. Cullman Jr., B&H president and chairman, said this week. Ten B&H directors, each one also a director of Philip Morris & Company Ltd., Inc., which owns 96 per cent of B&H's stock, were re-elected at the stockholders' meeting Wednesday (14). They are C. T. Ames Jr., G. T. Brauburger, O. H. Chalkley, L. G. Hanson, W. H. Hatcher, PM Board Chairman Alfred E. Lyon, PM President O. M. Parker McComas, H. E. Riddell, K. H. Rockey and W. B. Ryan Jr. Other directors re-elected were Sidney Bach, Joseph F. Cullman Jr., Joseph F. Cullman III and Pauline Wagner.

Pepsi Earnings Jump in 2d Qtr.

NEW YORK, May 8.—Alfred N. Steele, president of the Pepsi-Cola Company, told the firm's stockholders this week that Pepsi's earnings for the second quarter will be five times as great as the first-quarter earnings, which amounted to \$580,000, or 10 cents a share. April sales were the highest for that month in the company's history, he explained. He added that for 44 consecutive months starting September, 1950, case sales of Pepsi in the United States have increased over the comparable months of the preceding year. Steele said the company is in its strongest position ever as regard profits, price structure and sales. He added that more than \$22,000,000 has been invested in facilities in the last four years, with more than \$7,000,000 expended in 1954 alone.

WHITE ELEPHANT SALE. BRAND NEW 4-Way Chase Mint Vender \$ 1.95, Edelco Star Bowler, 10 Ft., 2 Player, Wood Balls 175.00. COMPLETE "AS IS" Wms. Double Header \$10.00, United Single S.A., Rebound, Tru Bowling Scoring 10.00, Chi Bowling Alley, 2 Pl. 10.00, United Single Player Shuffle Alleys 5.00, Keeney 6 Player, Big Lighted Pins 50.00, Turf King 39.50, Citation 20.00, Special Entry 15.00, Jockey Special 15.00. CRATING—\$10 EXTRA. VENDERS ACORN VENDER, 1c or 5c \$21.95, ACORN 10 COL. TAB GUM \$21.95, Mills & Col. Candy \$198.50, Mills Tab Gum 27.50, 25¢ Ball-Point Pen Vender 49.50, Silver King 13.95, 25¢ Razor Blade 19.50, N.W. 49 1¢, 5¢ 17.35, S.K. Hot Nut 29.95, U Select It. \$ 49.50, N.W. Tab Gun 25.95, U-Pop-It Write N.W. Stamp 69.00, Kleenex 5 or 10¢ 49.50, Smokeshop Lo-Boy 249.50, Atlas & Col. Elec. Cigs. New 150.00.

- BINGOS- UNITED MEXICO BALLY SURF CLUB Palm Springs \$495, Dude Ranch 425, Yacht Club 250, Beach Club 395, Beauty 315, Palm Beach 175, Frolics 225, Atlantic City 195, Bright Spot 145, Tahiti 395, Bright Lights 95, Tropics 375, Circus 225, Stars 150, ABC 115, Long Beach 95, Coney Island 130, Spot Lite 110

- ARCANE Genco 2 PL. BASKET BALL Genco INVADER Genco SKY GUNNER AUTO-PHOTO PITCHING PRACTICE MIGHTY MIKE AIR FOOTBALL SET SHOT BASKETBALL RITWAY 3-D THEATRE WMS. MAJOR LEAGUE BASEBALL WMS. ALL STAR BASEBALL CHI. & PL. HOME RUN EXH. SHOOTING GALLERY Photomatic, Late \$650.00, Voice-o-Graph 525.00, Genco Night Fighter 299.50, Midget Movies 295.00, Ev. Bat-a-Score 275.00, Ch. Basketball Champ 275.00, Photomatic, Pre-War 225.00, Muto, Drivemobile 195.00, Shoot the Bear 195.00, Exh. Jet Gun 169.00, Telequiz & Film 159.00, Muto. Flying Saucer 139.50, Undersea Raider 129.50, Star Series 119.50, Exh. Foot 89.50, Goalie 89.50, Chi. Pistol 99.50, Jack Rabbit 99.50, Lite League 99.50, Exh. Dale Gun 89.50, Betting Practice 89.50, Mer. 13-Way Ath. Scale 89.50, Scientific Baseball 79.50, Flash Hockey 75.00, Wms. Quarterback 75.00, Exh. Hi-Ball 75.00, Heavy Mitter & Sid. 69.50

- SHUFFLE GAMES UNITED LEAGUE, S. A. HIGH SCORE TEAM UNITED TEAM, S. A. MATCH TOTALIZER Genco SHUFFLE POOL Genco MATCH POOL United Imperial, Match Score \$399.50, United Royal, High Score 379.50, United Classic, Match Score 325.00, United Olympic, High Score 299.50, United Clover, Match Score 299.50, United Cascade, High Score 279.50, United Star 10th Frame 249.50, United Super 10th Frame, 6 Pl. 229.50, United Star & Player 199.50, United Super & Player, S.A. 179.50, United De Luxe S.A., & Player 139.50, United 6 Player w/Formica, 7-10 119.50, United 5 Player w/Formica, 7-10 109.50, United 4 Player w/Formica, 7-10 99.50, Chicoin & Player, High Score 159.50, Chicoin Bowling Alley, w/Formica 99.50, Keeney League Bowler, 4 Player 99.50, Universal 18" Bowl-A-Matic 345.00

Edelco 10th FRAME DOUBLE SCORE CONVERSION UNIT For United 4, 5 and 6 Players \$49.50 Also Chicago Coin's.

