

The Billboard

MARCH 28, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Agency's Facts Counteract Sponsor Attack on TV Cost

Buyers Eye Ways to Snare Most for Least

HOT SPRINGS, Va., March 21.—Television sponsors are growling about costs, perhaps more this year than last, but back of the grumbling there's this obvious fact: They're going to be in television one way or another. Split runs, piece-meal sponsorships and other on-again, off-again devices will be used heavily as sponsors try to fit their budgets into the television cost structure. It will be a question of trying to figure how to get the maximum impact without throwing the whole advertising budget out of whack.

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TALLY PINPOINTS DROP IN COST-PER-THOUSAND

NEW YORK, March 21.—Evidence that TV costs are going down, not up, is presented in the following chart compiled by Batten, Barton, Durstine & Osborn, the nation's No. 1 purchaser of TV time. These figures are particularly pertinent in view of advertiser complaints of the high cost of television. (See stories in adjoining columns.)

Jan. 1	Markets	Yearly Cost 1/2-Hr. Net Time	Est. TV Homes	Cost Per 1,000
1949	26	4,068,000	834,000	\$4.88
1950	56	11,319,000	3,322,000	2.89
1951	63	21,630,000	10,549,000	2.05
1952	63	29,865,000	15,500,000	1.93
1953	78	35,235,000	21,000,000	1.68

BBD&O Shows 66% Cost-Per-1,000 Dip

Decline Steady Since 1949; Cigarette 324.6% Sales Hike Reveals True Value

By LEON MORSE

NEW YORK, March 21.— In spite of a rising chorus from top advertiser brass that TV costs are soaring out of reach, the nation's leading TV agency in billings, Batten, Barton, Durstine & Osborn, has come up with conclusive evidence to the contrary. The agency revealed its findings be-

fore the yearly convention of BBD&O execs held here recently.

The chart in the adjacent column, compiled by BBD&O, demonstrates dramatically that TV costs have declined about 66 per cent since 1949 for a 30-minute show, in terms of costs per thousand viewers. Whereas in 1949 advertisers buying 26 markets and reaching an estimated 834,000 viewers paid \$4.88 per thousand, in 1953 they reach 78 markets with 21,000,000 viewers and pay only \$1.68 per thousand. And all evidence is that video costs will continue to decline as more markets go on the air, circulation con-

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Major Record Firms Show Gains in Incomes for 1952

NEW YORK, March 21.—Sales racked up by Columbia and Capitol Records in 1952 were substantially above 1951 volume, according to annual reports issued

this week by the two diskeries. Decca's net sales for 1952 were about \$1,500,000 under the 1951 level, altho economy measures instituted by the firm enabled Decca to show a greater profit than in the previous year. Sales of RCA Victor in 1952 showed a slight advance over the previous year, it was reported recently (The Billboard, March 7), with a gross volume of approximately \$22,500,000.

Columbia's sales jump of 14.5 per cent was the largest increase registered by any major record manufacturer. The no dollar figure was given in the stockholder report, the gross revenues of the Columbia Broadcasting System, Inc., was tagged at \$251,594,490 a hike of 25 per cent over 1951.

Capitol's net sales for the year increased 10 per cent over 1951, with the company enjoying an all-time high in total assets. Volume for the year added up to 14,738,341, as against 13,325,548 in the previous year.

Decca's 1952 sales totaled 18,231,134, dipping from the 19,767,536 racked up in 1951. The

diskery, however, was able to hike its net income, after all charges and taxes, from \$835,456 in 1951, to \$933,265 in 1952.

Columbia

Columbia, in its report, pointed to several new products introduced during the year which helped boost income. Among these were a low-cost, three-speed record player, of which 120,000 were sold in 1952; a table-model, high-fidelity phonograph (the Columbia "360") and Entre Records, new low-priced classical LP line.

The diskery's expansion program added 24 independent distributors to handle the Okeh label, the firm's rhythm and blues line. Columbia added wholly-owned factories in Brazil and Argentina to its chain of international subsidiaries; it has another in Mexico. Also on the international scene, Columbia completed arrangements with Philips Indus-

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TV Aids Autry On 585G Tour

HOLLYWOOD, March 21.— A 48-day tour of one-nighters, just completed by Gene Autry thru the East, Midwest and Canada, grossed an astronomical \$585,548 and amassed an attendance figure of 329,218 during the 46-matinee and 43-evening-performance run.

The tour, recently winding up in Washington, set an all-time high for the six years Autry has been touring one-nighters, and bettered his previous record, set in the January-February tour of last year, by approximately 14 per cent.

Total seating capacity for the houses in which Autry played his "Hit Show of 1953" was 190,458. Matinee attendance accounted for 178,445, surging ahead of evening attendance for the first time by

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Morris Cops Film Scores

NEW YORK, March 21.— Buddy Morris, who forced open bidding on film musical scores some months ago after a prolonged legal suit against the movie companies, has recently picked up a number of potentially strong scores. Among the plums is "A Star Is Born" (Warner production), which stars Judy Garland. The writers here are Harold Arlen and Ira Gershwin. Morris will handle the score, but will pay royalties to Chappell because of Gershwin's contract. Also set are an M-G-M production, "Latin Lovers" and "The Farmer Takes a Wife."

Negotiations are currently going on for a deal with Paramount for a movie score.

WU Tempts Fate Via Radio Plunge

NEW YORK, March 21.— Western Union this week apparently decided that radio finally has proved its worth, and made the first network buy in its history: five minutes once weekly via American Broadcasting Company. WU takes over the 8:55-9 p.m. Sunday slot starting March 23. The show will feature reading of a wire querying prominent personalities on their attitudes toward key issues of the day, and of their telegraphed replies. Albert Frank-Guenther Law is the agency.

STUDY THE CONTRACT

Foreign Jobs Increase, But Clauses Trip Acts

By BILL SMITH

NEW YORK, March 21.— With Coronation events around the corner, it is expected that more American acts will soon work in England and the Continent than at any time since the end of World War II. But with all deals made here or abroad performers will have to be on guard in signing contracts if they want to come out with a couple of bucks, say European showbiz sources.

England doesn't present any problems. Most British contracts and money arrangements are lived up to. The trouble arises when acts leave England to take jobs on the Continent. It is there that extra scrutiny is required before any contracts are signed.

In most European countries, pay is on a daily basis. A performer signing for \$600 a week

may discover that the job is for six days a week. That means the pay will be pro rata, for six days

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'ABC Album' Signs Up Joseph Cotten

NEW YORK, March 21.—Film star Joe Cotten was signed this week to appear in a two-part TV dramatization of "Tale of Two Cities" via the American Broadcasting Company. The shows will be part of the "ABC Album," which is to showcase projected series for the fall, and tees off next month.

The Cotten series probably will originate from Hollywood, and will replace the projected "Three Musketeers."

TV BIDDER ASKS OUT; WAIT FOR FCC TOO LONG

WASHINGTON, March 21.—Jack O. Gross, Sacramento, decided this week to withdraw his bid for UHF Channel 46 in Sacramento on condition that the Federal Communications Commission bestow a TV station grant to his rival for the channel, John Poole Broadcasting Company, Sacramento. Reason for relinquishing his claim to the coveted channel, Gross said, was that he lost so much time waiting for hearing dates and for the FCC to arrive at a final decision that "other vitally important interests which I wish to pursue are being neglected." Poole offered Gross \$6,701.69 to cover his "actual out-of-pocket expenses" incurred in connection with the Sacramento application.

New Transcriptions Royalty Plan Drawn

NEW YORK, March 21.— A new royalty rate applicable to transcription library service has already been blueprinted by Harry Fox, publisher's agent and trustee, after many conferences with transcription firms and publishers. The new rate provides that a transcription firm pay a royalty rate of 3 per cent of its gross business. This deal is understood to be acceptable to Fox's clients and to World Broadcasting, Associated Program Service, Capitol Transcriptions and Standard Radio, among others. Next week Fox has scheduled a talk with Ben Selvin, a.&r. head of NBC Thesaurus, and it is expected that agreement will follow on the same deal.

Under the new arrangement, Fox will ascertain how many copyrights each publisher owns in a transcription library catalog. The amount of copyrights owned by any one publisher will deter-

mine that publisher's share of the 3 per cent.

State of Change

It is obvious that under this system, the amount of money to be collected will depend upon the

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Billboard Backstage

By JOE CSIDA

I am somewhat baffled about what to discuss here in Backstage this week, since by the time it appears in print I will no longer be the editor of The Billboard.

I have already said my good-byes, and I have told you what I think of all the people here and the new organizational structure, spearheaded substantially by Haps Kemper and Mayn Reuter.

Maybe it would be better to tell you what I look forward to in the music publishing operation. I anticipate considerable pleasure, for example, in working with songwriters. Like Bob Merrill, who writes exclusively for the Joy enterprises, and who, as you know, has turned out such a wide variety

of hit tunes as "She Wears Red Feathers and a Huly Skirt," "Feet Up, Pat Him on the Popo," "Doggie in the Window," "Truly, Truly Fair," "Sparrow in the Tree Top," "Belle, Belle, My Liberty Belle" and enough others to fill this column.

I have always been fascinated by Bob. To me there is something totally enchanting about a guy who can think of lyric ideas for songs like "Red Feathers" and "Feet Up," just to name two. The former song's story, as you know, concerns a guy who worked in a London bank and who fell in love with an island girl he spied from the rail of a ship.

Working with Bob will be a real kick, for it's my personal opinion that in spite of the long string of big tunes this lad has written, he's not yet fairly begun. I think it's a safe prediction to say that in time he'll be universally recognized as the most consistently successful popular songwriter the industry has ever known, and I'm not excepting Irving Berlin or anyone else you care to name.

bringing them out, I'll certainly get the largest kind of bang out of it.

I approach my soon-to-be relationship with several dozen artists with the same pleasurable anticipation. No part of my 14 months as RCA Victor's pop artist and repertoire director, for example, gave more of a genuine kick than working with the artists on the label. And that went for all of them, boy singers and girls, bands and groups.

And there is hardly an artist and repertoire man on any label today whom I don't know and with whom I don't look forward to working. If I'm able to bring them worthwhile songs and ideas, I know they'll enjoy it as much as I will.

Time, at any rate, will tell. I can only say that I intend to give it a total, all-out, 1,000 per cent try.

Good-bye, again, all—and good luck.

Legit Line-Up

By BOB FRANCIS

Ballot count this week named Ruth McDevitt, Beatrice Straight, Neva Patterson, Melvyn Douglas, John Marriott and George Keane to serve with councilors Frederic Tozere, George Britton and Wynne Gibson to draw up Equity's official slate for its June elections.

pals will make a Stem debut next season. Arthur Schwartz and Alan Jay Lerner have come to an agreement with the comic strip's creator, Al Capp, to turn the popular cartoon into a musical.

FERRER FOR 'HAMLET' IN TRIPLE ROLE...

Jose Ferrer's latest personal plans call for a triple-threat production of "Hamlet."

duction of "Hamlet." Also he will do his own script cutting for his star-director-manager version, and would like to tour it country-wide after a Stem bow-in.

Picture Business

By LEE ZHITO

HOLLYWOOD, March 21.—Anyone who attended the Motion Picture Academy's presentation of awards the other night sensed the electric feeling of witnessing history in the making.

Instead, it was dogged determination to cling to the old, yielding to the benefits of the new. It was the motion picture industry coming of age.

Just one year ago I devoted this space to listing all the benefits both TV and the movies would reap if the Academy would only expose its awards event to the nation's tele eye.

the participating studios were unwilling to lift their TV ban. Many of the personalities nominated to receive awards were not permitted to appear on television and the studios refused to retreat from the stand.

And why did these moviemakers stick to their guns? They feared the wrath of the exhibitors who would charge the producers with being in league with the one-eyed devil that was robbing their box office.

Why not make TV coverage of the event available only to large-screen TV equipped theaters? Then theater men across the nation could collect admissions and permit patrons to witness the awards.

Studios would still have to clear personalities, and furthermore, at that time the theater TV web was still far from being fully expanded to cover all the major markets.

could cram into the Pantages Theater. An equally dismal result was a deficit suffered by the Motion Picture Academy which this year threatened its very existence.

This year's Oscar giveaway was seen by an audience estimated at 50,000,000 viewers. Altho RCA Victor shelled out \$100,000 for the TV rights, the motion picture industry can really consider the telecast a two-hour commercial on behalf of movies in general.

This cuts across the grain of human nature. No one wants to miss a good thing. The industry achieved more in that two-hour telecast than all its "Movies Are Better Than Ever" and "Movietime, USA" campaigns could accomplish in years.

Washington Once-Over

By BEN ATLAS

WASHINGTON, March 21.—Looks like nearly 200 out of the 242 TV channels reserved for educators may still go begging by June 2.

HILL'S RATES STUDY WON'T BE QUICK...

House Interstate and Foreign Commerce Committee's avowal of interest in the question of regulating network time rates (The Billboard, March 21) doesn't mean there'll be a quickie probe.

NOW "DRYS" ARE WRITING JINGLES...

It's unannounced yet, but the dries who've been spearheading the drive on Capitol Hill against beercasting are now writing radio jingles of their own.

Would Repeal McCarran Act

WASHINGTON, March 21.—Strongly supported by various segments of the amusement world, a drive to repeat or revise the McCarran-Walter immigration law appears to be gaining strength.

Review Index

Table with 2 columns: Review Type and Count. Record Reviews 30, Classical Reviews 38, Legit Reviews 13, Night Club Reviews 14, Radio Reviews 12, Television Reviews 12, TV-Film Reviews 13, Vaudeville Reviews 14.

The Billboard

The Amusement Industry's Leading Newsweekly. Founded 1894 by W. H. Donaldson Publishers. Roger S. Littleford Jr. William D. Littleford. E. W. Evans Pres. & Treas. K. Kemper Vice Pres. M. L. Reuter Vice Pres. Lawrence W. Gallo Sec'y.

BROADWAY SHOWLOG

Performances thru March 21, 1953

DRAMAS

Table of Broadway Dramas: Camino Real (National) 3-19, '53 4; Dial "M" for Murder (Plymouth) 10-29, '52 228; John Brown's Body (Century) 2-14, '53 41; Mid-Summer (Vanderbilt) 1-21, '53 59; Misalliance (Barrymore) 2-18, '53 37; My Three Angels (Morosco) 3-11, '53 14; Picnic (Music Box) 2-19, '53 36; On Borrowed Time (48th Street) 2-10, '53 47; The Children's Hour (Coronet) 12-18, '52 108; The Crucible (Martin Beck) 1-22, '53 68; The Fifth Season (Cort) 1-23, '53 67; The Fourposter (Golden) 10-25, '51 582; The Love of Four Colonels (Shubert) 1-15, '53 76; The Moon Is Blue (Henry Miller) 3-8, '51 843; The Seven-Year Itch (Fulton) 11-30, '52 140; The Time of the Cuckoo (Empire) 10-15, '52 181; Time Out for Ginger (Lyceum) 11-25, '52 133.

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Table of Broadway Musicals: An Evening With Beatrice Lill (Booth) 10-2, '52 197; Guys and Dolls (46th Street) 12-15, '50 1,045; Hazel Flagg (Hollinger) 2-11, '53 45; New Faces of 1952 (Royale) 5-16, '52 356; Pay Joey (Broadhurst) 1-3, '52 508; Porgy and Bess (Ziegfeld) 3-10, '53 15; South Pacific (Majestic) 4-7, '49 1,628; The King and I (St. James) 3-19, '51 827; Wish You Were Here (Imperial) 8-25, '52 309; Wonderful Town (Winter Garden) 2-25, '53 29.

CLOSED

Table of Closed Broadway Shows: The Merchant of Venice (City Center) 3-15, '53 16 (Opened 3-4, '53).

EDITORIAL

Straws in the Wind?

The complaints about the high cost of TV advertising voiced at this week's convention of the Association of National Advertisers should have a foreboding ring to broadcasters, network and station alike. After individual rumblings from sponsors over a considerable period of time, an organizational issue now appears to be in the making. The fact that the subject came in for such heavy discussion at the ANA conclave (see story this issue) should in itself sound the alert for the industry.

Least memory be short, it should be sufficient to recall that it was almost exactly in this way that the drive to slash network radio rates got its start. After numerous beefs by individual influential sponsors, the ANA, as the alert trade organization of the bankrollers, went into action. It may be premature to say that a similar drive is getting started in TV, but the signs certainly should not be ignored.

The fight to hold the network radio rate line was lost almost before the war was started, because the top web brass had too little confidence in the strength of their medium. There must be no repetition of this debacle in TV. The broadcasters have some of the best weapons available, not the least of which is the research done by Batten, Barton, Durstine & Osborne, the biggest spending advertising agency of them all, as detailed in another story in this issue.

Without raising the cry of "wolf," we do think it appropriate to point out the similarity between the continued allegations of overpricing in television, with the psychological warfare waged by the ANA and its members prior to the radio rate putsch. The efforts for co-ordinated radio resistance to the pressure, as spearheaded by courageous affiliate execs, were not early enough and not potent enough. The point is obvious. The barn door still is shut. It's up to the broadcasters themselves to stay as alert as the ANA is, and to see that the door stays shut and locked.

BBD&O Per-Thousand Facts Dispute Sponsor Cost Gripe

Show 66% Dip in TV Prices in 4 Years; Tele Sets New Sales Highs

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tinues to mushroom, and telecasters devise new methods for chopping production costs in all directions.

Simultaneously, researchers at the Columbia Broadcasting System have come up with a \$1.60 cost per thousand homes in 1953 for TV, compared with a \$3.93 figure for 1949. The CBS study compares TV's cost decline with the slow but steady rise of cost per thousand for magazines. The latter figures are based on the eight magazines having a circulation of at least 3,000,000 each, using the cost of a page of black and white space. While in 1949 they produced a \$2.79 per thousand cost, in 1953 it is \$3.20.

BBD&O toppers at the convention noted that a wide disparity

in program effectiveness certainly exists, but stressed the fact that where cost per thousand is high, it is in no way a reflection upon the medium or its rate pattern, but rather upon the sponsor's use of the medium. Thus, in one of the most expensive categories of programing, dramatic shows, the agency's "Armstrong Circle Theater" costs the client only \$2.68 per thousand viewers, with the range varying all the way up to the \$6 average for this type of show. Of course, other program types, such as quiz, audience participation and amateur talent stanzas, among others, run far lower in costs.

Closed Doors

But behind closed doors at the convention, talk was of the way

TV is doing a job for many of its advertisers. It was hammered home that video is not just a novelty to most American families. It is a necessity. Even after they have their sets a long period of time, most still remain TV fans. More time is now spent with TV than any other activity except sleeping and working, and the sets-in-use continued to climb upward in 1952.

That advertisers, despite their squawks about costs, realize the impact of TV is demonstrated by the increase in billings as the relative value of the medium has improved. Thus, in 1949, network billings were \$12,295,000 while in 1952 they were \$190,795,000.

Sales Zoom

Three advertisers whose success in TV was noted were two Lorillard products, Kent and Embassy cigarettes, and Shick electric razors. Since its use of TV, sales of Embassy cigarettes have jumped 324.6 per cent in video areas in comparison to an increase of sales of 132.3 per cent in non-TV areas. Kent, which virtually concentrates its entire advertising push in video, is now unable to supply the demand for its product. And the same is true of Shick, which has had to increase its productive capacity considerably to keep up with a demand generated by TV.

The important consideration, the agency execs felt, was the value received per dollar cost for the TV purchaser. Talk was also of the astounding growth of the medium so that within four years it has made the commercial progress that took radio 10 years to accomplish. The pitch to BBD&O clients obviously is being made on the basis that it is what the advertiser gets for his dollar invested that makes him a happy client, and that TV can do the job if it is given the programing tools.

over costs. Talk to a broadcasting man and he'll tell you that all he has to do is keep quiet until all the shouting and tumult dies down, and eventually the sponsor will be telling of the time he used a 20-second spot and had to put three more assembly lines into production. The ANA, itself, is trying to make things easier for advertisers to get into TV. It put out a statement recommending that radio and TV stations accept use of commercials on the same show for related products by different manufacturers. Edwin W. Ebel, director of advertising of the General Foods Corporation, and chairman of the ANA's Radio-TV Steering Committee, pointed out that stations refuse joint advertising, for instance, of a pie crust and pie-filling ingredient. He said that no other media placed such restrictions on their advertising, and added that the stations are acting not only against their listeners' best interests and those of sponsors and distributors, but against their own best interests as well.

SAG Change

TV commercials also are in for a big change as a result of the new Screen Actors Guild agreement. Performers are going to be dropped like hotcakes, and there will be more voice-over stuff and animation, one big adman said. As Arthur Bellair, head of TV-radio copy at Batten, Barton, Durstine & Osborn, said, "That quar-

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Gleason Seg Taken by P&G

NEW YORK, March 21.—Procter & Gamble this week bought the last third of the Jackie Gleason show for the spring. P&G will replace Bristol-Myers on May 2 and until Gleason's last telecast this season, on July 4. Lilt is the product. Nescafe last week bought into the program for the rest of the season.

ANA Confabbers Air Gripes on TV Costs

What Sponsor Can't Afford Is to Keep Out of Video; Poser Is: How to Stay In

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This matter of television costs came in for a lot of attention here during the 22d spring meeting of the Association of National Advertisers, and some inkling of their feelings on the matter may be gleaned from the topic of discussion for an off-the-records session: "Is TV worth the cost—or are you running out of aspirin?"

The way it will work for those sponsors who feel they can't be without TV was outlined by a major manufacturer who has been big in both radio and TV. In radio, he pointed out, his firm believed in 52-week sponsorship, figured that was the only way it could get its money's worth. Not so with TV. They're blowing their \$900,000 on a show that will use the dough up by late spring, then they're thru until fall. What if they can't get back on the same show? Do they figure they've lost something they've built up? Nope. They've got enough moola and strings out to latch on to something else. And, this fellow added with a sigh of relief, we don't have to worry about production, as we did in radio. All we have to do is figure

out a commercial that will sell around the end of TV because the medium is getting the word-of-mouth publicity for sponsors that radio used to get.

Split Sponsors

Of course there's a lot of talk around about the end of single sponsorship of the big shows, as heralded by the dropping of Berle by Texaco after June 9. No matter how good a job a comedian or anybody else can do for you, an outlay of \$150,000 a week can play havoc with an ad budget. That seems to be the general thinking down here about all single sponsorships. They figure they can get enough identification with a program by sponsoring part of it and not having to mortgage their plant and equipment to pay for it alone.

This determination of the big boys to stay in TV, will result in a first-rate scramble for choice times, and the timid, budget-wise or otherwise, are going to be left out.

The broadcasters, of course, should see thru all the grumbling

SELF-GOVT.

To Be Asked On Chi Tele Crime Shows

CHICAGO, March 21.—The outcome of the Chicago City Council investigation of the relation of crime shows on television to juvenile delinquency is likely to be a resolution by the council asking the television industry to set up a self-regulatory office similar to the movies' Johnston office.

At a public hearing of the committee Friday (20) witnesses were unanimous in urging that any form of censorship be avoided. Forty-five invitations were sent to law enforcement officials, station officials, civic groups and educators. None of the 10 advertising agencies invited to send spokesmen responded.

The seven aldermen on the committee made it clear that they have no regulatory powers. They indicated that they will make a report next week asking for self-regulation within the industry on a stronger scale than the present code of good practice. They will send the recommendation to the FCC, the networks and the NARTB.

RETURN ENGAGEMENT

Top Brass Lead Witnesses In New TV Color Hearings

WASHINGTON, March 21.—A refrain of "Here we go again" is dominant in government and industry circles here as the House Interstate and Foreign Commerce Committee opens color TV hearings Tuesday (24) with E. W. Engstrom, Radio Corporation of America vice-president in charge of Laboratories Division, and President Frank Stanton, of Columbia Broadcasting System, Inc., as lead-off witnesses (The Billboard, March 14, March 21). The hearing, which House committee members believe is likely to advance the timetable for manufacture of color TV sets under a compatible system, is already having the effect of prodding the National Production Authority to an early revocation of its order M-90 freeze on color TV set manufacture. NPA indicated that the order will be rescinded next week. The order was relaxed considerably some months ago, but NPA has heard of no manufacturer going ahead with color TV set production.

Next week's hearing will bring to the spotlight practically all of the principals involved in the color TV fight which led to Federal

Communications Commission's adoption of mechanical standards supported by CBS. House Committee after winding up for the week Friday (27) will move to New York City the following Monday (30) and Tuesday (31) for demonstrations of latest color TV by RCA, CBS and Chromatic Television Laboratories, Inc. Engstrom is slated to occupy the witness stand for the entire first day of hearings on Tuesday, with Stanton sole witness on Wednesday. Witnesses for Thursday will be: Richard Hodgson, president, Chromatic Television Laboratories, Inc.; Dr. E. O. Lawrence, director, Radiation Laboratories, University of California, and Dr. Allen B. Du Mont, head of Allen B. Du Mont laboratories. Friday's witness will be Dr. W. R. G. Baker, vice-president, General Electric Company, and chairman of the National Television System Committee, an industry-wide group, which is preparing a new compatible color TV system to be offered for demonstration eventually to the FCC when a petition for new standards will be made. The NTSC system is synchronous, embracing fea-

tures of RCA's and others.

Doctor Engstrom is expected to inform the House committee Tuesday that vast improvements have been made in the development in color TV under a compatible system allowing black-white TV sets to receive programs transmitted in color. It is figured a certainty that commercial color TV sets manufacture will be fully under way long before the next presidential nominating conventions are held in 1956. Some observers here believe that adoption of new standards might even take place late this year to pave the way for manufacture the following year. In most industry circles, this viewpoint is regarded as much too optimistic.

Expectations are that the NPA's complete revocation of its order M-90 will have little immediate impact on the industry. NPA has been in the process of rescinding this order for several weeks, and Rep. Charles A. Wolverton (R., N. J.), chairman of the House Interstate and Foreign Commerce Committee, this week called on H. B. McCloy, acting administrator of NPA, to speed the revocation.

VIDEO SET SEEN HEAD OF HOUSE

PHILADELPHIA, March 21.—Fathers have been displaced by television sets in many homes, the National Catholic Conference on Family Life was told at the opening of its 21st annual convention in the Bellevue-Stratford here this week. Dean McCarthy, director of television of the National Council of Catholic Men, said, "The father is no longer first in these homes. He has been regulated to the last, notably the last to select those TV programs which will be seen in his home by his wife and children—even himself. Such a condition, in which a creature of God has been displaced by an electronic brain child, does not promote proper family living."

General Foods To Make TV, Radio Study

NEW YORK, March 21.—General Foods this week was preparing to make a close study of its radio and TV expenditures with an eye toward revamping and strengthening its line-up and re-aligning its budgets. The move follows the current probe by Procter & Gamble along similar lines. Although it is too early to tell how strong the repercussions will be, it is deemed likely that several changes will ensue.

GF currently bankrolls the following TV shows: "Captain Video," "Jane Froman Canteen," "Mama," "Our Miss Brooks," Red Buttons and Roy Rogers. While Buttons is considered sure to be retained as GF's top property, one or more of the others may make way, either for new shows or for expanded market coverage of the remaining properties.

'Ethel & Albert' TV Seg Eyed by Endds

NEW YORK, March 21.—Endds this week seemed apt to buy "Ethel and Albert" for the 7:30 p.m. Saturday time on the National Broadcasting Company TV web. The sponsor will air alternate weeks. Previously, Endds was dickering with the web to pick up "One Man's Family," which NBC is carrying on a pay-or-play contract, but had a change of heart this week.

ABC About Ready to Spring 3-D Illusion Device for TV

Claim Secret Gimmick Improves Film Image, Provides Perspective

HOLLYWOOD, March 21.—American Broadcasting Company here is hot on the trail of perfecting a device that will create the third-dimensional illusion on television. The Billboard learned this week. Four men associated with ABC's engineering department here are working in secrecy on electronic and optical devices that will provide perspective to the TV image and will considerably improve the quality of all films shown on TV, irrespective of the films' age.

Quartet concentrating their talents on ABC's "Operation Dimension" are Alex Quiroga, Glenn Aiken, Bob Springer and Ted Emm. Demonstration was held at ABC's Television Center studios

Thursday (19) and left all the execs who attended in high spirits as to the great potentialities of this innovation. Research and ensuing development has been kept top secret at ABC. Device demonstrated consisted of an attachment to the projector which substantially heightened light transmission and improved picture deficiencies to what eye witnesses called "an amazing degree." Device was first tested with 16mm. film and was found to improve picture quality of the narrow gauge film to surpass that of 35mm., an eye-witness said.

Thursday's test was its first with 35mm. film which reportedly made the image surpass the quality of a live telecast. Actors

appearing in the film took on perspective and the picture as a whole took on a depth heretofore not possible in TV. Further blessings wrought by the device was in clearing up picture detail usually clouded or washed out in regular film airing. While those present refused to compare the results with 3-D as known in today's theatrical film circles, it was said that the device created the closest possible illusion of dimension without resorting to twin image projection plus polaroid correction of the distortion.

Combination of electronic and optical means to create the effect works on the proper control of infra red rays and the blue spectrum plus electronic compensation

Block Claims '52 Was Tops

NEW YORK, March 21.—"The year 1952 was my greatest with WNEW," deejay Martin Block said this week in commenting on his move from the giant indie to the American Broadcasting Company and its New York flagship, WABC, next year. According to Block, WNEW grossed \$2,600,000 during 1952 and his "Make Believe Ballroom" accounted for \$937,183 of that total. He also said that the \$5,000 a week guarantee he has set with WABC-ABC will gross him more during 1953 than he earned in any of his past 18

(Continued on page 20)

for picture deficiency. Device, reportedly near the perfected state, will remain the property of the ABC net and may well serve as the spearhead of the net's accelerated drive for top spot among the major tele webs.

NEW FCC-ER

Ike Names Doerfer to Commission

WASHINGTON, March 21.—With John C. Doerfer officially named by President Dwight D. Eisenhower yesterday (20) to replace Eugene H. Merrill on the Federal Communications Commission, industry and government circles alike here are wondering why the delay in choice of a new FCC chairman. Replacement of FCC Chairman Paul A. Walker by a Republican is a foregone conclusion, just as Merrill's replacement was. There was some speculation here as to whether the President's delay in naming a new chairman means that Vice-Chairman Rosel E. Hyde, a Republican, might not be advanced to the post. Walker, a Democrat, is serving an extended term that ends next June 30.

Hyde has been getting strong industry support for the chairmanship, and he was a White House visitor at Mr. Eisenhower's invitation recently. There is considerable support, too, for former FCC Commissioner Robert Jones for the chairmanship, but Jones, a GOP and former congressman, now practicing law here, is believed unavailable for the post. Doerfer, whose nomination for Merrill's place on the commission was sent to the Senate yesterday, is chairman of the Wisconsin Public Service Commission. He is 49 years old and has been in his present job since 1949. Merrill's nomination to the FCC was sent to the Senate last year by then President Truman and was never acted on. President Eisenhower withdrew it in tendering Doerfer's name. Doerfer resides in West Allis, Wis., where he served three terms as city attorney.

TV Grants Go Frugal; Only 4 Approved

WASHINGTON, March 21.—It was a frugal week for TV grants at the Federal Communications Commission this week where only four construction permits for new TV stations were issued. Total authorizations now stand at 422, with 314 of them representing post-freeze CP's. Grant of a CP to Southern Idaho Broadcasting & Television Company, Twin Falls, Idaho, to operate on VHF Channel 11, however, prompted FCC Chairman Paul A. Walker and Commissioner Frieda B. Hennock to dissent. Pointing out that two for four TV stations authorized in Southern Idaho were controlled 50-50 by Carmon-Wrathall-Smith and McCrea and J. Robb Brady Trust Company, while a third station is owned by the Brady group and a fourth by the Carmon group, the two declared.

"These facts alone present a concentration of interest in the media of mass communications in the major cities of a relatively small area that should at least have been the subject of further inquiry, and possibly hearing, to determine whether such a concentration of ownership would be consistent with the public interest."

Other CP's went to Airfan Radio Corp., Ltd., San Diego, Calif., VHF Channel 10; Johnson-Kennedy Radio Corp., Chicago, UHF Channel 20; Las Vegas Television Inc., Las Vegas, Nev., VHF Channel 8.

Expect April 'Voice' Decish

WASHINGTON, March 21.—Senate Foreign Relations Subcommittee investigating the "Voice of America" hopes to draft its recommendations for the fate of the much-criticized agency within the next month. The subcommittee, which still hasn't completed hearings, heard Justin Miller, chairman of the board of directors of National Association of Radio and Television Broadcasters, recommend this week that the "Voice" be transferred from State Department and be established instead as an independent cabinet level agency. Miller, who is also general counsel of NARTB, is a member of a citizens' advisory committee appointed by State Department to counsel on "Voice" matters.

PROMOTION COMPETITION

THE BILLBOARD

MERCHANDISING

FEBRUARY 21, 1953

WLW-T, **WTVJ** and WNBQ Place 1-2-3 in New TV Station Division

WTVJ appreciates the recognition given to its merchandising department, and extends its thanks to the following judges of BILLBOARD MAGAZINE'S 15th Annual Radio and TV promotion Competition.

Advertisers

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WILLIAM A. CHALMERS - WALTER CRAIG, Benton & Bowles • JAS. C. DOUGLASS, Erwin, Wasey • CHESTER MacCRACKEN, Doherty, Clifford, Shenfield • THOMAS LUCKENBILL, William Esty • G. D. GUDEBROD, N. W. Ayer & Son • ELKIN KAUFMAN, William Weintraub • BILL MALONEY, BBD&O • H. BARTH McHUGH, Jr., J. Walter Thompson • GARTH MONTGOMERY, Kenyon & Eckhardt • HARRY RAUGH, Young & Rubicam • TOM SLATER, Ruthrauff & Ryan • LEWIS TITTERTON, Compton.

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Now, advertisers can concentrate their television advertising in the 9 markets represented by NBC Spot Sales to reach 11,000,000 TV homes—that's 51.6% of all the TV homes in the country.

It is estimated that there will be 12,000,000 TV homes in these nine markets by summer. Keep those families sold on your product. Call your NBC Spot TV Salesman and place your summer schedule now.

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*actually 51.6%

This One

 2809-39S-SUGH

GE Shapes Fall TV Plans Around Bing

NEW YORK, March 21.—General Electric's fall programing plans this week began shaping up with conclusive indications that Batten, Barton, Durstine & Osborn would service the Bing Crosby TV Show, when and if the crooner goes on TV next season.

Pressure was being put on Crosby this week to ink a GE contract for his video services before his trip abroad next week. Probability is, however, that Crosby will not commit himself until he returns from Europe. But it is fairly certain that he will work for the GE Institutional Division next season on the Columbia Broadcasting System's TV web. Dan O'Shea, CBS veepee, is now on the Coast for a board of directors meeting of Bing Crosby Enterprises, which has as its main concern Bing's entry into TV. Crosby will be seen on film produced by Bing Crosby Enterprises.

GE, meanwhile, has split its new property, "Mr. McNutley," featuring Ray Milland, between the Maxon Agency and Young & Rubicam. The GE set division (Maxon) will alternate with the GE small appliance division (Y.&R.). The latter agency also has Joan Davis for the major appliance division of the company.

CBS-TV, the American Broadcasting Company and the National Broadcasting Company are competing for the GE "McNut-

ley" business. GE would like Saturday nights 9-9:30, on CBS-TV, following Jackie Gleason, but the network feels it can sell the time to another client before next season, when GE would be ready with the property. ABC-TV has offered Thursdays 8-8:30. NBC-TV is pitching Wednesday 8:30-9 so that GE could take advantage of a contiguous rate because its Joan Davis show precedes it. The CBS strength of Arthur Godfrey, which would provide opposition, makes the NBC-TV bid not too attractive.

The future of Fred Waring, who is serviced by BBD&O, remains doubtful on a regular basis next season. It is probable that Crosby will move into the Sunday night CBS-TV slot next season, but in combination with a once-monthly Waring show and filmed drama.

Old Gold Bids For CBS Time

NEW YORK, March 21.—Old Gold this week took an option on Thursday 8:30-9 p.m. on the Columbia Broadcasting System's TV network for "Chance of a Lifetime." The program would be switched from the American Broadcasting System's video web.

Singer Sewing Machines now owns the time period for alternate weeks of "Four Star Playhouse," but it will be forced to match the Old Gold offer and go weekly with the film property, if it wish to retain the slot. Old Gold snatched the time, altho Young & Rubicam, the Singer agency, had created alternate week sponsorship on the part of Cannon Mills, another Y.&R. client. CBS-TV obviously prefers a regular weekly advertiser, if one is available. If Singer loses out to Old Gold, it will be offered another time period.

Mutual Adds Per Cent Plums for Sales Jobs

NEW YORK, March 21.—The Mutual Broadcasting System recently has instituted a new incentive plan for its network sales force, in addition to already existing bonus arrangements. The scheme offers percentage incentives for selling certain specific properties and time periods which top management has designated as vital. These percentages range upward from 1/2 per cent to 3 per cent of the sale, but can be raised.

Difficult time periods and five-minute slots which bring no discounts and are extremely profitable to the network usually get top percentages. Renewals, which are vital but not as difficult to obtain, get about 1/2 per cent. Certain special events such as the Coronation, to which MBS is already committed, also gain salesmen percentage rewards. The existing MBS bonus ar-

rangements is based on a sales quota for the year. The sums over the quota are placed in a kitty, and the network sales staffers are given a cut equal to whatever percentage of this pool their salary equals.

'Life With Luigi' to Return to CBS

NEW YORK, March 21.—"Life With Luigi" will return to TV this season. The Columbia Broadcasting System's TV programing department feels the property can be revived, and will reproduce it using an entirely new cast and production crew. "Luigi" was sponsored by General Foods at the start of the season.

Doubtful Clients Remain with CBS

NEW YORK, March 21.—The Columbia Broadcasting System's radio network this week retained two advertisers who were considering canceling their programs. Carter will stay with "City Hospital" on Saturdays, and Longines continues with its "Symphonette" on Sunday afternoons.

NEWS CAPSULES--COAST-TO-COAST

Wallen, Johnson, Schmid Are VP's In MBS-Teleradio Exec Shuffle

NEW YORK, March 21.—Three new veepees were given stripes at the Mutual Broadcasting System-General Teleradio headquarters here this week. New veepees and members of the General Teleradio board of directors are James E. Wallen, Earl M. Johnson, veepee in charge of engineering and station relations, and Robert A. Schmid, veepee in charge of advertising, public relations and research. Latter two execs retain their present Mutual veepee posts as well; while Wallen, network treasurer since 1944, resigns that post to become veepee, member of the board and treasurer of General Teleradio.

There were several shifts among top execs with, George Ruppel, network controller, succeeding Wallen as network treasurer, and Patrick Winkler, comptroller of the Yankee Division, becoming general auditor of General Teleradio. Bart J. Hauser, manager of Mutual co-op programing, is now director of the co-operative division, newly established as a separate network unit. Herbert Rice, MBS executive producer, becomes director of a newly created program development department for both the network and WOR-radio.

STORER STATIONS SETTLE WALK-OUT ...

DETROIT — The Storer stations, WJBK and WJBK-TV, settled a walk-out of the American Federation of Television and Radio Artists this week, with new contract (running until October 15, 1953) providing essentially same terms as for other local stations. The settlement, a compromise on some issues, is similar to near-agreement reached just before walk-out. The station raised issue of "secondary boycott" in conduct of the strike. The controversy involved free-lance talent only, as station staffers are not union members.

TOP RATING FOR 'MURRAY PARTY' ...

NEW YORK — The "Arthur Murray Party" was the highest-rated TV show aired over the Du Mont and ABC networks last month, according to the February Hooper ratings for New York. The half-hour variety show, (Du Mont, Sunday, 10-10:30 p.m., EST) chalked up a 19, as compared to a 14.5 for Bishop Sheen's "Life is Worth Living" (its closest competitor on Du Mont) and a 14.3 for "Super Circus," ABC's top-ranking entry.

HALLMARK BEAUTY SHOW FOR WKRC-TV, CINCY ...

CINCINNATI—Hallmark Productions' traveling TV unit, the Ern Westmore beauty show featuring, besides Westmore, Betty Egan, Helen Winston, Robert and Helen Little and Eddie Varden, moves into WKRC-TV here March 30 for a 30-minute program, Monday thru Fridays.

The Westmore unit has appeared at WTVJ, Miami, and WAFM-TV, Birmingham, and comes to WKRC-TV with Admiral Radio-Television Corporation as sponsor. Deal was inked by Leon d'Usseau, of the Hallmark sales staff.

JAN. TV SET OUTPUT UP FROM '52 FIGURE ...

WASHINGTON — TV sets shipped to dealers thruout the nation totaled 695,087 during January, reflecting a seasonal decline from December when 965,891 TV sets were shipped, but representing a substantial increase over January, 1952, when only 371,689 TV sets went out to dealers, the Radio-Television Manufacturers' Association reported this week. As usual, New York led the States in incoming shipments, with 65,557 TV sets consigned for delivery there in January. Pennsylvania followed with 58,679, trailed by California with 50,402, Texas with 45,379, Ohio with 43,900 and Illinois with 42,931.

OFFERS PERMANENT AM-TV LICENSE BILL ...

WASHINGTON — A bill proposing permanent licensing of TV and radio broadcast stations was tossed in the House hopper this week by Rep. Kit Clardy (R., Mich.). There is no indication that the bill will get support in the House Interstate and Foreign Commerce Committee where it has been committed, but the topic has been a recurrent one for years. The idea was strongly suggested during hearings on the McFarland Act. Idea would be for the Federal Communications Commission to issue licenses on permanent basis subject to revocation for communications act violations and FCC regulations. This would replace the current rule of licensing subject to three-year renewals.

FCC SEEKS RESPITE ON 'PROTEST' MAIL ...

WASHINGTON — The Federal Communications Commission has recommended to Congress an amendment to the Communications Act to extend the time in which the commission must act on protests from 15 to 30 days. In

a letter to the House Interstate Commerce Committee, the FCC described as "inadequate" the 15-day period allowed for commission action on a protest. Pointing out that many of the protests present "serious and complex questions of law and fact," the FCC emphasized that it was "extremely difficult for the commission and the staff to give these questions the comprehensive consideration which they warrant or to make any extensive investigation to determine the truth of the facts alleged." The 15-day limitation also made it "virtually impossible for the commission to give any consideration to oppositions to protests" filed, the FCC said.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Jacob L. Holtzmann, member of New York State Board of Regents, was voted the New York Newspaper Guild's Page One Award in radio and TV for spearheading the plan for an 11-station educational TV network in New York State. Guild also voted a special citation to Elmer Davis. ... Jack Creamer, formerly with William Morris on the West Coast, has joined ABC's TV sales department as an account exec. ... Radio-TV writer Alan Sands has packaged a new 5-minute radio series for across-the-board programing, and is offering it to agencies here this week. The suspense series stars Jay Jostyn. ... Charles V. Dresser appointed central division TV sales manager for NBC spot sales. ... Frank J. Reed, NBC's ex-TV sales service department manager, has joined Sullivan, Stauffer, Colwell & Bayles in the radio-TV department. ... Marge Kerr appointed public information consultant to "American Inventory," the NBC-Alfred P. Sloan Foundation TV series. ... Effective Monday (23), the ABC publicity department

will be located at 2040 Broadway (at W. 70th Street), New York. New mail address for the department, as well as the network and local flagships WABC, WABC-TV, will be 7 W. 66th Street, New York. Network telephone number and most extensions remain the same.

Charles C. Farrar, well-known young radio man, has been named executive assistant to William E. Ware, president of KSTL and KSTM-TV, St. Louis. Farrar moves to St. Louis from WJLD and WJLN-TV, Birmingham, where he served as sales manager. KSTM-TV is scheduled to go on the air September 1 on Channel 36, UHF, with 275,000 watts. ... Edward Lamb, Toledo attorney, publisher and radio and television executive, left last week for Switzerland and Austria, where he will do some skiing before moving on to Greece, Turkey and Spain. He is slated to meet and travel with Adlai Stevenson in the Near East, returning to the United States April 20. ... Roger A. Langston, formerly associated with the Florida State Theaters as advertising manager, is new promotion manager for AM, FM and TV at WMBR, Jacksonville, Fla. ... Big Jon Arthur and his marionette partner, Sparky, heard over most of the ABC network from WCPO, Cincinnati, played to 6,990 paid admissions in four performances at the Capitol Theater, Wheeling, W. Va., March 13.

Jack L. Barton has been named assistant manager of the station relations department of the National Association of Radio and Television Broadcasters by Harold E. Fellows, president of the association. Barton, formerly a station relations field representative, has been designated as Pacific Coast representative for the NARTB department, replacing William K. Trynor, who was re-

(Continued on page 50)

Kovacs Night Aired to Fold

NEW YORK, March 21.—The Columbia Broadcasting System TV web this week threw in the towel for the season in its effort to challenge Milton Berle's "Texaco Star Playhouse" dominance on the National Broadcasting Company's TV web of the Tuesday 8-9 p.m. slot. CBS-TV will drop Ernie Kovacs and his zany troupe after the comedian's April 14 telecast.

Altho CBS-TV has not decided on a replacement for Kovacs, the probability is that it will use feature film. Should a likely looking package present itself, however, the network may give it a run there.

See 'Omnibus' Return to CBS

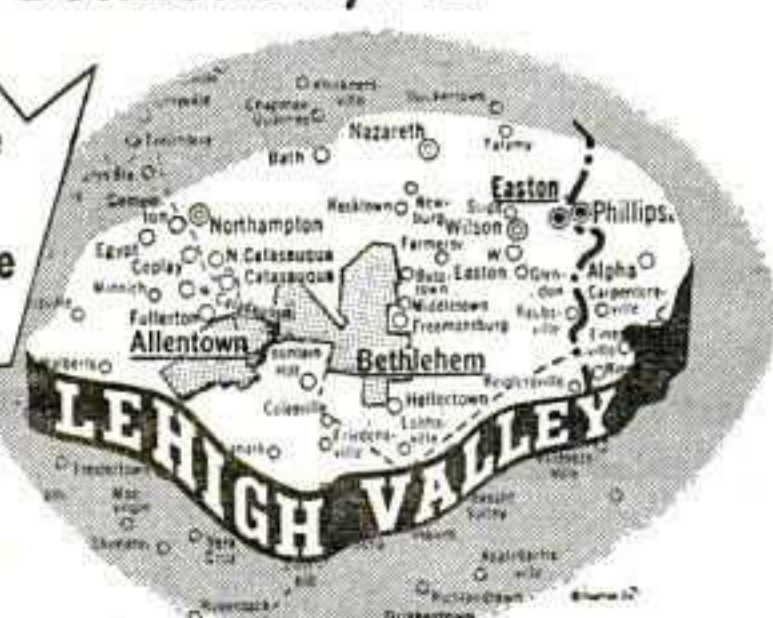
NEW YORK, March 21.—The probability is that "Omnibus" will return to the Columbia Broadcasting System's TV network, again under the banner of the Ford Foundation, next season. CBS-TV program topper Hubbell Robinson Jr. has stated that the Ford Foundation would be back next fall on CBS-TV and the likelihood is for a revamped version of its current TV success. The Ford Foundation may also program a half-hour show aimed at youngsters next season on the same web.

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

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On

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NBC-TV

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Exclusively
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THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in CHARLOTTE, N. C.

(198,000 TV Sets; Panel Size 300)

According to Videodex Reports

WBTV... Jefferson Standard Broadcasting Co. ABC, CBS, Du Mont, NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network reports based on all 63 markets.

FEBRUARY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Sunday in Charlotte, N.C.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Monday in Charlotte, N.C.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Tuesday in Charlotte, N.C.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Wednesday in Charlotte, N.C.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Thursday in Charlotte, N.C.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Friday in Charlotte, N.C.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 10 TV shows for Saturday in Charlotte, N.C.

*NBC estimate for January 1, 1953.

Share of Total Audience Radio vs. TV in NEW YORK

According to Pulse Reports January, 1953

7 P.M. to Midnight

Table with 3 columns: Day, Radio % of Total Aud., TV % of Total Aud. Shows share of total audience for radio vs. TV in New York during 7 P.M. to Midnight.

6 A.M. to 6 P.M.

Table with 3 columns: Day, Radio % of Total Aud., TV % of Total Aud. Shows share of total audience for radio vs. TV in New York during 6 A.M. to 6 P.M.

Table with 3 columns: Day, Radio % of Total Aud., TV % of Total Aud. Shows share of total audience for radio vs. TV in New York during 6 A.M. to Midnight.

NEXT WEEK

Top 10 TV Shows Each Day in CLEVELAND

According to Videodex

Top 5 Radio Shows Each Day in NEW ORLEANS

According to Pulse

Share of Total Audience Radio Vs. TV in NEW ORLEANS

According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

McCarran Act

Continued from page 2

the McCarran-Walter law as "unjust" on the House floor this week. Rep. Arthur B. Klein (D., N. Y.) also assailed the law on the floor of the House this week.

Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,561,440 Families*)

According to Pulse Reports

Table with 3 columns: Station, Power, and Audience. Lists top 5 radio shows in New York.

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly.

JANUARY, 1953

SUNDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Sunday in New York.

MONDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Monday in New York.

TUESDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Tuesday in New York.

WEDNESDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Wednesday in New York.

THURSDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Thursday in New York.

FRIDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Friday in New York.

SATURDAY, 7 TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Saturday in New York.

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Monday-Friday in New York.

SATURDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Saturday in New York.

SUNDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Rating. Lists top 5 radio shows for Sunday in New York.

*Sales Management 1952 estimate of the 12 counties in the metropolitan New York area.

CBS-TV Refuses Film Star Package

NEW YORK, March 21.—The Columbia Broadcasting System's TV division this week decided not to compete with the other video networks for a weekly package of top film stars to be delivered by Eric Johnston, of the Motion Picture Producers of America.

Johnston has offered such a package of top film names to whichever web delivers a satisfactory format for their use in a regular weekly program.

The thinking of CBS-TV top brass is that such a show would eventuate into a free advertising plug for the movie industry. They point out that other CBS advertisers pay for their network time, consequently the movie business would be getting itself a free ride under any such arrangement proposed by Johnston. And the CBS-TV execs noted the increasing amount of spot video time being bought by film firms to advertise their product.

Free Agents

Also primary in the CBS-TV refusal is the fact that the movie industry can deliver only a limited number of top film actors because a great number of the cur-

rent stars are free agents. Such top film talent as James Stewart, Joan Crawford, Gary Cooper, Humphrey Bogart, Judy Garland and Marlon Brando are not under contract to film studios and cannot be packaged on such a program. Then again, the limitations set by Johnston in the way the film luminaries can be utilized place further restrictions on the packaging of such a program.

NBC-TV and the American Broadcasting Company, meanwhile, have submitted proposed formats to Johnston. The NBC-TV plan would feature them in a "Screen Snapshots" type of program. ABC-TV wants to build a show around film clips of the stars.

ADVERTEST POLL

Viewers Split On Preference Of Film, Live

NEW YORK, March 21.—The viewing public at large is indifferent to whether dramatic TV shows are on film or live, the latest study of Advertest Research indicates. Of those queried here, 23.9 per cent said they preferred live drama; 23.5 per cent—virtually no difference—said they preferred film. A majority of those questioned, 52.6 per cent, said they had no preference between live and filmed drama.

The biggest reason given for preferring dramatic shows live was that film is not as clear. Of those who prefer live, 28 per cent gave that as their reason. Of those who prefer drama on film, 25 per cent gave as their reason that film makes possible greater scope of scenery and setting. Another 14 per cent of the film partisans said film is more realistic, and 12 per cent said that it's more polished and allows less chance for mistakes.

Despite the good response to film drama, the shows most named as favorite, excellent or regularly viewed were live shows, with "Robert Montgomery Presents" tops in all three respects.

Lever Brothers, G-K May Net 160G From 'Big Town' Runs

NEW YORK, March 21.—Lever Brothers and Gross-Krasne stand to net about \$160,000 this year from the first and second runs of "Big Town," also called "Heart of the City," if present sales of the film series continue. The program has currently been sold in 37 cities by United Television Programs, of which about 24 are first-run and 13 second run. The Lever Brothers network sponsorship of the package extends to 43 cities. The Lever Brothers re-running deal is unique in that it is one of the few such arrangements in TV.

On the basis of its current sales, UTP will gross \$450,000 during 1953. But with so many of the top markets unsold, such as Cleveland, Cincinnati and others, the property is conservatively expected to rack up another \$150,000 in revenue before the year's end.

Should the film series reach this gross, UTP will receive 30 per cent, or \$180,000 of the \$600,000. Because Gross-Krasne, the producers of the package, added another \$5,000 in production values to each of the shows beyond the \$13,500 Lever Brothers is paying, they capture their \$160,000 first money for each of the films.

2 to 1 Split

Thereafter the profits are split on a two to one basis, with Gross-Krasne getting \$2 to each one of

Lever's. This would mean that Gross-Krasne would get \$106,666 and Lever \$53,333 of the total \$160,000 should the projected gross hit the \$600,000 mark. There is every chance, of course, that it will go even higher.

Lever Brothers consequently will be receiving about \$1,000 return this year on each \$13,500 invested in the package. Its profits last year on the film property were negligible, but next year, with the constant addition of new markets, it should do equally well, if not better.

UTP will receive about \$50,000

this year for the second run rights to "Big Town" in New York, where it is on WABD. In Detroit, the package will cost the station \$25,000 for the year. The show is sold for a minimum of 26 weeks in some markets and 52 in others. Lever Brothers intends to recapture five markets — Houston, San Diego, Denver, New Orleans and Scranton, Pa.—for first run shortly.

Dynamic Sells Own Auto Pix

NEW YORK, March 21.—Dynamic Films has taken over its own syndication sales of "Speed Classics," auto racing series which it produced. Its distribution contract with the Du Mont Television Network recently expired.

Henry Morley, president of Dynamic, said he thought the firm can do a better selling job on the show than any other distributor. He said there was little incentive for another distributor to put a real sales push behind the product when its energies are taken up with shows in which it might have an investment or newer series.

TV Film Panel At NARTB Meet

WASHINGTON, March 21.—Film's place in TV will come in for heavy attention at the annual National Association of Radio and Television Broadcasters' convention in Los Angeles, according to the completed agenda announced by NARTB yesterday (20). NARTB President Harold Fellows will preside over a panel discussion of this topic April 30. The convention will be held April 28-May 1.

Clair R. McCollough, WGAL, WGAL-TV, Lancaster, Pa., convention chairman, will open the conclave. Brig. Gen. David Sarnoff, board chairman of Radio Corporation of America, will be keynoter, with Fellows addressing an opening day luncheon. The FCC will be featured in a panel discussion on the closing day presided over by McCollough.

Colgate, NBC Ponder 'Comedy Hour' Films

HOLLYWOOD, March 21.—Colgate and the National Broadcasting Company are seriously considering filming a few of its "Comedy Hour" shows next season to serve as stand-bys thereby saving it from the resulting chaos when a headliner bows out at the eleventh hour and necessitates a complete revamping of the hour-long show. Illness and conflicting working schedules re-

sulted in an unusually high number of replacements. The month of December alone saw three replaced shows plus an equal number of shows that had to be created during the season for then ailing Eddie Cantor.

According to Sam Fuller, responsible for talent on the Colgate show and "All Star," the "Comedy Hour" is built as a closely integrated show around its headliner. Chorus production numbers, guest stars and supporting players many times have to be completely tossed aside when the headliner bows out of the show, and a new program built around the substituting personality. Since the schedule calls for one show to be in final rehearsal stages and a second show to be in preliminary production phase, a last-minute bow-out creates a complete upheaval of all plans and necessitates a last-minute show to serve as replacement.

While Colgate is unwilling to undertake the production cost of regularly filming the hour-long program, it is expected to give the green light to plans calling for the filming of a few programs and keeping them on the shelf as a ready replacement when the inevitable happens. If film plan goes thru, indications are that Cantor will be among the first to ask for the film medium. He has long been outspoken against the physical demands of live telecasting.

Colgate's "Comedy Hour" will go off the air June 15. Filming would probably be timed for late summer prior to return of the live "Comedy Hour" series.

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ATFP Grants Pay Hikes for Extras

HOLLYWOOD, March 21.—Increased salaries and improved working conditions for extras employed in production of TV films were granted this week by members of the Alliance of TV Film Producers and non-members, Roland Reed Productions and Hal Roach Productions. Producers agreed to the following terms in the Screen Extras' Guild collective bargaining contract:

Silent bit players increased from \$40 to \$55. Extra player working in more than one picture in the same day, other than multiple episodes of same series, receives full day's pay check for each picture worked in. Extra player in series pictures may work in a number of episodes of same series in one day equal to the number of days of continuous employment, but if the number of episodes exceeds the number of days of employment, extra player receives additional half day's pay for each such excess episode. In single day's employment in more than one episode of same series, extra gets additional half day's pay for each episode over one provided he is notified in advance of how many episodes he is to work in; if not so notified, he will receive full day's pay for each episode. Salary rates other than that of \$55 for silent bit adjustment are same as theatrical contract, including general extra work, \$18.50 a day; dress extras, dancers, skaters, swimmers, riders

Sharpe to Boost 'Defense Attorney'

NEW YORK, March 21.—Don Sharpe was here this week to begin sales efforts on his newest film show, "Defense Attorney," starring Mercedes McCambridge, and based on his former radio series of the same name.

The pilot was directed and scripted by Fletcher Markle. So far, Sharpe has appointed no sales agent for the new show. His most recent series, including "My Hero" and "Four Star Playhouse," were sold by Official Films.

Sharpe also said he was preparing two live TV packages, one a situation comedy.

and special ability extras, \$25; stand-ins, \$17. All increases in basic wage rates are retroactive to September 17, 1952. Contract runs to January 2, 1958, with both parties having the right to reopen at the start of 1954 and 1956.

Contract was approved unanimously by the SEG board and will be submitted immediately for ratification by the Guild membership. Members of the Alliance of Television Film Producers are William Boyd Productions, William F. Brody Productions, Cosman Productions, Bing Crosby Enterprises, Flying A Pictures; Gross-Krasne, Inc.; Roy Rogers Productions, Screen Televideo, Sovereign Productions, TCA Productions, Adrian Weiss Productions, Frank Wisbar Productions and Ziv Television Programs.

Tele-Pictures Puts Into TV New Series

NEW YORK, March 21.—Tele-Pictures, Inc., has put into TV distribution another series of 13 feature films produced by Robert Lippert Productions, of which it is the TV subsidiary. Seven of the pictures had their original theatrical release in 1951 and five in 1952. The 13th, "Rocketship X-M," science fiction thriller with Lloyd Bridges, was released theatrically in 1950.

The new batch, among the newest movies on TV, has been included in four sales already, two in Los Angeles and San Francisco, and two were closed this week with WNBK, Cleveland, San Francisco, and two were closed this week with WNBK, Cleveland, and WWJ-TV, Detroit, by Joe Smith, general manager and sales veepee of Tele-Pictures.

Tele-Pictures came out tied for fourth in The Billboard's recent poll of stations for their choice of top feature-film distributors. The story in last week's issue failed to mention that Smith is Tele-Pictures' topper. Headquarters for the firm for sales, booking and shipping is in New York.

TV FILM PURCHASES

NBC Film Division this week sold "Life of Riley" to WEEK-TV, Peoria, Ill., under sponsorship of Necchi Sewing Machines; and "Dangerous Assignment," "Hopalong Cassidy," "Douglas Fairbanks Presents" and its daily and weekly news films to the Tyler, Tex., market; KBMT, Beaumont, Tex., and KWTW, Gadsden, Fla.

Also, NBC Film Division sold the hour-long "Hopalong Cassidy" series to WSUN, St. Petersburg, Fla., and WNAO-TV, Raleigh, N. C. "Douglas Fairbanks Presents" was picked up by WDTV, Pittsburgh (for sponsorship by People's National Gas, Inc.) and by KUTV, Sioux City, Ia., for Phillips 66.

Another deal was made with Polan Industries for sponsorship of NBC's "Dangerous Assignment," "The Lili Palmer Show," the old Hoppy series and the daily and weekly news films in three new markets: Ashland, Ky., Wheeling, W. Va., and Youngstown, O.

Consolidated Television Sales has chalked up eight new sales. "Hollywood Half Hour" was sold to WLW-D, Dayton, O., and W3KB-TV, Chicago, with Gee Lumber and Coal Company sponsoring on the latter station. "Crusader Rabbit" was picked up by WJTV, Jackson, Miss., for Allen's Dairies; WLW-C, Columbus, O., for Donaldson Baking Company; and WDTV, Pittsburgh.

Other Consolidated sales include "Ringside With the Rascals" to WCSC-TV, Charleston, S. C., and WKY-TV, Oklahoma City; "Front Page Detective" to KPRC-TV, Houston, and WXYZ-TV, Detroit, sponsored by Southern Select Beer on last-named station.

WNBK, Cleveland, has bought the entire library of TV releases of Republic Pictures and Robert Lippert Productions. The station claims that the \$150,000 deal now gives it more first-run feature film programming than its two competing stations combined.

KFDA, Amarillo, Tex., has bought a package of over 60 feature films from Film Vision, Inc., New York.

Official Films' "Music Hall Varieties" has gone into three more markets: Toledo; Galveston, Tex., and Jackson, Miss.

SAG Tiff Cost 10G, Producers Asked to Help

NEW YORK, March 21.—The Film Producers' Association has sent a letter to several non-member producers here asking for contributions to cover the cost of the protracted negotiations with the Screen Actors' Guild. With the letter, which was sent to some 30 or 40 producers of commercials, was enclosed a token bill for \$250. It is estimated that the negotiations will cost the producers \$10,000, to say nothing of the time put in by the officers and other FPA leaders.

Altho the SAG strike against the producers of TV film commercials has been over for two weeks, the negotiations are far from finished. The SAG-FPA agreement that went into effect March 2 only set up scales and use payments. Many more details remain to be thrashed out, and many require weeks more of talk. Producers and agencies in general are not particularly happy about the new SAG scales. Now that production has recommenced, many are resorting to modes of production economy that they never gave much thought to previously.

Picture Business

Continued from page 2

to see more of the new crop of pictures so as not to miss any potential winners the next time the Oscars are handed out.

It will be interesting to see the box-office results within the next few months. I for one am ready to bet this old Underwood that exhibitors and producers alike will be amazed at the unusually high returns as a result of the two-hour commercial when compared with the post-award take of Oscar winning pictures of the past few years.

PROGRESS

Screen Gems Has 4 Shows Up for Sale

NEW YORK, March 21.—Screen Gems, Inc., which in the beginning of this year let it be known that it was on the search for program ideas and would be agreeable to any type of deal that might be necessary, now has four TV film shows on the national sales block. A clue to the state of new program sources is to be found in the fact that three of Screen Gems' new properties were created within the organization itself, and the fourth is a veteran radio title, with whose owner Screen Gems has entered into a co-production arrangement.

A situation comedy, titled "Meet the Family," is based on one of the segments of "The Ford Theater." The other two house creations are "The Law Strikes Back," pilot of which is now in production at Screen Gems' Hollywood plant with Michael Kraike producing and Ted Post directing, and "Fair Trial," pilot of which will go into production next month. The fourth show is "Tales of the Texas Rangers," pilot of which was made by Kacy Steach, who will co-produce the series with Screen Gems.

All four of the new shows have specific program pegs, rather than being miscellaneous dramatic series. A spokesman for Screen Gems said this week that the firm is continuing its search for fresh series ideas of this type. Meanwhile, producers of miscellaneous dramatic series in general are understood to be receiving more unsolicited scripts than they can handle.

'Tracy,' Korda Pkge. Fail to Interest UTP

HOLLYWOOD, March 21.—United Television Programs is understood to be cooling toward the purchase of the "Dick Tracy" series and the package of Alexander Korda features formerly owned by Snader Telescriptions Sales. It is also rumored that another party, not now in the TV film business, is making a strong bid for the two properties.

It was also learned that Reub Kaufman, head of Guild Films, is heading here next week, and it is considered possible he will re-enter his \$300,000 bid. Kaufman's original bid was dropped when the arbitrator in the case, Samuel Rosenbaum, ruled in favor of UTP.

Main reason for the delay in the transfer of the two packages is the matter of clearing the rights. Meanwhile, UTP continues to distribute both of them at 30 per cent commission.

Ben Frye of UTP this week paid the final \$300,000 installment on the Telescriptions musical library, which now makes the group headed by Frye and Sam Costello sole owner of that property.

'Ford Theater' Plans Renewal

NEW YORK, March 21.—The Ford Motor Company this week was on the verge of pacting to renew its TV film series, "The Ford Theater." Produced by Screen Gems, the program is on the National Broadcasting Company's TV network on Thursdays, 9:30-10 p.m.

Screen Gems will also produce several extra films in the series for showing this summer. They will be coupled with some of the top "Ford Theater" programs of this season and used during hiatus time. J. Walter Thompson is the agency.

QUICK TAKES

New York

Bill Lacey, film buyer for WABD, New York, is moving over to the same position with WCBS-TV, New York, replacing Dave Savage, who is moving to the National Broadcasting Company. . . . Kay Korn, who was Savage's assistant at WCBS-TV, has joined Sterling Television's station service department. . . . The TV division of Modern Talking Picture Service has been moved to 48 West 48th Street to obtain larger quarters, their fourth such move in two years. . . . Top ranking video research scientists will conduct a panel discussion on "Engineers, Electronics and Techniques" at the next meeting of the National Television Film Council. Meeting is Thursday (26) at the Warwick Hotel, and will begin 11 a.m. instead of the usual 12:30 p.m. Among those on the panel will be Dr. Alfred N. Goldsmith, Dr. Peter Goldmark and Frank Marx. . . . Marathon TV Newsreel, Inc., next month will again make its "Screen Story" short available to stations free.

MCA VS. ZIV

Both Seek Re-Runs on 'Man-Crime'

NEW YORK, March 21.—MCA-TV and Ziv TV Programs this week were locked in a struggle over the re-run rights to "Man Against Crime." The film series currently is sponsored by R. J. Reynolds on the Columbia Broadcasting System's TV web.

Each syndication outfit is making extra inducements to the client to get distribution rights. William Esty is the agency. Ralph Bellamy is featured.

Mott May Nix Laughton Pact

NEW YORK, March 21.—Indications this week were that Duffy-Mott apple juice would drop "This Is Charles Laughton" after the end of its 26-week contract. The show is being moved over from WABC-TV to WCBS-TV on April 11, at the end of its first 13-week cycle in an effort to get a larger audience.

The film series is also on WPIX and will remain there for the rest of the contract. Duffy-Mott has not been satisfied with the program's ratings. Young & Rubicam is the agency.

Kodak Takes Step Into TV

NEW YORK, March 21.—Eastman-Kodak this week made its first venture into TV when it agreed to bankroll three pilot films of a new series to be produced by Kenneth McElDowney, producer of "The River." No casting has been set, but the program concerns an American family living abroad. The first film will be shot in England. J. Walter Thompson is the agency.

Three Suits Filed Against Prockter

NEW YORK, March 21.—Abram S. Ginnes, David Pressman and Daphne Elliot this week filed suit against Prockter TV Enterprises in the New Supreme Court. According to the complaint, Ginnes asks for \$93,200 or in the alternative \$24,750 for alleged breach of a 1950 option agreement. Pressman charges that Prockter fired him August 1, 1952, and failed to pick up an option. He asks for \$46,800 or \$5,000. Daphne Elliot is suing for \$13,000 or in the alternative \$3,000.

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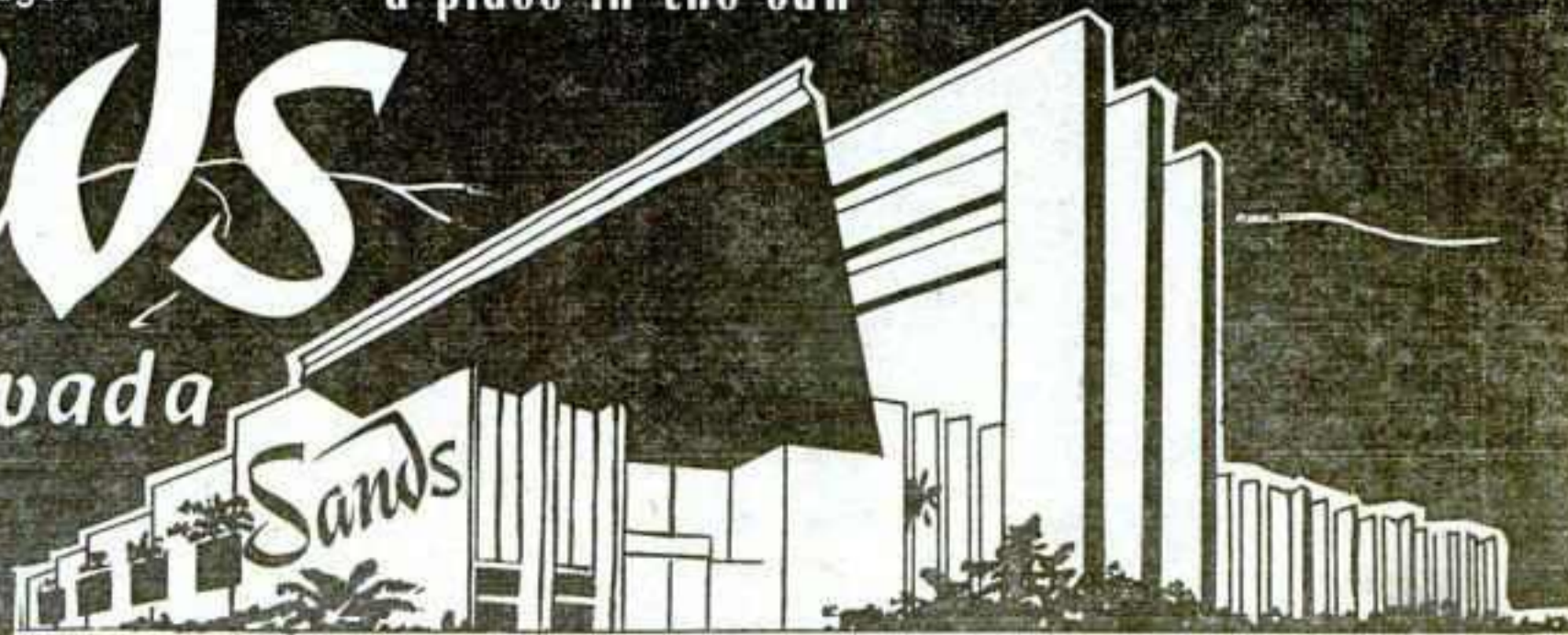
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Foreign Works Up, But Gimmicks Are Tough on the Acts

Continental Bookings Are Full Of Pitfalls for Unwary Americans

Continued from page 1

making it less than the \$600 the performer signed for.

The question of labor permits in the various foreign countries can be a weapon in the hands of the operator. In England, for example, no act can come in and work without a labor permit, but in France, operators are known to have promised to obtain the permit after the act has opened. It is not an uncommon practice for an American act to open and then be dropped summarily because the operator "is shocked to learn the act hasn't a permit." The reasons are many. The act may be unsuitable; but more often, the op wants an out because he doesn't want to pay the money. The absence of the permit as the excuse.

Double Features

In Holland still another gimmick is used. Most cafes in Amsterdam are run in combination of two or more. For example the Carmela and the Casino, both Amsterdam clubs, run by the same outfit, issue contracts headed Carmela-Casino which may call for two shows a night. But unless the performer studies the small print, he'll find that the Carmela is one club and the Casino is another. In effect this means the act is obligated to do two shows a night at the Carmela and two at the Casino. It works this way. First show at the Carmela is 9:30; first show at the Casino is 10:30; second show at the Carmela is 11:30, and second show at the Casino (they're across the street from each other) is 1:30 a.m. If an act refuses to double, he can be cancelled.

Taxes can be another major headache. Greece, for example has a 12½ per cent salary tax. France has none. But it is possible that, while an act is working in a foreign country, a new tax law is passed and the performer will suffer. To get around it, according to Jacques Cappella (and Patricia), who just returned to the U. S. after a five-year absence in Europe, acts have to see that contracts are net and any taxes levied be paid by employers.

Transportation

Transportation can be another big expense. Agents who get their 10 per cent on the salary aren't interested in fighting for transportation, because they don't get anything for it. This means the act has to do its own battling. Basically, the unfamiliarity of the language is a difficult barrier. Contracts are drawn in the language of the country where the job exists. Most performers, concerned with money and number of shows, pay little attention to involved clauses that may negate almost everything they take for granted. A performer would do well to spend a little to get a full translation of his contract into English before he signs.

The values of various currencies is another subject acts should know more about. For example an act was booked for Egypt with payment to be made in Egyptian

pounds. At the time, the Egyptian pound was \$2.92 and the English pound at \$2.80. What the act didn't know was that the King Farouk incident was already around the corner. And when it did break, the Egyptian pound sank to \$2. So while there may have been a temporary advantage in agreeing to take the Egyptian pound, it was lost when pay day came around.

It is obviously difficult for an American act to know the intricacies of foreign exchange. It is urged, however, that acts study the daily fluctuations (appearing in financial sections of daily papers) to acquire some knowledge of what kind of money they're getting paid off with before signing any contracts. Usually, for acts who've been thru the mill, it is best to insist on American dollars or British pounds.

Disks Get Pix for Mitchell, Clooney

NEW YORK, March 21.—Two outstanding examples of what records can do to build acts and catapult them into the big money was demonstrated last week in the case of Guy Mitchell, following close on the heels of Rosemary Clooney. Incidentally, both singers moved up and out via Columbia Records.

Mitchell just got himself a new five-year contract with Paramount Pictures, superceding a two-year deal negotiated a month ago. Under the new deal he's guaranteed a minimum of two pictures a year plus the privilege of making another one off the Paramount lot. At the same time Paramount gave him the male lead in the forthcoming technicolor "Red Garters" opposite Rosemary Clooney.

Originally Mitchell had set up a series of p.a. dates, a three-weeker at the Paramount in May a two-weeker at the Palladium, London, plus five weeks of the provinces and Ireland. All these were canceled for the picture date.

Mitchell's start began with the Columbia disk, "My Heart Cries for You." Oddly enough, his "Red Feathers," a smash in England, is only a mild hit here.

Bookers Cry Re Poor Biz

CHICAGO, March 21.—The usually lucrative club date business here has slowed down to a walk in recent weeks and as a result many bookers have been making good use of their crying towels.

Most percenters cite a number of reasons apart from the usual slow-down during Lent. Some say quite a few buyers are paring their entertainment budgets, still others have eliminated shows. Many are using musical acts or strollers instead of more costly variety turns. And some blame it on the progressively higher price tags of some performers.

The consensus is that the Welfare Fund hassle here between the bookers and cafe owners on one side and the American Guild of Variety Artists on the other, doesn't have much bearing on the situation. Some performers, however, are becoming a little leary since AGVA levied \$1,000 fines on six acts for playing a recent Indianapolis date handled by a book-er on the union's unfair list.

FULD SHUNS ANY PUBLICITY

NEW YORK, March 21.—Abe Goldstein was arguing with Leo Fuld why he should take less money for working the Boulevard. "I'm going to spend a lot of money advertising you..." Fuld interrupted — "I Don't want anybody to know I'm working there."

Chanticleer to Resume Shows

NEW YORK, March 21.—The Chanticleer, Baltimore, is dropping its strip shows and going back into full night club shows with budgets of about \$2,500.

The spot, to be booked exclusively by Dick Henry, returns to the straight show policy April 6. The first bill will have Joey Bishop, Linda Shannon and the dance team of Carlos and Linda.

The Chanticleer was a big buyer of name attractions until about five years ago. The Club Charles became its major competition and then folded. In the meantime, the Chanticleer was remodeled, but instead of sticking to names, it went into a policy of using strippers.

The story of Rosemary Clooney parallels that of Mitchell to some extent. Gal got her start with Columbia via the platter of "Come On-A-My-House." It promptly boosted her p.a. salary and got her a Las Vegas date for \$2,500 in September, 1951, which up to that time was the highest she got. Today she can get \$7,500 for p.a.

The odd part of Miss Clooney's break came from her Thunderbird, Las Vegas, job. With "Come On-A-My House" breaking, the club put on a publicity stunt which drew curious Hollywood interest and resulted in a Paramount offer. Gal's potentials were thought of so highly that she got a Time magazine cover recently, making her one of the few performers who made it.

Now both kids, Mitchell and Clooney, who started with Columbia Records, will work opposite each other on the Paramount lot. What their cafe and theater price will be if "Red Garters" hits is anybody's guess. But \$10,000 to \$20,000 or more isn't too optimistic.

Extra Added

New York

Frank Sennes who booked Johnnie Ray into the Desert Inn, Las Vegas, Nev., for \$20,000 a week next summer, paid the same singer \$400 a week two years ago at Moe's Main Street, Cleveland.

Margaret Whiting and Jack Carter will be on the next Copa show. . . . Mava Mims, tap dancer, is now studying singing and acting, while her husband flies for Pan-American. . . . Edith Fellows (Mrs. Freddie Fields) will do the St. Louis Municipal Opera in May.

Robert Lewis may go into Bill Miller's Riviera next summer. Miller has a "hold" on him. . . . Evelyn Knight comes back into the Plaza's Persian Room the end of April. . . . Nannette Fabray, who was set for the Plaza, pulled out when her act in Vegas didn't go. She'll be replaced by Lisa Kirk.

Lucienne Boyer got the Los Angeles Coconut Grove when Patachou became unavailable. . . . The hassle between Kay Thompson and Buddy Lester at the Last Frontier, Las Vegas, Nev., was over booking. . . . Dominique will go into the Latin Quarter next summer. . . . Jackie Kahane, left Gay Haven, Detroit, after eight months run to play outside dates. . . . Dagmar is now with William Morris. So is Margaret Whiting. (Continued on page 47)

AGVA-TROA MEET ENDS PEACEFULLY

No Agreement Reached, Tho; Big Hassle Is Over Classifications

NEW YORK, March 21.—The anticipated confab between the Theater Restaurant Owners of America and the American Guild of Variety Artists started with both sides snarling at each other; both sides charging the other with bad faith, tho it finally ended on a note of so-so harmony even if no agreement was reached.

AGVA's executive board, chaired first by Irving Grossman and later by Murray White, started huddling with the TROA people at 2 p.m., Thursday (19), and finally broke up in the small hours.

TROA was represented by Lenny Litman; Dave Fox, executive director; Maurice Lutwack, counsel; Harry Altman, Harry Wallens, Max Schneider, Harry Smythe, Steve Lamar, Billy Yeaman, George Hamid Jr., Herman Comerow and others.

Katz' Stand

Henry Katz, AGVA's house counsel, again asked for TROA's membership roster. When it was refused, he made it emphatic that AGVA was not recognizing TROA, was not negotiating with a body it didn't recognize, and the discussions underway were with the individual club owners.

Herman Comerow claimed TROA "is as strong as you are." Grossman came back with "If you want a show of strength, we are ready." Harry Altman, Town Casino, Buffalo, came into it, "I spend \$300,000 a year for actors. If you want to put me out—go ahead."

All these explosions came out of a combination of charges. First TROA charged AGVA had violated its status quo agreement when it ordered the pulling of the show last week in Baltimore. AGVA came back with its charge that TROA, while promising a status quo had joined the Chicago group in an action before the National Labor Relations Board. Then it produced a notice which it claimed was put on backstage bulletin boards addressed to AGVA members in which TROA warned that AGVA's action was threatening to put actors out of work.

Classification

The major hassle, besides the verbal sparring, was over the classification of employer and employee that AGVA had in its contracts which the cafe ops wanted changed so the actor would be considered an independent operator. After a number of hours of talk, cross talk, charges and cross charges, AGVA's Henry Katz maintained that the classification would stand.

The question of the welfare fund contributions also got a verbal beating. The ops offered a plan whereby they would pay \$25 a year for all acts that got \$250 a week or less or a pro rata if the spot used acts less than six months a year. If acts used cost more than \$250, 1 per cent would

Celeb. Room Lease Ends

PHILADELPHIA, March 21.—With the expiration of their lease at the end of this month, Herman Seiferth and George Dorwart will drop their operation of the Celebrity Room. The operators failed to come to terms with the owners of the property, so the site will pass on to Sam and Mac Lerner, who now operate the more intimate Kay Karlon Room, also downtown. The Lerner's, a father-and-son combo who formerly operated Lou's Moravian, music room, will have Kay Karlon, former line producer, fronting for them at the new address.

Seiferth and Dorwart, who originally took over the room almost as a hobby since they still maintain their flourishing insurance business, will hold on to the Celebrity Room name. They're looking for a new site.

be deducted from their salaries (maximum deduction \$5) to be forwarded to AGVA with the op contributing the rest. Each club, in addition, would have an annual AGVA Day and a portion of the receipts of that day would be turned over to AGVA's welfare fund.

AGVA turned the offer down. The question of bonds was also (Continued on page 47)

Winter Proves Disastrous for Miami Niteries

Gale, Walters Do OK, But Others Claim Red Ink

MIAMI BEACH, March 21.—The winter "season" is over, and for niteries it was the worst in many years. In fact, there are some ops who'll swear that there was no season at all.

In only a few cases was there any black ink. Alan Gale, on a one-show-a-night policy, packed his Celebrity Club every night from his January 20 opening to the present. This excludes, however, the 10 days he was bedded with flu and shuttered his spot.

Lou Walters did okay at his Latin Quarter on Palm Island. But, during the past few weeks, business fell off considerably, particularly on the late stanzas. He closes shop tomorrow (22). Gale, however, will remain open a little longer.

The Vagabonds Club, with the four Vagabonds topping the show, did fairly well. But much of their business came from the heavy Arthur Godfrey plugs.

Jack Goldman, who brings (Continued on page 47)

Hawkins Solves Date Problem

NEW YORK, March 21.—Dolores Hawkins, current at the Copa, was to go into Lenny Litman's Copa, Pittsburgh, on an old contract, when she was offered a date at Bill Green's Pittsburgh, for twice the Litman dough. The Green date was for \$1,500; Litman's option called for \$750.

It was finally worked out that she'll play both dates. She'll do Green's the week of April 4 and will then move into Litman's Copa April 27.

Miss Clooney Hits 30G

DETROIT, March 21.—Rosemary Clooney, booked in for a split week at the Fox Theater, grossed a very satisfactory \$30,000 for three days. The figure was down from anticipations, despite a strong turnout over the week-end.

SO, ANYWAY-- HE'S EATING!

NEW YORK, March 21.—Maxie Rosenbloom asked his agent, Jerry Rosen, for a release. Rosen asked for \$1,000. Rosenbloom said he didn't have that kind of dough. "How much have you got?" "I got \$300."

"Okay, gimme the \$300 and here's your release." The next day Rosen gave up the agency business and opened a restaurant in Long Island. "Wadda ya think of that for a fast shuffle!" muttered Maxie.

CALL ME DR., SAY THESE OPS

NEW YORK, March 21.—Night club owners come from various fields. But at least two ops stand out.

Bill Yeaman, owner of Yeaman's Detroit, is Dr. William Yeaman during daylight hours, a successful surgeon and lecturer at the University of Michigan's School of Medicine.

Al Behlor, owner of La Barbe, Pittsburgh, is Dr. A. H. Behlor, principal of Turtle Creek High School, who recently got his doctorate degree in education from the University of Pittsburgh.

Gale Sues to Protect Name of 'Ink Spots'

NEW YORK, March 21.—Gale Agency, Inc., seeks a temporary injunction enjoining Universal Attractions and Charles G. Fuqua from offering employment under the name "Ink Spots," and from using the name until determination by the court of who has the right to the name.

Gale claims that Kenny and Fuqua, a partnership under the name "Ink Spots," signed an exclusive booking contract with them which runs until 1954. Last August Fuqua notified them to stop booking the act.

The offering to the public of two "Ink Spots," the complaint alleges, will cause irreparable damage to the name, cause confusion, and hurt the earning power of the act.

When Fuqua notified Gale to stop booking, William F. Kenny informed them to continue. Gale seeks to enjoin Fuqua from offering for any employment any act under that name until July, 1954, when the contract will have expired.

The motion for the injunction is expected to be argued this month.

Wiswell Joins Bourne, Inc.

NEW YORK, March 21.—Andy Wiswell, formerly vice-president of the Muzak Corporation, in charge of artists and repertoire, has joined Bourne, Inc., as assistant to Sol Bourne in the business department.

Wiswell, while with Muzak, had also handled recording for Associated Program Service. He was responsible for adding many top-flight names to the roster of the library service, including Vic Damone, Guy Mitchell, Mindy Carson, Rosemary Clooney, Evelyn Knight and others.

Fox Handles Hill & Range

NEW YORK, March 21.—In a move to streamline one phase of its operation, Hill & Range this week signed a term contract with Harry Fox, publisher agent and trustee. Fox will represent Hill & Range and all its affiliated firms except Tim Spencer Music in royalty collections from record companies, motion pictures, transcriptions and tele-transcriptions.

Debussy Estate Sues to Ban Unauthorized Disks

NEW YORK, March 21.—On behalf of Mme. G. de Tinan, daughter of the late composer, Claude Debussy, and the Bureau of International de L'Edition Mechanique (BIEM), which administers the mechanical rights to the Debussy works, a claim was filed this week with Columbia Records charging the diskery with unauthorized recording of eight of the composer's works.

The claim, filed by the legal firm of Zissu & Marcus, is of widespread interest to the trade

ASCAP TUNES TOP ALL CHARTS

NEW YORK, March 21.—It's a clean sweep for American Society of Composers, Authors and Publishers ditties, which this week hold the top spots in all Billboard record popularity charts. Patti Page's "Doggie in the Window" on Mercury is slotted first in the retail, juke box and deejay pop lists. M-G-M's waxing of "Kaw-Liga" by Hank Williams heads all tabulations in the country category. And Ruth Brown's Atlantic etching of "(Mama) He Treats Your Daughter Mean" leads in the rhythm and blues charts.

CAP REPORTS BIZ ON DISK

HOLLYWOOD, March 21.—Capitol Records turned to its own medium in presenting part of its annual report to stockholders on wax. Diskery provided its stockholders with a detailed report of its 10-year growth from a small Coast label to one of the nation's four major record companies via the grooves of a disk.

Tagged "The Capitol Record, A Decade of Growth," 45 r.p.m. platter contained 13 minutes of excerpts from the label's top sellers. In addition, a recapitulation of the outstanding events in its 10-year history are narrated by announcer George Fenneman. Milestones embraced by the platter start with Capitol's first hit, Ella Mae Morse's "Cow, Cow Boogie," down to the diskery's acquisition of the Cetra catalog. The waxed report, a "first" in the industry is expected by Capitol Prexy Glenn Wallichs to give stockholders a closer insight into operations and achievements of the company.

Big Diskers Hike Incomes For 1952; Col. Sales Lead

Cap Volume Up 10%; RCA, Slight; Decca Streamline Offsets Dip

Continued from page 1

tries, large Holland-based electronics firm, for the exchange of master waxings.

Brisk sales were reported by the label in the classical, pop, kiddie and country fields. Jim Conkling, Columbia president, noted as 1952 sales highlights, the 2,000,000 copies moved of Johnnie Ray's "Cry" and a similar number of Jimmie Boyd's "I Saw Mommy Kissing Santa Claus." Conkling also outlined advances in the kiddie and folk categories.

Columbia Transcriptions, the firm's custom record division, introduced a seven-inch, non-breakable 78 r.p.m. platter designed to supplant conventional mailing pieces with spoken messages. The division also expanded its work with indie diskeries.

In the Capitol report, Glenn E.

Wallichs, president, pointed out that the diskery's a.&r. department cut the number of releases by a full one-third over the previous year. As evidence of the effectiveness of his firm's a.&r. operations, he noted that The Billboard Best Seller charts carried 19 different Cap entries during the year, a performance record equalled by only one other diskery (Columbia). During 1952, the company released 69 pop albums, 28 classical albums, 28 single children's records and two kidisk record-reader albums. The number of single pop releases was not disclosed in the report. Capitol's net income for the last fiscal year amounted to \$500,993, equal after preferred dividends to \$1.01 a common share. Income before federal

taxes totaled \$1,144,993, an increase of 35 per cent over the previous year.

Decca

Decca's payoff to its stockholders on its 1952 net income of \$933,265, after provision for taxes, equalled 90 cents per share on the 1,035,533 shares of capital stock outstanding at year's end. The 1951 payoff was \$1.08 per share on 776,650 shares.

Milton R. Rackmil, Decca prexy, stated that "the company's investment in Universal Pictures strengthens its prospects. The earnings of that company are now at the highest rate in recent history. Moreover, the diversification of Decca's interest, by participation in two active segments of the entertainment world, constitutes a source of strength.

Rackmil noted that in 1952 there was an increased demand for his firm's folk and kiddie output. Other divisions of the company's activities showed no "significant variation" over 1951. During 1952 the firm revised its contracts with British Decca and Electric and Musical Industries, making possible the entry of a consent decree terminating antitrust litigation instituted by the Department of Justice.

Decca's subsidiary label, Coral, made substantial gains during the year covered by the report and, Rackmil stated, "The progress of Coral has warranted the opening of its own distribution branches" in three cities, in addition to its string of more than 40 indie distributors.