2 NEW CHANGEMAKERS CONTINENTAL 2 dimes, 1 nickel for 25¢ \$89.50 COINWAY 5 nickels for 25¢ 2 nickels for 10¢ \$69.50

- COUNTER GAMES Art Show & Film \$49.50, Merc. Counter Grip 34.50, ABT Challenger 75.00, Acme Shocker 24.50, Texas League 69.50, Gott. 3-Way Grip 24.50, Pop-Up 24.50, Binks Zipper 79.50, Binks Whiz Bowler Write

- I-BALLS Bally Futurity Write, Turf King \$109.50, Winner 99.50, Champion 89.50, Citation 79.50, Gold Cup 59.50, Special Entry 49.50, Jockey Special 54.50

CIGARETTE VENDERS FACTORY REBUILT. 25c. KING SIZE COLS. Rowe President, 10 Col. or 8 Col. \$155, National Model 950, 9 Col. 145, National 930, 9 Col. 139, Unedapak Model 500, 9 Col. 125, DuGrenier Model "W", 9 Col. 125. CLOSING OUT GENCO'S "400" \$69.50

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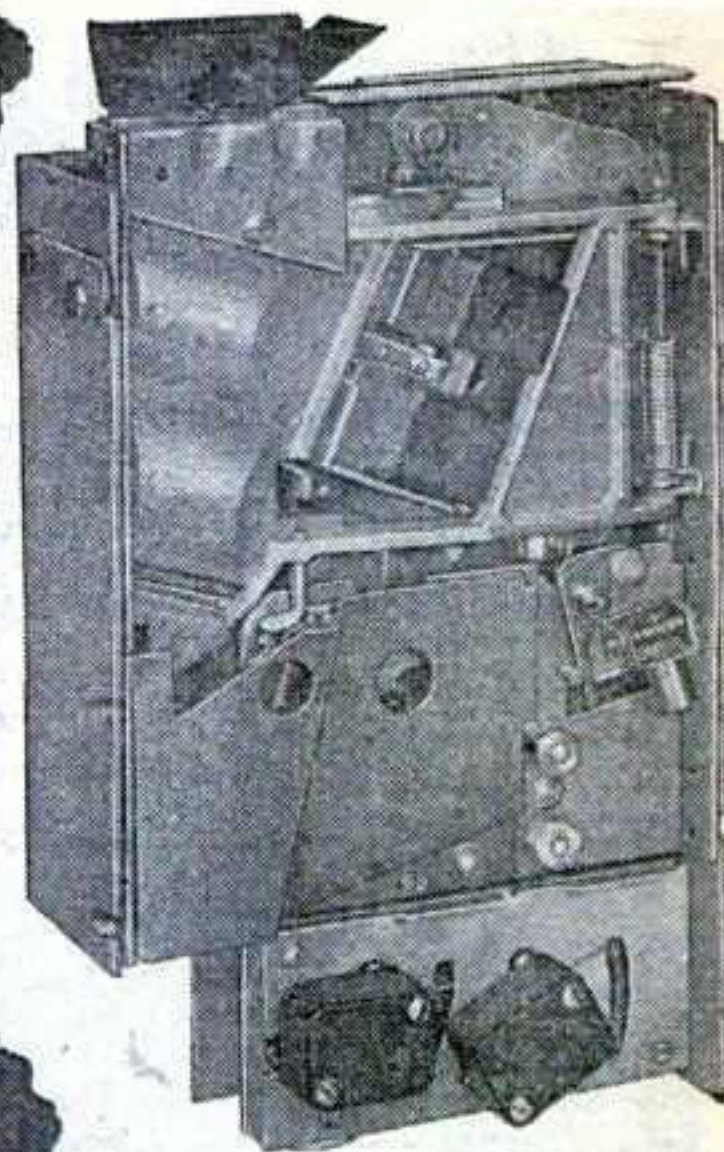
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The All-New "SENTRY"
ABT's
Revolutionary Multiple
SLUG REJECTOR



Dimensions:
6 1/4" High — 5" Wide — 1 1/2" Deep

The most revolutionary and amazing discovery in the art of multiple coin handling and slug rejecting devices for the past 15 years.

No sticky cradles, trap doors, balance weights, levers, or any other sensitive and troublesome contraptions are employed as a preliminary tester in the A. B. T. Sentry Slug Rejector.

Will fit into any mechanism now using multiple slug rejectors.

Because the "Sentry Rejector" is so simple in construction and function, no schooling and scientific training is necessary. Slug rejectors are back in the class where they belong — namely, simple mechanisms that everybody can understand. Therefore, school is out!

*Less Service Calls!
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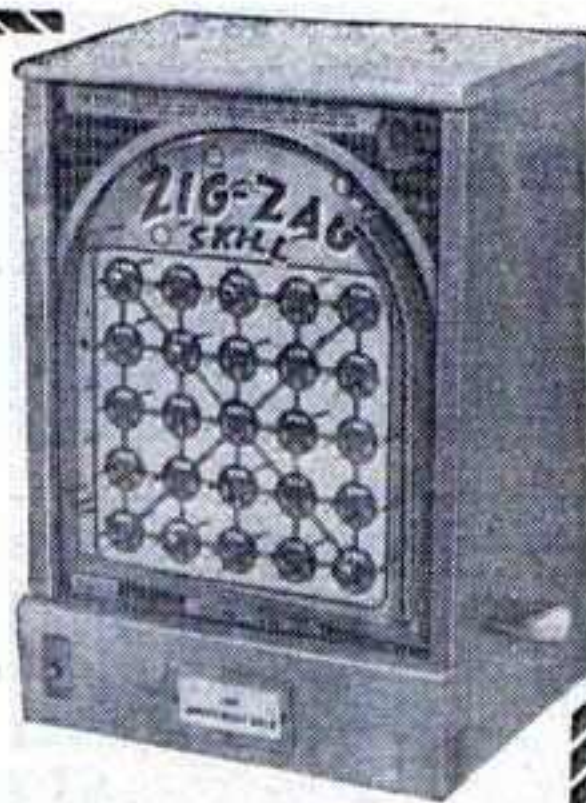
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New COUNTER GAME

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- ★ Score Card Assortment for Every Type Location
- ★ Takes 1c-5c-10c-25c play. Last coin played shows.
- ★ All mechanical—No Electrical Parts.



12" W x 17" H x 9" D. Wt. 21 lbs.

Will Outearn—Outplay—Outpull—Outlast Any Counter Game Built

- 1—Zig-Zag Ball Action
- 2—Bingo in Line Scoring
- 3—Hi Score for Competitive Play

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3 Popular MODELS!

Regular, Match or Match Replay

GENCO'S ONE OR TWO-PLAYER BASKETBALL

REGULAR—for Novelty Play in Every Location

DELUXE (MATCH)—has Changing Value Match Feature

SUPER (MATCH REPLAY)—Match Feature with Replay Feature (1 to 16 Replays)

- SUPER-LIFELIKE ACTION
- AUTOMATIC BALL LIFT
- 60 SEC. PLAYING TIME
- GLASS ENCLOSED FIELD
- VARIABLE SCORING ON EVERY SHOT

4 "Changing value" baskets!

MODERN, COMPACT CABINET—41" x 27" x 71" high. Crated weight 300 lbs.

AVAILABLE IN 10c — 3 or 4 for 25c PLAY (OPTIONAL)

PATENTS PENDING

2 "Special when lit" baskets!

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Genco's "SHUFFLE POOL" and "MATCH POOL"
(8 Ft. All-Location Puck Games)

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IT'S BINKS AGAIN WITH... **WHIZ-BOWLER**

NEW

TRULY AN AMUSEMENT TYPE GAME!

HERE'S REALISTIC BOWLING

for FAST COUNTER PLAY!

NOW — FOR THE FIRST TIME, Binks WHIZ-BOWLER places popular bowling play right ON-THE-COUNTER where it captures full attention and steady, fast, repeat play. Whatever you operate: music, table games, floor-type bowlers, scales, peanut or candy venders—there's a counter space in every one of your present and new locations waiting to PAY you SUBSTANTIAL EXTRA PROFITS with Binks WHIZ-BOWLER!

ALL MECHANICAL. NO ELECTRICAL PARTS. EXTREMELY SIMPLE RUGGED MECHANISM.

See BINKS WHIZ-BOWLER

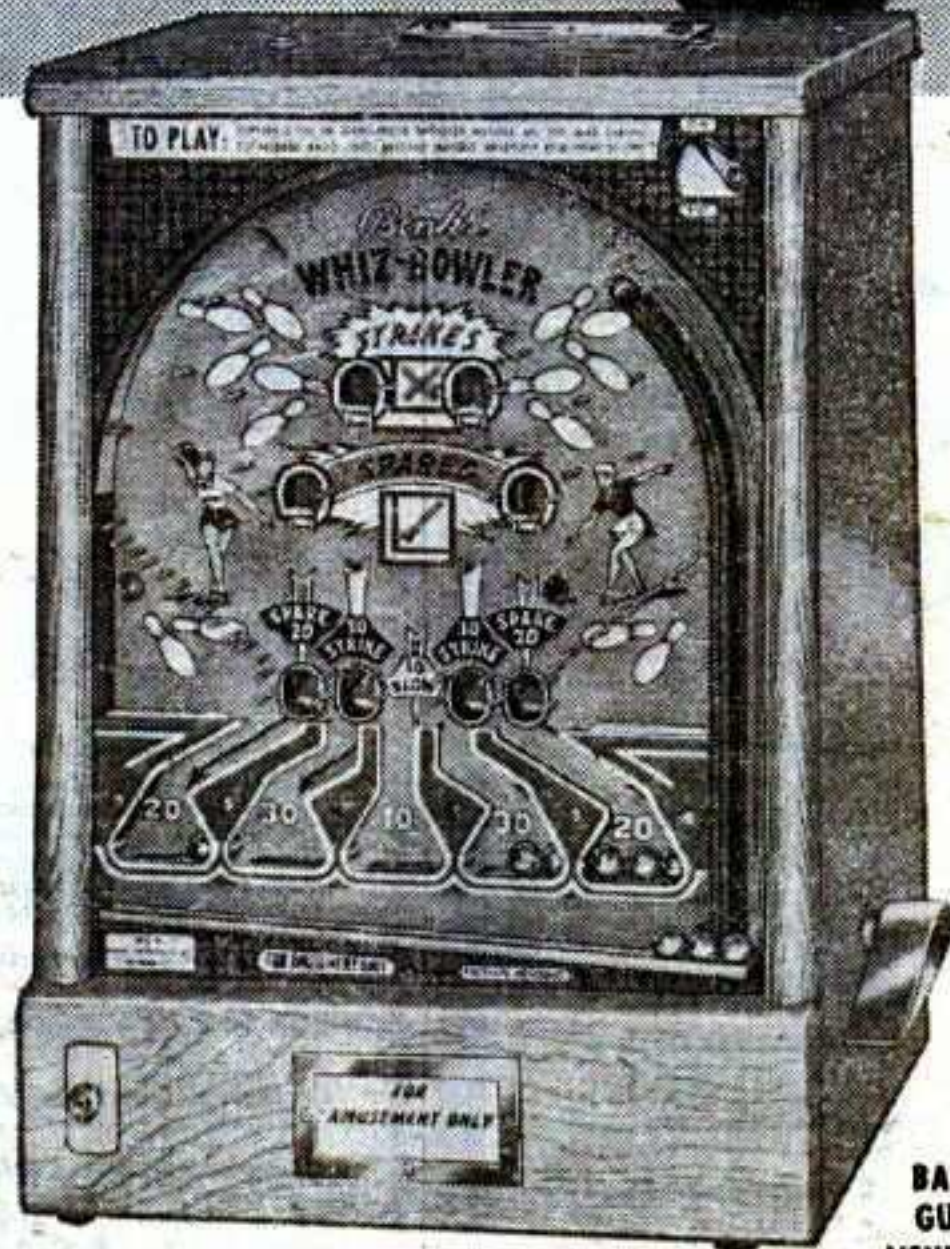
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BALL GUM VENDER