Meanwhile, Decca's proxy statement, sent to stockholders in advance of the company's annual meeting April 14, has disclosed a stock incentive plan for Decca officers that would give Rackmil an option for 100,000 shares. The deal would also extend Rackmil's term of employment with the corporation to 10 years after the grant of the option. Another 50,000 shares would be made available to three other Decca officers and 19 high-level employees.

BUSINESS IS PRESSING

Major Labels Find Profit in Making Disks for Indies

By BOB ROLONTZ

NEW YORK, March 21.—The major diskeries may not get all the hits, but they manage to press the hits whether on their own or some independent label. The success of the drive, by the major firms' custom record divisions, for a healthy slice of the independent label pressing business, is pointed up by the fact that the latest indie label hits, "Anywhere I Wander," on Cadence Records, and "Hello, Sunshine," on Zodiac, were both pressed by major firms; the Cadence by Capitol, and the Zodiac by Columbia. Today it is safe to say that the majority of established independent labels in the classical, pop, jazz, and rhythm and blues field are being pressed by one of four major record companies with custom divisions, RCA Victor, M-G-M, Columbia or Capitol Records.

Of these four firms, Capitol is the latest to throw its hat in the ring for indie label business, hav-

ing moved into this field only last December. RCA Victor and Columbia have been actively seeking indie business since about 1947, and the M-G-M plant in New Jersey up until recently was occasionally pressing nearly as many indie records as M-G-M's.

All this can be attributed to several factors. One is the fact that the large plants can turn out a lot more records in a shorter time than many of the smaller independent pressing plants that used to be so much on the scene in the large cities. The majors' presseries, in addition, have, over the years, added all the techniques that used to be offered solely by the indie fabricators, such as drop shipments, individual deejay copy mailings, and last—but absolutely not least—competitive price. Whereas at one time it was cheaper to press

with an indie plant, today the price offered by the large plant—which runs between 13 cents and 15 cents for 78 r.p.m. disks—is attractive enough, when combined with speed and drop shipments, to attract many an indie label.

Another, and very important factor in the trend to the large pressing establishments, is that an indie label today, when it breaks thru with a hit, can move into the big-selling brackets. When this happens, an indie pressing plant rarely has the capacity to handle the amount of records needed and has to farm out production, thus slowing down pressings, and losing out on sales for the indie.

This does not mean that the
(Continued on page 46)

Cap's Booming In Background

HOLLYWOOD, March 21.—Music not intended for listening is selling fast, according to Capitol's figures. Diskery released its set of background music albums on February 12 and, according to Cap's estimates, sales passed the 50,000 mark this week. Music was released in four categories—light and lively, songs we remember, bright and bouncy and show tunes. These were released in the forms of two 12-inch LP's, four 10-inch LP's and four extended play (45 r.p.m.) albums.

According to Capitol's latest order report, showing orders placed by branches and distribu-

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Savoy, Regent To Issue EP's

NEW YORK, March 21.—Herman Lubinsky is issuing a flock of Extended Play wax on his Savoy and Regent labels. The new Savoy EP series contains 36 disks, with 24 more to come. The talent on this series includes such jazz masters as Charley Parker, George Shearing, Lester Young, Erroll Garner, Stan Getz, Fats Navarro, Dexter Gordon, Leo Parker and Sonny Stitt. The price is \$1.50, including federal tax.

On the Regent label, Lubinsky is issuing The Treasure Chest series. This will include performances by symphony orchestras. Lubinsky expects to have the wax on the market shortly.

Barter on Rise as Trans-Ship Device

Credit Restrictions Tighten Major Supply in East; Others as Low as \$2

NEW YORK, March 21.—Trans-shipping activities, on the increase in recent weeks, have taken a new form that serves to highlight the weird ingenuity record dealers show when pressured by economic necessity. While retailers have adopted the novel technique, a form of barter, to survive within the cut-rate framework, and for some it has worked very well, distributors are watching the new development with jaundiced eye.

In the East, sales of LP's have dipped during the last few weeks, while at the same time they have held strongly in non-metropolitan areas in the Midwest. But due to heavy advertising by local cut-raters, dealers in the latter territories have been forced gradually to trim over-the-counter prices to more nearly approximate mail-order levels.

Other ingredients in the economic porridge are these: A number of New York-based LP manufacturers have been selling quantities of their product to local retailers at below wholesale cost, apparently to raise needed capital. Major diskeries and some independents have held to established prices, but in certain cases here their distributors have slowed down shipments to dealers whose credit they deem overextended.

The picture then is that many local dealers have plenty of stock in those labels they can purchase

at special prices, often as low as \$2 a 12-inch LP. These they can retail at 40 per cent and more off list. Not only can't they get enough "major" merchandise to keep a representative inventory (because of credit restrictions), but what they do get from local

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Pubbers Push Likely Looking Album Sides

NEW YORK, March 21.—The growing trend of diskeries pulling records out of an album and promoting them as single disks is resulting in increased efforts on the part of publishers to promote likely looking album sides of theirs in hopes that trade demand will persuade the record company to pull the record out as a single. Leeds Music is currently one of the most active in this respect. The firm has succeeded in creating a lot of field excitement on "The Breeze" from Kay Starr's recent album. Capitol previously took "Side by Side" out of the set and has parlayed it into a hit. Leeds, anxious for the same, has pushed out records of this tune to deejays and operators. The Leeds push has resulted in distributors

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Pubbers Find It Increasingly Harder to Get Pops Recorded

Many Factors Contribute to Keener Spirit of Rivalry Manifest in Trade

By NEV GEHMAN

NEW YORK, March 21.—The pop music publishing business has in recent months taken a turn toward keener rivalry in its daily efforts to get tunes recorded. The comparatively few publishers who have not felt the squeeze believe that if the tune is there, there's no trouble in getting the records. But the fact is proven by statistics: it's tougher to get tunes recorded right now than it was as recently as a year ago.

A number of factors account for this situation. These include the fact that fewer records are being released; more publishers are competing for the smaller pie; record companies are recording a greater number of standard tunes, which comparatively few publishers own; and more tunes are being imported from such specialized fields as hillbilly and rhythm and blues. Also in the over-all picture are such factors as recordings of an artist's own material, direct contact between songwriters and a.&r. men, publishing firms owned wholly or in part by record companies or a.&r. personnel, and various and sundry other deals.

While most of these reasons have existed in one form or another in recent years, many of them appear to be on the increase so that the sum total of all the parts has greatly aggravated Tin Pan Alley's persistent efforts to get their wares on wax and thus exposed to the public.

Fewer Releases

Analyzing these limiting factors singly, the one that has hurt the most is the downward trend in the number of releases ground out by the record companies these days. This is the area which defines the number of records publishers can gain. A week ago, in the opening article of this series on publisher-record company relations, it was pointed out that there had been a 27 per cent decrease in the number of pop releases issued thus far this year by

Capitol, Columbia, Decca, Mercury, M-G-M and RCA Victor from the same period in 1952. (The headline in last week's story erroneously stated the drop to be 37 per cent.) Adding this week to the over-all total, the drop in releases by these labels from the same three months of last year stands at 29 per cent. In other words, for every 10 releases last year at this time, these record companies are issuing only seven records today.

While releases have trended downward, the number of publishers competing for this smaller melon has risen. The American Society of Composers, Authors and Publishers has shown an increase of 50 new firms during the past year. The roster now stands at 577 publishers with separate ownership. Some of these, of course, own numerous subsidiaries. Broadcast Music, Inc., has taken a much tougher stand of late and, with rare exceptions, is no longer throwing around heavy advances with its past abandon. At the present time BMI has approximately 2,000 affiliated publishers and despite regular can-

cellations has actually increased its total in the last year. Thus there are more fingers in a smaller pie than ever before, all struggling for recordings which produce the 50-odd hits per year.

A third factor in this growing pinch on publishers is the comparatively large number of standard tunes that are being cut by record companies. In the last 90 days at least 95 of the 554 pop sides released by the six labels tabulated on the Music Publishers' Record Scoreboard can be classified as standards, thus accounting for 17 per cent of the sides released. This is a sharp increase over a year ago when at this time only 64 of the 784 sides could be classed as standards—only 8 per cent of total. These tabulations do not include pop albums where the percentage of standards runs considerably higher.

The important thing here is that the bulk of the important standards are controlled by relatively few firms such as the Big Three, the Warner group, Shapiro-Bernstein, Chappell, etc. Comparatively few of these tunes

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State Department to Seek Changes in U. S. Copyrights

Brings Proposal Before Congress For Conformity With UNESCO Plan

By BEN ATLAS

WASHINGTON, March 21.—Major changes in the U. S. copyright law so as to bring it in conformity with the proposed United Nations Educational, Scientific and Cultural Organization will be proposed in Congress this session at the request of the State De-

partment, it was learned this week. At the same time, the State Department is readying to submit the new UNESCO copyright pact for consideration of the Senate Foreign Relations Committee. Altho the pact contains some controversial sections, it received renewed support this week from a group representing broad sections of the music and broadcasting industries as well as the government. Some 30 officials met in New York this week and reached unanimous agreement on two major steps, as follows: (1) That the legislation to be proposed for revising the copyright law should be only sufficient to satisfy requirements of the UNESCO Copyright Treaty, and (2) that benefits of the treaty will be limited to countries which themselves ratify the treaty.

Aberbach and English Pubber Sign Pact

NEW YORK, March 21.—Jean Aberbach, of Hill & Range, and English publisher Reg Connelley have completed a reciprocal publishing agreement which is geared to give each firm representation for its tunes on the other side of the Atlantic. The agreement sets up a jointly owned firm called Aberbach (London), Ltd. in England. This will be supervised by Connelley and will handle the copyrights from Hill & Range and its affiliated firms in that country. In this country, two firms have been established to handle U. S. representation of Connelley tunes. Reg Connelley Music, Inc., will be a member of the American Society of Composers, Authors and Publishers. Canford Music is the Broadcast Music, Inc., affiliate. Ownership in the three firms is split 50-50 by the Aberbach brothers and Connelley.

Connelley, who leaves this week-end for England, has originated many English tunes which later became U. S. hits, including "Goodnight Sweetheart," "The Very Thought of You," "Show Me the Way to Go Home" and "Just an Echo in the Valley."

PLEASE EXCUSE HEAD MIX-UPS

NEW YORK, March 21.—In last week's issue a typesetting error resulted in the headings on the pop record disk jockey and juke box charts being transposed. The 20 records which were listed as "Most Played in Juke Boxes" should have been listed as "Most Played by Jockeys" and vice versa.

Lombardo Does Okay on Tour

NEW YORK, March 21.—At the end of 22 concert dates on the current tour, the Guy Lombardo ork has passed the \$175,000 mark in grosses. During the past week, seven performances just missed hitting \$60,000. Beginning with last Friday (13), the daily grosses were as follows: Independence, Kan., \$7,490; Wichita, Kan., \$10,874; Tulsa, Okla., \$7,600; Hutchinson, Kan., \$8,096; Salina, Kan., \$7,464; Great Bend, Kan., \$11,658; Amarillo, Tex., \$6,646. Of interest in connection with the last date, Lombardo was competing with the opening night of television in Amarillo.

The ork has completed less than half of its tour at this point, with a two-week stand at El Rancho, Las Vegas, beginning March 25 as the only break in its nightly concert series.

DJ 'Exclusives' War Continues On Cincy Front

CINCINNATI, March 21.—Little respite is seen for the continuing record hassle here between WCKY and several other local radio stations. However, top management now has taken over in the situation which started recently when Rex Dale, of WCKY, began originating a new program, "Platter Premiere," on Saturday afternoons. At that time distributors of 11 recording companies were invited by WCKY to be present and have their records previewed. All except two accepted. Some of disk jockeys and record librarians from the other stations objected to having Dale get first crack at some of the recordings and said that they would not play those previewed by Dale. Since no solution has evolved, the stations are now acting independently regarding their protests. Latest development occurred when it was said that WCPO re-

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NO MARRIAGE

'Wedding' Stirs Fuss In Sweden

STOCKHOLM, Sweden, March 21.—A copyright cause celebre has appeared here in connection with the American tune "I Went to Your Wedding." A Swedish text by Eric Sandstrom and Roland Eiworth was sent to Nordisk Copyright Bureau in Copenhagen, with a request for license to record the tune by Roulette Records, and the license was granted by NCB. The record, featuring singer Bibbi Nystrom, appeared in the broadcast program "Remain in Bed" early Sunday morning, February 22.

Lennart Reuterskiold, of the Reuter & Reuter Publishing Company, protested, pointing out he had the copyright to the tune in Sweden, and refused to accept the

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"HAPPY" HITS MILLION

Sales Climb Despite Sundry Lamentations

NEW YORK, March 21.—There are times when even the wisest of men can err, and now that almost all of the returns are in and the shouting and the tumult are on the wane, it can be pointed out that "Oh, Happy Day," the melancholy lament rudely thrust upon the music scene a few months ago, has turned out to be a very substantial hit. In spite of the lamentations, the initial alarm

and the wild predictions, this much-criticized piece of material has sold to date (including the many versions) about 1,000,000 records and over 200,000 copies of sheet music.

As is well known, "Oh, Happy Day" was first unwound in the city of Cleveland with the Don Howard waxing, which was released on the Triple A label. This version was subsequently leased to Essex Records for 47 States excluding Ohio. Many of the majors and many of the indies rushed their own versions of the tune after it was indisputable that kids were actually buying the Don Howard records.

Box Score

The box score on the record versions to date runs as follows: about 200,000 copies for the Dick Todd disk on Decca; close to 200,000 for the Four Knights record on Capitol; about 250,000 platters for the Lawrence Welk ork cutting on Coral; an estimated figure of 300,000 to 400,000 for the original Don Howard waxing on Triple A and Essex. An official sales figure of 100,000 was sent out by Essex, for the period up to December 31, which only

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Leo Talent to Sell for Gleason Music

NEW YORK, March 21.—Publisher Leo Talent has been named sole selling agent for the Jaglea Music Company, firm owned by comedian Jackie Gleason. First tune held by Jaglea is "Melancholy Serenade," penned by the comic and recorded by him for Capitol. The ditty has also been waxed by Ray Bloch on Coral.

Dorseys to Organize New Brothers' Band

NEW YORK, March 21.—After many weeks of on again, off again negotiations, it became a certainty this week that Tommy and Jimmy Dorsey will reorganize the Dorsey Brothers ork. It is expected that the official statement that the two famous brothers are joining forces will be made within two weeks and by another fortnight the new Dorsey Brothers ork will again be playing for dancers. The 1953 Dorsey Brothers ork will mark the first time they have worked together since the first Dorsey Brothers ork in 1934.

The Dorsey Brothers get-together has been going on for a few months, but it is only recently that things started to jell for the merger. It is not known at this time what the new ork will be called—the Dorsey Brothers crew or the Tommy Dorsey ork featuring Jimmy Dorsey, or whatever. However, it is understood that negotiations are now going on with a key dance spot in the East for the premiere booking of the new band.

Contract Ties

It is believed that the booking of the new band will be handled by the Tommy Dorsey office here, since he has been booking himself for the past few years. Jimmy Dorsey is still under contract to General Artists Corporation, tho many tradesters feel that this contract can be quickly resolved. Jimmy Dorsey's tie with Columbia Records is up in May, so this presents no obstacle to the new ork waxing with Decca, where Tommy has a long-term agreement, if it is desired.

Both Tommy and Jimmy Dorsey believe that the new brothers' ork will have a powerful impact at the box office. And the musical brothers are not unaware of the television medium and the

possibilities of a TV show. They also feel that record sales, which have not been as hefty lately for either of them as those of a number of newer orks, will perk up considerably with both Dorsey names on the label.

Back to Bands

With the forthcoming merger of Tommy and Jimmy Dorsey into a new Dorsey Brothers ork, it is noteworthy that a number of other well-known orksters of the fabulous 1930's are again actively in the news. Benny Goodman, for instance, is now rehearsing his new band, with many of his for-

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Meyerson Is New Grayline Sales Mgr.

CHICAGO, March 21.—The Grayline Engineering Company, manufacturer of the Phono-Gard record player, has named Jack Meyerson as national sales manager. Meyerson, most recently associated with Plymouth-Merit Records, once served as president of Musicraft Records and for several years was employed by Decca in an executive capacity.

The Phono-Gard, which bowed to the trade at recent industry shows, is a three-speed player which can select and replay any portion of a record by remote control. First shipments of the unit will begin in about 30 days, and Meyerson's first assignment with the company is to set up its sales organization. Offices will be maintained here and in New York.

Other executive appointments announced by Grayline prexy, Edward Gray, include Richard Gray as executive vice-president, Frank Smardo as chief engineer, Robert MacLagen as production chief.

Canadian BMI to Push Tunes in N.Y. Market

NEW YORK, March 21.—Harold Moon, assistant general manager of BMI Canada, Ltd., was in New York this week for conversations with Bob Burton, BMI general manager, relative to promoting the compositions of native Canadian writers. Move in this direction was indicated recently (The Billboard, March 21), when Burton outlined to Canadian broadcasters plans to exploit Canadian music in the United States and other countries.

Moon, in his visit here, discussed the matter with Jack Perry, formerly of Santly-Joy and now general professional manager of BMI Canada, Ltd. Perry will be headquartered at BMI's New York offices. He will be liaison between Moon's Canadian operation and the American music field. In this capacity, Perry will contact record companies, etc. Moon will leave when Perry is thoroughly grounded in the Canadian viewpoint and modus operandi.

*Let's
Mary
Hit
Again!*



LES PAUL MARY FORD

*I'm Sitting On Top
of the World*

and 'SLEEP' RECORD NO. 2400



Music as Written

DETROIT COMPANY INKS 'THREE TWINS' ...

Reorganization of the Motor City Recording Company in Detroit has been followed by the signing up of the **Three Twins**, vocal-instrumental male trio, to a year's contract calling for 16 sides. **Edward H. Larson**, who was president of the company, has bought out his former partners, **John H. Winstone** and **Martin Heim**, and has assumed sole ownership. Releases are to be on the MC label.

'MISS HIGH SCHOOL' CONTEST SET ...

Jubilee Records is starting a nation-wide contest, "Miss High School of 1953," to find the most typical high school lass in the country. The contest is incidentally aimed to promote sales of the label's new slicing "High School," sung by **Four Chicks and Chuck**. The diskery is flooding schools with entry blanks, and the winning miss is to receive a free trip to New York plus many other prizes. Gals are asked to name their favorite deejay, and the winning platter spinner will receive a prize as well.

COLUMBIA HIRES HOLZMAN ...

Marvin Holzman was named syndicate sales manager for Columbia Records this week. He will also handle the coin operator department for the firm. Holzman has been with the **Stuart Loheim** Distributing Company in Philadelphia, distributors for Columbia in Eastern Pennsylvania, for the past few years.

BIG 3 TO HANDLE 'KNOW' FOR ENGLAND ...

The Big Three has acquired "No One Will Ever Know" for England. The tune, which has been waxed by **Tony Bennett** for Columbia, will be handled by **Robbins, Ltd.** in England. The English Robbins firm is now handling "Half as Much" there also. Both tunes are published here by **Acuff-Rose**.

RAINBOW SIGNS NEW TALENT ...

Rainbow Records signed up talent in various categories this week. The firm pacted **Ellie Williams**, young thrush from Boston,

for the pop field; **Professor Maltenhops'** polka ork for the polka trade, especially in up-State Pennsylvania, and **Alfredo's** mambo band for the Latin-American field. In addition, **Rainbow** added **Duke Anderson's** All Stars to its r.&b. stable. **Saul Friedman** has been added by the diskery to do sales promotion on the road.

CAPITOL NAMES BURRELL AT ATLANTA ...

Capitol Records has appointed **Robert Burrell** as manager of the Atlanta Branch of the diskery starting April 1. **Donald Comstock**, who has been handling the branch, will return to his district sales activities. Burrell has been with Capitol for several years, as a promotion man and as sales representative and assistant manager of the Cincinnati branch.

WILL ROSSITER WEEK HELD ...

Will Rossiter week was celebrated in Chicago this week in honor of the writer and publisher's 86th birthday. Rossiter has spent 63 years in the music business. Local deejays and orks plugged his most famous compositions, "I'd Love to Live in Loveland" and "Meet Me Tonight in Dreamland." The idea of the Rossiter celebration was spurred by orkster **Eddie Ballantine** of the **Don McNeill** Breakfast Club, American Broadcasting Company radio show. Rossiter is considered one of the country's oldest active publishers.

New York

Julie Stearns, general professional manager of Broadcast Music, Inc. left for Chicago, Tuesday (24) to greet **Chi deejays** at a special preview of "Moulin Rouge." **Curt Bell** and his orchestra have opened an engagement here at the Morocco Room, of the **Robert Driscoll** Hotel, Corpus Christi, Tex. They follow **Kenn Harris** and his band into the spot. **Bob Carroll**, who just cut "A Little Love" for **Derby Records**, is booked for the Capitol Theater, Washington, following his current date at **Ben Makik's** Town and Country Club, New York. **Carroll** is also set for the **Town Casino**, Buffalo; the **Mocambo**, Los Angeles, and the **Sands**, Las Vegas, Nev., as well as some television appearances in the near future. **Christopher Lynch**, Irish lyric tenor, and accompanist **Raymond Viola** begin a 20-city concert tour in Chicago March 27.

Gotham Record's **Andrea Music** subsidiary has changed affiliations from **Broadcast Music, Inc.**, to **SESAC**. **Victor thrushes** **Lisa Kirk** and **Dorothy Loudon** are on **Midwestern deejay** tours. **Billy Eckstine** opens at the **Bandbox**, April 3.

George Mendelssohn, president of **Vox Records**, leaves next week for Europe, with stop-overs planned in England, France, Germany, Switzerland and Austria. **Webb Pierce** has won the title of "Top Folk Singer of 1952" in a popularity contest run by **Farm and Ranch Journal**. **Norman Weinstroer**, Coral sales manager, is off on a business trip to Pittsburgh, Cleveland and Detroit. **The Modernaires** are headed East for three television appearances next week.

The summer replacement for **Perry Como** on the TV show over the **Columbia Broadcasting System** features an all-Capitol Records line-up. Summer guests are the **Ray Anthony** ork and singers are **Helen O'Connell** and **Bob Eberly**. **Jackie Moms Mabley** opens at the **Bandbox** Thursday (20). **Supreme Music, BVC** subsidiary, has taken over the tune "More Than Tomorrow" from **Northern Music**. The ditty has been waxed by **Hamish Menzies** on **Decca**. **Irving Deutsch**, professional manager for **Southern and Peer, International**, spent this week in California on business. **Eddie Kelly**, of **Bradshaw Music**, on the West Coast, is in town for a few days on business and pleasure. **Derby Records** has arranged for **Quality Records** to handle the line in Canada. **Jacques Plant**, of **Editions Lido** in Paris, is in town for a few weeks to pick up material for his music firm. He has already acquired some tunes from **Regent Music** and other firms, and has set some European tunes here. **Kappi Jordan** is now handling record promotion for (Continued on page 50)

Music Publishers' Record Scoreboard

Sides in Current Release

... For Week Ending March 21

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

PUBLISHERS	TUNE	ARTIST AND LABEL
Baxter-Wright	Dance of the Flutes	Les Baxter, Cap (p)
Beacon	I Love to Ride	Paula Watson, M-G-M (r)
	Put a Little Bug in My Ear	Paula Watson, M-G-M (r)
	I Got a Letter	"Lem" Johnson, M-G-M (r)
	It Takes Money, Honey	"Lem" Johnson, M-G-M (r)
	Boogie Express	Birmingham Boogie Boys, M-G-M (r)
	Boogie Woogie on a Saturday Night	Birmingham Boogie Boys, M-G-M (r)
Berlin	All By Myself	Don Cherry-Slew Foot Five, Dec (p)
Bourne	When the Red, Red Robin Comes Bob, Bob, Bobbin' Along	Doris Day, Col (p)
Brandom	Pretend	Cliffie Stone, Cap (f)
Bregman-Vocco-Coan	Fill the Cup to Overflowing	Wesley Tuttle, Cap (f)
Caravan Group	Lulu Had a Baby	Spike Jones, RCA (p)
Chappell	April in Portugal	Florian Zabach, Dec (p)
	Portrait of Jenny	Bill Snyder, Dec (p)
Christopher	Lipstick-a-Powder-'n'-Paint	Helen O'Connell-Gisele MacKenzie, Cap (p)
	Albuquerque	Ralph Flanagan, RCA (p)
Coachella	My Sweet Adeline	Jerry Colonna, Dec (p)
Colnor	Saturday Night	Timmie Rogers, Cap (f)
Dart	Don't Be Ashamed of Your Past	Red Garrett, RCA (f)
Delmores	I May Not Remember Your Name	Felicia Sanders, Col (p)
Disney	Seven Lonely Days	Guy Lombardo, Dec (p)
Reed Evans Group	Just Got to Have Him Around	Jeri Southern, Dec (p)
Jefferson	This Orchid Means Goodbye	Carl Smith, Col (f)
Fairway	A Few Kind Words	The Four Knights, Cap (p)
Foremost	If I Were You, Baby, I'd Love Me	Timmie Rogers, Cap (f)
Forrest	Skunk Skin Bitches	Lonzo & Oscar, Dec (f)
Forster	Down by the Old Mill Stream	Jerry Colonna, Dec (p)
Frank	Spring Will Be a Little Late This Year	Sarah Vaughan, Col (p)
Gail	Neon Love	Jimmie Davis, Dec (f)
Gale & Gayles	Weep for the Boy	Jeri Southern, Dec (p)
Golden Group	I've Got a Round Trip Ticket	Wesley Tuttle, Cap (f)
Riverside	What Should I Do	Felicia Sanders, Col (p)
Herbert Group	No More Good-byes	Les Baxter, Cap (p)
Fannar	I Can't Lie to Myself	Bob Nolan, RCA (f)
Hill & Range Group	Ten Little Bluebirds in My Lapel	Johnny Lee Willis, RCA (f)
Alamo	Sweet Things	Dinah Shore, RCA (p)
	Why Come Crying to Me	Dinah Shore, RCA (p)
	The House of Broken Dreams	Bob Nolan, RCA (f)
	Oo Ooh Daddy	Johnny Lee Willis, RCA (f)
Manning	Close to My Heart	Bill Snyder, Dec (p)
Mellin Group	Moon	Ralph Flanagan, RCA (p)
Sherwin	A Blues Serenade	Sarah Vaughan, Col (p)
Mills Group	Rendezvous	Camarata, Dec (p)
American Academy	Beautiful Music to Love By	Doris Day, Col (p)
Mills	Downhearted	Guy Lombardo, Dec (p)
E. H. Morris Group	Big Mamou	Jimmie Davis, Dec (f)
Meridian	Oh Marie	Louis Prima, Col (p)
E. H. Morris	If They Should Ask Me	Don Cherry-Slew Foot Five, Dec (p)
Geo. Paxton	Luigi	Louis Prima, Col (p)
Peer Int.	The Boys in the Back Room	Spike Jones, RCA (p)
Prima	Fiddlesticks	Camarata, Dec (p)
Ridgeway	Anniversary Song	The Four Knights, Cap (p)
Robbins Group	The Last Round-Up	Cliffie Stone, Cap (f)
Miller	Red Canary	Florian Zabach, Dec (p)
Robbins	Now That I'm in Love	Sauter-Finegan Ork, RCA (p)
Scherer	Get It While You're Young	Helen O'Connell-Gisele MacKenzie, Cap (p)
Shapiro-Bernstein Group	Don't Play That Song	Wilma Lee & Stoney Cooper, Col (f)
Mood	Just Wait 'Til I Get You Alone	Carl Smith, Col (f)
Shapiro-Bernstein	You Belong to Somebody Else	Wilma Lee & Stoney Cooper, Col (f)
Simon Group	Baby Me, Baby	Lonzo & Oscar, Dec (f)
Burke & Van	Blame It on the Moonlight	Red Garrett, RCA (f)
Heusen	Yankee Doodletown	Sauter-Finegan Ork, RCA (p)
Tacit		
Tannen Group		
R. F. D.		
Tannen		
Zephyr		

Total Sides for Week Released by Each Label

* These totals do not include P. D. Tunes

... For Week Ending March 21

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	6	4	2
COLUMBIA	8	4	—
DECCA	14	4	—
MERCURY	—	—	—
M-G-M	—	—	6
RCA	8	6	—

Total Number of Sides Released by Each Label

* These totals do not include P. D. Tunes

... January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	104	56	2
COLUMBIA	84	46	6
DECCA	113	46	—
MERCURY	66	8	16
M-G-M	96	32	32
RCA	91	68	43

JUST RELEASED!

Two Great Sides by

GUY MITCHELL

With Mitch Miller and Chorus

"WALKIN' AND WOND'RIN'"

(My Heart Cries Out in Vain)

and

"A WISE MAN OR A FOOL"

SANTLY-JOY, INC.

1619 Broadway, New York, N. Y.

COMING UP FAST!

HOLD ME, THRILL ME, KISS ME

RECORDED BY

- KAREN CHANDLER ... Coral
- ROBERTA LEE with JERRY GRAY'S Orch. ... Decca

MILLS MUSIC, INC. 1519 BROADWAY, NEW YORK 19, N.Y.

A "HIGHLIGHT" For Every Program

A Fool Such As I

ROBBINS MUSIC CORPORATION

Another BMI Pin-Up Hit!

THE SONG FROM MOULIN ROUGE

Published by BMI

Recorded by

- Percy Faith-Felicia Sanders ... (Columbia)
- Mantovani ... (London)
- Henri Rene ... (Victor)
- Axel Stordahl-June Hutton ... (Capitol)

Great Songs!

"WITHOUT MY LOVER" (Dolores Goucho)

Recorded by MITCH MILLER

BYE, BYE BLUES

Recorded by LES PAUL MARY FORD

ABC MUSIC CORP. 799 7th Ave. **BOURNE, INC.** N. Y. 19, N. Y.

Here Comes

"PETER COTTONTAIL"

"EGGBERT, THE EASTER EGG" (with two "G's")

"MY BUNNY AND MY SISTER SUE"

HILL and RANGE SONGS, INC.

Beverly Hills, Calif.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking the names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 7, Ill.

the 2 BIG Songs of 1953-

"TILL I WALTZ AGAIN with YOU" and "SCRAP of PAPER"

Village Music Company

1519 BROADWAY, NEW YORK 19, N. Y.

THE LITTLE GENERAL

Says: Graduating Into A Hit!

HIGH SCHOOL

by Four Chicks and a Chuck

Jubilee 6031

GENERAL MUSIC

15 E. 54th St. N. Y. C.


1953's Novelty Sensation ..

KAW-LIGA

- Hank Williams ... M G M
- Champ Butler ... Columbia
- Dolores Gray ... Decca
- Hawkshaw Hawkins ... King
- Bill Farrell ... M G M


DOT'S FLAMING HOT!

with **5** Tremendous Records



The HILLTOPPERS
Featuring the Great Voice of **JIMMY SACCA**


"IF I WERE KING" | "I CAN'T LIE TO MYSELF"
DOT 15055; 45 x 15055



Johnny MADDOX
America's Greatest Piano Stylist

"ALICE BLUE GOWN" | "TWILIGHT TIME"
DOT 15062; 45 x 15062


SENSATIONAL YOUNG BAND LEADER!



al LOMBARDY
His Clarinet and Orchestra

"CHOPPIN'" | "NEW SUMMIT RIDGE DRIVE"
and
DOT 15060; 45 x 15060

MAC WISEMAN
The Nation's Newest Hillbilly Sensation!

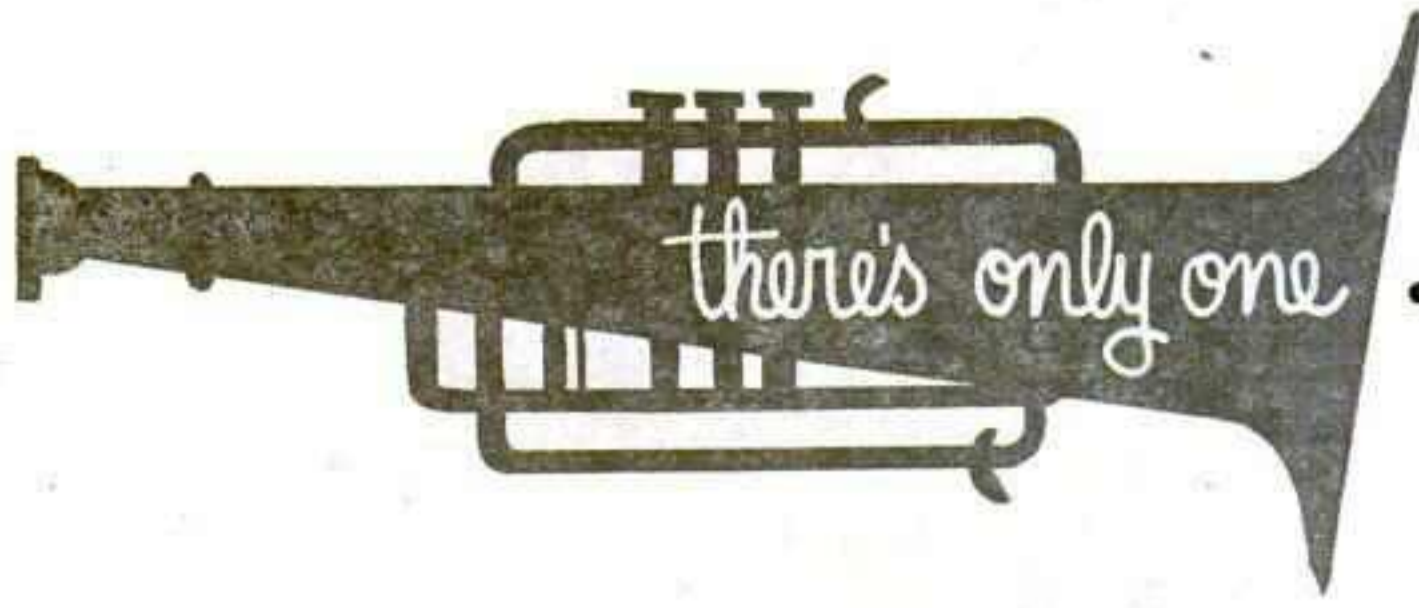


"YOU'RE SWEETER THAN HONEY" | "DON'T LET YOUR SWEET LOVE DIE"
DOT 1158; 45 x 1158

HANK 'Sugarfoot' GARLAND
THE GREAT GUITAR SOLOIST . . .

"TEA FOR TWO" | "GUITAR POLKA"
DOT 15050; 45 x 15050

..... **Dot** RECORDS GALLATIN, TENNESSEE PHONE: 880-881



Louis



PRIMA

and only one

DOUBLE BARRELLED

hit like this one!

a great group singing arrangement of

OH, MARIE

Led by LOUIS PRIMA
(and get that trumpet!)



LUIGI

a lively number
about numbers
told by LOUIS PRIMA

both on COLUMBIA
RECORD
39969 • 4-39969



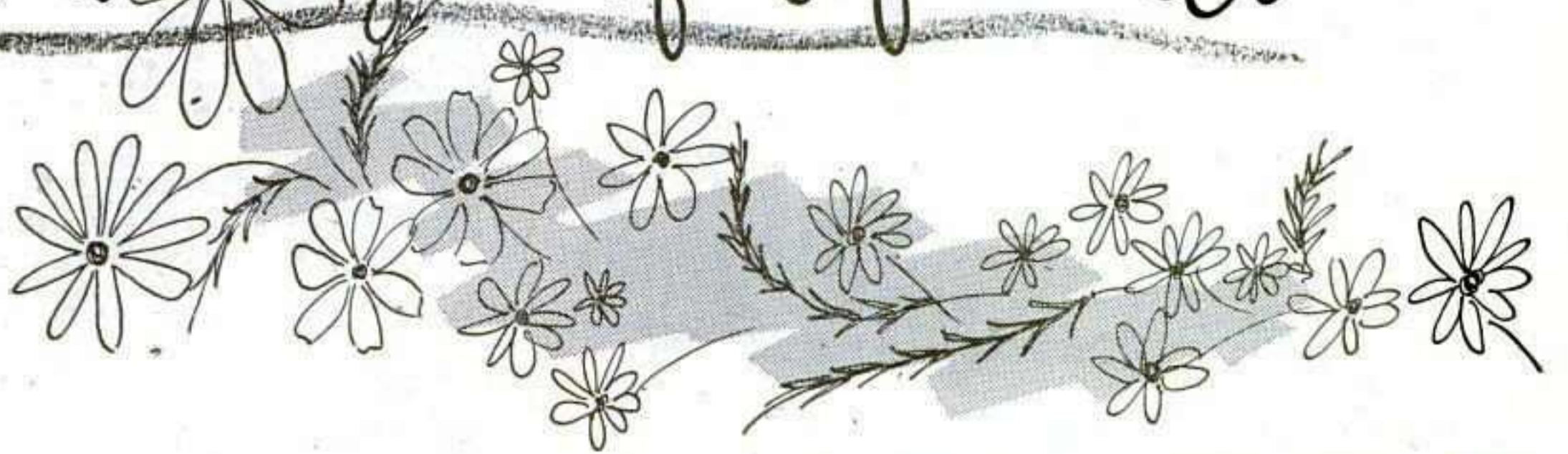
*Columbia 7-inch Microgroove Records
©Columbia, ®Monogram, and ® Trademark, Reg. U. S. Pat. Off. Monogram and ® Trademark



Fresh as a daisy and full of bounce!

two catchy favorites
in sure-fire settings

for



JOHNNIE RAY



with Paul Weston and his Orchestra

with the Buddy Cole Quartet

*already 'way up on the
best-seller list!*

78 rpm 39961 • 4-39961

COLUMBIA  **RECORDS**

Trade Marks "Columbia," "Masterworks," © D. © Reg. U. S. Pat. Off. Marcas Registradas

4 GREAT RECORDS OF 1953'S FIRST INSTRUMENTAL SMASH!

April in Portugal



RCA VICTOR
Freddy Martin
20-5052
47-5052 (45 RPM)



CAPITOL
Les Baxter
11063
F-11063 (45 RPM)



MERCURY
Richard Hayman
70114
*70114 (45 RPM)



DECCA
Florian Zabach
28646
9-28646 (45 RPM)

In Preparation a New Lyric by Jimmy Kennedy

CHAPPELL & CO., INC.

1270 Sixth Ave.

New York 20, N. Y.

The Billboard Music Popularity Charts HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... For Week Ending March 21

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Week Last	Weeks Chart on
1. Doggie in the Window	2	8
By Bob Merrill—Published by Santly-Joy (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795.		
2. Till I Waltz Again With You	1	15
By Sidney Prosen—Published by Village (BMI) BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506.		
3. Tell Me You're Mine	4	12
By Fredianelli-Vasin—Published by Capri Music (BMI) BEST SELLING RECORD: Gaylords, Mercury 70067 OTHER RECORDS: Ralph and Buddy Bonds, Coral 60923; M. Carson, Col 39914; R. Morgan, Dec 28569. TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.		
4. Don't Let the Stars Get in Your Eyes	3	17
By Slim Willet—Published by Four Star Sales (BMI) BEST SELLING RECORDS: P. Como, V 20-5064. OTHER RECORDS: L. Ameche, Mercury 70023; E. Barton, Coral 60882; R. Foley, Dec 28460; H. Jerome, M-G-M 11385; M. Katz, Cap 2370; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270; B. Maxwell, Mercury 70045; S. McDonald, Cap 2216; R. Price, Col 21025; S. Willet, Four Star 1614.		
5. Pretend	5	8
By Lew Douglas, Parman & Le Vere—Published by Brandom (ASCAP) BEST SELLING RECORDS: Nat (King) Cole, Cap 2346; E. Barton, Coral 60927; OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marterie, Mercury 70045; H. Rene, V 20-5119.		
5. Your Cheatin' Heart	8	5
By Hank Williams—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; H. Williams, M-G-M 11416.		
7. I Believe	7	4
By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP) BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: J. Freeman, Cap 2332.		
8. Side by Side	9	8
By Harry Woods—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Kay Starr, Cap 2334. OTHER RECORDS AVAILABLE: E. Britt-R. Allen, V 20-5178; F. Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L. Parks, M-G-M 10467; K. Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens, Col 38107; F. Petty, M-G-M 30425; P. Scala, London 238; A. String, Regent 126.		
9. Wild Horses	12	5
By K. C. Rogan—Published by George Simon (ASCAP) BEST SELLING RECORD: Perry Como, V 20-5152. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2349.		
10. Oh Happy Day	6	12
By Don Howard Kopicow—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: L. Welk, Coral 60893; Four Knights, Cap 2315. OTHER RECORDS: M. Baker, Savoy 874; K. Griffin, Col 39915; D. Howard, Essex 311; J. J. Johnson, V 20-5097; D. Todd, Dec 28506.		

Second Ten

11. KEEP IT A SECRET	9	19
Published by Shapiro-Bernstein (ASCAP)		
12. HAVE YOU HEARD?	12	12
Published by Brandom (ASCAP)		
13. TELL ME A STORY	—	1
Published by Montclare (ASCAP)		
14. ANYWHERE I WANDER	14	6
Published by Frank Loesser (ASCAP)		
15. HOLD ME, THRILL ME, KISS ME	17	10
Published by Mills (ASCAP)		
16. WHY DON'T YOU BELIEVE ME?	11	20
Published by Brandom (ASCAP)		
17. GOMEN NASAI	15	2
Published by Disney (ASCAP)		
18. FOOL SUCH AS I	—	6
Published by Robbins-B. Miller (ASCAP)		
19. DOWNHEARTED	16	3
Published by Paxton (ASCAP)		
20. SEVEN LONELY DAYS	19	2
Published by Jefferson (ASCAP)		

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.



Buyboard

TOP SELLERS—POPULAR

... Based on Actual Capitol Sales Reports

	Record No.
1. I'M SITTING ON TOP OF THE WORLD SLEEP	L. Paul & M. Ford 2400
2. BLUE GARDENIA CAN'T I	M. Cole 2389
3. PRETEND DON'T LET YOUR EYES GO SHOPPING	M. Cole 2346
4. SIDE BY SIDE NOAH!	K. Starr 2334
5. MY BABY'S COMING HOME LADY OF SPAIN	L. Paul & M. Ford 2265
6. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	H. Kari 2392
7. GOMEN-NASAI I LEARNED TO LOVE YOU TOO LATE	M. Whiting & J. Wakely 2402
8. APRIL IN PORTUGAL SUDDENLY	L. Baxter 2374
9. I BELIEVE THE GHOST OF A ROSE	J. Froman 2332
10. TRUE BLUE LOU THEY DIDN'T BELIEVE ME	R. Anthony 2393
11. IT'S IN THE BOOK, PART I IT'S IN THE BOOK, PART II	J. Standley 2249
12. MY HEART BELONGS TO ONLY YOU I WAS A FOOL	J. Christy 2308
13. AND THE BULL WALKED AROUND, O-LAY! JEEPERS CREEPERS	S. Kenton 2388
14. OH, HAPPY DAY A MILLION TEARS	Four Knights 2315
15. RED LIGHT BARTENDER'S BLUES	Merrill Moore 2386
16. BALTIMORE ORIOLE POINCIANA	Four Freshmen 2398
17. DOO-WACKY RAG ALOHA OE	J. Carr 2359

LATEST RELEASE

No. 361

ANNIVERSARY SONG A FEW KIND WORDS	The Four Knights 2403
GET IT WHILE YOU'RE YOUNG LIPSTICK-A-POWDER-'N'-PAINT	Helen O'Connell & Gisèle MacKenzie 2404
NO MORE GOODBYES DANCE OF THE FLUTES	Los Baxter 2405
SATURDAY NIGHT IF I WERE YOU, BABY, I'D LOVE ME	Timmie Rogers 2406
PRETEND THE LAST ROUND-UP	Cliffie Stone 2407
FILL THE CUP TO OVERFLOWING I'VE GOT A ROUND TRIP TICKET	Wesley Tuttle 2408

TOP COUNTRY & HILLBILLY

... Based on Actual Capitol Sales Reports

	Record No.
1. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW	H. Thompson 2376
2. WHAT WILL I DO TIED DOWN	R. Acuff 2385
3. HANK'S SONG I'LL NEVER HAVE YOU	F. Huskey 2397
4. HILLBILLY HULA I'M A POOR LONESOME FELLOW	J. Carman 2345
5. SATISFIED HIDE ME ROCK OF AGES	M. Carson 1900
6. SOMEBODY ELSE'S HEARTACHE THE ONE I CAN'T FORGET	S. James 2399
7. PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHES	J. Dolan 2367
8. GOIN' STEADY JUST OUT OF REACH	F. Young 2299
9. THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ON	Louvin Bros. 2296
10. LISTEN TO THE MOCKING BIRD WHEN THE BLOOM IS ON THE SAGE	C. Stone 2362
11. TUXEDO JUNCTION SOMETHING FROM HEAVEN	O. Rasmussen 2379
12. LET ME KNOW I'M SORRY TO SAY I'M SORRY	S. McDonald 2326
13. I DON'T KNOW SWEET TEMPTATION	T. Ernie 2338
14. LITTLE OLD RAG DOLL PICKING SWEETHEARTS	F. Chapman 2330
15. DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE	S. McDonald 2216

BEST SELLING POPULAR ALBUMS

Based on Actual Capitol Sales Reports

	Alb. No.
1. BACCHANALIA! Billy May 374
2. MUSIC FOR LOVERS ONLY Jackie Gleason 352
3. THE KAY STARR STYLE Kay Starr 363
4. THE YOUNG MAN WITH THE HORN Ray Anthony 373
5. BYE BYE BLUES Les Paul & Mary Ford 356
6. CAMPUS RUMPUS Ray Anthony 362
7. BACKGROUND MUSIC—SONGS WE REMEMBER 3 Top Artists 376
8. BACKGROUND MUSIC—SHOW TUNES 3 Top Artists 378
9. BACKGROUND MUSIC—BRIGHT AND BOUNCY 4 Top Artists 377
10. BACKGROUND MUSIC—LIGHT AND LIVELY 4 Top Artists 375
11. STAN KENTON PROLOGUE Stan Kenton 386
12. YOURS ALONE Jane Froman 354
13. WITH A SONG IN MY HEART Jane Froman 309

Here's the highest-flying

"Red
Canary"

excitingly sung by

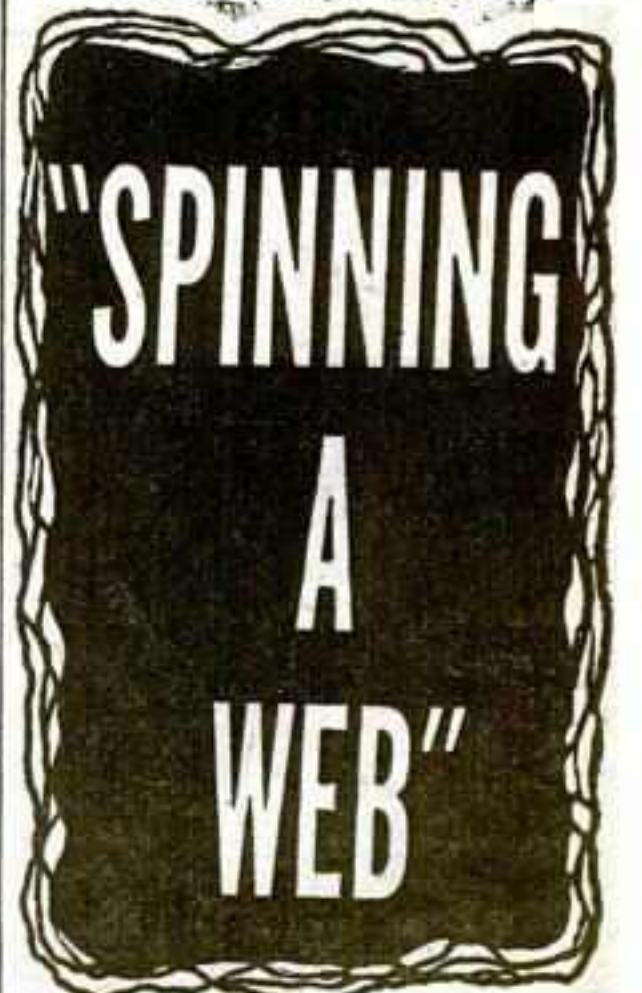
GLORIA WOOD
with
BUDDY COLE

—b/w—
"HELLO SUNSHINE"
ON CAPITOL RECORD NO. 2426



JAN
Garber

spins another winner!



backed with

"WILL-O'-THE-WISP
ROMANCE"

ON CAPITOL RECORD NO. 2428

TWO-HIT TUNES!
TWO-HIT PERFORMERS!

"THE SONG FROM
MOULIN ROUGE"
and
"SAY YOU'RE MINE AGAIN"
by
JUNE HUTTON and AXEL STORDAHL
CAPITOL RECORD NO. 2429

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending March 21

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Last Week	Weeks on Chart
1.		13
1.		6
3.		16
4.		15
5.		3
6.		4
7.		8
8.		13
9.		18
10.		4
10.		7
12.		10
13.		2
14.		2
15.		1

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 30 in Radio

A Fool Such as I (R)—Robbins-B. Miller—ASCAP	Mister Tap Toe (R)—Montclair—BMI
A Stolen Waltz (R)—Sheidon—BMI	My Jealous Eyes (R)—Famous—ASCAP
Because You're Mine (R)—Feist—ASCAP	Peter Cottontail (R)—Hill & Range—BMI
Doggie in the Window (R)—Santly-Joy—ASCAP	Pretend (R)—Brandom—ASCAP
Don't Let the Stars Get in Your Eyes (R)—Four Star—BMI	Rachel (R)—Halliburton—BMI
Downhearted (R)—Paston—ASCAP	Say It Isn't So (R)—Berlin—ASCAP
Even Now (R)—Pickwick—ASCAP	Say It With Your Heart (R)—Feist—ASCAP
Golden Years (R)—Paramount—ASCAP	Send Star to the Right (R) (F)—Disney—ASCAP
Gomen Nasai (R)—Disney—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hold Me, Thrill Me, Kiss Me (R)—Mills—ASCAP	St. Patrick's Day Parade (R)—Bull's Eye—ASCAP
How Do You Speak to an Angel? (R)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Hush A Bye (R)—Remick—ASCAP	Two Shillelagh O'Sullivan (R)—Lonridge—ASCAP
I Confess (R)—Witmark—ASCAP	Wild Horses (R)—Simon—ASCAP
I Don't Know (R)—Republic—BMI	Wonderful Copenhagen (R) (F)—Frank—ASCAP
Keep It a Secret (R)—Shapiro-Bernstein—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI

Top 8 in Television

Because You're Mine (R)—Feist—ASCAP	Pickin' Sweethearts (R)—Bellegarde—BMI
I Believe (R)—Cromwell—ASCAP	Side by Side (R)—Harman—ASCAP
My Sweetheart Mamie (R)—T. B. Harms—ASCAP	Till I Waltz Again With You (R)—Village—BMI
No Two People (R)—Frank—ASCAP	Wild Horses (R)—Simon—ASCAP

England's Top Twenty

Based on cabled reports from England's top music jobbers. America publishers of each tune is listed in parenthesis. Asterisk indicates American publisher.

1. Broken Wings—John Fields (Shapiro-Bernstein)	11. You Belong to Me—Chappell (Ridgway)
2. Wonderful Copenhagen—Morris (Frank)	12. Make It Soon—Connelly (Santly-Joy)
3. She Wears Red Feathers—Dash (Oxford)	13. That's A-Why—Connelly (Santly-Joy)
4. Doggie in the Window—Connelly (Santly-Joy)	14. In a Golden Coach—Box & Cox (Box & Cox)
5. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)	15. Comes Along A-Love—Kassner (Shapiro-Bernstein)
6. Don't Let the Stars Get in Your Eyes—Morris (Four Star)	16. Walkin' to Missouri—Dash (Hawthorne)
7. Now—Dash (Ardmore)	17. Little Red Monkey—Robbins (Miller)
8. Because You're Mine—Robbins (Feist)	18. I Went to Your Wedding—Victoria (St. Louis)
9. Glow Worm—La Fleur (E. B. Marks)	19. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)
10. Why Don't You Believe Me?—Francis Day (Brandom)	20. Isle of Innisfree—Peter Maurice (Leeds)



BILLY ECKSTINE sings ...

A FOOL IN LOVE

and **COQUETTE**

MGM 11439 78 RPM
K 11439 45 RPM

JONI JAMES sings ...

YOUR CHEATIN' HEART

and I'LL BE WAITING FOR YOU

MGM 11426 78 RPM K 11426 45 RPM



RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!

SILVANA MANGANO and I LOVED YOU

Anna

Sings ... MGM 11457 78 RPM K-11457 45 RPM

Ginny Gibson } **KISS** and CONDEMNED WITHOUT TRIAL

MGM 11435 K-11435

ACQUAVIVA } **CE TOUT** (That's All) and THE CAVALIER'S BALL

AND HIS ORCHESTRA

MGM 30764 78 rpm • K 30764 45 rpm

Ken REMO Sings **MEXICO** and MY HEART IS A KINGDOM

MGM 11419 78 RPM K 11419 45 RPM

the CLOVERLEAFS } **RED CANARY** and THIS NIGHT (MADALENA)

MGM 11469 78 rpm • K 11469 45 rpm

ART MOONEY and his ORCHESTRA	BABY, DON'T DO IT and ALL NIGHT LONG MGM 11456 78 rpm K 11456 45 rpm	BOB ROBERTS and TRIO	NC-4 MARCH and PERSIAN LAMB RAG MGM 11414 78 rpm K 11414 45 rpm
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TOMMY EDWARDS	I LIVED WHEN I MET YOU and AU REVOIR MGM 11465 78 rpm K 11465 45 rpm	MIKE DI NAPOLI	DREAM, DREAM, DREAM and JUST A MEMORY MGM 11464 78 rpm K 11464 45 rpm
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BLUE BARRON and his ORCHESTRA	I FOUND A DREAM and BILLY, MY BILLY (From HILLBILLY HILL) MGM 11463 78 rpm K 11463 45 rpm	IVORY JOE HUNTER	IF YOU SEE MY BABY and I HAD A GIRL MGM 11459 78 rpm K 11459 45 rpm
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M-G-M RECORDS
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BIG R&B HIT!
the CRICKETS Sings **YOU'RE MINE**
and MILK AND GIN—MGM 11428-K-11428

high fidelity pop records

NEW!

LITTLE RED MONKEY (Inst.)

The Magic Music Box (Inst.)

1316 (45-1316) **Harry Grove Trio**

WAITING FOR YOU

I Lived When I Met You

1302 (45-1302) **Vera Lynn**

"DOZEN BEST" TOP POPS

	78	45	
1288	Hold Back The Dawn—Anne Shelton
1300	Red Petticoats (Inst. Tango)—Mantovani
1306	Lulu Had A Baby—Billy Cotton
1295	Take Care of Yourself—Lita Roza
1286	The Fishermaid of Bodensee—Johnston Bros.
1277	Marching Strings (Inst.)—Edmundo Ros
1265	Forget Me Not—Vera Lynn
1263	Moon Above Malaya—Jimmy Young
1241	Dream Lover—Robert Farnon
1285	Oh My Love, Oh My Heart—Johnston Bros.
1237	Some Enchanted Evening (Inst.)—Mantovani
1261	Yours—Vera Lynn

EDMUNDO ROS

"THE BEST IN LATIN AMERICAN"



	78	45	
1277	Marching Strings (Inst.): Ecstasy Tango (Inst.)
1262	Las Vegas (Rhumba Inst.): Ole Mambo (Vocal)
1152	They Say A Woman Always Pays (Calypso): Say Si Si (Rhumba Vocal)
1164	Sax Cantabile (Afro-Mambo Inst.): Mambo in F (Inst.)
1165	Madalena (Samba Inst.): Playtime in Brazil (Samba Vocal)
1049	Mary Ann (Samba Vocal): It Never Happen To Me (Calypso)
1219	You Made A Woman, You Made A Man (Calypso): Boys and Girls Like Saturday Night (Carnival Calypso)
LB 155	Latin Rhythms (Voc. and Inst.)
LB 341	Mambo with Ros (Voc. and Inst.)
LB 349	Samba with Ros (Voc. and Inst.)
LB 367	Ros Presents Calypsos (Voc. and Inst.)
LB 368	Ros Presents Latin American Rhythm (Voc. and Inst.)

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London

RECORDS

ffrr SOUND

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

VAUGHN MONROE

Co-Ed 85
V 20-5236—New ballad sounds as if written to order for the Monroe pipes. And he awards the romantic score a reading in his best manner. The side is one of his best slicings in a long time and could earn plenty of loot.

Don't Build Your Dreams

Too High... 80
A first-rate job on a more conventional ditty, this should also be welcomed by Monroe fans.

JOHNNIE RAY

Somebody Stole My Gal 84
COLUMBIA 39961—This etching could do much to return Ray to his once exalted place in the pop hierarchy. The cute oldie is sold with great persuasion by the chanter to ace piano backing. An up-beat waxing that could earn much loot.

Glad Rag Doll

..... 74
Slightly overdone treatment of the ballad. Potential is with the flip.

GUY MITCHELL

Walkin' and Wond'rin'
(My Heart Cries Out in Vain) 83
COLUMBIA 39962—Guy Mitchell has a solid effort here and one that could be his strongest ballad slicing in a long time. Tune has the same feeling as "My Heart Cries for You" and the warbler sings it with much feeling, backed by the chorus and Mitch Miller's ork. Side should grab bundles of spins and loot. It's a strong platter that could move out.

Wise Man or Fool

..... 79
COLUMBIA 39962—The warbler tackles another slow ballad and sings it tenderly in his own special heart-felt style. Chorus and ork backing is fine. Flip is the more potent side.

TUTTI CAMARATA ORK

Rendezvous 82
DECCA 28623—This side could bust thru as a big one quickly. It's a lush, melodic instrumental that really sparkles, penned by Bernie Wayne, the composer of "Vanessa" and "The Magic Touch." The Camarata ork lends it a beautiful, rich performance. Side should be a deejay as well as a box favorite. An outstanding side.

Fiddlesticks

..... 78
The Camarata crew has a good time with this happy instrumental opus, handling it a fiddle-filled performance. It's cute and light, but the flip will pull most of the attention.

VIC DAMONE

Afraid 80
MERCURY 70108—Damone is at his most persuasive in this finely-phrased reading of the pretty tune. Should get plenty of spins and could catch quickly. Strong potential here.

Love Light

..... 80
The sentimental ballad, a tough one to sing properly, is projected with tenderness and warmth by Damone. Choral and ork support is lush. Another fine reading by Damone, who really sings it out on this side.

DOLORES HAWKINS

Scrap of Paper 80
OKEH 6949—This is the follow-up tune by the writer of "Till I Waltz Again With You." It's a haunting melody and Miss Hawkins hands it a very sensitive reading. This bears close watching. It could happen.

I've Got a Letter

..... 70
Tempo here seems a little hurried while the band arrangement is a mixture of pop and r.&b. Thrush socks across the vocal well.

VERA LYNN

Waiting for You 80
LONDON 1302—Beat is slow three-quarter and the tune is pretty. The British thrush hands the lyrics a sweet reading and, during the latter half of the platter side, is backed by the combined voices of Her Majesty's armed forces. Deejays will like, and tune could get action.

I Lived When I Met You

..... 71
Sophisticated ballad is attractively sung by Miss Lynn.

THE FOUR LADS

He Who Has Love 79
COLUMBIA 39958—Made to order for the jukes. The lads sing out with spirit and the effort jumps from start to finish. Interesting treatment of rhythm will help this one get deejay exposure.

I Wonder, I Wonder, I Wonder

..... 78
A solid beat paces this strong group warble. The boys have a good ditty here and they make the most of it. Another fine slicing for the coin boxes.

HELEN O'CONNELL

GISELE MacKENZIE
Get It While You're Young 78
CAPITOL 2404—A flashy side. Lyric has strong novelty appeal, which is abetted by Dave Cavanaugh's rhythmic, robust arrangement. Adding to the unusual is the fact that two girls, Helen O'Connell and Gisele MacKenzie, belt out the number. Bears watching.

Lipstick-A-powder-N-Paint

..... 77
Another novelty side—both in mate-

(Continued on page 45)

NEW RECORDS TO WATCH

Popular

VAUGHN MONROE

Co-ed—RCA Victor 20-5236—This record was incorrectly listed as "Lonely Eyes" in last week's issue.

TONY BENNETT

No One Will Ever Know
I'm the King of Broken Hearts—Columbia 39964—Bennett really warms to his task on these two sides and turns in two sparkling performances that could bring the singer back to the top.

DOLORES HAWKINS

Scrap of Paper—Okeh 6949—Thrush gets a lot of heart into her rendition of this waltz. It's a schmaltzy tune and could get a lot of action even though the label has yet to prove itself in the pop field. Flip is "I've Got a Letter."

BOB CARROLL

A Little Love—Derby 936—Singer shows that his success on "Say It With Your Heart" was no flash-in-the-pan effort. His fine masculine voice comes thru in fine style and establishes side as good follow-up to his last record. Flip is "Where Did You Go?"

TUTTI CAMARATA ORK

Rendezvous—Decca 28623—This could bust out easily. It's a lush instrumental effort, penned by Bernie Wayne, the writer of "Vanessa" and "The Magic Touch," and the ork plays it with richness and all fiddles flying. It sings. Flip is "Fiddlesticks."

GUY MITCHELL

Walkin' and Wond'rin'—Columbia 39962—It's been a long time since Guy Mitchell has made it with a ballad, but this warm new ditty, in the style of "My Heart Cries for You" could do it for him. He sings it with tenderness and the Mitch Miller ork and chorus add tasteful backing. Side could be big. Flip is "Wise Man or Fool."

Jazz

ANNIE ROSS

Farmer's Market 80
PRESTIGE 839—Annie Ross may have another solid disking here for the many jazz and r.&b. fans who go for her special pop readings. Tune is a bright one with cute lyrics and the thrush sings it brightly, selling the lyrics powerfully. It's a smart waxing for the market, and a potent one too.

The Time Was Right

..... 76
The thrush does an effective job on this new opus which she penned, but the material and her style are not nearly as strong as on the flip.

JAMES MOODY ORK

The James Moody Story 77
MERCURY 70102—Babs Gonzales and James Moody team up to tell the James Moody story, from the time Moody started to the present, even to the King Pleasure take-off on Moody mood. It's sung in cool style and the ork gets a chance to show its stuff between vocals. Side will please Moody fans and others.

And Now Moody Speaks

..... 75
This side features the Moody ork, speaking for itself, via a wild new Babs Gonzales effort, which the ork plays in strong style. Side could grab spins in jazz markets.

BILL TAYLOR TRIO

Man With a Horn 76
PRESTIGE 822—Here's a fine side by the Trio and one that could pull a lot of spins on jazz jock shows. Tune is the melodic effort and it features Taylor's fine piano work throughout. Side should appeal to the jazz set.

Let's Get Away From It All

..... 74
The melodic oldie is sold with bounce by the Trio. The pianist has a good time with his solo and he is backed with a hefty beat. A good side.

SONNY STITT QUARTET

Jepers Creepers 75
PRESTIGE 826—The oldie undergoes a revitalization on this wild cutting, as the group hands it an exciting reading. Stitt turns in some bright tenor work and the group is back of him with a beat.

Nevertheless

..... 74
Another oldie is performed well by the

tenorman, once again backed warmly by the group.

GENE AMMONS QUARTET

When I Dream of You 73
PRESTIGE 805—The tenorman plays this delicate tune with heart and feeling, backed closely by the group. A pretty side.

Wow

..... 71
A bright riff is played smartly by the Ammons ork with the leader featured on tenor. It's cool and listenable.

(Continued on page 44)

Sacred

STUART HAMBLEN

Old Pappy's New Banjo 79
COLUMBIA 21079—Even if Hamblen didn't quite make it in his bid for the presidency of the United States, he's still capable of turning out some fine sacred items. This is a combination of song and recitation and fit to make a body cry his eyes out. This is the kind of stuff Johnson used to wow 'em with in the pop market.

Friends I Know

..... 78
Another strong hunk of semi-religious material here. This is a verse-chorus item done in gang-sing style. Ditty could even catch some coin in the pop field.

LITTLE JIMMY DICKENS

Take My Hand Precious Lord 79
COLUMBIA 21068—This is a bit of a switch for Dickens—and it should please his many fans. The sacred item is one of those fine things written by Thomas A. Dorsey. Dickens injects much feeling into the lyric handling.

I Shall Not Be Moved

..... 78
More first-rate, chanting by Dickens on another strong item.

THE CRUSADERS QUARTET

One More River 79
BIBLETONE 4013—A fine sacred item, this. The group sings it out with fervor to a slick backing. Should be a big one in the growing sacred disk market.

This Heart of Mine

..... 75
Material and performance here are closer to the accepted standard—and good. Material is in the spiritual vein.

(Continued on page 44)

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Country & Western

RED FOLEY

Slaves of a Hopeless Love Affair
Blue Letter—Decca 28567—Two very smooth efforts by Foley that could catch a lot of loot.

EDDY ARNOLD

Moonlight and Roses
Missouri Waltz—RCA Victor 20-5192

I'm Gonna Lock My Heart
You'll Always Hurt the One You Love—

RCA Victor 20-5193—These two records first planned as a 45 EP set, are now being made available as singles. They're all old pop standards and it's hard to split the difference between them as records or sides. Either or both of these could break out.

ERNEST TUBB

Hank, It Will Never Be the Same
Without You

Beyond the Sunset—Decca 28630—If another tribute tune can make it sales-wise, this one has very strong potential. Tubb comes thru with two very good performances that will please all his many fans.

Rhythm & Blues

RUFUS THOMAS JR.

Bear Cat—Sun 181—The fastest "answer" song yet to hit the market, this could easily come thru as a success on the heels of "Bear Cat." Flip is "Walking in the Rain."

BENNY BROWN

Pappa—Gotham 293—Benny Brown turns in a strong reading on one of the first answers to the Ruth Brown smash "Mama" on Atlantic Records. Tune is melodic, with a beat, and Brown shouts his way thru the tune. There's already action on this reported from Philadelphia, Chicago and Cincinnati.

Rhythm & Blues

THE SWALLOWS

Laugh (Though You Want to Cry) 81
KING 4612—The Swallows come thru with a warm, heartfelt reading of a sentimental ditty, with the lead singer turning in a solid performance while the group backs him closely. Tune is melodic and performance is fine. It's a strong platter that could bust thru with exposure. A coin-grabber.

Our Love Is Dying

..... 78
The boys do another good job with a slow ballad, with the lead again contributing a moving vocal. This side too should grab jock spins but the flip should grab more.

SWINGING SAX KARI

Daughter (That's Your Red Wagon) 81
STATES S-115—Chirp Gloria Irving handles the vocal with style on a slick hunk of material. Well-recorded item could grab coins in many locations. The combo delivers a fine bit of backing. This is another "answer" to Ruth Brown's "Mama" on Atlantic.

Down for the Debbie

..... 79
Alto and tenor horns battle down to the finish here while the combo sets up a Count Basie-like backing. It's a strong riff instrumental which should get some action.

BENNY BROWN

Pappa 80
GOTHAM 293—Benny Brown turns in a strong reading of a wild blues effort, that is close in style and sound to the Ruth Brown hit "Mama" on Atlantic. Brown sings it forcefully and the ork backs him with a real beat. With exposure this side could move out and should easily grab juke loot.

Slick Baby

..... 75
The warbler shouts his way thru this wild blues and the ork is solid behind him. However, the side is routine and the flip has the power.

ARNETT COBB ORK

Poor Butterfly 77
MERCURY 70101—This one is cute. It's the oldie, all dressed up with new lyrics, quietly sung by the Inhibited

(Continued on page 44)

Country & Western

ERNEST TUBB-RED FOLEY

No Help Wanted No. 2 86
DECCA 28634—The label's two top artists are billed together again after an overly long layoff. The result is a happy, kidding second installment of the current hit which they enjoy doing as much as listeners will. There's some real fine guitar work thrown in for good measure. This could be a big one.

You're a Real Good Friend 84
Another sparkling effort by the duo set to a bouncy beat. There's a lot of ribbing back and forth, all adding up to plenty of sales. It's hard to see how this disk can miss being a best-seller.

RED FOLEY

Slaves of a Hopeless Love Affair 84
DECCA 28567—Material here is very strong, and Red goes to town on it with a heartfelt performance. String backing is fine.

Blue Letter

..... 83
Red comes thru with another of his fine smooth vocal jobs. It's very fetching material and the warbler's sensitive reading should meet with favor among his many fans. Two excellent sides.

ERNEST TUBB

Hank, It Will Never Be the Same Without You 84

DECCA 28630—There have been many tributes to Hank Williams since his death, several of which have sold very well. This one, penned by Ernest and his son Justin, is performed as a narrative for the most part. It's a very sincere reading. The material, coupled with the importance of Tubb as an artist, should insure plenty of sales for this one.

Beyond the Sunset

..... 82
Another excellent singing-recitation job by the warbler. The natural and sincere delivery that has been the cornerstone to the artists' success over these many years is very effectively displayed on this standard.

BONNIE LOU

Seven Lonely Days 81
KING 1192—Bonnie Lou comes thru in sock style on her first waxing for the label. The tune is already a hit in the pop field and this waxing could help it move out in the c.&w. field too. The thrush sells it powerfully, showing off a good set of pipes, and helped via dub-ins. Boys chorus and handclaps make it an exciting disk. This version of the song will share loot with the Marlin Sisters' cutting on Coral.

Just Out of Reach

..... 78
The thrush again shows off her fine voice with a first-rate performance of a pretty weeper, singing the ditty with feeling. The flip side will get most of the attention but this side should pull many spins.

JUNE CARTER

No Swallers' Place 80
COLUMBIA 21074—If there's a sophisticated country ditty, this is it. A most attractive novelty which should get plenty of spins by pop as well as country deejays. June Carter turns in a top rendition of the Frank Loesser tune. It could break loose.

Juke Box Blues

..... 74
Lively country novelty, featuring steel guitar, drums and other instruments in turn. June Carter warbles effectively.

LOUIS INNIS

I Don't Pay to Advertise 76
KING 1180—Louis Innis bows on the label with a good reading of a bouncy new ditty which he sells in strong style. Side is a potent one and could pull loot with exposure. Innis can sing and he deserves watching.

Who'll Give Me, You'll Give Me, Who'll Give Me Kisses 75
Innis stays on the rhythm kick with a bright performance of another fast-tempo novelty, which he reads happily. Flip has more excitement, tho this is an okay side too.

AUTRY INMAN

That's All Right 75
DECCA 28629—Inman's voice is a very warm one and he's projecting it impressively on this side. Warbler has lots of promise.

Uh-Huh-Honey

..... 74
The young artist turns in a bright performance on this up-tempo item. Should catch a lot of plays.

BUDDY LIVINGSTON

I Found a New Love 74
KING 1181—Buddy Livingston, another new addition to the label's talent stable, turns in a pleasant performance on a new ballad that sounds like a weeper but isn't. Livingston sings it with vigor.

I Love You and You'll

Always Have My Heart 72
The warbler does an okay job with another new effort, as he tells his gal how much he loves her. Side could do okay in rural areas.

(Continued on page 44)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-59, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

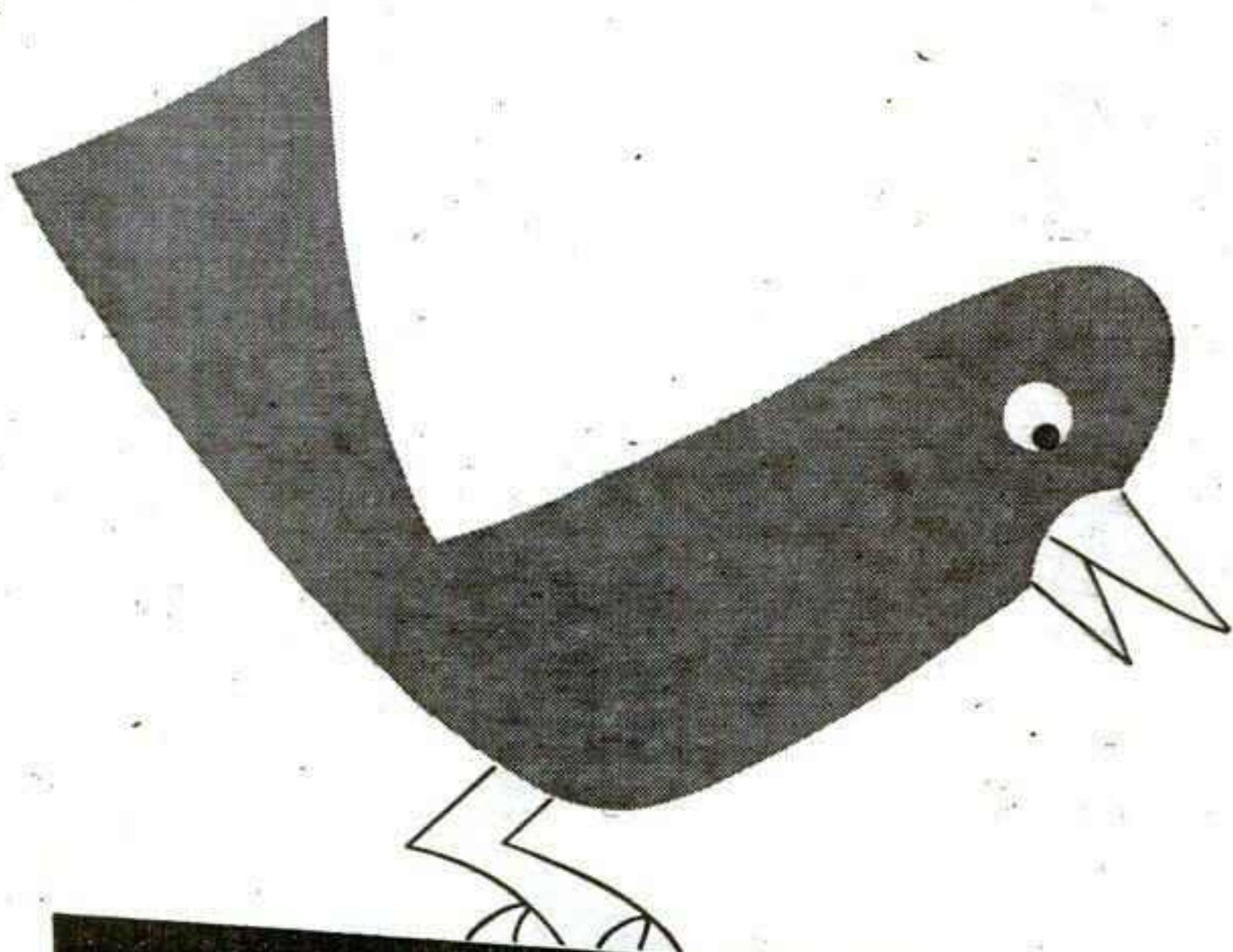
THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

of The Billboard music staff who reviewed the record.

Each of the records reviewed expresses the opinion of the members

**a new
season**

**a new
hit**



VERA LYNN

with the Soldiers, Sailors and Airmen of Her Majesty's Forces



"WAITING FOR YOU"

backed by

"I LIVED WHEN I MET YOU"

1302 and 45-1302

London
RECORDS

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THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

IF I WERE KING

I CAN'T LIE TO MYSELF—Hilltoppers—Dot 15055

Record is beginning to show good strength. It's very strong in Cincinnati at the moment with good reports coming in from New York, Philadelphia, St. Louis and sections of the South. Action varies by area but at the moment "King" has it. A previous "New Record to Watch."

WITHOUT MY LOVER

SMOKING MY SAD CIGARETTE—Jo Stafford—Columbia 39951

Already on the New Orleans chart and showing very healthy signs in the Midwest with Chicago and St. Louis being strongest. Good report also received from North Carolina. A previous "New Record to Watch."

APRIL IN PORTUGAL—Les Baxter Ork—Capitol 2374

APRIL IN PORTUGAL—Freddy Martin Ork—RCA Victor 20-5052

Both of these versions stack up as good records for dealers. The Baxter appears to be the stronger of the two and is thus the version on which title strips are being shipped to subscribing operators. Baxter is on the Detroit and New Orleans charts and is also doing well in New York and Chicago. The Martin, which was released late in 1952, is also doing well in New York and Chicago. It's also doing well in Buffalo and L. A. They shape up as records that can prove to be profitable items.

Country & Western

NO HELP WANTED NO. 2

YOU'RE A REAL GOOD FRIEND—Red Foley—Ernest Tubbs—

Decca 28634

Disk has opened up well in Chicago, Eastern Pennsylvania and part of the South. A previous "New Record to Watch."

Rhythm & Blues

DAUGHTER, THAT'S YOUR RED WAGON—Gloria Irving—

States 115

Record has started off real big and is moving strongly in Chicago, Philadelphia, Cincinnati and St. Louis. It's an answer to "Mama." Flip is "Down for Debbie."

SHIRLEY, COME BACK TO ME

BABY—Shirley and Lee—Aladdin 3174

Group appears to be following up fast on "Im Gone." Strong in Philadelphia, L. A., Cincy and Chicago. Both sides are getting play, but "Shirley," the answer to their earlier hit stacks up as the key side. Previously selected as "New Record to Watch."

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

I'M SITTING ON TOP OF THE WORLD

Les Paul-Mary Ford—Capitol 2400

Moved on to the national retail chart this week.

CAN'T I BLUE GARDENIA

Nat (King) Cole—Capitol 2389

"Can't I" on Dallas-Fort Worth, Detroit and Pittsburgh territorial charts. Flip side on the New York and Seattle charts. Strong reports also received from other areas. In Philadelphia there has been a resurgence of the Ames Brothers' version.

GOMEN NASAI

Richard Bowers—Columbia 39954

Very close to placing on both national retail and juke box charts. Especially strong on the West Coast and in Chicago. The Belafonte version made the St. Louis territorial chart and at the moment appears to be the number two version. The Eddy Howard version appears on both the national disk jockey chart and the Dallas-Fort Worth territorial this week. Publisher

(Continued on page 44)

Country & Western

THE LAST WALTZ

I HAVEN'T GOT THE HEART

Webb Pierce—Decca 28594

"Waltz" moved on to the national retail chart this week. South also selling flip.

I COULDN'T KEEP FROM CRYING

AFTER YOU LEAVE

Marty Robbins—Columbia 21075

Number seven on the national juke box chart this week. Also a "two-sided" record. Flip side appearing at top of Nashville territorial this week.

BUMMING AROUND

Jimmie Dean—4 Star 1613

Building slowly but surely, this record appears this week for the first time on national retail chart. Still on disk jockey chart.

DON'T LET THE STARS GET IN YOUR EYEBALLS

UNHAPPY DAY

Homer and Jethro—RCA Victor 20-5214

Good action in Philadelphia, Chicago and the South. Little action in Cincinnati and West Coast.

HONEYMOON ON A ROCKET SHIP

Hank Snow—RCA Victor 20-5155

All key reports across the country show consistently good sales.

Rhythm & Blues

SO LONG

WHAT'S THE MATTER NOW, BABY?

Lloyd Price—Specialty 457

Made the national juke box chart this week. Flip side on Washington-Baltimore territorial chart.

YOU'RE MINE

The Crickets—M-G-M 11428

Came out strong on the West Coast this week, also appears on Philadelphia and New York territorial charts. Continues strong in Chicago but slower in St. Louis and Cincinnati, Chicago and the South.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. I'M SITTING ON TOP OF THE WORLD
Les Paul-Mary Ford—Capitol 2400

2. CAN'T I?
Nat (King) Cole—Capitol 2389

3. SLEEP
Les Paul—Capitol 2400

4. DANCIN' WITH SOMEONE
Teresa Brewer—Coral 60953

5. ANNA
Silvana Mangano—M-G-M 11457

6. SONG FROM MOULIN ROUGE
Percy Faith Ork—Columbia 39944

7. HELLO, SUNSHINE
Norman Brooks—Zodiac 101

8. YES, SIR, THAT'S MY BABY
Harry Kari—Capitol 2392

Country & Western

1. HONEYMOON ON A ROCKET SHIP
Hank Snow—RCA Victor 20-5155

2. MEXICAN JOE
Jim Reeves—Abbott 116

3. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594

4. KNOT HOLE
The Carlisles—Mercury 70109

5. PLAYIN' DOMINOES AND SHOOTIN' DICE
Ramblin' Jimmy Dolan—Capitol 2367

6. TIED DOWN
Roy Acuff—Capitol 2385

Rhythm & Blues

1. RED TOP
King Pleasure—Prestige 821

2. SO LONG
Lloyd Price—Specialty 457

3. PAPPY
Benny Brown—Gotham 293

4. DAUGHTER, THAT'S YOUR RED WAGON
Gloria Irving—States 115

The Disk Jockeys Pick

Popular

1. THE NEARNESS OF YOU
Bob Manning—Capitol 2382

2. I'M SITTING ON TOP OF THE WORLD
Les Paul-Mary Ford—Capitol 2400

3. CAN'T I?
Nat (King) Cole—Capitol 2389

4. ANNA
Paul Weston—Columbia 29968

5. AFRAID
Vic Damone—Mercury 70108

6. SOMEBODY STOLE MY GAL
Johnnie Ray—Columbia 39961

7. SMOKING MY SAD CIGARETTE
Jo Stafford—Columbia 39951

8. YOKOHAMA MAMA
Harry Kari—Capitol 2392

Country & Western

1. MEXICAN JOE
Jim Reeves—Abbott 116

2. CALL ME UP
Wade Ray—RCA Victor 20-5199

3. IF THEY SHOULD ASK ME
Wade Ray—RCA Victor 20-5199

4. AFTER YOU LEAVE
Marty Robbins—Columbia 21075

5. KNOT HOLE
The Carlisles—Mercury 70109

6. THAT'S IT
Porter Wagoner—RCA Victor 20-5215

The Operators Pick

Popular

1. I'M SITTING ON TOP OF THE WORLD
Les Paul-Mary Ford—Capitol 2400

2. HELLO, SUNSHINE
Norman Brooks—Zodiac 101

3. GOMEN NASAI
Richard Bowers—Columbia 39954

4. GOMEN NASAI
Eddy Howard—Mercury 70107

5. ANNA
Silvana Mangano—M-G-M 11457

6. MAGIC TOUCH
Hugo Winterhalter Ork—RCA Victor 20-5209

Country & Western

1. PLAYIN' DOMINOES AND SHOOTIN' DICE
Ramblin' Jimmie Dolan—Capitol 2367

2. HONEYMOON ON A ROCKET SHIP
Hank Snow—RCA Victor 20-5155

3. I WILL MISS YOU WHEN YOU GO
Ernest Tubbs—Decca 28550

4. I HAVEN'T GOT THE HEART
Webb Pierce—Decca 28594

5. LET ME KNOW
Skeets McDonald—Capitol 2326

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

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Hits Top With Hot Pops!

BEST SELLERS

1. **DOGGIE IN THE WINDOW**
Jealous Eyes **PATTI PAGE**.....No. 70070*
2. **CARAVAN**
While We Dream.....**RALPH MARGERIE**.....No. 70097*
3. **NO HELP WANTED**
Texarkana Baby.....**RUSTY DRAPER**.....No. 70077*
4. **SEVEN LONELY DAYS**
If You Take My Heart Away..**GEORGIA GIBBS**.....No. 70095*
5. **TELL ME YOU'RE MINE**
Aye, Aye, Aye.....**THE GAYLORDS**.....No. 70067*
6. **GOMEN NASAI**
Kiss Your Tears Away.....**EDDY HOWARD**.....No. 70107*
7. **THE BULL WALKED AROUND OLAY**
Changeable**RICHARD HAYES**.....No. 70103*
8. **ANNA**
April In Portugal.....**RICHARD HAYMAN**.....No. 70114*
9. **RAMONA**
Spinning A Web.....**THE GAYLORDS**.....No. 70112*
10. **AFRAID**
Lovelight**VIC DAMONE**.....No. 70108*

A NOVEL SOUND!

"THE LITTLE RED MONKEY"

By **JERRY MURAD'S**

HARMONICATS



Introducing
The Clavioline
MERCURY 70118*

VARIETY Wednesday, March 18, 1953

Jocks, Jukes and Disks

By **MIKE GROSS**

Vic Damone: "Love Light", "Afraid" (Mercury). "Love Light" is a distinctive disk entry on two counts. It's one of the prettiest ballads to come out of Tin Pan Alley in some time and it showcases Vic Damone as a mature, romantic crooner who knows what a love-lyric means and how to get its meaning across. Tune's melody and lyric hugs the ear and Damone's delivery tightens the grip. It's destined for big jock play and could take off. "Afraid" is a fair ballad which Damone sells with topdrawer lyric feeling.

OPERATION POP LP



Will Make Amazing 'Cents' To You

WHAT IS OPERATION POP LP?

Operation Pop LP is another in a series of Mercury's successful promotional campaigns. It is designed to give progressive record dealers a greater profit return by sharing in a volume sales plan.

HOW CAN YOU INCREASE YOUR PROFIT WITH THIS PLAN?

1. Make your purchase of MERCURY Long-Playing 25000 series (popular recording artists) through this-profit sharing Operation Pop LP deal.
2. For each Operation Pop LP deal you buy, you'll receive your choice of 10 additional 25000 series LP's **FREE!**
3. The deal consists of 50 Mercury 25000 series LP records with a minimum of 25 different titles.
4. In dollars and cents, this means that you invest \$92.50, you get back \$165.00, for a neat net profit of \$72.50!

Yes, exactly 78% return on your investment!

HOW SOON CAN YOU GET IN ON OPERATION POP LP?

Right now—through April 15, 1953. Your Mercury Salesman will call on you shortly and arrange all the details.

Mercury designed this profit sharing plan for you! Make the most of this opportunity by having your order for Operation Pop LP ready when he calls.

JUST OUT!

DINAH WASHINGTON

"AIN'T NOTHIN' GOOD"

COUPLED WITH

"YOU LET MY LOVE GROW COLD"

No. 70125*



The Billboard Music Popularity Charts

... for Week Ending March 21

TOP POPULAR RECORDS

Best Selling Singles

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 singles including 'Doggie in the Window', 'Till I Waltz Again with You', and 'I Believe'.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 singles including 'Doggie in the Window', 'Till I Waltz Again with You', and 'I Believe'.

Most Played by Jockeys

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 singles including 'Doggie in the Window', 'Tell Me You're Mine', and 'Side by Side'.

Best Selling Popular Albums

Albums 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. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Album Title, Weeks on Chart. Lists top 10 albums for 33 1/2 R.P.M. and 45 R.P.M. including 'Hans Christian Andersen' and 'Music for Lovers Only'.