LAST COIN SHOWS

PROVED... it returns MUCH MORE per dollar invested than any other type of equipment!

12" Wide
17" High
9" Deep
Wt. 21 lbs.

OPERATE BINKS ZIPPER

Popular 3-4-5 in-line scoring HIGH SCORE for competitive play

A REAL MONEY MAKER FAST!



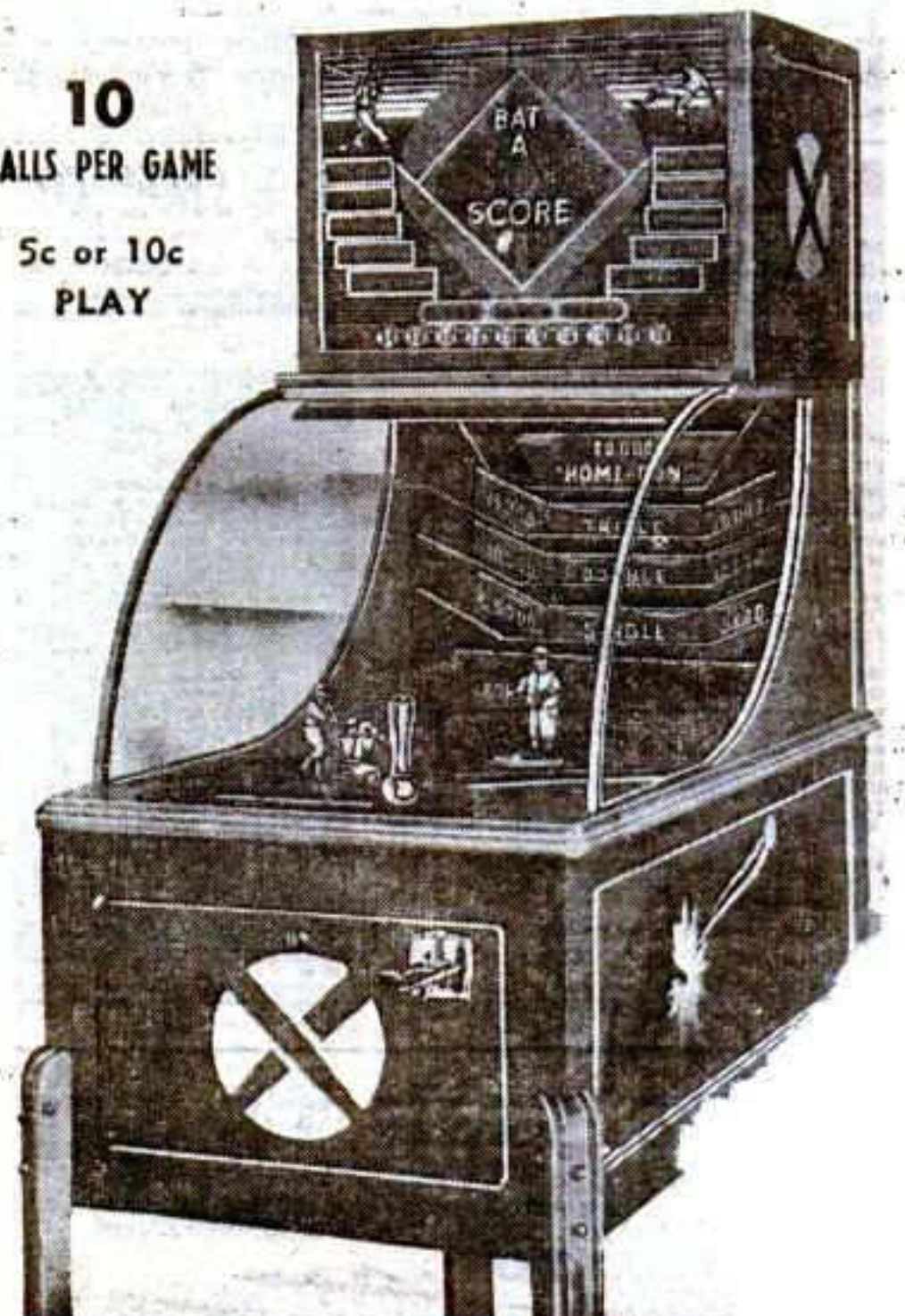
LOWEST PRICE BASEBALL GAME!

EVANS'

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10 BALLS PER GAME

5c or 10c PLAY



ANIMATED MANIKIN ALL SKILL BA AN AMUSEMENT GAME PERMITTED

Here's Action Proven by Players for Appeal—Proven by Pitcher picks up the ball, winds up and pitches ball THRO batter. Batter swings for a foul, single, double, triple p on skill of the player!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BR SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND

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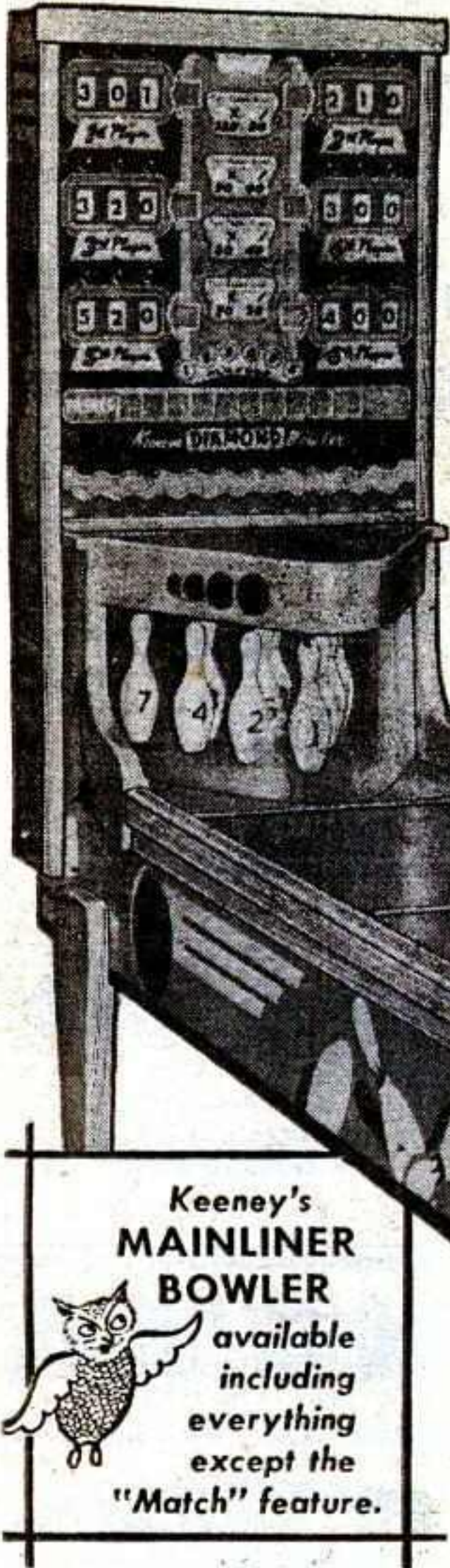
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CHICAG

REVOLUTIONARY Keeney's DIAMOND BOWLER

6 PLAYERS multiply PROFITS!



SKILL ADJUSTMENT FEATURE:
Numbers appear on backglass as player starts the game. It's a real come-on play stimulator!

Last number of player's score must match one of several numbers appearing on backglass and the diamond...

4-WAY FLEXIBILITY
of play provides various settings to meet any location need.

Points are scored in various values from 20 to 500 as indicated on the backglass. This all happens in the "matching frame" when player presses button.

MATCHING FRAMES may be set at:
2 or 10 and 2-3-4-5

2 SIZES:
9 ft. game playfield now on 8 ft. cabinet
8 ft. game playfield now on 7 ft. cabinet
CONSERVES SPACE!

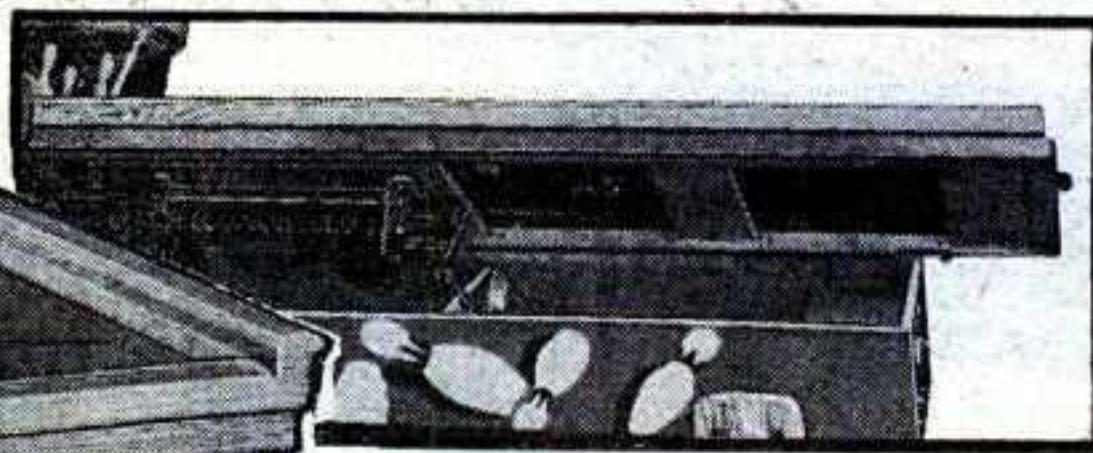


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HINGED LITE INSERT FOR EASY SERVICING!