Best Selling Children's Records

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 record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 13 children's records including 'Peter Pan', 'Bozo Has a Party', and 'Tweety Pie'.

the "money songs"*

ARE ON RCA VICTOR RECORDS

*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

BEST SELLERS

This Week's
RCA Victor
Best Sellers
Re-Order Form

NEW RELEASES

RCA Victor—
Release #53-13

POPULAR

78 | 45

- HOT TODDY/SERENADE**
Ralph Flanagan20-5095 (47-5095)
- WILD HORSES/I CONFESS**
Perry Como20-5152 (47-5152)
- HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED**
Eddie Fisher20-5137 (47-5137)
- DON'T LET THE STARS GET IN YOUR EYES/LIES**
Perry Como20-5064 (47-5064)
- TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED**
Buddy Morrow20-5212 (47-5212)
-  **Another Hit With the Magic Touch of HUGO WINTERHALTER**
THE MAGIC TOUCH/WILL-O-THE-WISP ROMANCE
20-5209 (47-5209)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES**
Freddy Martin20-5052 (47-5052)
- LAST STOP/I'M WITH YOU**
Dorothy Loudon20-5238 (47-5238)
- I FELT LIKE I'M GONNA LIVE FOREVER/HOW COULD YOU**
Sunny Gale20-5216 (47-5116)
- ECSTASY TANGO/WAGGASHOE**
The Three Suns20-5185 (47-5185)
- SALOME/LET ME KNOW**
Dinah Shore20-5176 (47-5176)
- I DON'T KNOW/HEY, MRS. JONES**
Buddy Morrow20-5117 (47-5117)
- BLUE VIOLINS/FANDANGO**
Hugo Winterhalter20-4997 (47-4997)
- GOMEN NASAI (FORGIVE ME)/SPRINGFIELD MOUNTAIN**
Harry Belafonte20-5210 (45-5210)
- LONELY EYES/SMALL WORLD**
Vaughn Monroe20-5145 (47-5145)

COUNTRY-WESTERN

- YOU ALWAYS HURT THE ONE YOU LOVE/I'M GONNA LOCK MY HEART**
Eddy Arnold20-5193 (47-5193)
- MOONLIGHT & ROSES/THE MISSOURI WALTZ**
Eddy Arnold20-5192 (47-5192)
- DON'T LET THE STARS GET IN YOUR EYEBALLS/UNHAPPY DAY**
Homer & Jethro20-5214 (47-5214)
- HONEYMOON ON A ROCKET SHIP/THERE WASN'T AN ORGAN AT OUR WEDDING**
Hank Snow20-5155 (47-5155)
- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'**
Hank Snow20-5034 (47-5034)

RHYTHM AND BLUES


- NUMBER 000/FOOL THAT I BE**
Otis Blackwell20-5225 (47-5225)
- I WANNA KNOW/LAUGHING BLUES**
The Du Droppers20-5229 (47-5229)
- BREAKFAST BALL/BLUE BOOGIE**
Boots Brown20-5228 (47-5228)

POPULAR

78 | 45

A-L-B-U-Q-U-E-R-Q-U-E MOON
Ralph Flanagan and His Orch.
Vocal refrain by Ralph Flanagan and the Singing Winds.
America's Number 1 Band.
Billboard 1953 Disc Jockey Poll 20-5237 (47-5237)*

Spike Jones
with the novelty hit of the year



LULU HAD A BABY

and
THE BOYS IN THE BACK ROOM
20-5239 (47-5239)*

SWEET THING WHY COME CRYING TO ME
Dinah Shore with Harry Zimmerman's Orch.... 20-5247 (47-5247)*




The Most Exciting Band in America
The Sauter-Finegan Orchestra plays
NOW THAT I'M IN LOVE YANKEE DOODLETOWN
Vocal refrain by Anita Boyer
20-5248 (47-5248)*

MIDSUMMER POLKA ACCORDION WALTZ
Six Fat Dutchmen. Under direction of H. Loeffelmacher... 20-5244 (47-5244)*

SO LONG, DARLIN'—Polka
GIMME—Polka
Ted Tyle and his Orch.
With the Carter Farris Singers... 20-5245 (47-5245)*

COUNTRY-WESTERN



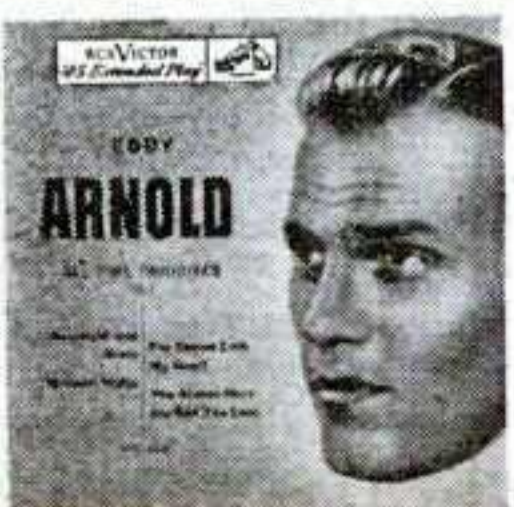
Build Your Country-Western Business With
I CAN'T LIE TO MYSELF and THE HOUSE OF BROKEN DREAMS
Bob Nolan's
20-5241 (47-5241)*

DON'T BE ASHAMED OF YOUR PAST BLAME IT ON THE MOONLIGHT
Red Garrett20-5242 (47-5242)*

TEN LITTLE BLUEBIRDS IN MY LAPEL OO OOH DADDY
Johnnie Lee Wills and his Boys... 20-5243 (47-5243)*

*45 rpm cat. nos.

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPA-428



EPA-440



EOA-433

CLIP—
FILL IN—
ORDER
TODAY!

A
L
B
U
Q
U
E
R
Q
U
E

the
deejay's
choice,
**ralph
flanagan**



AMERICA'S #1 BAND
1953 Billboard Poll

plays
a big new train-tune hit
ALBUQUERQUE
backed
with
MOON
RCA Victor Record No. 20/47-5237

another great performance.
by
**dinah
shore**

and
**sweet
thing**

**WHY
COME CRYING TO ME**
20/47-5247



RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

... for Week Ending March 21

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Dallas-Fort Worth Pittsburgh.... CAN'T I	Nat (King) Cole, Capitol 2389
Pittsburgh Dallas-Fort Worth.... DANCIN' WITH SOMEONE	T. Brewer, Coral 60953
Pittsburgh.... RAMONA	Gaylords, Mercury 70112
New York Seattle Detroit.... BLUE GARDENIA	Nat (King) Cole, Capitol 2389
St. Louis Washington, D. C. Boston New York Detroit.... I'M SITTING ON TOP OF THE WORLD	L. Paul & M. Ford, Capitol 2400
Dallas-Fort Worth.... GOMEN NASAI	E. Howard, Mercury 70107

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Side by Side
K. Starr, Capitol
4. Pretend
Nat (King) Cole, Capitol
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
7. Tell Me You're Mine
Gaylords, Mercury
8. Your Cheatin' Heart
J. James, M-G-M
9. I Believe
F. Laine, Columbia
10. Blue Gardenia
Nat (King) Cole, Capitol

Chicago

1. Doggie in the Window
P. Page, Mercury
2. Tell Me a Story
F. Laine-J. Boyd, Columbia
3. Caravan
R. Marterie, Mercury
4. I Believe
F. Laine, Columbia

5. Till I Waltz Again With You
T. Brewer, Coral
6. Wild Horses
P. Como, Victor
7. Don't Let the Stars Get in Your Eyes
P. Como, Victor
8. No Help Wanted
R. Draper, Mercury
9. Side by Side
K. Starr, Capitol
10. Anywhere I Wander
J. LaRosa, Cadence

Los Angeles

1. Doggie in the Window
P. Page, Mercury
2. Tell Me You're Mine
Gaylords, Mercury
3. Till I Waltz Again With You
T. Brewer, Coral
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Oh, Happy Day
L. Welk, Coral
6. Gomen Nasai
R. Bowers-Tokyo Ork, Columbia
7. Pretend
Nat (King) Cole, Capitol
8. Yes, Sir, That's My Baby
H. Kari, Capitol
9. Tell Me a Story
F. Laine-J. Boyd, Columbia
10. Song From Moulin Rouge
P. Faith, Columbia

Dallas-Ft. Worth

1. Till I Waltz Again With You
T. Brewer, Coral
2. Don't Let the Stars Get in Your Eyes
P. Como, Victor
3. Doggie in the Window
P. Page, Mercury
4. Dancin' With Someone
T. Brewer, Coral
5. Can't I
Nat (King) Cole, Capitol
6. Wild Horses
P. Como, Victor
7. Have You Heard?
J. James, M-G-M
8. Gomen Nasai
E. Howard, Mercury

Denver

1. Till I Waltz Again With You
T. Brewer, Coral
2. Doggie in the Window
P. Page, Mercury
3. Pretend
Nat (King) Cole, Capitol
4. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
5. Side by Side
K. Starr, Capitol
6. Wild Horses
P. Como, Victor
7. Oh, Happy Day
L. Welk, Coral

Philadelphia

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Wild Horses
P. Como, Victor
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Your Cheatin' Heart
J. James, M-G-M
6. Pretend
E. Barton, Coral
7. Hello, Sunshine
N. Brooks, Zodiac
8. Tell Me a Story
F. Laine-J. Boyd, Columbia
9. Tell Me You're Mine
Gaylords, Mercury
10. Oh, Happy Day
D. Howard, Essex

Atlanta

1. No Help Wanted
R. Draper, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. Doggie in the Window
P. Page, Mercury
4. Have You Heard?
J. James, M-G-M
5. Tell Me You're Mine
Gaylords, Mercury
6. Side by Side
K. Starr, Capitol
7. Pretend
Nat (King) Cole, Capitol
8. Wild Horses
P. Como, Victor
9. Gomen Nasai
R. Bowers-Tokyo Ork, Columbia
10. Seven Lonely Days
G. Gibbs, Mercury

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. Pour Me a Glass of Teardrops
B. Williams, M-G-M
3. Tell Me a Story
F. Laine-J. Boyd, Columbia
4. Till I Waltz Again With You
T. Brewer, Coral
5. Wild Horses
P. Como, Victor
6. Your Cheatin' Heart
J. James, M-G-M
7. Can't I
Nat (King) Cole, Capitol
8. Tell Me You're Mine
Gaylords, Mercury
9. Dancin' With Someone
T. Brewer, Coral
10. Ramona
Gaylords, Mercury

Detroit

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Tell Me a Story
F. Laine-J. Boyd, Columbia
4. Say It With Your Heart
B. Carroll, Derby
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. April in Portugal
L. Baxter, Capitol
7. Till I Waltz Again With You
T. Brewer, Coral
8. Pretend
Nat (King) Cole, Capitol
9. Blue Gardenia
Nat (King) Cole, Capitol
10. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol

St. Louis

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. Tell Me a Story
F. Laine, J. Boyd, Columbia
4. I Believe
F. Laine, Columbia
5. Your Cheatin' Heart
J. James, M-G-M
6. Gomen Nasai
H. Belafonte, Victor
7. Little Boy and the Old Man
F. Laine-J. Boyd, Columbia
8. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
9. Hot Toddy
R. Flanagan, Victor
10. Hello, Sunshine
N. Brooks, Zodiac

Boston

1. Doggie in the Window
P. Page, Mercury
2. Tell Me a Story
F. Laine & J. Boyd, Columbia
3. I Believe
F. Laine, Columbia
4. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
5. Tell Me You're Mine
Gaylords, Mercury
6. Till I Waltz Again With You
T. Brewer, Coral
7. No Help Wanted
R. Draper, Mercury
8. Side by Side
K. Starr, Capitol
9. Song From Moulin Rouge
P. Faith, Columbia
10. Kaw-Liga
H. Williams, M-G-M

Cincinnati

1. Doggie in the Window
P. Page, Mercury
2. Your Cheatin' Heart
J. James, M-G-M
3. I Believe
F. Laine, Columbia
4. Pretend
Nat (King) Cole, Capitol
5. Tell Me a Story
F. Laine-J. Boyd, Columbia
6. How Do You Speak to an Angel?
E. Fisher-H. Winterhalter, Victor
7. Tell Me You're Mine
Gaylords, Mercury
8. Till I Waltz Again With You
T. Brewer, Coral
9. Seven Lonely Days
G. Gibbs, Mercury
10. Side by Side
K. Starr, Capitol

New Orleans

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. April in Portugal
L. Baxter, Capitol
4. Your Cheatin' Heart
J. James, M-G-M
5. Tell Me You're Mine
Gaylords, Mercury
6. I Believe
F. Laine, Columbia
7. Side by Side
K. Starr, Capitol
8. Without My Lover
J. Stafford, Columbia

Seattle

1. Till I Waltz Again With You
T. Brewer, Coral
2. Doggie in the Window
P. Page, Mercury
3. Pretend
Nat (King) Cole, Capitol
4. Tell Me You're Mine
Gaylords, Mercury
5. Don't Let the Stars Get in Your Eyes
P. Como, Victor
6. Gomen Nasai
R. Bowers-Tokyo Ork, Columbia
7. Blue Gardenia
Nat (King) Cole, Capitol

Washington-Baltimore

1. Doggie in the Window
P. Page, Mercury
2. Till I Waltz Again With You
T. Brewer, Coral
3. I Believe
F. Laine, Columbia
4. Don't Let the Stars Get in Your Eyes
P. Como, Victor
5. Hold Me, Thrill Me, Kiss Me
K. Chandler, Coral
6. Wild Horses
P. Como, Victor
7. I'm Sitting on Top of the World
L. Paul & M. Ford, Capitol
8. Side by Side
K. Starr, Capitol
9. Song From Moulin Rouge
P. Faith, Columbia
10. Say It With Your Heart
B. Carroll, Derby



BENNY STRONG

WATCH THIS 1st IMPERIAL POP RECORD GO!

'GONNA GET A GIRL'

b/w

'OPEN HOUSE'

Imperial 4001

Imperial Records

6425 Hollywood Blvd.

Hollywood 28, Calif.

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending March 21

TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
TWO EASTER SUNDAY SWEETHEARTS MY BUNNY AND MY SISTER SUE	Jimmy Boyd	39955 • 4-39955
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 • 4-39944
GLAD RAG DOLL SOMEBODY STOLE MY GAL	Johnnie Ray	39961 • 4-39961
GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 • 4-39954
SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 • 4-39909
WITHOUT MY LOVER SMOKING MY SAD CIGARETTE	Jo Stafford	39951 • 4-39951
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
KEEP IT A SECRET ONCE TO EVERY HEART	Jo Stafford	39891 • 4-39891
ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 • 4-39964
MISTER TAP TOE YOUR MOTHER AND MINE	Doris Day	39906 • 4-39906
A FOOL SUCH AS I JUST BECAUSE YOU'RE YOU	Jo Stafford	39930 • 4-39930
CONGRATULATIONS TO SOMEONE TAKE ME	Tony Bennett	39910 • 4-39910

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending March 21

I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 • 4-21022
MY LONELY HEART'S RUNNIN' WILD THAT'S THE KIND OF LOVE I'M LOOKING FOR	Carl Smith	21051 • 4-21051
BITTER TEARS REDSKIN RAG	Leon McAuliffe	21072 • 4-21072
NO HELP WANTED HEARTS AND FLOWERS	The Maddox Brothers and Rose	21065 • 4-21065
I'M AN OLD, OLD MAN YOU'RE JUST MINE	Lefty Frizzell	21034 • 4-21034
DON'T LET THE STARS GET IN YOUR EYES I LOST THE ONLY LOVE I KNEW	Ray Price	21025 • 4-21025
DIM LIGHTS, THICK SMOKE FLINT HILL SPECIAL	Lester Flatt and Earl Scruggs	21054 • 4-21054
JUST A VEIL BETWEEN WE'LL BE HAPPY ALL THE TIME	The Chuck Wagon Gang	21058-s • 4-21058-s
NO SWALLERIN' PLACE JUKE BOX BLUES	June Carter	21074 • 4-21074

BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW	"Lp" GL 521 • 45 Set G 4-18 78 Set G-18
BROADWAY'S BEST	Jo Stafford "Lp" CL 6238 • 45 Set B-328
ANNA RUSSELL SINGS!	"Lp" ML 4595
SWEETHEARTS	Marion Marlowe and Frank Parker "Lp" CL 6241 • 45 Set B-331 • 78 Set C-331
DON JUAN IN HELL (Shaw)	First Drama Quartette Set SL-160
LIBERACE at the piano	"Lp" CL 6217 • 45 Set B-308 • 78 Set C-308
HOLLYWOOD'S BEST	Rosemary Clooney and Harry James "Lp" CL 6224 • 45 Set B-319
Tchaikovsky: SYMPHONY NO. 6 (Pathetique)	The Philadelphia Orch., Eugene Ormandy, Cond. "Lp" ML 4544
Berlioz: HAROLD IN ITALY	William Primrose, viola, with Sir Thomas Beecham, Bart., cond. the Royal Philharmonic Orch. "Lp" ML 4542

NEW POPULAR RECORDS

Doris Day with Paul Weston WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY 39970 • 4-39970	Felicia Sanders I MAY NOT REMEMBER YOUR NAME WHAT SHOULD I DO 39965 • 4-39965
Sarah Vaughan with Percy Faith SPRING WILL BE A LITTLE LATE THIS YEAR A BLUES SERENADE 39963 • 4-39963	Louis Prima OH, MARIE LUIGI 39969 • 4-39969

NEW FOLK MUSIC RECORDS

Carl Smith ORCHIDS MEAN GOODBYE JUST WAIT 'TIL I GET YOU ALONE 21087 • 4-21087	Wilma Lee and Stoney Cooper DON'T PLAY THAT SONG YOU BELONG TO SOMEBODY ELSE 21088 • 4-21088
---	--

NEW POP ALBUM

DORIS DAY

in songs from her new
Warner Bros. movie

BY THE LIGHT OF THE SILVERY MOON

By the Light of the Silv'ry Moon *
King Chanticleer * Your Eyes Have
Told Me So * I'll Forget You * Just
One Girl * Be My Little Baby Bumble
Bee * Ain't We Got Fun? * If You
Were the Only Girl

with Paul Weston and his Orchestra
and the Norman Luboff Choir

"Lp" CL 6248 • 45 Set B-334 •
78 Set C-334

1953's
big Easter smash!

the incomparable **JIMMY BOYD**
in
My Bunny and My Sister Sue
and
Two Easter Sunday Sweethearts

39955 • 4-39955
MJV 160 • MJV 4-160

COLUMBIA RECORDS

VOX JOX

By GENE PLOTNIK

Chatter

Ernie Roth, WCMW, Canton, O., taped in Bill Lawrence as his partner for an entire week recently and received a flock of mail as a result. . . . Jim Dougherty has a new wake-up show on WGPA, Bethlehem, Pa. . . . Brad Lacey, WKXL, Concord, N. H., has 67 members in his Hornooters' Club, and they blow horns or make any kind of noise they want to whenever Lacey gives the word. . . . Jack Kyte, WMLN, Mt. Clemens, Mich., reports that he recently broke his request record with 62 phone calls on his four-hour "Request Time." Previous record for Kyte was 48. . . . Grady Reeves, WBHP, Huntsville, Ala., has added two hours of pop to his "Swingtime Serenade," bringing his total to 30 hours a week. . . . Art Laboe has switched his daily show on WGFJ, Hollywood, to a new time, 5:30 p.m. . . . Clarence Hamann, WJMR, New Orleans, and Larry Regan, WTPS, same city, are making plans for a

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard MARCH 27, 1943

1. I've Heard That Song Before
2. Brazil
3. That Old Black Magic
4. It Started All Over Again
5. There Are Such Things
6. You'd Be So Nice to Come Home to
7. Don't Get Around Much Anymore
8. Moonlight Becomes You
9. I Had the Craziest Dream
10. As Time Goes By

MARCH 27, 1948

1. Now Is the Hour
2. I'm Looking Over a Four Leaf Clover
3. Manana
4. Beg Your Pardon
5. Ballerina
6. Serenade of the Bells
7. But Beautiful
8. The Best Things in Life Are Free
9. The Dickey-Bird Song
10. Slap 'Er Down Again Paw

trip to New York the end of June. . . . Bob Crane, WICC, Bridgeport, Conn., has started "Jazz Cavalcade" Saturdays 1:15 to 2 p.m., featuring at least one jazz concert album per show. This is in addition to Crane's 6-10 a.m. daily show. . . . Jim Stewart, WRBL, Columbus, Ga., borrows old records from listeners for his "Collector's Corner" to supplement the oldies in the station library. . . . Ronnie Evans on his "The Farm Revue" on WRBL-FM, same city, is using classical disks only, bucking the theory that farmers like

DEALER DOINGS

By BOB FRANCIS

Quack! Quack!

A reply has arrived to dealer Al Meyer's query in this column as to how to handle obstreperous moppets in his shop (The Billboard, March 7). The idea originates with Rubin Zeidman of Lester's, Providence. Writes Rubin, "The children are the problem and not the parents. This is how we have been fairly successful in holding the youngsters' attention. A customer's child forgot a little rubber duck one day, and when I was later playing a record for another customer who had a child with her, I nonchalantly set the duck on the middle of the record. I discovered that the child kept his eyes glued on it as it spun around. Since then, when I notice that children are inattentive to their parents, I bring the duck out and stand the kids in front of a machine so they can watch and listen."

Queries, Suggestions

"Longhair is strong in our town," writes A. D. Vespa of the Harmony Shop, State College, Pa., "except for the New York cut-rate market, which hurts us very much. The town is a strong New York Times subscriber and resultant cut-rate business to New York via mail order is tremendous. Would appreciate some suggestions to offset this deplorable situation." . . . Ferguson's Music Shop, Memphis, would

only country and western tunes, and Ronnie says he's getting a big response. . . . Gil Henry, KING, Seattle, recently completed his popularity survey among listeners of his "King's Open House." Doris Day was voted top thrush, and Eddie Fisher, top male vocalist. . . . In the second annual showmanship poll conducted by WIP, Philadelphia, 10,445 votes were cast, with top vocal honors going to Frankie Laine and Joni James and the top band win going to Billy May. . . . Jack Thayer, WTCN, Minneapolis, is now writing a regular music column, "Man About Town," for The Minneapolis News. . . . Jim Kirwan, WNIK, Norwalk, Conn., has changed the name of his 3-6 p.m. daily show from "Melody Carousel" to "Kirwan's Karousel." . . . Bob Duck, WMLS, Sylacauga, Ala., is rounding up taped greetings and felicitations from artists and other deejays for his station's fifth anniversary in May. . . . Jackson Lowe has moved his pop and jazz show to WOL, Washington, daily 2-4 p.m. to 1 a.m.

like to know why Victor, Columbia and Decca don't mark which of their earlier LP releases are high fidelity recordings. Capitol has its FDS markings and Mercury its Olympian series. Ferguson points out that most recent Victor releases are marked New Orthophonic Sound, but feels sure there must be some earlier LP's that are also high fidelity and wishes he knew which. He believes it would boost sales. . . . Notes Adrian's, Hutchinson, Kan., "A recording of 'Side by Side' by Norman Brooks right now would put the old tune at the top three level. We've had calls for it, since he recently aired it on the Columbia Broadcasting System." Adrian's also puts in a plug for his local Capitol distributor for "best all around service for 1952."

Around and About

Herbert Gray, of the Music Box, Hillsdale, N. J., reports that Bob Kennedy, emcee of Coca-Cola's TV seg, "Sense and Nonsense," has just recorded "I'll Be Lonesome Again," for Reveal Records, a small local company. The platter, says Gray, is really stepping out down Hillsdale way. . . . Bob Spence, of Spence Music Shop, Whitingville, Mass., advises of a good sales gimmick started last month. He keeps a card index of each customer's purchases, regardless of price. When the customer has bought a dozen, he gets a 13th for free (average price). The idea has brought back a lot of old customers and also serves as an excellent springboard to build a good, fresh mailing list. . . . Caldwell's Record Shop, Leesville, La., has developed a good ad promotion. The outlet furnishes the local drive-in theater with a dozen or more 45's each week in return for a screen ad shown twice nightly. The ad calls attention to the fact that the music is by courtesy of the record shop. About 1,000 people see it on Sundays and half that number during the week. Business has increased steadily since the swap started. . . . Nick Lomakin, of Pittsburgh, advises that his shop is back in business after a three-week hiatus due to water damage caused by a fire next door. . . . Bernie Skidell, of ABC Recordteria, Chicago, says that when all major companies release their versions of one tune, he makes it a policy to order only one. Skidell says, "The customers and I can't absorb all the records released. There are too many new artists and too many cover records. When we debate whether to buy or wait, usually we wait."

The Billboard's Music Popularity Charts

Classical Records

. . . For Week Ending March 21

Best Selling Classics

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 record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw Chorale; NBC Sym-phony Ork, A. Toscanini, conductor. . . . V(33)LM-6009	1	24
2.	ANNA RUSSELL SINGS—A. Russell, H. Bworkin, piano Col(33)ML-4594	2	12
3.	VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw Chorale; RCA Victor Ork V(33)LM-6008	—	11
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor. . . . Mercury(33)MG-50009	—	1
5.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin-stein, piano, NBC Symphony Ork, V. Golschmann. . . . V(33)LM-1005	3	13
5.	SHAW: DON JUAN IN HELL—Sir Cedric Hardwick, Charles Laughton, Agnes Moorehead, Charles Boyer. . . . Col(33)SL-166	4	25
45 R.P.M.			
1.	RACHMANINOFF: CONCERTO FOR PIANO, NO. 2—A. Rubinstein, NBC Symphony Ork. . . . V(45)WDM-1075	1	15
2.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor. . . . V(45)WDM-262	1	33
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor Philadelphia Ork. . . . V(45)WDM-1020	3	7
3.	BEETHOVEN: SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw Chorale; NBC Sym-phony Ork, A. Toscanini, conductor. . . V(45)WDM-605	4	5
5.	TCHAIKOVSKY: SWAN LAKE BALLET—St. Louis Symphony Ork, V. Golschmann, conductor. . . . V(45)WDM-1028	4	62

Reviews of the Current Classical Releases

ELGAR: ENIGMA VARIATIONS, OP. 36; BRAHMS: VARIATIONS ON A THEME BY HAYDN, OP. 56a—Arturo Toscanini and the NBC Symphony Orchestra (1-12") 80
V (33) LM 1725

Elgar's fame here, such as it is, is based almost entirely on "Enigma," which has captured the interest of concert-goers, not alone by the beauty of the score, but also by the puzzle, now largely cleared up, of who the personalities he describes in the music are. The work is given a stunning performance by Toscanini. The Brahms "Haydn" variations has long been a specialty of the maestro, and he stages the opus with grace and insight. Tho Toscanini is among the bumper crop of conductors who have previously recorded the latter on LP this new disk is a potent catalog addition, presented in glorious sound by Victor.

GLINKA: A LIFE FOR THE CZAR—The Chorus and Orchestra of the Bolshoi Opera; Alexander Melik-Pashaiev, Cond. (3-12") 74
Vanguard (33) VRS 6010-12

This is another in the series of Russian waxings that Vanguard is releasing in the United States. And this complete version of Glinka's "A Life for the Czar" is a first-rate recording of the thoro nationalistic Russian work. All of the performances are excellent, including the soloists, the chorus and orchestra of the Bolshoi Theater, under the very capable direction of Alexander Melik-Pashaiev. Maxim Mikhailov, as Ivan, is outstanding; Tanya Shpieler, as Antonida, turns in a lovely performance, and Elena Antonova, Georg Nelepp, Serge Svetlanov and the other members of the cast are fine. The girls' chorus stands out thruout the entire opera, and the waxing is a memorable one. The diskery has packaged the set attractively, including a full libretto with the English translation, as well as a short history of the opera. The recording is up to a high standard. This is the only complete version of the Glinka work, and should be of interest to many opera fans.

CHOPIN: PIANO CONCERTO NOS. 1 AND 4 IMPROMPTUS—Mieczyslaw Horszowski, Pianist (1-12") 73
Vox (33) PL 7870

The performances on this 12-inch disk by pianist Mieczyslaw Horszowski and the Vienna State Philharmonic conducted by Hans Swarowsky capture the melancholy loveliness of the composer's "Piano Concerto No. 1 in E Minor." Flip carries the melodic, brilliant Impromptus in A flat major, F sharp minor, G flat major and C sharp minor. The performances are admirable technically, and lovers of this romantic, mood-evoking music will find this well-engineered disk to their liking.

RACHMANINOFF. PRELUDE IN C SHARP AND G MINOR; LISZT: HUNGARIAN RHAPSODY NO. 2—Leonard Pennario, Pianist (1-10") 72
Capitol (33) H 8186

This Capitol 10-inch LP couples three of the best known pieces written by composers who were noted for their technical virtuosity. One side contains Rachmaninoff's "Preludes in C Sharp and G Minor." To the first of these—written when Rachmaninoff was very young—and to the second, which is surely one of the composer's most fluid and melodic pieces, Leonard Pennario gives careful, sensitive readings. Side 2 holds Liszt's Hungarian Rhapsody No. 2, and to this flashy, folk-derived composition Pennario brings a properly fiery interpretation.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor. **HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

The Nation's Most Talked About Musical Personality

PAUL NEIGHBORS

Featuring . . .

- RALPH ANTHONY
- THE THREE NEIGHBORS



CURRENTLY
CHASE HOTEL
ST. LOUIS, MISSOURI

PERSONAL MANAGEMENT
H. EAMES BISHOP
ARTIST MANAGEMENT
139 SOUTH BEVERLY DRIVE

BOOKING:
MUSIC CORPORATION OF AMERICA

Academy Award Winner!

For the Best Motion Picture Song of 1952 . . .

“HIGH NOON”

Sung in the Film and Recorded on Capitol by

TEX RITTER

Record No. 2120



The Billboard Music Popularity Charts . . . for Week Ending March 21

TOP COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

This advice is passed along by Orville Jack Jackson, WGGH, Marion, Ill., deejay, "After hearing a few deejays who spent more time talking than playing music, I began to wonder whether they were presenting music or themselves, and resolved to play records—not myself." . . . New York hillbilly Dave Moss, program director at WESC, Greenville, S. C., has moved over to WCRS, same city, as program and sports director. . . . Down East Point, Ga., way, WTJH's Bob Kilgore passes the info that the reverse sides of ballyhooed tunes often are most popular with his listeners. . . . Arlene Wright has moved over to WD-TV in Pittsburgh, for a daily half-hour television show with Abbie Neal. It's sponsored by a jewelry firm, and is in addition to her WMTR deejay show in Morristown, N. J.

Now booking shows into the 1,000-seat Pick Theater in Mt. Airy, N. C., is WPAQ's Uncle Joe Johnson. The shows are a Wednesday night "Jamboree" affair featuring a different headliner each week. Lester Flatt and Earle Scruggs hold house records thus far. Forthcoming dates will be filled by Jim Eanes (Decca), the Johnson Brothers (Mercury), Jack Shelton and Company (WNOX). . . . Jimmie Heap and the Melody Masters of KTAE, Taylor, Tex., trekked to Dallas for a Capitol recording session under direction of Ken Nelson, and using WFA studios. . . . Tex Ritter's "Buffalo Dream" (Capitol) recording is getting a big response from WLOV, Norfolk, listeners, Sheriff Tex Davis reports.

San Antonio is getting a host of stars at its rodeo, with Rex

Allen packing them in. Among those who've played are Hank Snow, the Carlises, Marty Robbins, the Madox Brothers and Rose, Johnnie Lee Willis, Red Sovine and Claude King. . . . And a San Antonloan, Big Bill Lister (Capitol), is working the "Big D Jamboree" in Dallas.

Earl Peterson, WFYC, Alma, Mich., deejay, now has a Saturday (3 p.m.) band show featuring

FIVE YEARS AGO THIS WEEK

Rome Johnson was working at WLW, Cincinnati. . . . Hawkshaw Hawkins bought two show horses to work persons during the summer. . . . Bill Nettles left KOGI, Orange, Tex., to go to KMLB, Monroe, La. . . . Tex Williams opened at the Riverside Rancho, Los Angeles. . . . Clyde Grubb, the Knoxville artist on Victor, was doing persons thru Tennessee. . . . Smilin' Red Maxedon was working out of WJBK, Detroit, and disking for Arcadia.

his own Sons of the Golden West on the station. It's in addition to a daily show on WFYC, appearances at Peterson's "Lass Lake Rustic Pavilion" nearby and recordings on the Nugget label. The latter is a record company owned by Peterson and his mother, Mrs. Pearl Lewis, of Breckenridge, Mich. Two sides already have been released — songs about Michigan.

WHOO's Jim Wilson, Orlando, Fla., completed a week's stint from the Central Florida Exposition. (Continued on page 41)

ANOTHER SMASH SONG

Another Great Record

"The Original by the Composer"

Slim Willet's

The Red Rose
Live While You're Young
(Dream While You're Old)

Four Star 1637-45-1637

Four Star has the original hits

Rush your order for:

Bumming Around 1613
Jimmie Dean

Don't Let the Stars 1614

Let Me Know 1625

Slim Willet
The Hokey Pokey 1505

Sun Valley Trio

Jilted Love 1629

Webb Pierce

Jealous Love 1630

Davis Sisters

Gilt Edge Records

5085—Talking Blues #2—
Bill Tuff

5084—Hillbilly Impersonations
—Terry Fell

5082—Salty Dog—Bill Tuff

5086—Jealous Love—Stewart
Family

If not available in your
territory—write—wire—phone

Four Star Sales Co.

P.O. Box 2067-D

305 South Fair Oaks Ave.

Pasadena, California

National Best Sellers

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 thruout 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	Chart	Weeks
1. KAW-LIGA—Hank Williams	1	6	6
Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP			
2. NO HELP WANTED—Carlises	2	9	9
That Heart Is Not for Sale—Mercury(78)70028; (45)70028X45—BMI			
3. YOUR CHEATIN' HEART—H. Williams	3	6	6
Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI			
4. EDDY'S SONG—E. Arnold	5	10	10
Condemned Without Trial—V(78)20-5108; (45)47-5108—BMI			
5. DEATH OF HANK WILLIAMS—J. Cardwell	4	7	7
Two Arms—King(78)1172; (45)45-1172—BMI			
6. FOOL SUCH AS I—Hank Snow	7	10	10
Gal Who Invented Kissing—V(78)20-5034; (45)47-5034—ASCAP			
7. I'LL GO ON ALONE—Webb Pierce	8	6	6
That's Me Without You—Dec(78)28534; (45)9-28534—BMI			
7. LAST WALTZ—Webb Pierce	—	1	1
I Haven't Got the Heart—Dec(78)28594; (45)9-28594—BMI			
9. BUMMING AROUND—J. Dean	—	1	1
Picking Sweethearts—Four Star 1613—BMI			
10. PAYING FOR THAT BACK STREET AFFAIR— K. Wells	6	4	4
Crying Steel Guitar Waltz—Dec(78)28578; (45)9-28578—BMI			

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Chart	Weeks
1. KAW-LIGA—Hank Williams	1	6	6
M-G-M(78)11416; (45)K-11416—ASCAP			
2. NO HELP WANTED—Carlises	2	12	12
Mercury(78)70028; (45)70028X45—BMI			
3. YOUR CHEATIN' HEART—H. Williams	3	3	3
M-G-M(78)11416; (45)K-11416—BMI			
4. GOIN' STEADY—F. Young	4	11	11
Cap(78)2299; (45)F-2299—BMI			
5. FOOL SUCH AS I—J. Snow	8	8	8
V(78)20-5034; (45)47-5034—ASCAP			
6. I'LL GO ON ALONE—M. Robbins	10	15	15
Col(78)21022; (45)4-21022—BMI			
7. BUMMING AROUND—J. Dean	5	4	4
Four Star 1613—BMI			
8. EDDY'S SONG—Eddy Arnold	6	4	4
V(78)20-5108; (45)47-5108—BMI			
8. I'LL GO ON ALONE—W. Pierce	—	2	2
Dec(78)28534; (45)9-28534—BMI			
10. MEXICAN JOE—J. Reeves	—	1	1
Abbott(78)116; (45)45-116—BMI			

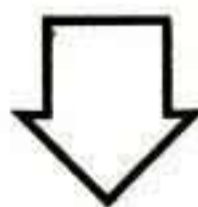
Most Played in Juke Boxes

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

This Week	Last Week	Chart	Weeks
1. KAW-LIGA—Hank Williams	1	6	6
M-G-M(78)11416; (45)K-11416—ASCAP			
2. YOUR CHEATIN' HEART—H. Williams	2	5	5
M-G-M(78)11416; (45)K-11416—ASCAP			
3. NO HELP WANTED—Carlises	4	7	7
Mercury(78)70028; (45)70028X45—BMI			
4. FOOL SUCH AS I—H. Snow	3	3	3
V(78)20-5034; (45)47-5034—ASCAP			
5. THAT'S ME WITHOUT YOU—W. Pierce	6	3	3
Dec(78)28534; (45)9-28534—BMI			
6. EDDY'S SONG—E. Arnold	5	7	7
V(78)20-5108; (45)47-5108—BMI			
7. I COULDN'T KEEP FROM CRYING—M. Robbins	—	1	1
Col(78)21075; (45)4-21075—BMI			
8. I'LL GO ON ALONE—W. Pierce	9	4	4
Dec(78)28534; (45)9-28534—BMI			
9. GOIN' STEADY—F. Young	7	2	2
Cap(78)2299; (45)F-2299—BMI			
10. HOT TODDY—Red Foley	—	1	1
Dec(78)28587; (45)9-28587—ASCAP			



HE'S
BACK



CLIFFIE STONE

and his
HOMETOWN HEPCATS

'PRETEND'

b/w

'LAST ROUND-UP'



CAPITOL 2407

The Billboard Music Popularity Chart

... for Week Ending March 21

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Houston... **BIG MAMOU** L. Davis, Okeh 18001
- Cincinnati... **TILL I WALTZ AGAIN WITH YOU** C. Gore-R. Wright, King 1169
- Nashville... **KNOT HOLE** Carlisles, Mercury 70109

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.

New Orleans

1. **Kaw-Liga**
H. Williams, M-G-M
2. **Your Cheatin' Heart**
H. Williams, M-G-M
3. **No Help Wanted**
Carlisles, Mercury
4. **Goin' Steady**
F. Young, Capitol
5. **Death Of Hank Williams**
J. Cardwell, King
6. **So Long**
M. Mullican, King
7. **Paying for That Back Street Affair**
K. Wells, Decca
8. **Fool Such As I**
H. Snow, Victor
9. **Bayou Baby**
M. Travis, Capitol
10. **Let Me Know**
S. McDonald, Capitol

Dallas-Ft. Worth

1. **Kaw-Liga**
H. Williams, M-G-M
2. **No Help Wanted**
Carlisles, Mercury
3. **Mexican Joe**
J. Reeves, Abbott
4. **Last Waltz**
W. Pierce, Decca
5. **After You Leave**
M. Robbins, Columbia
6. **Goin' Steady**
F. Young, Capitol
7. **I Couldn't Keep From Crying**
M. Robbins, Columbia
8. **Hot Toddy**
R. Foley, Decca
9. **Bumming Around**
J. Dean, Four Star
10. **That's Me Without You**
S. James, Capitol

Nashville

1. **After You Leave**
M. Robbins, Columbia
2. **Your Cheatin' Heart**
H. Williams, M-G-M
3. **No Help Wanted**
Carlisles, Mercury
4. **Kaw-Liga**
H. Williams, M-G-M
5. **I Haven't Got the Heart**
W. Pierce, Decca
6. **Last Waltz**
W. Pierce, Decca
7. **Hot Toddy**
R. Foley, Decca
8. **Paying for That Back Street Affair**
K. Wells, Decca
9. **Dear Judge**
E. Tubb, Decca
10. **Knothole**
Carlisles, Mercury

Houston

1. **Kaw Liga**
H. Williams, M-G-M
2. **Mexican Joe**
J. Reeves, Abbott
3. **Bumming Around**
J. Dean, Four Star

Get the Original

"STALIN KICKED THE BUCKET"

(Old Joe Laid Right Down and Died)

b/w

"I Finally Found the Girl of My Dreams"

Written and Recorded by

RAY ANDERSON
on Kentucky Record #573

GATEWAY RECORDS
3930 Spring Grove Ave., Cincinnati 23, O.
Phone: Klrb 5274

FOLK TALENT AND TUNES

Continued from page 40

tion w' ere he originated his deejay show... **Marty Rober** of WCKY, Cincinnati, is now with Coral Records... Country entertainers in the neighborhood of Bolton, Conn., are asked to look up **Smiling Jim Flaherty**, WHAY, New Britain, deejay who features western music in his new Rainbow Club... **Potato Pete Hunter** reports **Jim Reeves'** new Abbott release, "Mexican Joe," is catching on his show over KRCT, Baytown, Tex. Hunter now has 22½ hours weekly on KRCT.

Arizona Cliff Martin, star of **Ted Steele's** daily show on WPIX-TV, plans a personal appearance tour and will meet deejays thruout the country after recording for Crest Records, reports **Rosalie Allen** of WOV, New York... **WGIC's** ion manager, **Paul Simokins**, returns to the air with an all-afternoon country disk show **Simpkins** states he needs many top labels for airing... Claiming he has the biggest hillbilly jamboree in Cleveland, **WERE's Tommy Edwards** is also pleading for records of smaller independent labels.

A new Saturday night jamboree has been opened at the Laurel, Md., Armory by **Curly Smith**, WGAY, Silver Springs, Md. Featured are **Mac Wiseman and His Country Boys** and **Curly Smith and the Blue Mountain Boys**... **Frank Simon**, XLA, Pasadena, Calif., deejay looks for **Charlie Gore** (King) to hit the top. Gore's first with King is "If God Can Forgive You"... **Joe Bill**, Imperial recording artist, has joined the staff of KTER, Teral, Tex. He'll do a remote noon to 1 p.m., from Kaufman.

Bob Day's airing follows from Pleasant Grove until 2 p.m.

WGAC's (Augusta, Ga.) **Claude Casey** and the **Sagedusters** filled guest spots in Knoxville... **Jack Rivers**, KRSC, Seattle, as recorded four new sides for Vogue Records, reportedly among the first to come out of the Northwest... New programming by **KAMQ**, Amarillo, Tex., adds **Billy Briggs** and the **Chew Tobacco Rag Boys**, featuring **Weldon Allard** and **Jess Williams** (Decca). Also added is a half-hour daily show from the **Clover Club** featuring **Elmer Evans'** staff band, visiting artists. A third segment added is **Smoky Joe Barnes** doing a live show... **Bo Stevenson** recently had to fill in at the piano for **Peanut Faircloth's** (WRDW, Augusta, Ga.) regular player who is sick... **Dave Hendricks'** first recording now released on Pennsylvania label is a semi-sacred recitation number. **Hendricks** is deejay on WBUX, Doylestown, Pa., who would like to hear from other deejays who may like to use such a record.

Norman Hall, WBNL, Boonville, Ind., reports **Boyd Bennett**, now King artist, off to a flying start in the tri-State area with his new waxing of "Time" and "A Hopeless Case." **Boyd** recently appeared on Hall's "Anything Goes" program. Also at WBNL is **Tex Justus**, Bullett artist, who is doing a daily one-and-one-quarter hour d.j.

John Lepley, who calls himself "Sleepy Eyed John," at WHHM in Memphis, and **Bob Neal**, of WMPS, that city, recently booked the "Louisiana Hayride" into the local auditorium. The show pulled about 2,000, the crowd

being held down by one of the city's worst rain and electrical storms. **Slim Whitman** (Imperial) and the **Carlisles** headlined the show... **Bob James**, of WWPB in Palatka, Fla., has taken over the "800 Club" in the late afternoon over that station. **Vance Brooks** recently joined the staff there as announcer-copywriter and will handle the "Farm and Home Hour," with hillbilly music... **Gene (Red) Sparks** has added "Alpharetta Jamboree" over WFOM, Marietta, Ga. He also started the "Red Sparks Tall Story Club." Members have only to send in a tall story to become a member. Those submitting experiences receive a membership card, and Sparks would like to hear the yarns of other d.j.'s... **Sheldon Horton**, of WVAM in Saxton, Pa., reports that **Barbara Wray** did a Heart Fund dance with her Hayriders from that station to help the worthy cause... **Connie B. Gay**, of WARL, Arlington, Va., leaves soon for another tour of troop installations in Europe. With him will be the **Saints and Spinners**, champion square dance group, and **Jimmie Dean** and **His Texas Wildcats**. They will return soon after the first of April... **Jack Hunt and His Rhythm Ranch Hands** are appearing at the Terrace Room of the Southern Grill in Hot Springs. They play for dancing six nights a week.

The **Carlisles** drew a packed house (7,600 paid admissions) at KRLD's "Big D Jamboree" in Dallas, March 14. Group copping top spot in the Southwest with their current "No Help Wanted" with rendition in top five nationally... **Smiley Burnette** currently busy with a new **Gene Autry** flicker at Columbia Studios in Hollywood. Burnette is set to cut an extended series of transcribed radio shows for Radiozark Enterprises during April.

4. **I Couldn't Keep From Crying**
M. Robbins, Columbia
5. **No Help Wanted**
Carlisles, Mercury
6. **Your Cheatin' Heart**
H. Williams, M-G-M
7. **Don't Let the Stars Get In Your Eyes**
S. Willet, Four Star
8. **Big Mamou**
L. Davis, Okeh
9. **Let Me Know**
S. Willet, Four Star
10. **Playing Dominoes and Shootin' Dice**
J. Dolan, Capitol


Memphis

1. **I Couldn't Keep From Crying**
M. Robbins, Columbia
2. **Doll of Clay**
C. Copas, King
3. **No Help Wanted**
Carlisles, Mercury
4. **Your Cheatin' Heart**
H. Williams, M-G-M
5. **Honey-moon On A Rocket Ship**
H. Snow, Victor
6. **Death Of Hank Williams**
J. Cardwell, King
7. **Paying For That Back Street Affair**
K. Wells, Decca
8. **Goin' Steady**
F. Young, Capitol
9. **Life Of Hank Williams**
H. Hawkins, King
10. **I Don't Know**
Tennessee Ernie, Capitol

Cincinnati

1. **Kaw-Liga**
H. Williams, M-G-M
2. **No Help Wanted**
Carlisles, Mercury
3. **Your Cheatin' Heart**
H. Williams, M-G-M
4. **Paying for That Back Street Affair**
K. Wells, Decca
5. **Till I Waltz Again With You**
C. Gore, & R. Wright, King
6. **I'll Go On Alone**
W. Pierce, Decca
7. **Bumming Around**
J. Dean, Four Star
8. **I'll Go On Alone**
M. Robbins, Columbia
9. **I'll Never Get Out of This World Alive**
H. Williams, M-G-M
10. **Last Waltz**
W. Pierce, Decca

NEAL BURRIS



"I BET MY HEART"
Columbia 21081

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146 W. 54th St. New York, N. Y.

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It's Something to Howl About...
"HOUND DOG"
recorded by both
Eddie Hazelwood and **Betsy Gay**
Intro 6069 and Intro 6070

Also...
by **Tommy Duncan**
Intro 6065


"BENEATH A NEON STAR IN A HONKY-TONK"
by **Eddie Hazelwood**
Intro 6068

"LAST MINUTE SHOPPING"
by **Eddie Hazelwood**
Intro 6068

"MY HEART IS FREE AGAIN"
by **Curly Wiggins**
Intro 6067

intro RECORDS
Beverly Hills

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JIM REEVES

'MEXICAN JOE'

b/w
"I COULD CRY"
ABBOTT # 116

Write or Wire your orders to
ABBOTT Record Co.
1653 No. Argyle Ave. Hollywood 28, Calif.

The Billboard's Music Popularity Charts . . . For Week Ending March 21

TOP R & B RECORDS

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	10	(MAMA) HE TREATS YOUR DAUGHTER MEAN—	Ruth Brown
2	2	7	BABY, DON'T DO IT—Five Royales	Five Royales
3	3	5	LET ME GO HOME WHISKEY—A. Milburn	A. Milburn
4	4	3	CRAWLIN'—The Clovers	The Clovers
5	5	1	WOKE UP THIS MORNING—B. B. King	B. B. King
6	6	1	HOUND DOG—W. M. Thornton	W. M. Thornton
7	7	9	CROSS MY HEART—J. Ace	J. Ace
8	8	9	DREAM GIRL—Jesse & Marvin	Jesse & Marvin
9	9	12	SOFT—Tiny Bradshaw	Tiny Bradshaw
10	10	2	MY KIND OF WOMAN—E. Slay	E. Slay

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	6	(MAMA) HE TREATS YOUR DAUGHTER MEAN—	R. Brown
2	2	10	BABY, DON'T DO IT—Five Royales	Five Royales
3	3	16	I DON'T KNOW—W. Mabon	W. Mabon
4	4	2	24 HOURS—E. Boyd	E. Boyd
5	5	6	YES, I KNOW—Linda Hayes	Linda Hayes
6	6	3	AIN'T IT A SHAME—L. Price	L. Price
7	7	12	SOFT—Tiny Bradshaw	Tiny Bradshaw
8	8	10	DREAM GIRL—Jesse & Marvin	Jesse & Marvin
9	9	3	WOKE UP THIS MORNING—B. B. King	B. B. King
10	10	8	CROSS MY HEART—J. Ace	J. Ace

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

Vareta Dillard, Wynonie Harris and Larry Darnell are the latest package set for a long string of one-nighters on the road. The unit will play thru the South for two months. . . . Erroll Garner, now at the Birdland in New York, waxed eight sides for Columbia Records last week. . . . The Joe Loco ork was booked into the Hi-Hat Club in Boston, starting next week, by Shaw Artists. Powell and the Five Blue Flames set by the Jolly Joyce Agency, Philadelphia and New York, for a spell at the Caverns Club, Washington, D. C. . . . New floor space addition to Pep's Music Bar, Philadelphia, will be known as the Terrace Room, opening up this week with the Milt Buckner Trio and Cecil Young's Quartet.

The Marylanders, on the strength of their latest Jubilee release, "Good Old 99," have been booked into the Royal Theater, Baltimore, for a week, to be followed by a series of one-nighters in the South.

The answers to hit records are coming along faster than ever. This week a new diskery came out with an answer to Peacock's smash waxing of "Hound Dog" with thrush Willie Mae Thornton. "Hound Dog" was released only about three weeks ago and has turned out to be one of the fastest-breaking hits in recent years. It has already popped into The Billboard best-selling r.&b. charts. The answer to "Hound Dog" comes from Sun Records, Memphis, Tenn., diskery, a wild thing called "Bear Cat" sung by warbler Rufus Thomas Jr. It used to be that the answers to hits usually waited until the hit had started on the downward trail, but today the answers are ready a few days after records start moving upwards. This has led some to remark that the diskeries soon may be bringing out the answers before the original records are released.

Ruth Brown, who is riding along the top of The Billboard charts with her solid Atlantic hit, "Mama," and is now out on the road with the Billy Eckstine package, will take a rest after the tour winds up and she plays a few one-nighters here in the East. The thrush is slated for one-nighters in Newark on April 5, and Paterson, N. J., April 6. She will then rest until she plays the

YMCA Circus in St. Louis starting April 26. . . . Linda Hayes teams up with the Lynn Hope ork for three days of one-nighters from April 5 to 8, playing the Washington area. . . . The Clovers will go on a one-nighter tour thru Florida after they finish their present Southern tour. Then the group heads for Texas and California. The Choker Campbell ork will accompany the group.

Teddy Reig, now with Shaw Artists in the location department, just cut four sides for Roost Records with Sonny Stitt. . . . Art Sheridan, Chance Records prexy, just returned from a trip to California on which he lined up new distributors. . . . Henry Stone, of Rockin' and Glory Records, was in Chicago last week to visit jocks. . . . Johnny Hodges and his ork move into the Capitol Theater, Chicago, on April 8.

New Money-maker!
"SO LONG"
b/w
"WHAT'S THE MATTER NOW!"
by
LLOYD PRICE
#457 #457-45
Specialty records

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SMILEY LEWIS
"BIG MAMOU"
b/w
"PLAYGIRL"
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WHY?
Flip to "Market Place" PAGE 46

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MORE PROFITS ON NEW RECORDS
Write for 12-page FREE CATALOGUE
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JUST RELEASED!
"LITTLE" SYLVIA
"THE RING"
and
"BLUE HEAVEN"
Jubilee 5113
THE MARYLANDERS
"GOOD OLD 99"
and
"FRIED CHICKEN"
Jubilee 5114
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Hot in Memphis, Sizzling in New Orleans . . . No not the weather . . . it's
"HOME SICK"
by James Williamson
on Chance Records
1151 E. 47th St. Chicago, Illinois
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TWO
for the MONEY!
A MONEY MAKER THAT'S COMING UP STRONG!
Two A Sides
PLEASE BELIEVE ME
b/w
OH BABY!
by Doris Browne
GOTHAM
Record G-290

Tested and Proved
The Record
The PUBLIC Wants!!!
PAPPA!
b/w
SLICK BABY
by
Benny Brown
GOTHAM
Record G-293

A Great New Spiritual!
HOLD TO GOD'S UNCHANGING HAND
The Patterson Singers
GOTHAM
Record G-734

Today's Top Spiritual!
JESUS WILL CARRY YOU THROUGH
Angelic Gospel Singers
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HOUND DOG
b/w
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2 BIG HITS!
Savoy #888
"OOH-OW"
b/w
"My Mother's Eyes"
4 BUDDIES with HAL SINGER
Savoy #886
"MY KIND OF WOMAN"
EMMETT SLAY TRIO
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

The Billboard's Music Popularity Charts

... For Week Ending March 21

TOP RHYTHM & BLUES RECORDS

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Philadelphia... JOHNNY JOHNNY

J. Moore, Modern 888

Chicago... DAUGHTER

S. Kari, States 115

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.

New York

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Let Me Go Home Whiskey
A. Milburn, Aladdin
3. Baby, Don't Do It
Five Royales, Apollo
4. You're Mine
Crickets, M-G-M
5. Soft
T. Bradshaw, King
6. Dream Girl
Jesse & Marvin, Specialty
7. Cross My Heart
J. Ace, Duke
8. Red Top
King Pleasure, Prestige
9. Pretend
Nat (King) Cole, Capitol
10. I Don't Know
W. Mabon, Chess

Los Angeles

1. Hound Dog
W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
3. Crawlin'
Clovers, Atlantic
4. You're Mine
Crickets, M-G-M
5. Soft
T. Bradshaw, King
6. Baby, Don't Do It
Five Royales, Apollo
7. Cross My Heart
J. Ace, Duke
8. I Don't Know
W. Mabon, Chess
9. Let Me Go Home Whiskey
A. Milburn, Aladdin
10. Ain't It a Shame?
L. Price, Specialty

Philadelphia

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Baby, Don't Do It
Five Royales, Apollo
3. Let Me Go Home Whiskey
A. Milburn, Aladdin
4. Crawlin'
Clovers, Atlantic
5. Dream Girl
Jesse & Marvin, Specialty
6. You're Mine
Crickets, M-G-M

A SURE FIRE HIT!
FATS DOMINO
"MARDI GRAS IN NEW ORLEANS"
 b/w
"GOING TO THE RIVER"
 Imperial 5231

Get the Original
"STALIN KICKED THE BUCKET"
 (Old Joe Laid Right Down and Died)
 b/w
"I Finally Found the Girl of My Dreams"
 Written and Recorded by
RAY ANDERSON
 on Kentucky Record #573
GATEWAY RECORDS
 3930 Spring Grove Ave., Cincinnati 23, O.
 Phone: Kirby 5274

St. Louis

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Woke Up This Morning
B. B. King, RPM
3. Baby, Don't Do It
Five Royales, Apollo
4. My Hat Is on the Side of My Head
Four Blazers, United
5. Crawlin'
Clovers, Atlantic
6. Yes, I Know
L. Hayes, Recorded in Hollywood
7. 24 Hours
E. Boyd, Chess
8. Dream Girl
Jesse & Marvin, Specialty
9. Whoopin' and Hollerin'
E. Forrest, Duke
10. I Don't Know
W. Mabon, Chess

Washington-Baltimore

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Baby, Don't Do It
Five Royales, Apollo
3. Crawlin'
Clovers, Atlantic
4. Woke Up This Morning
B. B. King, RPM
5. What's the Matter?
L. Price, Specialty
6. Let Me Go Home Whiskey
A. Milburn, Aladdin
7. Dream Girl
Jesse & Marvin, Specialty
8. Papa
Scat Man Crothers, Recorded in Hollywood
9. Cross My Heart
J. Ace, Duke
10. Please, Believe Me
D. Brown, Gotham
(Continued on page 45)

Chicago

1. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
2. Daughter
S. Kari, States
3. My Kind of Women
E. Slay, Savoy
4. Crawlin'
Crickets, M-G-M
5. Whoopin' and Hollerin'
E. Forrest, Duke
6. Baby, Don't Do It
Five Royales, Apollo
7. 24 Hours
E. Boyd, Chess
8. Soft
T. Bradshaw, King
9. One Mint Julep
Clovers, Atlantic
10. Yes, I Know
L. Hayes, Recorded in Hollywood

New and Good The Five Keys

"MAMA, YOUR DAUGHTER TOLD A LIE ON ME"
 b/w
"THERE OUGHT TO BE A LAW"
 (Against Breaking a Heart)
 AL-3175

The Sha-Weez "NO ONE TO LOVE ME"

AL-3170
Maxwell Davis
"HOT POINT" AL-3174
 and on our . . .
7-11 LABEL
Jack (The Bear) Parker
"CHEAP OLD WINE AND WHISKEY"
 (7-11) 2100

2 Direct Hits!

Ruth Brown

MAMA
 (HE TREATS YOUR DAUGHTER MEAN)
 ATLANTIC 986

The Clovers

"CRAWLIN"
 b/w
YES, IT'S YOU
 ATLANTIC 989

ATLANTIC RECORDS
 234 W. 56th St., N.Y. 19, N.Y.

HOT
 Rhythm & Blues

HITTIN' ON ME
 and
ECSTASY
Buddy Johnson
 & His Orchestra
 70116

The JAMES MOODY STORY
 and
AND NOW MOODY SPEAKS
James Moody
 & His Orchestra
 70102

PEOPLE WILL SAY WE'RE IN LOVE
 and
NO PARKING
Paul Quinichette
 & His Orchestra
 70086

CALL OF WILD

Folkways to Aid Expedition Blaze Trail

NEW YORK, March 21.—Folkways Records has set an agreement with the American Museum of Natural History to provide recording equipment for expeditions traveling the byways of the world.

Folkways, which has built a record business upon the more exotic and unusual among sounds, is now expanding its Natural Science series.

Thus Moe Asch, Folkways proxy, has found that businessmen are using his "Sounds of a Tropical Rain Forest" disk to escape for a half hour from the bustle of commercial life.

DC Folk Tune Fete, Using Trust Fund

WASHINGTON March 21.—Plans for a spring Washington area folk music festival to "spread the benefits of the Music Performance Trust Fund to musicians and public alike" were discussed here yesterday (20) by Paul J. Schwarz, president, Local 161, American Federation of Musicians; Rep. Carroll D. Kearns (R., Pa.), and Pick Temple, local TV cowboy folk singer.

Get the Original "STALIN KICKED THE BUCKET" (Old Joe Laid-Right Down and Died) b/w "I Finally Found the Girl of My Dreams" Written and Recorded by RAY ANDERSON on Kentucky Record #573 GATEWAY RECORDS 3930 Spring Grove Ave., Cincinnati 23, O. Phone: Kirby 5274

RECORD PRESSINGS Shellac—Vinylite—Flex 78 RPM—45-33 1/2, L.P. Test Pressings Free Small or Large Quantity Labels—Processing—Masters SONGCRAFT, INC. 1450 Broadway New York 19, N. Y.

CANADA'S INDEPENDENT RECORD PRESSING CO. SOLICITS ALL TYPE PRESSINGS FOR THE CANADIAN MARKET. RECORD PRESSING CO., LIMITED Windsor, Ontario. 2-5563

RELIABILITY—QUALITY RECORD PRESSING Originators of the NON-SLIP FLEX (Pat. Pending) Research Craft Co. 1937 N. SYCAMORE ST. LOS ANGELES 26, CALIF.

45 "GLAMOROUS SUE" 78 Is going to be a National Hit. Orders coming faster, faster, faster, faster. "Glamorous Sue," "Johnson Rag," "Stormy Weather," "Why Won't Somebody Love Me?," "Bugle Call Rag," "Beautiful Minnesota Waltz." Sample Dozen, 4 of 3 kinds, \$6.60 C.O.D. K & K RECORDS Shelton, Nebr.

PLUGS U.S. DISKS IN DANISH ADS

COPENHAGEN, Denmark, March 21.—Mercury record distributors are plugging recent platters of Georgia Gibbs and Sophie Tucker via display ads in local sheets.

Modern Buys 8 Masters

HOLLYWOOD March 21.—Modern Records shelled out \$5,000 this week for eight masters from Class Records, new r.&b. diskery recently started by Leon Rene.

Sides purchased include "Honey Jump," a tune penned by Rene, and his son Rafael with the Oscar McLollie ork, and "That's All," "The Boomerang," "Rain" and "You Can't Bring Me Down," all with the McLollie crew, and a Jimmy Lunceford ork cutting of "When the Swallows Come Back to Capistrano," which was taken from a ballroom concert tape.

Modern also took over the contract of the McLollie band with the acquisition of the masters.

Williams Memorial Scholarship Is Set

NEW YORK, March 21.—Sparked by a special memorial issue, which presents a comprehensive collection of information about Hank Williams, Country Songs Roundup has announced the formation of a Hank Williams Memorial Scholarship Fund at the University of Alabama.

At the same time, the magazine is promoting a special annual Hank Williams Day with c.&w. jockeys thruout the country, setting the date as March 31. Jockeys are asked to dedicate one of their programs on that day to the late artist-songwriter.

In the salute to Williams in the current issue, Country Songs Roundup includes the lyrics of many of Hank's tunes together with letters from artists and biographical material about Williams.

Scripts & Scores Enters Pop Field

NEW YORK, March 21.—Scripts and Scores, a firm which usually specializes in writing kiddie material and radio-TV commercials, entered the pop field this week when four masters waxed by the firm were taken by diskeries on a lease basis—two by Okeh. The sides were cut by Scripts and Scores with the Hugo Peretti ork, featuring tunes penned by Peretti, Luigi Creatore and Herb Plattner.

Shawnee Press will publish the two ballads, and Harmon Music, the two rhythm tunes. Okeh signed the Travelers on the strength of the disks to a five-year vocal pact.

8 Recordings of Millay Poems to Cong. Library

WASHINGTON, March 21.—Eight recordings of Edna St. Vincent Millay reading her own poems have been presented to the Library of Congress by Mrs. A. C. Sawallisch, of Washington. The poems are "The Ballad of the Harp-Weaver," "Sonnets from Fatal Interview," "Elegy," "Childhood Is the Kingdom Where Nobody Dies," "Recuerdo," "Biologically Speaking," "The Return From Town," "Portrait by a Neighbor," "Travel," "For Paechin: A Boatman on the Yellow Sea," "The Anguish," "To the Maid of Orleans," and "Renaissance." These recordings were never produced commercially.

Seeks Tax on Fee Collection

PHILADELPHIA, March 21.—If the measure Rep. J. P. Vaughan introduced in the State Legislature gets on the books, it would mean that the American Society of Composers, Authors and Publishers; Broadcast Music, Inc., and other licensing organizations would have to pay a fee for the privilege of collecting fees within the borders of this commonwealth.

The bill of Representative Vaughan was referred to the Committee of Ways and Means.

Fire Rakes Music House in Buffalo

NEW ORK, March 21.—A fire that swept the main store of the five-outlet Music House chain in Buffalo Monday (9), caused extensive damage to the building and stock.

The fire was contained to the second and third floors, both of which house offices, considerable water damage resulted to the merchandise displayed on the first floor and to inventories in the basement.

Bennett, Cozey Set Up Co-Ben Recording

CHICAGO, March 21.—Charlie Bennett, singer formerly with M-G-M, and Colleen Cozey, writer of "The Ration Blues," have formed their own diskery, the Co-Ben Recording & Publishing Company.

The firm was formed to handle the pair's own tunes for the most part, but arrangements are being made to do some contract work.

The first releases will be by a newcomer, Herbert Beard, backed by John Davis and ork. They are "Luxury Tax Blues" and "I've Got Rhythm in My Soul."

8th Eastern Iowa Band Fest Set for May 23

CEDAR RAPIDS, Ia., March 21.—The eighth annual Eastern Iowa Band Festival, which always attracts several hundred student musicians and thousands of spectators to Cedar Rapids, has been set for Saturday, May 23.

On hand this year to participate in the event and the convention will be Edwin Franko Goldman, of New York, nationally famous director. Festival is sponsored jointly by Young Men's Bureau and Retail Merchants Association of the Cedar Rapids Chamber of Commerce.

Jazz

Continued from page 30

- WARDELL GRAY ALL-STARS Bright Boy...73 PRESTIGE 840 — A happy tune is played neatly by the combo. Gray is fine on his sax solos and Art Farmer comes thru with good trumpet work. Backing is interesting. April Skies... 69 Wardell Gray leads the combo calmly thru this slight opus, doing good work on tenor and backed with a beat by the boys. Hamp Hawes on piano and Farmer on horn take solos too. THELONIOUS MONK TRIO Trinkle Tinkle... 69 PRESTIGE 838—Monk shows off his amazing piano pyrotechnics on this fly effort, while Max Roach on drums and Gary Mapp on bass lend strong support. Side will interest Monk's fans. These Foolish Things... 67 Same comment.

Late Reports on Recent 'Best Buys'

Popular

Continued from page 32

made "rack" with tune this week.

MY BUNNY AND MY SISTER SUE TWO EASTER SUNDAY SWEETHEARTS—Jimmy Boyd—Columbia 39955 Retail reports show disk is moving ahead in all parts of the country. Operator action picked up this week.

YES, SIR, THAT'S MY BABY YOKOHAMA MAMA Harry Kari—Capitol 2392 Continues to sell strongly on the West Coast and in Carolinas. Just fair on other reports.

DANCIN' WITH SOMEONE Teresa Brewer—Coral 60953 On the Pittsburgh and Dallas-Fort Worth territorial charts. Showing gaining strength in most other reports.

RAMONA The Gaylords—Mercury 70112 Strong in Chicago and Pittsburgh and picking up in L.A., St. Louis and the Southeast.

TRAIN, TRAIN, TRAIN Buddy Morrow Ork—RCA Victor 20-5212 Good reports from the Carolinas, Philadelphia and North Central areas. Other reports show only fair action.

WILL-O-THE-WISP ROMANCE THE MAGIC TOUCH Hugo Winterhalter Ork—RCA Victor 20-5209 Principal strength seems to be in New York, Chicago and L. A. Boston, Philadelphia and St. Louis reported a drop in activity.

KAW-LIGA Hank Williams—M-G-M 11416 Previously picked as country and western "Best Buy" and alerted to pop dealers and operators. Record is definitely moving pop-wise.

Country & Western

Continued from page 30

THE COLWELL BROS. Let Me Know...73 COLUMBIA 21078—The boys do a bang-up chanting job on a somewhat unusual country item written by Slim Willet. It's based on a Mexican folk ditty. Come On Folks... 70 Semi-patriotic ditty contains a message of hope for the world. Boys do it nicely.

GRANDPA JONES Bread and Gravy...72 V 20-5234—Material here is quite familiar and good for some laughs. Jones does it smartly. Pap's Corn Likker Still... 71 Typical delivery by Grandpa on one of the usual type of Jones' light novelty items.

EDDIE HAZELWOOD I've Gotta Lose My Blues...71 INTRO 6068 — Chanter has some pretty good country blues material here and he does it in better than okay fashion. Last Minute Shopping... 68 Hazelwood does okay in the chanting department with a fair piece of material. The guitar backing is first-rate.

THE LONESOME PINE FIDDERS I'll Never Make You Blue... 69 V 20-5235—Backwoods chanting by the team is well-suited to the demands of this market. My Brown-Eyed Darling... 69 Tempo is a little faster here but the style and performance are the same.

HAL HOOPER Lonesome Shadow... 69 KEM 2720—Western-styled tune with a good lyric idea. The backing is uneven—sometimes seeming rather inadequate. Hal Hooper sings pleasant vocal. There Are Teardrops on the River... 65 Idea in the lyric is not clearly stated. Song could be more impressive with some doctoring. Hooper's vocal is fair.

MARTY ROBERTS What Good Is a Darling... 67 DOME 1062—Roberts poses the question attractively. A listenable effort with weeping strings assisting in the background. Married to Her (And Still Dreaming of You)... 65 His old girl friend is still remembered and he recalls her sentimentally in this tuneful country weeper.

Rhythm & Blues

Continued from page 30

Four, over good ork support. Could pull spins. Congratulations to Someone... 77 Arnett Cobb turns in a mighty pretty performance on his breathy sax of the pop hit tune, while the ork backs him tastefully on this instrumental arrangement. Side could pull many, many spins. It's a danceable platter.

TIMMIE ROGERS Saturday Night... 77 CAPITOL 2406—The title night is one to howl and that's what Rogers does here with the assistance of party-crowd noises. There's plenty of excitement in the grooves and the etching could catch on in the market. Performance is stronger than the material. If I Were You, Baby, I'd Love Me... 75 Another exciting side by the chanter. Platter marks an auspicious debut on the label by Rogers.

LAZY SLIM JIM One More Drink... 76 SAVOY 887—Blues singer backed by a single guitar delivers a strong vocal on a good hunk of material. Wine Head Baby... 73 Another good side on some routine material.

ROY BROWN ORK Grandpa Stole My Baby... 75 KING 4609—Brown and his boys come up with one of typically first-rate sides. Should match most of his other stuff in sales appeal. Money Can't Buy Love... 75 Gimmicked opening adds interest to this side, another bluesy piece of material done in Brown's usual style.

CARMEN TAYLOR I'm Comin' Back to You... 75 MERCURY 70105 — A real sexy warble with a couple of double entendres. Strong selling job by the thrush should insure juke play in the right spots. Lookin for You... 70 Blues uses the hesitation gimmick to spark interest. Miss Taylor sings it with charm and the slicing could win deejay spins.

DORIS BROWNE Oh, Baby!... 74 GOTHAM G-290—The chirp sounds like an okay rhythm singer. She gets good backing from the Doc Bagby group and vocal team. Material is okay, too. Please Believe Me... 71 Miss Browne's chanting style here is cut of all too familiar cloth, but the material is strong enough to carry her.

RALPH WILLIS Why'd You Do It?... 72 KING 4611—Fine material, here gives Willis a chance to show his style on his first disk. He's a good country blues singer. Do Right... 68 Making his bow on the label, blues singer Willis delivers an okay piece of blues material in Deep South style.

WILLIE NIX Seems Like a Million Years... 71 SUN 179—Nix sells in his best fashion on an above-average slow blues ditty. Baker Shop Boogie... 67 Material is ordinary, but Nix sings it out. JOE HILL LOUIS She May Be Yours... 68 SUN 178—Joe Hill comes thru with a good hunk of blues. The big beat and wailing harmonica behind him add interest. Rest of the title, incidentally, is "But She Comes to See Me Sometime." We All Gotta Go Sometime... 66 Routine blues offering here.

Sacred

Continued from page 30

THE LOUVIN BROTHERS Broad-Minded... 73 CAPITOL 2381—Religious tune, with a recitative mid-way, calling for greater spiritual awareness. Louvin Brothers' vocal is okay. I Know What You're Talking About... 73 Religious side with strong country flavor. Vocal is belted out with strong beat and sincerity. Should get spins.

THE CAROLINIANS QUARTET Lord I Want to Go to Heaven... 73 BIBLETONE 5016 — Group tackles the sacred ditty in the style of an old-time barbershop quartet. It's smoothly sung. I Feel It in My Soul... 73 More of the same.

Donald O'Connor Signed by Decca

NEW YORK, March 21.—Donald O'Connor has been signed to a term contract by Decca Records. His first records for the label will be dubs from the sound track of the new 20th Century-Fox movie, "Call Me Madam." Tho O'Connor will be used to wax pic tunes, he will also cut pop items for Decca. The diskery's a.&r. chief, Jimmy Hilliard, has also inked Ike Carpenter and his ork to a term deal.

Popular Record Reviews

Continued from page 30

rial and conception. Ditty is of the special genre, and Cavanaugh has matched it with a raucous arrangement delivered by two dolls, Helen O'Connell and Gisele MacKenzie. Should be watched, like the flip.

SPIKE JONES ORK

Lulu Had a Baby 78
V 20-5239—Freddie Morgan vocalizes in his best cockney accent (as in the Billy Cotton version) while the Slickers back him up vocally and the ork adds an interesting backing. It's familiar tune, better known with another set of lyrics. Should catch loot on boxes.

The Boys in the Back Room 72
Gang vocal is backed by a fast beat by the ork, this time billed as the Country Cousins. Might be some juke interest here for appropriate locations.

SAUTER-FINEGAN ORK

Now That I'm in Love 79
V 20-5248—New ditty, adapted from the "William Tell Overture" receives a fine performance from thrush Anita Boyer, over interesting up-tempo backing from the S-F ork. Lyrics are mighty slick and the arrangement is clever. Jocks will spin this again and again.

Yankee Doodle 75
The S-F ork takes off on a new version of the American folk tune, handing it a good performance, tho the arrangement is so gimmicked up that it will take an attentive listener to follow it. Flip has more charm.

ROBERTA LEE

Fare-Thee-Well 77
DECCA 28606—Thrush Roberta Lee does a fine job on this pretty ballad, more in the nature of a folk lament than a pop tune. She sings it warmly and the Gordon Jenkins ork backs her stylishly. Jocks should hand this side many spins.

Wind 76
(You're Blowin' Me No Good) The lovely oldie receives a good reading from the thrush, and the ork work showcases the gal in beautiful fashion. Jocks will hand this side use too.

THE FOUR FRESHMEN

Baltimore Oriole 76
CAPITOL 2398 — A most unusual waxing, this. It captures attention immediately and holds it thruout. Don Barbour as solo vocalist captures the essence of the mood ballad. While it's difficult to assess the side's commercial prospects, many will listen with pleasure.

Poinciana 73
The beautiful standard is reworked in the group's distinctive manner. Their reaching for effect is too obvious, tho.

HARRY GROVE TRIO

Little Red Monkey 76
LONDON 1316—Melodic new instrumental novelty, an English import, is played in spritely fashion by the Harry Grove Trio. Tune is from a British TV show and is getting action in the United Kingdom. It's cute and has a pleasant swing, and could step out with exposure.

Magic Music Box 75
The trio does a good job with the latest David Rose effort, getting a warm sound on the old-fashioned tune. Deejays can use.

MOLLY BEE

Dancin' With Someone 76
CAPITOL 2396 — Simple waltz tune which is very attractive. Molly Bee warbles a heartfelt vocal to backing by Van Alexander's ork. Side should stir some action. It has already been cut by Teresa Brewer on Coral.

What'll He Do? 73
Novelty ditty with brisk tempo, nicely warbled by Molly Bee. A change of pace from the flip.

JANE TURZY

Oh Jimmy, Jimmy! 76
DECCA 28607—Miss Turzy is cute and sweet on this new ditty, which brings back memories of the Bonnie Baker waxing of "Oh Johnnie" more than a decade ago. Side is a pleasant one and should get some attention.

I Can't Get You Out of My Heart 76
The chanteuse does an effective job with this melodic effort, with help on her vocal thru the use of dub-ins. The backing is strong and she sings the tune well. Platter could pull some juke loot.

DOROTHY LOUDON

Last Stop 76
V 20-5238 — Dorothy Loudon has a strong piece of material here and she hands the bouncy effort a substantial reading over a hefty ork backing. With the proper exploitation this side could move out. It's worth watching.

I'm With You 75
The thrush sings this up-tempo effort

with a lot of power while the ork comes thru solidly behind her. It's an unusual disking taken at a mighty rapid, and perhaps too rapid tempo. For adventurous jocks.

EDMUNDO ROS ORK

Say "Si Si" 76
LONDON 1152 — One of the best in setting sophisticated Latin dance tempo. Ros comes thru with another topnotch performance on this oldie.

They Say the Woman Always Pays 74
Fine rumba beat is set by the ork while Ros and the chorus engage in a verse and chorus exchange that adds interest.

GERALDO

The Ecstasy Tango 75
COLUMBIA 39967 — New concert-style ork is heavy with strings. Danceable tempo adds to attractiveness. It's a nice version but out late and competing against some other good ones.

La Cumparsita 72
Ork depends on strings and an accordion for a very listenable performance of this popular tango.

LES BAXTER ORK

Dance of the Flutes 75
CAPITOL 2405—Les Baxter ork has an attractive side here, based on Tchaikowsky's "Nutcracker Suite." It is mostly an instrumental, with a chorus blending with the instrumentation.

No More Goodbyes 72
Romantic ballad. Les Baxter ork does a lush, schmaltzy arrangement. A sincere solo is warbled by Bill Kennedy.

THE FOUR KNIGHTS

Anniversary Song 74
CAPITOL 2403 — The noted waltz standard gets four-beat treatment here. The arrangement features a very marked beat. The Four Knights' chanting is effective on this side.

A Few Kind Words 70
Slow tempo chanting of the ballad by the Four Knights. Performance is adequate.

THE THREE SUNS

Little Red Monkey 74
V 20-5246 — A simple but haunting melody is showcased in excellent style by the Suns. Arrangement is very sophisticated.

Anna 73
Another in the growing number of versions of the movie background tune. The Three Suns handle it nicely in their fine instrumental styling. It's a nice side but a little surprising to see a new record so close on the heels of "Ecstasy Tango."

MARY SMALL

Suddenly 74
MERCURY 70106—Miss Small reads the pretty waltz ditty with much warmth. Could do some business, if given enough exposure.

Give Me Another One Just Like That 72
This one is kind of cute, tho it contains gimmicks used often. Thrush sings it prettily. Okay juke wax.

RICHARD HAYES

Let Me Know 74
MERCURY 70110 — The bouncy country ditty is read in happy style by Hayes. Tune, cut by several artists, still hasn't made it, but if it builds, this version should cut in on some of the action.

Hot Dog Rag 72
Typical rag is delivered in hokey fashion by the chanter and combo. Good juke filler.

LOUIS PRIMA ORK

Oh, Marie 74
COLUMBIA 39969 — The oldie is handed a gang-sing treatment with Prima leading in English and Italian. Could do okay on the boxes. This ditty was one of Prima's big hits a few years ago.

Lulù 71
Mildly humorous dialect ditty about the numbers racket by Prima has attractive verve. His fans will like and the platter should do fine in juke spots patronized by Italian-Americans.

TED HEATH ORK

Florentina 74
LONDON 1290—Dennis Lotis is the chanter in this strong rendition of the ditty. Beat set by the Heath band is hefty.

Alpine Boogie 70
The fine British ork sounds off rhythmically. A good instrumental.

JIMMY DARRO

Pity Me 74
MERCURY 70098 — Darro's pleading style might engender a sympathetic response among fem listeners. He does nicely with the sentimental ditty and the effort might create a little stir if pushed energetically.

Serenade of the Mandolins 69
Neapolitan-styled ditty is projected attractively on this side.

JIMMY YOUNG

Only the Lonely Are Free 73
LONDON 1263—A bit of homespun philosophy is made palatable by Jimmy Young. His resonant reading is backed by a swinging ork accompaniment.

Moon Above Malaya 73
Pretty ballad has the feel of the orient (Hollywood style) as projected here. Both sides of this platter could make good deejay program fare.

MARLENE DIETRICH

Look Me Over Closely 73
COLUMBIA 39959—Miss Dietrich is at her huskiest best as she whispers the romantic item. There are

more than a couple of smiles in her tongue-in-cheek approach. Ork backing by Percy Faith is rich. Due for many deejay spins.
Time for Love 68
A more serious effort, this, but probably only her most loyal fans will appreciate it.

JIMMIE LUNCEFORD ORK

When the Swallows Come Back To Capistrano (Part 1 & 2) 70
CLASS 504 — This is a ballroom air-check of the Lunceford band, tho the label doesn't come out and say so.

Ork is listed as "A Tribute to Jimmie Lunceford." First side features a Dan Grissom vocal. Grissom was one of the vocalists with Lunceford. Crowd noises in the background are fairly evident, too. Second side is straight instrumental. In any event this could interest some collectors. Recording quality is just so-so by present standards.

JEANIE DELL

Why in the World Are You? 70
CORAL 60952 — One of the most recent additions to this label is this little eight-year-old gal. For her age she's able to hold the tune surprisingly well. It's a cute tune to which the Overtones contribute mightily in adding vocal body.

Dixie Danny 59
Ork lets loose with some pleasing Dixieland blowing and the Overtones add some nice blending, but it's a little surprising that the label depends on the little miss to carry the lead.

DANTE VARELA

Tangolanga 69
KEM 2719—Latin-styled number with unusual arrangement by Dante Varela ork. Title is the name of a dance, which the lyric plugs. Tune has that special material touch.

Blue Moon 68
The standard is given Latin beat by the ork. The rhythm and instrumental pattern, in fact, is very similar to the flip. Disk has a chanted vocal and an interesting modern arrangement.

ALLAN SMALL ORK

The Blue Scarecrow 70
V 20-5198—The tuneful instrumental bounces along merrily. A cute waxing that jocks could program effectively.

Put That Sawdust Back on the Floor 64
Gang-sing item is chanted lustily by the chorus.

VINCE WAYNE

Blue Piano 69
TRIPLE A 2506 — Wayne reveals a good set of pipes as he works over the moody ditty. Chanter has a sound and the side might win him some attention.

Every Now and Then 65
Wayne pours the sentiment liberally here in another weepy ballad. He succeeds in creating a mood that may appeal to some.

NILSSON TWINS

Promises, Promises, Promises 69
VOGUE 1021 — The gal duo sings this one with a measure of charm. Could attract some juke coin.

I'm Goin' Back To Whur I Come From 60
Gag reading of the item has a few smiles in the grooves. An okay waxing.

JOHNNY COBB

Why'd You Have to Leave Me? 60
PLEASANT 171 — Pleasing ditty is sung well by Cobb with nicely blended support by the Heathertones.

Under the Spell of Love 55
Cobb projects this one with a very emotional styling. Ork arrangement is a pleasant one with a subdued semi-Latin beat.

PETE PETERSON

Kimebo-Kimebo 50
VOGUE 1020—Kids under 10 might go for this—maybe.

Ott in a Eddy 45
Baby-talk ditty is not as cute as probably hoped for.

Rhythm & Blues Territorial Best Sellers

Continued from page 43

Cincinnati

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Baby, Don't Do It
Five Royales, Apollo
- Dream Girl
Jesse & Marvin, Specialty
- Person to Person
E. Vinson, King
- Cross My Heart
J. Ace, Duke
- Hound Dog
W. M. Thornton, Peacock
- My Kind of Women
E. Slay, Savoy
- Soft
T. Bradshaw, King
- Baby, I'm Doing It
Annisteen Allen, King

New Orleans

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Baby, Don't Do It
Five Royales, Apollo
- Hound Dog
W. M. Thornton, Peacock
- Woke Up This Morning
B. B. King, RPM
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Cross My Heart
J. Ace, Duke
- Soft
T. Bradshaw, King
- Yes, I Know
L. Hayes, Recorded in Hollywood
- I Don't Know
W. Mabon, Chess
- Tell Me, Pretty Baby
L. Price, Specialty

Detroit

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Crawlin'
Clovers, Atlantic
- Baby, Don't Do It
Five Royales, Apollo
- Soft
T. Bradshaw, King
- My Kind of Women
E. Slay, Savoy
- Let Me Go Home Whiskey
A. Brown, Aladdin
- I Don't Know
W. Mabon, Chess
- Person to Person
E. Vinson, King
- Baby, I'm Doing It
Annisteen Allen, King
- Yes, I Know
L. Hayes, Recorded in Hollywood

Atlanta

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Baby, Don't Do It
Five Royales, Apollo
- Hound Dog
W. M. Thornton, Peacock
- Crawlin'
Clovers, Atlantic
- Woke Up This Morning
B. B. King, RPM
- Yes, I Know
L. Hayes, Recorded in Hollywood
- I Believe
E. James, Meteor
- 24 Hours
E. Boyd, Chess
- Nine Below Zero
Sonny Boy Williams, Trumpet Race

Charlotte

- (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
- Let Me Go Home Whiskey
A. Milburn, Aladdin
- Cross My Heart
J. Ace, Duke
- I'm Gone
Shirley & Lee, Aladdin
- I Don't Know
W. Mabon, Chess
- Baby, Don't Do It
Five Royales, Apollo
- Crawlin'
Clovers, Atlantic
- Woke Up This Morning
B. B. King, RPM
- Nobody Loves Me
Fats Domino, Federal
- Baby, I'm Doing It
Annisteen Allen, King

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UNESCO Copyright Treaty

Continued from page 18

Bar Association and the movie industry. In agreeing that treaty benefits will be limited to countries which ratify the treaty, the New York City panel reached accord on the principle that a composer or author will have a choice of two ways to secure copyright protection. He can obtain such protection if he is a national of a ratifying state or if his work is published first in a ratifying nation. This method is similar to Berne Treaty protection. United States is not a member party to the Berne Treaty. One official who attended the New York City meeting said that it was "very impressive to find such harmony."

As to copyright protection for recording, it is expected that whatever copyright procedure for records prevails in the ratifying countries will be acceptable as the procedure to be allowed under the treaty, a panel member explained. With 36 nations, including the United States, having signed the UNESCO Treaty at Geneva last summer, four others since then have also come into the convention, bringing the total participants to 40. These latest four are Japan, Israel, Belgium and Peru. Ratification by the legislative bodies of each country is needed.

Expectations are that the proposed treaty will get Hill deliberation before the projected legisla-

tion to amend the copyright law is acted upon. The State Department is drafting legislation which will be sent to the Hill for introduction probably late in the current term of Congress or early in 1954. Heavy opposition is expected to any legislative change in the present Copyright Act's manufacturing clause. A proposal similar to the new copyright pact's clause was scrapped in the last Congress. However, the New York panel came up with a compromise on a manufacturing clause which some believe may satisfy typographical unions which had opposed last year's proposed legislation. Under the compromise, foreign workers would be permitted to enter the United States, but United States authors or composers would not be permitted to have their works printed cheaply abroad and then bring them back to the United States for copyright protection. Whether this will satisfy book publishers who fought against last year's proposed amendment is uncertain.

Altho State Department is going ahead with preparation of proposed legislation in the UNESCO Copyright Treaty, Secretary of State John Foster Dulles has not yet given a formal concurrence. Nor has there been any official expression elsewhere in the new administration. However, this is regarded as forthcoming. United States served as the guiding light at Geneva in getting the treaty drafted, with author Luther Evans, librarian of Congress, heading the U. S. delegation and presiding at the crucial sessions which brought the treaty text to completion. Legalists, in interpreting the new treaty, have definitely declared that the treaty is not self-executing. In other words, it does not supersede existing laws. Revisions must be made in the domestic copyright law so that the treaty could apply.

Irv Gordon Signs E. H. Morris Pact

NEW YORK, March 21.—Irving Gordon signed an exclusive song-writing pact with E. H. Morris this week. The contract runs for two years with a one-year option. Gordon is the composer of such tunes as "Be Anything," "Mr. and Mississippi" and "Allentown Jail."

Oh, Happy Day

Continued from page 18

covered the first four weeks the disk was released. The above figures, of course, do not include sales of the disks on other labels, such as Prom and Savoy.

Sheet music sales have been excellent, according to Bregman, Vocco & Conn, publishers of the unusual piece of material, ever since the Howard record broke out just before Christmas. As of Tuesday (17) BV&C had sold 205,000 copies of the song, and this week alone the firm filled orders for an additional 8,500 copies of sheet music.

Paraphrasing it can be noted here that the tune was, up to this week, attributed solely to Don Howard Kopilow, the same Don Howard whose name became a byword in the business because of his chanting on the recording, it now appears that a co-author of the tune has been officially recognized. A young housewife, Nancy Binns Reed, of Washington, received an out-of-court settlement from Don Howard this week, and will share equal billing with him as co-writer of the tune on future records and future sheet music copies. According to attorney Lee Eastman, Nancy Reed wrote the tune many years back, but never copyrighted it or committed it to paper. She used to play it for her charges at a summer camp in California, and the tune became a sort of camp song in many sections of the country before it was adapted by Don Howard for his now famous recording.

As addenda concerning "Oh, Happy Day," the tune is now beginning to make its weight felt in other markets than the American pop field. A Homer and Jethro parody waxing of the tune, "Unhappy Day," issued by RCA Victor two weeks ago for the c.&w. field, has sold 35,000 copies in two weeks. And in England, the land of Shakespeare, Spencer and Chaucer, "Oh, Happy Day" has already started to sell sheet music since being introduced by orkster Joe Loss and deejay Dick Attenborough on the British Broadcasting Corporation about a month ago.

No Marriage

Continued from page 18

text on this record. NCB immediately recalled its license and instructed Roulette not to release the record in Sweden. Ivar Nystrom, head of Roulette, had discovered a growing popularity for the record after its broadcast, and therefore made many pressings, resulting in great financial loss when the record was withdrawn from the market. Nystrom declares he plans to make NCB responsible for this loss.

Later, a new problem arose. Another label, His Master's Voice presented a recording by Harry Brandelius titled "Du Kom Till Vart Brollop" ("You Went to Our Wedding"), which, however, is a different melody from the American tune.

Representatives of HMV declare the idea to this record is old, as it was originally presented to them by Harry Brandelius at least seven months back.

Whatever result there might be, it is understood that "I Went to Your Wedding" cannot be presented here under its original title, as the likeness between the titles in Swedish would cause too many mistakes.

Cap's Booming

Continued from page 17

tors, as of March 5, orders for the albums were broken down as follows: 15,000 for the four 10-inch LP's, 15,000 for the four EP albums, and 9,000 for the two LP albums. This gives Capitol a total of 39,000 albums sold in four weeks as of March 5. Capitol estimates that continuing sales brought total orders on albums in the series past the 50,000 mark.

Interesting sidelights to the apparent success of these albums is that no name artists were used in the recordings, that all music is instrumental, that the music itself is intended not for listening but rather as mere background music. Capitol felt that many disk buyers interested in music for background had been ignored heretofore and endeavored to fill this need by a series of albums divided into various categories.

On the basis of orders, Capitol reports background series is its fastest moving album release at this time.

Pubbers Having Tough Time

Continued from page 18

are really plugged at the a.&r. level by the copyright owner. According to one a.&r. topper, about three-quarters of the standards recorded are initiated at the diskery level without the plug or prior knowledge of the publisher.

Housewife

Another reason that further limits the potential number of pop disks Tin Pan Alley dwellers can garner is the constantly increasing attention pop a.&r. toppers are paying to tunes from the hillbilly and rhythm and blues fields. Thus far this year the six record companies previously mentioned have recorded 12 country hits, both current and of yesterday. These 12 tunes have garnered a total of 26 different sides. At the same time four hit tunes in the a.&r. field have resulted in six pop recordings thus far in 1953. Together these 32 tunes account for 6 per cent of this year's releases.

This doesn't include other tunes with distinct country flavor or arrangements which borrow flavor from the other markets. Not only has the pop activity in these two fields increased tremendously over a year ago, but pop versions are appearing on the market almost as fast as the hillbilly original.

Thus far this year pop versions of the following country hits have been issued: "Don't Let the Stars Get in Your Eyes" (the important versions of this were released in 1952), "Kaw-Liga," "Your Cheatin' Heart," "I'll Go on Alone," "Texarkana Baby," "Condemned Without Trial," "Midnight," "A Fool Such as I," "I Could Never Be Ashamed of You," "Let Me Know," "The Guy Who Invented Kissin'," and "Bumming Around." From the r.&b. side came "I Don't Know," "Baby, Don't Do It," "Hey, Mrs. Jones" and "Train, Train, Train."

That many pop publishers have taken steps to enter the country field, the great bulk of these tunes are controlled by such firms as Hill & Range, Acuff-Rose and Peer. Peer has long been in the pop business too and the other two have been successfully taking sight on the pop business in the last few years and are now being joined by such smaller firms as Ridgeway and Four Star Sales.

Other Factors

The other limiting factors are more difficult to analyze statistically but nevertheless in total add to publisher problems. Company-owned firms such as Northern (Decca) and Ardmore-Beechwood (Capitol) control the number of copyrights of tunes released. The Capitol uses its firms mostly in the hillbilly field, five pop sides released this year are from these firms. Thus far there have been two Northern pop releases. This, of course, competes with tunes from independent established publishers. The same is true when an artist records his own material, such as Ralph Flanagan ("Hot Toddy") and "A-l-b-u-q-u-e-r-q-u-e"), and deposits the copyright in his own name. Another recent example of artist-written material is the first record by Hamish Menzies. One side is in Kingsway and the other in Northern (since taken over by B-V-C).

These then are the factors that have produced the lachrymose attitude presently borne by so many denizens of the Brill Building. The acquisition of records

can change this outlook dramatically on the part of an individual firm, but that doesn't alter the over-all squeeze in today's tug-of-war between the publishing fraternity and the a.&r. heads.

Some publishers have continued to garner a steady quota of sides; some of these are comparatively small publishers. How they have managed to accomplish this will be the subject of an article later in this series. In it all, one thing, at least, is true. In today's market, an a.&r. man will not turn down any song which he thinks has sales potential, whether it's from a powerhouse publisher or a Johnny-come-lately with his office in his pocket.

Business Pressing

Continued from page 17

indie presseries are not doing any business. The record business is one in which new diskeries spring up like crabgrass and there are always new labels to take the place of those that migrate to the larger plants. However, it is true that a number of indie pressing plants in the East have recently closed shop. Indie fabricators here have stated that business was good thru November and December, tho there had been a slump in January. What concerned most of the indie plants was rising costs and competition. Some of the established indies have started their own labels, as a means of increasing profits. Many of the mail-order record companies, which advertise their products via radio spots, use indie pressing plants for all their work. One thing was noted by two indie firms here, that all the small labels which press in their plants have been pressing more, rather than less, records over the past year.

The fact that four important diskeries are now out after custom business has had a stimulating effect on competition. Prices from plant to plant, and the names of the diskeries they serve, are a closely guarded secret. It is not unusual for a delegation from a major outfit to visit an indie with literature, lectures and advice as to why it could do a better job with its pressing than the other large pressing establishment. As one indie label put it, "It makes me feel like I really rate in this business, and besides I always get a free lunch."

The custom business enjoyed by the large plants is a close secret, too, with no firm inclined to let its gross business be a matter of record. It is true that they make a profit on their pressings, tho this is not the only factor that makes them seek private business. In slack period the majors are certain that they have a backlog of work sufficient to keep their staffs busy and perhaps their presses running. There comes a time to all plants when the firm has its own hits to work on, when it has a tough time turning out its own as well as indie platters and in these cases some indies claim they have to wait a bit for records.

At the present time, Decca Records is the only major plant that does not turn out platters for indie labels. In one sense it could be said that the major firms add to their competition when they make the '78's, 45's and LP's for the indies, but the diskeries may be following the old slogan that if you can't beat 'em (all the time), join 'em. The majors do manage to press the hits, even if they don't create all of them.

Dorseys Organize

Continued from page 18

mer great sidemen, for his forthcoming one-nighter tour in April. This marks Goodman's first ork since 1947. Harry James, who just signed drummer Buddy Rich to a \$35,000-a-year pact with his ork, just completed his first engagement here in four years, and is slated for the Hotel Astor roof here in the summer.

Even the sounds of the 1930's are back. Tommy Reynolds' new ork, now recording for the Derby label, has taken over the shuffle beat of the Jan Savitt ork, even to recording a lot of the tunes that brought fame to the late orkster, and using Savitt's warbler, Bon Bon, on recording dates. This may not indicate any trend, but Guy Lombardo's sound goes on and on and on.

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Burlesque Bits

By UNO

Jack Montgomery, of the Milton Schuster Chicago office, is busy rehearsing two revues, "Paris After Dark" and "Peepholes of Paris," for the carnival-fair season. Personnel, all fems, will include 10 show girls, a vocalist, a comedienne, two strips and a feature attraction. Montgomery's recent bookings comprise Sally and her monkey, Casino, Boston, March 16, and Gayety, Baltimore, March 22; Toni Winters and Kiki Ardetto, Milwaukeean Club, Milwaukee, March 9, four weeks; Scotti Tomar, Club 19, Chicago, March 16; Grace Reed, Judy Stevens and Cynthia, Calumet City, Ill., March 23 and Shanghai, Gay Paree Club, Chicago, March 19. . . . Carol Lord, a former strip feature and for the last three years boss of a dancing school in Great Neck, L. I., has returned to theatricals, this time as an associate of booker Paul Lester's New York office, where she will book strippers after drilling them in various strip routines. . . . The Gayety, Montreal, a burly house for 20 years and dark the last 12 years, has just been sold to M. Gagnon of Montreal and Emile Guy of Three Rivers, Quebec. The new owners will re-open in four weeks with vaude only for a month, then pix mixed with vaude, with no change in name. . . . Bonnie Bonne is fea-

tured at the President-Follies, San Francisco. . . . Billy Mason, newly teamed with Jack Geir of the former White Way Boys Quartet, are doubling between TV and the new White Shutter nitery in Bay Ridge, Brooklyn. . . . Winnie Garrett bows at the Club Samoa, New York, April 10 for three weeks. . . . Milt Schuster, well known Chicago booker, is out of the hospital and feeling much better.

Arabella Andre, in partnership with O. Biondi, has opened the Club LaConga on Pacific Avenue, San Francisco. Talent includes Nicolo, the Golden Goddess, Vivian Perry, vocalist; Jasmine, exotic dancer; Pandora, Magdalena and Irene, strips, and Jimmie Price and his ork. Booked for next week is Celinda, from Mexico City. Patti Bronell is being negotiated for. . . . Mari Knopf, treasurer of the Hudson, Union City, N. J., is on a brief vacation in Miami, the guest of Phil Rosenberg. . . . A new comic in burly on the Hirst Circuit is Rusty Jordan, whose home is in Philadelphia. He comes from niteries and wows 'em besides with a magic specialty. Al Baker and Bennie Moore are grooming him for a possible top banana berth.

Attending the funeral of Marcel (Selly) Kann, 54, on March 16 at Riverside Memorial Parlors, New York, were many friends in and out of show biz. Kann died unexpectedly on March 14. He had operated many theaters and did publicity for pix and circuses. His last theater operation was the Teatro Hispana in Harlem. A brother, Maurice D. Kann, associate editor for Motion Picture Herald and Quigley Publications, died a few months before. . . . Coffee Royal opened March 6 as the feature at the Star, Portland, Ore., where Rita Ravell is being held over for a third week. . . . Former featured strip Evelyn Taylor has left the stage to double between modeling and taking care of Bobbie, six months old, in her Yonkers, N. Y., home. . . . Current cast at the New Follies, Chicago, includes Bonnie Boyia, Beverly Lane and Sally Sweet, alternating as features; Harry Levine, comic; Jack Buckley and Elaine Collins, straights; Jun Red Ryder, Kareen Lee, Joan Vargar and Pixie Jann, strips; Jack Richards, producer in his third year, and Chuck Galoway, ork leader, plus a six-line chorus.

Extra Added

Continued from page 16

Ronnie Vincent, lead voice of the Gaylords, went into the Army and was replaced by Buddy Gzeco. . . . Boots McKenna (Columbia Entertainment) wants line girls.

Here and There

Sophie Tucker is pulling strong business to two shows a night at the Cave Supper Club, Vancouver, B. C. La Tucker is in for two weeks at \$7,500 per. She opened Monday (16). The Miller Brothers are opening at the Palomar, Monday (23). The current attraction at the spot is comic Lennie Rusell heading three acts.

AGVA-TROA Meet

Continued from page 16

argued. On that point, AGVA agreed to let ops put up bearer bonds for salary guarantees instead of cash as is now demanded. What the next steps would be neither TROA or AGVA was prepared to say. AGVA board will meet again Tuesday (24) to discuss its future moves. TROA has not set any date for its next meeting.

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DENMARK ACTS

Frequent Bill Changes, Pay Hike Is Trend

COPENHAGEN, Denmark, March 21.—There seems to be a definite trend this year among the local caberets toward increased talent budgets and, in a few cases, toward more frequent changing of acts.

The Palace Hotel's Ambassadeur, which is rated the city's top salary spot, started off this month with a show featuring Bob Murray, comedy juggler, and Wandy Tworak, violinist, who recently toured England as co-star with Gracie Fields and is skedded to tour America with her.

The policy of the Ambassadeur has been to hire acts for an entire month, but this month, despite having two hit acts, the house has brought in Chilean warbler Rosita Serrano for a 12-day stand at what manager Kai Jorgensen states is the highest salary paid by this spot, plus \$725 in traveling expenses, from Athens, for Rosita and her pianist. As the Ambassadeur reportedly paid the American dance team of Harrison and Fisher close to \$1,000 per week, last year, the Serrano deal probably calls for an equal or higher sum. The act was booked thru the I. Blicher-Hansen office, which usually sticks to the concert field.

Scarcity of Acts

Following Rosita Serrano is Lynda Gloria, star of the (Paris) Casino de Paris revue, who is due to open at the Ambassadeur today (21). This unusual method of booking may be due only to an apparent scarcity of available big-time acts, as Bob Murray, for instance, seems to be booked solidly and was unable to consider an offer by Emory F. Gilbert, veepee of the "Holiday on Ice" revue company, to join that show. Gilbert has had difficulty in finding any top-class novelty act that is free at the present time or in the near future.

The Prater, good nabe nitery, is maintaining its higher budget policy and has the Four Carlettos, acro-tumbling; Jack and Stern, (continued on page 50)

Cotillion Room

Continued from page 14

comedy aptitudes can be built up. Her singing act runs the gamut from pops (her own Capitol Record hits) to fine carbons of an Ethel Merman, Judy Garland and Ella Logan to hillbilly novelties. With all of these she uses cute pieces of business that give her added sight values. The over-all impact was so great that the gal was forced into two beg-offs, and even then the audience wanted more.

Cappella-Patricia

The dance team of Cappella and Patricia in its first American date in four years or so, showed a series of exciting lifts and spins. But they missed in their talking. The gal, with a pleasant speaking voice, used it well to introduce lightness into the act. A little of it was refreshing. But when it came after almost each number, its value was dissipated. The Stanley Melba ork cut the show in its customary fine style. The Bill Richardson lighting for both acts was commendable. Chico Relli's Latin outfit did the lulls. Bill Smith.

Chez, Chicago

Continued from page 14

Barry has used as sound effects for kids' records. Standouts on the show were Cass Franklin and Monica Lane, singing duo with plenty of class and good taste. "Getting to Know You" starts their act. Appropriate lighting sets the gal up in the title role for "How Do You Speak to an Angel?" and the number sells. Three more hold up the standard, then a "Charades" novelty brings in variation. "You're Just in Love" is the closer. Folie Miller fills the tapper position. Johnnie Martin's vocals pace the doings of the Chez Paree Adorables.—Tom Parkinson.

Hocus-Pocus

By BILL SACHS

MILBOURNE CHRISTOPHER

will be presented with the Star of Magic plaque by the New York Ring, International Brotherhood of Magicians, Friday (27) at the Barbizon Plaza Hotel, New York, for his "distinguished contribution to the art of magic." . . . Roland Winder, of Bradford, England, was thru New York last week en route back to the Old Country. . . . Chop Chop (Al Wheatley) greeted many of his Gotham magic friends during his engagement, just ended, with the Ted Lewis show at New York's Latin Quarter. . . . New York is showing little promise for the magic lads and lassies at the moment. Most of them are waiting for Easter kiddie shows to fill in for what they've been missing. . . . Frank Garcia and Jackie Flosso have come up with an unusual comedy magic turn. The act has plenty of laugh material and some smart magic to boot, and the boys are doing several original effects along comedy lines. . . . Joe Casuoto is back in the Big Town after a jaunt thru Holland. . . . George Schindler began a week's repeat at the Ideal Spot in Forest Hills Long Island, N. Y., last Friday (20). . . . Karrell Fox is keeping busy on club dates in the Detroit area. . . . Wilbur C. Weber (Professor Magi), Bridgeport, Conn., reports that he has heavy summer bookings for the New England territory. . . . Royal Vilas Assembly No. 20, Society of American Magicians, Bridgeport, Conn., staged its annual show recently at Holden Hall, that city, with Robert Sherman (Sherms) serving as emcee. Headlined by Frank and

Ruth Clinton, the bill included Lu Yan (Rudy Arnold) Wilbur C. Weber, Stuart Dube, Sing Chowli and Company, Jimmy Ryan and Gary Harger.

JOHN CALVERT, after a 40-week tour of the Moss Empire Circuit in England with his two-hour show, is now playing for the Armed Forces in Western Germany. With the completion of the latter trek, Calvert will go to Africa to make a Technicolor flicker, "Strange Horizons." On his big show in England, John has been featuring the vanishing elephant and other major items. Prior to opening on the Moss Circuit, Calvert toured extensively thru Australia and parts of Africa. . . . Thomas the Magician (Thomas Henricks) worked his magic thru-out a four-act musical spring fashion show, written and produced by Jerriot Lindsey, and presented at Shades Valley High Auditorium, Birmingham, March 13. . . . Bill Baird, during his recent two-weeker at the Elmwood Hotel, Windsor, Ont., caught Cedric of London on a club date at the Northwood Inn, Detroit, and says the latter has a cute twist on a comedy magic act wherein he gives away bags of tea during the act. Cedric is also manager of Percy Abbott's Magic Shop in the Motor City. . . . Lab 26, of Ring 26, International Brotherhood of Magicians, met March 13 at Nat Kane's studio, New York, with Jay Palmer and Jack Miller on deck to judge the contest feature. Tim Strickman copped top honors with a card divination effect, with Sam Aaronson being awarded second prize for his six-coin repeat. Magic auction and the open forum occupied the rest of the meeting. . . . The Blackstone Magic Club, of the Veterans' Administration Hospital, Rutland Heights, Mass., staged its annual production recently in the hospital theater to an enthusiastic audience of patients and personnel. Donald Lambert emceed the program which included Henry Crosley, Harry Smedley, Joseph Gollmizer, Bob Porter, John Ryan, Panagiotis (Pete) Papadopoulos and Willard Smith. Technical details and props were handled by Bob Porter, Harvey Ellis, George Hoagland, John Montiquila, John Niemitz, Kenneth Wakely, Bernard (Doc) Cote and Mr. Haapenen. Membership in the Blackstone Magic Club, now in its seventh year at the hospital, is open to all patients genuinely interested in magic. Willard S. Smith, chaplain of the group, writes: "We have turned out some promising magicians, tho the main purpose is to boost the morale of the patient-members by giving them an interest to wile away the monotonous hours. Magic does it wonderfully."

Miami Niteries

Continued from page 16

Lillian Roth and Lenny Kent into the Clover Club, Monday 24 will undoubtedly retain his open-all-year policy; and Bill Jordan is trying the same thing this year for his Bar of Music. The Five o'Clock Club is open only when Martha Raye is available.

Otherwise, all the other top spots have closed. Bill Miller had a miserable season at the Riviera, the ex-Copa City. He was hampered by a late debut, at a time when recognized cafe draws were already booked elsewhere.

Ed Fielding had a disastrous winter at his Beachcomber, and has told intimates that he dropped \$700,000 in the two-year operation of this spot.

Hotel Cafes

Most of the hotel cafes made no great amount of dough, if any, this year, even with one-show-a-night with few name acts. The trend now is for the hotels to book a different performer each night, almost like a weekly club-date. This has begun already by the Algiers Hotel and two or three smaller hostleries, and talent agents believe it will become general before too long.

Vaudeville at the Olympia manages to hang on, however, thru this near-black period, but even executives of Florida State Theaters—which operate the house—are mulling new formats for the spring and summer.

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Continued from page 1

27,672. This was accounted for by three extra matinees played and the growing popularity of an early show over a late one.

\$2.50 Top Price

The show was sold at \$2.50 top, with children under 12 admitted for half-price. In some of the smaller capacity houses played, promoters wanted to eliminate the half-price tickets, but Autry insisted on them because he didn't want any kids turned away because they couldn't raise the price of a ducat.

Attendance at matinee performances usually averaged two children for each adult, while the average at evening performances was approximately even. Attendance figures were all the more remarkable since practically all of the dates were repeats from 1951 or 1952 tours.

The show was a smash right

Spike Jones, Minneapolis Expo Score

MINNEAPOLIS, March 21.—The Minneapolis Home and Builders Show opened during a heavy snow storm Saturday and Sunday (14-15) but scored between 35 and 40 per cent more business on those days than in comparable time at the last three annuals.

Spike Jones' revue is the entertainment attraction. Price of admission to the expo has been raised this year and a charge is being made for reserved seats.

H. H. Cory, president and general manager of the show, predicted this would be his most successful exposition here.

The 3,500 reserved seats, going at 45 cents, were sold out for the first two performances. An additional 3,000 seats are free to those who pay general admission charge.

French Boys Choir to Tour

NEW YORK, March 21.—The Little Singers from Paris, a singing group of 35 boys, is being booked for a tour in Eastern and Middle Western States by Herman Fia.koff of New York.

The group is coming to this country under auspices of the French government. It also was in this country and Canada in 1950 and toured Europe, Africa, Asia and South America in other seasons. The group was organized in 1907 and began its world travels in 1931.

7 Shows Score At El Paso Aud

EL PASO, Tex., March 21.—Strong turnouts, most of them sell-outs, were scored here recently by seven attractions. They were "Oklahoma!," "Kiss Me, Kate," Slavenska-Franklin Ballet, "John Brown's Body," Eddy Arnold, Beto Villa and "Grand Ole Opry."

They appeared in city-owned Liberty Hall, where C. W. Swan is manager. Swan is recovering from an operation.

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from its start January 14 in Wichita, Kan., where both matinee and evening performances were sold out, to the wind-up in Washington on March 1, where the show filled the mammoth Uline Arena twice.

SRO at Indianapolis

The show was sold out in more than half the dates played. In Indianapolis, the Coliseum seating 13,000 plus was sold out, 340 standing room tickets were sold, and a police-estimated mob of some 2,000 turned away. Some 14,000 persons jammed the St. Louis Arena, filling it to capacity. Another mammoth date was Toronto, where 15,438 paid \$20,464 to witness two performances.

In Providence, where Autry set an all-time attendance record last year at the Arena, he repeated this year, grabbing off \$19,893 for the day's work.

It wasn't all easy, as the tour hit snags at several dates. Icy roads and a fierce blizzard resulted in more cancellations coming in on the day of the show in Omaha than were sold at the box office. The flu epidemic, at its peak in Kansas City, Kan., when the show played there, resulted in a half-house, considered good since local papers had been running stories warning parents to keep children away from crowds. The flu was also responsible for less-than-capacity houses in several Midwestern cities, and a pouring rain dampened enthusiasm of Autry fans in Vincennes, Ind.

Gate Up in TV Centers

Autry attributes the standout success to three factors: (1) Television. In cities where his television pictures have been playing, attendance was way up, particularly in Indianapolis, Providence, Peoria, Ill.; South Bend, Ind.; Joliet and Champaign, Ill. (2) Weather. At a time of the year when snow, sleet and rain are the expected gamble, the tour encountered a minimum of adverse weather. (3) That unknown factor in show business that makes a performance hot or cold. Autry was hot this time around.

Some 25 performers comprised the show, in addition to Autry and his two horses, Champion and Little Champ. They included the Hoosier Hot Shots, Pat Buttram, Johnny Bond, Gail Davis, the Cass County Boys, Carl Cotner, Frankie Marvin, the Four Strongs, the Winter Sisters, Barbara Bardo and Gene's Melody Ranch group.

Plans are already being formulated for a fall tour.

Shaw Chorale, Waring Shows Fill Detroit Aud

DETROIT, March 21.—Masonic Temple had the satisfactory experience of running two capacity houses of 4,400 people each over the week-end. The Robert Shaw Chorale played Friday (13) and the Fred Waring Show on Sunday (15). Each made a single performance. Gross on the Waring Show was \$10,000, while that on the Shaw Chorale was equivalent to this figure, with adjustments made for the fact that the bulk of tickets were sold as part of the regular Temple Concert Series.

Simultaneously, announcement of a new Concert Series of eight attractions was made by Temple manager William Van Lopik. Highlights from the entertainment standpoint will be the opening concert on October 2 by the Guard Republican Band of Paris, and the new Agnes DeMille Ballet Theater in February, 1954.

The Guard Republican Band which played at the St. Louis World's Fair and is making its first American tour in some 30 years, is hailed as "the world's greatest concert band" by Paul Paray, conductor of the Detroit Symphony Orchestra.

Weather Forces Ala. Holiday For "Holiday"

MOBILE, Ala., March 21.—"Holiday on Ice" ran into weather difficulties on its outdoor date at Ladd Stadium here Tuesday thru Saturday (10-14). Rain blanketed out two of the five nights and fog hindered the other three starts.

All-day rain killed Tuesday. Cloudy weather held Wednesday night to 2,700 persons, while 4,350 sat in Thursday night's fog. Better weather on Friday brought out 5,900 payees. More than 4,500 were in the stadium Saturday when rain forced cancellation and refunds after the first act.

The icer's sister show, "Ice Vogues" played without weather troubles in 1950 and 1951.

Skinner Show To End 30-Wk. Season in D. C.

CHICAGO, March 21.—Cornelia Otis Skinner's "Paris '90" closes a successful theater run here Saturday (21) and after two more stands moves to Washington, D. C., where the final stand of the 30-week season starts April 6.

The show played about 20 auditoriums during the coast-to-coast tour which started in September. Business was reportedly strong at several West Coast auditoriums, as well as elsewhere.

Plans for next season have not been formulated and it is not determined whether the show will troupe. However, one of the several possibilities being discussed now is that of making a tour under local auspices. In the event that should be undertaken, it was considered likely that the show would be booked into a large number of municipal and school auditoriums equipped with stage facilities.

Dramatic & Musical Routes

Affairs of State: (Cox) Cincinnati. Ballet Theater: Davenport, Ia. 24; Burlington 25; Madison, Wis. 26; Milwaukee 27-28; Minneapolis April 1; South Bend, Ind. 5.
Borge, Victor: (Her Majesty's) Montral. Call Me Madam: (Shubert) Chicago.
Can Can: (Shubert) Philadelphia.
Constant Wife, With Katharine Cornell: (Curran) San Francisco.
Country Girl: (Locust Street) Philadelphia.
Deep Blue Sea: (Forrest) Philadelphia.
Dial 'M' For Murder: (Harris) Chicago.
Farfel Follies: (Selwyn) Chicago.
Fourposter: (Shubert) Boston.
Gigi: (Biltmore) Los Angeles.
Good Night Ladies: (Aud.) Rochester, N. Y., 25-28; (Majestic) Hornell, N. Y.
Good Night Ladies: (Majestic) Hornell, N. Y., 24; (Aud.) Rochester 25-28.
Greco, Joe: (Lyceum) Minneapolis 24-28.
Guys and Dolls: (American) St. Louis.
Horses in Midstream: (Shubert) Washington.
I Am a Camera: (Wilbur) Boston.
I Found April: (Nixon) Pittsburgh.
Maid of the Ozarks: (Court Square) Springfield, Mass.
Male Animal: (Blackstone) Chicago.
Mrs. McThing, With Helen Hayes: (Cass) Detroit.
Pink Elephant: (Shubert) New Haven, Conn.
Point of No Return: (Paramount) Omaha 24-25; (KRNT Radio Theater) Des Moines 26-28.
Shrike, The: (Erlanger) Chicago.
Skinner, Cornelia Otis: (Hanna) Cleveland.
Slavenska Ballet: (Aud.) Sacramento 24; (Aud.) Oakland, Calif. 25; (Civic) San Jose 26; (Aud.) Santa Barbara 27-28.
South Pacific: (Aud.) Charleston, W. Va. 24-28.
Stalag 17: (Colonial) Boston.
Top Banana: (Davidson) Milwaukee.
White Cargo: (Shubert) Detroit.

Skating Shows

Ice Cycles of 1953: Halifax, N. S., 24-28; Moncton, N. B. 30-April 1; Campbell 2-4; Kitchener, Ont. 7-11.
Ice Follies: Syracuse 24; Minneapolis 26-April 12.

Miscellaneous

Bailey's, Bill All-Star Minstrels: Dennison, Tex. 24; Muskogee, Okla., 25; Tulsa 26; Joplin, Mo., 27.
Irvin C. Miller's Brown-Skin Models: (Rox) Concord, N. C., 24; (Dunbar School) Spencer 25; (Ritz) High Point, N. C., 27; (Carolina) Sanford 28; (Palace) Greensboro 29; (Ritz) Spartanburg, S. C., 30; (Booker T.) Rocky Mount, N. C., 31; (Regal) Durham 1; (Lincoln) Winston Salem 2; (Liberty) Greensville 3.

Roadshow Rep

CHARLES (KID) KOSTER, who with Oscar Hodge and Bones Stevenson handled the advance for the 1910 version of Lew Dockstader's Minstrels, reports from North Hollywood, Calif., that the talent line-up that year included Dockstader, Neil O'Brine, John King, Eddie Mazier, Tommy Hyde, Pete Deitzel, Bill Cawley, Georgie Faust, Harry Morris, Will Oakland, Reese Proser, Tommy Hackett, Grey Weller, James Reiney, John Baxter, Harland Dixon, Red Cochran, Charles Wilson, Eddie Cuppro, Bill Thompson and Joe Natus. . . . Forest Collins has been promoting amateur shows in Northern New York to fair returns. He says that business is falling off in many places and that sponsors are not easy to interest. . . . A. M. Worthen advises from his Laramie, Wyo., headquarters that he will work Southwest Wyoming again with his novelty small animal show. He also plans to play the celebration dates he made last season. . . . Mercer's Museum is set to open the season at Welland, Ont., as soon as favorable weather arrives. Unit will move toward Western Canada and play stores and halls until the weather is warm enough for it to go outdoors.

AFTER completing a tour under canvas last fall, Tilton's Comedians, owned and operated by Mr. and Mrs. M. R. Tilton, completed a 15-week circle stock stint at Mason City, Ia., before taking a holiday. They then opened a circle in Illinois where they soon will close a 15-week run. Established tent territory again will be played in Iowa, with opening slated for early in May. Roster currently numbers nine. Included are Don Weage, Jerrie Dexter, Lee Baird, Walter Lukas, Judith Staup; Dick Ellis, featured comedian; J. W. Lawler, publicity, and the Tiltons. The last-named report that new equipment and a new top will be added for the 1953 tour and among the plays to be used will be several by Neil Schaffner. Recent visitors included Vern and Ora Slout, Jess and Dorothy Sund, Mr. and Mrs. Jimmie Weir, Duke and Marenna

Montague, Ralph Blackwell and Bud and Nicky Dreasler, who recently closed two and a half years with "South Pacific." They are currently playing Chicago night club dates.

GEORGE P. HAINES, who died at his home in Kansas City, Mo., February 21, was an actor of the old school, having appeared with many of the leading attractions on the old Star and Havlin Circuit. Haines, who was 81, operated the Haines Stock Company under canvas for many years in Missouri and Kansas. His cast featured his wife, Jeanette, and the Walters and Haines Comedians, in partnership with Herb and Helen Walters. . . . Rome L. Schaffner, a lieutenant with the Army Medical Corps and son of Neil and Caroline Schaffner, owner-operators of the Schaffner Players, was married to Mary Dell Noel, of Canton, Ill., in Sarasota, Fla., recently. Schaffner left for a tour of duty in the Far East February 23. Best man and bridesmaid at the ceremony were Mr. and Mrs. Stuart Lancaster, owners of the Palm Tree Playhouse, Sarasota. . . . S. K. Sorrence is in Zillah, Wash., framing (Continued on page 49)

Drivin' Around The Drive-Ins

ALTON PARKER last week announced the opening of the new Texas Drive-In Theater at Fairfield, Tex. Construction, started last November, has just been completed. . . . Thieves broke into the concession stand of the Alamo Drive-In, San Antonio, by breaking a glass door. They obtained about \$50 in quarters from vending machine. . . . A new 200-car capacity drive-in is to be built by Bobby Hamm at Matador, Tex. . . . Charles Weisenburg, president, Texas Drive-In Owners' Association, announces the annual meeting of the group will be held at Dallas April 14-15. The first international meeting of the recently formed International Drive-In Association will be held at Dallas in September. . . . C. C. Hamm, Quitaque, Tex., and Harry Barnhill, Turkey, Tex., have started construction of a new 200-car capacity drive-in between those two cities. . . . Each operates a standard theater in those towns. . . . The George M. Schwartz Theaters, with indoor movie houses in Southern New Jersey and Delaware, announced the building of the Kent Drive-In near Dover, Del. National Theater Supply has the complete contract for the job, which is expected to be completed soon. . . . Sandy Gottlieb announces that his Tri-State Buying & Booking Service, Philadelphia, has added the following Eastern Pennsylvania open-airers to its account list: Midway Drive-In, Wilkes-Barre, owned by James M. Castrignano; Maple Drive-In, Indian Orchard, owned by Michael J. Delfino, and the Sunset Drive-In, Chambersburg, owned by Harold Kagan.

A PEAK turnout is anticipated for the annual National Drive-In Theater Association convention at the Schroeder Hotel, Milwaukee, March 24-26. President Sig Goldberg reports a heavy flood of early reservations may bring attendance up to 1,000. Opening-day sessions will find exhibitors taking part in group discussions on topics concerning industry problems. Discussion leaders are Floyd Albert, John Schuyler, Arnold Brumm and Ben Marcus. Speakers who will address the organization in full assembly will be Col. H. Cole, national chairman of the Admission Tax Repeal Committee; Herbert Barnett, president, Society of Motion Picture and TV Engineers; Abram F. Myers, Wilbur Snaper and Ben Marcus.

PROMOTERS

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FRIDAY, 13TH

Trouble Dogs Can. National Sports Show

TORONTO, March 21.—Canadian National Sportsmen's Show, closing at the Coliseum here today, got a run of bad luck leading up to its Friday-the-13th opening.

Paul Remos collapsed during a dress rehearsal the afternoon prior to opening day and died prior to his arrival at a hospital. His act, Paul Remos and His Toy Boys, was to have appeared on the sports show bill along with other acts that were dogged by troubles.

Ken Hill, a Canadian animal trainer, was attacked by one of five lions he was bringing to the show. The attack resulted in the amputation of one of his arms.

The Four Phillips, a recent German import, rolled over in their car several times en route to Toronto from New York and had to be confined to a hospital.

But William Shilling, New York booker, who supplied the show, fared better with Sharkey the Seal, who went on as scheduled.

Minstrel Show Quits Aud Tour

SAN MARCOS, Tex., March 21.—Bill Bailey's All-Star Minstrels closed here Thursday (12). They had been playing auditoriums and arenas, but future dates were canceled. Owner Si Rubens said stagehand expenses and other costs of indoor trouping had defeated the show. He announced plans to reopen the show under canvas.

Roadshow Rep

Continued from page 48

an open-air puppet show to play celebrations and some indoor dates this summer.

ENFIELD (RUBE) STRICKLAND, widely known among roadshow-rep folk, is confined in Bradford City Hospital, Bradford, Pa. He toured the Keith and Pantages circuits for many years and also was musical director with the Hi Henry Minstrels and other units. He'd like to read letters from friends. . . "I've been moving around this area waiting for the weather to clear so that I can go over into Nevada," pens G. G. (Gigger) Duffy from Redding, Calif. "I've worked a few eating spots to poor money. My truck and trailer are in Carson City, Nev. I'll pick up there and load up with some merchandise for the spring." . . . **R. R. Caravan**, who has been working his museum sales show around Terrell, Tex., is making plans to head for Southwest Oklahoma. Caravan carries a large line of business motto cards that he pushes to merchants as he goes along. . . **W. W. (Wee) Clark** advises from Billings, Mont., that he will have a stroller type show in Wyoming this summer. Clark played some indoor dates at eating spots this winter to fair results.

MAURICE REGAN, who has been hustling a subscription deal promotion in Northern Minnesota, is headquartered at Hibbing. He won't be there long, however, since he soon will drop into territory that he played last summer with a busking type and sales promotion show. Regan carries a one-man band outfit and takes on any dates that come along. "I have met only two small units since leaving Winnipeg, Man., last fall," Regan writes. "One of them was **Saul Rogers** and his wife who play dramatic and vaude bills for small town sponsors. They also do some honky dates on the side. Their routines are good and they should get money. The other attraction was a hypnotic show worked by **Ernest Cleaver**. He also plays for sponsors and some churches. He's clever. He was with **Pauline**, hyp-

notist, years ago, but migrated from the East to Western Canada and owns some good property in Manitoba. His wife accompanies him on the road and a son takes care of their farm." . . . The **Page Family Show**, which has been in the Lewiston, Idaho, area recently, is working its way back East after being on the West Coast. Unit reports only fair returns and much cold weather.

ARTHUR CONNELLY, who has been promoting hobby shows around Lewiston, Idaho, to fair business, reports that he will stock up with some of his regular sales items and move to Southern Oregon where he has spent the past few summers. Connelly says that he met the three-act **George Page Family Show** recently and the unit was preparing to work Colorado with a drama-vaude attraction. "Their show is a first-class attraction that the Pages can place anywhere," Connelly says. "It reminded me of the good old 10-20-30 days when everyone with the show could play a small part or do some specialty. The unit can't miss." . . . The **Sun Players** have opened their circle stock season in Nebraska. They are headquartered in Columbus, a few miles from Omaha. Cast includes **Jess, Dot and Lucky Sun, Faye Long, Diane Craig, Amber and Sid Householder, Larry Dirksen, Bud Manley and Carl Park**. The Suns will move to Iowa to open their tent season.

Kiefer and Weeden Buy Skatin' Toons

SMITHTOWN BRANCH, N. Y., March 21.—Wally Kiefer, former rink operator, has announced his recent purchase of the Skatin' Toons Record Company and Ess-Tee Distributors, Inc., here from Allen Strow.

Kiefer formerly operated rinks in the Middle West and more recently has been associated with Earl Van Horn and Harry Bickmeyer in the White Plains (N. Y.) Skating Rink. For the past five years he has worked with Strow as sales and office manager for Skatin' Toons.

Kiefer, who calls Skatin' Toons the largest and oldest company producing recordings especially for skating rinks, says no change in operation of the company is contemplated at the present time. As in the past, 10 new records per month, together with a one-hour tape recording, will remain on the production schedule. Kiefer's associate in the transaction is Roger A. Weeden, son of the Mineola (N. Y.) Rink's organist, Bobbie Weeden Kiefer, and a recent member of the sales department of the Sperry Company.

Bridgeton Promotion

BRIDGETON, N. J., March 21.—Russ' Roller Rink, which opened for the first time with the new year will stage a Dunbar Night every Saturday. The rink continues its schedule of nightly operations, with matinees on Wednesday and Saturday.

Edwards Preps AOW's Cherry Blossom Meet

ELIZABETH, N. J., March 21.—Preparations are under way by Jack Edwards, director of racing in the America on Wheels chain of rinks, for the sixth annual Cherry Blossom Speed Championships to be held April 18 at Alexandria (Va.) Arena.

Sanctioned by the United States Amateur Roller Skating Association, the meet will offer 18 events in all, with gold, silver and bronze medals being awarded first, second and third-place winners in all classes. In addition, a club trophy will be awarded on points in the finals. Entry fee is \$1 and deadline for entries is April 11. Entries must hold a 1953 USARSA card to be eligible and have their own racing uniform.

Edwards has lined up a program that includes one mile and 1/2-mile events for senior men and women, one mile and 3/4-mile races for junior men and women, 3/4-mile and 1/2-mile contests for intermediate boys and girls, 1/2-mile races for novice boys and girls, plus four-lap races for mixed juveniles and a five-mile mixed relay with entries limited to one from each AOW club.

Scranton Polio Show Nets \$580

SCRANTON, Pa., March 21.—A record sale of 1,402 tickets at 50 cents each produced a capacity crowd and a net of \$580.36 at the third annual March of Dimes benefit skating show staged February 21 by the Crystal Roller Skating Club at Town Hall Skating Rink here. The show was sanctioned by the Roller Skating Rink Operators' Association.

William H. (Billy) Carpenter, club coach, show director and co-operator of the rink with Russell W. Armbruster, said that the money was turned over to Victor J. Brown, national skating chairman of the National Foundation for Infantile Paralysis. Fifty per cent of the donation will go to the local Lackawanna County chapter of the agency.

The club staged a repeat performance of the show Saturday (7) night at the rink. Proceeds were used to reimburse performers for costume and other incidental costs which they assumed in staging the show.

'Coronation' Draws Big at Omaha Rollery

OMAHA, March 21.—Danny Langfeld and Marilyn McCandless were named king and queen of Omaha roller skating at a "coronation" that drew a large crowd to West Farnam Roller Rink on February 14, according to Jack L. Brown, rink pro. Judging was done on skating ability, popularity and personality. The 1952 king and queen presided at the affair.

Browne reports continued progress in class work at the rink. He has adapted a simple ballroom dance, the hokey pokey, to roller skates and says it is going over big with customers. The next dance to be taught is the bunny hop. The beginner class has shown the greatest growth, says Browne, with 216 pupils since September.

West Farnam has lost its organist, Bill McCoy, who has joined the staff of the new Arena Roller Rink, which opened recently to a big crowd in Lincoln, Neb. Browne gave his exhibition skating routine at the opening. He also reports setting a number of summer exhibition dates, including Storm Lake, Lake Okoboji, Shenandoah and Carroll, Ia.; Fremont, Neb., and a return engagement at Lincoln.

Mineola Oldtimers' Event Called Great

MINEOLA, N. Y., March 21.—Mineola Rink employees, sponsors of the recent third annual Oldtimers' Jubilee at the rollery, and operators Earl Van Horn, Harry Bickmeyer and Inez Van Horn, were unanimous in calling the event a great success.

The entertainment program was probably one of the best ever offered at the rink with such stars as Evelyn Chandler, former pro ice skater who gave a great performance on rollers; the Four Macks, former pros who came out of retirement for the occasion; Anne Feder, Val Lone, Eddie O'Donnell and Ruth and Frank Henrich.

Among the many celebrities and people associated with the rink trade attending the party were Mr. and Mrs. Victor J. Brown, New Dreamland Rink, Newark, N. J.; Melvin Umbach and Raoul E. Bernier, Bal-A-Roue Rink, Medford, Mass.; Mr. and Mrs. Billy Carpenter, Town Hall Rink, Scranton, Pa.; Sam Sholes, Riverhead Rink, Dorchester, Mass.; Art Goodfellow, National Sports Publications; Wally Kiefer, Skatin' Toons Smithtown, N. Y.; Jack Adams, Chicago Skate Company representative in the Bronx, N. Y.; James Stefan, Arcadia Rink, Hazleton, Pa.; Albert Gropelli, Rollerdrome, Westerly, R. I.; Robert Broyles, Arena, Pittsfield, Mass.; George Appale, president of the United States Amateur Roller Skating Association; Jane Heffron, skating editor of The Long Island Daily Press; Mr. and Mrs. Don Victor, Mount Vernon (N. Y.) Arena; Ruth Holland and daughter, Linda, Bridgeport, Conn.; Bill Love, roller skating columnist of The New York Journal-American, and Mrs. Love, and Victor and Dorothy Caille, Holly Oak, Del.

Winners of skating contests were Ruth and George Davis, who won a leg on the Victor J. Brown challenge trophy for married couples doing the Chicago hop, and Dotty and Henry Imke, first winners of the Pat McMahon memorial trophy in the straight waltz. McMahon, originator of the Oldtimers' Jubilee, was a former Mineola employee who died last year.

Winners of Benrus wrist watches in a voo doo contest were Mr. and Mrs. Roger Weeden, Wally Kiefer and Linda Holland. Winners of two \$100 U. S. savings bond door prizes were Louis Hood, Baldwin, N. Y., and Alvin Luger, Bay Shore, N. Y.

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The Final Curtain

BARON—Aaron, 67, music critic of *The Jewish Day*, March 17 in New York. He had been music critic for *The Jewish Daily News* from 1923 to 1938. Two brothers and a sister survive.

BRADY—Garland G., 40, musician, March 14, in Dennison, Tex. His father, three sisters and a brother survive.

BROWN—Pat, 61, a veteran of 30 years in outdoor show business, in Rollo, Mo., March 1, of heart disease. His last connection was with Great Sutton Shows and prior to that he was with Lee Allen. His widow, two sons, three brothers and one sister survive.

CALLAHAN—Anna LaSalette, 65, concert pianist until her retirement several years ago, in Bridgeport, Conn., March 12. Survived by a sister, Katherine of that city. Burial in St. Michael's Cemetery, Stratford, Conn., March 14.

CLARKE—Victor H., 72, who was active in the film industry for more than 25 years, March 18, at his home in Vista, Calif.

DEL CAMPO—Conrado, Spanish conductor and composer of operas, March 17 in Madrid.

DWYER—Queen, mother of William Dwyer, veteran midway concessionaire, March 16 in her Lewistown, Pa., home. Dwyer was formerly with the Amusement Company of America and James E. Strates' shows.

FERRON—Charles J. Sr., father of Charles Ferron Jr., Bridgeport, Conn., orchestra leader, in that city March 3. Also survived by his widow, Alice; two daughters, Mrs. Alice A. Schwabacher and Dorothy A. Glynn; a brother, Fred, and a sister, Mrs. Marie Frenette. Burial in St. Michael's Cemetery, Stratford, Conn., March 6.

FISKE—Mrs. Brenda Dahlen, actress, March 17 in New York. A former X-ray technician, she entered the theater and appeared with Katharine Cornell in "Dishonored Lady," was starred in "The Ninth Guest," and also played in "A Room in Red and White" and "Greater Love." Summer stock saw her in a wide variety of roles. Her husband, Rodney G., and a brother survive.

IRENE BORDONI

Irene Bordoni, 59, former musical comedy star, died March 19 at Jewish Memorial Hospital, New York, of cancer. Born in Paris, she became a chorus girl at the age of 13. Five years later she came to New York in "The First Affair," and became something of an overnight sensation, not so much due to her singing or dancing talents as to her saucy appearance, vivacious personality and intriguing accent. Then came a succession of other roles here and abroad, climaxed by her first great hit in "Hitchy-Koo," with Raymond Hitchcock, in 1917-'18. By 1925, after a number of other hit shows, she had become an international star with homes in New York, Paris and Monte Carlo. She became a repeat headliner at the Palace during an ensuing decade while touring the world with various musical plays. Among songs she helped make popular during her hey-day were, "If You Could Care for Me," "Let's Do It" and "It Must Be Love." In 1940 she achieved what was considered a comeback in "Louisiana Purchase," later doing the movie version with Bob Hope and a West Coast revival of it in 1947. From May, 1951, to last September, she played Bloody Mary in the Chicago company of "South Pacific." This spring she essayed a road tryout with the musical, "Maggie," but withdrew. She had been married in 1915 to Edgar Beman, a French actor and manager whom she divorced in 1918. Later she married American producer E. Ray Goetz, receiving an annulment in 1929. She had been living in New York, at 40 Central Park South, until Tuesday (17), when she entered the hospital. Her death followed within 48 hours.

Washington O.O.

Continued from page 2
are gloating over the public displeasure, so Wallace figured he'd perform a useful service by spreading the theme in jingles like the brewers themselves use. Here's a sample stanza:
"Throw out the bottles!
Who cares wherever they fall?
Throw out the bottles!
Such fun to smash on the wall.
Throw out the bottles!
You can't take them back to the store.
You might as well throw out the bottles
From the car's rear door."

GARRETT—Johnny, 42, veteran auto race driver, March 15 in a Fresno, Calif., race crash. He made his home in Glendale, Calif.

GORDON—Nathan, 66, veteran show business figure and philanthropic leader, in Los Angeles March 16. Gordon was the husband of the late Vera Gordon, stage and screen actress of "Humoresque" acclaim and father of William Gordon, head of Universal-International's department of public relations, foreign affairs and censorship. He had been in retirement for several years, prior to which he conducted an insurance business. He was known in New York in his earlier years as a producer of vaudeville and stage shows. He is also survived by a daughter, Nadje, and a granddaughter, Phoebe. Interment in Hollywood Cemetery.

HALE—Edward Everett III, 46, theatrical organization executive, March 19, at the home of friends in New York, of a heart attack. He was assistant executive secretary of the New York Radio and Television Directors Guild. He was a grandson of Edward Everett Hale, author of "The Man Without a Country," and a descendant of Nathan Hale, Revolutionary War patriot. A graduate of the American Academy of Dramatic Arts, he had roles in several Broadway productions between 1926-'37. He also toured with Walter Hampden, and "State of the Union." From 1938-'50, he served as business manager of Equity, working closely as liaison with WPA federal arts projects. During the war, he served as a recreational officer with the Army in New Guinea and Australia. He was a member of the Players and a vice-president of the Descendants of the American Revolution. He is survived by his widow, a son, a daughter and a number of brothers and sisters, including Robert Beverly Hale, an associate curator of the Metropolitan Museum of Arts, and Herbert Dudley Hale, an executive of RKO-Pathé, Inc., New York.

HULL—Walter Nelson, 67, well-known juggler, in New York, March 3. He and his brothers made up a juggling act known as the Juggling Nelsons which toured the Orpheum and RKO circuits for many years. Hull began his career on showboats in the South and his last engagement was with the New York company of "Carousel." Five brothers and a sister, all residents of Ashland, Ky., survive. Burial in that city March 7.

LAUGHTON—Mrs. Eliza, 84, mother of actor Charles Laughton, March 14 in Scarborough, England.

IRENE BORDONI

IN LOVING MEMORY
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T. P. LEWIS JR.
who passed away March 20, 1950
Mr. and Mrs. Ted Lewis, Georgina Lewis,
Jackie Burns and Sisters, Dorothy Hill
and Lucille Dubrowsky.

PHELPS—Lee, 59, motion picture character actor for 35 years, March 19 at his home in Culver City, Calif. He had also appeared in vaudeville and on the Broadway stage. He leaves his widow and two daughters.

RAYMOND—Jack, 61, British film director for 30 years, March 20 at a London hospital. Among his credits are "The Rate," "When Knights Were Bold," "Worm's-Eye View" and "Reluctant Heroes."

RECKLAW—Dan, 73, originator of the novelty cycle act, the Reckless Recklaws, recently of injuries sustained when struck by a hit-skip driver at Somerdale, N. J., on February 23. Recklaw, whose correct name was Daniel M. McGlynn, toured many of the old vaude circuits with his Reckless Recklaw troupe. He is survived by his widow, Fanny Recklaw; a son, Daniel, and two daughters, Margaret and Billie. Burial in the Gate of Heaven Cemetery, Berlin, N. J.

ANA Confabbers

Continued from page 3
tet will sing better because it's only a solo now." The talent repayment clause in the SAG agreement also may cut revenue to stations. A sponsor will say, why not run this film in 20 cities instead of 22? It might also result in a cutting down of the number of film spots running in a series.
Bellaire's other cost-savers: Industrial or educational films the company has made; stock footage; art work lying around the place that might be adapted; rear projection; building a film from still photographs; outdoor shooting, and re-use of film.
Finally, the sponsors are happy to see some easing of the stranglehold some one-station cities had on the industry. Things are easing in Seattle, Houston, Pittsburgh (with a Newcastle, Pa., station coming) and St. Louis, (with a Belleville, Ill., station due). But things are still rough in places like Milwaukee and Kansas City, Mo.
Both Frank White, National Broadcasting Company head, and Frank Stanton, Columbia Broadcasting System president, were down to address the late afternoon session on Friday in off-the-record talks. It's doubtful that they agreed to make things cheaper for the boys.

RUMER—Lola, 48, mother of Barbara Le May, night club and carnival dancer, March 16 at Morgantown, W. Va. Survived by seven children.

SLOTNICK—Mrs. Sarah, 62, mother of Manning Slater, business and sales manager of WICC-AM-TV, Bridgeport, Conn., in that city March 14. Also survived by another son, Irving, Los Angeles; a daughter, Mrs. Bernice Dreier, Bayside, L. I.; two sisters, Mrs. Lillian Spivack, Bridgeport, and Mrs. Eileen Schwartz, Loralton, L. I., and a brother, Morris Hurwitz, New York. Burial in Kodimoh Cemetery, Springfield, Mass., March 15.

SMITH—Matthew, 48, stage and film actor, March 16 in New York. After training in Utica, N. Y., and Pittsburgh stock companies, he appeared in New York in "Merton of the Movies," "Trelawney of the Wells," "Snow Girl," "The Bat," "The Cat and the Canary," "Design for Living," "Places Please" and "That Old Devil." In Chicago, he was also seen in "The Road to Rome," and on the screen he appeared in "The Barretts of Wimpole Street." Smith was the author of a novel, "Overnight." His widow and a brother survive.

ULRICH—Conrad C., 64, for 40 years in vaude as a ventriloquist, March 16 in Chicago.

WATSON—Frederic, 77, arranger and concert pianist, March 17 in East Orange, N. J. He had conducted band concerts in Central Park, New York, was the first musician to arrange George M. Cohan's song, "Over There," and had been an accompanist for Sophie Tucker. Watson was former secretary of the Entertainment Manager's Association of New York. His widow and a sister survive.

YORK—Mervin E., 62, a director of the Moose Jaw (Sask.) Exhibition Company, at Moose Jaw, March 11, after a lengthy illness. He was one of the founders and a past president of the Saskatchewan Light Horse Society and founded the Moose Jaw Riding Club. Surviving are his widow and two daughters. Burial was in Moose Jaw.

CAPSULE COMMENT

Continued from page 12
cunningly worked out. Script-wise, the line of adventure and fantasy running thru the series mirrors the writer's understanding of the minds of youngsters in the 4-13 age bracket.
* * *
Silbert at Six (Radio), WGMF, New York, 6-7 p.m., Monday thru Saturday.
The formula here calls for major emphasis on the Saturday sessions, when the show has open house for the teenagers. With the use of name guests, dancing and free Cokes, it would seem that Silbert has a fool-proof formula. Only basic item that needs strengthening is his interview technique, which could bear integration of some pertinent queries along with the backslapping. (See full review this issue).
* * *
Gun Smoke (Radio), CBS, Saturday (7), 9:30-10 p.m., EST.
Still a sustainer over a long period of months, "Gun Smoke" is one of the better programs of its kind now being aired. The series, which emphasizes understatement both in the writing and in the playing, tells the running story of the dangerous existence of U. S. Marshal Matt Dillon, of Dodge City. The program caught was about his handling of the trigger-happy son of a Texas millionaire. It was excellently done. (See full review this issue.)

Denmark Acts

Continued from page 47
equilibrists, and Cerry Cozana, dancer.
Valencia has a bill topped by Lott and Joe Anders, bike-jugglers, who recently returned from America. Also at that spot are Tornado, juggler-magician; Kiss Gregers, singer, and Olivia and Jose, acro dance team.
Hollaenderbyen has Mr. Ralph, kid xylophonist; the Two Rorianis, jugglers; the Two Biancas, double trapeze, and Sandart and Krygger, dance duo.
Gurli Gilda, opera singer, and the Three Minalex, acro-tumblers, are doubling between the National-Scala and the Lorry, which indicates a shortage of acts as very little doubling is allowed here.
The Atlantic Palace has the Three Barrios, hoofers-gagsters; Cincis, Apache dance duo; the Two Wendanis, equilibrists, and the Cri-Cris, dance team.

Continued from page 22
Norman Brooks, of the Zodiac label... Sid Pastner is now the manager of the Big Wheel Distributing Company, Charlotte, N. C. ... **Johnny Parker** started at Shaguires, Camden, N. J., this week. The warbler's current RCA Victor platter is "All That I'm Asking Is Sympathy."

Detroit
Earle J. Perkins, now sole owner of Orchestra House, independent booking office, has switched the firm from a corporation to individual ownership... **Carl Brisson** is at the Hotel Statler Terrace Room for two weeks, with **Charlie Fisk's** orchestra held over.

Hollywood
Singer **Guy Mitchell** has nabbed a top role in Paramount's "Red Garters," big scale musical in new 3-D color process. He'll have romantic scenes with **Rosemary Clooney** and **Anna Maria Alberghetti**. It's Mitchell's second movie role... **Pud Brown** and His All-Star Jazz Band opened the new Zardi's Cocktail Lounge on Hollywood Boulevard... Modern Records has a new distributor in New Orleans—Mercury Distributing Company, which also has outlets in Dallas and Houston. General Distributing has been signed to rep Modern's country and western label, Flair, in Baltimore.
Rudy Rudolph is now on the sales staff of Universal Recorders under **Art Hogan**. Five original songs composed by **Hoagy Carmichael**, **Johnny Mercer**, **Ray Evans** and **Jay Livingston**, **Monroe H. Rosenfield**, **Robert Merrill** and **Mack David**, and **Jerry Livingston** will be sung by a similar

number of singers in Pine-Thomas movie, "Those Sisters From Seattle." Vocalists include **Rhonda Fleming**, **Guy Mitchell**, **Teresa Brewer** and the **Bell Sisters**. ... **Harry James** ork opened a special four-week engagement at Hollywood Palladium last week. It's first time in four years for the music makers at the popular ballroom.

Bill Silbert Show

Continued from page 12
gags it up with Silbert and, in general, gives the show needed sparkle. Besides a raft of talent, the girl is a looker, knows how to wear a gown so it shows her considerable assets to best advantage and is smart enough not to inject herself into the goings-on in such a way as to out-shine her boss.
Miss Reed
Miss Reed, of course, is no novice, having warbled for combs fronted by such as Vaughn Monroe, Hal McIntire, Skitch Henderson and Benny Goodman. The thrush has run up a string of credits in top boites, and has been featured on a batch of fairish video shows, of which this is the latest. A record artist in her own right—Miss Reed is now waxing for Jubilee—it's likely that off her work on this show she's a solid bet for bigger things.
The use of amateur talent on the program is an item which adds a certain amount of viewer interest. However, on the stanza caught, the chirper was a dental assistant whose garb, a skin-tight white turtle-neck sweater, tended to interfere with concentration on her vocal abilities.
Sam Chase.

News Capsules

Continued from page 6
cently elevated to the position of manager of station relations for the association and transferred to headquarters in Washington. Barton was a broadcast representative for Capitol Records in Washington... **Frank Bourgholzer**, NBC's White House correspondent since 1947, has been named the network's chief correspondent in Paris, succeeding **William Frye**, who is returning to the United States. He assumes the post on April 1. **Paul Archinard**, veteran NBC correspondent in France, has been named to fill the newly created position of NBC manager in Paris... **Lefferis A. McClelland** last week was appointed director of operations for Station WRC and WNBW-TV, Washington outlets for the National Broadcasting Company. **John McCollom** will assume McClelland's former role as technical director on NBC-TV's "Meet the Press," "Ask Washington" and "Camel News Caravan"... **Jack Neff**, formerly of WMAL, Washington, was appointed radio sales representative at WRC there, and **William C. Grayson** joined the TV sales staff at WNBW, Washington.

Chicago
Dave Barry, comedian headlining the Chez Paree floor show, recently cut two sides for a new independent label, a Philly outfit named Cleo. The sides, both novelties and both penned by Barry, are "Brand Me With Your Kisses" and "Cock-a-Dooodle Benny." **Buddy Bregman** backs the tunes. The release date was last week... **Pancho Medell**, Mercury recording artist, is celebrating his sixth year as band leader at the Vine Gardens.
Capitol Records' new find, **Garry Wells**, opened last week at the Driftwood. His first release for the label is "Thinking of You" backed by "Why, Why, Why?"... **Hamish Menzies**, Decca's Scottish find, currently appearing in Detroit, is flying here for one night to attend a party in his honor at the Sherman Hotel... Mercury has come up with another in the string of child artists to follow a trend in the biz. She is seven-year-old **Baby Pam** under contract to **Bud Brandom**. Releases will be "The Easter Bunny Song" and "Goody Gum Drops." Backing is by **Harry Balentine**, leader on "The Breakfast Club."

Camino Real
Continued from page 13
the philosophy behind their conflicts seems actually maudlin.
Bright Spots
However, Williams is a writer of perception, so there are obviously some scenes of understanding and beauty. There is a splendid interlude in which Byron bitterly arraigns himself for trading his talents for the world's fleshpots, a grimly humorous twist in the seduction of the fighter by the gypsy girl, and some tragically touching moments between the ancient lovers, Camille and Casanova. But these rare bits are hardly effective to offset an over-all of high school philosophy decked out in a lot of pretentious nonsense.
Since "Real" is unadulterated fantasy, **Elia Kazan** has directed it lovingly on the groove. If it seems episodically artificial, this reporter supposes that is the way such a play has to be done, certainly the actors appear to be frequently controlled on strings from the wings. However, **Eli Wallach** again demonstrates what a good actor he is by giving the young fighter full-bodied life. **Jo Van Fleet**, **Barbara Baxley**, **Hurd Hatfield** and **Joseph Anthony** contribute ably in more mannered assignments, and **Jennie Goldstein** makes an insidiously amoral, old charlatan.
Lemuel Ayers must have had fun designing the set that leads to nowhere. It is a remarkable job that fits "Real's" mood exactly. But after all, Williams' play leads nowhere, too. **Bob Francis**.

ARB Ratings

Continued from page 11

KNBH - Various	10.0
KECA - Various	9.3
KITV - Various	6.9
KLAC - Various	5.0
NEW YORK (7 stations)	
WPIX, 7-7:15, Mon-Fri.	
(News at Seven)	
Feb. ARB Rating (Average)	2.6
(Previous Month's Rating)	2.6
Prec. Show: Jimmy Powers	2.3
Opposition Shows, 7-7:15:	
WCBS—The Early Show	10.1
WNBT—Cisco Kid; Film; March of Time; Kaleidoscope; Herman Hickman Show	4.5
WABD—Captain Video	9.3
WJZ—Picture Show	1.2
WOR—TV Dinner Date;	
Want to Be a Star	.9
WATV—Prairie Theater	2.7
WASHINGTON (4 stations)	
WTTG, 11-11:15, Mon-Fri.	
Feb. ARB Rating (Average)	3.9
(Previous Month's Rating)	6.7
Prec. Show: Boxing; Flight to the Sun; Big Picture; Down You Go	6.4
WNBW—News; Greatest Fights; Cinema Playhouse	6.5
WMAL—Bryson Rash; News; Valley Forge News; Wrestling	3.6
WTOP—News; Sports	6.5

Detroit Fair Drops Rodeo From Program

May Substitute Circus-Type Acts, Outdoor Operetta

DETROIT, March 21.—Michigan State Fair this year will drop a rodeo from its attraction program and substitute either circus acts or an outdoor operetta. This decision came out of a Thursday (19) meeting of the board of managers, where Manager James M. Hare was authorized to select another type of entertainment.

The board also authorized a five-man committee to set up a meeting with Clarence Harnden, manager of the Saginaw (Mich.) Fair, who has protested the State fair's practice of paying livestock exhibitors to remain at the expo thru the final day. The State Fair, a few years ago, offered to rebate entry and stall fees to exhibitors who stayed thru the final Sunday. Later the rebate offer was doubled.

For the first time, the Michigan State Fair will have goats on exhibit this year. The addition of this class is the result of a campaign conducted by a 12-year-old Romulus, Mich., goat-raiser, who sent countless letters to members of the Legislature, State officials and newspapers.

Other business conducted at the meeting included the appointment of W. E. Grover, Saginaw, as director of the farm machinery exhibit.

New Camden Exposition Inks Strates Shows

CAMDEN N. J., March 21.—Greater Camden County Exposition of Progress will be held here June 1-6, it was announced this week. James E. Strates Shows have been contracted to furnish the midway attractions.

The exposition will be held on the Merlton Pike, opposite the Garden State Race Track, the site used by the South Jersey State Fair last year.

Harry G. Grafton, secretary-manager, reports that 250,000 discount tickets will be distributed in the Camden-Philadelphia area.

Mayor Christian M. Weber has been named chairman. He will be assisted by Commissioners Thomas Walton Jr., J. Webster McClockey, John E. Yeomans, John F. Pyle, John W. Mishaw, John H. Osler Jr., Mrs. Charles J. Wermuth, Dr. Edwin T. Perren, Wedell Smith, Earl R. Kurtz, F. Wier Levering, Richard E. Ryan and W. Merrill Polk.

WHO CAN GUESS TURTLE'S AGE?

TRENTON, N. J., March 21.—The ability of local law enforcement officers to determine whether a turtle is under two months old was questioned at the State Legislature here by Senator Dumont, Warren County. Senator Dumont introduced a bill which would repeat the following provisions in legislation passed two years ago thru the efforts of the Society for the Prevention of Cruelty to Animals: "No person shall use any animal, reptile or fowl for the purpose of soliciting any alms, collections, contributions . . ." that a brooder be provided for young rabbits and that turtles under two months old not be sold in a quantity less than six. Morris County Fair Association members claim that these provisions hinder wild life exhibitions in fairs held in the State. The provisions also prevent exhibits in carnivals from getting any revenue.

CONN. TAX BILL FOR VEHICLES

HARTFORD, Conn., March 21.—A bill which would assess \$100 per day for each out-of-State commercial vehicle or railroad car operating in Connecticut has been introduced in the State Legislature here.

In the event of passage, it would levy a \$2,000 daily fee against a 20-truck show or a minimum of \$7,000 daily for the Ringling-Barnum circus train.

A hearing on the bill is scheduled for 1:30 p.m. Thursday (26) in Room 418 of the State Capitol, it was reported.

Chi Biggies Mull Plans For Expo Bldg.

CHICAGO, March 21.—Plans to establish a fair and exposition building in Chicago were discussed here Thursday (19) at a meeting of civic biggies and representatives of fraternal organizations.

Otto K. Eitel, hotel-restaurant owner, who organized the confab, was unable to attend but said the purpose of the meeting was to encourage in every way

(Continued on page 72)

San Antonio Stock Expo Sets Records

SAN ANTONIO, March 21.—As preliminary facts and figures were assembled this week, officials of the fourth annual San Antonio Livestock Exposition and Rodeo hailed the event as "one of the largest and best, if not the best, show ever held in San Antonio."

Unofficial returns indicated that attendance at the rodeo and the sale of general admission tickets well exceeded those of last year. General admission tickets numbered approximately 40,000 compared with 30,000 last year.

Admissions to the rodeo were an estimated 27,000 greater than last year. Probable rodeo ticket sales this year were placed at 120,000, compared to the 94,000 sold last year.

No report has been made on the financial returns of the show.

Officials revealed that the show's percentage of revenue from the Don Franklin shows was approximately \$8,000 higher than last year.

Ringling Set to Abandon Sponsor Program After Full Season's Try

Dates Under Auspices Fail to Pay Off; Straight Sale of Shows Still Welcomed

NEW YORK, March 21.—Advance reports here this week indicated that Ringling Bros. and Barnum & Bailey Circus is abandoning the booking pattern adopted last year when most of its dates outside the major cities were set under auspices. It also appeared likely that the civic and fraternal organizations will be by-passed entirely in all of the towns played this year as the Big One returns to the old and long-time successful formula of making its own way everywhere.

The all-out effort to secure auspices last year followed a partial end-of-the-season sampling in 1951 which proved highly successful. Sponsorship seemed the answer to combating rising costs by easing the strain of burdensome license fees and other fixed costs and by transferring some of the usual de-

Good Carnival Grosses Forecast by McCaffery

Vet Showmen Cites High Employment, Anticipates Continued Help Problem

CHICAGO, March 21.—Back at his desk here after a two-month Florida vacation, J. C. McCaffery, co-owner and general agent of the Amusement Company of America, this week, when pressed, gave out with an optimistic forecast of what lies ahead for carnivals in the coming season.

Disclaiming that he was seeing a rosy picture because that is the fashionable, if not an habitual thing, McCaffery said he based his view on high employment throughout the nation.

"Everyone is working, and that should mean good grosses for carnivals," the veteran showman declared.

Help Problem

He allowed that the help situation would be tight and characterized it as "a definite problem." But, he pointed out,

"You can't have your cake and eat it, too. If general employment is high, that means we'll not only have good grosses but we'll have a real labor problem."

McCaffery said most show owners had become accustomed to the tight help situation—particularly that tied to the run-of-the-mill help—and "have learned how to live with the problem."

The Amusement Company of America this year will go out with a staff small in size but well able to handle all the details of operation. McCaffery never has been one to countenance over-staffing and has run his operations with a minimum of key men.

Personal

The show's co-owner, Paul Olson, again will be manager. Now as office secretary will be

J. L. Machamer, formerly with John Marks and Eddie Young. Also new to the show will be Louis A. (Stretch) Rice, for many years with Dave Endy as business manager.

Returnees to the staff include Louie Berger, assistant to McCaffery; Chester Mays, concession secretary; George Harr, superintendent; Jack Morgan, trainmaster, and Frank Lee, press agent.

Negotiations are under way for back-end attractions. Already set for the season are Charlie Taylor, who again will have the Minstrel Show, and Nat B. Rodgers, who will have two units—War and Snake shows.

A Western show again will be featured, with the signing of the principals expected within the next few weeks.

Winter quarters make-ready for the coming season is confined largely to repairing, repainting and redecorating of '52 equipment, according to McCaffery. The show will open late in April in Hot Springs, its winter base.

ARENAS ACTIVE, TOO

Gotham Easter Show Fashions Include Many Outdoor Events

NEW YORK, March 21.—Easter visitors, as well as Gothamites, will be offered, as a season opener, the greatest array of outdoor attractions that the metropolitan area has probably ever had available.

The Ringling Bros. and Barnum & Bailey Circus will be strongly entrenched in Madison Square Garden following its April 1 opening. Mrs. Haroy, the 85-ton embalmed whale which arrives here Friday (27) from Belgium, will be awaiting patrons at a West Side Manhattan railroad yard. Across the river, New Jersey's Palisades Park will open Easter Saturday (4) and feature the 1953 National Hot Rod-Sports Car Show which will run for two weeks.

Rockaways' Playland will be open all of Easter week, with end-

of-week operation continuing thereafter, until the official opening.

Other Openings

Segments of Coney Island, which has already had week-end

(Continued on page 72)

ON THE DUFFY

German Show Owner Flees Soviet Zone

BERLIN, March 21.—Strength was added to the axiom that wherever a crowd congregates, a carnival will soon be on the scene, with the arrival here this week of a carnival owner who escaped from the Soviet sector of this city.

Enterprising indeed was this show owner, who was not to be outdone by the feat of two owners of an excursion steamer who steamed 200 miles to reach the West. He brought two house trailers, two flat trailers loaded with equipment, a Merry-Go-Round, his wife and two sons.

The carnival owner based his rapid departure from the Soviet zone on fears that his equipment might be confiscated.

Water Spec Set for Dallas, A. C. Steel Pier

NEW YORK, March 21.—Dancing Waters, a new spectacle presented in this country for the first time at Radio City Music Hall several weeks ago, has been booked into the Texas State Fair, Dallas, and Atlantic City Steel Pier. It will be featured at the Steel Pier throughout the season.

The managers of the spectacle, Harold Steinman and Sam Shayon, reported this week that three additional units will arrive in this country within three weeks. The new units will be exact duplicates of the unit which was displayed at the Music Hall and which is

(Continued on page 72)

Whale Tour Plans Being Formulated

NEW YORK, March 21.—Plans for U. S. exhibitions of Mrs. Haroy, 60-ton whale shipped from Belgium last week, are being formulated by Lief Soegaard, the mamal's owner.

Soegaard planed in Wednesday (17), after seeing his attraction stowed aboard the ship which arrives here about March 27. The whale, lashed to its own special 16-wheel, 90-foot railroad car, is slated for a two-month stand in the metropolitan area.

Axel Tagelfad, local importer, who has been carrying on preliminaries prior to the arrival of Soegaard, said that the New York Central's railroad yards at either 34th Street or 60th Street on New York's West Side are under consideration for initial showing spots.

Railroad officials, after studying blueprints of the special car, said that no problems would be encountered in moving the car on U. S. rails. Soegaard is interested in touring with the whale after the Gotham stand.

Missouri Pageant Plans Under Way; Rodgers to Direct

INDEPENDENCE, Mo., March 21.—Plans for a June 22-27 historical pageant at the Fort Osage restoration site near Sibley, Mo., got under way here following a Monday (9) meeting of 20 persons representing patriotic, historical

(Continued on page 72)

mands for ducats and other non-productive services to the auspices which, since it was local, could best deal with area problems.

Altho some of the strongest auspices ever corraled by a show were set up in consecutive fashion thru-out the country, the plan generally proved a bloomer. The spring dates were bad. The show traveled an industrial route and the steel strike broke in time and continued long enough to preclude the possibility of an ardent public setting fires to ticket wagons thru a brisk demand for ducats.

Strike Towns Pay Off

Strangely enough, the Big One toted up some of its best grosses in strike-struck cities. The show moved into Canton, O., the day the monster Timken Roller Bearing plant shut down, and turned 'em away. Similarly, Warren, Pa.,

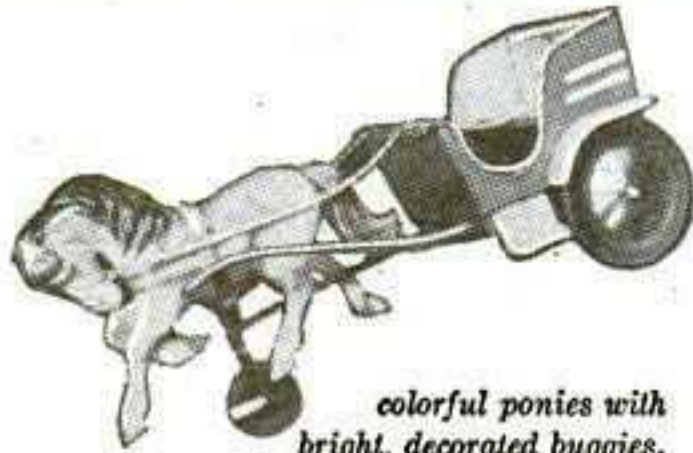
was big despite the fact that a number of important factories in town were closed.

The second half of the season was excellent and contributed cumulative grosses sizable enough to bring the show into its Sarasota quarters a comfortable winner. Only 50 per cent, or less, of the dates played during the last half of the season were played under auspices.

Contracts awarded called for the sponsors to absorb all staging costs and to cut money with the Big One after the first \$20,000 gross. Altho considered fair in view of the costs of operating the Big Show, the sponsors, for the most part, were hard pressed to make a buck. Their best bet seemed to be, from all reports, the operating of parking facilities in connection

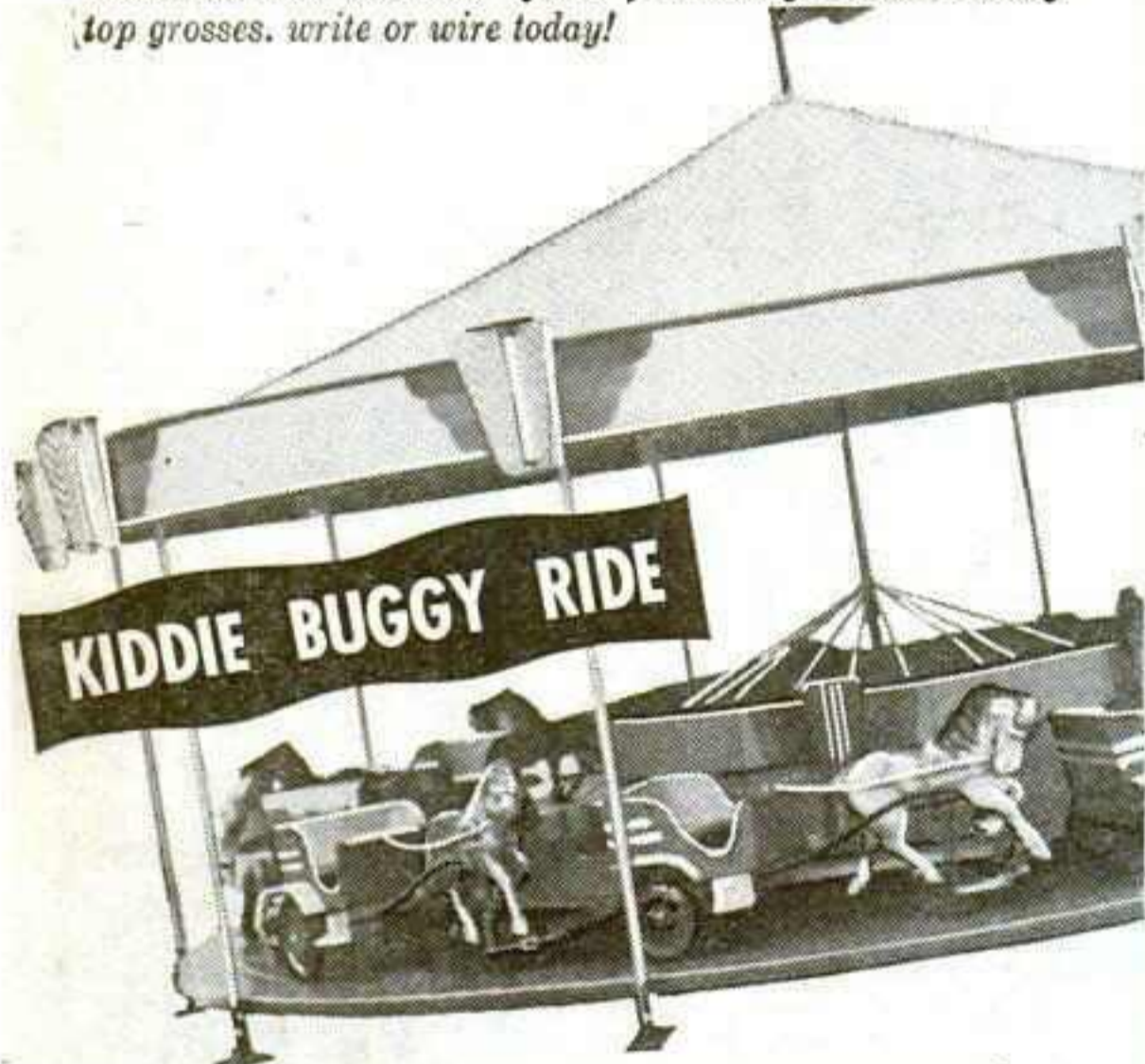
(Continued on page 72)

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Merry-Go-Round SOLD to Carl Bond's Show, one; O'mar Amusement Co., one; Spot Show, one; Burkhardt Show, two; Danville Park, one; Cecil Hendrix, one; American Legion, Houma, La., one; Brandywine Park, Wilmington, Del., one; La Fayette, Ind., one; O'Brian Bros., one; John Davis, one; Matthews Bros., one.

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Talent Topics

Armand Guerre, of seal act note, is scheduled to leave the United States March 24 for a European jaunt that will include a visit to his native France. . . . Larry Griswold, comedy-trampoline, was a recent Chicago visitor from his Cedar Rapids, Ia., home where he has been convalescing after being injured in Chicago this winter. Larry infers he's well on the mend and expects to be back with it in April.

Cathalas Trio are back in the Chicago area after a long absence and are once more at the Park Ridge trailer camp. Others seen recently in the Windy City were Jimmy Lee, emcee, and the Great Beckett, high apparatus solo.

Excess Baggage, dog turn, recently closed at the San Francisco Sports Show and headed for the Riverside Casino, Reno. They will then play the Los Angeles outdoor expo and are slated for a Las Vegas engagement in May. Others at the San Francisco date included Dorita Konyot, Hap Hazard, and Woodie and Lorraine.

Duncan (Cisco Kid) Renaldo and his side-kick Leo (Pancho) Carrillo are set to play for Tom Packs in New Orleans the week of June 14. Also on the bill are Armida and Rex Rossi, both booked into the date by Sunny Bernet. . . . Joe Lemke and his chimps will play Tom Packs' Circus this year. . . . Johnny Laddy, unsupported ladders, is with the Gil Gray Circus.

Irah J. Watkins, chimp impresario, is busy training at his Tampa home, while son Buddy is in Puerto Rico with a chimp act. Irah's wife and daughter are also in Puerto Rico with the Watkins dog act. Mr. and Mrs. Charles Zemater and son, Jack, of the Chicago booking office, were visitors at the Watkins home Monday (16) and were entertained with a showing of motion pictures of the act.

Mickey Sullivan, rodeo and circus band frontier, writes that he recently signed with Jack Reynold, manager of the Eastern States Exposition, West Springfield, Mass., to play the fair this year, September 20-26. Mickey says this is the first time in 25 years that an outside band will be used at the expo. The Sullivan organization will play the Syracuse Shrine Circus as well as the Shrine event in Hartford the following week. It will then open May 9 in Ottawa, Ont., for Tom Gorman.

Harry Froebess, high performer, left Santa Fe, N. M., in a blizzard to join Siebrand Bros.' Circus and Carnival in Phoenix. When he arrived in the latter town, the temperature was a torrid 86. En route, Froebess shot hundreds of feet of film that will be framed into a travelog, "Desert Beauty."

Talent in the featured production at the Chicago Auto Show included Bo Bo Barnet, comedy car and dogs; Myrons, perch; Royalers, song quintet, and an 18-gal line. Show was set by Barnes-Carruthers Theatrical Enterprises, Chicago. . . . Happiness Tours, Chicago, have been appointed official tour agents for the Variety Clubs International convention in Mexico City, May 9.

Chico, juggling and slide-for-life, arrived on the West Coast recently after a year's sojourn in Japan. Since March 1, he has appeared on five television shows in Los Angeles and will head back to Chicago following his appearance on "You Asked for It." Chico infers he expects to arrive in the Windy City around April 1.

Dick Ware, emcee and comic, arrived in Chicago, Wednesday (18) from Florida. . . . Captain Ferguson, of Ferguson's Society Circus, is up and around again after being confined with injuries for 11 weeks in Huntington, W. Va.

Jack Gwynne, magician, and veteran AGVA exec, is being featured in national advertising of the Magnavox line of television sets.

Among the acts appearing at the Ibor City, Fla., Boys' Club were the Merrills, balancing act; Girard,

juggling; Pedro and Durand, comedy, and the LeForms Sisters, trapeze and trampoline.

Among the acts playing the recent circuses at the Everglade Club, Palm Beach, Fla., and the Surf Club, Miami, were Hill's Performing Elephants and Dogs; Wilfred Mae Trio, hoop jugglers; Barnes' Seals; Trutzzi, juggler; Harold Barnes, high wire; Mr. Hyer and horse, Starlite Night Pallenberg's Bears; Lou O'Neil, clown, and Ferdinand, the Bull with Tex Mosley. Mighty Mite, high act, was used only in Palm Beach. Both shows were again produced by Dave Endy.

Malikova, high wire act, had a nice jump from Wilkes-Barre, Pa., Polack Bros. Eastern Show to Hollywood Calif., where she is contracted for filming for Art Baker's request program, "You Asked For It." Following she will appear in Portland Ore., and Tacoma, Wash, both Shrine circuses.

Simon, Former Davenport Concessions Mgr., Dies

DAVENPORT, Ia., March 21.—Funeral services were held here recently for Charles H. Simons, 65, former concessions manager of the Mississippi Valley Fair & Exposition, who died March 6 at the home of his daughter. In recent years he had been employed as a salesman. Burial was in Mount Calvary Cemetery, this city.

Kelvington Midway Set

KELVINGTON, Sask., March 21.—The Dominion Shows, Winnipeg, has been awarded the midway contract for the July 31 fair of the Kelvington Agricultural Society, reported Secretary Robert Boyes. Cattle judging will be resumed this year, following a 1952 lapse caused by outbreak of hoof and mouth disease.

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EDDIE BILLETTI

Out in the Open

Jimmie Hetzer, of the Huntington, W. Va., booking agency bearing his name, was a Thursday (19) visitor in Chicago, where he conferred with a number of agency toppers. Hetzer reports considerable interest in his new religious pageant and disclosed he had signed a number of fairs. He left Thursday evening for Louisville.

Sam J. Levy Jr., of the Barnes-Carruthers Des Moines office, spent several days in Chicago last week, huddling with B-C execs. **Gertrude Avery**, grandstand revue director, arrived home from a Florida jaunt Thursday (19) and announced she and her husband had purchased a home on the causeway in Fort Lauderdale.

Swenson Thrillcade, auto thrill show operated by **Aut Swenson**, is being featured in national advertising of the Kaiser-Fraser Corporation. K-F's Henry J is being used by the Swenson organization this year as a stunt car. The ads carry three photos of the thrill show cars going thru their paces and one of Swenson standing beside a regular model.

Mr. and Mrs. Charles Zemater Sr., and son, **Jack**, of the Chicago booking agency bearing their name, were Tampa visitors Tuesday (17) where they spent some time with **Jimmy Lamont**, who has a performing bird act. The Zematers also dropped in at the clubrooms of the Greater Tampa Showmen's Association. Other places visited included St. Petersburg, Port Richey and Sarasota.

Mrs. Pat (Agnes) Purcell is scheduled to undergo major surgery in Daytona Beach, Fla.

Mrs. W. E. Sullivan, vice-president of the Eli Bridge Company, was the recipient of a most welcome present on her 89th birthday March 10. Her daughter, **Mrs. Lee A. Sullivan Jr.**, presented her with a great-great granddaughter, **Patricia Ann**, at Passavant Hospital in Jacksonville, Ill.

Charles Bocher, manager of the Mineola Fair and Industrial Exposition since 1937, received a write-up in *The Long Island Sunday Press* (15). The story delves into his extensive show business background and unwinds tales of his associations with **Earl Carroll**, for whom he worked seven years; **W. C. Fields**, **John Barrymore** and other stars. Bocher was staging summer operas at Jones Beach in 1937 when **J. Alfred Valentine**, president of the fair, asked him to become manager. Bocher agreed and has been there since. According to the story, Bocher has his eye set on making the Mineola Fair bigger than the State Fair of Texas or the Canadian National Exposition.

C. C. Finch, president of the Virginia Association of Fairs, returned last week from a six-day vacation in Florida. Accompanied by **G. H. McDowell**, a director of

the Danville (Va) Fair, he stopped off to visit the **James E. Strates Shows** at winter quarters, De Land Fla., and had dinner with **James E. Strates** and **Dick O'Brien**.

Troy Hills, N. J., Rearranges Plant

TROY HILLS, N. J., March 21.—Morris County Fair will present a new appearance this year as a heavy revamping of the existing layout gets under way. Commercial exhibitors will benefit by the move, which will place them at the front of the fairgrounds, while the midway will be moved from the front of the grounds to the rear.

Calgary Stampede Reroutes Parade

CALGARY, Alta., March 21.—A new route has been adopted for this year's Calgary Stampede parade. Move will extend the length of the parade for several blocks, reducing crowd congestion in the downtown area and easing parking problems. Starting and finishing points will be closer to the fairgrounds and more convenient for cowboys, Indians and chuckwagons.

Carl Saddlemire Sec'y Of Owego Annual

OWEGO, N. Y., March 21.—Carl Saddlemire, clerk of the Tioga County Board of Supervisors, was elected secretary of the Tioga County Fair Association at a meeting of the officials and directors held here recently. Saddlemire replaces **William M. Miller**, who died here recently. **Charles B. Este**, fair director, was elected assistant treasurer.

Among the matters discussed at the meeting was the possibility of erecting a new building at the fairgrounds in Marvin Park. The proposed building would house exhibits of the Tioga County Grange, the Farm and Home Bureau and the 4-H Club.

Jason R. Mead, president of the association, presided at the meeting which was attended by **George Pike**, vice-president; **Mrs. Gertrude Lowe**, treasurer, and directors **Silas N. Simson**, **Edwin Fiske**, **Preston Merchant**, **Roland Elston**, **Charles B. Este** and **Saddlemire**.

Swift Current, Sask., Re-Signs Di Paola Show

SWIFT CURRENT, Sask., March 21.—Producer of the evening grandstand shows at the annual Frontier Days celebration here for several years, **Bob Di Paola**, Calgary, has been signed for the 1953 show by the Frontier Days board. **Jerry Myers**, **Moose Jaw, Sask.**, has been contracted to provide the rodeo bucking stock and a rodeo feature will be the **Dewar Sisters**, of the **Hoosier, Sask.**, trick riders.

Moose Jaw, Sask., Ties in With Cele

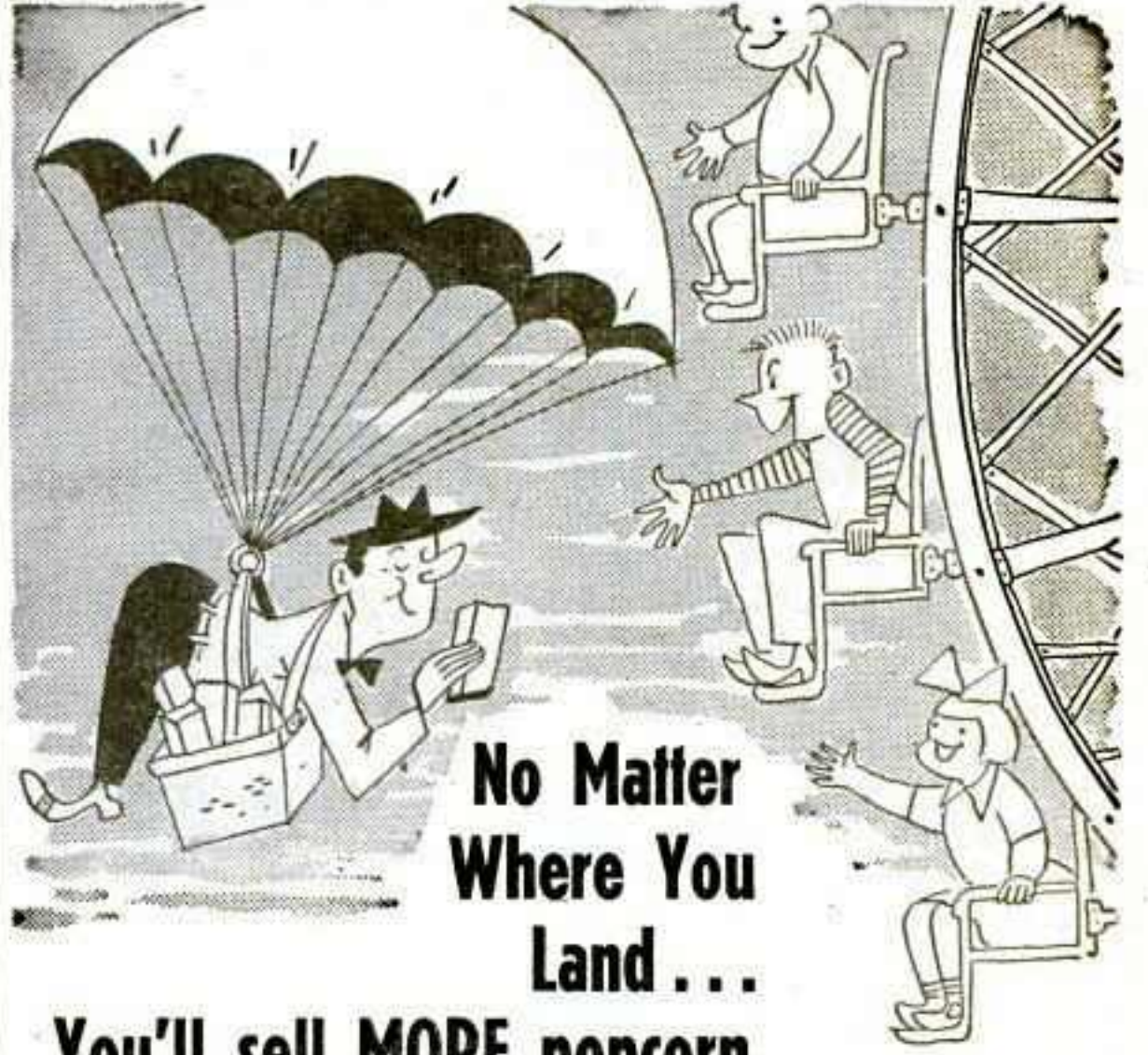
MOOSE JAW, Sask., March 21.—This city's golden jubilee celebration will be tied in with the **Moose Jaw Exhibition**, June 29-July 1, with the city's jubilee committee and fair officials co-operating to make the event a success. Plans to date include special afternoon entertainment at the exhibition to mark the anniversary.

MacDonald Resigns At Saltcoats, Sask.