NEW SERVICING INNOVATIONS!

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!



COVERED CASH BOX PLUS EXTENSION FLOODLIGHT WHEN DOOR OPENS

Available in 10c and 3 for 25c play.

Single-Double-Triple-Quadruple Scoring for Strikes and Spares
Strikes Shoot again in 10th frame

Keeney's **MAINLINER BOWLER**

available including everything except the "Match" feature.



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Reduce to 5 FRAME GAME by Simple Plug Adjustment

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New '54 Model
ACE COIN COUNTER
Weights 8 lbs. Counts 1/2, 3/4, 1 1/2, 2 1/2.
Only..... **\$149.50**

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Make a Hit With Your Locations—Give Them the Fabulous New Williams **ALL STAR BASEBALL**
Bonus Scoring—Over the Fence—Home Runs—4 Players can play!

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- Chicoin GOALIE \$ 95
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Our Used Merchandise Is the Finest

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YEAR ROUND! **EXCITING!**

Williams ALL-STAR

6-PLAYER BASEBALL

New! **THE ONLY AUTHENTIC TYPE BASEBALL GAME**
with the **ANIMATED BASE RUNNING UNIT**
an exclusive Williams feature!

TRIPLE MATCH FEATURE

NUMBER	STAR	PENNANT
0 to 9	★	🚩
Match Number and Star with Pennant Lit		

- ① Balls go up the ramps and over the fence for Home Runs!
- ② Balls hit onto ramps actually FLY THRU THE AIR!
- ③ **BONUS SCORES:** Hitting Home Runs after 2nd out is made in each inning scores 2 runs for each man on base plus 5 Bonus Runs. Hitting Home Run in last inning scores 2 runs for each man on base plus 5 Bonus Runs throughout the entire inning!
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

WILLIAMS BASEBALL GAMES HOLD THEIR POPULAR APPEAL AND LAST INDEFINITELY!

PROVED!

Williams BASEBALL GAMES EARN MORE!

- OPERATES ON:**
- Single Entry 5c—10c—25c Slug-Proof Coin Mechanism.
 - One player 10c, can insert 2 nickels or a dime.
 - Three players—25c.
 - Convertible to straight 5c play.

3 OUTS PER INNING
Adjustable 1 TO 5 INNINGS!



Order YOUR Williams **ALL-STAR** BASEBALL GAMES TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WURLITZER 1015 in Working Order **\$75.00**

Terms: 1/3 Deposit, Balance C.O.D.
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WURLITZER 1400	475
WURLITZER 1100	225
WURLITZER 1250	295
ROCK-OLA 1434 (120 Sel.), 45 rpm	445
ROCK-OLA 1434 (50 Sel.)	350
A.M.I. MODEL C	375
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At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve your problems from personal experience... know what equipment you need to meet your particular requirements and know how to get it to you on time in perfect working condition. That is why we have satisfied customers everywhere.

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Un. Classics	325	Un. DeLuxe	135	Chicoin Crown Bowl	275
Un. Clover	295	Un. 4 Play, F/7-10	125			

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Keeney's Diamond Bowler and Mainliner, Surf Club, Exh. Shooting Gallery, Un. Team Shuffle- League Shuffle, all others.

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FOR SALE
Overhauled Projectors for Spares, Continuous Reels, Complete Bracket Assemblies (MO 497-POA).
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SAY YOU SAW IT IN THE BILLBOARD!



chicago coin's
6 PLAYER Baseball Game
 with EVERY Feature for EVERY Location!

SUPER HOME RUN

with the 3 WAY "MATCH" and "FREE PLAY" Features!

- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

• With the GRAND STAND "Home Run" Feature for Extra Runs . . . Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!

• 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!

AVAILABLE IN STRAIGHT 10c;
 OR 10c — 3 FOR 25c PLAY!

ALSO AVAILABLE IN REGULAR PLAY!

6 Foot Size

chicago coin
 MACHINE COMPANY

With the Trouble Free Slide Coin Chute

1725 W. DIVERSEY • CHICAGO 14

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DAVIS FULLY GUARANTEED PHONOGRAPHS

SEEBURG		WURLITZER	
148ML	\$199 146		\$99
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147	129 H146 Hideaway	1080	99
AMI		ROCK-OLA	
D-80	\$495 D-40	1422	\$ 89
"C"	\$275	1426	109

32 Stations Pantages Music Equipment Complete, Good Operating Condition.

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Seeburg W1-L56, 5c, wireless	\$ 3.95
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Get new **SURF-CLUB** for biggest in-line earnings.

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Seeburg M 100 B and C. Bally—Dude Ranch, Beach Club, Palm Springs, Atlantic City, Beauty, Frolics, Williams—10 Super World Series, 10 Deluxe World Series.

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IMPERIAL	\$400	CASCADE	\$275
CLOVER	295	OLYMPIC	315
CLASSIC	325	LEADER	460

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



Another **FIRST!**...chicago coin's

New **STAR-LITE** BOWLER

THE SENSATIONALLY NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!