SALTCOATS, Sask., March 21.—Secretary of the Saltcoats Agricultural Society for the past six years, **L. A. MacDonald** has resigned. His successor is **B. D. Kirkham**. Org's activities this year will include a summer fair, farm garden competition and standing crop competitions.

Colo. State Adds to Bd.

PUEBLO, Colo., March 21.—**Earl Bonham**, Sterling machinery dealer, has been appointed to the board of the Colorado State Fair. He succeeds **George Hofmann**, who died recently. According to **William (Bill) Kittle**, manager of the fair, **Gov. Dan Thornton** expects to name two more members to the commission.



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Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma . . . corn that looks so good, smells so good, each passerby has to buy!

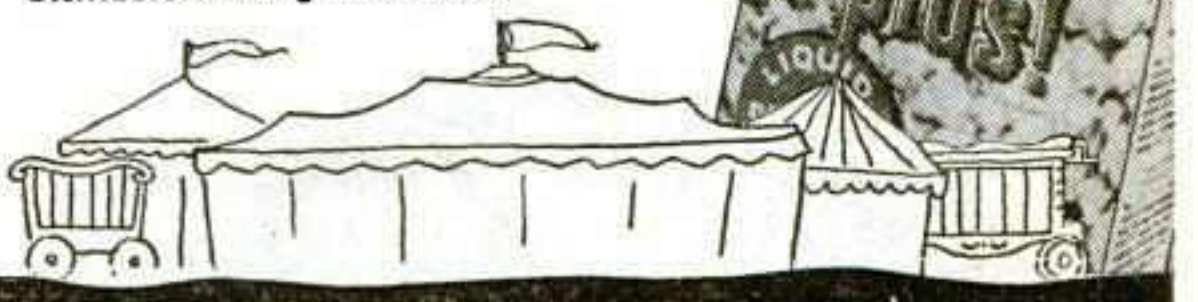
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- ★ Big, New **AMUSEMENT PARK LIST**
- ★ **RODEO DATES**
- ★ **DOG SHOW DATES**
- ★ **COMING EVENTS AND CELEBRATIONS** and more than a dozen other features

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The Billboard

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CHICAGO 1, ILLINOIS 188 West Randolph St. CEntral 6-8761	ST. LOUIS 1, MO. 390 Arcade Building CHestnut 0443
HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831	

NSA Ladies, Men Formulate Joint Project

NEW YORK, March 21.—A special committee, composed of five members from the Ladies' Auxiliary and a like number from the National Showmen's Association, met in the clubrooms Tuesday (17) to lay plans for the summer fundraising project.

Co-operating on the joint project, the men and women will divide equally the income from the project. The ladies' group will donate its share to the underprivileged children's fund, while the building fund will benefit from the men's share.

Members of the committee included Dolly McCormick, president of the Ladies' Auxiliary; Bess Hamid, Dorothy Packman, Anna Halpin, Midge Cohen; Phil Isser, NSA president; Gerald Snellens, Max Tubis, Joseph McKee and John Weissman.

Claresholm, Alta., Elects Seymour

CLARESHOLM, Alta., March 21.—Fred B. Seymour was re-elected president of the Claresholm Stampede and Fair Association at its annual meeting. Other officers are Jim Merchant and Eddie Toone, vice-presidents; Jack Hamshaw, treasurer; E. L. Pitt, secretary; Ralph Berlin, general manager; Dick Andrews, arena manager; Bob Cohan, assistant arena manager; Delbert Reynolds, fairgrounds manager.

The fair made \$673 on its 1952 stampede but lost \$595 on its ball tournament, according to the treasurer's report.

Sponsorship of harness races had also proven unprofitable and there will be none held at Claresholm this year.

The 50th anniversary of the town will be celebrated in conjunction with the next stampede in 1954. This year the Claresholm org will assist the MacLeod (Alta.) Stampede Association with its show.

Claresholm Rodeo Renames Officials

CLARESHOLM, Alta., March 21.—F. B. Seymour was re-elected president of the Claresholm Rodeo and Fair Association at its annual meeting. Other officers include Jim Merchant and Eddie Toone, vice-presidents; Jack Hamshaw, treasurer; E. L. Pitt, secretary; R. L. Berlin, general manager; Dick Andrews, arena manager; Bob Cocklin, assistant arena manager; D. L. Reynolds, fairgrounds manager.

Dan Boyle, president of the Fort Macleod Rodeo Association, was assured the support of the Claresholm association in the promotion of the stampede at that point this year. Celebration of the 50th anniversary of Claresholm will be held in conjunction with Claresholm's 1954 stampede and the Fort Macleod org will assist.

Prince Albert Ex Hikes Premium \$\$

PRINCE ALBERT, Sask., March 21.—Prize money at this year's Prince Albert Exhibition will be \$650 higher than last year's \$6,500, it was announced by Dan F. Kelly, manager of the Prince Albert Agricultural Society. Boost will work out to a 10 per cent hike for each section of the fair. Increase is a move "to create more interest among exhibitors and make it worth their while," Kelly said.

Hillsboro, Ore., Selects Nyberg

HILLSBORO, Ore., March 21.—Clayton Nyberg of Tualatin has been named president of the Washington County Fair board, succeeding E. E. Guerger, who declined reappointment to the board after 13 years of service. Other officers are Merton Sahnov of Schefflin, vice-president and A. H. Abts of Hillsboro, treasurer.

3000 BINGO

No. 1 Cards, heavy white, black back, 3 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, 44; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23, same weight as #1. In Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$2.50

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow. Per 100... 2.00
3,000 Small, Thin "Brown" Bingo Sheets, 5 colors, loose only, no pads, size 4x5. M... 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50
Scalloped Edge, Green only, M... 2.00
Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50
Adv. Display Posters, size 24x36. Ea. .15
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers, Brown, 3/4-inch. Per M... 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25
Round white No. 1 C & G to a d Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 85

Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 160¢.

Send for illustrated circular for 160.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.

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Everybody Wants to Bat

Pitchin' Pete Automatic Ball Pitching Machines. \$250.00 complete with Bat and Cross of Balls.

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Write for Prices—
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KIRBY'S PRODUCTS
15 FIKE AVENUE UNION, S. C.

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For the Month of March
Write Today
BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
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And supplies for Eastern and Western Type Galleries. Write for new catalog.
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The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is different and works like magic.

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Rain Dampens Big State Biz

EDNA, Tex., March 21.—Big State Shows moved here this week from Lockhart, Tex., where the org had a good Saturday business after nearly a solid week of rain.

The appearance of the sun on Saturday brought out good crowds of youngsters to the matinee altho per capita spending was not too good.

Frank Gaskins, shows' agent was away for most of the week on business. Mrs. Gaskins announced the birth of a new granddaughter in Houston, Tex.

Mills Bros. to Play Wilmington WILMINGTON, Del., March 21.—Mills Bros.' Circus will play here June 11 under Optimist Club sponsorship.

Kerrville, Tex., Sets Rodeo Dates

KERRVILLE, Tex. March 21.—The Jaycee sponsored Hill County Championship Rodeo will be held here July 1-4, Ed Honea, president, announced.

Carnival Routes

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.) American Eagle: Newton, Miss.

American Eagle: Newton, Miss. American Midway: Port Lavac, Tex. Big State: El Campo, Tex. Bohn & Sons United: Hondo, Tex.

Circus Routes

Beatty, Clyde: San Fernando, Calif., April 1; Los Angeles 2-12. Blue Banner: Lake Charles, La., 24; Beaumont, Tex., 25; Port Arthur 26; Houston 27-29; Galveston 30; Corpus Christi 31; Laredo April 1; San Antonio 2-3.

Virginia Greater

SUFFOLK, Va., March 21.—Work continues toward getting the show ready for the season, after a second snowfall halted work for a few days.

C. Young reports from his Baltimore home that he will join for the Suffolk opening with his concession. Scotty Logan and his wife were guests recently.

Paul Ardis, of the Pocomoke, Md., VFW post, visited recently with Bill Murray, the shows' general agent.

Jimmy Thomas has built three new ride ticket offices. The color scheme for the 20-truck fleet will be a red background with orange and blue lettering.

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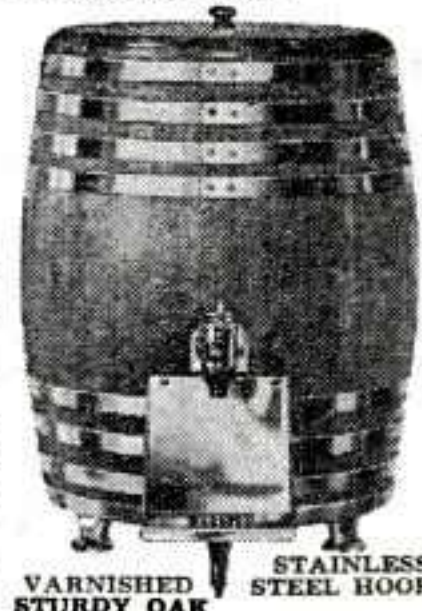
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a 3 1/2¢ Profit on a 5¢ Sale!

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FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES: Advertisers Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute.



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C. R. FRANK

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R-B Advance Sale In Gotham Surges Ahead of '52 Mark

Brisk Demand for Ducats Points to Possible Record Garden Engagement

NEW YORK, March 21.—An advance sale reported considerably heavier than last year is piling up in the box offices at Madison Square Garden where the Ringling Bros. and Barnum & Bailey Circus will open its 1953 season and New York run on Wednesday, April 1.

The first big promotional guns

Suesz' Hagen Ends 2d Week; Using New Tops

HARLINGEN, Tex., March 21.—Howard Suesz' Hagen Bros. Circus completes the second week of its season here today. Show opened at Beaumont, Tex., March 7.

At Texas City, Tex., Wednesday (11), the show elephant, Dixie, wandered away from the lot at 3:45 a.m. and startled a local resident when it brushed against his house.

Show is moving on 20 show-owned trucks, newly painted white and red. New big top and Side Show canvas is in use.

Performers Named

Program includes Mildred Pyle, Slim Biggerstaff and Gloria Ray, single traps; Jean Nelson, Jeanette Wallace and LaBelles, dog acts; Bert Wallace and Jack Eanta, horses and ponies; Reynosa Troupe, balancing trapeze, cloud swing and iron-jaw; LaBelle Ray Troupe, Roman rings, comedy acro and balancing; Barth and Maier, perch and acro; the Bantas, wire, and Lee Virtue, Billy Griffin, Carl Nelson and Fancher Pierce, clowns.

Staff includes Harry Allen, manager; Paul Pyle, superintendent; Don Mann, mechanic; Bert Wallace, equestrian director; Ray Brison, Side Show; Eddie Akins, menagerie and elephant act; Dan Stewart, cookhouse; Harry Brown, reserved seats; Lee Virtue, wardrobe; Harry Villeponteaux, circus diner; Raymond Duke, 24-hour man; Louis Ringol, advance agent; Bob Dickman, billposter, and Jeanette Wallace and Mrs. Howard Suesz, wardrobe production.

Recent visitors included Butch Cohen, Red Rumble, Roxy Engesser, the George Engessers, the Billy Powells, Mr. and Mrs. Si Rubens, Tommy Bentley, Ted Rea, Billy Mays, Jean Allen, Bill Valentine and family, Jerry Connors, Woody Woods, Bennie Gibson, Mr. and Mrs. Streamline Fizzel, Mamie Myers, Dan Fast and Lucille Frazier.

El Paso Shrine Cancels Show

EL PASO, Tex., March 21.—Plans have been cancelled by the Shrine Temple here for promoting an indoor circus, which had been scheduled for November 4-8.

Auspices last year were successful in promoting their own show and hiring their own acts for a performance produced by John Andrews. Plans for duplicating that set-up this season were dropped, it was reported.

were unleashed Thursday (19) by Roland Butler and his press crew and the Gotham dailies co-operated nicely with two-column headlines and art to help make the public aware of the coming of the Big One. The emphasis was on Mister Mistin Jr., child prodigy, and the six baby elephants which Louis Reed has been training and will have ready for their initial Big Show appearances here.

While newspaper ads have been regularly scheduled for the past several weeks to aid the advance sale which opened on Monday (9), the first big display lineage is scheduled for tomorrow's editions.

Mister Mistin Featured

The emphasis in tomorrow's ads will be on Mister Mistin, who will reportedly get the top, and virtually only billing for performers. The remainder of the ad, it is reported, refers to most of the rest of the show in usual circus ad terminology, with the exception of naming the specs and a few of the principals featured in them.

The reception accorded Mister Mistin in New York may have a bearing on hinterland tub-thumping and advertising efforts, but as of now the youth is being billed and regarded by the circus brass as the "child wonder of the world" and special paper is being prepared to herald his appearance.

Mistin was terrific in Cuba and a great favorite thruout Europe, including his native Belgium. Advance reports say that he will perform on an elevated revolving stage in the center ring.

Other Imports

Other features scheduled to share in the tub-thumping are Tell Teigen, who works atop a slender high pole supporting a small circular platform on which he does head balancing tricks utilizing chairs; the Sons of the Midnight Sun, a group of Lapland acrobats, and the Pivotos, a man and woman and their five-year-old son working double traps.

In all, about 12 imports are expected to be on hand in time for opening. Most of the features of last year are being held over and the circus brass and personnel consider the performance in the making an exceptionally strong one.

The specs will be a big part of the performance, as usual, and the feeling in quarters is that the Big One has some winners among them. Candyland, the principal parade, is a nostalgic extravaganza built around such story book characters as Tom Sawyer and Huck Finn.

60 in Aerial Ballet

Minne Ha Ha, the aerial ballet, will feature 60 girl aerialists with Pinito Del Oro the central figure. The lasses, dressed as Indians, are reportedly costumed a little on the fantastic side.

The horse number Derby Day Honeymoon, incorporates some of the color of the Kentucky race classic. A "winning" horse is draped with a horseshoe wreath in the center ring by a person who bears a strong resemblance to Bill Corum, and that famed columnist and horseman may be on hand to personally take charge on opening night when the proceeds go to the Cerebral Palsy Fund. Americana, U. S. A., is the patriotic finale.

Richard Barstow, director of the performance, is whipping the spectacle into shape at Sarasota. Barstow is also writing the lyrics to John Ringling North's music for the 1953 presentation.

The show train is expected to arrive in the Mott Haven Yards here on the morning of Sunday, March 29.

MUSIC LOVERS? NOT THESE GUYS

PITTSBURGH, March 21.—Phone room boys working the Shrine Circus, which bows here March 23 for a six-day run, have been treated to some of the finest entertainment available. Their office, off the main auditorium, has been filled with rehearsal music of the Pittsburgh Symphony, Dorothy Kirsten singing operatic arias from "La Tosca," and the musical artistry of Millstein, Rubenstein and other top classical artists.

Cole-Walters Preps; Adds New Animals

HUGO, Okla., March 21.—Work is progressing rapidly in local quarters of the Cole & Walters Circus, with Lee Bradley in charge of building trucks and cages. Three elephants, a camel and a leopard have been added to the line-up.

Wayne Van Hinkle is doing the paint work. Bob Grubb and Bille are breaking some new ring stock. Show will use a six-pole big top this season with four rings.

Jack Bell will have the band again and Lee Bradley is manager of the Side Show. Ernie Weigand is legal adjuster. Vi Bradley has the pony ride and Ted LaVelda the pit show.

Corky Clark will be boss property man and his wife will return to the show this season. Among performers returning are the Jacksons, Bertha, Jimmy and Dolly Conner, the Welles Family, Joe and Rosie Wright, Shirley Rex and Babe Woodcock, who will work the menage. Tillie Keys will have the cookhouse again, with Chief Kyes handling the Wild West concert.

Predict Big Biz For H-M Show In Pittsburgh

PITTSBURGH, March 21.—A lucrative run for the Hamid-Morton Circus and the sponsoring Shrine Syria Temple was predicted here this week. The six-day, 12-performance stanza gets under way at Hunt Armory Monday (23).

Lee Barton Evans, who handled the advance, reported that more than 25,000 underprivileged children ducats had been sold. The moppets will be spread out thru the matinees. Armory capacity is 6,000.

Syria Temple, one of the largest in the nation, has a reported 23,000 members. Russell T. Schaeffer is potentate and James Ballan circus chairman.

Howard Bary To Reopen Zoo

WICHITA, Kan., March 21.—Howard Y. Bary said here that he plans to reopen his British Africa Zoo Train soon and that he has purchased some new animals. The three-car walk-thru played in Canada most of last season. Bary was here to handle promotion of Hamid-Morton Circus and also promoted the show in Kansas City and Oklahoma City.

MILLS BROS. WINS TV MOVIE BREAKS

NBC Programs Use Films Taken at WQ; Invitations Go Out for Opening Day

GREENVILLE, O., March 21.—Mills Bros. Circus scored twin TV hits on the National Broadcasting Company network this week.

On Thursday (19) evening the "Camel Caravan" news program included about three minutes of movies taken at the show's winter quarters here. Shown were truck-painting crews, wardrobe fitting, elephants and acts in practice. Commentary included description of the show's auspices set-up. Name of the show was seen and heard several times.

Friday morning (20) brought more film on Dave Garroway's program, "Today." It used film of clowns, elephants and acrobats and again the show's policy of playing under local auspices was plugged.

Meanwhile, invitations went out for the show's annual opening performance and party for press and fans, which will be in the Greenville high school April 18, following the matinee.

NBC-TV's Bob Blair was at quarters Monday and Tuesday (16-17) to make the films. Those pictures included the 22 English girls and clowns, Paul and Jinx Nelson, Sandor and Edith Beke-

tow, Co-Owner Jack Mills, other staffers and working crews.

Meanwhile, invitations went out for the show's annual party for the press and fans, which will be April 18 at the Greenville high school following the season's first matinee. City officials and Chamber of Commerce are taking part in the affair.

The show will give its only parade of the season April 17, in co-operation with civic officials, merchants and local schools, Jack Mills announced. Last year's merchant tie-in parade drew several thousand people to the city. Last year's opening day party was attended by about 600.

New cable for the big top has arrived. Charley Brady's men have completed work on more trucks and John Manison's painters have completed work on additional trucks as well as poles, ring curbs and seats. George Churchill and Bill Lee have been lettering trucks.

The Dick Conover family, Clarence Shank and the Bob King family were among fans visiting recently. Mrs. Hugo Schmitt and children have arrived from Cuba, and Schmitt is to join them soon. Proctor Baughman has opened the banner painting department.

Rubens Closes Minstrel, Tells Tent Tour Plans

SAN MARCOS, Tex., March 21.—Bill Bailey's All-Star Minstrels shuttered here Thursday (12), after playing indoor dates for more than two months.

Owner Si Rubens said in Cartersville, Ga., Thursday (19) that the outfit would be reorganized to play under canvas this summer. No reopening date was announced.

He and others stated that the show had been a success but that the extra costs of indoor trouping had proved too high. Rubens said he had been unable to overcome stagehand expense in particular.

Plans for trouping under canvas actually are a return to the show's original schedule. At the outset it was planned to tour auditoriums and arenas until spring and then switch to a tent; however, by opening time the outdoor trek had been dropped.

Preliminary drawings made last year for the then-proposed tent tour called for use of a novel layout and seat arrangement. It

was not known at once whether the same plan was to be followed in the present tenting plans.

Diano Animals To Start South; Bill Car Ready

CANTON, O., March 21.—A convoy of trucks and trailers will leave Tony Diano's Diamond-O Ranch here Thursday (26) to join Diano Bros. Circus in Gonzales, Tex., winter quarters. The trucks will carry Diano's giraffe, rhino, other cage animals and horses.

Diano also announced that the show's bill car will open in Gonzales on Wednesday (25). He said that no general agent had been appointed as yet.

Being prepared now is a four-page herald for the show. It plays up Diano Bros.' menagerie with stories and large pictures and also is to carry two items urging townspeople to tell their city officials that they want to see the show's street parade.

Hamid-Morton's First Okla. City Run Shows Loss

OKLAHOMA CITY, March 21.—Absence of advance sales and the fact that the show had not previously played the stand, threw Hamid-Morton for a loss here this week (17-20).

Bob Morton, director of the show, said that the auspices, Central Trades and Labor Council, with about 50 affiliates, sold very few advance tickets, and that few members of the unions attended the show.

Favorable reviews and publicity in the newspapers resulted in increased public interest and attendance, he said. Final results, according to Morton, showed a small loss, which he considered satisfactory for a first engagement.

R-B Flicker, 'Greatest Show,' Wins Oscar

HOLLYWOOD, March 21.—The Greatest Show on Earth, the film about circus life photographed in and around the Ringling Bros. and Barnum & Bailey Circus big top, won the Oscar for the best motion picture of 1952.

In addition to winning the Academy of Motion Picture Arts and Science award for the best picture, the Technicolor flicker also won the award for the best motion picture story.

Cecil B. DeMille, in accepting the award as producer of the film, paid glowing tribute to the bravery of the circus personnel, the audiences in cities where photographing was done during actual performances, and the film stars who joined the circus while the picture was being made.

As a result of the award, the picture, which is still showing, will probably be booked back into top theaters for a repeat run, and publicity from the award, plus the repeat showings, will undoubtedly serve as a promotional boost to the circus, which opens its 1953 season in New York's Madison Square Garden April 1.

WANTED AT ONCE
for
Hagan-Wallace Circus
Boss Mechanic, Boss Canvasman,
Boss Electrician, also Workmen in
all departments. Top salaries, good
sleeping accommodations and excel-
lent Cookhouse. Wire or contact
Arthur Sturmak, Mgr.
P. O. Box 25; Cocoa, 26; Daytona
Beach, 27; Gainesville, 28; all Florida.
Brunswick, Ga., 30; Jessup, 31; Eastman,
April 1; Sandersville, 2; Augusta, 3.
P.S.: Can always place reliable and
capable Phone Managers.

PHONEMEN or CREWS
(Permanent)
Magistrate, Veteran and two other pub-
lications of State-chartered organizations.
Take one or all to your pick: Cleveland,
Dayton, Toledo, Cincy or travel Ohio.
Pay me 50% of your weekly collections.
JIM VOELKL
P. O. Box 3565 Columbus 14, O.
Phone: JE 8437

WESTERN & CIRCUS ACTS
that do two or more numbers. 30-week
season, short jumps. Jimmy Troy, Geo.
Barton, Everett Daniels, Felix Morales,
Big Slim, please call me.
Gordon, Hotel, Albany, Ga., Mar. 23 &
24; Huston Hotel, Dothan, Ala., Mar.
25-26.
LARRY SUNBROCK

3-PHONEMEN-3
Elks' Charity Show. Benefit spastic
children. U.P.C., Tickets, Books and
Banners. 25% paid daily. Five weeks'
work. Other good deals follow.
H. H. H. ENTERPRISES
1925 29th Ave., S., Homewood
Birmingham, Ala.
Phone: 294593

5-PHONE MEN-5
To sell on Jacksonville's only Labor
Newspaper and Advertising Banner in
organized labor's private club. High
commission. Pay daily. No phone calls;
come on in.
FLORIDA LABOR JOURNAL
5 East Church St. Jacksonville, Fla.

WANTED ACTS
OF ALL DESCRIPTIONS
for April 10 and 11. State lowest
J. C. PATTERSON
c/o Patterson Bros.' Circus
Fairview Hotel Mansfield, Ohio.

FOR SALE
Three Shetland Ponies, age three to six
years, and one colt, 3 months old. Sad-
dles, bridles and circle for ride if de-
sired. One Le Roi Motor, flat belt drive,
excellent condition. Write
SCOTLAND RIDES
General Delivery Ellmore, S. C.

PHONE SALESMEN
BEST RADIO DEAL U. S.
Ask Bob Lombardo, Harries, Kelley,
Cashman. See LOU BARRY, 161 York
St., New Haven, Conn. Phone Spruce
7-2714, or BILL BROOKS, Masonic
Temple, Davenport, Iowa, Phone 6-4232.

HUNT BROS.' CIRCUS
Wants for Side Show, Hawaiian Dancers
(no coach), small organized Colored
Band with own sleeper; especially want
Tattooer. Tell all and state lowest in
first.
BILL ENGLISH
1170 N. W. 79 St., Miami, until March 30;
then Winter Quarters, R.D. 2, Burling-
ton, N. J.

PHONEMEN-NOW
VFW deal. Book and general admission
tickets. Standard commission, collected
and paid daily. Willie, call me. Address:
T. C. Terrill
Pick-Ohio Hotel Youngstown, Ohio

PHONEMEN
Newspaper Advertising, starting March
26th. Our special election edition for the
primary election being held in New
Jersey. It will be the hottest election in
15 years. We are using the same taps
we used last year on our special Republi-
can convention edition, and our special
Eisenhower edition. That's about 11,500
cards, 30% paid daily. **REPUBLICAN**
SPOKESMAN, 704 Market St., Camden,
N. J. Emerson 5-4735.

2-PHONEMEN-2
Office ready, strong sponsor, pay every
day, deals to follow.
Phone 62421.
Promotion Manager
Davenport, Iowa

TELEPHONE SALESMEN
(experienced)
Catholic Orphan Scholarship. Renewals
and top calls. Steady work—other deals.
Phone: Ludlow 6223
Columbus, Ohio

**Saints-Sinners
Plan Conclave
For June 11-13**

ATLANTIC CITY, March 21.—
Circus Saints & Sinners Club
will hold its 20th annual conven-
tion at the Ritz Carlton Hotel
here June 11-13, President Jim
Schonblom, of Bradford, Pa.,
announced.

Harold G. Hoffman, former
governor of New Jersey, and
William C. Kutz, Norfolk, are
with Schonblom on the conven-
tion committee.

Sen. James H. Duff was the
Fall Guy at the CSS session at
the Waldorf hotel, New York, on
Friday (20). Hoffman was emcee
and Les Kramer was the produc-
er. Tex O'Rourke handled the
"Get tough, get rough, get Duff"
policy.

The next Fall Guy session is
scheduled for April 24, when per-
sonnel from Ringling-Barnum
will be in attendance. CSS mem-
bers will attend the circus fol-
lowing the banquet.

WICHITA NOTES

**Bob Morton
Fetes Fans,
B. Leonard**

WICHITA, Kan., March 21.—
Hamid-Morton Circus opened its
run here with a packed house
sold out to the Boeing Employ-
ment Club and with 48 members
of the Bette Leonard Tent, CFA,
attending. Show played Wichita
March 3-15.

Bette Leonard blew the
starting whistle and later was
(Continued on page 59)

Under the Marquee

Dory Miller will take the six
Kelly-Miller elephants booked by
Paramount Pictures to Holly-
wood. Bulls are to work in the
film "Elephant Walk." Freddie
Logan, Kelly-Miller elephant su-
perintendent, will have other
bulls at the Omaha Shrine show
for Rink Wright.

Charlie W. Webb will be super-
intendent on the Cole & Walters
Circus. . . . Ernie Thompson, re-
tired Army musician who has
(Continued on page 59)

**200,000 Gate
At R-B Quarters
Sets New Mark**

SARASOTA, Fla., March 21.—
Visitors to Ringling-Barnum quar-
ters here turned out in record
numbers this past winter despite
a hike in the adult admission
price to 75 cents. The cost to chil-
dren, 25 cents, remained the
same.

The estimated attendance topped
the 200,000 mark—the great-
est number of winter sightseers
ever attracted. A new highway
makes it possible for visitors to
by-pass both Sarasota and Brad-
enton in visiting quarters.

As many as 5,000 and 6,000
persons turned up on Sundays,
and crowds thru the week were
proportionately large. The atten-
dance was surprising in view of
the fact that Florida business this
winter was reported off generally.

This year's crowds were much
larger than the turnouts when
the motion picture, "The Greatest
Show on Earth," was being filmed,
and despite the fact that con-
siderable advertising was done
in connection with it.

**Polack Packs
Limited Seating
At Decatur, Ill.**

DECATUR, Ill., March 21.—
Polack Bros.' Western unit, play-
ing its first engagement at the
Decatur Shrine Club, had more
business here this week than it
could handle. Indications were
that the four-day run, ending
tonight, would be an unbroken
succession of capacity houses and
turnaways.

Seating capacity of the Armory
is something over 2,000, and fire
department officials would not
permit the crowds to exceed that.
Plans were under way to extend
the run next year. The Decatur
Shrine Club is under the jurisdic-
tion of the Springfield temple.
Show will play its annual date in
Springfield next November.

Promoters Travel
Promotion in Decatur was
handled by E. H. (Dixie) Hebert,
who goes next to Stockton, Calif.
Meanwhile, Mickey Blue has
things started in Oakland, first
stand in California this year;
Jimmy Rison in Santa Rosa and
Sacramento, and George W.
(Continued on page 59)

**BUTLER SALVO
RB Press
Crew Fires
Heavy Guns**

NEW YORK, March 21.—Rol-
and Butler and his press crew
let loose with their heavy guns
on behalf of the Ringling Bros.
and Barnum & Bailey Circus
Thursday (19), one day in advance
of the first day of spring, usual
timing of the barrage. The salvo
was highly accurate.

Butler's crew remains the same
as last year with the exception
of William Roddy, who suffered
a slight stroke recently in Los
Angeles. He is residing with his
sister there. In town with Butler
are Allan Lester and Edward
Johnson. Frank Braden, who has
been thumping for several motion
pictures, including "Hans
Christian Andersen," is due in
town today. William Fields, noted
legit publicist, will again aid in
the New York campaign.

PHONEMEN
6 MONTHS STEADY WORK.
Program and Tickets.
Best auspices. Featuring "BOB CROSBY"
and "HOLLYWOOD REVUE."
Paul Mouchon, contact immediately.
H. W. JACOBSEN
1515½ Capital Ave., Omaha, Nebr.
Phone: Webster 7633

Dressing Room Gossip

Circus Enterprise

Andy Anderson is the new
band leader. Danny Styron is
now working the goat act, and
Ricc, Mexican juggler, is working
the middle ring.

Jackie Lee Mix entertained
Buck Leahy with a chicken din-
ner at her home at Ormond
Beach, Fla. The Sunday jump
from Melrose, Fla., to Eustice
was made in good time. We
broke in a new lot at Dunnellon.

Carmine Petrarea purchased a
new cornet. Eddie Doucette was
sick for a few days. Leon
Snyder closed at Howey-in-the-
Hills, Fla.

Recent visitors included Mr.
and Mrs. Charles Baker, Beverly
and Charles Allen, Sue and Roy
Bible, Gene Burr, and Pat Kelly,
of Kelly-Morris Circus.—BUCK
LEAHY.

Polack Eastern

Many personnel, delayed in
ing for Wilkes-Barre, Pa., were
caught in a blinding snow storm.
The Thérons arrived the morning
of the show. Everyone arrived
safely after the long trek from
White Plains, N. Y., and Bobby
Harrison and his crew did a fine
job in spite of late arrivals.

Al La Deux and his wife are
promoting Wilkes-Barre. Harry
Barrett and his family flew in
for opening. Eddie Kohl, Skeeter
and Mary Valentine did a three-
people flying act, because of
Clayton Beehee's injuries. Mali-
kova is temporary replacement
for the flying act.

George and Ruby Cutshall took
delivery on a '53 car. Fred and
Betty Proper are owners of a new
'53 car, and the Lewises have a
new panel truck. Clyde Harrison
is now sporting a fez, since he's
a new member of the Shrine.

Bill Naylor made the front
page of The New York Daily
News with Jack Joyce's camels.
Meteo is back in the show here.
Clown alley visited Veteran's
Hospital. Shorty, of the prop
department, is back from his
visit home. Mrs. Bessie Polack
has the flu, and Ed Widaman's
eye was injured.

This is a brotherhood circus.
During the last three engage-
ments, the unit appeared for
(Continued on page 58)

Siebrand Bros.

Show was off to a fine start
Friday (6) with both good
weather and an appreciative
audience for the initial perform-
ance. Line-up this year includes
the Six Eriksons, Capt. Harry
Clark, the Great Froebess, Danita
Roche, Daddy Long Legs, Bob
Emerico, Rudy Mueller, C. R.
Matchett and the Hodgini Trio.
George West handles the electric
organ. Frank (Pancho) Roche is
director and manager of the unit.

Entire arena area is enclosed
by semis decorated with brightly
painted murals. The five uprights
and semis are all festooned with
multi-colored pennants. Flags
and floods, spots and neon towers
give a flashy appearance. Bally
openings are now made on two
front semis with a center stage
between, affording more room for
photo displays and blowups.

Just prior to opening, activity
was at a peak, with new riggings
being built and all equipment
painted. The Eriksons were late
in arriving due to trailer tire
trouble.

Capt. Clark was busy getting
stock ready after closing the
Mesa, Ariz., Fair. Danita Roche
sewed frantically to complete a
new costume for opening. Bob
Emerico shows up for bally every
day with a new prop. Rudy
Mueller's baby elephants delight
the small fry.

Phoenix brought fine weather
and good houses. Matinees on
Saturday and Sunday are popu-
lar with family groups and give
some of the midway personnel
a chance to catch the perform-
ance. A big audience turned out
(Continued on page 59)

FRANKIE LOU WOODS
Contact me at once.
JOE LEVINE
Route #2, Box #1, Pensacola, Fla.

**HUNT CIRCUS
WANTS**
Big Show Acts that can be featured.
Also useful people in all departments.
Show opens April 18. Reply
Winter Quarters, Burlington, N. J.

**ROGERS BROS.' CIRCUS
CAN USE**
Good Promotional Men. Pat
Cronin, Brownfield, Tripp, An-
dre, Smith and others, contact.
SI RUBEN
Right away at Fort Myers, Fla.
Want Men capable handling
committees. Seldman, contact
me, also Tom Huffle.

**Title Holders in
the Circus World**
. . . one of more
than a dozen val-
uable special fea-
ture articles and
lists.
SPRING SPECIAL
in The Billboard 1953
coming April 11th

**KELLY-MORRIS CIRCUS
WANTS**
Assistant Boss Canvasman (Jack Wright,
wire). Want Hammond Organist who
can double on Calliope (George Vest,
wire). Want three more Clowns (Frank
Cain, Lou Walton, wire). Can use more
Bull Men for Herd and Menagerie. Seat
Butchers. Good Sign Painter for letter-
ing. Address: Lake Worth, Fla., March
24; Tampa, 26-27; St. Petersburg, 28;
Clearwater, 30, or c/o Western Union,
De Land, Fla.

Promotional Directors
Can use three good Crews capable get-
ting money. Plenty towns, best spon-
sors, ready to go. Year around work.
(Dunks and limbers, save your
stamps.)
BILL MORRIS
Kelly-Morris Circus
Lake Worth, Fla., March 24; Tampa, 26-
27; St. Petersburg, 28; Clearwater, 30,
or c/o Western Union, De Land, Fla.

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Carlin's to Prevue Season April 4

Baltimore Funspot Set to Launch 34th Season; Owner Carlin Continues Ill

BALTIMORE, March 21.—The 34th season of Carlin's Park will bow with a prevue opening Saturday, April 4, to be followed, after the Easter week-end stanza, by end-of-week operation until the formal full-scale opening on Decoration Day.

Despite the lack of active park direction by John J. Carlin Sr., who is seriously ill, the park, which Carlin founded in 1919, continues to grow and prosper.

William J. Fischer, who has served as executive manager for the past several seasons, has been responsible for maintaining the park in tip-top condition. He has added improvements and held intact the personnel and concessionaires.

Outlook Is Good

With many picnic bookings and early church school outings already signed, and with many more new ones on the fire, the advance picture for 1953 is excellent, according to A. T. Miller, spokesman for the park.

Heavy advertising schedules and promotion plans have been formulated. Newspaper, radio, television and direct mail will be

used extensively, aided by the usual strong placement of advertising paper in a wide radius of the city.

A free midway feature for kiddies, high acts, fireworks and special events, which have proven strong crowd pleasers, are again slated this year. Another heavy crowd puller is Olympic pool for which officials have scheduled many contests and special events.

Started in 1919

Today's park received its start in 1919 when John J. Carlin Sr. opened a dance hall on the outskirts of Baltimore. With the growth of the city, the park grew, and today suburban Baltimore stretches miles beyond the funspot, which is now only 15 minutes from the center of town.

Baltimore's booming shipping and industrial circles and numerous military installations in the area point to a prosperous season.

Jackson Plans To Close Spot Near Washington

ROSSLYN, Va., March 21.—Ralph Jackson, operator of Great Falls Park, said here that he will close the funspot because of prohibitive restrictions set up by the Fairfax County Board. The park has drawn business from Washington for 27 years.

Jackson said the board specified that no beer could be sold and that the spot would have to be operated seven days a week, with a 10 a.m. opening time. He said such a schedule would make it impossible to show a profit.

One attraction at the park has been a 50-year-old Merry-Go-Round which Jackson said was the only remaining one of its type.

A number of protests have been forwarded to the county board, it was reported, urging that the park be kept in operation.

SILBERMAN PREXY

Coney Solons Discuss 1953 Season Plans

By UNO

NEW YORK, March 21.—The Coney Island Chamber of Commerce held a special pre-season meeting at Seven Seas Restaurant Thursday (19). Over 200 members and non-members, all Coney's businessmen, attended. Matters discussed concerned principally the coming season's preparations to hypo attendance this year, together with an outline of a tentative program of activities.

Introduced was the new prexy, Moe S. Silberman, operator of Moe's 5-Star ball-rolling game on the Boardwalk. Last year's president was Walter M. Jeffords Jr., president of the Brooklyn Boro Gas Company which serves the Coney area. Other officers elected were Chris G. Feucht, Fred Moran, W. Kenneth Bourke, Edward Watson and Murray Handwerker, vice-presidents; Victor Bonomo, treasurer, and Charles A. Feltsman, secretary.

Executive Secretary William A. Nicholson reported on the status of the proposed \$10,000,000 Aquarium and other contemplated improvements. Hotly argued was the matter of the lack of eagerness on the part of certain groups of ops and concessionaires to contribute toward the cost of attractions like fireworks and the Mardi Gras. There are three main

amusement areas on Coney, the Boardwalk, the Bowery and Surf Avenue. Merchants on the latter two thoroughfares say they do not benefit from fireworks because the crowds go to the Boardwalk. On the other hand, Boardwalkers claim a Mardi Gras is not worth subscribing to because attendances lean more toward the Bowery and Surf. The idea, it was pointed out, was for a suggestion of a promotion that would benefit all.

Other Projects

Other projects brought up were the proposed widening of West Eighth Street, the Neptune Avenue sewerage, the return of boat transportation promised when the Aquarium becomes a reality, developing of the Luna Park site for both a housing proposition and a rezoning of Coney, what to do about a Florida syndicate desiring to invade Coney with a large amusement promotion, acceptance of the Schaefer Brewing Company's renewal offer to sponsor the fireworks to the tune of \$15,000, and increased lighting facilities and pennant decorations along Surf Avenue.

There was a report on preparations for the Chamber's dinner-dance April 9 in the Hotel St. George, Brooklyn, by Connie J. Hilbert, chairman of the arrangement committee.

NO SCUTTLING IN VIEW

Excursion Boat Business Looms Bigger Than Ever

NEW YORK, March 21.—Contrary to popular opinion, excursion boats are not on their way out, at least in this area. It follows that amusement parks will continue to receive as many patrons, if not more, deposited on their piers by regularly scheduled and chartered steamers this year, as in the past.

The Hudson River Day Line, which inaugurates service on May 16, reports 27 per cent more charters assured this year, with nearly all of them slated for Indian Point Park, Indian Point, near Peekskill, N. Y., previously was owned by the Day Line, and was purchased from them last year by E. D. Kelmans. The park enjoyed a healthy patronage last year from regular and special trips.

The Day Line also runs a steamer on charter trips to Playland, Rye, N. Y., which is also served by the Meseck Line on a scheduled basis. The Meseck Line serves the funspot with a 3,100 passenger steamer once a day, starting Decoration Day, upping the service to two daily trips on June 28.

The Keansburg Steamboat Company runs daily trips from here to Keansburg Beach, N. J., also beginning Decoration Day. The Sutton Line, by leasing a Day Line steamer on week-ends, this year will run regularly scheduled trips to Indian Point, while the Circle Line, engaged primarily in sightseeing trips around Manhattan, will again carry charters

to Rye's Playland.

The Wilson Line, beginning its season May 28, runs daily trips to Rockaway Beach, which benefit Rockaway's Playland, and also runs charters to the same point as well as to Rye's Playland.

Construction of a new pier by the city of Bridgeport, Conn., will enable the Wilson Line to inaugurate service to city-owned Pleasure Beach this year, the first such operation to originate in New York for many years. A 3,380-passenger vessel is used for this and charter work.

Wilson officials, in comparing this year with last, say that as much charter business as was done all last year is already set for this year. With such a situation existing, they look for a banner year.

When a patron arrives via steamer, funspots are not faced with a car parking problem, a situation that frequently causes headaches.

Sked O. Sesqui Days Fete for Cincy's Coney

CINCINNATI, March 21.—Opening days of Coney Island's new season, Saturday and Sunday, April 25 and 26, will be observed as "Ohio Sesquicentennial Days," commemorating the State's 150th anniversary, it was announced this week by President and General Manager Edward L. Schott.

Fireworks will be offered, featuring the Seal of Ohio and episodes in the State's early history. A celebration dance, with Jimmy Palmer's orchestra, will be offered in Moonlite Gardens both nights.

Coney's participation in the celebration is in response to a direct invitation from Gov. Frank J. Lausche and Harvey S. Firestone Jr., chairman of the Ohio Sesquicentennial Commission. Judge Chase M. Davies, chairman of the Hamilton County Sesquicentennial Committee; Mayor Carl W. Rich, and Randolph F. Sellers, president of the Public Observance Association and secretary of the Sesquicentennial Committee, will take part in opening day activities.

Pennsylvania Group to Meet At Conneaut

CONNEAUT LAKE PARK, Pa., March 21.—Fall meeting of the Pennsylvania Amusement Parks Association will be held at Conneaut Lake Park September 10. The meeting is being held the Thursday after Labor Day to allow managers more time to wind up their season's affairs.

Plans for the 1953 meeting call for a dinner September 9, plus golf, sightseeing and lunch, and annual meeting September 10. A tour of the park and banquet will complete the schedule on the second day.

The invitation was extended by E. E. Freeland, president of Conneaut, at the 1952 meeting. W. J. Tarr, general manager of the park and secretary-treasurer of the association, said accommodations are available at Hotel Conneaut. The session was last held at Conneaut in 1949.

Only U. S. Walrus Dies in Bronx Zoo

NEW YORK, March 21.—The only walrus in the United States died in the Bronx Zoo here this week.

Named Herbert, the walrus was brought from Denmark in 1951. Death was caused by a rubber ball, thrown by a visitor, which lodged in the mammal's internal organs. John Tee-Van, director of the Bronx Zoological Park, pointed out that many valuable specimens had died in recent years as a result of eating indigestible objects cast into cages by onlookers.

A replacement is planned.

Spoon-Fed Bird

EDMONTON, Alta., March 21.—Jumbo, 250-pound ostrich of the Edmonton zoo, died of an internal hemorrhage believed to have been caused by a large tablespoon it had swallowed. Besides the spoon, an autopsy revealed 65 pennies, one dime, five keys, several pieces of wood and numerous bits of scrap metal in the bird's gizzard.

Dressing Room Gossip

Continued from page 57

three faiths—Jewish, Catholic and Protestant.

Mrs. Bessie Polack returned to the show after being ill. Her sister came on to nurse her.

The Tokayer Troupe is the newest addition to the show. Malkova closed at Wilkes-Barre. Frank Smith also closed at Wilkes-Barre but will join us later.

Frank Weiszner has a new truck, and Carlos and Evelyn Theron have a new car. Mr. and Mrs. Nat Lewis have joined the Wicons as camera fans. Trader Horn Gene Randow, no longer a camera fan, now rates next to Uncle Henry Kyes Mose as expert horse trader.

Lucianda and Friedel now have another horse and trailer. Widaman's baby elephants draw lots of comments, along with Bonzo Antonucci's chimp.

Visitors included James M. Cole, Happy Holmes, George Barlow Jr., Joe Minchin, Charles Geiger Jr., John Bender, Rev. Paul Healey, Charles Frank, Mike Healey, Larry Vought, Jack Tavlin, Rosy Rosenberg, Eddie Jackson, Bill Carsky, Willie Miller, Leo and Ann Rosen, Mr. and Mrs. Alfred Florenz, Mr. and Mrs. Tony Martin.—NAT LEWIS.

Polack Western

Decatur, Ill., was a new date for this show, and the cramped quarters of the Armory presented many problems for the riggings and production numbers. Dixie Hebert directed the promotion. En route to Decatur, the Rail-

Fairyland Kid Spot Skeds Full-Time Play for April 15

NEW YORK, March 21.—Fairyland, Queens kiddie park, will open for full-week operation Wednesday, April 15, with recent rearranging of equipment destined to provide increased facility in crowd handling and at the same time provide space for additional rides.

The funspot, managed by Al McKee, has been open on week-ends all winter. All equipment has been overhauled and painted during recent weeks, a somewhat difficult task, as the equipment could only be torn down and re-erected during the five weekdays the park was closed.

The rearrangement of the train ride, under McKee's direction, has opened up space for additional

ride equipment and also made it possible for a smoother flow of patron traffic thru the park, which is located on a 250 by 600-foot plot in the heavily populated Queens borough and fronts on Queens Boulevard, a main traffic artery.

14 Kiddie Rides

The kid park has 14 rides, in addition to a restaurant and Penny Arcade. Excellent parking facilities are provided, and the large capacity of the five parking lots enables cars to turn in from and return to the heavily trafficked Queens Boulevard with no problems.

Single ride tickets are priced at 14 cents and are good for adults or children. Five-ride blocks of ducats are priced at 49 cents, and 28-ticket books are available at \$2.50.

Playland, Rye, Skeds Preem For April 26

RYE, N. Y., March 21.—Playland Park will open Sunday, April 26, for 1-7 p.m. operation and be open on Sundays only until Saturday, May 23, when the gates open for full-week operation.

The ice rink, which has operated all winter, will close tomorrow (22) to be reopened in October.

Fireworks have been scheduled for the May 23 grand opening night, and will be presented every Tuesday and Friday night throughout the season. Free acts will also be presented twice daily during July and August.

Earl and Hattie Shipley, the Tom Parris Trio, Gracie MacIntosh, Bob and Mickey Behee, Nick Francis, the Mustafas family, Emil Goetichis, the Arthur Konyot family, Mrs. Red Carter, Tom Clark, the John Vanis family, the Frank Vanis family, the George Hannaford family, Ruth Christensen, Frankie Little, Ernie Burch, Jack Crippen, Gene Warneke, Arden Beecher, Roy Barrett, Edna Curtis, Ferris Healy, John Nichols, Donahue and LaSalle, Spike Jones, Ted and Lotta Chirrick, Roland Tiebor, Roland Tiebor Jr., Natal and Tom Parkinson.—HARRY DANN.

Under the Marquee

Continued from page 57

been with circus bands the past several years, is now assistant manager of the Anacostia Theater, San Antonio. . . . **Richard Arcand** is clowning the National Orange Show, San Bernardino, Calif., March 17-29. He's president of the Circus Clown Club, which is making plans for a clown convention in New York late in May, according to **Ray Bickford**.

Acts making the annual Boys' Club Circus, Tampa, included **Four Terrels**, the **Girards**, the **Citanos**, **Aurelio Gomez**, the **LaForms**, **Virginia Lynne**, **Chinco** and **Pedro**, and **Durand**. **Gean Berni** was producer.

MELVIN D. Hildreth, former CFA president, advises from Washington that the Fanni circus of France will start its 70th season at Paris April 5. It has played the outskirts of Paris for years.

W. (Bill) Shipman will be with **Jack Bell** on the **Cole & Walters Circus** this season, reports **J. B. Helms** from Lexington, Mo. Sighted in Lexington recently, says Helms, were **George** and **Jack Bell**, **Pres Hancock**, **Elmer Radd** and **King Bailie**.

Spar Bros' Circus played Indianapolis March 13 under Warren Township Firemen's auspices to good business. Two performances were given, with **Walter Harter** as producer-manager. Line-up included **Peanuts**, small trained horse; **monkeys**; **Dotty Ragon**, contortionist; **Leo Francis**, clown and drum dance; **Three Elnoras**, trapeze; **Miss Carol**, rolly polly and juggling; the **Hodgsons**, whips and ropes; **Walter and Chester Harter**, clowns; **Mel Hall and Company**, unicyclists, and **Harter's Dogs**.

Floyd (Rube) Arnold, for many years a Side Show attraction with circuses, is now with the **Tommy Scott Show**, playing auditoriums. . . . **Dick Hemphill**, of Hagerstown, Md., member of the Circus Model Builders and Circus Fans, has been admitted to the Washington County Hospital, Hagerstown, where he will undergo surgery. He would appreciate hearing from friends.

Mr. and Mrs. George E. May recently visited **Ann and Willie Robin** of Hamid-Morton at Milwaukee. They also entertained in Rockford, Ill., March 14, **Richard Gordon**, **Betty Gorham**, **Al Chase** and **George Park**.

Roland Johanson, who previously worked under the name of **Rolando**, recently made Tokyo appearances at the Latin Quarter, Die-Che Hotel and Rucker Four Club while on a leave from his troop-entertaining assignments in Korea. He said that Tokyo now has about 100 good nitery spots. Johanson will return to Korea for two months to tour with the **Dick**

Contino show, after which he plans to fly back to New York for his Army discharge in time to appear at the Shrine convention show in Madison Square Garden. Johanson is inked with the **Frank Wirth** agency until 1954.

Milton J. Durham, veteran circus fan of Danville, Ky., who recently retired after 50 years' service with the Southern Railway, was a visitor at the home office of The Billboard in Cincinnati Monday of last week. . . . **Billy Pape** and **Renee** will appear with the **Barnes & Carruthers Cincinnati Shrine Circus** engagement and the **Chicago Stadium Circus**. These dates to be followed by a 16-day run at **Fontaine Ferry Park, Louisville**.

Lee Barton Evans, who has been in Pittsburgh since January 8, is handling promotion for the **Syria Temple Shrine indoor circus**. He reports that efforts have proven fruitful and present indications point to a more successful show than last year. The show, which will play 12 performances, opens Monday (23).

Feature about **Mayme Ward** in the **Chicago Daily News**, Wednesday (11), told about her career with the **Eddie Ward** flying acts and her present set-up as **Polack Western wardrobe mistress**. Photo also included **Millie Ward** and **Genevieve Ward Tharpe** as well as **Mayme's grandchildren, Bradley and Donna**.

Harry Chipman, press agent, hopped from the West Coast to Miami to start work for **Hagan-Wallace Circus**. . . **Herman Joseph** is clowning charity date. . . **Bill Ballantine**, back from South America, is doing some art work for **Ringling-Barnum** at Sarasota, Fla. . . **Pearl Farris**, formerly with **Dailey, Cole, Biller** and **Kelly-Miller**, writes that she'll be with the **Wallace & Clark Side Show** this season.

Slivers Johnson and family flew from Miami to San Juan, Puerto Rico, Monday (9), to join **Jerome Wilson's American Circus** for 10 weeks. Later, he'll make fair dates for **Klein's Attractions** and has scheduled some rodeo dates in the Northwest. This is his first white tops stint in five years, **Johnson** writes.

Ken Hill lost his left arm as the result of an attack by a lion at his winter quarters farm at **Simcoe, Ont.** It was the second time the animal had injured **Hill**. It also injured two other persons last year.

Bill Costello, phoneman-promoter, was a visitor at the Cincinnati office of The Billboard last Monday (9), hopping in from **Dayton, O.**, where he worked the Shrine circus under the veteran **Buck Waltrip**. With **Waltrip** turning in his usual effective promotion job on the **Dayton** date, the show, which gets under way next week, should chalk up a hefty gross, **Costello** opines.

The **Four de Riaz**, aerial act which has been inactive since a rigging crack-up in 1951, has been reactivated and will open at the **Cirque d'Hiver, Paris**, March 15. **Henri de Riaz**, who sustained severe lung injuries, will handle the act, and **Bibi Stemmer**, original quartet member, will be assisted by two new partners. **Marguerite Stemmer** will inactively tour with the troupe.

Mrs. Eva Lewis, aerialist, has left a Detroit hospital and is resting at the home of her sister in **Chili, Ind.**

Count (Popo) DeBathe, clown, reports he has been booked for **Rink Wright's Omaha Shrine show**, April 6-11, to be followed by the **St. Louis Police Circus**.

L. E. Roba Collins, former circus man, is now connected with the **McDonald Aircraft Company**, **St. Louis**, and makes the **Brooks Realty Company**, **East St. Louis, Ill.**, his headquarters. **Brooks** is a former associate of **Collins** in med shows. **Collins** formerly managed side shows with the **Mills Bros.**, **Bailey Bros.**, **Lewis Bros.**, and **John Pawling** circuses. . . . Acts booked for the **All American Indoor Circus**, set by **Byron Gosh's Auditorium & Fair Book-**

ing Company, **Knoxville**, in 12 towns in Tennessee, Kentucky and West Virginia, include the **Sparton Family**, **Capt. Eugene Christy's lions**, **Emma's dogs**, **Hans Claire**, **Bessie and George**, **Billy Irwin**, the **Harrison Duo**, the **Geddis Troupe**, the **Clairens** and **Allen and Lee**.

Jean Mercer is vacationing around **El Paso, Tex.**, and plans to report at **Capell Bros' Circus** winter quarters soon. . . . **George Perkins**, CFA and **CHS**, showed his circus movies at a meeting in **Saco, Me.**, recently. . . . The **Walter L. Main Tent of CFA** caught the **Orrin Davenport show** at **Cleveland**. **Clown Ernie Burch** was a guest of the group at dinner, reports **Norman G. Senhouse**, **Uhrichsville, O.**

Joe Rossi writes from **Gonzales, Texas**, that he'll be back on the **Mills Bros' bandstand** as leader this season. He'll go to **Mills' quarters** April 1 for the **April 18** opening.

Roy Matthias and **Henry O'Neal**, of **Shreveport, La.**, visited **Obert and Dory Miller**, **Bill Woodcock** and **Pete Lindemann** during a visit to **Kelly-Miller and Cole & Walters** quarters last week. . . . **Sumner A. Peterson**, CFA, of **Minneapolis**, has been confined to his home by illness, reports **Bill Montague**.

Hunt Bros' Circus scored a splash of color photos and story about winter quarters in **The Newark (N. J.) Sunday News Magazine** of **March 1** and **Wilmington (Del.) Sunday Star** of **March 8**. **Marsha Hunt** and an elephant were in the cover photo. Three inside pages included photos of **Charles T. Hunt**, several members of the **De Riskie Family** and **Lou Barton**.

Numerous Ringling acts appeared in a benefit show at the **Sarasota, Fla.**, **Municipal Auditorium** Monday (9). Program included **Count Nicholas**, **Lopez Trio**, **Canestrelli Family**, **Los Dalpaos**, **Two Zoppis**, **Chatman**, **Fredy and Orthans**, **Sindys**, **Capt. William Heyer**, **Franklin and Astrid**, **Roddy Brothers**, **Billy Pape** and **Rene**, **Pallenberg's Bears**, **Janette Paol**, **La Tosca** and the **Mashino Troupe**.

Roy Feltus, of **Bloomington, Ind.**, is resting after a 17-day stay in a hospital. He writes that he was on the "critical" list but that they didn't know he was a "tough old circus guy." **Feltus** was with the **Gentry, Barnum & Bailey** and **Ringling Bros'** shows and was a partner in the **Shipp & Feltus' Circus**.

Polack Packs

Continued from page 57

Westernman in **San Francisco**. **Joe O'Donnell** will jump to **Fresno** from **Indianapolis**, where show is playing **April 4-12**.

Dorothy Pina, injured in the fall of **Barbette's iron-jaw rigging** at **Louisville**, **February 9**, was able to return to that act and other numbers here. **Dollye Green** is the only one of the four girls in the fall who is still unable to work. The cast was removed from her foot in **Decatur**, and she plans to be back in the show in **Indianapolis**. **Ora Eagleman** closed after the **Chicago** date and **Janice Voise**, who came on after the mishap, is remaining. Thus, **Barbette** will have the same four girls in the act who were in it all of last season.

Wichita Notes

Continued from page 57

called to the center ring to receive a gift from the **Rudy Rudy-noff family**. Show owner **Bob Morton** paid tribute to the late **Dr. E. L. Cooper**, **Wichita** fan.

Mrs. Leonard reported that **Rick Roy**, hangman act, received publicity in **Wichita papers**. The **Dime Wilsons** and **Rudynoffs** reported they were building new homes in **Gibson, Fla.**, and **Baltimore** respectively.

Visitors included **Helen and Jerry Hartley** and **Bob Devenney**, returning to **Gainesville, Tex.**, from dates in the **Dakotas**. They will be with **Bailey Bros.** **Norman (Luke) Anderson**, owner of the **Wallace & Clark Circus**; **Searle** and **Peaches Simmons** and fans **Don Walker** and **Dad White** also visited.

Pat Anthony slipped between railroad cars and was injured when his cat act was being loaded. He was not hospitalized.

Siebrand Bros.

Continued from page 57

Sunday night (15) for the finals in the amateur contests.

Contests are held each evening and prizes awarded. Entrants are lined up by **Bill Jones**, formerly with **Major Bowes Amateur Units**. **Walter Fleck**, assisted by **Clarence Mason**, has had programs printed. **Fleck**, our publicity agent, was also instrumental in getting tie-ups with local supermarkets.

Practice sessions go on daily, with the **Eriksons** and **Hodgins** all over the stage, rings and riggings. **Capt. and Mrs. Clark** announced the foaling of two colts to enlarge their string. **Organist George Vest** continues to add musical arrangements to the performance.

Charlie Sanders and wife make a startling pair when he works on stilts. **Harry Froebess** appeared in full Indian regalia, including head dress, for his high pole act. In fact, everyone with the show is in some sort of Western apparel for the **Phoenix Jaycee Rodeo**.

Bob Emerico was guest of honor at a dinner given by the **International Brotherhood of Magicians**. **Bert Easley**, **Phoenix** magician, visited the show. **Ben Davenport** caught the show and visited with the **Clarks**. **Dutch Schmidt**, former **Des Moines** booking agent, and **Mrs. Schmidt** were guests of the **Rochees**.—**JOE HODGES**.

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Must have good wardrobe; cater to midway and Kiddieland crowds; capable of staging some entertainment for special picnic crowds. Season is from Decoration Day through Labor Day. This is a good job in a fine city, but applicant must be willing to start with modest salary.

SO. DAKOTA STATE HIKES GATE TAB

Boosts Admission Price to 50 Cents;
Legislature Ups Board to Five Members

HURON, S. D., March 21.—South Dakota State Fair this year will hike its outside gate admission price to 50 cents, an increase of 20 cents over last year, fair officials announced this week.

The hike was made necessary by a directive from W. R. Wilder, State tax director, that the fair must pay the 2 per cent sales tax on grandstand admissions. The board decided to meet this added cost by raising the outside gate tab rather than the grandstand scale. The board thought it advisable to retain the present round figures on its grandstand attractions to simplify the jobs of the ticket sellers.

The State Legislature, which recently adjourned, passed a law enlarging the fair board to a five-member group. The law does not become effective until July 1, when Gov. Sigurd Anderson will be authorized to appoint two new members to augment the present three-member group. The board's present make-up consists of James Ramey, Wanblee, chairman; Adolph Nelson, Canton, vice-chairman, and Luther Johnson, Redfield.

Set Board

Ramey and Nelson were appointed this winter, replacing board chairman Enos Blair, of Sturgis, and John F. White, Lake Norden. Johnson's term expired last December 31, but he is continuing to serve altho not reappointed by Governor Anderson. New secretary is Ken Balgeman, former Clark, S. D., businessman. The board also decided on an elaborate plant improvement program that will include landscaping of grounds around the new 4-H Club dormitory-auditorium and sidewalk construction in that area. New sidewalks also will be laid in other parts of the grounds and ad-

dition to blacktopping roads will be done. Various buildings also will be refurbished.

Department superintendents appointed to serve this year include Ludwig Tulson, agriculture; Fred H. Kressmann, attractions; L. C. Gooch, bands; W. J. Hunter, beef cattle; R. A. Cave, dairy cattle; George Olson, concessions; G. G. Bell, education.

Harry Eaton, feed and forage; Lee Henderson, horses; W. H. Snyder, horticulture; Vivien Ruhlman, literature; Howard C. Anderson, press building; Palmer Wickre, poultry; Alice B. Olson, public health; Bill Plummer, publicity; W. J. Goetz, public safety; Harold Dechow, sheep and swine; R. L. Overholser, speed, and Mrs. Fred Schrader, women's department.

Calgary Ex Sets Horse Lend-Lease With Great Falls

CALGARY, Alta., March 21.—The Calgary Exhibition and Stampede will trade 40 of its best bucking horses for 40 of Montana's best bucking and fighting Brahma bulls in the first "rodeo lend-lease" arrangement in the long history of the show.

Arrangements for the swap were made recently at Great Falls, Mont., by Dick Cosgrave, arena director of the Calgary Stampede; Leo C. Dailey, secretary-manager of the North Montana State Fair, Great Falls, and Leo Cremer, rodeo producer.

The Montana bulls will be shipped to Calgary late in June and the bucking horses will leave for Montana along with the bulls shortly after the Calgary show ends, July 11. After they have been used at Great Falls, August 3-8, the horses will be returned to Calgary.

Pickens, S. C., Re-Elects Officers

PICKENS, S. C., March 21.—Pickens County Fair has re-elected all officers and named three new directors for this year. Renamed were G. Max Perry, president; W. C. Johnson, vice-president; R. Carl Byars, treasurer, and J. R. Wood, secretary. New directors are E. S. Pepper, J. H. Bolding and L. E. Hendricks.

Gresham, Ore., Breaks Ground For 45G Bldg.

GRESHAM, Ore., March 21.—Construction started this week at Multnomah County Fairgrounds on a \$45,000 new-type, low-cost display building. Fair Manager Duane Hennessy said the building would provide 16,400 square feet of exhibit space. Cost, he said would be \$2.50 per square foot, less than half the usual cost for this type structure.

Principal new construction feature is the use of prefabricated ribs, eliminating posts for roof supports. Floor structure is of concrete slabs.

The building is to be completed by June 1 and means the reassignment of space to all exhibitors, Hennessy said.

Advance sale of space to commercial exhibitors and concessionaires has been the highest in the history of the fair, Hennessy disclosed. Space, he said, is being assigned as reservations are received.

The old Exhibits Building is being remodeled into a Hall of Electricity to house all white goods electrical appliances.

Paragould, Ark., Ends Year Okay; Re-Elects Execs

PARAGOULD, Ark., March 21.—Greene County Fair wound up its year on the okay side profitwise and re-elected all officers, including Webb Green, president.

Other officers renamed include Donald Cox, vice-president; Dr. Charles M. Bowers, secretary; Scott Noel, treasurer, and J. T. Brown, fair manager.

Noel reported that after last year's run, a cash balance of \$2,300 was on hand. Total indebtedness against the fairgrounds is \$6,000, and the value of the grounds and buildings is estimated at \$50,000.

According to President Green, plans have been made to construct a new exhibit building for poultry, field crops, wild life and other similar entries. The plant's water system also will be enlarged, and lighting in the fair's new \$35,000 permanent building will be improved. Livestock judging will be held at night this year.

Spokane Appoints P. H. Welch Mgr.

SPOKANE, March 21.—P. H. (Herb) Welch, veteran fair exec, has been appointed manager of the Spokane Interstate Fair here. Welch was with the Lane County Fair, Eugene, Ore., the past four years.

Aussie Show Pulls Record 150,000

NEWCASTLE, Australia, March 21.—The Annual Agricultural and Industrial Show which closed here February 28, after a four-day, four-night stand, attracted a record attendance of 150,000. This was an increase of 20,000 over last year.

Fair Assn. Meetings

Association of Connecticut Fairs, Mount Carmel Parish House, Mount Carmel, March 21. Mrs. Joseph Bartlett, North Haven, secretary.

Eastern Massachusetts, Agricultural Fairs Association, Weymouth Grange Hall, South Weymouth, April 29. M's. Augusta Kay, 605 Bedford Street, Whitman, secretary.

Winter Fairs

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Florida
Eustis—Lake Co. Fair, March 16-21. Karl Lehmann, Courthouse, Tavares, Fla.
Montana
Bozeman—Montana Winter Fair, March 21-27. George T. Sims.

NEW APPROACH

Urges Up-Dating Poultry Exhibits

AUSTIN, Minn., March 21.—Improvement of fair poultry shows to better reflect present day standards of the average farm, is urged by P. J. (Pete) Holand, secretary-manager of the Mower County Fair.

Holand pointed out that fairs and the entire poultry industry had been lax in adopting new changes in the past 25 to 30 years and as a result, rabbits and pigeons have taken over the position formerly held by the poultry classes. While he emphasized that no reflection against rabbits and pigeons was intended, poultry exhibits had been allowed to slip into the background.

"Our job is to enlist the various segments of the poultry picture and assemble them in an educational manner and tell the story as it exists today," Holand asserted. "The poultry industry has made tremendous strides in the past 30 years and this story should be one of the most educational ever told by fairs."

Modern Trend

The veteran fair executive pointed out that the death loss of chicks was practically negligible under present day hatchery methods. The introduction of antibiotics in poultry feed has put broilers well ahead of their competitors in rate of gain, and poultry equipment and present day know-how is necessary for beginners as well as experienced hands.

"The industry must recognize the importance of production from a practical standpoint. Heretofore, too many fancy points entered into the picture," he said, "and the poultry department at many fairs functions on

a carnival flock, which is selected from outmoded classes, that is shipped from fair to fair."

According to Holand, the 1952 Mower County Fair, in attempting to better the situation, brought the hatchery people into their poultry department to tell the complete story, including modern methods of hatching, sexing, sanitation and other practices. They also have lined up the poultry feed people and equipment firms for the '53 fair, to further help make the feature even more educational and beneficial to the industry.

Fancy points are being eliminated from live bird showing, with more stress on health and results. Holand's poultry department is working on the theory of giving the housewife what she wants rather than following standards that are not important to the ultimate consumer.

"Poultry shows are one of the oldest departments at fairs, and with a little up-dating, can develop into a true reflection of today's modern flock," he pointed out.

St. John, N. B., Plans Revival For This Year

ST. JOHN, N. B., March 21.—Revival of the traditional St. John Fair in September was seen as the result of negotiations completed between the Newfoundland Provincial Government and St. John's Memorial Stadium, now nearing completion.

Under terms of the deal, thru payment of \$100,000, the fair will be given use of the stadium September 10-October 10 each year for 25 years. The fair was discontinued following the 1939 fire that destroyed its principal building, the Arena.

The revived annual is expected to draw patronage from all island provinces and will make a big pitch to U. S. servicemen stationed at four bases in the area. One of these establishments is in suburban St. John. Three are used by the U. S. Air Force and one by the Navy.

Fair plans discussed call for a complete program of grandstand entertainment as well as fireworks.

Blackstone, Mass., Inks Attractions, Names Officials

BLACKSTONE, Mass., March 21.—East Blackstone Agricultural Fair Association has signed Arthur April's United Amusement Corporation as this year's midway attraction and is lining up free acts for its arena show, Jesse E. Deacon, recently re-elected secretary, announced. Dates are September 11-13.

The April org will be in for its second year at the fair. Outdoor acts will be booked to augment the fair's cattle show on Saturday and the traditional horse show the following day. Other attractions include horse and oxen pulling contests, the latter new to the program.

William L. Kelly, fair treasurer, has been renamed to that position.

Odessa, Tex., Event Pulls Good Crowds

ODESSA, Tex., March 21.—Sand Hills Stock Show, which closed here Sunday (15), drew good crowds to its four-day run. Rocky Mountain Empire Shows, on the midway, played to good business.

Talent in the building Friday and Saturday (13-14) included the Carlises, songsters, and Goldie and Tommie Hill, of the Texas Hillbillies from the Louisiana Hayride of KWKH, Shreveport. The Marcus Gist square-dance team was featured two nights. Keith Ward, deejay at KJBC, Midland, Tex., was a visitor one night.

Shreveport Parish Event Re-Elects All Officers

SHREVEPORT, La., March 21.—F. E. Volentine, Dixie, was re-elected president of the Caddo Parish Fair and Junior Livestock Show at a recent meeting of the board here. Other officers renamed included N. K. Person, vice-president; C. B. Carroll, secretary, and S. L. Beauboue, treasurer. This year's fair, which is held at the Louisiana State Fairgrounds prior to the State Fair, is set for October 22-23.

Edmonton, Alta., Expands 4-H Plans

EDMONTON, Alta., March 21.—Agricultural representation in the annual Edmonton Exhibition parade will be boosted this year with the appearance of 400 boys and girls from 4-H clubs in the Edmonton district and from Red Deer, Alta., and other northern points. Lawrence A. Rye, president of the Edmonton Exhibition Association, will donate a trophy for the most outstanding float. Money prizes also will be awarded for floats.

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Desire Merry-Go-Round, Ferris, Thrill and 2 Kiddies. Crowd potential 12,000-15,000. Limited Concessions. Further information contact B. W. MARTIN, Rides Chairman, C. A. I. Bldg., P. O. Box 5, Waterford, Michigan.

Metropolitan to Bow May 11 at Asheville

FLORENCE, S. C., March 21.—The Metropolitan Shows, newly formed railroader, will open May 11 at Asheville, N. C., Owners Sam and Shirley Levy announced at winter quarters here this week. The apparent still date territory, judging by the preem date, will mirror the route played by a

number of railroad shows in past years, including the Johnny J. Jones Exposition and, on one occasion, the Cetlin & Wilson Shows.

Frank Seger is trainmaster and has been in quarters for some two months, contrary to other reports in the trade, the Levys announced. Seger is currently supervising the refurbishing of all rail equipment, altho little work has to be done on the 19 flats now in quarters.

Flats in Good Shape

The flat cars formerly used by the Johnny J. Jones Exposition and Dailey Bros.' Circus are in excellent shape, the Levys reported, having been completely refinished before being shipped into quarters here.

Another box car and a privilege car are still needed. Some 47 trailer trucks used by the Levys in the operation of their Lawrence Greater Shows thru last season are being converted for use as wagons. Fifty wheels are now being added, and the units will adapt easily for transportation by rail, it was reported. It is planned to purchase a number of other wagons, the Levys said, possibly including some no longer needed by the Ringling-Barnum circus.

The late opening will provide ample time to have the show complete, as planned, before the initial stand, the Levys said. The jump will be a comparatively short one and excellent for the purposes of a shake-down run.

While the switchover from trucks to rails was expected to run into considerable money, the Levys said that the work is "costing a fortune," indicating that expenses are running considerably higher than anticipated.

Hickey Org Springs at Selma, Ala.

PHENIX CITY, Ala., March 21.—Gem City Shows' advance units left winter quarters here today for Selma, Ala., where the org opens its '53 season Monday (23).

For its season's premiere, the Hickey org will have a total of 14 major and 5 kid rides. The Tilt-a-Whirl and Merry-Go-Round have been completely overhauled and all rolling stock has been prepped for the road. Johnnie Cousins, veteran billposter and publicity man, who was with Royal Crown Shows for years, has been signed to handle those chores this year. Other staffers include Tom Hickey, owner-manager; Don Greco, concessions manager; John Reed, business manager; Wendell Pierce, assistant manager; Robert (Bob) Stewart, general agent; Harry Thomas, secretary; James Fisher, electrician; E. L. (Rusty) Richey, transportation superintendent, and Ray Marsh Brydon, production manager.

Pierce recently returned from Havana, Cuba, where he visited the big new park. Robert Buffington will have the bingo concession this season and recently completed a new booth for the game. Brydon reports he will have the Peep Show that scored big at the State Fair of Texas while one other unit will feature Jo-Ann.

MSA Nixes Initiation Fee

MIAMI, March 21.—Directors of the Miami Showmen's Association have once again given the green light to initiation fee waivers, thus permitting the membership committee to enlist new members for only \$10.

The initiation and dues will increase to \$35 after the new building, for which ground-breaking ceremonies will be held tomorrow (22), is completed.

It is planned to relinquish present club house space for the summer in order to save rental fees, and the furniture will be stored. A temporary office will be opened when the present space is vacated.

Vivona Combines Auspices For Kingstree, S. C., Opener

KINGSTREE, S. C., March 21.—Vivona Bros. Shows will kick off its 1953 season here Monday (23) under combined auspices of the Kiwanis, Lions and Pilot clubs. To add further appeal for the local populace, the date will be staged for the benefit of the Boy and Girl Cub Scouts building fund.

Manager John Vivona backed away from the site initially chosen because of its softness and bad drainage. The stand will be played at the fairgrounds instead, thus facilitating the setting up of equipment since the show winters there.

Harry E. Wilson, promotional director, has arranged a big opening week schedule including an official opening ceremony, with the mayor slated to participate, and a concert by the local high school band.

School Holidays

Arrangements have been made for school children to receive a half holiday on Tuesday and Wednesday (24-25). The high

Texas Weather Hits Hill Biz

FORT STOCKTON, Tex., March 21.—Hill's Greater Shows trucked here this week from Monahans, Tex., where business was mediocre due to high winds that kept would-be customers close to their firesides.

Mr. and Mrs. Jim Crowe are handling bill-posting and 24-hour details this year. Bonnie Holafeld is in charge of mail and agent for The Billboard. Mr. and Mrs. Al Johnson and their 3-year-old son are back after a two-year absence and are working the count store. Bobby Obodol recently delivered a new kid ride called the Gray Hound Bus.

Visitors have been numerous. Included on the list were Mrs. Denny Pugh and Grace Tinder, who stopped off on their way home from a California vacation; Mr. and Mrs. Bill Gooch, Dick Bayes, Larry Woods Jr., Barney Allen and Mr. and Mrs. Rex Sullivan.

school band will lead a parade of all Scouts from town on Wednesday. Fireworks will be featured Wednesday night. The committee has distributed 25,000 free gate tickets. The billing, under the direction of Vic Palmer, is extensive.

Work in winter quarters has progressed rapidly under the direction of Babe Vivona and Tiny Dempsey. Tommy Carson, business manager, has all front-end units in top shape. A new marquee is ready for the opening and all rides have been repainted.

Shows scheduled to open here include Professor Cogozza's Monkey Show, Gilbert Tracey's Midget Horse Show, Dewise Purdin's Side Show and Mickey Hawkins.

The show will jump from here to Sumter, S. C., where it will play a stand on the Camp Shaw Highway. Additional units are expected to be added at Sumter to make up the total planned strength of 15 rides and 9 shows.

A season of 33 weeks, including 12 fairs and 4 celebrations, has been booked.

KING LIVES IT UP, HIC! BUT NOT FOR LONG

BROWNSVILLE, Tex., March 21.—King Kong, the six-and-a-half-year-old gorilla, which Owners Sid Crane and Bud Humphrey exhibited on the Don Franklin Shows' midway at the Charro Days' Celebration here, is dead. Whether the King arrived in his Valhalla completely happy is debatable. However, most observers are certain that he must have been carrying a big alcoholic load when he reached his hereafter.

When Crane and Humphrey caged the animal preparatory to transporting him to the Livestock Show and Exposition at San Antonio, they overlooked a nearly full quart bottle of rum near the cage. About five hours later, the King had drained the bottle's contents. But the ordeal was too much for him.

After frantically searching for a veterinarian, Crane and Humphrey finally delivered the King to Dr. C. K. Jones, Kingsville, Tex. The good doctor administered several shots, oxygen and glucose, but to no avail. Unlike Sir Walter Scott's Stag, who at eve was content to drink his fill, the King lived it up but not for long.

SLA Fem Org Sets Officers

CHICAGO, March 21.—The Past Presidents' Club of the Showmen's League of America Ladies' Auxiliary, installed Ida Chase as its new president, at ceremonies in Como Inn here Tuesday night (17).

Mrs. Leah M. Brumleve, outgoing president, was presented with a gift. The new president was escorted to the rostrum by Mrs. Margaret Hock. Following dinner, much reminiscing took place and card games were the order of the evening. A telegram from Mae G. Taylor, president of the Ladies' Auxiliary, was read.

Past presidents on hand included Evelyn Hock, Margaret Hock, Blance Latto, Lee Gluskin, Frances Keller, Louise Rollo, Margaret Filograsso, Lillian Glick and a guest, Viola Moore. Marie Brown was unable to show up due to illness.

Royal Crown Bows Apr. 27

TARPON SPRINGS, Fla., March 21.—With opening of the new season set for April 27 in Columbus, Ga., Dolly Young's Royal Crown Shows will begin final work on equipment in local quarters as soon as the org returns from playing its string of Florida fairs.

In addition to Mrs. Young, who is manager, shows' executive staff this year will include Bob Parker, concession owner; Harry (Irish) Gaughn, concession manager; Morris Stokes, secretary; Mrs. Morris Stokes, cashier; Bill Tucker, lot superintendent; Robert L. Mack, general agent; C. J. Champion, advertising; Bill Anderson, ride superintendent; Bill Hansen, Diesel engineer; W. D. (Blackie) Jones, mail man and The Billboard sales agent.

Garman Org Bows April 30

EXCELSIOR SPRINGS, Mo., March 21.—Sunset Amusement Company will make its '53 bow April 30 here at its winter base.

Mr. and Mrs. K. H. Garman, owners, are due to shutter their new Coral Gables, Fla., home this week-end and are scheduled to arrive here Tuesday (24) to get work started on equipment and rolling stock.

During the winter, the Garman's hosted a number of showfolk. Mr. and Mrs. Chester T. (Heavy) Levin, of Midwest Merchandise Company, Kansas City, were house guests the past two weeks.

Penn Premier Set For April 8 Preem

Serfass Unit to Open at Essex, Md., Near Baltimore; Study Possibility of Fla. Route

HENDERSON, N. C., March 21.—A venture North exceptionally early this season is in the offing for Penn Premier Shows. Owner Lloyd Serfass announced this week that the shows will open an 11-day stand April 8 in Essex, Md.

Shows' extensive route this year will bring them thru New Jersey until Decoration Day, when a trek into New York State follows. Subsequent dates will find the shows in Pennsylvania, where the first fair date will be played. Org then moves into Virginia and North Carolina, with a possibility of a Florida circuit in the fall.

Barring bad weather, shows look for good business at the Essex stand, inasmuch as it is only a few miles from the Baltimore city line.

Several Jersey Dates

New Jersey dates, which follow, include Burlington, Perth Amboy, Jersey City, Dover and Plainfield. New York dates are Binghamton, Syracuse, Corning and at the Alleghany Old Home Week. Pennsylvania appearances include Erie, Devoeseburg and the State firemen's celebration, Brookville.

Fair dates begin the first week in August at Meyersdale, Pa., followed by Huntingdon, Dayton, Clinton County and Port Royal, all in Pennsylvania. After Labor Day the shows play Emporia and Fair Chase City fairs in Virginia and Durham County, Davidson County, Golden Belt, Mecklenburg County, Laurinsburg and Edenton County fairs in North Carolina.

Mull Florida Route

Show officials are studying the possibility of playing Florida dates this fall, and such a circuit depends upon the number of bona fide fair contracts that can be secured.

Canvas is being replaced by purchases from Arthur Campfield and the A. T. Dize Company.

New Chevrolet tractors have been delivered by Canole Company, Altoona, Pa., and three new kiddie rides will be delivered soon.

SLA Party Draws Crowd

CHICAGO, March 21.—An estimated 80 members of the Showmen's League of America turned out for the League's annual St. Patrick's Day party here in the clubrooms Tuesday night (17).

Elmer Byrnes served as chairman of the event assisted by Harry Shelby who arranged a program that included food, drink and entertainment.

Show line-up included the Beaver Valley Sweethearts from the "WLS Barn Dance"; Ralph Pope, accordionist, and Pope's son, who performed several dance numbers. Al Sweeney also entertained.

Congratulatory wires were received from J. P. (Jimmy) Sullivan, SLA president; Ned Torti, veepee, and Pat Purcell.

LEWIS READIES MARKS UNIT FOR APRIL PREEM

RICHMOND Va., March 21.—A call has gone out to increase the size of the working force at the Marks Shows quarters on Midlothian Pike here. Art Lewis, general manager, and John H. Marks are supervising activity on a schedule designed for completion in time to open here about the middle of April. At least two weeks will be played here, it was indicated.

Lewis arrived here recently after a lengthy vacation at the Sea Gull Hotel, Miami, in which he has an interest. This season will mark his return to the business in an ownership role. Last season he was on the road with the James E. Strates Shows for the first time since selling his own show property and abandoning the road before the last war.

Jack Lewis, assistant manager, and Frank Spina, business manager, are also in quarters assisting with the refurbishing of all

by Allan Herschell Company. These will be a small Merry-Go-Round, a Tank and Water Boat rides. Everly Aircraft will deliver a new Rock-Q-Plane prior to Decoration Day. Final touches to equipment are being completed by a crew of 28.

This year's staff includes Lloyd D. Serfass, manager; May Serfass, treasurer; Harry Westbrook, business manager; William Keefe, secretary, and John Riggle, chief electrician. Grover Hill heads the billposters, with Miles Detrick as superintendent. Blackie Jones is lot superintendent, with Ted Comfort in charge of building.

Concessionaires include Harry Ruben, Al Boxall, Harry Stevens, William Stoffel, Howard Piercy, Bill Abrahams, George Ely, Al Schmidt, Maurie Broad, Miles Detrick, Harry Vaughn, Tommy Allen, Ray Bernard and James Fieldings.

Mickey White will have the Wall of Death; Earl Meyers, Side Show; Dennis Burlingame, Snake Show, and Captain Mazelli, Monkey Show; Ted James, Funhouse, and Joe Strouse, Glass House.

Schafer Org Set to Spring

DALLAS, March 21.—Schafer's Just for Fun Shows are all set to open their season, W. A. Schafer, owner-manager, announced here at the org's winter base.

Line-up will include 7 major and 9 kiddie rides with a back-end of 6 units, he said. All rides have been equipped with fluorescent lights while the show fronts will be illuminated with tube lighting. A new front gate has been built as well as a new top for the minstrel unit. Show will move on 22 new Chevrolet trucks.

Staff, in addition to Owner Schafer, includes John Francis, advance agent; Bob Reece, publicity; Eelen Schafer, secretary; Archie Hensley, in charge of shows; Raymond Brown, ride superintendent, and Douglas Little, Diesel superintendent.

Route will take the show out of Texas this year and include still 'ates, fairs and celebrations in Arkansas, Illinois, Wisconsin, Missouri and Oklahoma.

Reithoffer Set At Afton, N. Y.

AFTON, N. Y., March 21.—The midway of the Afton Fair will again be populated with independent attractions, with Reithoffer's Rides forming the fun-zone nucleus, Frederick Crane, secretary, reports.

It had previously been reported that the Ferris Shows had been awarded the Afton contract.

equipment. Harry Weiss is expected in shortly from Cuba with his bingo where he has been active for several weeks.

Lewis Optimistic

Lewis says that he is optimistic and reports that the consensus of personnel arriving in quarters seems to bear him out in this respect. The Marks Shows seldom miss in bagging a couple of lucrative kick-off weeks here and it is likely that the pattern will be repeated, barring adverse weather.

The remainder of the route will follow the usual pattern traveled by Marks for a number of years, and Lewis is of the opinion that earnings will hold up and perhaps even increase during the coming season.

Lewis and his aids are in town to stay now, with no side trips planned until after opening, and then only for emergency or business reasons.

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

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INTERSTATE SHOWS

Opening MARCH 30, Ozark, Alabama. 20,000 soldiers at Camp Rucker. All holdings come please acknowledge this call. Lot will be laid out March 27.

SHOWS—Sideshow with or without own equipment. Girl Show with or without own equipment. Will book any non-conflicting Grind Shows. RIDE HELP—Want Foremen and Second Men for twelve office-owned rides; especially want Foremen for Looper and Octopus. CONCESSIONS—Short Range, Long Range, all 10¢ Hunky Panks. Will sell Ex. on two Mitt Camps. Want Scenic Artist to join on wire.

Replies to **H. B. ROSEN, Ozark, Ala.**
P.S.: Note correct opening date—MARCH 30. Last week's ad mentioned opening March 10, which was in error.

RALEY BROS.' EXPOSITION

Elks Annual Festival, Charleston, S. C., week March 30. Located at Acabee Ball Park, River Ave. at Viaduct; then Riverdon Hill School Grounds, two more weeks to follow in Charleston. Special rates to shows with own outfits. Open midway to Stock Concessions for this date. Place Bingo on percentage only. Work every week. No grit of any kind on our midway at any time. Can also place reliable Help for office Concessions. Especially want Agent for flashy Ball Games. Drunks, please stay away.

HAROLD RALEY, Mgr.; FRANK DICKERSON, Gen. Agt.
This week, Moncks Corner, S. C.; then Charleston, S. C.

SCOTSMAN BEACH PARK

On beautiful Lake Conway, Pine Castle, Fla. OPEN APRIL 1ST.

Want legitimate Concessions of all kinds for permanent park. Have Bathhouse, Restaurant, Dance Hall (using name bands), space to park trailer. Want Help on Merry-Go-Round, Ferris Wheel, Tilt, Rolloplane and Kiddie Rides. No tear downs or set-ups, good wages, good treatment, open year around. One mile from Air Force Base—30,000 pilots and soldiers; six miles south of Orlando, Fla. Address all mail and wires to

A. T. COMPELLA
MANAGER, SCOTSMAN BEACH PARK, PINE CASTLE, FLA.
Phone: ORlando, Fla., 2-1154
P.S.: Can place Rides that do not conflict.

GREAT SUTTON SHOWS

50TH ANNIVERSARY—ALL NEW BUT THE NAME

GRAND OPENING APRIL 13—PREVIEW OPENING SATURDAY, APRIL 11

HARRISON, ARKANSAS.

Can place Bingo. This is an excellent territory for a good live-wire Operator. Will give proposition to party with nice equipment. Can also place legitimate Concessions of all kinds. Want Live Pony Ride. Can place Ride Foremen for Wheel and Tilt, Second Men on all other Rides. Contact

F. M. SUTTON SR., BOX 796, HARRISON, ARK.

VIVONA BROS.' SHOWS

WANT CONCESSIONS—Will sell Ex. on French Fries. Long and Short Range Galleries, Hunky Panks of all kinds. SHOWS—Man to handle office-owned Snake and Monkey Show; Joe Corozza, waiting for you. Fun House Operator, Motordrome; Al Camin, contact. Will book any good Grind Shows. HELP—Foremen for Twin Ferris Wheels, Flyoplane and Skyfighter; Second Men on all other Rides.

JOHN VIVONA
Kingstree, S. C., this week; Sumter, S. C., to follow.

EMPIRE STATE SHOWS

Want Concessions of all kinds—Cookhouse, Bingo, Popcorn, Candy Apples, Candy Floss, Custard, Buckets, Pitch-Tilt-You-Win, Cigarette Gallery, Balloon Darts, Lead Gallery, Hunky Panks—\$16.00; Mitt Camp, Grind Stores, Nail Game; Earl Livingston, answer. Grind Store and Ball Game Agents. Want Sideshow, Girl Show, Unborn, Mechanical City, Snake Show. Want Ride Help—Ride Superintendent; Foremen for Wheels, Dark Ride and Rolloplane. Ray Hickman, answer. All replies to

JOHNNIE WARD, Moultrie, Ga., this week

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, March 21.—President Emeritus George A. and Mrs. Hamid left last week for a two-week Caribbean cruise. Counselor Max Hofmann sailed for Europe on a trip and will be gone until the end of June. Louis Nuskind, who recently married, is being congratulated by members. Max Tubis, chairman, and his building committee, are covering plenty of territory seeking suitable new quarters and expect to bring in a good report before our final meeting. Only two more meetings are scheduled, March 26 and April 9.

Edward Elkins, Ben Merson and Herman Moskowitz, all of whom were on the sick list, are recovered. Abe Fabricant has just returned from a two-month visit to California. Ned Torti, Milwaukee, spent a week here during the Toy Show and was a welcome daily visitor to the clubrooms.

A membership application from Pasquale C. Razzano, sponsored by David White, has been received. Max Tomkin writes that leaving the hospital after a month's stay, he has to return to Faulkner Hospital, West Roxbury, Mass., for another month.

Others still on the sick list are George D. Hensley, Edgewood division of Pilgrim Hospital, West Brentwood, L. I.; Jack Rose, Veteran's Hospital, Coral Gables, Fla., and Irving Udowitz, Wards Island, N. Y.

Recent visitors were Charles Saffer, Jack Gilbert, Martin L. Grey, Charles Buchbaum, Frank Capell, Julius Roth, John Shumsky, Ward Graves, Charles Smith, Louis Candee, Murray Goldberg, Saul Seligson, Aaron Katzen, Abe Steinberg, George Hoar, David Edwards, Charles Zucker, Maurice Elk, Jack Agree, Jack Zupan, Larry Neumann, Ben Herman, William Schwartz, Arthur Sicard, Edward McKeon and Charles (Doc) Morris. The next meeting is Thursday, March 26.

WANTED

Boss Canvasmen for Girl Show and Posing Show with

20TH CENTURY SHOWS

Also Ticket Sellers for same show. All answers

J. SCIORTINO

Route 5, Box 23, Tampa, Fla., or Phone 328748

29TH ANNUAL

Lexington Community Fair

will be held October 1, 2 and 3, 1953. The carnival that plays our Fair usually comes in on Monday of the week of our Fair, which will be September 28, 1953. OUR ANNUAL HORSE SHOW WILL BE HELD THURSDAY NIGHT OF THE FAIR, OCTOBER 1, 1953. Any carnival wishing to play our Fair, get in touch with us at once. Write or call CHAS. P. McMEANS, Lexington, Ala. Phone No. 1, day—Night No. 4, Lexington, Ala.

AGENTS WANTED

For Razzle, Roll-down and Pin Stores. Open April 4, Paragould, Ark.

CHARLIE MCCARTHY
Legal Adj.
United Exposition Shows, Paragould, Ark.

WANTED

Agents for Six Cats, Buckets and Swinger. Also Counterman for Bingo. Opening Tyler, Tex., March 30. Good Fair route starting in June in Wisconsin.

JOHN DELAPORTE
1513 Nash Garland, Texas

WANTED

CARNIVAL OR CIRCUS

For the Tri-City Central Trades and Labor Unions for three annual Labor Day week-end Celebrations. Contact

HAROLD A. HANLON
200 Hampden St. Venice, Ill.

UNITED STATES SHOWS

OPENING APRIL 13—MORGANTON, N. C.

Want legitimate Concessions of all kinds including Novelties. Free Act, write. Want Sound Truck. Want Shows. Mr. Ed Terry, of Morristown, Tenn., please phone me, Miami 890539. Have 20x30 Tent for sale, cheap; never used. Chambers, Watson and Woody, write. Need Ride Help, must drive. Also want Penny Arcade. All mail to

L. P. BRADY
1032 N. E. 82ND TERRACE MIAMI 38, FLORIDA

Missouri Show Women's Club

St. Louis

ST. LOUIS, March 21.—President Teresa Sidenberg presided at the Thursday (12) business meeting. Also on the rostrum were Joan Lipsky, secretary; Margaret Lohmar, treasurer, and Babe Weinstein, social secretary. Elsie Wear acted as sergeant at arms. Rose Brown, acting chaplain, led the opening prayer.

The club welcomed Catherine Alford, new member sponsored by Estelle Regan and Arlene Sidenberg. A donation of \$35 was made to the March of Dimes, and a letter of thanks was received. A letter also was received from the Seery family, thanking the club for flowers. Euby Cobb and Tom Dawson are ill.

Verna Schantz, chairman of the ways and means committee, says plans are under way for a card and bunco party in the early summer. Helen Germain received many gifts at a baby shower. Estelle Regan, entertainment chairman, served lunch, assisted by her co-chairmen, Clara Campbell and Gertrude Donnelly.

After lunch, members played cards and bunco. First prize, donated by Arlene Sidenberg, was taken by Minnie Quilliam. Doris Schantz took the door award donated by Estelle Regan.

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, March 21. — All officers were present at the Tuesday (17) meeting with President Pearl McGlynn in the chair. Thank-you notes received from Agnes Barnes and Gladys Pivor, and Josephine Glickman thanked members for many birthday cards. Billie Billiken, who worked a stock show in Texas, sent regards via Eva LeRoy. Sophia Gleason and Club Mother Minnie Simmonds sent remittances for spring party tickets. Cash donation was received from Frances Berger toward Irene Coffey's bing.

Mae Sopenar was appointed chairman of books for the summer activities and will donate a hand crocheted stole to be awarded along with the luggage. She will be assisted by Marianna Pople and Wanda Derpa. Claire Sopenar is in charge of the program for the installation dinner. A rising vote of thanks was given Mae Oakes and Elizabeth Jacks for conducting their card and game party.

Pauline Gray, welfare chairman, reported sick list included Jeanette Hart, Gertrude Morris, Clara Peterson and Edna Stenson. Ann Sleyster's son, Guy, reportedly has joined the paratroopers. Eva LeRoy will leave soon for Los Angeles to attend the wedding of her nephew. A St. Patrick's Day party was tendered Mae Taylor's mother, Catherine Brown, in honor of her 93rd birthday.

Elected to membership were Helen Eule, Glendora Daniels, Leatha Freeman, Mary Nelson and Ruth Schreiber. Welcomed bac' after absences were Ruth Clinton, Rose Jarboe and Eva Shine.

Mae Sopenar was pleased with the results of a party given in her home for the Forget - Me - Not fund. A total of 18 showed up for the event. A hand crocheted stole, donated by Minnie Simmonds, was awarded Claire Sopenar. Following a chicken dinner, bingo was played. Trixie Clark sent shamrocks for table decorations and Ed Sopenar furnished table favors. Marianna Pope, Lucille Hirsch and Mollie Raymond will be hostesses at the March 24 social.

ELECTRIC RING TOSS



A new Game, made with an attractive Formica Top with chrome edges on a wooden stand. It has 5 contact points with 1 jacket. The bell rings and the light goes on with every contact.

Size: 24"x37".
Price \$40 ea.

Complete Line of Wholes. Ask for 1953 Catalogue.

CARDINAL MFG. CORP.
430 Keap Street Brooklyn, N. Y. Evergreen 7-5027

Complete, Authentic 1953 Fair Dates List

... one of more than a dozen valuable special feature articles and lists.

in The Billboard's 1953 **SPRING SPECIAL** coming April 11th

RIDE HELP WANTED

FOREMEN AND SECOND MEN who drive Trucks and work on Rides. Long season. #1 Unit opening Marrero, La., April 4. #2 Unit opening Bogalusa, La., April 6. Winterquarters now open. Write, wire or phone

BUFF HOTTE SHOWS

Box 833 (Phone: 9142), Covington, La.

GIRLS WANTED GIRLS

FOR HIGH CLASS GIRL SHOW

Want Dancers of all kinds, Strips, Hula, Balloon, etc. Experience unnecessary. Finest of treatment, costumes furnished; top salary, good bonus and wonderful opportunity. Show plays with first-class carnival soon. Write, wire, contact **LESLIE KIESTER**, Hotel Nuville, Rochester, Minn.

Electric Power Plant

Three 90 Kw. General Motors Diesel Engines, mounted on 33' Hobbs semi-trailer covered with steel framework inside, all sheet aluminum on the outside. Understand originally cost new \$30,000.00. Will sacrifice for \$8500.00. Write, wire or phone

KARL P. GOODMAN
818 Texas St. El Paso, Texas
Phone: 3-1691

WANTED

For Side Show on 20th Century Shows

Freaks, Working and Novelty Acts, Fire Eaters, Human Pin Cushion, Ostrich, Talkers, Grinders, Ticket Sellers, Girls for Bally, Dwarf (Man or Woman) for Bally, DRUNKS AND CHASERS, SAVE YOUR STAMPS. Write or wire

MR. CLAUDE BENTLEY
c/o 20th Century Shows, Opelousas, La.
Opening April 4, 1953, Alexandria, La.

Carnival Rides Wanted

FOR RICHEYVILLE FIREMEN'S CARNIVAL, AUGUST 10th to 15th; AND COKEBURG FIREMEN'S CARNIVAL, AUGUST 17th to 22nd. CONTACT

FELIX TARORICK
RICHEYVILLE, PA.

OPENING AFTER APRIL 15TH

CAN USE

Bingo Agents, Semi Driver, also reliable Caller. Contact

BOX #385
Sarasota, Florida

CLARENCE MULOITCH

SNAKE MAN

Get in touch with me at once

NAT D. RODGERS
4010 Obispo Tampa, Florida



NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building
1564 Broadway
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information
Initiation\$10
Dues\$10 Yearly

Midway Confab

Cliff Younger had "Wonderful John," the ossified man, on the independent midway at the California Mid-Winter Fair in Imperial, Calif. The event closed its annual nine-day run Sunday (8). Younger's next date with this attraction is the National Orange Show in San Bernardino, which opened Thursday (19) for an 11-day run.

Big John Gallagan was in Cincinnati Sunday and Monday of last week to pick up a new Chevrolet semi before journeying on to Delphos, O., to take delivery of a new lowboy trailer at the Gramm plant there. While in Cincy, Gallagan was a visitor at the home office of The Billboard. He also stopped off in Columbus, O., for a visit with Floyd E. Gooding. The Gallagan family grabbed considerable space in The Knoxville News-Sentinel recently. One, by Lee Davis, occupied better than a column to outline Big John's experience in the outdoor show field and was illustrated by a four-column photo showing Mr. and Mrs. Gallagan and their two children, Frances and John Jr., in their swanky house trailer. The Billboard is boldly displayed in the photo. John Jr. cracked the first page of the same newspaper on his own a few days later when flames devoured his hot-rod job on which he had put in many hours shaping up. His dad is currently shopping for another junker for the offspring to dissipate his mechanical talents on.

William Dwyer, frozen custard op, recently lost his mother Queen Dwyer, who died in her Lewistown, Pa., home. Dwyer was formerly with Amusement Company of America and the James E. Strates' Shows.

When the Harry Burke Shows open their season at Fort Allen, La., they will be under management of Eddie Schutz. Earl W. Carpenter reports.

Jean Porter, costumer on Royal American Shows the past two seasons, is in Room 210, Bay Pines Veterans' Hospital, St. Petersburg, Fla., and would like to read letters from friends. . . . Tom A. Mehl, former carnival manager, writes from Clarence, La., that he has retired from the road. He and his wife plan to open a fishing camp on Lake Saline on U. S. Highway 84 between Winnfield and Clarence.

Arthur Atherton, secretary of Al Wagner's Cavalcade of Amusements, who has been wintering with relatives in Montgomery, Ala., will leave soon for the shows.

Mobile, Ala., winter quarters to get ready for the season's opener. This year will mark Atherton's seventh with Cavalcade. . . . Jack Keck, a member of Crafts 20 Big Shows for a number of years and last season with West Coast Shows, is managing Allen's Trailer Sales, Stockton, Calif.

Mrs. Joseph E. Karr, who is wintering in Mobile, Ala., with her parents, Mr. and Mrs. Mitchell Lovell, advises that her mother recently presented her with a new house trailer as a wedding anniversary present. . . . Larry Schaff, office manager for Peppers' All-State Shows, cards that his org is still playing Mobile, Ala., lots to fair results while marking time for the Irish potato harvest in Baldwin County.

Walter B. Fox is back in harness again at his Mobile, Ala., headquarters following a bout with the flu. He reports that his advertising business has been unusually good for this time of year. Recent visitors to the Fox apartment included Bill Bayless, S. A. Ratliff and Charles King Jr. . . . Bob Ayers, well-known concessionaire who winters in Mobile, Ala., advises that Al P. Hill, local hotel operator and former showman, is still confined to his room at the Hill Hotel and would like to read letters from friends. Hill, who has been off the road for several years, is suffering with arthritis.

Richard Anderson, well known to outdoor showfolk, has been named chief constable of the Regina, Sask., police force, succeeding Duncan McDougall, who retired. Inspector James (Smilin' Jimmy) Lytle has been promoted to deputy chief and Sgts. John Irvine and Clarence Bligh have been upped to police inspectors.

Jack Ziegler, who formerly had the glass pitch and novelty stand on Motor State Shows, has opened a carnival supply store at 7044 West Warren Avenue, Detroit, under the name of the Dexter Novelty Company.

Mr. and Mrs. Eddie Shultz, bingo operators, have purchased a new bingo and will join the James H. Drew Shows for the season, opening in West Virginia the middle of April.

J. Raymond Morris, former usher, billposter and advertising inspector with Ringling-Barnum circus, will handle outdoor advertising on the O. C. Buck-Model Shows this season. . . . Lisa Del Mar recently renewed acquaintances with Ann Perri, who is featured at the Grand, St. Louis burly house. . . . Jean (Jo-An) Rendelle has joined Gem City Shows, after closing 16 weeks of night clubs in Florida. . . . Percilla and Emmitt Bejano have signed with the Ringling-Barnum circus for the '53 season. . . . Prof. Willie J. Bernard and wife have joined the James H. Drews Shows in Dunbar, Va. He will frame his Jungle Show at winter quarters. Mrs. Bernard will be ticket seller. Jolly Josephine and husband, Brownie, have a Snake Pit on Highway 6 in Palmdale, Calif. They recently entertained Oscar Scarbery and wife and relatives. Jolly and Brownie recently played the Imperial Fair with their pony ride and will open soon with West Coast Shows.

E. K. Johnson, special agent of the Cetlin & Wilson Shows, underwent a successful eye operation Monday (16) at Wills Eye Hospital, Philadelphia. Eddie was allowed out of bed for short periods Friday (20), and word at the time was that he could look for a discharge in about a week. The prospects are that Eddie's eyesight will be vastly improved as a result of the operation.

Folks in the Vivona Bros.' Shows winter quarters at Kings-tree, S. C., awaiting the season's opener on Monday (23), include Slim Cunningham, Moe Vivona, Tony Barres, Floyd Matter, Bill Holt and Bingo Steve. Co-owners John and Morris Vivona were expected to arrive over the weekend.

Mr. and Mrs. William M. Elliott, of San Antonio, have just returned from San Francisco, where they visited their son Bill Jr. who is an airman at Hamilton A.F.B., Calif. They will open with Wilson's Greater Shows at Phoenix, March 28.

AMERICA'S MIGHTY MIDWAY Royal Crowns 50 SHOWS 50 HUGE CARLOADS OF FUN 50

Now booking for 1953. Opening Columbus, Georgia, April 27 thru May 2 (May Pay Day) with the best still dates of any show. 9 Fairs, 6 Annual Celebrations. Our first Fair, Anderson, Indiana, June 29 thru July 4. An outstanding Free Fair and 4th of July Celebration.

- SHOWS
- RIDES
- RIDE HELP

Girl Revue to feature. Must be organized with capable Manager with wardrobe and sound equipment. We furnish best of equipment, front and stage on semi. Top 60x100 set down. Set and stage complete. Will book the following with own equipment. Must be in keeping with our standards. Monkey Show, Mechanical City, Glass House, Fun House, Animal Show, Motordrome or any kind of Grind Show.

Rock-o-Plane, Dark Ride, Rolloplane (no Kiddie Rides).

For show-owned rides. Foremen and Second Men for Twin Wheels, Tilt, Octopus, Merry-Go-Round. Must be sober and reliable. We open on Monday nights. Also General Help for Front Gate and Light Towers.

WANT Builder to build Front Gate and Girl Show Front mounted on Semi. Must have own tools.

All answer Dolly Young, Mgr., Royal Crown Shows, Box 515, Tarpon Springs, Florida

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

OPENING THURSDAY, APRIL 2, THROUGH SUNDAY

LAST CALL DONALDSON AIR FORCE BASE LAST CALL

FOLLOWED BY DOWNTOWN GREENVILLE IN FRONT OF COURTHOUSE

CAN PLACE For these two big dates and a fine route, including big Durham Centennial—Milk Bottles, Arkansas Kids, Long and Short Range Gallery and a few Hanky Panks. Unusual opportunity for Side Show, also flashy Grind Shows. Want Train, Water Boat, Sky Fighter, Coaster. Want man and woman to take charge of beautifully framed Big Python Show.

All contracted please note.

Address: JOHNNY T. TINSLEY SHOWS 22-A East Court St., Greenville, S. C.

CALL WILLIAM COWAN CALL

CAN PLACE FOR THE CONCESSION DEPARTMENT

O. C. BUCK MODEL SHOWS

CAN PLACE HANKY PANKS OF ALL DESCRIPTIONS FOR THE FINEST CONCESSION ROUTE IN THE EAST

WANT—DUE TO DISAPPOINTMENT—WANT HEAD OF STORE FOR CLOTHES PINS. TAG JONES OR FRED COOPER, CONTACT ME IMMEDIATELY.

ALL HEAD AGENTS AND SUB-AGENTS REPORT TO ALEXANDRIA, VA., NOT LATER THAN APRIL 12. AS SHOW OPENS THURSDAY, APRIL 16.

WRITE OR WIRE: 1443 S. W. 23rd St., Miami, Fla. Until April 6; Then Alexandria, Va.

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

Opening April 13 near Detroit with full line-up of Shows, Rides and Concessions. Show then goes to big Polish Celebration in Toledo, O.; then Lansing, Jackson and Battle Creek, Mich.

WANT Hanky-Pank Concessions of all kinds, and Shows that do not conflict. We have an outstanding route of still spots, fairs and celebrations.

WANT Ride Help, both Foremen and Second Men who drive for 14 office owned rides.

WANT Canvas Men and Ticket Sellers for Girl Shows.

FOR SALE—2-25 K.W. Gasoline-Electric Generators mounted in steel semi-trailer, excellent condition. Price, \$2,500 complete.

WINTERQUARTERS now open for all working men.

WORLD OF PLEASURE SHOWS, 82 Orchard Street, MT. CLEMENS, MICH.

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
3858 E. Van Buren St., Phoenix, Ariz.

CONCESSIONS FOR SALE
Complete Blower, String Game and Bumper in 12-ft. Tops, 18-ft. Trailer Grab Stand, Mug Outfit, Dial Scales, empty Tops and Frames, Kohler Automatic Light Plant, 1 1/2 kw., 110 V., AC. All first class, no junk.
FORREST C. SWISHER
Box 125, Caney, Kansas

WANTED For NO-RUZ GROTTO CARNIVAL COMPANY
For June or July ORGANIZED RODEO
For September FRANK WEIRZ
Chairman Ways and Means
423 Washington Ave., Evansville, Ind.

10 RIDES 8 SHOWS
GRAND AMERICAN SHOWS
Playing Proven Still Dates, Celebrations, and Fairs in Iowa and Missouri.
Opening April 25 at Moberly, Mo.
WANT: Grind Shows with own equipment, Fun House and Arcade. Will furnish complete Panel Wagon Front and Top for capable Girl Show People.
WANT CONCESSIONS: Photo, Custard or Ice Cream, Hi-Striker, Hanky Panks, Cookhouse.
WANT KIDDIE RIDES: Train, Boats, Airplanes.
WANT: Wheel Foreman and Second Help who drive.
FOR SALE: 14x21 Cookhouse Outfit, 6x6 Jewelry Outfit and Stock. Will book both on show.
Write L. O. WEAVER, Mgr., Fairbank, Iowa

PAGE BROS.' SHOWS
Opening changed to April 11th, Springfield, Tenn.
Want Bingo, Jewelry, Custard, Scales, Six Cats, Arcade, Pan Game, Slum Outfits of all kind. Operator for Girl Show built on semi. Live Pony Ride—Dave Decordia and Shorty Baker want Concession Agents. Bill Beriton wants Side Show Freaks, Novelty Acts, Talkers, Stoney, answer. Girls for Girl Show.
Address: BOX 344, Springfield, Tenn. Phone: 349.
P.S.: Ride Foremen and Second Men on all rides come on; top salary.

America's Finest Show Canvas
TENTS—SIDESHOW BANNERS
CONCESSION TENTS
Immediate Delivery
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available.
Bernie Mendelson—Charles Driver
O. Henry Tent & Awning Co.
4842 N. CLARK ST. CHICAGO 40

WANTED
FOR 21 FAIRS AND CELEBRATIONS
Shows that do not conflict. Especially want Monkey Show, Mechanical, Penny Arcade. Can place Concession Agents, First and Second Men for 12 Rides.
Bob Hammond Shows
6115 Cold St. Houston, Tex.
(Phone: Mulberry 8647)

FOR SALE OR TRADE
1 24 seat Gruner Chairplane, excellent condition, \$1000.00; 2 Leroy-Westinghouse 110-220 vt. 25 KVA Generating Light Plants mounted in 28-ft. Trailmobile Van, ready to go, \$2500.00. Consider trade on Octopus, Tilt, Fun House, Glass House or anything of attractive value.
HIAWATHA SHOWS
132 Elm St. Morenci, Mich.

W. R. GEREN
Presents

Mighty Hoosier State Shows

OPENING APRIL 13 AT JEFFERSONVILLE, IND.—ACROSS FROM COLGATE FACTORY:

WANT—Ride Help, new 1953 Tiltawhirl, Foreman and Second Men, Flying Scooter, new 16-Tub Octopus, Spitfire, Second Man for Merry-Go-Round. Salary tops, and every Wednesday. All Help come on to winter quarters now. Also Kid Ride Help; must DRIVE, STAY SOBER.

Hanky Panks, wire. If I can use you will answer at once. Also Shows. Mr. Franz, call me 23831.

WANT Caller and Counter Help for Bingo.

This show plays Indiana only. Have 9 Fairs, 5 Street Celebrations, with the finest equipment in the business.

All replies. WIRE

W. R. GEREN
Greensburg, Indiana

CHAS. LEROY
WANTS GEEK
(Rocky, Jahelka, come on.)

WANT
Married Couple for Grind Show. P.C. and salary—come on.

MONKEY MAN at once.

Thomas Joyland Shows
Circleville, Ohio

JAMES E. STRATES SHOWS

LAST CALL
SHOW LEAVES HERE FOR WASHINGTON, D. C., APRIL 3
OPENS APRIL 9

WANT useful Carnival People; Colored Train Hands, Polers and Porters for Sleepers. WANT Foremen for Tilt-a-Whirl, Spitfire, Kiddie Auto Ride and Merry-Go-Round; Second Men on all rides. WANT Truck and Tractor Drivers.

JAMES E. STRATES
Winter Quarters
DE LAND, FLA.

DICK O'BRIEN
Winter Quarters until March 27
Then Hotel Dodge, WASHINGTON, D. C.

LOOK LOOK
Star Amusement Co.

OPENING MARCH 27, HAMPTON, ARK.
Want two Second Men who can drive on Rides. Will book Tilt or Octopus for season. Any Show of merit except Athletic Show. No Flats or Camps on this Show. All Concessions open EXCEPT Bingo, Ponds, Ball Games, Photos, Popcorn and P.C. Strawberry Festivals at Bald Knob and Marshall, Ark. We will play JULY 4TH PICNIC at PORTIA, ARK., and can show to interested parties contracts on 16 proven Celebrations and Fairs. If you want a good route and season's work, call or come on. Will be in Hampton, Ark., March 24 through April 4. B. E. MILLER, Mgr.

WANTED

Ladies and gentlemen to help operate large sensational Illusion Show playing America's most outstanding celebrations and fairs. Opening April 20 at the Battle of Flowers, San Antonio, Texas. Continuous work until November. Need fast Ticket Seller—must be honest; also Workingman handy with tools, both must drive trucks. Can place two young Ladies 18 to 35 years old to work illusions; must have pleasing appearance and weigh less than 150 lbs. Prefer married couples. Comfortable transportation and top wages paid every week. Good treatment to those who are right; no consideration for those who are not. This is a clean, legitimate, sober show. If you drink anything alcoholic keep away.

Winter Quarters now open at 2617 Roosevelt Road.
A. W. McASKILL, Memorial Trailer Park
2617 Roosevelt Road San Antonio, Texas

Follow the Leaders to Greater SALES - to More PROFITS

See Page 54

DUMONT SHOWS

Spartanburg, S. C., March 30 to April 4; Shelby, N. C., to follow.

WANT Bingo, Popcorn, Custard, Cotton Candy, French Fries, Ball Games, Balloon Dart, String Game, Pitch-Till-You-Win, Coke Bottle, Hoop-La or any legitimate Concessions.

WANT Girls for Girl Shows. All address:

LOU RILEY
Chester, S. C., this week.

CARNIVAL WANTED

LAFAYETTE COUNTY FAIR

AUGUST 5th THRU 8th
65,000 Attendance

27 acres of beautifully landscaped fairgrounds located on paved road, 30 miles from Kansas City on U. S. 40. Town has always been a winner for better carnivals.

Contact: **Bob Brown, Jim Ripley or Bob Olthant**
c/o Bank of Odessa, Odessa, Missouri

C. A. GOREE & SONS SHOWS

Opening March 28, Wichita Falls, TEX.

Want Concessions of all kinds. Ride Help on all rides. Will book Kiddie Rides of all kinds. Will book Shows of all kinds. Also Show People, have some show tops, fronts and banners. Have a good show and the best route in the west. Come on, no time to wire or write. No phone calls.

C. A. GOREE, Mgr.
Wichita Falls, Texas

OPENING MARION GREATER SHOWS 10 DAYS

APRIL 3-11 INCLUSIVE, ST. GEORGE, S. C.

WANTED

CONCESSIONS—Legitimate Concessions of all kinds except Popcorn and Candy Apples. SHOWS—Can book any worth-while Show. What have you? Want Colored Performers, contact "Dustball" Lewis. Girl Shows. Have Ten-in-One, want people to run it. RIDES—We have enough. HELP—Ride Help for Ferris Wheel, Merry-Go-Round and Chairplane. Man to handle front gate. Sechrist, contact me.

MARION H. SPILLERS
P. O. BOX 644 ST. GEORGE, S. C.

METROPOLITAN SHOWS

CONCESSIONS Hanky Panks of all kinds, Short and Long Range Gallery, Candy Floss, French Fries and Man to operate office-owned Popcorn Stand, American Palmistry.

RIDES Anything that will not conflict with what we have.

SHOWS Girl Show for large office revue. Drome Manager, have Drome and Cycles. Snake Show Operator. Unborn Show. Bill Woodall, come in. Also want Arcade.

HELP Need a few more Foremen on Rides, Billposter. FRANK SEGER can place Train Hands, Polers, Chalkers. Want Cat Skinners and Mule Drivers. Carpenters and Help in all departments. Want Operators for office-owned Hanky Panks, Mechanic, Scenic Artist and Letterman, also Canvasmen.

Terrific route of Still Dates and Fairs, Winter Quarters open.
Will purchase 1 Box Car and 1 Privilege Car.
FAIRGROUNDS, FLORENCE, S. C., Phone: 4467

WANTED—WANTED

Dancing Girls with own wardrobe for specialties for season's work. Good treatment and top salary. Also Canvas Man. Write immediately to address:

ELSIE CALVERT
3442 44th St., S. W. Seattle, Wash.
Show opens April 21st.

SOUTHERN VALLEY SHOWS

NATCHEZ, MISS., MARCH 23-28

Followed by Army pay day, downtown Alexandria, La., with Lake Charles, Lafayette and Strawberry Harvest at Hammond, La., to follow. 22 Fairs and Celebrations booked, with others pending.

Will place Concessions of all kinds except Popcorn, Sets and Glass Pitch. What have you? Can place Shows that are well framed with own equipment except Snake, Monkey Speedway, Girl, Athletic and Unborn. Jack Cook wants sober, reliable Concession Agents and Girl Show Talker Bill Kirshman and Dixie Harrison, get in touch with Carl Anstead. All replies:

EDDIE MORAN, Owner-Mgr.
NATCHEZ, MISS., THIS WEEK.

FOR SALE OR LEASE

Kiddie Rides—Miniature Tom Thumb Streamlined Train with special trailer. Hauls 30 passengers, has 600 ft. of track. Jeep Ride—10 cars and is mounted on trailer. Boat Ride, new, with 3 tanks. All rides in A-1 condition. Contact

E. A. CONERTY
U. S. Hotel Mt. Holly Springs, Pa.
Phone 63-R

VIRGINIA GREATER SHOWS

Want exclusive on Custard, American Mitt Camp, Novelties, Long and Short Range Gallery; want Age and Scales. Want Ball Games, all Hanky Panks open. Want Side Show Manager with acts for same; we have complete outfit with wagon. Want Minstrel Show People; Girl Show Manager with two or more girls for the season (Suffolk, Va., our opening spot, is very good for Girl Show). Want Wild Life, Monkey Show, Snake Show, Funhouse or Glass House. Want Merry-Go-Round Foreman at once. Want Man and Wife to manage Cookhouse. We move on to lot March 26th. All mail and wires to

WM. C. (BILL) MURRAY
P. O. BOX 461, SUFFOLK, VIRGINIA.

FOR SALE

CHAIRPLANE RIDE

This is the large Ferrari Dangler Type Chairplane which has longer chains and swings up and out in a larger arc. 24 seats. A BARGAIN AT \$500.00.

MRS. FRANK E. LAYMAN
519 West 11th St. Kansas City, Mo.

UNITED AMUSEMENT SHOWS

Featuring Capt. Jimmy Jamison, High Fire Diver
OPENING DATE, APRIL 20, HOPKINS PARK, PROVIDENCE, R. I.

Sponsored by Children of St. Lucy and Association of the Catholic Blind. Plenty of radio, press and poster advertising. Get your spring bank roll here. Jewelry shops all working. Will book Dart Stores, Pin Pitch, High Striker, Duck or Fish Pond, Age and Scale, Novelties, Devil's Bowling Alley, Slum Spindle, String Game, Coca-Cola, Hoop-La, Candy Floss or any legit 10c and 15c Concession that doesn't conflict. Can place Shows with own transportation. Want Boxers and Wrestlers for our Athletic Show. Want Help for all Rides, come on, will place you; top pay and good treatment. Want Show Electrician who can do motor repairs. Can place Kiddie Auto Train. Bug or any Flat Ride.

ARTHUR J. APRIL, 19 WOODLAND ST., PAWTUCKET, R. I.

WANT

CARNIVAL, CIRCUS, RODEO

For Border City Hose Co., Geneva, N. Y. Advise availabilities. Sampson Air Base nearby. Write

C. J. LEITNER, Border City, Geneva, N. Y.

Ride Help Wanted: Foreman and Second Man for Twin Ferris Wheels; Foreman for Merry-Go-Round; Foreman for Little Dipper. Man to handle Front Marquee and sell Tickets. Operator for Glass House and Fun House. All must be semi-trailer drivers. Winter quarters now open. Want Pictorial Painter immediately. Concessions: Cookhouse and Grab still open. Other Hanky Pank Concessions. Clyde Stumm, contact Joe Fontana. All replies:

L. J. HETH SHOWS
NORTH BIRMINGHAM, ALA.

NEW ENGLAND AMUSEMENT CO. WANTS

RIDE FOREMEN FOR JENNY, WHEEL, OCTOPUS AND KIDDIE RIDES. Top wages and bonus. One good Show to feature. Two Men to up and down Concessions. Will give you a good deal. Man for Sound Truck. Mrs. Kahn can place Men and Women Concession Agents on Glass Pitch, Balloon Darts, French Fries and Cigarette Block.

All replies to 60 Parkside St., Springfield, Mass.

P.S.: Committees in New England—We have some open time. We carry seven Rides and all clean Concessions.

CHAS. ANDERSON

BOSS CANVAS MAN

Get in touch with me at once. Have good deal for you and your wife on Royal American.

NAT D. RODGERS
4010 Obispo Tampa, Florida

ROYAL MIDWEST SHOWS

Opening April 25-May 2, Southern Indiana. 15,000 Defense Workers, \$250,000 weekly pay roll—followed by 12 Fairs starting July 14.

Want Stock Concessions, Lead Gallery, Penny Pitch, String, Hoopla, Cork, Six Cats, Ball, Mouse, Pan Games, Scale, Age, Basketball, Photo, Darts. Can place Grind Shows, Fun House, Girl, Monkey, Motordrome, Side, Snake, Arcade. We have tops and equipment. What have you? Jack Adams wants Boxers and Wrestlers. Ride Help on all Rides. Contact Bud Birchman. Dennis Duffie, Michie Ryder, Carl Butler, contact

ROXIE HARRIS
P. O. Box 142 Findlay, Ohio

NOW BOOKING

All Concessions not conflicting, also all Shows. Want Second Men on all Rides and Truck Drivers report in April 15th. Show opening May 1st, Boone. Contact

BOONE VALLEY SHOWS INC.
Boone, Iowa

WANT—G & B RIDES AND SHOWS—WANT

LAST CALL—LAST CALL

Opening in Mason City, W. Va., April 3. On lot April 1.

Concessions: Shooting Gallery, Buckets, Six Cat, Pitch Till You Win, Balloon Dart, Hoop-La, Penny Pitch, Fish Bowl. Help: Second Men on all rides; must drive. Will book Tilt or Caterpillar; shows for committee money. All replies to

GEORGE BROAS
627 30th St., Phone 2-1254, Parkersburg, W. Va. (No collect calls)

MOTOR DROME RIDERS WANTED

Girls and Boys; top salaries and tips. Riders I contacted in Florida, come to Winter Quarters now.

ZEKE SHUMWAY
World of Mirth Shows
Richmond, Va.

COOKHOUSE HELP WANTED

All around Help for Cookhouse on Royal American Shows. Following contact me at once: Tom McKinney, Jack Richmond, Red Cochran and others I know.

DON MCGIMPSEY
c/o Gilbert Hotel, Tampa, Fla.

You'll get more return for your money... show more profits... with our RIFLE SPORT and CHALLENGER.

Write today!
A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

For CARNIVAL Use

WANT TO BUY

POPCORN TRAILER

Fully equipped and Candy Floss Machine. Price must be right. No Junk.

ANNABELLE PAYNE
1509 Richardson St. Port Huron, Mich.

Buff Hottle Sets Routes For Two Units

ST. LOUIS, March 21.—Buff Hottle, owner of the shows bearing his name, announced here this week that his two units will play 34 fairs and celebrations this year. The No. 1 org will open its still date season April 4 in Louisiana with its first celebration June 29 in Pana, Ill. The second unit, managed by Romeo Dunn, will play church and school picnics until the July 4 celebration at Bogalusa, La. The No. 1 unit, which will be managed by Hottle, assisted by Whitey Richards, will carry 14 rides, the owner said. Activity at the Hottle winter base in Covington, La., has been stepped up the past couple of weeks to get all equipment in shape for the approaching bows. Fair route for both units includes a total of 15 annuals in Illinois, one in Indiana, two in Missouri, one in Mississippi and 15 in Louisiana.



NEXT WEEK! TALLASSEE, ALA., POLICE AND FIREMEN'S SPRING FESTIVAL ON PLAY-GROUNDS IN THE HEART OF DOWNTOWN, FOUR TOWNS PARTICIPATING, PARADES, FLOATS, BANDS. 75,000 EXPECTED ATTENDANCE. FIRST MAJOR SHOW IN 3 YEARS, GET YOUR SPRING BANK-ROLL HERE.

- RIDE HELP** For all Rides who drive semi. Must have driver's license. All people who worked for us before get in touch.
- RIDES** Will book two or more not conflicting with office owned.
- CONCESSIONS** Will book Long Range, Pitch-Till-U-Win, Candy Floss, Custard, Basket Ball, String Games, Candy Apples, Ice Cream, Concessions of all types.
- CONCESSION HELP** Agents for all types Hanky Panks; all who worked for Wendell Pierce or John Reed, come on.
- SCALES & AGE** Will give reliable party good proposition with own equipment or we will furnish good percentage deal.

AFTER TALLASSEE, STARTING APRIL 6, AMERICAN LEGION FESTIVAL, ATTALLA, ALABAMA. THE SOUTH'S BIGGEST SPRING DATE. EVERY FACTORY AND STEEL MILL PAYS THIS WEEK.

This Week, Call or Wire
TOM HICKEY or DON GRECO, ALBERT HOTEL, SELMA, ALABAMA

SHOWMEN, NOTICE!!!

We have a number of Shows booked for the first few weeks who will leave to join Shows in the East because of prior contracts, therefore we can place to join now Glass House, Fun House, Motor Drome, Snake, Fat, Monkey, Midget, Life, Wild Life or Mechanical Shows. Will place big Illusion or complete Colored Show. An outstanding route of still dates and over 20 Fairs, including 5 State Fairs, will be offered you by booking with GEM CITY SHOWS NOW. Openings for A-1 Dancers and General Help. All reply:

RAY MARSH BRYDON

Next Week!
WOODALL HOTEL, TALLASSEE, ALABAMA

J. I.
Palmer Shows
Want—Opening April 6th, Albemarle, N. C.
Charlotte, N. C.—To all parties who have been misinformed. Palmer Shows definitely will play 8 to 10 weeks in the heart of downtown Charlotte, N. C., commencing May 7th. Contracts signed and sealed.
CONCESSIONS—All legitimate concessions open except office owned Popcorn, Candy Apples and Cookhouse. People wishing a nice season's work, contact me. No flats. Bingo wanted. SHOWS—Have nice Minstrel Show on semi, all equipment furnished if you are a money getter; contact. Guarantee out of office. Will book Illusion Show, Fun House, 16-in-1 or any good Grind Show. Can furnish equipment for same.
RIDE HELP—Can place good Ride Men who can drive. No drunks. FOR SALE—2 Kid Rides, 1 25 kw. Light Plant, gas engine, first \$500.00 takes plant.
J. I. PALMER SHOWS, P. O. Box 924, Albemarle, N. C.

WANTED
FOR 21 FAIRS AND CELEBRATIONS
Shows that do not conflict. Especially want Monkey Show, Mechanical, Penny Arcade. Can place Concession Agents, First and Second Men for 12 Rides.
Bob Hammond Shows
6115 GOLD ST. HOUSTON, TEX.
(Phone: Mulberry 8647)

WANT CONCESSIONS WANT
For 1953 Season
Opening Columbus, Ga., April 27 thru May 2 (May pay day), with best still dates. 9 Fairs and 6 Annual Celebrations. Our first fair, Anderson, Ind., Free Fair and 4th of July Celebration, June 29 thru July 4. One of the outstanding 4th of July dates.
Will sell exclusive on following: Cook House and Grab, one that caters to show people. Popcorn, Candy Apples, Bingo, Age and Scales, Arcade, Glass Pitch, Custard, Long Range, Short Range, Novelties, Photos, French Fries, Floss and Snow Cone. Also will book Ball Games, Duck Pond, Hoop-La, String Games, Spot the Spot, Knife Rack or any kind of a prize-every-time concession.
All answer Dolly Young, Manager, Royal Crown Shows, Box 515, Tarpon Springs, Florida.

MARKS SHOWS
MILE LONG PLEASURE TRAIL
CALL—CALL—CALL
All Ride and Working People report to Winter Quarters now open, Medlothian Pike, Route 60, Richmond, Va.
Can place Ride Foremen, Second Men, Boss Canvasmen, Semi-Drivers. Long season—good treatment. Legitimate Concessions open. Shows—What have you to offer? SANDRA LEE can place Side Show Attractions. Shows open Richmond, Va., middle April. 12 first-class Fairs contracted.
Everybody wire or write **ART LEWIS, Gen. Mgr.**
WILLIAM BYRD HOTEL, RICHMOND, VA.

SPRING CARNIVAL WANTED
May 25 through May 30, 1953
Rockymount, Virginia
Contact
James S. Marshall
American Legion Post 6
Day 749 Phone Night 9146

This is the **BIG ONE** You've Been Waiting for
JUST OUTSIDE OF SANTA ANA, CALIF.
EL-TORO U. S. MARINE BASE
NAVY RELIEF CARNIVAL AND AIR SHOW
Inside the Camp
4 BIG DAYS & NIGHTS 4
MAY 21-22-23-24
Want all kinds of Hanky Panks, Photos and Straight Stock Wheels.
WANT BIDS FOR RIDES, ALSO EATS AND DRINKS
Write—Don't phone for applications for Concessions.
Lt. Col. R. M. Haynes **Monroe Eisenman**
Chm. Carnival Committee Civilian Consultant, Bristol Hotel,
El-Toro Marine Base 423 West 8th St., Los Angeles, Calif.
Santa Ana, Calif. Phone: TRinity 0124

FOR SALE 9—KIDDIE RIDES—9 FOR SALE
MINIATURE TRAIN, circular track, 130 ft. diameter, electric.
MERRY-GO-ROUND, 40 ft., electric motor driven, two chariots, cast aluminum horses.
BOAT RIDE, gas engine, steel tank.
ALLAN HERSCHELL BABY MERRY-GO-ROUND, electric motor, fluid drive.
ALLAN HERSCHELL BABY AUTO RIDE.
HORSE AND BUGGY RIDE, KIDDIE FERRIS WHEEL, 6 cages.
STREETCAR RIDE, electric.
SMITH & SMITH AEROPLANE RIDE.
ALSO 16 CONCESSIONS, plush backgrounds, complete—sizes 16 and 18 ft., 10 ft. deep.
CORN GAME, top, frame, counters, stools and public address system, 2 speakers.
Every item now in storage, Shreveport, La.
WRITE: JOE S. SCHOLIBO
P. O. BOX 1434, Shreveport, La.

ALL TYPES CONCESSIONS WANTED
(\$38.00 for week)
SPRING FESTIVAL
DECATUR, INDIANA,
MAY 18-23, INCLUSIVE
Contact
LYLE MALLONEE
265 N. 2nd St.

SUNSET AMUSEMENT COMPANY
OPENING THURSDAY, APRIL 30—EXCELSIOR SPRINGS, MO.
Want Cookhouse, \$60.00. Will book Auto Ride and Train.
Exclusive openings for Live Ducks, Fish Bowl, Derby, Hats and Custard. Can place Hanky Panks, Ball Games, Basket Ball and Set Spindles. Will book Fun House, Monkey Show, Mechanical and Side Show. (Wiley Fowler, contact.) Winterquarter now open.
701 N. Main Street Excelsior Springs, Missouri

WANT—GOLD COAST SHOWS—WANT
Can place a few legitimate Concessions. Want Long Range, Milk Bottles, Cat Rack. Can place a few good Ride Men for a long season. Opening at Oroville, Calif., Tuesday, March 31st.
WM. H. MEYER MGR.
P. O. Box 846 Menlo Park, Calif.

WANTED FOR H. & W. SHOWS
Ride Help for Ell Wheel, Kid Rides; Red Chick, come on. Concessions: Hanky Panks only. Concession Agents for Office Stores.
8 weeks Atlanta lots, open in Scottdale, Ga., March 26.
WILL MYERS & JOLLY JAILLET

HARRISON GREATER SHOWS
LAST CALL LAST CALL LAST CALL
Opening March 28, Hartsville, S. C., two Saturdays, followed by big Marine pay day in North Carolina.
Can place Concessions of all kinds. Due to disappointment will book first-class Bingo. Want French Fries, Frozen Custard, Age and Scale, Glass Pitch and Floss. All Slum Concessions open, \$22 week privilege. Want Man to take over Monkey and Chimpanzee Show, have complete outfit. Want Man to take care of Live Pony Ride, salary or percentage. Wally White wants Magic, Sword Swallower, Fire Eater and Acts for Side Show. I. C. Page wants Colored Musicians and Performers for Minstrel Show. Lou Pease wants Dancing Girls for Girl Show. Will book one Colored Girl Show, have complete outfit. Want Ride Help—Foreman for Ferris Wheel, \$50 week; Foreman for Merry-Go-Round, \$50 week; Foreman for Chairplane, \$50 a week; Foreman for Rolloplane, \$50 week. Second Men and Semi Drivers, come on; no time to write, wire or come on. Moving out of winter quarters March 23rd, opening 23rd. All people contracted with this show report Hartsville, S. C., no later than 23rd. All mail and wires to **FRANK HARRISON, Mgr.; HARDY BRADY, Bus. Mgr., Hartsville, S. C.**

PAGE AMUSEMENT CO.
NOW SHOWING WEST COLUMBIA, S. C.; THEN CASEY, S. C.
FIRST SHOW IN SEVENTEEN YEARS
Will book legitimate Concessions of all kinds. Popcorn, Candy Apples, Bingo and Cookhouse open.
Will also book legitimate Attractions of all kinds. All replies
PAGE AMUSEMENT CO.
Phone Columbia, S. C., 2-7143

GOLD BOND SHOWS
NOW CONTRACTING FOR 1953
Rides — Shows — Concessions
MICKEY STARK, Owner
P. O. Box 229 Mt. Sterling, Ill.
(Phone: 320)
Winter Quarters at Fairgrounds.

WANTED AGENTS—CONCESSIONS—AGENTS
For the following: Two Stock Wheel Agents, the only wheels on the show, Balloon Dart, Cig. Block, Add Dart, Buckets, Pottery Pitch, Slum Spindle, Bowling Alley, Cat Rack, Scale and Age, Coke Bottles. Open in April in Cleveland, Ohio; close in December. Can also place Long Range Gallery. Operators who can drive. Booked with a Gooding Show.
NEAL CARLIN
BOX 97, BUCKEYE LAKE, OHIO. PH. 2449.
P.S.: For Sale—Short Range, factory built, complete, \$550.00.

JACK PERRY & WILLIE LEWIS
WANTS FOR CARL FERRIS SHOWS
OPENING MARCH 30, SAVANNAH, GA.
Agents for Over 7, Buckets (Lucky, answer), Agent for one Wheel. Party that called about Clothes Pin, contact. WILL BOOK: Swinger, Nail, Pan and Rat Game and other P.C. not conflicting. HELP: Good Help for all concessions. Agents already booked take notice of opening. WANT: Couple of 2 Agents for Slum Set Outfit.
Contact **JACK PERRY, Savannah Hotel, Savannah, Ga.**

DYER'S GREATER SHOWS WANT
Big Ell and Octopus Foremen, Second Men, Truck Drivers, Helpers. Have Athletic and Side Show Equipment. Want good Showman to handle good P.C. deal. Shows with own equipment. What have you? Opening Tuckerman, Ark., April 9-19. Shooting Galleries, Cook House, Hanky Panks Join Mounds, Ill., week April 20th. Contact Searcy, Ark., until April 7th.

AGENTS WANTED
GRIND STORE AGENTS—ALSO WORKINGMEN
OPENING APRIL 4
DAVE PICARD
Hotel Lincoln (Phone: Mohawk 4-3040) Chicago, Illinois

FOR SALE
1 Long Range Shooting Gallery, 12 ft., built in 24-ft. trailer; 12-ft. living quarters in front. 1 10-ft., complete, ready to mount on truck. Both have steel side walls.
INEZ BORUP
Box 371, St. Simon Island, Ga.

FOR SALE
USED C-CRUISE MAJOR RIDE
• Four Boats and four passenger-controlled Tubs revolving on an irregular circular track • Self-loading and unloading • 32-passenger capacity • Electric motor driven.
SPECIAL SALE PRICE.....\$3,500.00
WRITE—WIRE—PHONE
WEST SALEM MACHINERY CO. 7TH & MURLARK SALEM, OREGON

A.M.P. SHOWS
"JUGGY"
Opening AUGUSTA, GA., April 10th, Anderson St. Lot.
Want Colored Shows, Fun House, Glass House, Wild Life, Animal, Snake, Monkey or what have you. Concessions: Ball Game, Hoop-La, Penny Pitch, Dart Store, String Game, Bowling Alley, Water Games, Glass Pitch, Lead Gallery, Hi-Striker; some P.C. open with Hanky Panks. Can place Ride Men who drive semis.
A. M. PODSOBINSKI
R-1, Box 379-A, West Palm Beach, Fla., till April 1st, then Augusta, Ga.

FOR SALE
12' Long Range Shooting Gallery built on truck. Aluminum alloy side walls, new canvas, factory built, sacrifice, \$650.00 cash.
Supreme Welding Co.
3320 14th Street Detroit 8, Mich.

LAST CALL GIRLS OPEN MARCH 28
ARMY AIR BASE, SELMA, ALABAMA
GOLD MEDAL SHOWS
Hula, Strip or Posing. Will send ticket. Salary and P.C. Every night if wanted. Other Army pay days and best Fairs from Iowa to Florida; proven spots. Flashy new show. Wire collect now.
DALE PARRISH Enterprise, Alabama

Morris Hannum Shows
One of the Great Eastern Shows

OPENING THE LAST WEEK OF APRIL—WANTS

SHOWS—Fun House, Glass House, Monkeys, Snakes, Drome and any other good Grind Show with own transportation. Duffy Taffy, please telephone me. RIDES—Will book Caterpillar or Whip. CONCESSIONS—Glass Pitch, Long and Short Range, Scales, Novelties, Fish Ponds, Darts, Photos. Important! Will sell exclusive six or eight Stores to one man; prefer someone I know. HELP—Wheel Man and other capable Ride Men who drive. Herman Smith, Johnson and others who have written, report to Reading, Pa., Fairgrounds Monday, April 20th. Sam Murphy wants to hear from Ride Men who worked with him before. All replies to

MORRIS HANNUM, 934 Murdoch Rd., Philadelphia, Pa.
TELEPHONE: PHILADELPHIA, CHESTNUT HILL 7-8176.

WANT AGENTS WANT

For 1953 season on Royal Crown Shows

We have long season best of still dates, 9 Fairs and 6 Celebrations. First Fair Anderson, Indiana, July 29 thru July 4.

Agents for the following: Roll-down, Razzle, Clothes Pin Store, Blower, Bowling Alley, Slum Skillo, Wheels, 6 Cat, Buckets, Swinger. All these Concessions are exclusive on our show. Also want General Concession Help.

All answer

Harry "Irish" Gaughn, Concession Manager, Royal Crown Shows
Greater Tampa Showmen's Assn., Willow and Carmien Sts., Tampa, Fla. Phone Number 85762.

C. A. STEPHENS SHOWS

WANT FOR ALBANY, GA.; FOLLOWED BY WARNER ROBINS, GA.

CONCESSIONS—Novelties, Custard, Long Range, Pin Games, Basketball, Hi-Striker, Six Cats.

RIDES—Place Rolloplane for season, or any other major ride not conflicting.

SHOWS—Place neatly framed Grind Show not conflicting with what we now have.

FOR SALE—Two Willis Ride Motors with new magneto (have gone to electric motors, reason): One 18-Kw. Generator, One 7½-Kw. Generator, One 2300 KVA Transformer.

LAKE CITY, FLORIDA, THIS WEEK

CAPITAL CITY SHOWS

Last Call

OPENING APRIL 1 TO 11, DOWNTOWN VALDOSTA, GA.
10 BIG DAYS, INCLUDING BIG SOLDIERS' PAY DAY (MOODY FIELD).

HANKY PANK CONCESSIONS OF ALL KINDS. Good opening for Long Range, Custard, AMERICAN CAMP; NO GYPSIES, PLEASE. V. L. COLLIER wants Agents for Count Store, P.C., Six Cats, Rat Game, Swinger. SHOW—BIG SNAKE; Lee Houston, contact. Any Grind Show not conflicting. Foreman for Caterpillar, Second Men for Looper, Tilt, Octopus, Wheels; all must drive semis. For Sale—18-ft. Tandem Wheel Popcorn Trailer, fluorescent lights inside. Equipped for Corn, Apples, Peanuts. Cheap for cash. Motordrome loads on one semi, panel front (60 ft.), complete with two good wall motors and good roller motor and rollers. Loads on 30-ft. Fruehauf Trailer. Cheap for cash. All replies:

J. L. KEEF
BOX 201, VALDOSTA, GA. PHONE 3647-1

ROYAL EXPOSITION SHOWS

BRUNSWICK, GA., APRIL 3-11, SPONSORED BY SHRINE CLUB. LOCATION ON CLUB GROUNDS.

WANT Bingo, Hanky Panks, French Fries or what have you. WANT a worthwhile Girl Show, must have good-lookers and neat frame-up.

Address this week
Orlando, Fla.; then Brunswick, Ga., until April 11.
P.S.: Will NOT play Cocoa, Fla., as advertised.

JIMMIE ZABRISKIE

Wants Foremen for Ferris Wheel, Whip, Roll-o-Plane, Chairplane. Also want experienced Ride and Concession Help. No drunks. Ride Help with me last year get in touch: Long season around New York (Heavy, wire Ernest Evans).

E & B AMUSEMENTS
1478 Oak Point Ave. (Phone: Kilpatrick 2-9066) Bronx 59, N. Y.
John A. Bass

LEE UNITED SHOWS

CAN PLACE—OPENING MAY 4—CAN PLACE

SHOWS: Monkey, Side Show, Girl Show and others. What have you? CONCESSIONS: Hanky Panks only. RIDE HELP for Merry-Go-Round, Wheel, Tilt, Spitfire and 3 Kid Rides. Can put you to work now. SHOW AND CONCESSION PEOPLE WHO ARE BOOKED WITH US, PLEASE ACKNOWLEDGE. NOTICE—MR. TAYLOR NO LONGER WITH US.

Address **CHARLES H. LEE, Owner-Mgr.**
700 S. FARRAGUT ST., BAY CITY, MICH.

GREATER DIXIELAND EXPOSITION

OPENING APRIL 4TH, ALEXANDRIA, LA. (SAMTOWN LOT.)

Wants Bingo, Long or Short Range Lead Gallery, Fish and Duck Pond, Set Outfits, Cork Gallery, Spindles, Bumper, Hi-Striker, Hoop-La, Darts, Watch-La, Jewelry, any legitimate Hanky Panks. No racket, P.C. or gypsies. Place Ride Help who drive for Tilt, Roll-o-Plane, Octopus, Wheel, Jenny. Want clean Shows with or without own equipment. Place Arcade, Fun House, Mechanical, Snake, Monkey, etc. Route of 15 bona fide proven Fairs already booked; route to interested parties. FOR SALE: 60 Kw., 120-240 Volt, 60 Cycle, AC Single or 3-Phase GM Diesel Electric Plant ready to operate.

All reply: **JIMMIE HENSON, FOREST HILL, LA.**

W.G. WADE SHOWS

Now Contracting RIDES • SHOWS • CONCESSIONS •

For our 1953 Season

**C. P. O. Box 1488
Detroit 31, Michigan**

SHOW T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

WANTED

FOR 21 FAIRS AND CELEBRATIONS

Shows that do not conflict. Especially want Monkey Show, Mechanical, Penny Arcade. Can place Concession Agents, First and Second Men for 12 Rides.

Bob Hammond Shows
6115 GOLD ST. HOUSTON, TEX.
(Phone: Mulberry 8647)

HIAWATHA SHOWS

Opening May 1, suburb of Toledo; my usual route

Want First and Second Men on Merry-Go-Round, Wheel, Spitfire. Experienced, qualified Foremen, \$65.00; Second Men, \$45.00 a week. Winter quarters open April 15. Plenty parking space, lights, water, etc.

HIAWATHA SHOWS
132 Elm St. Morenci, Mich.
Ph. 5571

BUFF HOTTLE SHOWS

OPENING APRIL 4

WANT

First-class Geek who can stay sober and can stand prosperity for proven winning territory. Have nice frame-up for same. State proposition in first communication. Can place Girls to work in Revue. Experience not necessary. Salary every week. Address: **COVINGTON, LA.**

FOR SALE

Smith & Smith Chairplane, late model with beautiful 30 foot front lighted entrance and exit sign with international motor. Ride good as new, price \$1000. Two 1947 Fruehauf Trailers, 30 foot long, solid steel sides, open top, good rubber price \$300 each.

MAX GRUBERG
201 East Broadway
Long Beach, L. I., N. Y.

JACK BOYER

Get in touch with me at once. Have a good deal for you on Royal American.

NAT D. RODGERS
4010 Obispo Tampa, Fla.

WANT CARNIVAL

FOR

N. D. Wildlife Exhibit

July 3-4, sponsored by G.V. Civic Club. Contact E. E. WEIGUM, Sec., Golden Valley, No Dak.

WANTED

Rides, Shows and Concessions for

CRAIG 58TH ANNUAL REUNION

July 23-24-25-26
DON WHETSEL, Craig, Missouri

WANT TO BUY TWO-HEADED BABY IN BOTTLE

Also any Deformed Specimens. Must be in good shape.

RED CRAWFORD
9845 National Blvd.
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WHEELS OF ALL KINDS

Merchandise Wheels

KENO
Perfect for Lodges, Societies, Clubs, Unions, Churches, etc. Enjoyed by everybody!

BINGO
Most Popular Fund-Raising Game. Complete equipment and supplies.

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OPENING APRIL 26, BRISTOL, CONN.

Featuring the "ATOMIC ALBANIS"

April 26, AMERICAN LEGION SPRING FESTIVAL, followed by ST. SEBASTIAN FEAST, Middletown, Conn. This is positively the largest spring date in the East. Wallingford, Conn.; Stamford, Conn., to follow. Saybrook, Conn., 4th of July. 7 Fairs starting Greenwich, N. Y., August 17.

CONCESSIONS Long Range, Short Range, String Game, Fish Bowl, Scales, Duck Pitch, Greyhound Racer, Cork Guns, Basket Ball, Photos or any legitimate Games.

SHOWS 5 or 10-in-1, Monkey Show, Motordrome, Snake Show, Fun House, Wild Animal.

RIDES Will book Tilt, Caterpillar or Rocket.

FOR SALE Popcorn, Candy Apple, Floss Trailer, cheap. Ride Help on all Rides. Jimmy Page, come in. Joe Galvin, Jud Wilde, answer.

MICHAEL FORMAGION 13 Division St. Bristol, Conn. ALL REPLIES
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CARL D. FERRIS SHOWS

Opening Savannah, Ga., on March 30—Two Weeks on Two Different Lots

WANT CONCESSIONS—Hanky Panks of all kinds, Short Range, Photos, Novelties.

WANT SHOWS—Wild Life, Life Show, Grind Show, Penny Arcade, Monkey Drome Speedway or Circus, Mechanical Show, Side Show or any Grind Show.

WANT RIDES—Octopus and Caterpillar.

Due to disappointment want two Girl Shows and Cookhouse. Bull Martin, please contact, have been waiting for you.

Wire or call Winterquarters, Savannah, Ga. Phone: 6-5848.

WANT RIDE HELP

For Spitfire, Octopus, Roll-o-Plane and Merry-Go-Round. Top salaries and long season. Winter quarters now open. Need Concession Help for Band Festival at Enid, Okla. Will sell exclusive on Hats and Novelties. Opening April 6, Band Festival on Street at Weatherford, Okla. Write or wire

DELBERT NORTON
Mangum, Okla.

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WANT FOR 19 BIG FAIRS AND CELEBRATIONS STARTING MIDDLE OF JUNE AND ENDING NOV. 1. SPRING ROUTE TO INCLUDE ARMY CAMPS AND INDUSTRIAL CITIES ONLY. OPENING APRIL 13.

CONCESSIONS: Can place a few more legitimate Concessions that do not conflict. SHOWS: Snake Show, Fun House, Animal Show, Mechanical or any Grind Shows not conflicting. Bill Kennedy wants Side Show Acts and Girls for Girl Revue. RIDES: Have opening for nice Pony Ride and Train Ride and will also book any Major Ride not conflicting. RIDE HELP: Can place Foremen for Ferris Wheel and Roll-o-Plane.

Contact **H. V. PETERSEN** or **H. M. BOOTH**
P. O. BOX 742, JOPLIN, MISSOURI

SCHAFFER'S SHOWS

OPENING TYLER, TEXAS

INDUSTRIAL FAIR, APRIL 1-5

Will book Stock Concessions and any worth-while Show not conflicting.

Address **W. A. SCHAFFER JR.**
FAIRGROUNDS, TYLER, TEXAS

WANTED FOR BIG ILLUSION SHOW

On **ROYAL AMERICAN SHOWS**

OPEN MEMPHIS, TENN., MAY 9TH.

Ticket Sellers, A-1 Front Man who knows this type of show. Bill Salisbury, let's hear from you. Girls with good appearance, Boss Canvasman; "Heavy," a good place for you. Joe Lee and others who worked for us before, write. Best wages to all, berth on train. Write, all will be answered. **MICKEY MANSION.**

STANLEY BARBAY
BOX 317, GIBSONTOWN, FLA.

P.S.: For Sale—60-foot Front, indirect lighting; also 20x30 Top, A-1 condition; flashy Show for Girls or Grind Show; \$500.00 for all, front and top; 4 big Snakes, all feeders.

PALMETTO EXPOSITION SHOWS

TABOR CITY, N. C., MARCH 23-28

Can place Concessions of all kinds, especially want Bingo. Ride Help—Chairplane Foreman. SHOWS—Can place any Show with own outfit. Bull Martin, Anna Lee King and Pollock can use Agents for Hanky Panks and other Concessions. W. Z. Hewitt wants Agents.

All replies to **Milton McNeace** or **Johnny Caruso.**
TABOR CITY, N. C.



Guggenheim's been with it for over forty years—offering highest quality, fastest service and lowest possible prices.

Special Plush Offer
32" PLUSH BEAR
\$24.00 per doz.

14" DOLL
 plastic face, each in cellophane bag
\$5.50 per doz.

Black Handle Pistol Lighter .3.60 doz.
 Large Black Handle Pistol Lighter .4.80 doz.
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SLUM SPECIAL
 12" Rubber Snake .2.50 gross
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Complete line of slum, clocks, lamps, glassware, blankets, and appliances. Send for revised price list.

All orders shipped same day received. 25% deposit required on all C.O.D. orders.

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 Midgets 3,000 series—7 colors
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 Gruen Watches

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Yellow Expansion Band, 95¢ add.

SPECIAL \$50 DEAL
 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Reconditioned and guaranteed like new.

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Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

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Size 1 1/8 x 1 3/4"
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Or Box of 2 Doz. Packages, \$2.50

IRISH PRODUCT—Tara Brand
 Irish Beef and Beef Broth

1-Lb. Can 50¢ or case \$13.50
 Send Cash, Check or Money Order to
GENERAL SALES CO.
 919 W. Girard Ave. Philadelphia 23

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY! PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete Sebastian, 10934 Hamlin, North Hollywood, Calif. ap11

ANOTHER COMEDY BUY—"COMIC" section. A file of gag material for every kind of act. Free with first order "Adlib." \$2. Schindler, 1613 E. 29 St., Brooklyn 29, N. Y.

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, P. O. Box 983, Chicago 90. ap25

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YOU CAN "IMITATE" ANY STAR! READ—"Get into the Act!" Only \$1 postpaid. Enclosure Publications, 267 S. 10th St., Philadelphia. ap13

100 COMEDY SONG TITLES, \$1; STORIES for the night club M.C. \$2; Comedy Dictionary \$1; Night Club Patter, \$1; price list and parody, 10¢. Marv's Humor House, 387 29th Ave., San Francisco, Calif. ap4

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A CATALOG FREE WITH WORLD'S BEST values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc.—from big cut-rate wholesalers since 1916. Mills Sales Co., 26 West 23rd St., New York. tz

AGENTS — ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, 50¢; literature free. General Products, 11 N. Pearl BB-29, Albany, N. Y. mh28

AGENTS AND PITCHMEN—SELL PHOTO-graphic ink color snapshots. So easy anybody can do. Every camera owner a hot prospect. Sample \$1, credited to first order. Profit O. K. Boyce Specialties, Box 494, Paeonia, Calif.

AMAZING PROFITS—JOBBER READY-made Cardboard and Paper Signs; made by every retailer in the land. Cost you 7¢, retails 50¢. B. Velvetez, 200 W. 34th, N. Y. C. tz

A MONEY MAKER—FREE CATALOG SE-lect Shaker Co., 5132 Shattuck, Oakland, Calif. ap25

BALL PENS, \$7.50 GROSS; D.E. S.E. Blades, \$4.20M; Retractable Ball Pens, \$4.25 dozen; other items Lutzker, 871 East 170th, N.Y.C. 59. mh28

BASKET EARRINGS — TINY HAND-woven straw baskets with flowers, \$8 doz. pairs; hand-woven Hats Earrings, \$8 doz. pairs; hand-assembled on wire necklaces with rose beads, white, aqua, etc., \$6 doz. Closeout Earrings: \$1 value; Lucite, Pearl, Coral, Seed Beads in chalk white, jet, etc., \$30 gross pairs. J. J. Lastufka, Dist., Box 10248, Tampa, Fla.

BOXED SCATTER PINS, \$39 GROSS; EAR-rings, \$30 gross and up; Charm Bracelets, \$3.50 doz.; Earring and Pin samples sent on request, 3 doz. assorted, \$10 c.o.d. or prepaid. Ben-Rose, 1133 Broadway, New York.

BUY NYLONS DIRECT FROM MILL—Write for Jobbers' prices. Joy Hosley, Mills, Delaware 8, New Jersey. ap4

BUY WHOLESALE MILLION ARTICLES. Supply directory literature free. United Buyers Service, 3400 Selma Ave., Knoxville, Tenn.

CARDER MERCHANDISE HEADQUAR-ters, also Agents' Supplies, Aspirins, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, Nylons, Novel-ties, Sunglasses, Comic Books. Over 1000 items. Write for price lists. Maloney & Sons, Dept. BB, 1063 W. Broad St., Co-lumbus 8, Ohio. ap4

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers, assorted titles, \$15 thousand. L.O.B. Philadelphia, samples \$1. Savar, 707 E. Poplar St., Philadelphia 23, Pa. ap25

COPY 150 MEN'S YELLOW SQUARE case enameled watch and enameled matching Expansion Band, 7 jewels, rhine-stone dial, expansively boxed, only \$9.50 Result Sales, 580 Fifth Ave., New York mh28

DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery; an attractive name your product is the best advertisement. Side line sales-men wanted; also make money with our line of Automobile initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

DRY YOUR HAIR IN HALF THE TIME! New portable, salon-style hair dryer with sturdy light weight plastic helmet. Women everywhere buy on sight! Write, wire TO-DAY for free details; agents' inquiries wel-come.

CONSTERDINE ENTERPRISES 912-B Virginia S.E., Grand Rapids 6, Mich. EXPERIENCED CREW MANAGERS FOR each 48 States and foreign territories to handle free gift photo album deal thru 1,200 local studios. Higher commissions, better deals. Write air mail or wire Mark Steele, Lido Hotel, Hollywood, Calif. ap18

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties. House numbers, pictures, plastic novelties, ash trays, key holders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

GRAB BAGS — SALE GUARANTEED. 2 doz. 10¢ bags on display card, \$1.60 pre-paid. Specialty, 1322 Poplar, Terre Haute, Ind. ap4

HIGH-GRADE WOODENWARE SPECIAL-ties by expert craftsmen. Ideal gift shoppe items. Good profits. Write Colonial Products, St. Catharines, Ontario, Canada.

IT'S SIZZLING HOT—NOW YOU CAN SELL our fine novelty ash trays with loads of profits. \$1 for samples and prices. Acme Merchandise Mart, P. O. Box 352, Sharpe-ville, Pa.

JOKERS FUN SHOPS—FULL CREDIT Al-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. mh28

JOBBERS, SHORT LINE JOBBER, WAGON Jobbers, Sub-Jobbers, Salesmen selling wholesale. We make three big sellers, lots of flash, lots of margin; Square Shooter Lucite Pencils, carded; Visifount transpar-ent Fountain Pens, carded; Wallet-Sized Comic Cards in colors. Post card brings full details free! Only \$1. source, National wide Co., Arlington, Tex. ap4

LOOK—FULL FASHIONED NYLONS, RE-jects, \$1.25 doz.; minimum order, 10 dozen; Chemise, Bedspreeds, \$36 doz.; Cot-ton Pillow Cases, \$3.25 doz., 20% depend on c.o.d.'s. Premier Sales, Box 8177, Chatta-nooga, Tenn.

MAGIC WALLET — TERRIFIC SELLING novelty! Retail \$1, wholesale \$3.60 doz., \$36 gross; sample 50¢. Mention your busi-ness. Robbins Co., 131-B W. 42nd St., New York City. ap4

MAKE PERFUMES AND COSMETICS AT home; profitably. Business information free. Men, women, write Carey Laborator-ies, 1914 Chouteau BB, St. Louis, 3, Mo. ap11

MEN, WOMEN EVERYWHERE — SEND name and address to Metro, 5546, Los Angeles, for easy extra money spare time. Daily necessarily sells on sight. Exclusive territory.

MEN-WOMEN—MAKE BIG MONEY, FULL or part time. Write for details. American Products, Dept. B, 16 W. 23, New York.

MILLIONS HAVE BEEN SOLD, YET there are millions who have never saw a Magic Race. Dime brings sample, whole-sale prices Barkley Co., Dryden 1, Va. mh28

PAPER MEN THRUOUT THE UNITED States: You can buy State Maps thru us if not connected right. The George F. Gram Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind. ap18

PARTNERS, AGENTS WANTED—PATENT Pending useful home appliances, second to none. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. ap11

RESURRECTION PLANTS — MIRACLE OF nature, unique vegetable novelty, opens beautifully green, \$20 per thousand. An-tonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. ap4

SALESMEN, DISTRIBUTORS—FAST SELL-ing Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-18, Bank, Attleboro, Mass. ap11

SALESMEN, AGENTS, ROUTE MEN, in-stallation Sellers, Auctioneers. Fast selling new items; send for descriptive literature. Korday Co., P O Box 4036, Birmingham, Ala. ap11

SOCIAL SECURITY PLATES WHOLESALE. Be your own boss. Automatic Stamping Machine for all kinds of name plates. Sam-ples name and Social Security number, 30¢, free letter box plate, catalog with order. Bonomo, 54 Jefferson St., Brooklyn, N. Y. ap11

SUIT CLUB MEN Ex or working now, wanting legit fair shake, who can stand \$200 weekly. Trans-portation paid if hustler. Contact Marty or Dave, DeVries 1-7248 Cleveland, Ohio.

SWISS WATCHES, JAPANESE WATCH Bracelets for quantity buyers direct from importer in bulk or carded. We specialize in expensive looking low priced goods. Write or wire your requirements. Trans-world, 568 Fifth Ave., New York, N. Y. np

"THANK YOU, CALL AGAIN!" AND 1999 other Ultra-Blue 7"x11" Signs; common, general, religious, retail 50¢ each; 15 sam-ples, \$1. Lowy, 812 Broadway, Dept. 725, New York 3. np

WALLET-SIZE COMIC CARDS—WONDER-ful novelty advertising gift for discern-ing businessmen. Complete set is 15 cards; 3 different sets, \$1, \$2, \$3. Hathaway Spe-cialties, a sociates, 145 S. College St., Akron 4, Ohio.

WANTED AGENTS—MEN, WOMEN. To-day's miracle self-seller; \$1 item; 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena, Calif. ap18

ANIMALS, BIRDS, PETS

ALLIGATOR, CROCODILES, IGUATTAS, Tegus, Boas, Diamond-Back Rattlers, Monkeys, Showmen, write for complete listings; pet shops, write no letterheads for wholesale pet list. Baby Whiteface Ring-tails and Golden Spider Monkeys, \$35. 50% deposit with order. Tropical Import Co., Sidel, La.

ALL KINDS OF MONKEYS—WHITEFACE and Cinnamon Ringtails, Spiders, Rhesus, Bonnet, African, Green, Monos, Sooty Marmosets, Woollys, Marmosets, Stump-tails, Capuchins and Baboons. Contact us for other animals, birds, lizards, den snakes and giant snakes. Also exotic snakes as Cobras, Kraits, Mambas, Vipera, etc. This week's special: "Baby Whiteface Ring-tail Monkeys for pets, \$35." Tarpon Zoo, Tarpon Springs, Fla.

AUTHENTIC, NATURAL BACK-GROUND for Displays. Sensationally useful "Flash" for Geeks. Excellent working material for Pitch, or the highest Scientific Lecturing. Truly a "Crowd Stopper" on the Ball. Large, real, permanently embalmed Life-Like Reptiles, 5 all different, including Daring Colled "Rattlesnake"; \$20 cash with order. Mono Trading Co., Inc., Box 212, Havana Airport, Miami (48), Fla. "Home of the Largest Stock of 'Living Reptiles' in America Today."

BABY ELEPHANT; SELF-FEEDING PY-thons from 14 ft., \$200 up; talking Java Mynah, Langurs, Berry, 3626 Evanston Ave., Seattle 3, Wash.

BABY PET MONKEYS—CINNAMON RING-tails, \$35. Spiders, \$38; Whiteface Ring-tails, \$38; Bonnet Marmosets, \$35; Squirrel Monkeys, tiny, \$22.50, 5 for \$90. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y. C. ap11

BABY DUCKLINGS FOR PRIZES—LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich. np

BARGAIN MONTH—OUR 20TH YEAR in wild animal business. Wild Baccanos, any size, 10 or more, \$3 each; Pigmy Skunks, 2 for \$19.50; Lynx Cats, \$19.50; Mother Opossum and Babies, \$3.50; Snakes, native and foreign. Round the world with animals, birds and reptiles. Free price list Thomp-son Wild Animal Farm, Phone 2-1236, Clewiston, Fla. ap18

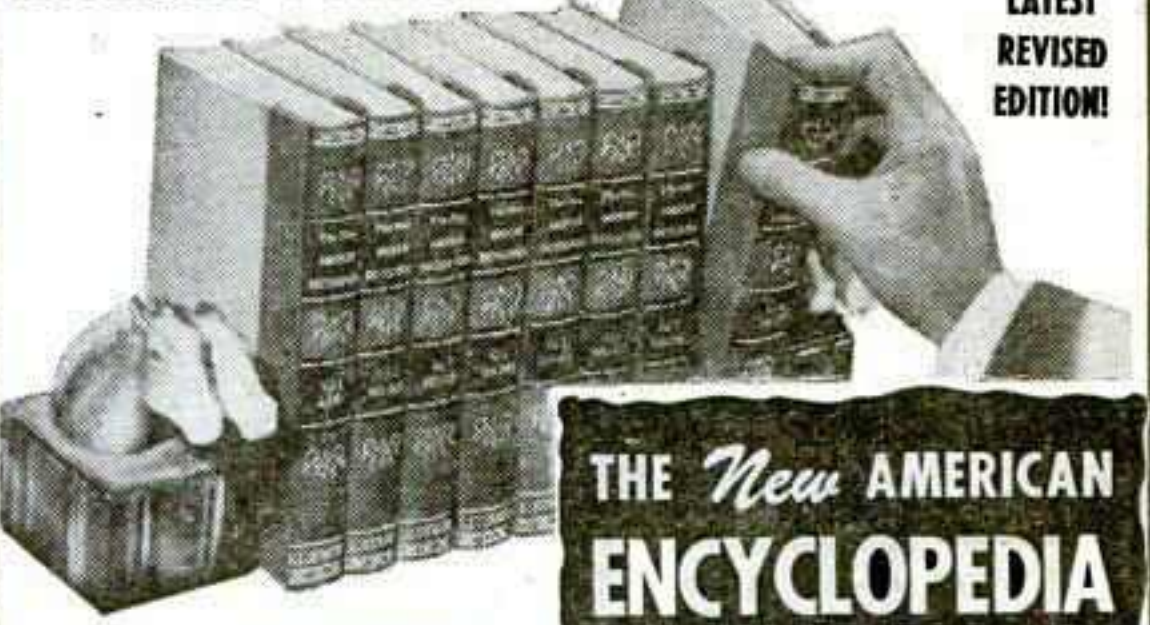
BUY SEALS, SEA LIONS, WILD, TRAINED from world's only trapper-trainer, Homer F. Snow, director, Sealitorium-Ostrich Farm, Box 783, Oxnard, Calif. Contact me, Toledo, Ohio. Fairfax 3392 until March 31. np

CANARIES, MANY SEX UNDETERMINED, 12 to 500 birds, assorted colors, \$1.50 each; Parakeets, 20 to 250 birds, assorted colors, \$5 each. Ask your banker who we are. Use ship pups, kittens, etc. Unless you have Dun and Airport rating, at least one-third with order. We have been ship-ping to carnivals over forty years. National Pet Supply, 3101 Olive, St. Louis, Mo. ap4

(Continued on page 68)

GIFT VALUE OF THE DECADE!
 A PERFECT PREMIUM

LATEST REVISED EDITION!



THE New AMERICAN ENCYCLOPEDIA
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IN 8 DE-LUXE VOLUMES

THOUSANDS OF SETS
 ALREADY SOLD AT
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 Per Set of 8 Volumes!

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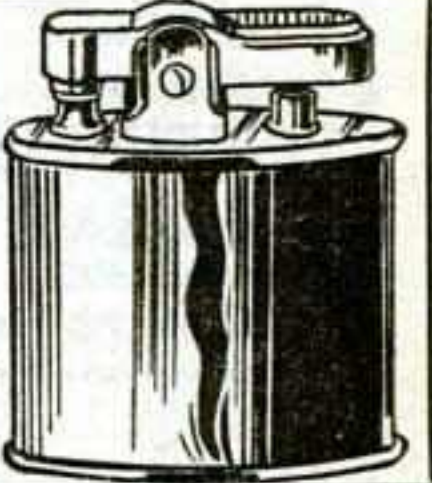
Printed from same plates as the nationally advertised edition at \$39.90.

25% Deposit with order, balance C.O.D., F.O.B. Detroit.

GEM Sales Co. 533 Woodward Detroit 26, Mich.

"SENSATIONAL LITER"
 NEW LOW PRICE!

\$9.00 DOZ. OR \$100.00 GROSS REGULAR TYPE ILLUSTRATED
 \$11.25 DOZ. OR \$125.00 GR. WINDPROOF TYPE



LOOKS AND OPERATES LIKE A FAMOUS NAME BRAND LITER!

• FULLY AUTOMATIC • Quality Construction
 Really Works—Uses Standard Flints, etc.
 • BEAUTIFUL CHROME FINISH • REG. SIZE

WRITE FOR CATALOG. Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.

HEATH DISTRIBUTING CO.

3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

- Type or print your copy in this space:
- Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy
- Indicate below the type of ad you wish:

<input type="checkbox"/> REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00.
<input type="checkbox"/> DISPLAY-CLASSIFIED AD—\$1 per agate line. Minimum \$6.00. (14 agate lines to the inch)
- Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in issue

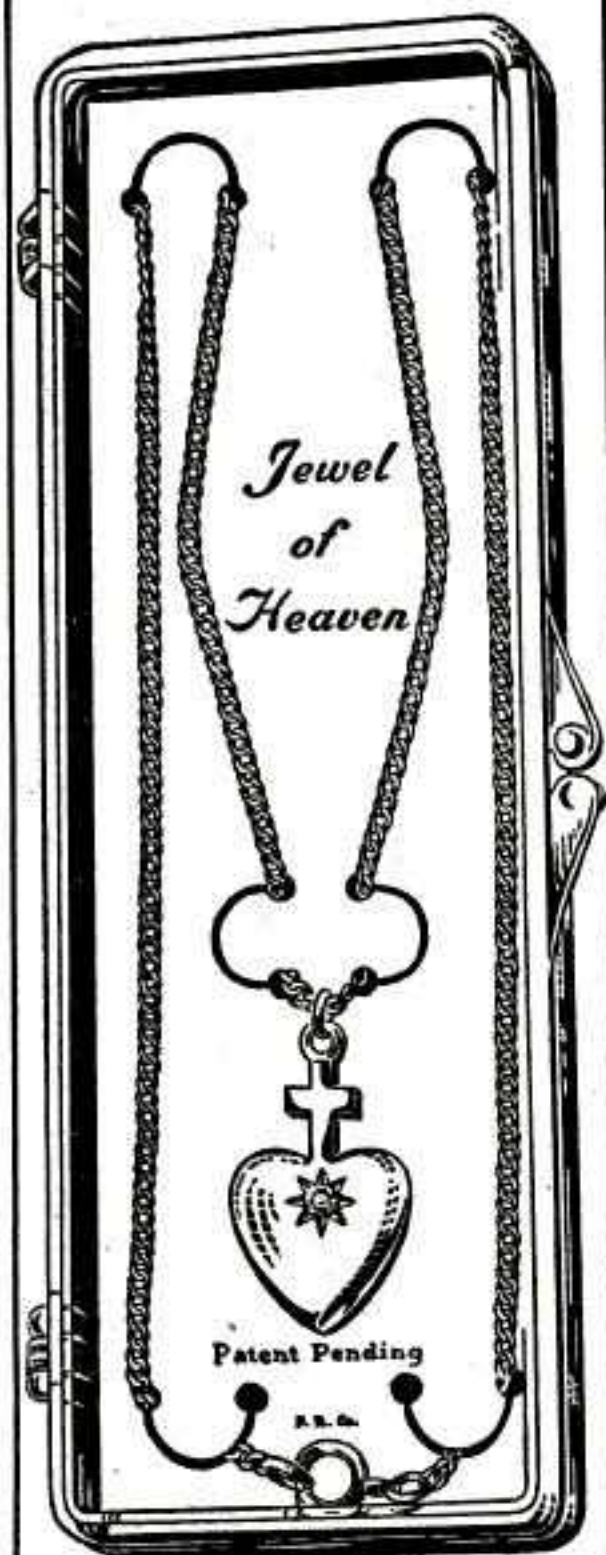
I enclose remittance of \$

Name

Address

City State

NEW BEST SELLER!



CROSS and HEART NECKLACE

Gold finish set with sparkling rhinestone on one side and brilliant red stone on other side of heart. Beautifully boxed in clear lucite display case.

NO. 777—INDIVIDUALLY BOXED

As illustrated \$6.75 DOZ.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples. All shipments F.O.B. Providence, R. I.

PROVIDENCE RING CO. 49 WESTMINSTER STREET PROVIDENCE, RHODE ISLAND

Amazing Offer!

Top Quality BALL POINT PENS Only \$7.20

Big sellers, 100% guaranteed first quality, at new LOW, LOW PRICE. IMMEDIATE DELIVERY.

SPECIAL—3 Pc. PEN SET

- All metal caps, asstd. colors
Mechanical Pencil \$3.00 per doz.
Fountain Pen
Ball Pen with metal cap

25% with order, balance C.O.D. Write for New Novelty Catalog. BENGOR PRODUCTS 18 W. 23rd St. N.Y. 10, N.Y.

14K. GOLD PLATED RHINESTONE DIAL



\$4.75 EA.

Complete with fancy expansion band. Brand new jeweled Swiss watches, flashy rhinestone dial, 14K. gold plated case, engraved back, shock-resistant.

Orders under 12 add \$1.00 ea. 10% deposit, balance C.O.D. AETNA WATCH CO. 64 W. Randolph St. Chicago 1, Ill.

Up-to-the-Minute Directory of Amusement Parks

... one of more than a dozen valuable special feature articles and lists.

In The Billboard 1953 SPRING SPECIAL coming April 11th

PORTABLE LONG RANGE SHOOTING 12-ft. Gallery; built on Dodge truck complete with sidewall and counter, price \$1850. Long-Range 20-ft. Gallery, built on semi trailer complete with tractor, price \$2750. 1951 Miniature Gasoline Train, made at Rensselaer, Ind., complete with track, price \$2100. Used Kiddie Rocket Ride, six months old, metal cars and tower, price \$1550. King Amusement Co., Mount Clemens, Mich. mh28

SHOOTING GALLERY—15 SHELL LOADING tubes, 75 dozen; \$6 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

2 COTTON CANDY MACHINES—1 DH, 1 SH; 1 Popcorn Machine, floor model; 2 Kiddie Street Cars, 1 new, 1 used; 1 Maple Skating Platform. George Cooper, P. O. Box 6, Compton, Calif.

7 PAIR CHICAGO SKATES, 15 PAIR SHOES (Hyde and J.B.). 3 pair Shoe Skates (all new skates and shoes). Arthur Anderson, 10716 Avenue "H," Chicago 17, Ill.

16MM HUNDREDS SOUND FEATURES, \$25 to \$35. Drive in; open till 9. Samson's, 453 Pine St., Providence 7, R. I. ap4

16MM FILMS FOR RENT—\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Camera Supply Florence, S. C. j44

25 FOOT POPCORN TRAILER WITH NEON signs, both inside and outside; fully equipped for popcorn, caramel corn, candy apples, peanuts; price \$1800. Harold M. Gordon, Chateau Park, Riviera Beach, Fla.

40 PROGRAMS, 35MM., ALL IN GOOD condition, low as \$10; also Tent Show complete. Auton Fedler, Route 1, Palmetto, La.

INSTRUCTIONS BOOKS & CARTOONS

BE A TRICK CARTOONIST—IT'S EASY Complete program and instructions, \$1 postpaid. Satisfaction guaranteed. Lee Creelman, Washington, N. J. mh25

FIRE EATING, CLOWN GAGS, IRON Tonic, Act, Knife Throwing, Sword Swallowing, Torture, etc. Manly, 200 South Avenue 56, Los Angeles 42, Calif. ap4

TRADE POCKET BOOKS; SEND 10, Receive 6 different books. Meyers, 3408 43rd Ave., Brentwood, Md.

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MAGICAL APPARATUS

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SUB MINATURE RADIOPHONE FOR Mentalists; weighs less than pounds; easily concealed; illustrated brochure specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. ap25

YOUR PRODUCTS

and advertising message included in a space like this will

SELL SELL SELL Use DISPLAY-CLASSIFIED style of advertising

MISCELLANEOUS

AMAZING! UNBELIEVABLE! SEND \$1 FOR famous jeweler's formula for making your jewelry sparkle. Glads Studio, 507 Main St., Zanesville, Ohio.

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SMALL "MERRY-GO-ROUNDS" COMPLETE, \$350. Money makers, Shertren, 712 Ramage, W. Hollywood, Calif.

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YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different; \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14 Hartford 1, Conn. ap25

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FOR SALE—FRENCH SELMER ALTO SAX, used, with combination case, serial 27,000; \$225. F. Hereford, 4408 Vance Road, Fort Worth, Tex.

KIDDIE RIDE ORGANS—SPECIAL PRICE for March; place orders now for spring delivery. L. Bacigalupi Band Organs, 2028 North Chico Ave., El Monte, Calif. ap4

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WANTED ACTIVE MALE PARTNER

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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. my2

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WINDOW CARDS—14x22 and 11x14. THE Bell Press, Winton, Pa. ap18

100 BLOTTERS, \$1 POSTPAID; CARDS, business printing reasonable. Write for prices. Advocate Press, 437 N. Harvey St., Greenville, Miss.

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ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others, in white and colors. Exclusive styles. Top quality. Low prices. Exceptional income. Real Future. Equipment free. Write fully. Hoover, Dept. K-109, New York 11, N. Y. mh28

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FLAMEPROOF CURTAINS—THEATRICAL, Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors. Fabrics; Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn. np

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21 JEWEL WATER RESISTANT SHOCK-RESISTANT ANTI-MAGNETIC \$16.50 \$71.50 LIST—SPEC. Plus These Terrific Features: STAINLESS STEEL BACK CASE, RED SWEEP SECOND HAND, RAISED GOLD TONE NUMERALS, LUMINOUS HANDS AND MARKERS, GUARANTEE BOND WITH EACH WATCH. The outstanding re-sale features in the history of wrist-watches. No cut-rate or discount house can approach you in appeal. NEW 44 Page Illustrated Catalog FREE. Nationally Advertised "Name-Brand" Mds.: BENRUS, RONSON, ELGIN, G.E., PARKER, SESSIONS, WM. ROGERS. Also a full line of Jewelry, Toys, Gifts. Over 300 items at list price plus confidential wholesale price list. GREENGLASS SALES CO. 29-22 Northern Blvd. Long Island City 1, N. Y. BRANCH: G & G Distrib. Co. 817 5th Ave., Pittsburgh, Pa.

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HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag. \$12.00 Doz. Minimum 4 Sets, \$6.00



This is a terrific flash and sells on sight. Canvasers and agents are cleaning up.

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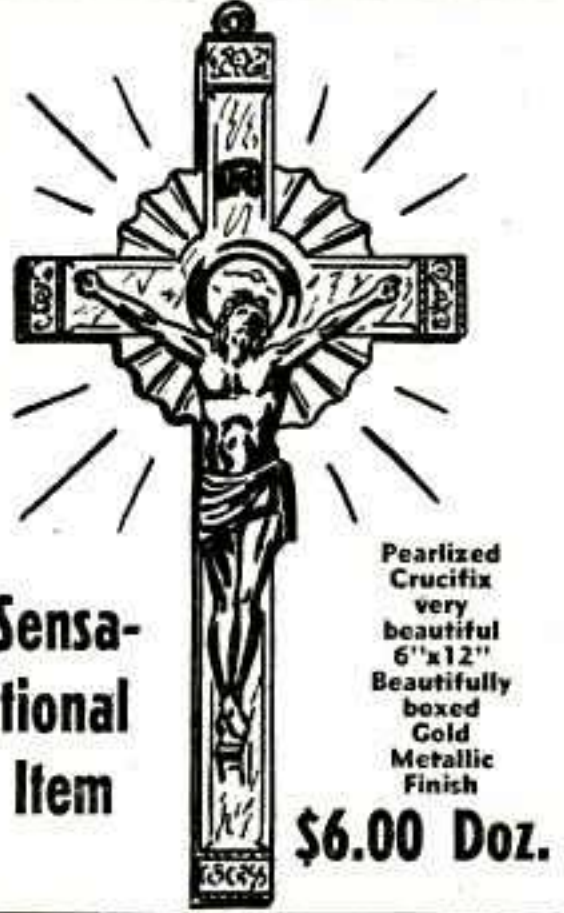


Each Cross in a beautiful box... \$4.50 Dozen

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Special \$5.50 DOZ. Very beautiful, each in box.



Sensational Item \$6.00 DOZ. Pearlized Crucifix very beautiful 6"x12" Beautifully boxed Gold Metallic Finish

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open the door to faster and easier sales.
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NEW! 1953 CATALOGUE NOW AVAILABLE

More than 1,000 NAME BRAND items beautifully illustrated.

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Send for your copy of catalog and confidential dealer's price list NOW!

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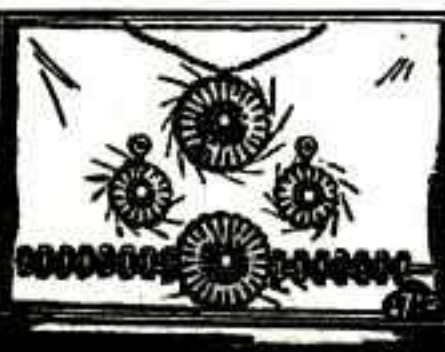
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Beautifully styled Necklace, Bracelet and Earring Sets with hand-pronged jeweled centers, 24K gold plate, 4 matching pieces in satin-lined velvet boxes. Special Introductory Offer—\$1.00 ea. in dozen lots. (Assorted styles.) This is not Job Lot Middle or Seconds. Available year round for steady business!