- 1** Individual player by matching one or several numbers lights up one or several Stars in each game!
- 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
- 3** Matching features begin in the first frame and continue in every frame until the game is over!
- 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900

★ Special light on Front panel illuminates coin chute and front of game!

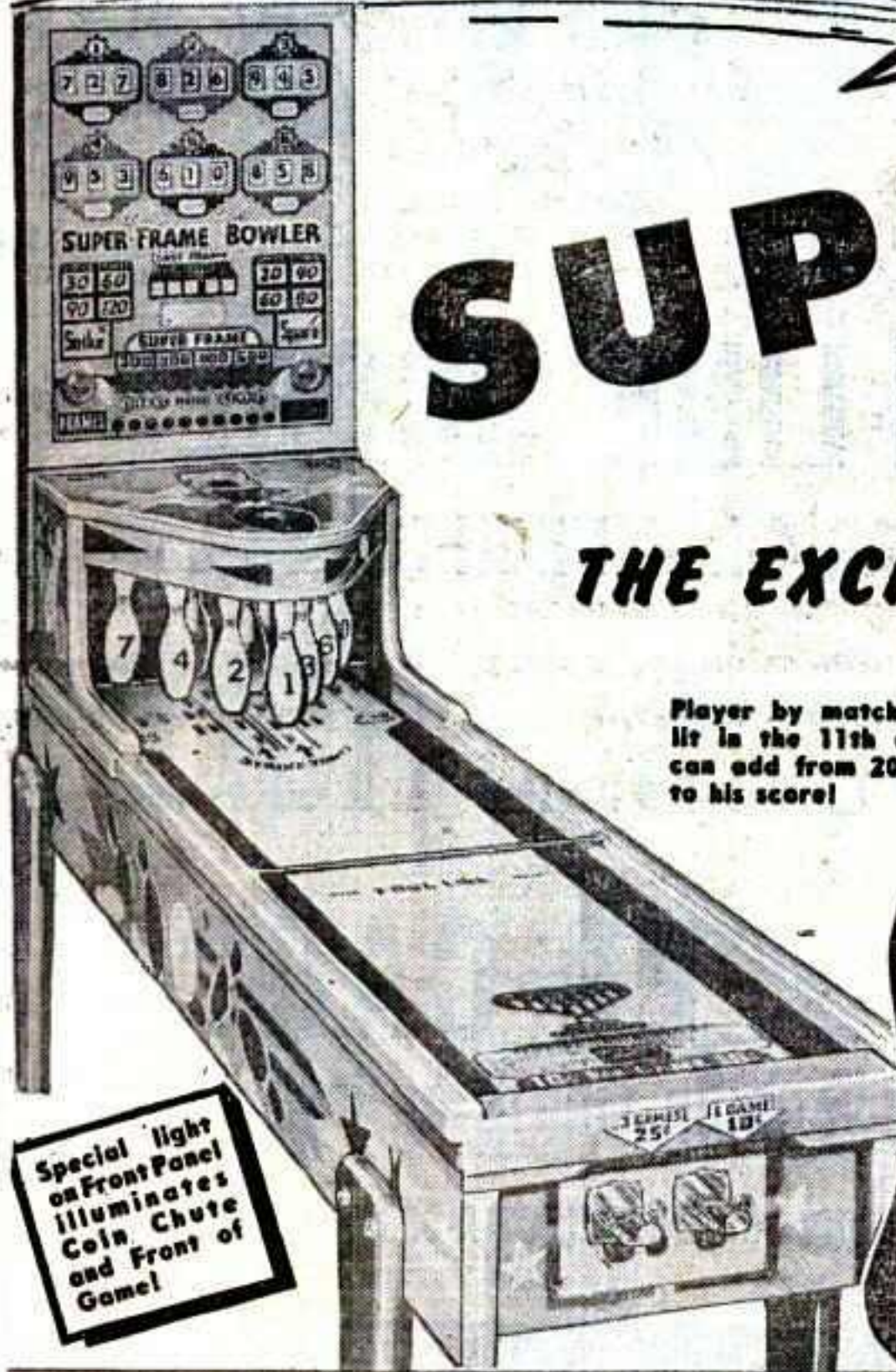
★ AVAILABLE IN STRAIGHT 10c; OR 10c, 3 FOR 25c PLAY!

chicago coin's

SENSATIONAL

SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!



Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!

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!

You Get Increased Revenue from 10c 3 for 25c Play!

New 4-Volt Light-Up Bulbs for Drum Scoring Units.

New Front Hinged Score Frame Glass for Easier Servicing!

100% Skill "Match The Lited Number" for Super Frame Scoring!

Special light on Front Panel illuminates Coin Chute and Front of Game!

chicago coin
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1725 W. DIVERSEY • CHICAGO 14



Bally® Champion

THE DELUXE SHUFFLE-BOWLER FOR 1 PLAYER OR 2 TO 6 PLAYERS

10¢ A PLAY
MODEL C110
1 PLAY 10¢
3 PLAYS 25¢
MODEL C325

**Victory
Bowler**
has all features of CHAMPION
BOWLER excepting Match-
Score Features.
10¢ A PLAY
MODEL V110
1 PLAY 10¢
3 PLAYS 25¢
MODEL V325

Popular Size
2 ft. by 8 ft.

NEW LIGHT-UP SCORES

Translucent counter-wheels with interior lamps flash scores with "backglass brilliance" and ultra-visibility.