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and \$3.50 per dozen. Scatter Pins (Boxed)—\$3.50 per dozen. Adjustable Ladies' Rings (Boxed)—\$3.50 per dozen. Rhinestone Bracelets (Boxed)—\$4.00 per dozen. Men's Identification with Expansion Bands—\$4.50 Rhodium—\$4.50 Gold Plate. (Watch Type Display Box—\$1.00 per dozen EXTRA.) Locket Necklaces—\$5.50 per dozen. Necklace, Bracelet, Earring Sets—\$1.25 and \$1.50 ea. Pearl Necklace, Bracelet, Earring Sets—\$1.25 ea. Pearl Necklaces—1 strand, \$1.40 doz.; 2 strand, \$2.90 doz.; 3 strand, \$4.20 doz. 5-Piece Sets in Rhinestone and Gold Plate, \$3.25 and \$2.50 ea. 3-Piece Sets in Rhinestone and Rhodium—\$2.00 and \$2.75 ea. Rhinestones and Plain Crosses—\$4.00 and \$5.50 per doz. Watches and Watch Sets.

ALL SETS HANDSOMELY GIFT-BOXED! MANY OTHER PROFIT MAKING ITEMS. SEND FOR LATEST '53-'54 GIANT CATALOGUE!

PACKARD JEWELRY COMPANY, 220 FIFTH AVENUE NEW YORK, N. Y.

Rhinestone Ladies' Watch. Exquisite copies of \$400 diamond watches, hand-set rhinestones. Guaranteed. Retail tag of \$59.50. (Sample, \$12.95.) Lots of 3 \$11.95 ea. Cover Case Style, \$1 additional.

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Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63 JUST OFF THE PRESS—NEW CATALOG No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at prevailing prices plus 10% discount. Consult catalog. McBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

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NEW—FAST SELLERS for Men & Women—BIG Profit Everyone wants these beautiful copies. Set your own HUGE Profits. WRITE TODAY FREE CATALOG and details. Mds. for resale only. Unlimited possibilities! 90 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.99 per dozen up. Copies of expensive Diamond Jewelry. TITANIA GEM We sell only best quality stones—10K & 14K mt. DES MOINES RING CO. 1155 26th St. Des Moines 11, Iowa ATTENTION, JOBBERS There Are Big Profits in Decals when you deal direct with manufacturer! COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25c today for generous assortment of samples. IMPRINT ART PRODUCTS, Inc. 611 Manhattan Ave., Brooklyn 23, N. Y.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3, Calif. LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25c. Zeis Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

WANTED — DUAL LOOP-O-PLANE WITH footling trusses; best mechanical condition; state all. 23066 Ithaca, Oak Park, Mich. mh28

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

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ALL INSTRUMENTS FOR COMBO WORK Give full particulars; no drinkers. Write Leader, 941 Palace, St. Paul, Minn.

BILLING AGENT (MUST BE HUSTLER), Tent Workmen, Hibbit fiddle or electric guitar, tam, Animal Act, Juggler, Street and "Come-In" Clown. Slout Show, Vermontville, Mich.

COMMERCIAL MINDED MUSICIANS—Year round guarantee; good conditions; locations, one niter; state all. Buddy Bair 3211 Baker Circle, Columbus, Ga.

EXCEPTIONAL BASS PLAYER, DOUBLING trombone preferable, not essential. Play jazz, Latin, read, cut shows. Excellent pay-line proposition. Write air mail, postage 10¢, stating qualifications; enclose snapshot Orchestra now on South American tour. Cass Harrison Orchestra, El Panama Hotel, Panama, Republic of Panama.

EXPERIENCED MUSICIANS — ALL instruments; well established traveling orchestra; guaranteed salary; no hotel bills; live in ultra-modern land cruiser. Verne Byers Orchestra, 4551 S. Logan, Denver, Colo. mh28

MUSICIANS WANTED FOR ORGANIZED commercial dance orchestra working one-nighters and locations. If you are afraid of working, traveling or reading music don't bother me. I have troubles too. Have plenty of work; M.C.A. booking. Write Manager, Box C-288, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

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MAN—DESIRES POSITION AS MANAGER. Experienced, references or lease roller rink on percentage; option to buy. Box C-294, c/o Billboard, Cincinnati 22, Ohio.

BANDS & ORCHESTRAS

AT LIBERTY — FOUR PIECE WESTERN and Hibbitly Band; trick fiddle act; good singing. Want radio or good road show. Ten years' experience. Contact Clint Yazel, 4710 W. Edison Rd., South Bend, Ind. mh28

SIX-PIECE COMBO WANTS MIDWEST Summer resort location. Experienced, modern, danceable. State particulars. Leader, Box 228, Men's Quad., Bloomington, Ind. mh28

MISCELLANEOUS

EXPERIENCED NEWSPAPER REPORTER wants publicity clients in the amusement industry. Arthur G. Patterson, 800 West Lake St., Minneapolis 8, Minn. mh28

MAN—45, WELL EDUCATED, DUE TO bad breaks, unfortunately lost everything; in terrible circumstances; previously had own girl show, concessions on road. Will tackle anything reliable; anyone interested organizing Girl Show, please write. Michael Weintraub, care Billboard, 1564 Broadway, New York City.

MED. COMIC—B. F. STRAIGHTS, CHARACTERS, singer, dancer, drummer; sober, reliable; no turkeys. Charlie Elsworth, Gen. Del., Chickasha, Okla. mh28

TWO TATTOO ARTISTS WANT PERMANENT location. Man and wife, both do tattooing; very good flash. Percentage or straight rate. State all in first letter. Phone 70409. E. L. Peace, 1401 Amherst Ave., Portsmouth, Va. mh28

MUSICIANS

ACCORDIONIST — GOOD TECHNIQUE, wide experience concert, show, dance; also play piano, transpose, Harold Norwin, 610 W. 136 St., New York 31, N. Y. AU 3-0785.

A DEPENDABLE RINK ORGANIST THAT has what it takes; rhythm, tempos, dances, experience; available now. Box C-291, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—PIANO, SOLOVOX; SINGLE or small combo. All types of music, no vocals; reliable, experienced. Bill Rice, Wadena, Minn.

AT LIBERTY—DRUMMER. WILL GO ANYwhere; read anything on location from "Red Wing" to "The Song of India." Good outfit; no floater. Phone JO 26370. "Scotty" Scott, 2519 Congress St., S. E., Washington, D. C.

AVAILABLE IMMEDIATELY—2ND OR 3RD tenor, clarinet, violin. No lead or jazz. Read, write, dependable; location anywhere. Floyd Tenhoff, care Dale's Tourist, 321 W. 35th St., Savannah, Ga.

BASS—ELECTRIC GUITAR, LEAD AND rhythm; modern trio or good Western band; sing solo or parts. Musician, 420 East First St., Apt. A, Duluth, Minn. mh28

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WANT TO BUY—KIDS FLAT RIDES, SUCH as Autos, Pony Carts, Train or Whip; also kids aerial rides, such as Swings or Airplanes, regardless of make or condition. Write Thompson Bros., 2906 Fourth Ave., Altoona, Pa. mh28

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WANTED TO BUY—GRAB JOINT, BUILT on trailer, ready to use; state price and location. J. D. Whitaker, Pittsboro, N. C.

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ATTENTION—FIREMEN'S FAIRS, PARKS and fair committees; book your attraction early and secure the 3 Fearless Stars, world's highest contention trapeze act. For open time contact Jerry Martin, c/o Billboard office, Cincinnati 22, Ohio. mh28

OLD TIME BALLOON ASCENSION—1907 Airship display, 1910 Flying Machine. A. J. Hartman, 2127 Summer St., Burlington, Iowa. mh28

OUTSTANDING ENTERTAINMENT — Professor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Professor Wright, Casey, Ill. mh28

PRODUCING CLOWN AT LIBERTY AFTER May 5th with plenty to offer. Grandstand worker, parks, fairs, celebrations. Roy Barrett, Billboard, Chicago. mh28

SENSATIONAL HIGH ACTS—FOR YOUR Fairs, Parks, Celebrations, Carnivals, Drive-in Theaters. Contact Lee Slade, 2646 Park Avenue, Detroit, Mich. mh28

3 LIONS—ALL WORKERS, VERY GOOD routine; available for coming season. Box C-292, c/o Billboard, Cincinnati 22, Ohio.

VOCALISTS

GIRL SINGER—AGE 23, ATTRACTIVE; experience in small, large type combos, pictures; information on request. Wire or write immediately. Girl Vocalist, 106 E. Forrest St., Rome, Ga. mh28

TENOR FOR TRIOS, QUARTETS—VAUDEVILLE background; sings and reads parts; character and dialect. Charles Adams, Marshall St., Irvington, N. J. mh28

HOT NEW PREMIUM ITEM!

Lifetime Supreme WHIRLAWAY REEL and ROD

NO. 7188—A combination of the WHIRLAWAY REEL, 2-pc. finest quality Glass Rod, 50 yds. Mono-filament Line, Beaded Chain and Swivel Practice Plug. Length 6 1/2 ft. WHIRLAWAY REEL is a slip-cast type reel using the same principle as found in spinning reels. Foolproof construction, easy to adjust, the WHIRLAWAY REEL can be used for Spinning, Casting, Trolling and Fly Fishing. For right and left-handed castings. Unsurpassed for ease of cast. The most complete, all-purpose foolproof reel ever designed. Sturdily constructed, all parts precision-made with working parts enclosed and protected. Rod packed in plastic bag; Reel packed in display carton. LIST PRICE—\$29.95.

\$18.50 ea. \$17.95 3 or more

No. 3927 SNAKE BOW TIE \$2.25 Doz. \$23.50 Cr. Create a sensation with this attractive striped rayon silk bow tie with elastic neck band. Squeeze bulb at end of plastic tube which is attached and concealed in tie and rubber snake wiggles out of the folds of the tie.

No. 4995 BASHFUL MONKEY Doz. \$2.25 Gr. \$23.50 A new rubber latex novelty with plenty of action. Has realistic painted features; rubber bulb, hose and safety pin attachment. Squeeze rubber bulb and monkey comes to life. Overall length with legs and arms outstretched, 7 inches. 25% deposit, balance C.O.D.

Wisconsin De Luxe Co. 1902 N. Third St. Milwaukee, Wis.

jobbers Distributors Wholesalers Sub-Mfrs. ONLY Idents—Aluminum and Brass. Plaques for Ladies' and Men's Stretch Bands. Raw Brass or Polished and Plated. With or without Push Pins. Souvenirs, Novelty Jewelry. Sun Mfg. Co. 509 Nicholson, N. W. Washington, D. C.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Long Profit Carded Necessities to Stores. Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing \$r, 10¢ and up. Just out with new Aspirin and Comb pack. You and the merchant more than double your money. Also Layton's new 25¢ Ball Point Pen setting new records. Territory open. Regular or sideline. No experience needed. AA rated firm, in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today. WORLD'S PRODUCTS CO. Dept. 9-K Spencer, Indiana

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CARNIVAL JOBBERS!

SENSATIONALLY LOW PRICED
VENTRILOQUIST DUMMY



19" COWBOY DUMMY. Smartly dressed. Brightly colored, indiv. boxed. 2 doz. to master carton \$19.50 doz. in 6 doz. lots..... **\$18.00**

OTHER CARNIVAL NUMBERS

9" PLUSH SCOTTY. Asstd. colors \$6.50 doz. in gross lots... **\$6.00**
 30" WHITE POLAR BEAR. All white wooly material. Movable eyes, red tongue. Free Pliofilm bags. Dz. \$30. In six dozen lots **\$27.00**
 30" REAL FUR GRIZZLY BEAR. Solid seller \$30 doz. in 6 doz. lots **\$28.50**
 29" HIGH QUALITY PLUSH BEAR. Asstd. colors \$30 doz. in 6 doz. lots **\$27.00**
 16" HOODED DOLL. Plastic face. Rayon cloth material. Bright asstd. colors in cello bags. \$7.50 doz. in gross lots... **\$6.50**

**SAMPLE ASSORTMENT
17 PIECES FOR \$17.50**

1 doz. dolls, and 1 each of all the other sure sellers!

FOB N. Y. C. 25% dep., COD if not rated. To receive FREE Catalog & Closeout List you must state nature of your business.

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

Mdse. Topics

From All Around

Carl McCrillis is offering the Night Signal Mitt, which permits a motorist's hand signal to be visible for several hundred feet at night. There is an arrow on each side of the glove, which is made without a thumb, that glows from on-coming or lights from automobile following. Made by Protection Industries, the arrows contain 5,000 reflecting grains to the square inch. McCrillis says that the glove can be easily cleaned and that it will last for several years. Mitt is available for men or women.

Sunset Sales Corporation, manufacturer of the Mad Money Case, Slice-Aide, Tootsie Palette, Potato Rack, Shuffle-Aide, Rainbow Bells salt and pepper shakers and distributor of the Bun Berger Mold, has moved from 1001 North Vermont Avenue, Los Angeles, to 1660 North Hobart Boulevard, Hollywood. The firm believes the new location will expedite production, assembly, shipping, etc. Latest item introduced by Weill Specialty Company, Brooklyn, is the Little Red Riding Hood and Little Boy Blue shoe bags. The 15 by 16-inch children's shoe bags are made of durable, heavy plastic printed with Mother Goose characters. Each bag holds four pairs of shoes and is also handy for keeping socks, hairbrushes, etc. They retail for \$1.

Koh-I-Noor Pencil Company, Inc., Bloomsbury, N. J., has introduced what it claims is the first fountain pen for use with both regular and drawing inks. Referred to as the all new "technical" fountain pen, the Rapido-graph is a double-duty pen with a versatile pencil-like point that performs equally well in general writing, drawing, lettering, commercial art, making carbon copies, etc. The \$3 retailer has a piston-type filling device with visible ink supply. Its self-cleansing, non-corroding mechanism quickly purges the ink to be changed simply by filling with cold water. . . . Just "made" for spring or summer merchandising is a new line of products marketed by Rubicon, Inc., New York. The line includes Insect-O-Lite, an insecticide sprayer and lamp combination; Insect-O-Mist, insecticide spray in a plastic squeeze bottle; Ced-O-Lite and Pine-O-Lite, fire starters, and two miniature oil lamps. The products are offered demonstrators at low prices.

Bells Sales Company, Chicago, merchandise house, is using a midway set-up to sell its concession wares to committees from organization-sponsored carnivals in the Chicago area. Sid Lerman, head of the firm, has set up five booths in his establishment, each featuring its own type merchandise, which is sold on a package basis. The system has proven successful and simplifies the showing of merchandise, he said. The five booths feature clocks, radios appliances, sporting goods and children's toys.

Collenane Cosy Doll Company, Chicago, believes that in view of the 28 million people in this country of Catholic faith it has strong merchandise in its line of religious dolls. The line includes nun, priest, altar boy, Lady of Fatima, Infant of Prague and prayer dolls. Each doll is dressed in appropriate costume and made of the finest materials.

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



FOR REALLY BIG SALES AND PROFITS

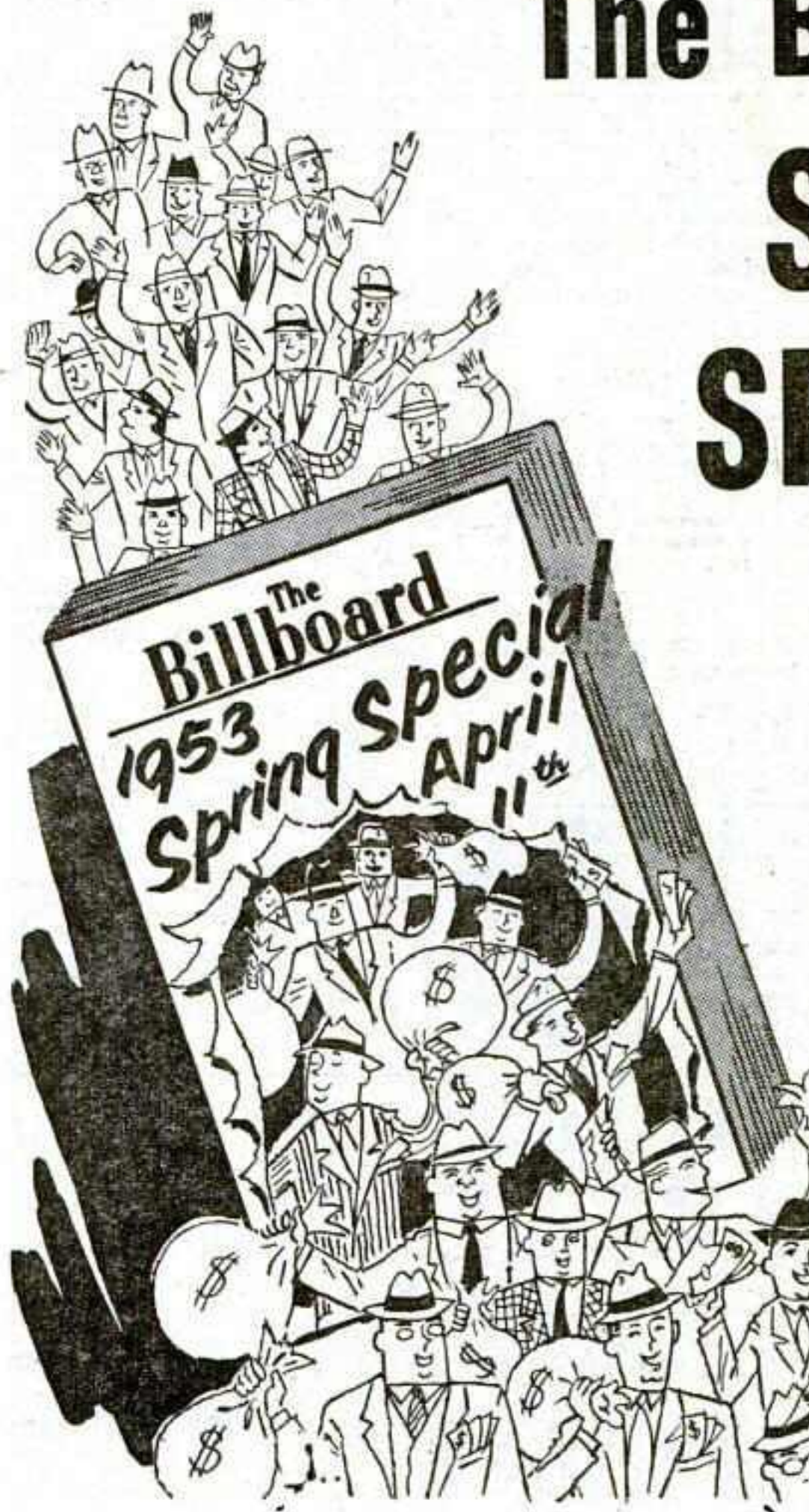
9 out of 10

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DISTRIBUTORS, JOBBERS AND SUPPLIERS

of every conceivable product, supply or service used by Outdoor Showbusiness will be using
BIG, HARD-HITTING ADS in



The Billboard SPRING SPECIAL



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Extra Readers
Extra Customers
Print order increased to 70,000 copies (8,000 more than any regular weekly issue of the Billboard).

GUARANTEED

No increase in rates
Despite extra copies, extra long-term sales power—regular weekly Billboard rates apply.

GUARANTEED

Extra Long-Term Sales Power with BIG features that readers will be using for months and months.

- ★ Complete DIRECTORY OF 1953 FAIR DATES
- ★ Big, New AMUSEMENT PARK LIST
- ★ RODEO DATES
- ★ DOG SHOW DATES
- ★ COMING EVENTS AND CELEBRATIONS and more than a dozen other features

REMEMBER THESE DATES



WRITE, WIRE OR PHONE

The Billboard

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2160 Patterson Street
DUnbar 6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILLINOIS
188 West Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Building
CHestnut 0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

with it since 1907
ENGRAVERS
NEW PRICES EFFECTIVE JULY 1, 1952

No. 100 Men's All Aluminum Idents **\$13.00 GR.**
 All Aluminum Idents Double Heart No. 107 **\$13.00 GR.**
 No. 14 All Aluminum Grab Bag Idents (Not Secondy) **\$7.50 GR.**

Send For New 1952 Catalog - Just off the Press
WE PAY POSTAGE ON ALL PREPAID ORDERS
(This does not include airmail)

"Originators of the All-Aluminum Idents"
MILLER CREATIONS 7739 Avalon Chicago
DAY & NIGHT SERVICE

• BANKRUPT • CLOSE OUT
• SURPLUS • JOB LOTS

Merchandise offerings for Salesmen • Retailers • Jobbers • M. O. Dealers—ONLY (Toys, Jewelry, Books, Raw Materials, Foods, Novelties, Machinery, etc.)
New confidential National Job Lot Bulletin sent you EVERY WEEK via FIRST-CLASS MAIL!

Only bulletin of its kind available listing HUNDREDS of eye-opening JOB LOTS including BRAND NAMES! Just one good Buy a month may mean HUNDREDS of dollars' Profit to you! Buy merchandise for resale at BELOW COST prices! Confidential bulletin COSTS YOU less than 40¢ weekly! Can be worth THOUSANDS to you! Trial 12 weeks, \$7.00; 6 months, \$12.50; 12 months, \$20.00. Check with order, please—money refunded in FULL if first issue doesn't please you.

TOWER PRESS, INC.
P. O. Box 571-TE Lynn, Mass.

THE PERFECT PITCH

The Improved Style **COMB BRUSH**

A proven money getter! Curls as it combs. Features two nylon or natural bristle brushes, which are removable for cleaning, and a durable plastic hair styling comb. Sells fast.

Regular Model \$40.00 Gr.
Deluxe Model 45.00 Gr.
Minimum order 1/2 Gr. Samples, \$1 Ea.
*U. S. Patent No. 2226318

THE COMBRUSH CO.
96 Warren St. New York City
Worth 2-3748

ATTENTION JOBBERS!
FOR BIGGER PROFITS
ORDER OUR No. 66
PIZZA HAT
"A Natural For
Summer Resorts and
Carnival Trade"

Write for samples & prices. Immediate delivery

SEGALL NOVELTY MFG. CO.
309-11-13 Arch Street
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BIG FLASH
OAK HYTEX
BALLOONS
Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
See your Jobber
OAK RUBBER CO.
RAVENNA, OHIO.

ANOTHER HIT MOVING FAST!
HOBBO BAR NOVELTY
12" high, beautifully hand painted. Made of durable rubber plastic. Sample—\$2.50 each, \$24.00 doz. With Swiss music: \$5.00 each, \$48.00 doz.
We manufacture 21 new Joker and Fun-Making Novelties—Send \$10.00 for assorted Samples—No C.O.D.'s. Jobbers: Write for Quantity Discounts and New Catalogue.
HAWAIIAN NUDDIE DOLL
Soft, flesh-like plastic rubber, life-like, over 7 1/2" high. Wiggles, shimmies, bumps and grinds. \$9 Dz. Without costume \$7.25 Dz. Sample—\$1.25, 3 for \$3.50.
PARISIAN ART PRODUCTS
141 Fulton St., Dept. 2
New York 38 N.Y.

HOT ITEM FOR JOBBERS!
PUZZLE SET
\$1.00 RETAIL
The DELUXE PUZZLE SET consists of 4 clever molded plastic puzzles, each in its own plastic box. Total retail price when puzzles are sold separately is \$1.39. Dealer's price \$7.50 per doz. sets, postpaid. Remit with order.
JOBBERS! WRITE FOR OUR OFFER!
131-B West 42 St.
D. ROBBINS & CO. New York 36, N.Y.

PITCHMEN, DON'T MISS THIS!
Clean up with RUS-TOV. Scientific Chemical keeps rust off tools and metals. Moisture rolls off RUS-TOV like water off a duck's back. Amazing demonstrations. No gimmicks needed. Big profits. Pitch and details free.
GOODWIN MANUFACTURING CO., Inc.
(Chemical Specialists)
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FREE! MONEY-MAKING CATALOG
BIG CASH PROFITS FOR YOU
Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!
STEPHEN PRODUCTS CO.
1947 Broadway, Dept. B, New York 23, N.Y.

Pipes for Pitchmen

By BILL BAKER

AL HARVEY and Doc M. J. Lockey are reported to have worked the stock sale in Sylvania, Ga., recently to plenty of long green.

R. KRESS . . . is making his headquarters in Bamberg, S. C. He reports seeing Chief Lone Fox and wife and Prairie Mae passing thru that city recently.

"I'M WORKING . . . the home show here and it's not so bad," letters Big Al Wilson from Miami. "We've had good weather and good crowds to work to. Had a visit from the champ of all workers, Madaline E. Ragan and Ray Herbers. Both are in tip-top shape. Jack Branscom is working auto polish and Mrs. Sol is purveying the egg whippers. Larry and Mary are here doing a good job with vases and parachutes. I met some West Coast pitchmen working the Southern States but didn't know any of them because they were newcomers. They have monkeys here at \$40 and they don't move, believe me. After I work the manufacturers' show, I plan to move into Woolworth's on combs. Let's have some pipes from Dave Rose, Glenn Hosberg, Red Gunn and Al Rice."

KID SMITH . . . is working in Chicago following a vacation in Florida.

RUTH ANTHONY . . . is reported to have scored with folding tables at the home show in Miami.

JOE McKENNA . . . well known to pitchfolk, is managing the F. W. Woolworth store in Albuquerque, N. M., and would like to read letters from friends in the business.

"I'M NOW . . . in my 11th and last week in Ward 3, Veterans' Administration Hospital," letters Harry Day from Roanoke, Va. "I underwent four operations and all turned out swell. I worked the stock sales in North Carolina until last Christmas and they were the best in years. I noticed, however, that med men were scarce. Where are they? I met Jack Wilson and that's all. Last year there were four and five med workers at every sale. Where is Frank Curry, Chief Thunder Cloud, Billie and Ethel Beam, Prairie Mae and Chief Lit-

tle Fox, Blackie Cummings, Preacher Munroe, Earl Whitaker and all the old gang? I ran into Sparks, sock purveyor of note, and Carload Sam and several of the merchandise boys. I plan to leave soon for Florida where I have a big picture deal, with a string of Southern theaters lined up. I can't see how I can miss. Where is George Lunsford? I see Country Boy Hawkins quite often. I worked a few clubs with magic last fall to good returns. How about piping in, Johnny Riech?"

Chi Biggies

Continued from page 51

possible the early construction of a suitable civic auditorium.

"The need for such an auditorium has long been recognized for the proper accommodation of civic, education, and fraternal assemblages of local, State, and national character as well as for the proper housing of industrial, commercial and educational exhibits," he said.

According to Chester A. Wilkins, executive director of the Chicago Convention Bureau, an opportunity exists to get financing from the fair and expositions fund in the State Treasury, which contains \$2,766,000. This fund was raised to finance a permanent fair here. The money comes from a 1 per cent tax on pari-mutuel wagering at horse race tracks.

Organizations represented included the American Legion, Veterans of Foreign Wars, Chicago and Cook County Federation of Women's Organizations, Chicago Retail Merchants' Association, Garden Club of Illinois, Illinois State Chamber of Commerce, Michigan Boulevard Association, North Michigan Avenue Association, State Street Council, West Central Association and several railroads.

Ringling Set

Continued from page 51

with the staging of the show. Some sponsoring groups apparently suffered severe losses, with the Poughkeepsie, N. Y., Legion reporting a loss of around \$5,000. According to many reports, the show kept many sponsors from being hurt financially by picking up the tabs when bad weather, or some other factor, affected the showings.

It is likely that a number of dates will again be sold outright, as in the past. The outright sales and their assured gross are always welcomed, and it is probable that the Big One will accept all that come its way.

Missouri Pageant

Continued from page 51

and civic groups in Jackson County.

Mayor Weatherford was named general chairman of the pageant organization and a 10-member board of directors was appointed to handle details of the affair, to be staged by the John B. Rodgers Producing Company, Fostoria, O. The pageant will cover the period of operation of Fort Osage, the first Indian trading post west of the Mississippi.

Tom Quicel, member of the Chamber of Commerce, who acted as temporary chairman of the organizational meeting, said he believes the entire event could be underwritten for \$10,000 by public subscription.

The Rodgers company will use local talent and supply 350 costumes, scenery, lighting and sound effects and professional assistance in promotion and direction of the project. The committee has set up a pageant script-writing contest, with cash prizes to be awarded first and second place winners, to be picked from school and adult groups. Bleachers will be erected to seat 2,500 persons. Prices will range from 50 cents to \$1.50 for seats.

Water Spec

Continued from page 51

booked back into that house for the Easter Show.

It is reported, tho unconfirmed, that the Dallas showing will be under canvas, with a flexible show time schedule so that as many presentations as are necessary to accommodate the crowds can be staged.

Palisades Interested

Irving Rosenthal, manager of Palisades (N. J.) Amusement Park, this week said that he was negotiating for one of the units to feature at his funspot.

With as many as four units available, it is believed that the brisk demand for dates can be met. Bookings are being handled in the East by the George A. Hamid & Son agency and in the West by the Barnes & Carruthers office.

Arthur Cantor, publicist for the water spectacle, said that the considerable attention paid to the device in print to date would undoubtedly be heightened by its presentation at Festival Gardens, London, as part of the Coronation show in June.

Arenas Active

Continued from page 51

operation when weather permitted, will also be open, as will Steeplechase Park.

In addition to outdoor attractions, the International Motor Sports Show will be running at Grand Central Palace, April 4-12.

Paper announcing the above attractions is liberally displayed thruout the city, and the colorful well-placed advertising is sure to have its effect on the public. Garnering a top spot of advertising advantage is Palisades Park, which now has a large banner strung across the middle of Broadway in the upper Times Square area, heralding the park opening and sports car show.

Waukon Centennial Set

WAUKON, Ia., March 21.—Allamakee County Fair Board members have under consideration plans for special programing in connection with the 1953 annual marking the 100th anniversary of county fair activities, said Lynn Probert, secretary. The first county fair association was organized June 7, 1853, and the first fair was held November 13 of that year. Successful fairs were held until outbreak of the Civil War, when activities were suspended. Records date back to reorganization of the fair association in 1868, when the present fairgrounds site was purchased.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

ALL ART SIGN CO.

179 N. Wells St., Dept. 43, Chicago 6, Ill.

ILLUSTRATED CARTOON BOOKLETS!
\$549, FELLOWS! BE THE LIFE OF A PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID
#1009 NO POSTAL C.O.D.'S
REGULAR SALES
210-BB Fifth Ave. New York 10, N. Y.

PITCHMEN: INTRODUCING



TOPPY the TOPPER, an amazing new patented rust proof aluminum bottle opener and resealer. Opens and reseals factory-tight all bottles using standard crown caps. Bottles resealed by TOPPY will maintain carbonation indefinitely, thereby eliminating the need for several capping devices now in use on carbonated beverages.

Tested and proven for the pitch on Shows, Carnivals and Department Stores.

Has real utility, not only in the home but also in the office, in cars, boats and for the hunter and fisherman. Simple to operate and can be demonstrated with ease by allowing the user to try before buying. Terrific close.

- Hot weather natural
- One minute demo is all that is necessary
- Good for a closer on the tie-in sale
- Attractively packaged for eye appeal
- Can become a staple, it's that good
- Approved by leading bottlers
- No gimmick needed, but must be demonstrated to sell
- Brand new. Immediate delivery
- Get on the band wagon. Send for all details. Can supply pitch

TOPPY Sales

902 20th Street, N.W.
Washington 6, D. C.

BIG NEWS ABOUT "LITTLE ATOM"

Completely redesigned for smarter appearance and greater safety! Shoots cartridges with a terrific "BANG"—from special firing exhaust instead of barrel end. PACKED 1 DZ. TO CARD. NO LESS SOLD.

JOBBERS, DISTRIBUTORS: Write, wire or phone for more complete information on the interesting profit and sales possibilities.

See how much money you can make with the "Little Atom" . . . \$18
Standard Model . . . \$12
Standard Model . . . \$12

G & S Mfg. Co. Dept. B
NASHVILLE 3, TENNESSEE

FISHING TACKLE OUTFITS

In Handsome Cellophane WINDOW SHADOW BOX Created by Fishermen For Fishermen

#30—Youth's Fresh Water	\$1.98
#31—Youth's Fresh Water	2.98
#32—Youth's Fresh Water	4.73
#40—Sportsman's Bait Casting	6.25
#41—Sportsman's Bait Casting	7.50
#42—Sportsman's Bait Casting	10.00
#70—Sportsman's Fly Rod	10.00
#50—Sportsman's Salt Water, River & Lake	10.75

1/3 Dep., Bal. C.O.D.
609-M Spring Garden St. Philadelphia 23, Pa. Lombard 3-2676

JAR TICKETS and PELLET PUNCH BOARDS

Fool Proof
Mfd. by
THE McNAMARA COMPANY
5731 W. Lake St. Chicago 44, Ill.

SALES BOARDS

Tickets, Jar Deals, Premiums Complete Line
SEND FOR PRICE LIST #83
RAKE COIN MACHINE EXCHANGE
809 Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

IT'S TERRIFIC!
Make EXTRA Sales . . . EXTRA Profit!
Hottest "Pitch" Of The Year
Brings Up To 400% Profit!
Personalize Any Item In 10 Seconds
With Sensational, New 23 Karat **Roll-O-Gold!**
Just write Your Name in Gold

23 KARAT ROLL-O-GOLD is the newest, hottest promotion in modern merchandising. Actual sales tests show this terrific deal can bring up to 400% profit, close up to 94% MORE SALES!

Easy to use . . . easy as writing your name. Takes just 10 seconds! You—or the buyer—simply write any signature, on practically any material, in beautiful 23-karat gold. That's real personalizing . . . and you make extra sales, extra profits on your merchandise!

Order Now at Lowest Wholesale!
A Roll-O-Gold — 1/2" Roll — 1,200 inches . . . \$5.00
1" Roll—1,200 inches \$9.00
B Wampum Money Clip Fold 18¢ ea.
C "Stick-Kit" comb, file case 19¢ ea.
D "Pixie" Coin-Key Purse, vinyl plastic 16¢ ea.
E Magic Billfold, novel trick item! 40¢ ea.

100'S MORE! MONEY BACK GUARANTEE! GET FREE CATALOG!

RUSH YOUR ORDER AT ONCE FOR NEW "ROLL-O-GOLD"! 100-ft. roll (1/2-inch width), \$5.00 per roll—1-inch width (100-ft. roll), \$9.00 per roll.

We ship open account to rated firms and we pay postage on prepaid orders. Unrated firms—25% deposit, bal. C.O.D.

CHARMS & CAIN
Dept. 88-3283
407 So. Dearborn St. Chicago 5, Ill.

WRITE FOR FREE SAMPLE!

HEARING CONTINUED

Amend Illinois Mfrs. Bill To Exclude Replay Pins

SPRINGFIELD, Ill., March 21.—An amendment exempting replay pinball and related skill amusement games from the manufacturing prohibitions of House Bill 184 highlighted the initial hearing on the measure in the State Capitol Wednesday (18). One of the surprising developments was the lack of opposition to the bill's over-all provisions.

As introduced by Representatives King and Peterson (see full text in The Billboard, March 21), HB 184 would prohibit "the manufacture or assembly of any

clock, joker, tape slot machine or any device upon which money is staked or hazarded or into which money is played or upon the action of which money or other valuable is staked, bet or hazarded."

Because of its general terminology, several manufacturers had expressed concern over the bill and many of them were represented by legal counsel. Among the trade figures in attendance were Dudley Ruttenberg, director of Coin Machine Institute's legislative division, and Jerry Haley,

Buckley Manufacturing Company official.

The amendment to HB 184 reads as follows:

"As used in this bill the phrase 'the manufacture or assembly of any clock, joker, tape, slot machine or any other device' shall not be construed to mean replay pinball type machines or other amusement devices."

The hearing was cut short before the committee had time to hear persons or groups opposing the bill. It will be resumed next week, the date to be announced Monday (23). During the Wednesday (18) session those speaking in favor of the bill included a representative of the Chicago Crime Commission, and a Southern Illinois clergyman.

When the hearings are resumed, it is expected that more opposition to the measure will be on hand in the form of representatives of manufacturers and dealers of a wide variety of coin machine equipment and also representatives of clubs. Should the bill pass in its present form it would mean the end of bell production in a State which now produces nearly all of this type of equipment in the United States.

Tannenbaum Re-Elected Head of N. Y. Coin Ops

NEW YORK, March 21.—In the only contested election at the annual meeting of the Associated Amusement Machine Operators of New York at the Henry Hudson Hotel Wednesday (18), Barnet Tannenbaum was re-elected president, edging Lou Rosenberg.

Other officers are Harry Ross, vice-president; Jack Semel, treasurer; William Parker, financial secretary; Wilbur Aaronson, secretary, and Ben Robbins, sergeant at arms.

Elected to the board of directors were Jerry Folkart, Phil

Greitzer, Sandy Warner, Louis Glatzer, Jack Kantor, Lucky Skolnick, Milton Green, Louis Rosenberg and Joe Kochansky.

Nearly 100 operators herad Ted Blatt, the group's counsel, outline the progress made by the organization during 1952. He pointed out that the collections are off slightly, the industry is being stabilized by operators holding on to their locations and strengthening their positions.

He cited the emergence of the Coin Operated Machine Employees Union as the only union in the area as an aid to that stabilization, and said that relations with the union have been cordial.

George Ponsler, executive secretary, invited members to drop in to the AAMONY headquarters at 46th Street whenever they had a problem that the association could help straighten out.

Part of the expenses were defrayed by Al Simon, while Dave Simon donated two United Six-Players to be auctioned off, the money to go to the association. Al Arnold, Empire Amusements, and Phil Grietzer, Filmac, were the high bidders.

NEW 6-PLAYER

Last-Minute Action Keys Chi Coin Game

CHICAGO, March 21.—Distributors of the Chicago Coin Machine Company this week started showings of the new six-player shuffle game 10th Frame Double Bowler, Ed Levin, sales manager announced.

Housed in an 8 by 2-foot cabinet with a hinged Formica playfield, 10th Frame Double Bowler has 20-30 scoring, easy to read dial scoring, flasher lights for strikes and spares and the railroad split play.

The new Chicago Coin game automatically doubles scores made in the fifth frame and offers a new play principle in the final frame. As in regulation bowling, players making a strike in the final frame get two additional shots and on a spare, one extra shot. However, in 10th Frame Double Bowler all last frame scores are automatically doubled. Thus a player making a strike in the final frame and following with two more strikes on his extra shots can rack up 180 points. Similarly, a player scoring a spare in the final frame and making a strike on the bonus shot would register 100 points.

As pointed out by Levin, the feature of the final frame action is to give players with an average score thru the previous nine frames, a chance to run up a good score in the 10th frame. He added that tests of the game in typical locations indicated it has had wide appeal with average as well as good players.

BOW SEA SKATE

Exhibit Regional Held in New York

NEW YORK, March 21.—Exhibit Supply, Chicago manufacturer of kiddie rides, held a preview of its new boat ride, Sea Skate, at a regional distributors meeting in the New Yorker Sunday (8). The initial showing of the kiddie unit was skedded for the American Toy Show which opened in the New Yorker Monday (9).

The preview meeting was conducted by Frank Meneuri, sales manager, and his assistant, Art Weinand. The key topics under discussions, following an explanation of the salient facts of Sea Skate, were location promotions, contacting new operators and a spring sales campaign. Distributors attending included Mike Munves, head of Mike Munves Corporation, New York; Jerry Golumbo, of J. J. Golumbo, Boston; Max Brown, Philadelphia Coin Machine Exchange, Philadelphia, and Morris Silverberg, Eastern Vending Sales, Baltimore.

The Sea Skate simulates a speedy boat ride and has ex-

ceptional easy maneuvering controls which permit youngsters to angle the boat from one side to the other. It is painted red, white and blue, features air blasts, flasher lights and variable speed controls. It is mounted on a light blue base. Other types of rides in production at Exhibit Supply include horses, rocket planes, rabbits, bulls, and reindeer.

Gottlieb Ships Quintette, New In-Line, 5-Ball

CHICAGO, March 21.—Quintette, a new five ball game featuring five in-line drop thru trap holes, was shipped this week by D. Gottlieb & Company.

Among the key plays of Quintette are its 1-6 bumper rotation sequence which lights side contacts alternately for replays; a spot feature which lights up from one to three holes at the start of a game and a four letter non-rotation sequence which lights rollovers for replays.

The lighting of all five trap holes scores a replay and sets up additional replays for additional balls put in play. Since a player can start a game with three holes illuminated, it is possible to make several replays on the first few balls.

Bally, United Name Lieberman Distrib

Also Appointed AMI Rep for Wide Midwest Area Thru Paster Deal

MINNEAPOLIS, March 21.—The Lieberman Music Company took form this week as one of the most comprehensive distributing organizations in the trade when it was appointed factory representative of the Bally Manufacturing Company and United Manufacturing Company. Last week when Lieberman Music purchased the Paster Distributing Company of St. Paul, it acquired the distribution rights to AMI music machine lines. It has been

interesting history. Hy Greenstein had been a distributor since 1932. In 1940 he merged with Jonas Bessler, who then headed Amusement Games, Inc. This combination remained intact thru January, 1948, when Bessler dropped out. In August, 1948, Bessler joined the Lieberman organization. When Bessler died suddenly last summer he was Lieberman's sales manager.

The Lieberman staff is made up of Louis Rubin, sales manager; Sam Seigel, office manager; Sidney Levin, parts manager; Lester Rogstad and Norton Lieberman, salesmen; Junie Jangas, Edward Lohnes and Walter Jones, shop department and Leo Duske, refinishing. Art Stralow, head mechanic, was retained from the Paster organization.

Lieberman was in Chicago Monday thru Wednesday (16-18) ironing out the final details on the Bally and United Lines and also conferring with executives of Williams, Chicago Coin, Exhibit Supply.



HAROLD LIEBERMAN

representing Chicago Coin, Exhibit Supply, Gottlieb and Williams for several years.

The Lieberman firm will service Bally operators in Minnesota, North and South Dakota, Iowa and Nebraska. Its united coverage includes Minnesota and the Dakotas. The AMI distributorship is for Minnesota, Iowa, Dakotas, Nebraska and parts of Wisconsin and Wyoming.

Harold Lieberman, head of the firm, has been in the trade since his boyhood. His 35 years' experience dates back to the time when his late father, Sam Lieberman, organized the Twin City Novelty Company, an operating firm. Harold became a distributor in the mid 1940's when he purchased the Acme Novelty Company from Ted Bush, now a distributor in Florida.

Lieberman Background

The Lieberman Music Company came into being as a trade name when Harold was appointed Wurlitzer distributor in June, 1948. At the time he also had the Chicago Coin and Exhibit Supply lines. On October 16, 1950, the Lieberman firm was merged with Hy-G Music Company, headed by Hy Greenstein. With that deal the Lieberman firm moved from its headquarters at Hennepin and 12th streets to its present quarters at 257 Plymouth Avenue, North. The merged firms retained the Lieberman name with Harold Lieberman as sole owner. Greenstein retired at the end of 1950.

The Hy-G firm also had an

Asks Pinball Study

ST. JOHN, N. B., March 21.—J. D. MacCallum, a member of the city council here has requested a report from the city clerk and executive director of the city on the presence of numerous pinball machines in stores of various kinds, pool and billiard rooms, bowling alleys and beverage places. He said he understood a delegation would soon be appearing before the council to protest the operation of the machines.

CAN YOU TOP THIS COVERAGE?

MINNEAPOLIS, March 21.—When Harold Lieberman acquired the AMI, Bally and United lines in the past two weeks, the Lieberman Music Company virtually became a one stop for operators in this and some surrounding States. Following is the line-up for Lieberman's various factory distributorships:

AMI — Minnesota, North and South Dakota, Iowa, Nebraska and portions of Wisconsin and Wyoming.

Bally — Minnesota, North and South Dakota, Iowa, Nebraska.

Chicago Coin — Minnesota, North and South Dakota. Exhibit Supply — Minnesota, North and South Dakota.

Gottlieb — Minnesota, North and South Dakota.

Williams — Minnesota, North and South Dakota.

United — Minnesota, North and South Dakota.

Big League Role Pleases Milw. Ops, Patrons

MILWAUKEE, March 21.—The designation of Milwaukee as a big league baseball town and the new home of the Braves has this whole town buzzing and bulging with pride. Talking about baseball is now the main pastime of practically every Beer City resident.

Aside from the strictly sports interest which coinmen have in the team switch, most of them agree that it should give Milwaukee a welcome spot in the arm, amusement industry-wise. Daily influx of many transient ball fans should promote activities in bars, restaurants and other locations where coin-operated devices are spotted.

NEXT WEEK: THE 1953 SURVEY OF OPERATORS

CHICAGO, March 21.—How long has the average coin machine operator been in business?

When he started operating, what type of equipment did he buy? What type of equipment does he have today? Is he more likely to classify himself as a juke box, games or vending machine operator?

Starting next week, The Billboard will publish the results of its 1953 Survey of Coin Machine Operators based on questionnaires sent to 3,000 coin machine companies in all parts of the country.

The survey reveals some surprising facts about the average operator. Don't miss the first installment on this page next week.

Calendar for Coinmen

- March 23—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- March 25—National Automatic Merchandising Association area meeting, Sheraton-Gibson Hotel, Cincinnati.
- April 9—Music Operators of Northern Illinois, monthly meeting place to be announced.
- April 13—National Automatic Merchandising Association area meeting, covering Region III (Delaware, Maryland, Virginia, Washington), Mayflower Hotel, Washington.
- April 14—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- April 20—Westchester Operators' Guild, Inc., American Legion Hall, White Plains, N. Y.

SAFE BUSINESS

Golumbo Eyes Rosy N. E. Ride Future

By GUY LIVINGSTON
BOSTON, March 21—A bright future for kiddie rides in New England was predicted by Jerry Golumbo, owner of the J. J. Golumbo distributing firm here.

Golumbo started his kiddie ride business last November and is expanding rapidly. Formerly a

special representative of the J. P. Seeburg Corporation, he traveled the entire country setting up part of its distributor organization. In 1940, he accepted a similar position with Rock-Ola, traveling mainly in the East. In 1945, he organized his own company and distributes the Rock-Ola line and also has the exclusive distribution of the Andrea Television Products in New England.

To round out his sales picture, Golumbo added Exhibit kiddie rides and opened up new avenues of sales. Golumbo sells rides to those persons "who want to get into a good safe business." They are given protected territory and helped with advice on operational problems.

"It is big business," Golumbo said. "No advertising for kiddie ride operators is necessary. Contacts come thru banks and business firms and the many people in the six-State region interested in a good, safe business investment.

"We will not sell kiddie rides to operators of other coin machines. We restrict it to those

(Continued on page 91)

Mars Displays At NATD Show


ATLANTIC CITY, March 21.—Judged by the excellent response of supermarket and department store heads visiting the Mars Manufacturing Company booth at the National Association of Tobacco Distributors convention, several ride manufacturers will be on hand at next year's confab.

Mars, of Linden, N.J., showed its Surf-Jet unit and was represented by Sid Mittleman.

HORSE PROVES AUTO NEMESIS

DETROIT, March 21.—A Big Bronco ride came out ahead in the latest round of the automobile and the horse. One Benjamin Skowronski drove into showroom of the Brilliant Music Company, Detroit coin machine operating-distributing firm, at what police estimated to be a 45-mile-per-hour clip. The driver made an attempt to back out and maneuvered into a position that the Broncho blocked the car.

Damage to the store, including structure, several juke boxes, and other equipment, was estimated at \$10,000.



The COW PONY
"TOPS THEM ALL"
in POPULARITY PERFORMANCE PROFIT

OUTSTANDING FEATURES

Life-Like Western Pony	No Belts or Pulleys
Real All-Leather Western Saddle	Sealed in Bronze
True-to-Life Action	Worm Gear Operating Mechanism
Smooth, Quiet Operation	Retractable Casters
Precision-Built Throughout	Easy to Mount
All Metal Construction	Overall height from floor to saddle seat 38"
Solid Cast Aluminum Horse	All electrical parts and wire UL approved
National Coin Reflector	Unconditionally Guaranteed

H. E. EWART CO.
Manufacturer
707 E. Greenleaf Compton, Calif.
NEW 1-0808: NEV 6-1976

EXPANSION AHEAD?

Toy Fair Indicates Ride Location Market Untapped

NEW YORK, March 21.—Representatives of the four companies which displayed kiddie rides at the 10-day American Toy Fair, which closed at the McAlpin and New Yorker hotels Wednesday (18), came away convinced that the potential of locations has hardly been scratched. Ride manufacturers exhibiting were Bally, Conat, Exhibit Supply and Meteor. Over 12,000 buyers attended the fair.

The many of the executives of chain and variety stores visiting the ride booths seemed to be well acquainted with the rides as a traffic builder and a source of

added income at no investment, the factory representatives were kept busy pointing out the high points of the ride industry to heads of independent firms. Another key development was that many of the chain executives were interested in plans for setting up separate kiddie areas.

Jack Nelson, general sales manager, who headed the Bally delegation, stated that he was pleased with the large number of chain representatives who were interested in adding a second ride to their already established horse projects. He felt it indicated the growing solidarity of the ride business. Ben Becker and Reed Van Patten also represented the Bally display which consisted of The Chmpanion (horse) and Space Ship.

stated that for the next 9) days output had been accounted for.

Frank Mencuri and Art Weinand, Exhibit Supply, were much impressed with the heavy volume of inquiries. The Exhibit Supply display included Space Patrol, Pete the Rabbit, Space Gun, Roy Rogers' Trigger, Rawhide, Ferdy the Bull.

Al Blendow, Meteor sales manager, found leads for operators of his firm's equipment at a high level thruout the show. He stated that from interest germinated by the Toy Fair Meteor would probably have to step up its production considerably.

(Continued on page 91)

THIS RIDE IS REAL McCOY

NEW YORK, March 21.—A kiddie ride, without a coin chute, but sure to attract the moppets, is the full size cab of a Chesapeake & Ohio locomotive currently located at Saks-34th Street Store. The whistle toots, the bell rings and the kiddies can let out the throttle and watch the mountain scenery rush by as they pass trains and round the curves. But operators need fear no great competition, as the no-cost ride is sponsored by the railroad in co-operation with the New York Cancer Committee.

Cohn View

Nat Cohn, president of Conat Sales, claimed he was surprised to find that 60 per cent of the retail store officials visiting the Conat display believed that the only way a location could get a ride was to buy one. He also stated that the same high percentage were completely unfamiliar with operators who not only installed rides without cost but even serviced the units and paid a location commission. He said that as a result of the Toy Fair some 300 of his machines would soon be placed in various sections of the country. Conat is now in production and Cohn

Hike Output On Exhibit Space Guns

CHICAGO, March 21.—Exhibit Supply has stepped up its production on Space Gun, Frank Mencuri, sales manager announced Friday (20).

Designed specifically for the kiddie ride trade, Space Gun has gradually built up in popularity in typical chain and variety store locations, Mencuri explained, and its earning power is rivaling that of rides. In general the

(Continued on page 91)



METEOR

SMASH HIT OF THE TOY SHOW IN NEW YORK!

Sensational spontaneous and unsolicited publicity in every leading New York newspaper and every Metropolitan TV channel proves the outstanding appeal of the great Meteor Line of Kiddie Rides . . .

METEOR FLYING SAUCER!

METEOR ROCKET!

METEOR P-T BOAT!

METEOR PONY BOY!

ACT NOW!!!

SIGNED LOCATION CONTRACTS AVAILABLE FOR IMMEDIATE INSTALLATIONS

As a direct result of the tremendous headline recognition of Meteor Rides at the Toy Show we have in hand hundreds of signed contracts with choice locations all over the country!



METEOR FLYING SAUCER

the latest ride to capture the imagination of the "small fry," continues Meteor's reputation for original, imaginative, profitable rides. It's the only kiddie ride made with this new, sensational 3-way ride movement. Children clamor to ride again and again.

Location earnings soar with METEOR FLYING SAUCER. RUGGED—ATTRACTIVE—SAFE. Easily portable—top readily lifts off for delivery through narrow doorways.

OPERATORS-DISTRIBUTORS

Write, phone or wire for these hot leads TODAY!

METEOR MACHINE CORP.

319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756

EXHIBIT'S Atomic Action SPACE GUN

Designed especially for Kiddie Ride Locations and is not to be confused with previous games of this type.

You will be amazed with the collections and cost of this machine.

Write EXHIBIT SUPPLY

4218 W. Lake St. Chicago 24, Ill. Established 1901

WURLITZER TO UNVEIL TWO LOW-PRICED BOXES

48-Selection Phonos; One Plays 45's, Other Also 78's

NORTH TONAWANDA, N. Y., March 21.—Two new Wurlitzer phonographs make their bow next week (23-27) during open house showings by Wurlitzer distributors across the country. The new models, 1600 and 1650, are identical in appearance. Both carry a list price of \$849.50 f.o.b. These are in addition to the present line and will not replace any other models. Announcement of the details of the new phonograph models was made by Bob Bear, sales manager

of the phonograph department. The difference between the models is one of design of the record changer chassis. The 1600 is a 48-selection, 24-record mechanism which plays either 10-inch 78 r.p.m. records or 7-inch 45 r.p.m. disks. This is accomplished by the installation of an idler wheel to regulate the turntable speed and an adjustment for the landing position of the tone arms. Spacer disks are used in the trays when 45 r.p.m. records are played.

The 1650 uses a more compact chassis having smaller, deep-indent trays and plays 7-inch 45 r.p.m. records exclusively. It was pointed out that this model was produced solely as a compact unit which reproduces the full tonal range of the new microgroove records. The cabinet is French Provincial design. The full picture-window dome is enclosed in a single piece curved glass panel, which sweeps from the selector up and over to the back of the phonograph. Full use of color is (Continued on page 84)

Second Hit Fete Set for April 11

Cleveland Ready to Give Industry's Biggest Single Promotion to Winner

CLEVELAND, March 21.—Jack Cohen, president of the Ohio State Phonograph Owners' Association, announced Cleveland will hold its second Hit Tune Party at 2 p.m. Saturday, April 11. There is a possibility that it will be televised. The Cleveland Press again will co-sponsor the event which has been termed the greatest single promotion in the juke box industry. Saturday was chosen because of the length of the last affair which continued till after 6 p.m. The association felt that "it just wasn't right for the kids to stay out that long, especially since they must attend school the following day." As usual, a number of recording stars will appear with

Dorothy Shay and the Ames Brothers already having accepted bids to attend. Approximately 20 recording artists appeared at the last show. **Big April Push** The big promotional push on the winner of the April Hit Tune Party will get under way April 1, when the Cleveland Press will carry stories on Tony Bennett who ran off with first place honors in March with his Columbia recording of "No One Will Ever Know." At the same time, a double truck ad will be run in the Press with the Ohio State Phonograph Owners' Association taking a half page and the rest being split up among record dealers of Cleveland. (Continued on page 84)

Peoria Hike to Dime Play To Be Complete in a Week

PEORIA, Ill., March 21.—Les Montooth, president of the Central States Music Guild here, announced that more than one-half of Peoria had already been converted to dime play and that a 100 per cent change would be effected in another week or so. Montooth said operators had met little resistance from location owners because of the manner in which they approached the situation. Although there are only a few home-owned machines on location in Peoria, it was noted that even these machines were going along with the change. Les said, "The operators are behind the change 100 per cent. They realized that it would be a selling job and that's just the way it was handled. Rather than going in cold and telling the location it would just have to be done, the operators are going in and selling them on the change. In tough cases, which were few, we told them it was either go to dime play or go back to a commission schedule. That usually did the trick. In many cases I have gone into locations of other operators, with their consent, and explained to the location owner that we were helping them as well as ourselves by going to a dime."

The change in Peoria was being carried out on an area basis. A main street and the two blocks either side of it were changed over. "In that way," said Montooth, "We eliminated gripes from locations next door to one another. The only exception to this is when a location has two spots, we change both of them over at once so that his customers can't complain of different prices in two places." The Guild made spot checks of some of the locations that were first to switch and results showed encouraging increases in revenue.

Artists to Appear At Coven Showing

CHICAGO, March 21.—Name recording artists are scheduled to make appearances at the showing of the new Wurlitzer models by Coven Distributors in conjunction with Wurlitzer Week, March 23-27, Ben Coven announced. Tentatively set to make appearances are Joni James, Ralph Marterie, Homer and Jethroe, and Harry Belafont. Refreshments will be served and pictures of the operators and the stars will be taken with a Polaroid Land Camera. Coven will be open Wednesday and Friday evenings during the showing.

Miami Juke Business Grows Stable and Sound

Year-Round Season Boon to Ops; May Go to Dime Play in Spring

(This is the sixth in a series of articles presenting a brief current roundup of the juke box business of the nation's major market areas.) By AL DENNY MIAMI, March 17.—Music box operators in the Greater Miami area can look back to a year and a half of solid accomplishments which have placed the local industry on a sound, stable basis. Business is good, minimum guarantees have been achieved, and there is less rivalry and more co-operation than at any time in the memory of veteran coinmen here. This is due largely to the growth and influence of the Amusement Machine Operators' Association which came into being in August, 1951, and since then has spread its wings to achieve phenomenal results through old-fashioned co-operation and

Top Tune New Florida Dist.

MIAMI, March 21.—Top Tune Record Distributors, headed by Vincent Klobe, made its debut here last week as a distributor of rhythm and blues, spiritual and hillbilly records in the State. The company has taken on the Specialty, Imperial, States and Jubilee labels as a starter and expects to add additional lines in the coming months. Klobe, formerly road salesman for Pan American Distributing Company, is traveling the State contacting juke box operators and record dealers. Secretary and bookkeeper is Betty Klein, who has also had considerable experience in the record field. Top Tune's headquarters are at 3201 N.W. Seventh Avenue.

Rock-Ola Sets New St. Louis Distributor

CHICAGO, March 21.—J. R. Bacon, executive vice-president of the Rock-Ola Manufacturing Corporation, announced, effective April 1, the appointment of the J. Rosenfeld Company, 3218 Olive Street, St. Louis, as the sales and service outlet for Rock-Ola products in that area. The St. Louis territory includes Southern Illinois and Eastern Missouri. The firm is owned and operated by Jack Rosenfeld, a veteran in the coin machine field. He has been in the industry as an operator and distributor since 1931. In addition to handling (Continued on page 84)

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: **MAJORS PRESS INDIE HITS.** The major diskeries may not get all the hits but they manage to press the hits whether on their own or some independent label (Music department). **VOX READIES EP.** Vox Records is readying for early release its first batch of Extended Play disks (Music department). **"HAPPY" HIT MILLION.** "Oh, Happy Day" has turned out to be a very substantial hit, with 1,000,000 records sold (Music department). **PUBBERS FIND IT HARDER TO GET POPS RECORDED.** The music publishing business has taken a turn toward keener rivalry in its daily efforts to get pop tunes published (Music department). And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Oregon Operators Find Programing Builds New Sales

Results Show Improved Play Worth the Extra Effort, Expense

PORTLAND, Ore., March 21.—Alert juke box operators in the Portland area are building sales thru proper use of programing principles. A check of operators and location owners this week found them enthusiastic in developing proper group selections. In common with many refinements of operation, however, the practice must be applied with care to justify the additional attention and expense involved. Considerable missionary work, too, often is necessary among location owners, it was pointed out.

The practice seeks to recognize the variety of music tastes among customers and to make available the types of disks sought mostly. Thus the selection board is grouped "Hits," "Western," "Waltzes and Polkas" and "Old Favorites," to name a few possibilities. The first trick, of course, lies in discerning the preponderant groups patronizing a location and establishing their music tastes. Merely theoretical classifications, one operator points out, is to defeat the purpose of programing. This machine owner (Continued on page 84)

Wurlitzer Names Davidson District Sales Manager

NORTH TONAWANDA, N. Y., March 21.—Bert B. Davidson, an active figure in the coin machine industry for many years, has been appointed midwest district sales manager by the Rudolph Wurlitzer Company. The announcement, made by Robert H. Bear, sales manager for Wurlitzer phonographs indicated that Bert would make his headquarters in Chicago. Bear said, "Bert Davidson needs introduction to few, if any, people in the coin machine industry. He has been actively associated with it for the past 20 years and we are pleased to be able to take advantage of his experience by appointing him to this new post." Following his appointment, Davidson went to New Orleans with other Wurlitzer personnel to join with the distributors in

an annual get-together which viewed a new 48-selection phonograph to be produced in '53. Bert attended the University of



BERT B. DAVIDSON

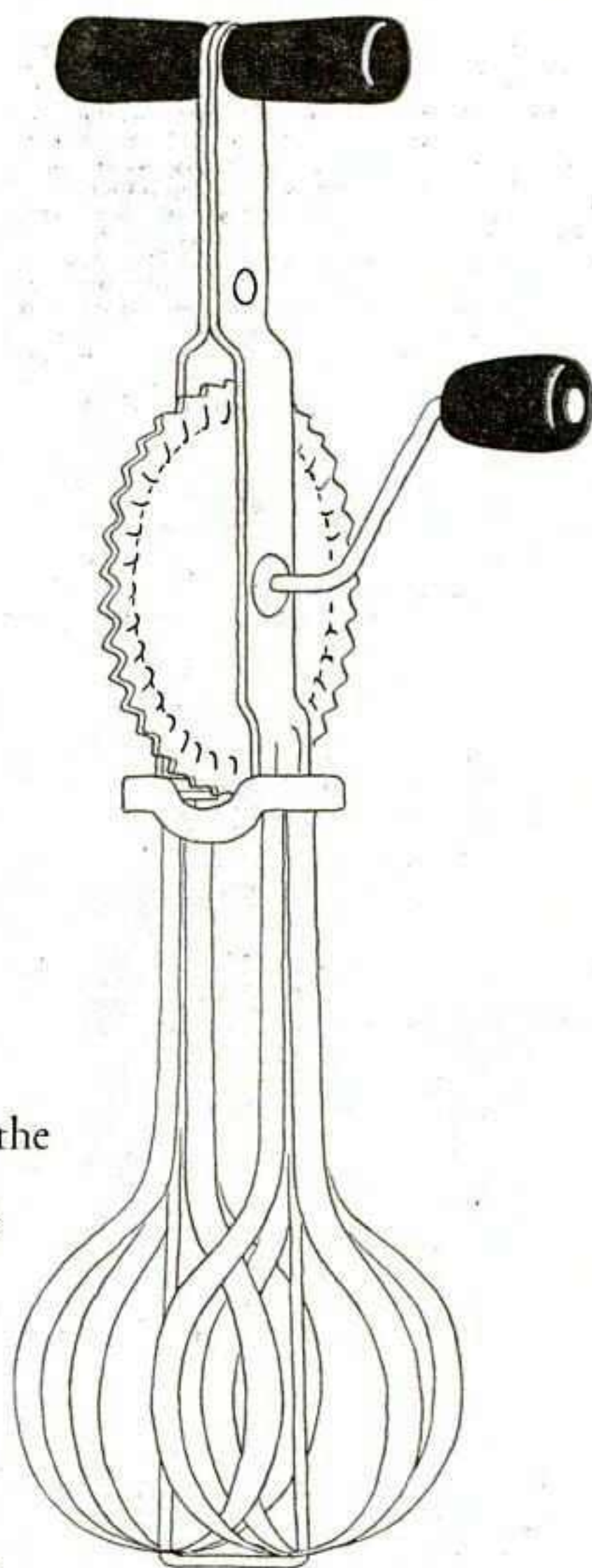
Illinois, Cornell University, and took a post-graduate course at Northwestern University's School of Business Administration in Marketing Research and Advertising. The appointment of Davidson, who resides at 5200 Blackstone Avenue, Chicago, marks the fourth addition to Wurlitzer's sales staff in the past few months. His most recent position was regional manager for Permo, Inc. Previous additions were Gary Sinclair, West Coast; Max R. Waters, East Coast, and James H. Crosby, Southwest.

Police Chief Urges 1 A.M. Juke Curfew

HARTFORD, Conn., March 21.—Police Chief Arthur G. Wall of suburban Windsor, Conn., has recommended passage of an ordinance which would prohibit playing of juke boxes after 1 a.m. He said that when places in Hartford close down, young people go to Windsor and that several disturbances have resulted from such gatherings. He added that similar ordinances are in effect in other communities bordering Windsor.

earlier decision in favor of two plays for a dime, six for a quarter was shelved for the time being. **Blatt's Views** AMOA president Willie Blatt recently attended an executive committee meeting of the Music Operators of America in Chicago to obtain information on how dime play was faring in the cities which have tried it. He came away convinced that to be successful, dime play must be undertaken only on the basis of co-operation among the operators—or not at all. Otherwise, he predicted, the changeover not only was doomed to fail but it would also do harm to local music routes. Location owners sounded out by operators on the possible switch to dime play revealed one general answer: It's okay programing (Continued on page 84)

the principle of "live and let live." The AMOA points to nearly 100 per cent membership among the area's music men and looks confidently to the future. Right now the association is debating the question of raising the price per play, and as a matter of fact has been engaged in such discussions for the past eight weeks. Many of the operators favor dime play, three for a quarter; others want to take a more gradual approach by first trying two plays for a dime, six for a quarter. The issue is stalemated at the moment but a decision may come this spring. A few weeks ago it looked like the proponents of two plays for a dime had won their point when the membership by majority vote decided in favor of it. But in the days following, a fresh outburst of enthusiasm for dime play manifested itself and the



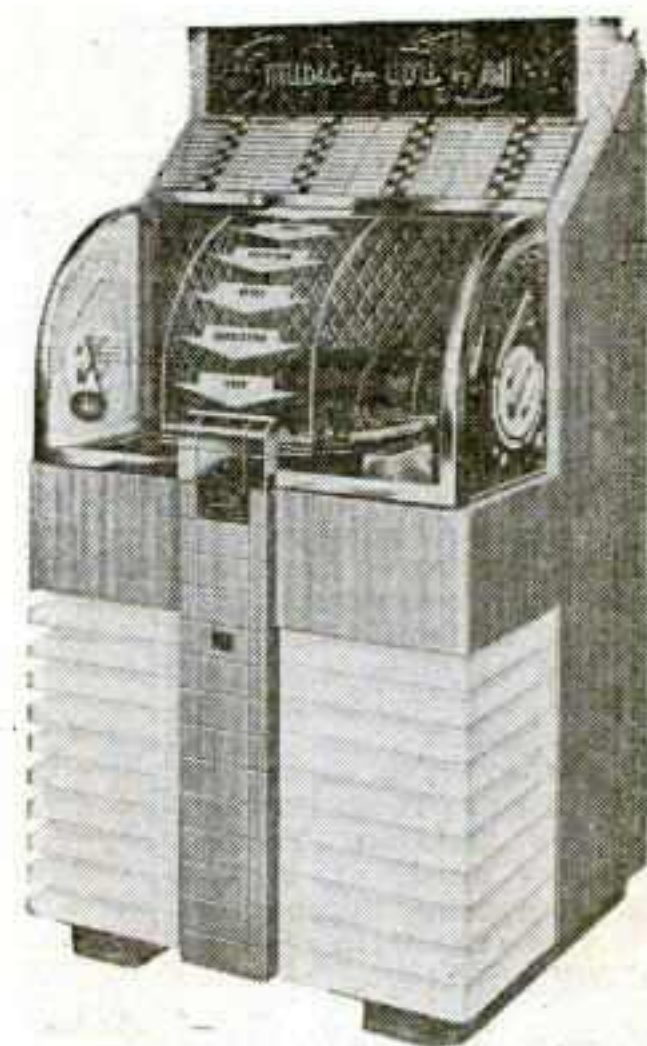
*good
mixer*

The forward-looking operator knows the importance of being a good mixer. He has a keen interest, of course, in the people and places that contribute to his business success. But, more than that, you find him taking part in civic affairs, in movements that better his community. Mixing in with church and service-club activities of every kind makes friends for the music business—and for the operator and his family as well.

Model "D" is a good mixer, too; at home in every kind of a location, well-liked by every type of patron!

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



THE "D" IS AVAILABLE IN 80 AND 40 SELECTION MODELS, BLOND OR MAHOGANY CABINETS

Coinmen You Know

Chicago

Recent visitors at the Rock-Ola plant were **Joe Brilliant**, of the Brilliant Music Company, Detroit, **Jack Mulligan**, and **Terry Thomas**, of the Dixon Distributing Corporation, Youngstown, O. . . **Clint Pierce**, vice-president of the Music Operators of America, is serving his 12th year as mayor of Brodhead, Wis. . . Two operators flew to Chicago in their own planes to attend the MOA meet. They were **Hirsh de La Viez** of Washington, D. C., and **Les Montooth** of Peoria.

Jack Kelner, Kelner Vendors, is currently enjoying a vacation cruising thru warmer climes. **Pat Corona**, his able secretary, reports he will be back about March 23. Pat adds that visitors to Kelner headquarters will miss a tail-waggin' friend in the future; her Scotty, who was a fixture in the office, died. Among the visitor ranks the past week were **Satisfied Vending partners Glen Workintie and Ed Prentz**, Bensenville, Ill., who operate candy and cigarette equipment.

Sam Wolberg, Chicago Coin Machine Company executive, is in Palm Beach on a vacation. His partner, **Sam Gensburg** has just returned from the resort area. **Ed Levin**, sales manager, finds business moving along at a fast pace and Name Bowlers drawing repeat orders. . . **Lou Casola**, Rockford, Ill., and his family are in Hot Springs on a deferred vacation. He originally planned to visit Southern California.

Visitors at United Manufacturing Company recently included **John Bilotta**, Newark, N. Y., **Phil Mills**, Century Music, Buffalo, and **Fletcher A. Blalock**, of F.A.B. Distributing, which has offices in New Orleans, Atlanta and Birmingham. . . **Paul Eckstein**, Lion TV executive, played host to several trade visitors at the plant this week.

Avron Gensberg, of Genco, is back from a vacation in Miami. Meanwhile, his partner, **Sam Lewis**, reports production increasing on the Gold Nugget game.

Mr. and Mrs. Sam Schnayer, Circle R Distributors, became the parents of a girl, **Jo Ann Lynn**, Thursday night. Circle R handles Victor Vendors. . . **Harry Katz**, Coin-O executive, is working on a promotion of his baseball pitching units. . . **Dudley Ruttenberg**, CMI legal counsel, will attend the anti-manufacturing bill hearing in Springfield Wednesday (18).

There was lots of action at United Manufacturing Company this week. In addition to introducing two new games the firm had a host of visitors. Among them were **Herman Paster**, Mayflower Distributing, St. Paul; **Irv Weiler** and **Carl Hoelzel**, Uni-Con Distributing, Kansas City Mo.; **Tony Koupal**, **Charles Kagel** and **Bob Bernstein**, St. Louis, and **Barney Sugarman**, Runyon Sales, New York.

Over at Chicago Coin, **Ed Levin**, sales manager, was busy handling repeat rush orders on the Name Bowler game. The firm's shuffle game business has increased steadily the past few months. . . **Herb Perkins**, Purveyor Shuffleboard head, expects to resume his trip thru most of South America soon. He had to make a quick plane trip back to catch up on some urgent business. . . **Paul Huebsch**, Keeney sales manager, reports sales on the Team Bowler brisk. . . **Joe Calderon**, Trans-World Trading president, is receiving an increasing number of game requests from South America.

New York

Joe La Motta, local operator and fight manager, is back from his Florida vacation. . . **Issy Getlan**, owner of the Adventurers' Arcade, Yonkers, visited 10th Avenue to pick up new equipment for the spring. . . **Jerry Miller**, Long Island operator, bought an additional route. . . **Mrs. Geanne Jackson** is carrying on the business of her husband, **John**, who died recently. . . **Is Resnick**, of B. Resnick & Sons, Hartford, Conn., was a visitor on 10th Avenue last week.

Joe Madden, Old Reliable Music Company, and **Al Denver**, president of the New York Automatic

Music Operators of America, are back from Florida vacations. . . **Wilbur Aronson**, veteran coin machine operator, has joined **Al Simon's** organization. . . **Lou Goldberg** and **Al Israel**, partners in a White Lake, N. Y., route, were on 10th Avenue buying equipment for their Catskill Mountain resort location.

Morris Marder and **Murray Blaine**, partners in a Miami route and formerly New York operators, were visiting on 10th Avenue this week. . . **John Connolly**, of the Connolly Vending Company, became a grandfather last week. The father of **John III** is **John Connolly Jr.**, who manages the route. . . **Sid Levine**, NYAMOA counsel, is back from Cleveland. . . **Leo Willins**, Capitol Projectors, is in Montreal working on an expansion program for the firm's Canadian operations. Capitol has just moved eight rides into New York's Gimbel's department store as part of an Easter promotion. . . **Barney Sugarman**, Runyon Sales, spent a few days in Chicago on business. . . **Mike Mulqueen**, Walden, N. Y., operator, was a visitor on 10th Avenue.

Clarence Schuyler, Evans factory representative from Chicago, spent four days with Herman Distributors, local Evans-dealer, last week. . . **Ed Burg**, head of the Runyon Operating Division, announced that the firm had donated a juke box to the Jewish Community Center, Dover, N. J.

Sol Wohlman and **Murray Wohlman**, brothers and local operators who run Pancoast-Amusements, are thinking of setting up a kiddie park, probably in Queens. Sol's wife is reported doing all right in her interior decorating business. . . **Al Simon** reports that the 10th Frame, double-score shuffle alley, is selling strong.

Ray Eckenbach, Washington, owner of 3-D Enterprises, was in town showing his attachment which fits on the Mills Viewer. The unit is on location in two Washington Arcades. . . **Lou Monas**, Attorney for the coinmen's union, left last week for Florida and a short vacation. . . **Al La Motta**, brother of **Jake La Motta**, the fighter, sold his route. . . **Moe Bloom** is active again. . . **Al Gilbert**, executive secretary of the coinmen's union, bought a new car. . . **Sid Mittleman**, Mars Manufacturing Company, exhibited his boat-ride at the convention of the National Association of Tobacco Distributors at Atlantic City, which ended Friday (20).

Hartford

Albert Gaffney, eastern Connecticut coinman, promises **Abe Fish**, president of Connecticut State Coin Association, that he'll faithfully attend CSCA meetings in the future. "I've been busy for the past couple of months," explains Gaffney.

George Connolly, of New Haven, one of the youngest coin operators in the nation, has been doing nicely on public relations projects for CSCA. . . **John Colucci**, of Colucci Coin Machine interests in Waterbury, was seen in Hartford, dashing from one place to another, finally landing in the offices of his brother **Ralph's** Seaboard Distributors. John, incidentally, is known to the trade in Connecticut as "The Great Profile."

Abe Rechtschaefer, of Reliable Coin, has been enjoying the sun and salt water in balmy Miami Beach. He's at the Saxony Hotel. . . **Bevo Pep Onofrio**, Bristol, was singled out for praise for a recent CSCA gathering by President Fish.

Mike Banas, United Music, is back on the job again in the Eastern Connecticut area, after ailing for several weeks. **Mike Jr.**, handled supervision of the coin concern while his dad was recuperating. . . **Ernie Giramondi**, who handles a coin route along the Connecticut resort circuit during the summertime, is preparing a heavy schedule for East Hampton, Moodus, Colchester, Haddam, Saybrook, Westbrook, Sound View and New London, from his Bristol headquarters.

Milton Moore, one of Connecticut's oldest coin operators, is still active figure in the State and

continues optimistic over the future of the trade. . . **Pat DePasquale**, who operates DePasquale's Restaurant, Hartford, where occasional Connecticut State Coin Association meetings are held, is marking his 31st wedding anniversary.

Cigarette prices have been boosted 1 cent a pack in all local vending machines and in about half the retail tobacco shops. Stores, still holding to the old prices, are expected to follow suit "within a few days." Local tobacco dealers said manufacturers had notified them of the price boost soon after the government's decontrol was announced.

Nathan Weil, president of Cigarette Vending Service Company, pointed out that vending machine companies "never hiked prices until their costs had been increased, either by higher taxes or manufacturers' prices." In this case, he added, the increase was inevitable.

Milwaukee

Sam Hastings, Hastings Distributors' bossman, was not able to make a trip to the annual Toy Fair in New York. Reason: The marriage of his daughter this month. Coin machine business, Hastings says, is running a bit below form the past few weeks. Only real bright spot at the Hastings office is the fairly rapid movement of preem goods to operators. Music takes have been rather spotty, but nevertheless, Hastings added a number of new Seeburgs and Wurlitzers recently.

Mitchell Novelty's Erv Leck reports getting busy lining up a foursome of coinmen for a once-a-week early morning golf session. **Matty Matthews**, Superior, Wis., vending machine operator, states that vending business will start perking up within the next few weeks when the lake ports officially open for ore shipping activities. Matthews' wife recently was taken to the Wisconsin General Hospital in Madison for a medical checkup.

Recent change in ownership, finds the Howard Sales of Superior, Wis., taken over by the Lakeland Liquor Company. Lakeland operation includes jobbing of candy and tobacco products, as well as vending machine routes. **Stanely Kacmierak**, Wausau candy and tobacco jobber, recently disposed of his cigarette vending routes and is selling the rest of his enterprise.

Bill Farr, Columbia Records distrib boss, infos that operators are showing big interest in the rapidly rising diskings by **Frankie Laine** and **Jimmie Boyd**. "Tell Me a Story. . . . Another hunk of wax getting big play, he says, is the new **Johnnie Ray** "Somebody Stole My Gal." . . **Don Reynolds**, Wayne Candy Sales boss, reports keen venter interest in his special Janie Bar deal. His firm is offering the bars to venders at \$2.60 for a 120-count box and one case free with each 20 bought.

The word from Kewpie Novelty Company, of Cudahy, is that music business is holding up nicely with country and western wax leading the pack. . . According to **Bob Thompson**, of Capitol Records, operators are lining up for their share of nickel-pulling wax. High on the list of operators' preferences these days, are, **King Cole's** "Can't I," "Sleep" by **Les Paul** and **Mary Ford** and **Maggie Whiting-Jimmy Wakeley** "Gomen Nasai."

Harry Jacobs Sr., just back from his annual visit to Florida, reports his desk loaded down with work. He infos that the edge was taken off of his enjoyment of the vacation due to the illness of his wife. **Harry Jr.**, combined his Florida trip with some business activities as he and his wife detoured to New Orleans to take in the Wurlitzer distributors' meetings. . . **Bob Nehr**, division manager for the Philip Morris cigaret firm's office here, journeyed up to La Crosse to hire a new salesman for that area.

(Continued on page 83)

Dime Play Tempts N. Y. Ops; To Be Discussed

NEW YORK, March 21. — The steady march toward dime play in other major phonograph areas has led to a growing interest in the profit potential of the higher price peg among operators here. Tho most local route owners appear to remain satisfied to continue juke operation at the traditional nickel, there are budding signs of a change in thinking. The more vocal promoters of 10-cent

operation fear what might eventually become a "nickel island" if no action is taken.

At the most recent meeting of the board of directors of the Automatic Music Operators' Association, a report on the results of dime play in Chicago was delivered. The report was made by **Sidney H. Levine**, Attorney for the organization, and offered evidence of increased income to operators at the higher price. The board, therefore, has assigned a large portion of the agenda of the next AMOA meeting to a discussion of 10-cent operation.

The conclave, to be held Tuesday (24), is expected to indicate the relative strength of dime-play proponents here.

New Inverter Has 25 and 60 Cycle Set-Ups

TORONTO, March 21.—A special inverter will make it possible for installation of Seeburg machines in this city, Hamilton and Niagara peninsula, according to **Reg Gilchrist**, president of the R. G. Gilchrist Company.

According to Gilchrist, it has been nearly prohibitive to place Seeburg machines on location in these areas due to the 25-cycle set-up. The machines could be adapted, but the cost of adaptation made it impossible. With this change, a whole new market is opened, says Gilchrist.

Larry Shepard, who designed the inverter, has been working on the unit for six months. With it, the machine can be used either in 60-cycle territory or 25-cycle areas.

These areas, however, are now being rewired for 60-cycle operation and so the necessity for the inverter is lessening. It will be some years before the rewiring will be completed.

The inverter fits into the machine and costs about \$250.

Brooke Firm New Decca Fla. Outlet

MIAMI, March 21. — Brooke Distributors has been appointed to handle Decca records for the area from Key West to Orlando, it was announced by **Manny Brookmire**.

Brookmire, who had been the South Florida distributor of Mercury records for the past three years, relinquished that line in order to acquire Decca. **Joe Brouman**, formerly of Cleveland, has been given the Mercury franchise here and will operate under the name of American Distributors, with **Steve Brookmire** as sales manager. Brookmire had been associated with Brooke Distributors.

Manny Brookmire said he would continue to maintain the same high standards of service under the Decca banner, and added that he would have two road salesmen working out of Miami and Tampa. He also voiced thanks for a flood of congratulatory letters and telegrams from juke box operators and record dealers since his appointment as Decca distributor was announced.

Hirsh Tells What Became of Nickel

WASHINGTON, March 21. — A recent column in The Washington Post by **Bill Gold**, spotlighted **Hirsh de La Viez**, of Hirsh Coin Machine Corporation, Washington, explained why inflation pushed juke box play prices to a dime.

Gold pointed out that the nickel was rapidly becoming "obsolete," saying "even juke boxes won't accept them any more." To support his views, **Gold** called upon de La Viez to tell what happened to the nickel as far as juke operators are concerned.

Nickel operation was causing 70 per cent of the nation's operators to lose money because of the rise in prices and the cost of service and wages, de La Viez asserted.

"In 1939 we paid \$229 for a machine," he said. "Today it costs \$1150. A 65 cent tube in those days now costs us \$3.10. That is why the play here is on a dime and three for a quarter. It was a matter of raising prices or losing money."

Golumbo Says New England Juke Biz Up

BOSTON, March 21. — **Jerry Golumbo**, owner of J. J. Golumbo, local Rock-Ola distributors, reports that the newer increased-selection machines are becoming more popular with New England music operators.

He said that the music business in the New England States is better than ever and increasing. He ascribed the good business to "the many more locations now interested in music machines." Radio and television has helped by popularizing the numbers and building up the vocalists, he declared.

Yankee music machines still go at a nickel. **Jerry Golumbo** doesn't feel that the 10-cent play will ever come in. "Too many factors against it," he says.

Golumbo has more than 20 years' experience in the music machine business. He was formerly a special representative of the J. P. Seeburg Corporation covering the entire country and set up part of the original distributor organization. In 1940, he accepted a similar position with Rock-Ola, covering the East. In 1945 he organized the present company and distributes the Rock-Ola line in New England.

W. E. Hall, Eastern regional manager of Rock-Ola, was a visitor to the J. J. Golumbo show-rooms March 13. Occupying 12,000 square feet of floor space, J. J. Golumbo has a staff of 31 persons, with five salesmen covering the New England territory.

Shyvers Switches Wired Music to Solid 45 R.P.M.

SPOKANE, March 21.—**Shyvers Music Phone Company**, after operating with 78 r.p.m. records for six years, is changing over to 45's, according to **R. P. Shyvers**, owner and manager. It also is shifting from crystal pickup to magnetic pickup with diamond needle.

"We figure on a big saving in records in addition to being able to provide high fidelity broadcasts," he said. "We expect less record wear and breakage. We will end crystal replacement and cost of replacing an average of about 100 nylon-osmium needles monthly."

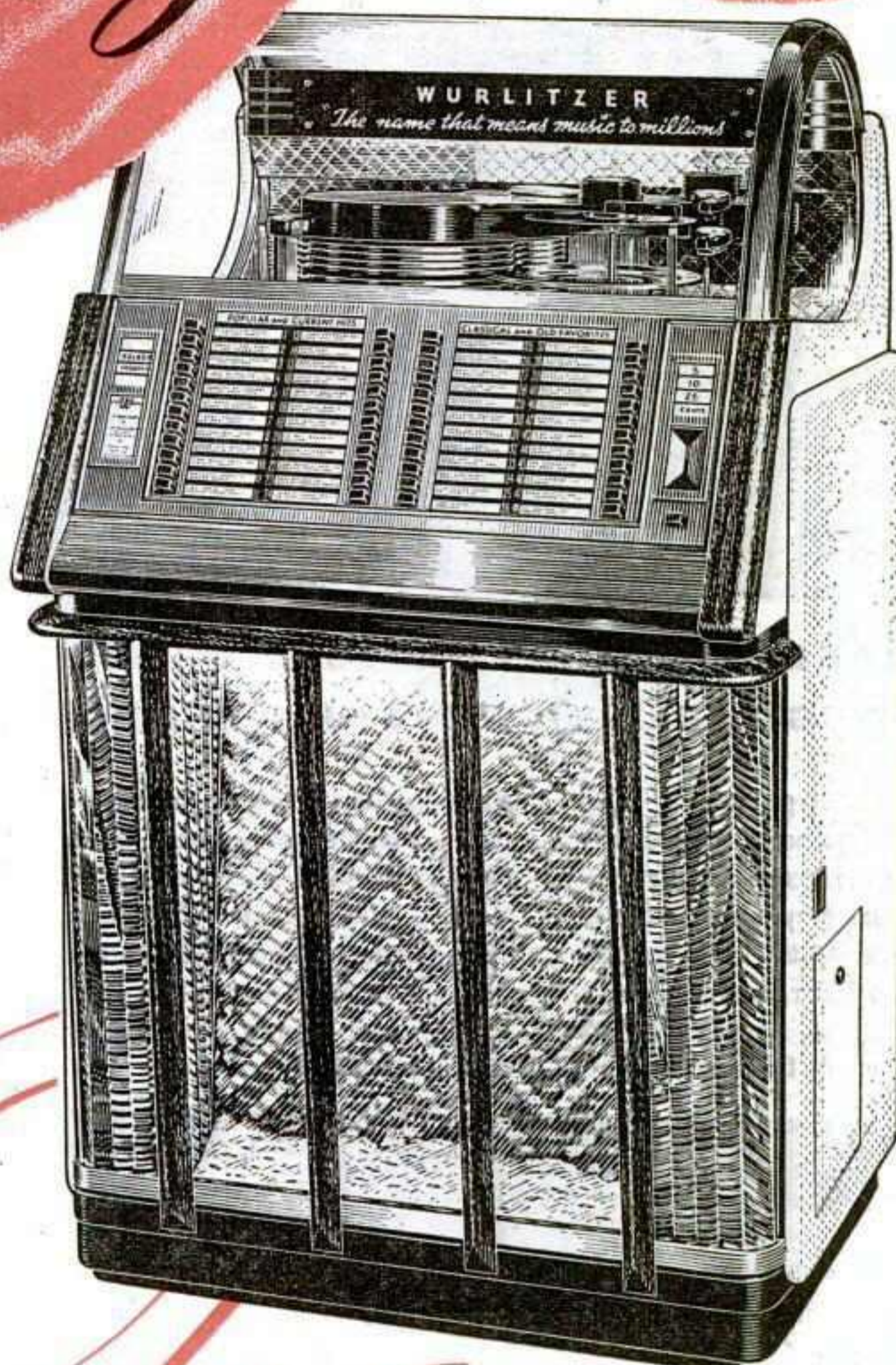
The changeover calls for considerable additional investment. The firm provides wired music to 80 restaurants, taverns and cocktail lounges, and also has some phonographs on location. Its record library includes 1000 selections and a total of approximately 5000 platters.

Two Firms Hold Canadian Schools

TORONTO, March 21.—The first Seeburg service school is being conducted here by the R. C. Gilchrist Company, Seeburg Distributors in Canada. According to **Reg Gilchrist**, president, about 30 servicemen are expected to attend.

Service Manager **Larry Shepard**, who went to Chicago for his training, will conduct the classes. Meantime, **Wurlitzer** distributors in Canada, the **Siegel** Distributing Company, has been conducting classes in Vancouver, Winnipeg, Toronto, and Montreal in the servicing of their machines.

Presenting



THE NEW

Wurlitzer 1650

**Introduces Wurlitzer's famed
48 selection mechanism in a 45 rpm
phonograph at a new low price**

Wurlitzer presents the Model 1650 with the prediction that it will pay any operator the greatest return per dollar invested he ever enjoyed from any phonograph.

Let's start with its styling. The 1650 has an air and a flair that give it that magical quality known in show business as "showmanship." This Wurlitzer will attract and hold attention!

The 1650 is engineered to reproduce flawlessly and with great brilliance one of the world's most popular entertainment mediums—recorded music.

The tone of this Wurlitzer is a sheer triumph that will constantly encourage more play!

And, finally, this marvelous Model 1650 is not only priced to offer the operator maximum value, it is constructed to require minimum service.