NEW CLUB-STYLE CABINET

Simple, streamlined beauty of cabinet harmonizes with fixtures in highest-class locations, wins a welcome in all locations.

POPULAR MATCH FEATURES

Match number. Match number and 1 Trophy lit. Match number and 2 Trophies lit.

SINGLE, DOUBLE, TRIPLE, SUPER SCORES
LAST-FRAME FEATURE • 7-10 PICK-UP

NATIONAL COIN-CHUTE

FORMICA PLAYFIELD • GIANT REALISTIC PINS

ADJUSTS TO 5-FRAME GAME

HINGED PLAYFIELD, PIN-HOOD, DOORS

QUIET OPERATION



Bally® SURF-CLUB

Big news is racing along the coin-machine grapevine like wild-fire! Bally SURF-CLUB is definitely the biggest money-maker since BEACH CLUB... and actually out-earning BEACH CLUB in most locations. Get in early on the SURF-CLUB boom... get SURF-CLUB today.

"Better than BEACH CLUB" is the verdict of operators! SURF-CLUB combines all the profit-features with exciting new play-appeal that insures big, steady profits on location. Get your share. Get SURF-CLUB now!

2-IN-LINE SCORES

SCORE AS 4-IN-LINE IN SUPER-LINE

NEW DOUBLE HOLD

2 SUPER-CARDS

LIT BY ADVANCING LIGHTS OR ROLL-OVERS

CORNER SCORES • ADVANCING SCORES • SELECT-A-SPOT • EXTRA BALLS

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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.
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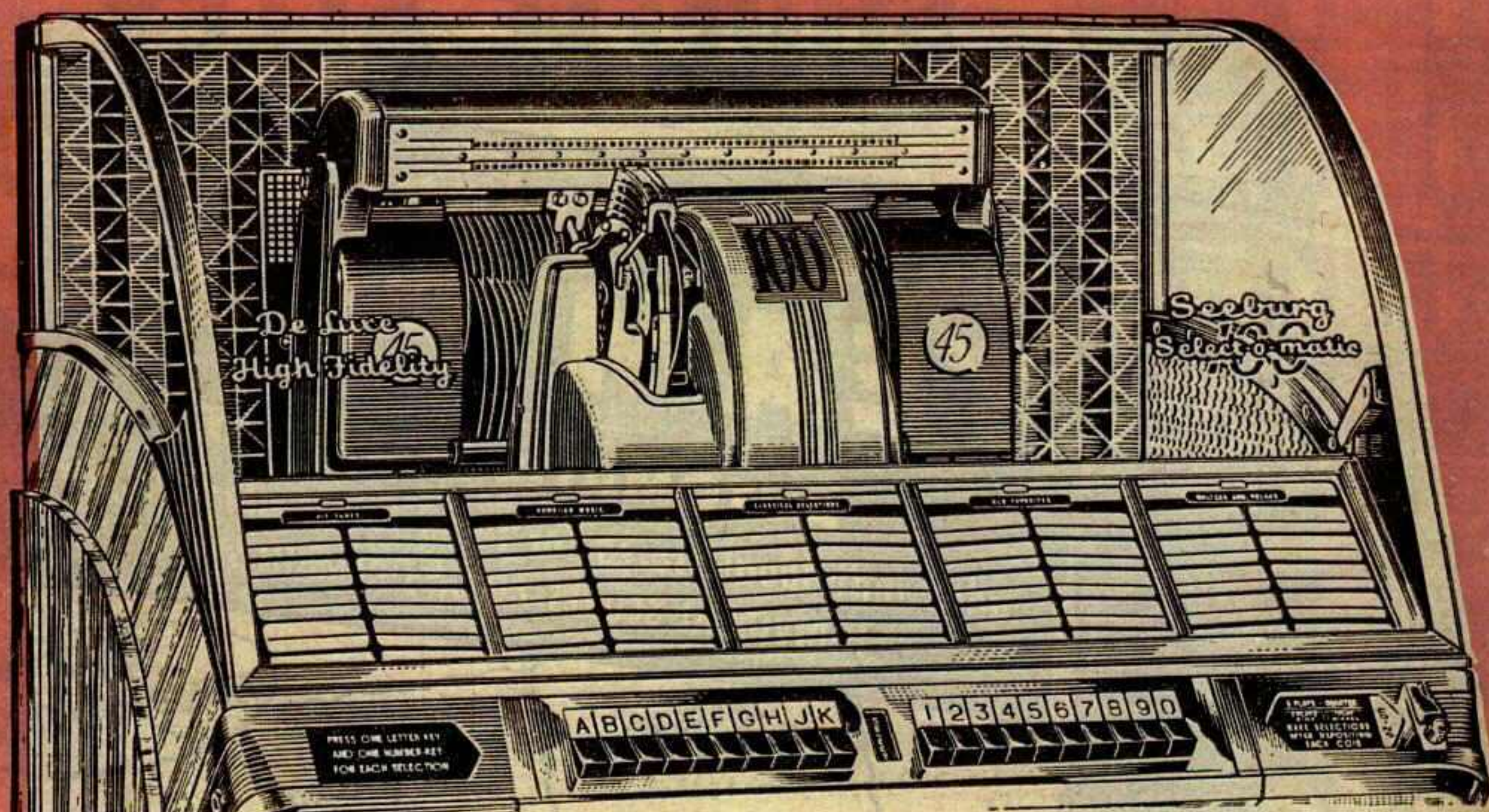
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