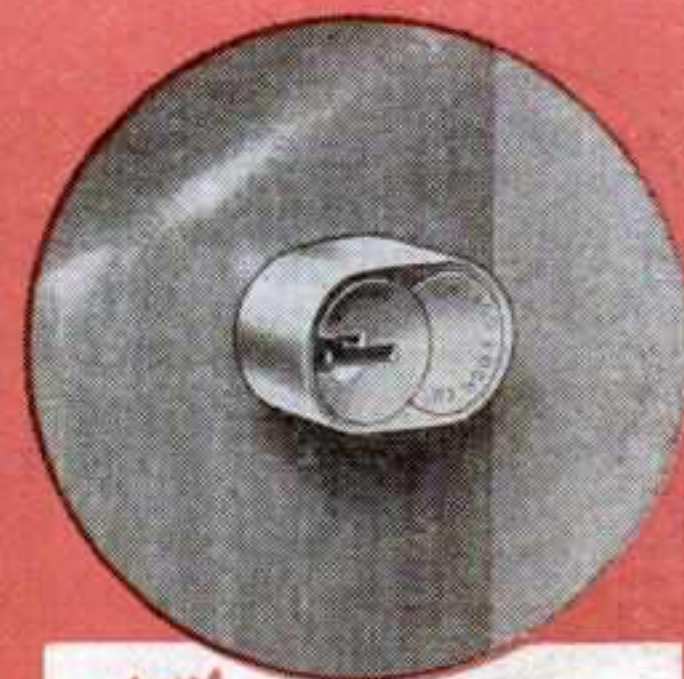
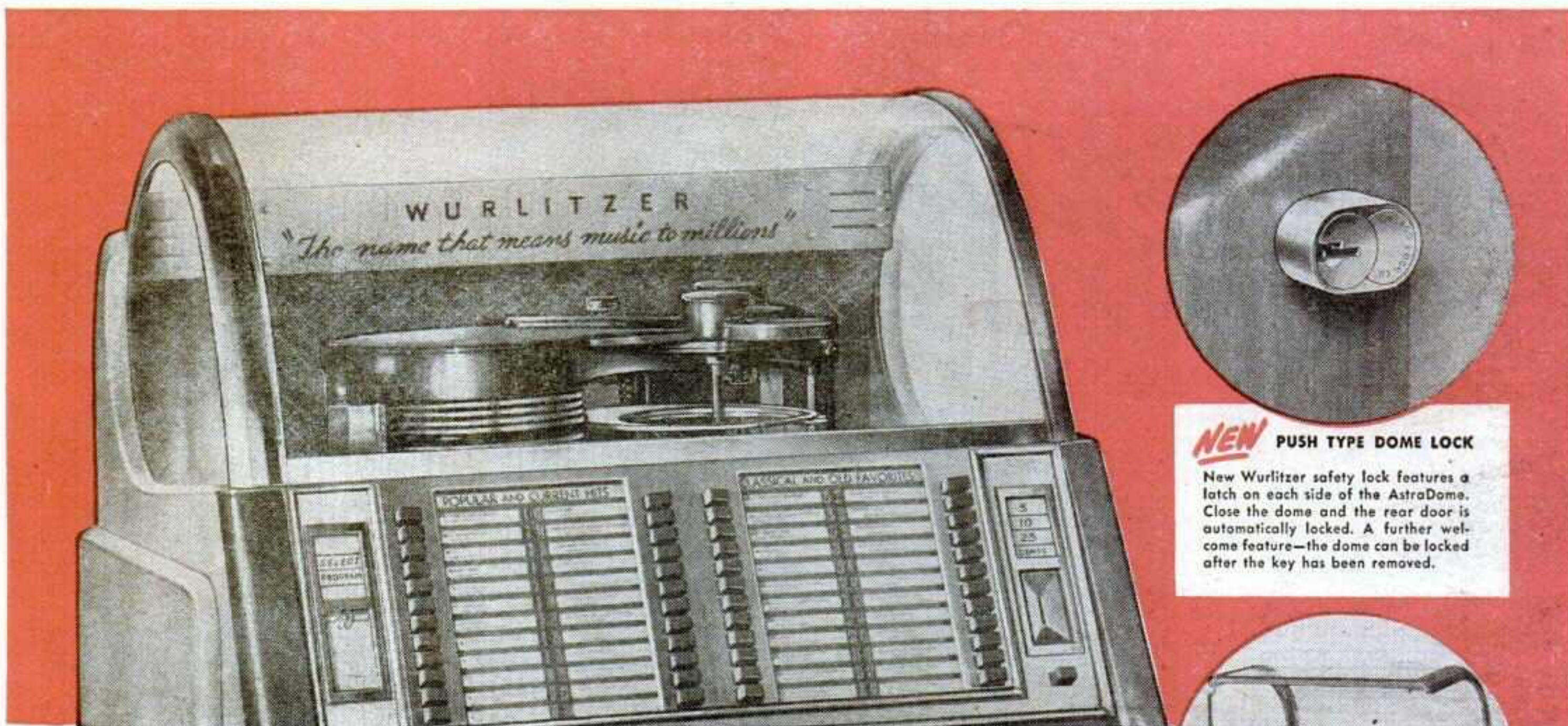
While on one hand it will make more money for you, on the other it will save more, too.

Beauty is its birthright.

Its AstraDome picture-window encloses a record changer compartment that is literally alive with an interplay of turquoise and silver light and color—complimented by a rich maroon tray stack cover. Topping it all is a valance of turquoise, magenta and gold, proclaiming WURLITZER... "The Name that Means Music to Millions." The cabinet is available in blonde vinyl plastic or grained walnut finishes with natural birch trim. The glass pilasters reflect a gorgeous pattern of varicolored light. The Rigidized Metal grille sparkles with reflected pastel shades behind vertical birchwood bars.

Designed for the location with a minimum amount of available space, this colorful, tuneful, all 45 RPM Wurlitzer 1650 has been exhaustively pre-tested. The results were nothing short of amazing. The 1650 has got it!

This fine phonograph is also available as Model 1600 with Wurlitzer's time-tested mechanism playing either 7 inch 45 RPM or 10 inch 78 RPM records.

**NEW** PUSH TYPE DOME LOCK

New Wurlitzer safety lock features a latch on each side of the AstraDome. Close the dome and the rear door is automatically locked. A further welcome feature—the dome can be locked after the key has been removed.

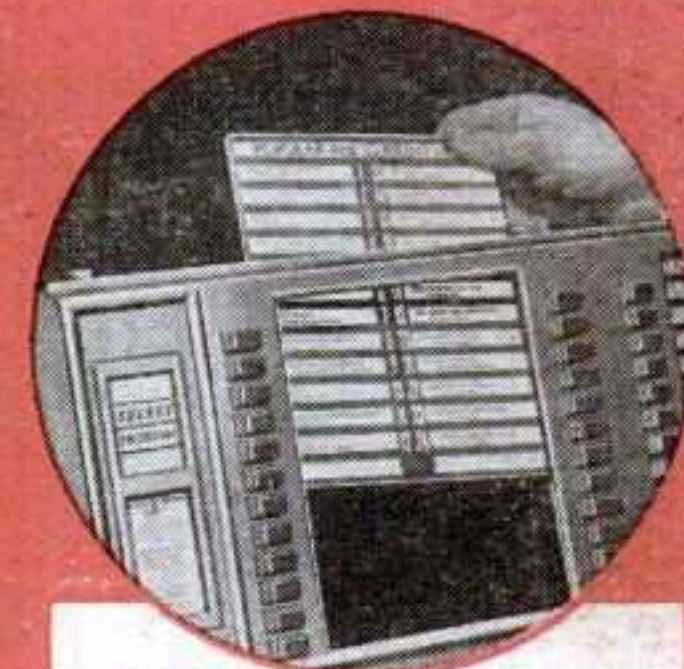
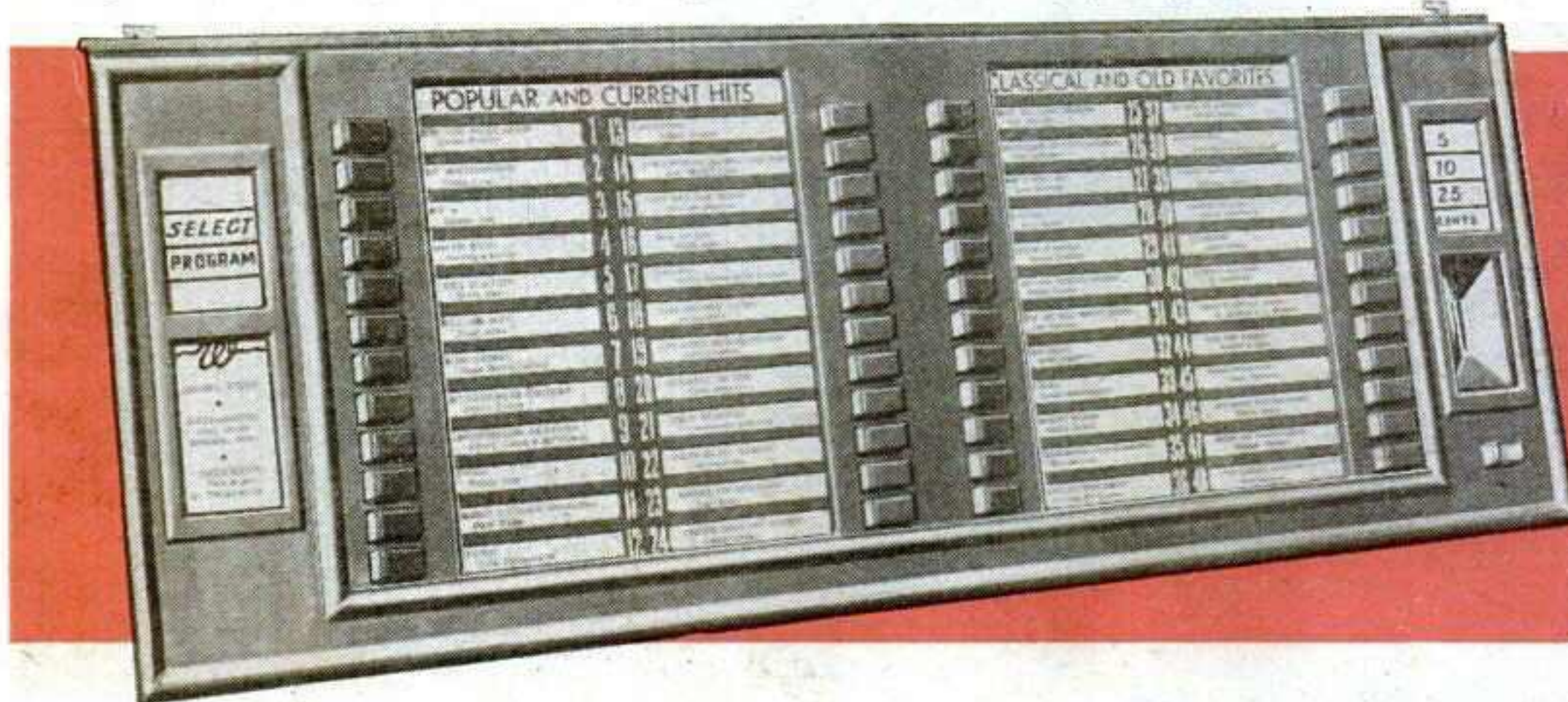
**NEW** AUTOMATIC FALL SUPPORT

This one-piece rod automatically catches as you open the dome. Prevents it from slipping or dropping. Release the fall support and it disappears into the cabinet as you close the dome.

NEW ASTRADOME DISPLAYS RECORD CHANGER THROUGH FULL-VIEW PICTURE WINDOW

People like to "see the wheels go 'round." Long ago Wurlitzer applied this principle to the juke box business by exposing the record changer compartment before the fascinated eyes of millions of musical "sidewalk superintendents." In the magnificent Model 1650 it opens wider than ever with a one-piece, double-weight, glass AstraDome. The glass sides are easily removable for cleaning. This

cinch-to-clean picture window puts the whole record changer compartment on parade—vividly displays the valance carrying the Wurlitzer slogan—richly reflects the colorful, thread-impregnated, vinyl plastic background that sets the 1650 apart from any other phonograph in appearance. That it will be an eye-catcher everywhere is certain. It will stimulate both play and profits.

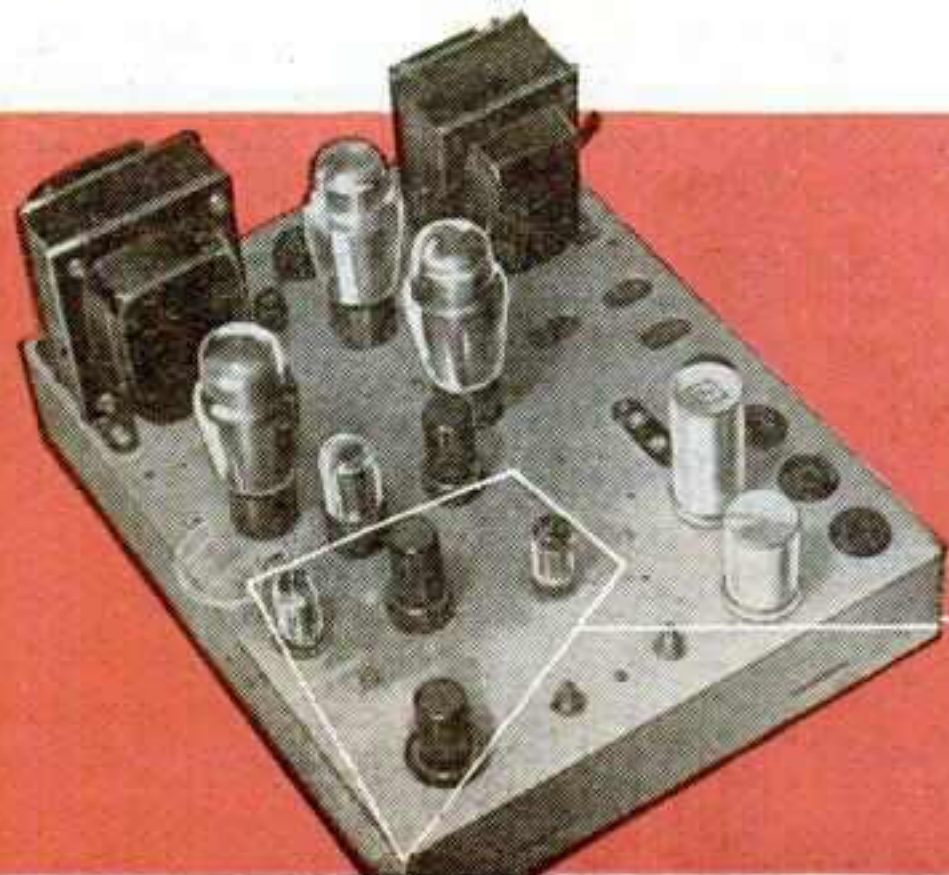
**NEW** EASE IN CHANGING TITLE STRIPS

Merely open the AstraDome. Flip back the color shield. Snap out each twin program holder for quick, convenient title strip changing.

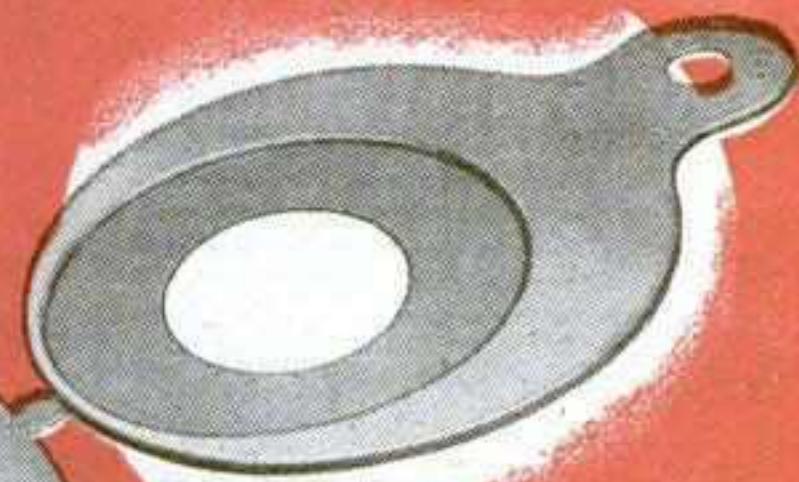
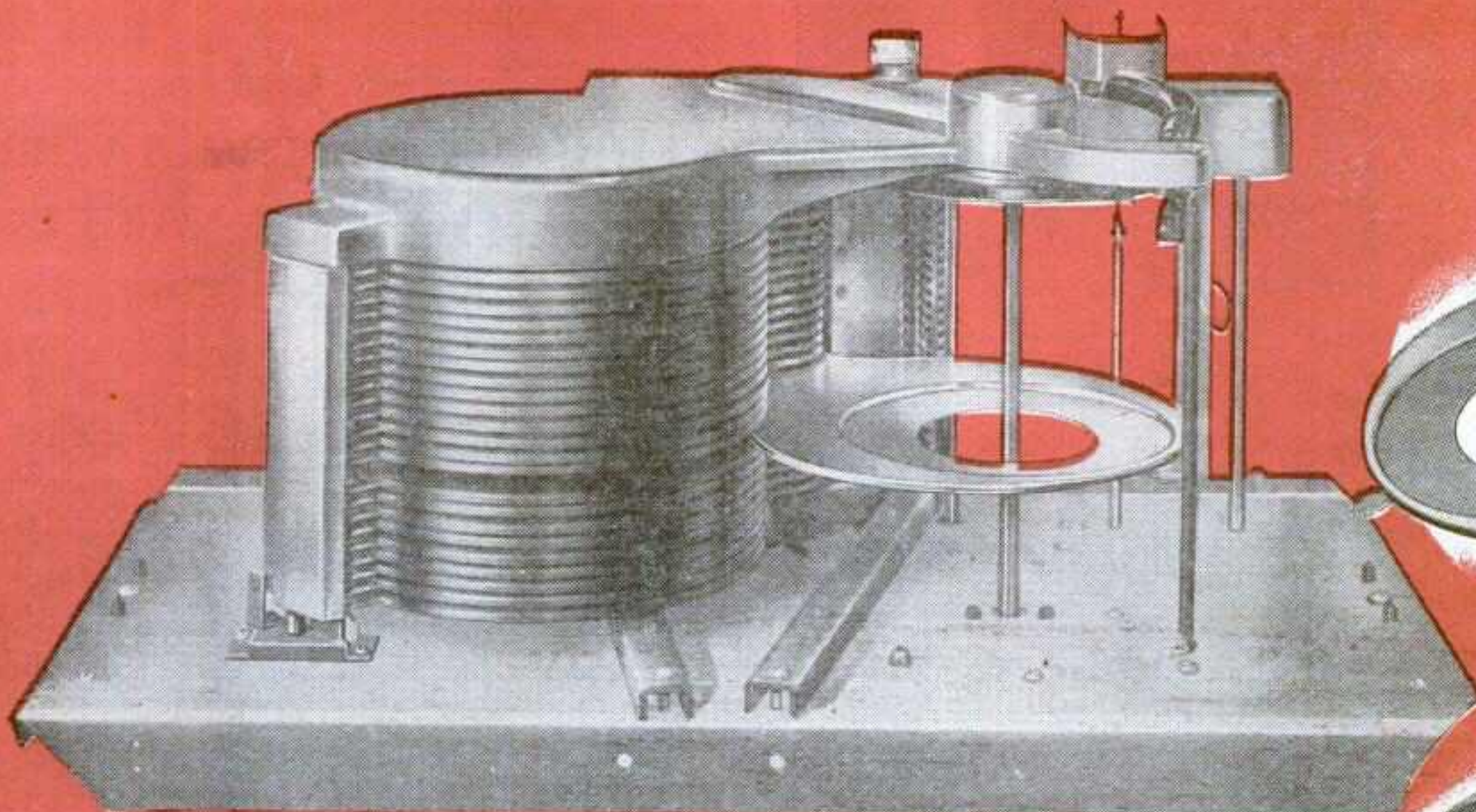
NEW SINGLE BUTTON SELECTOR OFFERS FOUR PROGRAM PANELS IN TWO TWIN TITLE STRIP HOLDERS

Complimenting the modern AstraDome styling on the 1650 is a new die-cast metal program selector panel featuring fast, single button selection from 48 tunes divided into four program classifications. The left side of the panel contains illuminated card holders for both Distributor and Operator identification. The right side provides a Make Selection

Indicator and, below it, a recessed, stainless steel, 5, 10, 25¢ coin deposit slot that will not dent or scratch. A reject button for bent coins completes this attractive assembly. The pleasing effect of the metal frame, the illuminated title strips and the turquoise selector buttons, adds greatly to the eye and play appeal of this strikingly designed phonograph.

**NEW** BUILT-IN VOLUME LEVEL CONTROL

The Model 1650 incorporates into Wurlitzer's famous sound amplifier a built-in automatic volume control, assuring an even sound level for all records.

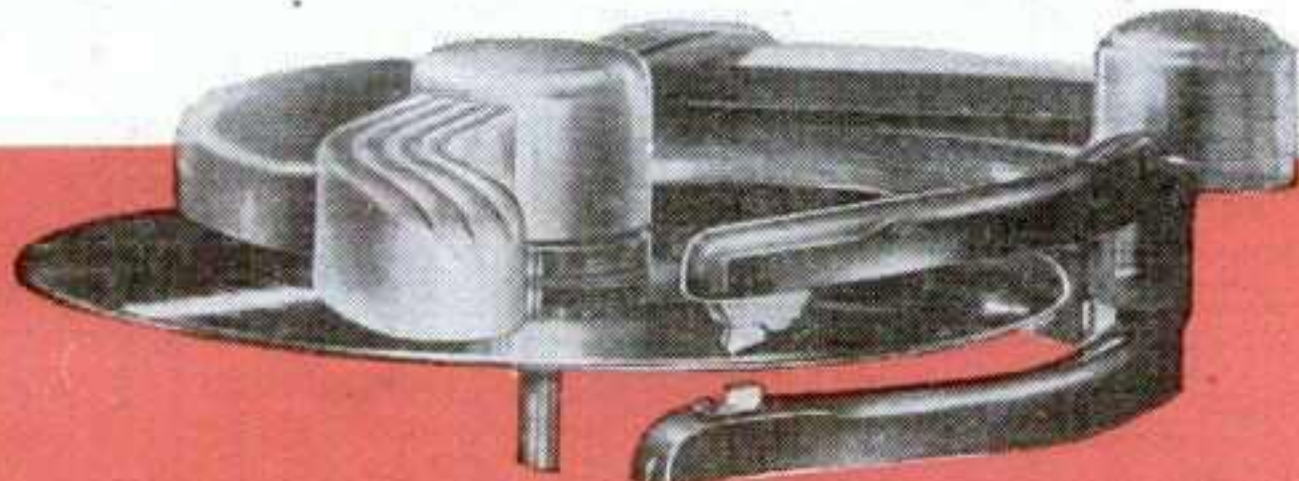


NEW DEEP-INDENT TRAYS FEATURE WURLITZER'S TIME-TESTED RECORD CHANGER MECHANISM

The Model 1650 features Wurlitzer's time-tested, 48 selection record changer—long proved to be remarkably trouble-free. Now improved for all 45 RPM performance, by the incorporation of new, small, Deep-Indent Trays, specially designed to hold microgroove records snugly in position.

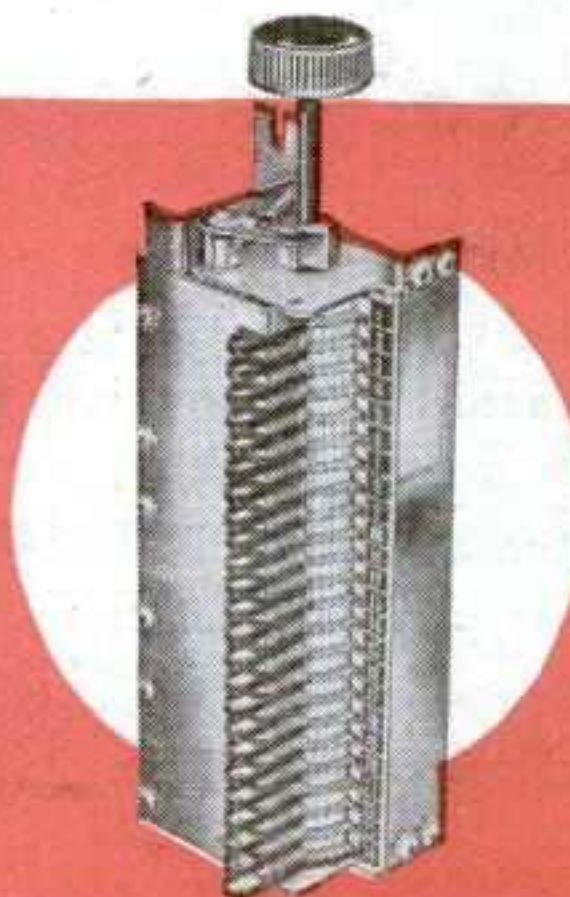
Even warped records can't slip out when cradled in these counter-sunk carriers. And, of course, this great Wurlitzer chassis has another point of great importance in its favor. It handles records the Wurlitzer way, the safe way—horizontally on a tray that protects them against chipping, warping and breakage.

The Wurlitzer Model 1600 provides for the playing of 78 RPM records on standard 10-inch trays. This phonograph can be adapted in 30 seconds to 45 RPM records by the use of an idler wheel and 7-inch metal spacer discs.



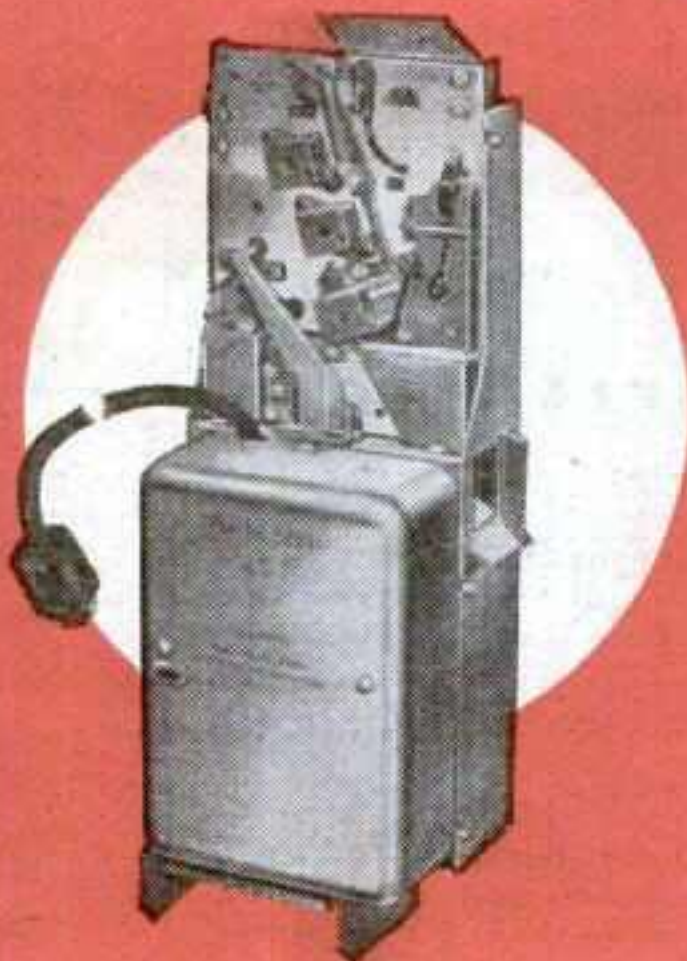
FAMOUS ZENITH COBRA PICKUPS

Still a Wurlitzer exclusive! And still one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Wurlitzer's Zenith Cobra Stylus gives you at least 1000 more plays per record without impaired fidelity, plus many more thousand plays per stylus.



NEW PLAYMETER REGISTERS 60 PLAYS PER RECORD

An unfailling guide to the top playing records, this Playmeter registers 60 plays per record, gives you a constant picture of the public's tune preference—knowledge that enables you to program your 1650s to maximum profit levels.

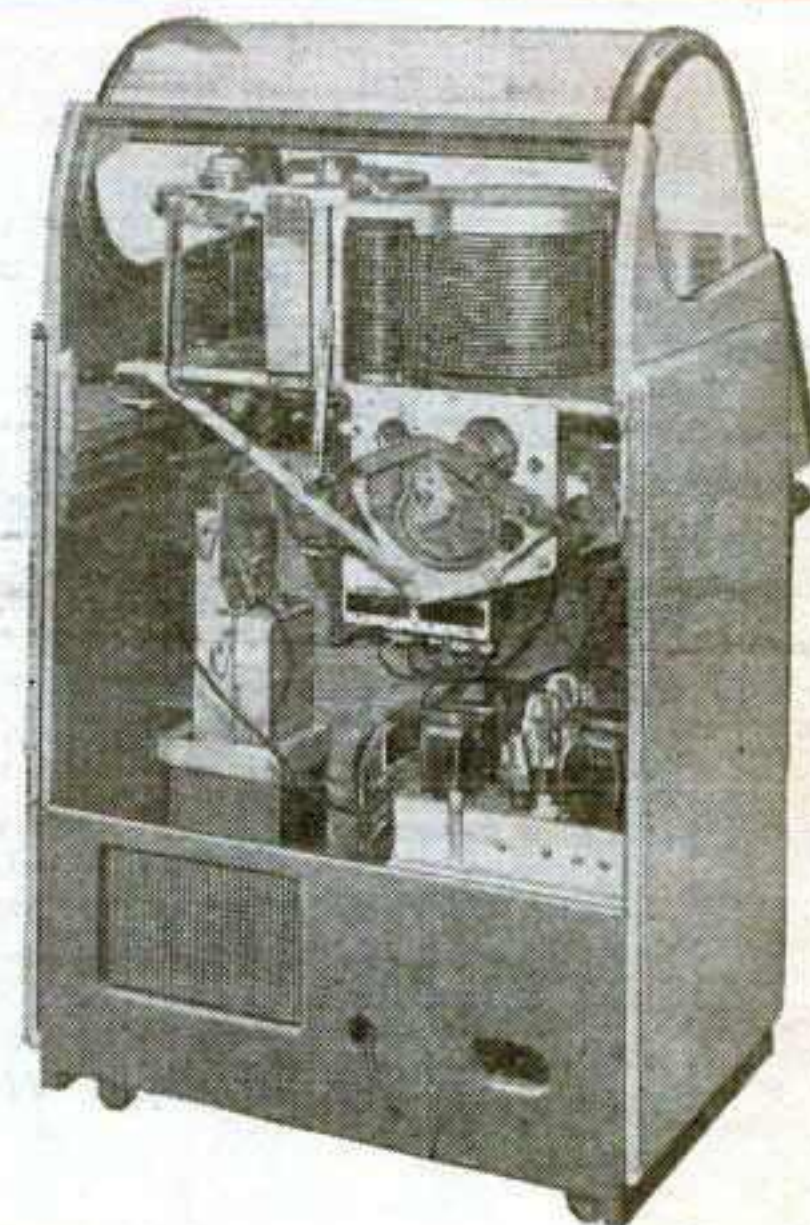


COIN BANKING MECHANISM REGISTERS UP TO 20 PLAYS

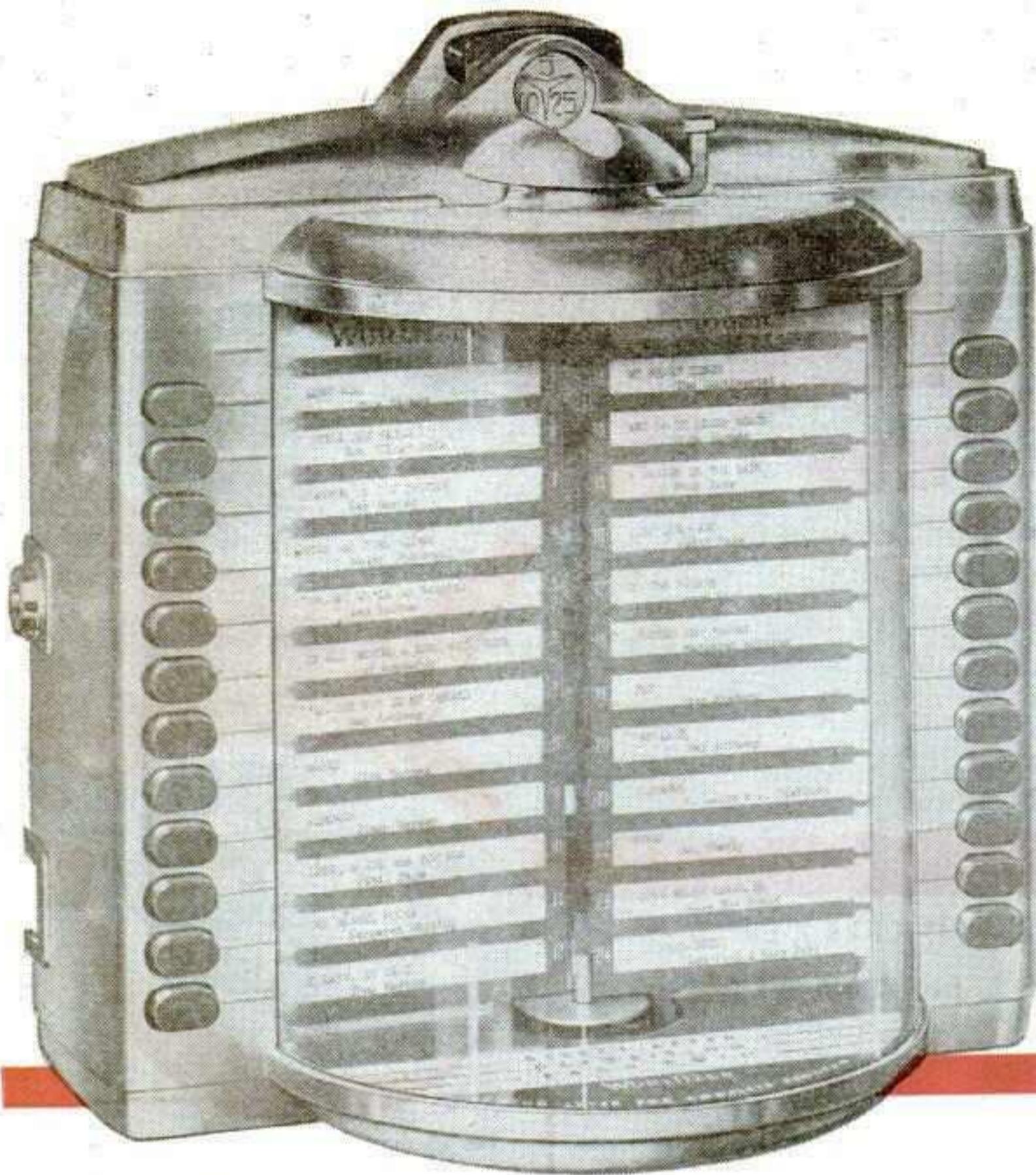
Enables customers to insert coins of any denomination and make selections *after* they are inserted. Adjustable to 10¢ play, 3 for 25¢, and other combinations.

NEW HIGH SPEED ACCESSIBILITY WITH QUICK-AS-A-FLASH REPLACEMENT UNITS

Raise the AstraDome. Turn two thumb screws. Lift the full length rear door out by convenient hand holes, and the entire mechanism is exposed. The chassis slides half-way out. No reaching. No straining. All amplifier junction box and auxiliary units completely accessible for high-speed service with Wurlitzer's Quick-As-A-Flash Replacement Units. Last, but not least, still another standout feature



—the standby lighting on this phenomenal phonograph is the lowest in Wurlitzer history—only 60 watts! From dome to casters, it's designed and built in the traditional Wurlitzer way for long life with minimum service.



HANDSOME NEW 4-WIRE 48 SELECTION WALL BOX MODEL 5206

This beautiful 4-wire box with chrome plated, die cast case and turquoise selector buttons features a single rotating program panel, single shot coin mechanism, attractive red reject button and an Ace lock mounted on the side. It may be used with any 48 selection phonograph equipped with a Model 248 Stepper. Its 5, 10, 25¢ coin mechanism may be easily converted to 1 for 10¢, or 3, 4, 5 and 6 for 25¢. The program holder may be easily removed for service. A magnificent box that's a sure-fire play stimulator.

DIMENSIONS—Width 11 $\frac{3}{4}$ "
Height 12 $\frac{1}{2}$ "
Depth 7 $\frac{1}{2}$ "

MODELS 5100 — 5110 SPEAKERS IN STRIKING NEW GOLDEN BEIGE COLORS

Now attractively finished with a golden beige case and a gold mesh grille, the Model 5100 eight inch speaker features the Wurlitzer name in gold on a red field. The Model 5110 twelve inch speaker is the same except the Wurlitzer nameplate is scrolled in chrome on a red field. Both speakers are equipped with matching transformer. Either may be used alone or in conjunction with Model 5206 Wall Box by use of Wurlitzer's adjustable wall plaque.



WURLITZER

Model 1650

SPECIFICATIONS

DIMENSIONS—Height 55" Width 33-1/16"
Depth 27 $\frac{3}{4}$ " Weight 335 lbs.

COIN EQUIPMENT—Single coin entry—5-10-25¢.
Three-in-one magnetic slug rejector. Coin register
mechanism—on-off automatic coin return.

RECORD CHANGER—48 Selections, 7" Records,
45 RPM, Playmeter Standard Equipment.

SOUND SYSTEM—Model 518 Amp. includes junc-
tion box components, automatic level control, pre-
amp, volume, dual tone and fader controls.

tone ARMS—Two low pressure tone arms with
Zenith cobra stylus cartridge.

WATTAGE—Lighting—40; Complete Phonograph
—211; Standby 60.

LIGHTING—2 20-watt fluorescent.

NO. OF SELECTIONS—48

TYPE OF RECORDS PLAYED—45 RPM

TYPE OF CONSTRUCTION—Rugged metal, wood
and glass combined for long life.

REMOTE—48 Selection wall boxes. Previous wall
boxes will play 24 selections.

AUXILIARY SPEAKERS—Will use any present
Wurlitzer speakers.

TUBE COMPLEMENT—1 type 5U4G, 2 type
6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6SJ7,
1 type 12AU7, 1 type 12AX7.

WURLITZER 1600 SPECIFICATIONS

Same as 1650 except for the following:

RECORD CHANGER—Provides 48 selections from
10" or 7" records, with quick change feature.
Adaptable to any speed now in use. Playmeter
standard equipment.

TYPE OF RECORDS PLAYED—45, 78 or 33 $\frac{1}{3}$ RPM.

The Rudolph Wurlitzer Company • North Tonawanda, New York

Miami

Ken Willis, of the Bush Distributing Company, returned from another aerial jaunt to South America, his fourth in two months. This time he was in Peru where he and the Bush distributor covered nearly all of the country in placing Model 1500 Wurlitzers. Willis also got an opportunity to enjoy visits to Peru's annual four-day Mardi Gras. The wheels of business grind to a complete halt for the Mardi Gras, Willis reports.

Mrs. Marie Goecke left her job in the Bush Distributing Company office last week and took off for Santos, Brazil, where she will join her husband who is employed by the Bendix Company. Mrs. Goecke went from Miami to New Orleans where she boarded a ship, along with her new Chevrolet. Ozzie Truppman is back from a few days of rest in Nassau. Ted Bush took off for visit to the Jacksonville branch office. Ken Willis called on operators at Key West, after his return from South America.

Now that controls have been removed from cigarettes and the way cleared for increases in the manufacturer's price, Miami tobacco vending operators see themselves forced to pass along the contemplated hike to the consumer. The operators now get 25 cents a pack, the same price charged in all but cut-rate stores.

Jimmy Lowrance, juke box operator who owns the Miami Music Company, has opened a retail record shop at 342 SE 1st Street in downtown Miami. In addition to records, Lowrance will carry phonographs, television sets and other appliances.

Out-of-town coin people enjoying Miami's summer-like weather include Al (Senator) Bodkin and his wife, of Long Island, N. Y.; Mr. and Mrs. Charles Aaronson, Brooklyn, and Mr. and Mrs. Abe Green, Newark, N. J. An expected arrival is Ruth Michaelson, of the Long Island Music Company, Brooklyn. Bodkin, Aaronson and Willie Blatt (and their wives) are doing the town these balmy evenings.

Now that the Amusement Machine Operators Association has a more spacious business office at 811 SW 8th Street, the organization no longer finds it necessary to engage space at the El Comodoro Hotel for its monthly meetings. Eddie Shaw, formerly of Cigarette Service, and his partner Dave Marks are signing up additional entertainers in their new venture as theatrical booking agents.

Dave Engel, Dade Vending Company, hopes the AMOA decides not to tamper with the present system of nickel play in juke boxes. His view is, the boys all seem to be grinding out a living so why jeopardize locations by upping the ante to a dime? Engel also fears that such a move would open the field to a flood of new operators who might undercut the veterans by offering machines geared to nickel play.

Dave Gottlieb is back in Chicago after a three-month vacation here which he termed "the finest of my life." Just before departure for the Windy City, Gottlieb caught six good-sized kingfish to add to his piscatorial collection. He fished nearly every day while here and made considerable use of his cruiser, The Flipper, which he purchased in Miami shortly after his arrival. The craft is now docked at Normandy Isle in custody of Joe Mangone, the Gottlieb distributor for this area. Mangone has invited all Gottlieb distributors, who come to Florida, to get in touch with him at All-Coin Amusements so that a "date" can be arranged for a trip aboard The Flipper.

President Ted Bush, Bush Distributing Company; Ozzie Truppman and Joe Barton, manager of the firm's Jacksonville office, returned from New Orleans where they attended a national meeting of Wurlitzer distributors February 27-28. Leon Shapochnik, Havana branch manager, also flew to the Louisiana city to join the trio. The new Wurlitzer 1600 and 1650 are scheduled to be unveiled across the country on March 23. Both will be 48-selection machines, said Truppman, one taking 45 r.p.m. records and the other either 78's or 45's.

Silver Skates is showing a good deal of promise in the pin

Coinmen You Know

Continued from page 78

line, says Ken Willis, of Bush Distributing Company. Willis got back from a trip along the west coast of Florida the other day, along with Ed Hancock, the company's serviceman. Meanwhile, Ozzie Truppman was covering the Florida east coast. Both reported business excellent. Willis added that a brand new market for used pin games has opened up in Peru, with the company already doing considerable business there. Cuba too, he says, has become a lucrative country for used pin games now that they are legal again.

Joe Mangone took another step in the expansion of his games operation when he acquired the remainder of Duke Luker's route. It consisted of 28 Gottlieb pin games and shuffle alleys, in addition to the 46 which he purchased from Luker about a month ago. Mangone took to the road for an advance showing of the new Gottlieb game, Quintet. His newest truck, purchased when he expanded his games route, gives him a small-sized fleet of motor vehicles. All-Coin Amusements is what his distribution business is called; Century Amusements is the name of the games operation, while the music route goes under the name of Mangone & Mangone, the second "Mangone" being his wife, Eloise, who knows her stuff when it comes to juke boxes and phonograph records.

Bert Lane's kiddie ride plant continues to operate at capacity. Sam Taran and his wife returned from a trip West. They stopped off at Tucson, Ariz., to visit their son, Bobby, and then took him to California for a vacation. On the way back, they headed for Miami.

Ed Connelly, who operates coin equipment in several counties surrounding Lake Okeechobee, believes there is a crying need for a uniform licensing law. In Belle Glade for instance, he points out, every juke box carries a \$37.50 non-transferable license, a system which prohibits the moving of boxes from one location to another under the same license. If a spot turns sour and no longer justifies a box, the operator has to take a licking on the license. Connelly also voiced the opinion that every juke box operator should be compelled to take out a State master license, whether he owns one machine or 1,000.

Taran Distributing Company expects to receive a carload of the new United Six-Player Shuffle Alleys, according to Sales Manager Eli Ross. The firm's foreign business is picking up, says Eduardo Arcentales of the export department. Maynard Ross, manager of the Havana, Cuba, office, says the sugar grinding season is in full swing now with a resulting upsurge in business. The recently enacted Cuban law permitting the operation of pin games on the island stipulates that no less than five pieces can be set in one location.

Red Gurkin, Glades Music Company, of Belle Glade, was observed picking up phonograph records at Sea Coast Distributors, the RCA Victor distributor for Florida. In the Lake Okeechobee area, says Gurkin, the hottest disks at the moment are "Till I Waltz Again With You," "No Help Wanted," and "Sweet Temptation." In the rhythm and blues, category, the favorites are "Mama," "Yes, I Know," and "Baby, I'm Doing It."

Eric U. Ramos, of the export department at Bush Distributing Company, will have plenty to tell his co-workers now that he is back from a business trip to South America, his first for the firm. Heretofore Ken Willis had been shuttling back and forth contacting the company's customers, but now Willis is occupied with State-side duties so Ramos was tapped for the job.

Positive action to clear up the present confusion surrounding the proposed price of juke box play in Dade County is expected to be taken when AMOA president Willie Blatt returns from the Music Operators of America meeting in Chicago. Many local ops still cling to the idea of

jumping to dime play, despite the recent AMOA decision, now held in abeyance, to shift to two plays for a dime, six for a quarter.

Detroit

Albert A. Weidman, founder of Weidman National Sales Company, has an important new distribution development scheduled for early announcement. John Hadaway, owner of the Automatic Cigarette Service in Flint, an oldtime up-State operator, is going into the juice-bar field. Ralph Bleakley, of the Jackson Vending Company at Jackson, has also moved into the industrial vending field.

Carl Angott, head of Angott Sales Company, and Ted Parker, sales manager, have returned from a combined business and pleasure trip to New Orleans. Fred Chlopan, president of Detroit Shuffleboard Association, headed for Lansing Wednesday to look over the legislative situation with reference to the industry's interest. Norman LeFleur, partner in the Michigan Nickel Company, left Monday (2) for a month's vacation near Fort Lauderdale, Fla., with his partner, Michael Benson, remaining here in charge of business. George Hester of Cooperative Sales, who was on the sick list for a couple months, is back on his feet and able to devote some attention to business again. Arthur P. Sauve, pioneer operator-distributor, is enjoying the winter at his home near the shore in West Palm Beach.

Emil Hanson, a newcomer to the coin machine field, is establishing a route of Planet fortune-teller machines, with headquarters in the northern suburb of Royal Oak Township. He plans to add other lines later. Joseph L. Cook, owner of the Detroit Amusement Company and a pioneer operator here, has opened the Amusement Center, a new Arcade, in Pontiac, 25 miles north of Detroit. Cook has a Detroit music operation. He also is running a sizable appliance business in Highland Park as the J. L. Cook Company.

Joseph Brilliant, of the Brilliant Music Company, is doing an active job on distribution of the new Rock-Ola Fireball. James

Foley has established the J J Automatic Merchandising Company. Albert A. Weidman, of Weidman National Sales, is maintaining regular Wednesday night office hours at his salesrooms, to confer with operators. This policy gives both himself and the staff a chance to take Saturdays off—a welcome change.

Constantine D. Stavropoulos, formerly with the Star Music and Alpha Music, and Tom Frangos are establishing the Stavros Music Company. William J. Dallas, formerly with Angott Distributing Company, and Marcus Flenner, who is in the home modernization business, are establishing the Detroit Record Sales Company, taking over distribution for Playtime Records in this area. In addition, the firm also wholesales disks thru supermarket outlets.

Darrell B. Chadwick, head of the Automatic Television Company, operating coin-controlled video sets, is in Florida for a few weeks' vacation. His father, Carl C. Chadwick, and brother, Kenneth C. Chadwick, both of whom are associated in the business, now make their homes in Fort Wayne, Ind. Carl Steinhoff, a newcomer to the field, has opened Carl's Automatic Laundry. The site was formerly occupied by the Milwaukee Automatic Laundry, which was operated by a series of different owners, but had been closed for some time. Steinhoff is planning a promotional campaign for his new venture.

United Dairies, Inc., is forming a new affiliate, United Vending Corporation, with a \$50,000 capitalization, to vend dairy products.

Rock-Ola Workshop Set for Milwaukee

MILWAUKEE, March 21.—Carl Happel, of the Badger Novelty Company, was host at the Rock-Ola workshop held here last week. Operators and their servicemen attended the meeting which was conducted by Frank Schultz, service specialist, to acquaint them with the various operating features of the Rock-Ola Fireball 120 - selection phonograph.

Ida and Myron Alpert and Elaine Stern are organizing the Detroit Vending Company, with offices in the Hammond Building.

Washington

Collections at Westway Vending are good, reports owner Sid Lotenberg. He believes the ice cream business will be tremendous this summer. Lotenberg also is expanding coffee routes as fast as he can get the machines out. Jack A. Spidler, who operates in near-by Virginia, says business is slow but steady.

James Bowen, head of Kwik Kafé of Washington, is picking up locations steadily, and has a "large deal" pending. The warm weather has caused a slight drop in coffee sales, he says. Michael Bushdid has changed the name of his firm from Michael Coin Devices to Michael Enterprises, Inc. He formerly operated under the name of Bushdid Coin Company. Bushdid placed several bowlers recently, and says business is steady.

Charles Bowles, owner of the East Coast Music Company, is still battling the flu. Business is fair, he says. Myer Gelfand, of the G. B. Macke Corporation, reports that Macke bought out McDonald Enterprises, a cigarette, cigar and gum route. The transaction involved about 400 machines, and it will operate under the Macke name. Macke also has made a large ice cream installation at the Government Printing Office.

Operator Tosses Party for His Location Owners

SWEET HOME, Ore., March 21.—An experiment in relations between music operator and his location owners paid off here this week, when Chet Berg hosted some half-hundred of his customers at a buffet supper at the Skyline Inn.

Some of his guests, location owners in the Santiam valley, might have considered themselves competitors in the normal course of business, but they found themselves with much in common under Berg's friendly hospitality. While the evening was essentially social, with an entertainment program, the guests found occasion to discuss their common problems. They came away with a new understanding of one another, their operator and their business.

LONG LIFE and Happy Operating!

In the entire history of music operating, no better argument for Quality has ever been presented than the proven long location life of Evans' Phonographs.

Here are machines with stamina—"guts" if you please. They are engineered, designed and constructed to standards of performance based on Evans' 60 years of experience in the production of dependable, profitable amusement equipment.

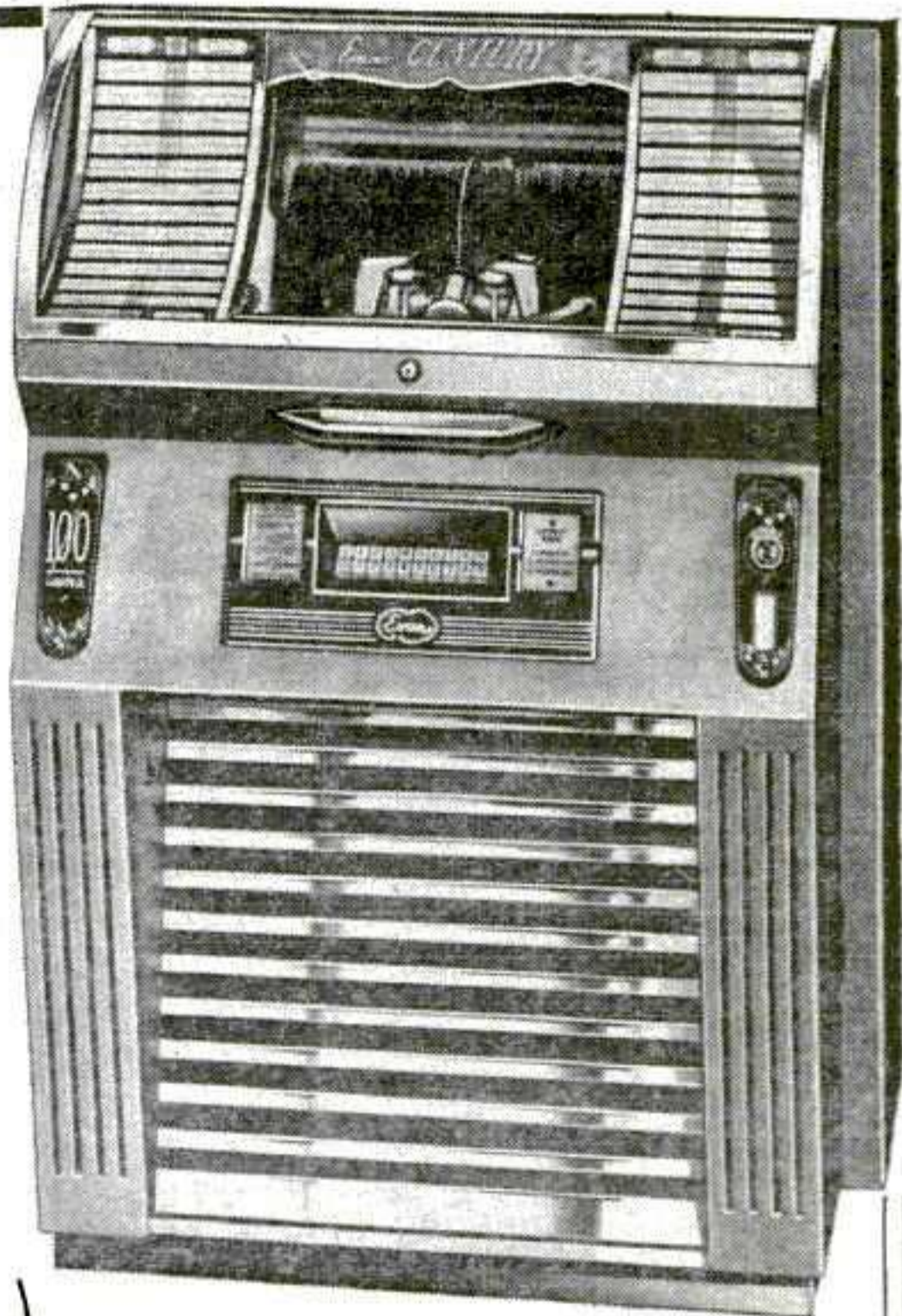
H. C. Evans & Co. and Evans Distributors everywhere urge you to make this important analysis. Examine any other phonograph that has been on location for 2 or 3 years. Compare it with any Evans' Phonograph in service as long and under the same, or even more, demanding conditions. We think you'll be convinced. Evans' Phonographs can prove a major factor in your plans for successful music operating!

EVANS' 100 SELECTION.

CENTURY

50 RECORDS • 45 RPM

H. C. EVANS & CO.



ON DISPLAY NOW AT YOUR EVANS DISTRIBUTOR

EVANS' 40-SELECTION JUBILEES 20 RECORDS 78 OR 45 RPM

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS

Miami Juke Biz Grows Stable

Continued from page 76

vided all locations change to a dime. All of which bears out Blatt's warning that the switch must be total, or nearly that, in order to succeed.

The average location here yields the operator \$12.50 a week, somewhat above the national average, but also on the credit side of the ledger is the fact that ops now enjoy weekly guarantees running between \$10 and \$15—a distinct improvement over the old days when the operator took what he could get in fear of losing a location to an ever-present competitor. Another outstanding change wrought by the AMOA's appearance on the scene: Where formerly the item of good will was worth nothing and the turnover of music routes was substantial, now routes are at a premium and when one does

go on the block, the sale price is usually 25 times or more the weekly collection.

5-Year Plan

The AMOA's five-year plan of obsoleting equipment at the rate of 20 per cent a year serves to cement the good relations existing between the operators and distributors. With new machines being purchased at a faster clip than ever before, collections increase and the operator is able to buy top equipment more often. Thus the economic cycle works for the betterment of all concerned.

Service on music boxes in the area is only fair, due to the shortage of trained mechanics. Little effort is made to accomplish a system of programing as most operators explain it takes too much time to switch records around and to make changes in title strips.

The best locations, it is agreed, are the taverns patronized by Negroes in Miami. After that come restaurants, drive-ins and sundry stores. An abundance of "live" music on Miami Beach tends to reduce the number of potential juke box spots but the six operators on the other side of Biscayne Bay list many excellent bars, restaurants and hotels among their customers.

Favor 45's

The operators to a man are partial to 45's because they are unbreakable, easy to handle, hold up better, and require little space to store. But the supply situation is poor and the general view is there will be little improvement in the months ahead. However, with every new music box geared to play 45's, operators hope that eventually the manufacturers will be forced to step up production on the miniature disks if only to accommodate the growing output of boxes. Maybe in time, the coinmen theorize, the 78's will pass out of the picture completely. The growing popularity of extended plays, say the ops, probably has hurt their chances for a heavier flow of straight 45's in the immediate future. In short, the ops think the 45's are grand, but what good is it if they can't buy 'em?

Before World War II, Miami and Miami Beach were considered as strictly three-month tourist towns. The saying goes that you could shoot a cannon down the middle of Flagler Street in June and not hit a living soul. But that's a thing of the past. In the postwar period, more and more persons discovered the advantages of living in a mild year-round climate; more and more

industrial plants set up shop here; the tourist business made remarkable strides and continues to amaze the experts. All of this gives the area a stability which becomes more deeply embedded with each passing year. Although residents and merchants alike still refer to the charmed December 15-March 15 period as "the season," actually there is no standout season. The peaks and the valleys have been leveled out and experts on such matters confidently predict that Greater Miami's population will leap from its present 500,000-plus to an even one million residents by 1960.

Music operators here are made up of transplanted Easterners and Midwesterners, composed principally of former residents of New York, New Jersey, Ohio and Illinois. Most of them, as the saying goes, "got sand in their shoes" while here on vacation, became so captivated with the climate that they decided to settle here. And the trend goes on.

Wurlitzer's New Jukes

Continued from page 76

displayed in the changer compartment as well as the outside of the cabinet.

The 48 title strips have been incorporated in two matching panels with single button selection. Below the panel is a rigidized metal grille flanked by two glass pilasters displaying vari-colored lights in pastel shades. The changer mechanism is in full view to gain public attention.

Both machines contain built-in volume level controls in the sound amplifier systems. Both are equipped with record playmeters which register up to 60 plays per record. The coin banking mechanism, which allows customers to insert coins of many denominations, registers up to 20 plays and makes selections after the coins are inserted.

Wurlitzer retained its "quick-as-a-flash" attachments on all major components in the phonograph. The record changer may be moved halfway out when the rear door is open. This allows the serviceman to repair the

changer as it rests on the tracks provided for sliding the changer back. The standby lighting is 60 watts.

A complete line of remote equipment is also being made available. A new 48-selection wall box, model 5206, is being introduced for use with all 48-selection phonographs. The box is a completely new design, featuring a one-piece chrome cover and a single flip-over page for the title strips. The model 5204-A wall box will remain in the line.

Models 1600 and 1650 round out the Wurlitzer line. The 104-selection models, 1500 and 1550, continue in production as well as models 1400 and 1450, both 48-selection boxes.

Oregon Operators

Continued from page 76

finds, for instance, his locations along the outlying highways favors westerns, downtown spots often prefer the hits, while those with a teen-age clientele play more heavily the sophisticated jazz platters.

This taste-typing of a location in fact makes programing all the more necessary. A western fan, hearing a series of bop disks might decide his favorites are not stocked unless at a glance he can see a group plainly labeled. Thus sales are made that otherwise might be missed.

Obviously, it takes more of a serviceman's time to place a new record in its proper category than to slip it in at random. To justify this added effort, he must exercise care. A machine with half a dozen oldies appearing under the title of hits would convince the music fan—and most location customers are music fans—that the house is uninformed of music trends.

To meet these problems, the serviceman must be encouraged to confer with the location owner on each call. Unless his machine bears a tabulator, he must rely on the location owner to pinpoint the tastes of his patrons. These consultations, which serve to educate the location owner in getting the most returns out of the box, also help to avoid another pitfall in programing. Seeing a new record about to go into the box, a location owner may ask that it replace a poor seller. But if the new record be of a different classification from the one to be replaced, he is starting a policy of unclassified music that will destroy the benefits of proper grouping.

True, the newer, multi-record boxes are best adapted to programing. But another Portland operator, who runs a number of smaller machines as well as new ones, points out that the principle still pays off.

"When the customer finds a selection he wants, it helps to make another sale if another selection of the same, or similar type, is adjacent," he said. "If the selection board does not allow for group labels, we try to blend from one type to another. There is no substitute, however, for learning all you can about customer preference."

Rock-Ola Sets

Continued from page 76

Rock-Ola products the Rosenfeld organization distributes Mercury Records, Chicago coin machines, Bally Manufacturing Corporation products, Smoke-Shop and North-western vending machines.

The firm's personnel includes Jack Gorelick, sales manager; Ed Randolph, assistant sales manager, and three road salesmen. The service department is supervised by Harry (Pete) Dreches, and Lou Tocco, parts manager.

2d Hit Fete

Continued from page 76

The retail record stores, according to Cohen, are getting behind the hit-tune promotion with tie-in campaign because they feel it will sell more records. The association itself has appropriated \$1,500 with which to purchase advertising.

Another phase of the campaign will be the use of cards on all busses and street cars, window displays and special title strips bearing Tony Bennett's picture. On April 1, "No One Will Ever Know" will be placed in the No. 1 position on all juke boxes in Greater Cleveland.

All operator members of the association will keep a close check on playmeters during the April push to determine the effect of the campaign on juke box play. The future of the Hit Tune Party, as a monthly event, will depend on the success of the April venture. It is felt that an enterprise as large as this should be self-sustaining, even though the public relations value might be well worth the effort and expenditure.

AVAILABLE IN NORTHWEST INDIANA 7 PHONOGRAPH ROUTE

All very late Equipment and Wall Boxes. Selling for value of equipment. Income good.

BOX 612

The Billboard 188 W. Randolph Chicago 1, Ill.



look them over... THEY'RE O.K. because they're from MUSIC SYSTEMS

Clean Equipment—Ready for Location! Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG	148SL	\$199.00
	147M	149.00
	146M or S	119.00
Hideaways		
H148M		\$199.00
H146M		75.00
AMI Model A		\$249.00
ROCK-OLA 1432 (50 selections)		395.00
ROCK-OLA 1426		119.00
ROCK-OLA 1422		79.00
ROCK-OLA 1428		249.00
WILLIAMS MUSIC		
MITE with stand		75.00
WURLITZER 1015		119.00
WURLITZER 1100		269.00
WURLITZER 1250		389.00
Wall Boxes		
3W7-L56 (5-10-25¢ 3-wire)		\$34.50
3W2-L56 (5¢ 3-wire)		12.50
W1-L56 (5¢ wireless)		5.00
W6-L56 (5-10-25¢ wireless)		29.50
Packard Chrome Wall Boxes		5.00
4820 WURLITZER WALL BOX (like new)		44.50
Export inquiries invited		

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

For Every Location

North... south... east... west... everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits... write for details today!

A.B.T. MANUFACTURING CORP. 715 N. Kedzie Ave., Chicago 12, Ill.

THE BILLBOARD Index of 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 March 21	Issue of March 14	Issue of March 7	Issue of Feb. 28
AIREON				
Coronet			70.00	75.00
Fiesta			70.00	75.00
AMI				
Hideaway	\$275.00	\$275.00	275.00	
Model A	249.00 260.00 279.50 325.00	249.00 260.00 265.00 279.50	225.00 260.00 279.50 295.00	260.00 279.50 295.00 325.00
Model B	349.50 395.00 425.00	395.00 425.00	395.00 425.00	395.00 425.00
Model C	395.00 399.00 445.00 450.00	399.00 399.50 445.00 450.00	399.00 415.00 450.00(3)	399.00 445.00 450.00(2)
EVANS				
Constellation	275.00 395.00	275.00 395.00	275.00 395.00	275.00 395.00
MILLS				
Constellation	149.50	149.50	109.50 149.50	145.00 149.50
PACKARD				
Manhattan 76	79.50 129.50	79.50 129.50	79.50 129.50	79.50 129.50
Model 7	79.50	79.50	79.50	79.50
ROCK-OLA				
Rocket 50-51	95.00 295.00	395.00 295.00	395.00 295.00	395.00 295.00
1948 Blonde	79.00 79.50 94.00 99.50	79.00 94.00 99.50 125.00	79.00 90.00 94.00 99.50	79.50 89.00 94.00 99.50
1422	125.00 89.00 99.50 119.00(2) 150.00	119.00(2) 150.00	119.00(2) 150.00	99.50 119.00 150.00
1426	89.00 99.50 119.00(2) 150.00	119.00(2) 150.00	119.00(2) 150.00	99.50 119.00 150.00
1428	275.00	275.00	250.00 275.00	275.00
1432	379.50 395.00	395.00(2)	395.00(2)	395.00(2)
1434	479.00 499.00	499.00	499.00	499.00
SEEBURG				
H 146 Hideaway	89.00	89.00	89.00	89.00
H-146 M Hideaway	75.00	75.00	75.00	75.00
H-147 Hideaway	115.00	115.00	115.00	115.00
H-148 M Hideaway	199.00	199.00	139.50 199.00	199.00
M 100 BL	795.00	795.00	795.00	795.00
M-100 B 45 RPM	775.00	775.00	775.00	775.00
M-100-A 78 RPM	575.00 595.00 640.00 649.00(2)	595.00(2) 649.00(2)	595.00(2) 649.00(2)	595.00(2) 649.00(2)
48 ML	675.00 199.50	675.00 199.50	675.00 199.50	675.00 199.50
146	150.00	150.00	100.00 150.00	150.00
146 Hideaway	150.00	150.00	75.00 150.00	150.00
146 M	125.00 129.00	125.00 129.00	125.00 129.00	125.00 129.00
146 S	125.00 129.00	125.00 129.00	125.00 129.00	125.00 129.00
147	175.00	175.00	110.00 175.00	175.00
147 M	140.00 149.00	140.00 149.00	140.00 149.00	140.00 149.00
147 S	140.00	140.00	140.00	140.00
148	195.00	195.00	195.00	195.00
148 Blonde	250.00	250.00	200.00 250.00	250.00
148 ML	225.00	225.00 239.00	225.00	225.00 239.00
148 SL	219.00	219.00	219.00	219.00
1941 Hideaway	49.00	49.00	49.00	49.00
1946	169.50	169.50	89.50	
1947	129.50	129.50	129.50	129.50
1947 M	169.50	169.50	169.50	169.50
1948 Hideaway	225.00	225.00	225.00	225.00
WURLITZER				
700	49.50	49.50	49.50	49.50
750	69.50	69.50	69.50	69.50
1015	119.00 119.50 145.00 150.00(2) 169.50	119.00 119.50 150.00 160.00 169.50	115.00 119.00 119.50 150.00 160.00 169.50	139.00 160.00 165.00 169.50
1017 Hideaway	115.00	115.00	125.00	115.00
1080	95.00 125.00(2) 140.00	125.00 140.00	125.00 140.00	125.00 140.00
1100	225.00 229.50 269.50 275.00 295.00(3)	269.00 269.50 275.00 295.00(2)	269.00 269.50 275.00 295.00(2)	275.00 289.00(2) 295.00(2)
1250	395.00(3) 389.50 379.50 369.50 325.00	389.00 395.00(3) 399.00	389.00 395.00(2) 399.00	299.00 389.00 399.00

ERSCHEINT NAECHSTE WOCH

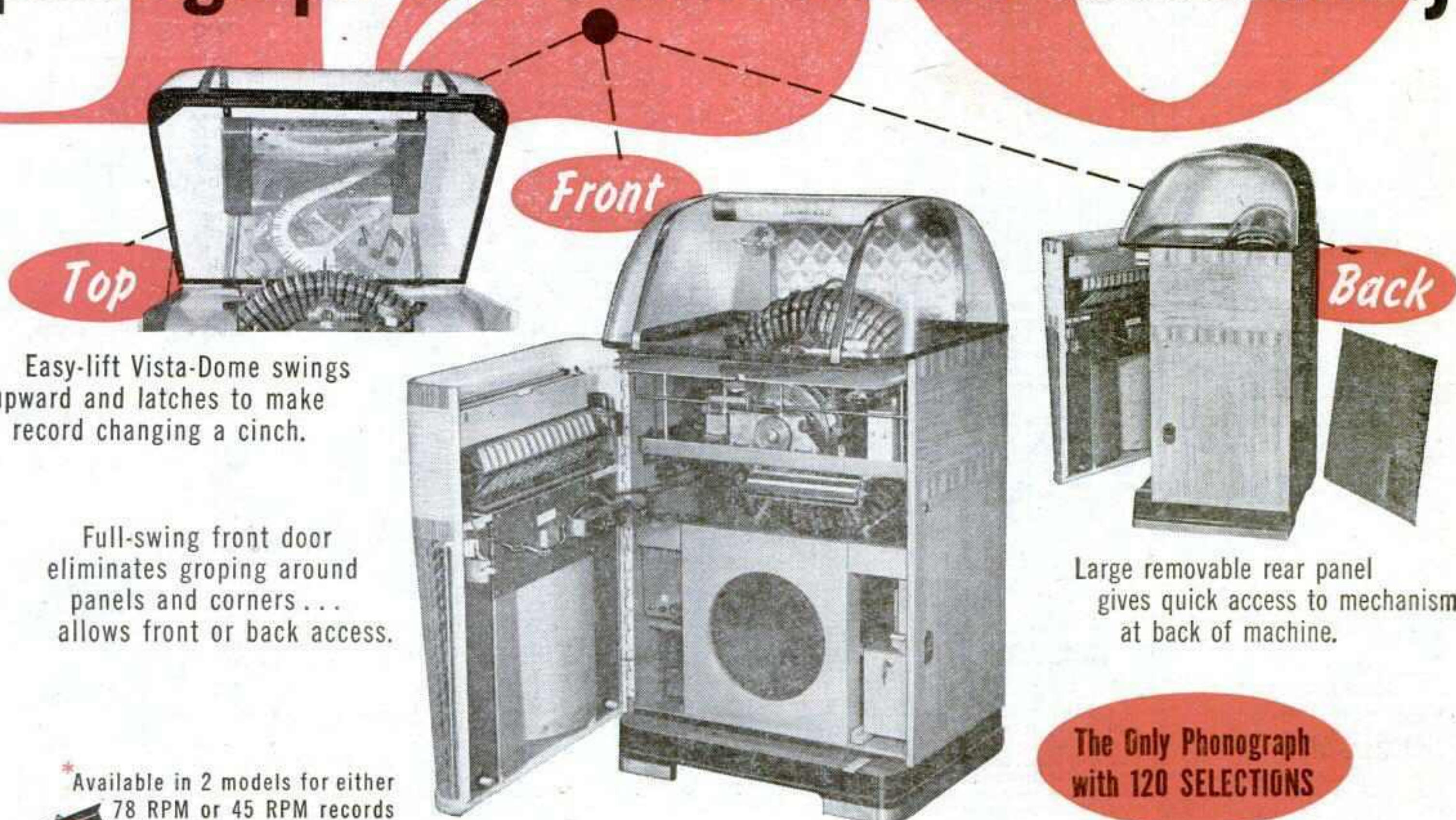
(Translated from German:

"COMING NEXT WEEK")

See Page 97

The ROCK-OLA *FireBall* Model 1436

phonograph has 3-WAY service accessibility



Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.

Full-swing front door eliminates groping around panels and corners... allows front or back access.

Large removable rear panel gives quick access to mechanism at back of machine.

The Only Phonograph with 120 SELECTIONS

* Available in 2 models for either 78 RPM or 45 RPM records



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BINCO MUSIC DISTRIBUTING CO.**
1329 S. Calhoun St., Ft. Wayne, Indiana
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- 525 S. High St., Columbus, Ohio
- DAYTON MUSIC SALES**
815 St. Paul Ave., Dayton 10, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- IDEAL NOVELTY COMPANY**
2823 Locust Street, St. Louis 3, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE

- 814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

VENDING MACHINES

86

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 28, 1953

150 Attend Vending Session At NATD Convention; 8 Speak

Diversification, Public Relations, Unfair Competition Are Discussed

By AARON STERNFIELD

ATLANTIC CITY, March 21.—Nearly 150 vending machine operators, distributors and manufacturers participated in the National Association of Tobacco Distributors' Vending Machine Workshop Session Tuesday (17) at Convention Hall here. Jim Vipond, Scranton, Pa., was chairman, pinch-hitting for Charles Cooper, Lancaster, Pa. Eight speakers conducted the various phases of the session.

Les Weller, Shamokin, Pa., operator, laid out a three-point program for experimenting with new types of products thru vend-

ing machines. Weller emphasized the importance of surveying the territory the operator covers or intends to cover, mapping out anticipated weekly and monthly sales, and training the men to install, clean, service and repair the venders.

He advised the operators not to be afraid of diversification—but to make sure that the diversification fits into the operator's existing business picture.

Weller stressed the importance of training more than one serviceman, warned against overloading locations, and cited the comparative youth of the industry, pointing out that there will always be virgin locations.

Paper Work

Charles Zutes, Rochester, N.Y., spoke on the minimum amount of paperwork—office and route—required for an efficient and economical operation. He said that his firm hired a certified public accountant, had the CPA devise a system, and instructed the routemen and office workers to stick by that system.

The routeman gets his cigarettes in the morning and signs for them, with a numbered pad copy in his possession and a copy in the office. When he services a machine he gives the location owner a numbered pad with the complete details and keeps a copy for himself. When the serviceman collects, he has individual bags for each machine, each bag labelled, with the amount appearing on the bag.

Each bag is checked in the office, with the cash counted by a coin-counting device. The office also keeps a card index for each machine, listing the dates of service, number of packs and commission paid. Commissions are always by check. By referring to the card index, Zutes can usually tell when a location is profitable and when it should be shifted.

Public Relations

John S. Mill, vice-president in charge of sales of the Rowe Manufacturing Company, tackled the problem of public relations

in the vending field.

Mill said that customer acceptance of the vender is being enhanced greatly by the mechanically improved machines being manufactured now, and stressed the importance of selecting the

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COIN CLEANING

Laundry Head Patents New Locker System

ST. PAUL, March 21.—Production on a coin-operated laundry-dry cleaning locker system has been started here by Edward C. Maurer, president of Mother's Friend Laundry, Inc., to begin in July.

Maurer, inventor of the device, said that he would only control, thru a leasing arrangement with operators, the locker doors into which he will build his unit. Present plans are to have operators buy their own lockers, then send the doors to each compartment to Maurer for installation of his control device. They would be leased out on a royalty basis, with no outright sales contemplated, he declared.

Maurer stated he had commis-

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New Coffee Vender Set to Hit Market

NEWARK, N. J., March 21.—S. W. Small and David Harman, designers and executives of an as-yet-unnamed firm, announced Friday (20) that they will soon launch a sales program for a hot coffee vending machine. They said complete details will be given in about a week.

Small and Harman said that models of the vender have been field tested in Newark, East Orange, Trenton and Elizabeth, N. J., as well as in Philadelphia and Providence.

While they said that complete details of the unit could not be divulged yet, they did say that it would have a 110-cup capacity

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3 New Cig Venders Displayed At NATD

ATLANTIC CITY, March 21.—Three new cigarette venders, a line of new cigar venders and modifications of two other cigarette venders highlighted the dozen displays by vending companies at the 21st annual convention of the National Association of Tobacco Distributors at Atlantic City, Sunday thru Friday (15-20).

National Vendors, Inc., St. Louis, showed for the first time its 11-column cigarette vender. The new unit drew strong crowds thruout the convention. National also displayed its seven and nine-column venders as well as its candy vender.

Arthur H. DuGrenier, Inc., Haverhill, Mass., unveiled its new 13-column venders, and also showed its nine and 11-column venders as well as its tab gum machine. The Stoner Manufacturing Corporation, Chicago, showed a new version of its seven-column cigarette vender.

Rowe Exhibit

The Rowe Manufacturing Company, New York, exhibited for

the first time its 433 Upright and the Super 8 Console, both modifications of the regular Rowe cigarette venders with an extra shift column each. Rowe also exhibited its line of candy, pastry and ice cream venders.

Lehigh Foundries, Inc., Easton, Pa., featured new blond and mahogany cabinet finishes, and molding around the display glass of its cigarette vender.

Cigaromat Corporation of America, Philadelphia, had a new line of cigar venders.

Apco, Inc., New York, showed

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Dime Bar Shows Steady Gain as Industry Factor

CHICAGO, March 21.—Dime bars are continuing their slow but steady gain in the nation's candy market. More manufacturers are now producing the 10-cent sellers, which constitute about 10 per cent of the industry's total bar goods volume. Latter accounted for approximately 40 per cent of total candy output last year.

In some areas, dime bars make up as much as 70 per cent of all bar goods sales; some Pacific Coast jobbers have reported 10-cent goods constitute from 20 to 40 per cent of their counter goods volume, including that of 1 and 2-cent items and bar lines.

The 30 top selling dime bars now marketed are produced by 21 different firms. Of these, 17 are strictly candy producing firms. Hershey Chocolate Corporation has four bars among the "top 30;" Mars, Inc., three, while Peter Paul, Necco and Curtiss have two each.

Of particular interest is the fact that 17 of the 30 leading dime sellers are not dime versions of similar nickel bars, as are the remaining 13 10-cent bars which are also available in the nickel size.

Apco Cites 15-City Test On 6 Drinker

NEW YORK, March 21.—Melville Rapp, vice-president of Apco, this week revealed the results of a six-month, 15-city location survey of the six-selection Soda-Shoppe, which has been on the market since the National Automatic Merchandising Association's September convention. The survey was made in Midwestern theaters.

On one location, the manager reported a weekly gross of \$173.80 in mid-December, Rapp said. He added that the previous high, on a three-drink vender, was \$132.60 in mid-summer, while the early average was \$86.20.

However, Rapp said that total gross figures are not necessarily

(Continued on page 88)

Strong Vending Roster Attends NATD Confab

ATLANTIC CITY, March 21.—With the tobacco retailers and jobbers trend of operating their own coin-operated equipment gaining momentum, the vending industry was strongly represented at the six-day annual convention of the National Association of Tobacco Distributors which ended here Friday (20).

While most of the vending exhibits emphasized cigarette machines, candy, soft drink, bulk vending, and even a kiddie ride, unit were displayed to the 12,000 who attended.

The roster of companies and of representatives of the vending industry who attended, reads like a who's who of the trade. Here's the line-up:

Cigaromat Corporation of America: Martin M. Berger, John Morales, Bert Zane, L. Lommerin and Jules Goldner.

Eastern Electric, Inc.: J. T. Teahan, G. Glass, T. L. Strawhand, M. and W. Weiner, C. Medeiros, A. Frates, W. Webster, M. Starr, W. Bye, A. Stemler, R. McVickers, L. Jaffa and G. Young.

Arthur H. DuGrenier, Inc.: F. C. DuGrenier, Donald Ordway, J.

(Continued on page 88)

PRESS LAUDS OPS

Charleston Cig Venders Hold 25c Price

CHARLESTON, W. Va., March 21.—A news feature in the Charleston Gazette gave cigarette venders an editorial pat on the back for holding to the 25-cent price in spite of price decontrol. At least two operators, it was pointed out, stated they would hold the price line and absorb the penny a pack increase.

One of the operators, Guy Moss, Champion Cigarette Vending Company, declared, "If I convert my machines to 30 cents, I have to put 3 cents in each pack. It costs me a penny a pack labor to do that."

While cigarette sales gained on a national scale last year, over 1951, the article stated that in West Virginia cigarette sales in the same period declined 22.8 per cent. The drop was attributed to the high State tax (4 cents).

INGREDIENT PRICE HIKE

Coffee Ops in 5c Areas May Jump to 6c Vend

NEW YORK, March 21.—Coffee machine operators in 5-cent markets may soon be faced with the necessity of raising their prices to 6 cents or more to cover the increased cost of ingredients that are almost certain to result from the lifting of price controls.

Consensus seems to be that the price of coffee, after a fluctuating period, will level off at about 6 cents a pound above control prices. Increased commodity prices, altho apparently small, could cut heavily into the net earnings of the 5-cent operator who normally looks to maximum 10 per cent earnings with good locations and good volume.

The principal areas where coffee is still vended for 5 cents are Chicago, Buffalo, Pennsylvania with the exception of Philadelphia, most of the South and some sections of New Jersey.

Weidman Gets Spacarb Line

DETROIT, March 21.—Weidman National Sales Company has been named Michigan distributor for a four machine vending package, Albert A. Weidman announced this week. It included the Spacarb cup machine, Bert Mills coffee vender, Fred Hebel ice cream and the Juice Bar venders.

Weidman, who has been distributor for Juice Bar since June, 1952, is taking on representation for the additional lines as the result of the recent merger of Spacarb and Juice Bar.

NATD SMOKE RINGS

Ball Elected; Vending Room Shows 12 Units; Spacarb Names Hampton

ATLANTIC CITY, March 21.—Leroy F. Ball, president of the King Cigar Company, Flint, Mich., Thursday (19) was elected president of the National Association of Tobacco Distributors which ended its six-day, 21st annual convention here Friday (21). More than 12,000 attended the confab, with the vending industry represented by several hundred operators, distributors and manufacturers. Bell succeeds Bert P. Cunningham, Cincinnati, who was named chairman of the board of directors to succeed Claude Harrison, Monroe, La.

Vice-presidents named were C. W. Berry, Tyler, Tex.; Hamilton C. Davis, Baltimore; William R. Hagman, Pittsburgh, Kan., and Ira Katz, New York.

NATD Program

The association adopted a program to aid the more than 1,300 retail outlets in the country served by the wholesale tobacco

industry. A retail merchandising division was set up "to foster and encourage the establishment, efficiency and success of retail distributors."

Interest by the distributors in vending ran high as the dozen booths maintained by the manufacturers were jammed thruout most of the six-day event.

The NATD model tobacco warehouse had a special vending room with a 12-machine battery of venders. The units included a Cigaromat, two Rowe candy venders, a Lehigh, Eastern and two National Cigarette venders, a Stoner candy vender, an APCO Smokeshoppe and Northwestern tab gum, ball gum and nut venders.

Vice-President Howard Richardson, Spacarb-Juice Bar, chose the convention to announce that Dave Hampton, formerly public relations director of the National Automatic Merchandising Association, had been named sales man-

ager for Orange Crush for 14 years.

Alex Kirakides, Greenville, S. C., operator, drew considerable comment from operators and distributors with his tape recording attachment which he had rigged up to a National Cigarette vender.

Kirakides' device operates when a plunger is pulled. A voice in the machine tells the purchaser that he has made a wise selection of choosing that particular brand.

He said that he has tested the tape recorder on his locations. In one case, he said, the device was put in a column which vended an off-brand, with the result that the brand soon became the biggest seller. When the device was removed, he contended, sales on that brand slipped down to what they were before the device was installed, practically nil.

He said he had been working on the tape recorder for 13 years and that he has a patent applied for.

Pepsi Names Dentist

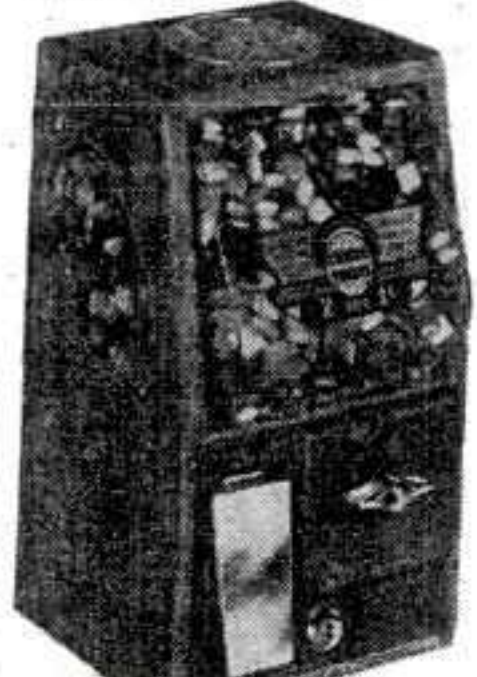
NEW YORK, March 21.—Pepsi-Cola Company announced this week that Dr. Louis A. Rezzonico had been elected to the board of directors. Rezzonico, a practicing dentist in Santa Barbara, Calif., is the largest individual stockholder in the company.

VICTOR... Tops in Bulk Vending



VICTOR'S Topper Deluxe Globe Style
 1 to 23... @ \$14.20 ea.
 24 to 47... @ \$14.00 ea.
 48 to 99... @ \$13.75 ea.
 100 or more... @ \$13.20 ea.

VICTOR'S Baby Grand Deluxe



\$14.25 ea. \$13.25 ea. 100 or more

VICTOR'S Topper Deluxe Half-Cabinet Style



1 to 23... @ \$14.20 ea.
 24 to 47... @ \$14.00 ea.
 48 to 99... @ \$13.75 ea.
 100 or more... @ \$13.20 ea.
 All machines packed and sold 4 to the case.

ARTHUR GRAEFF

3121 Strathmoor Toledo 14, Ohio

PLANT LOCATION PICTURE

Supplier Sees Operators, Food Service Competition

NEW YORK, March 21.—An increasing conflict between operators of food services and operators of vending machines in industrial plants, which must ultimately result in the realignment of present arrangements between the two groups, was predicted here this week by Robert H. Covin, sales rep of Schroeder Products Company, Inc., Woburn, Mass., manufacturer of coffee concentrates.

A number of food operators are seriously considering going into the vending field to supplement their operations. They give as their reasons: (1) The feeling that the vending operator is not doing a good enough job in the service of machines; (2) their failure to work out an equitable commission schedule that is fair to both sides; (3) they feel that the vending operator isn't cognizant of the particular problems confronting

them, such as the number of machines needed to properly service a location.

Many Drawbacks

There are, however, serious problems to be faced by the food contractor who turns to vending. He often operates on a nebulous contract that may be canceled at any time. He is not prepared, and perhaps could not afford to set up proper service facilities for a comparatively small battery of machines. The single operation would see him faced with high costs as units became obsolete, and he would be able to realize little on his investment should he lose his contract. Weighed against the potential profits, vending holds small lure for many food handlers.

One of the principal criticisms of the food contractors has to do with the tendency of some operators to force an "adjusted" rate schedule after they have managed to place their machines. The food man is at a disadvantage since once the employees have benefited from the convenience offered by the vending machines he cannot arbitrarily order their removal without losing good will. Many want more machines than

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Coin Cleaning Gains Ground In New York

NEW YORK, March 21.—Charles Valet Service, franchise operator of the United States Hoffman Machinery Corporation's Valetaria (The Billboard, March 14), announced this week that it would have public installations of latter's coin-operated cleaning service by March 31 at Gimbel's, Grand Central and Pennsylvania stations and the Manhattan Terminal of the Staten Island ferry.

Charles Wasserman, president of Valet Service, made the announcement Monday (9) at a press reception during which the unit was shown.

The coin service unit, designed to accept patrons' clothes and return them cleaned and pressed or laundered, is already in operation at Macy's. The Valetaria consists of a series of lockers, in multiples of eight up to 48. It is operated over regular commercial leased wires, supplied by the telephone companies, direct to a central office similar to a non-dial telephone.

Coin Unit

Nickels, dimes and quarters are accepted by the coin unit. As coins are deposited, actual coin value is shown visually on the special switchboard unit in the central office. A carry-away box or cover is used to protect the cleaned clothing.

George Bowdoin, president of the U. S. Hoffman Machinery Corporation, developer of the Valetaria, stated that contracts had been signed with dry cleaning firms in Washington, Chicago, Minneapolis, Toronto and Seattle after one-year location tests in Cleveland, Detroit and Louisville had shown trade acceptance.

Brochures for operator use in obtaining locations give an explanation of the Valetaria and its operation. The brochures are slanted at realty executives, pointing out how they can profit by utilizing unused and unsalable space for Valetaria operations. Space is provided for imprinting the local operator's name, and the brochure explains that the location will share in the profits.

The lockers are sold to the operator. The control units and telephone-coin units are leased from Hoffman. Current production, however, is intended strictly for dry cleaning firms.

End All Price Ceilings; Ops Watch Candy

WASHINGTON, March 21.—With the end of price controls Tuesday (17), all vander products and equipment were free of restriction for the first time since January, 1951. The Office of Price Stabilization action was taken six weeks ahead of the scheduled expiration date, April 30 (see story in General section).

Lifting of all price ceilings meant that the candy industry, which OPS had denied relief only two months ago after reviewing a request made in June, 1952, would be accorded a free hand in marketing and promoting nickel and dime lines.

Operators felt that the end of price ceilings would encourage stronger product competition among confectionery makers. The end result might be higher wholesale prices, but generally it was felt that such moves would not be out of line.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

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"BIG PROFITS!"

Vendors and Jobbers CHEWING GUM LINE!

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chicle & Bub-L Chews, Baby Midge & Chicks Tablet Gum. Three sizes—520, 320 & 250 per lb.

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CANADIAN OPERATORS!

We are the Canadian distributors for **OAK'S ACORN VENDOR**. The finest in the vending industry. We are now manufacturing a complete line of charms, including the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

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SPECIAL!

UNEDA MODEL A
 6 Cols., 180 cap. \$87.50
 8 Cols., 240 cap. 92.50
 9 Cols., 270 cap. 95.00
 King Size & Silver Quarter Vending Included.

CONVERSIONS

THIS IS NOTHING NEW WITH US! WE CAN CONVERT ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c OPERATION.

SILVER QUARTER OPERATION KING SIZE INCLUDED!

Rowe Royal—6 or 8 col.	\$ 90.00
Rowe Royal—10 col., 400 cap.	95.00
Rowe Imperial—8 col., 240 caps.	82.50
Uneda Model 500, 9 col., 350 cap. (All col. can be used King Size or Standard)	95.00
Uneda Model E—8 or 9 or 12 col., up to 300 cap.	80.00

Uneda Monarch, 6 col., 380 cap. \$ 90.00
 Uneda Monarch, 8 col., 510 cap. 110.00
 All col. can be used King Size or Standard.

Add \$5.00 to Above Prices for 30¢ Vending.

KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

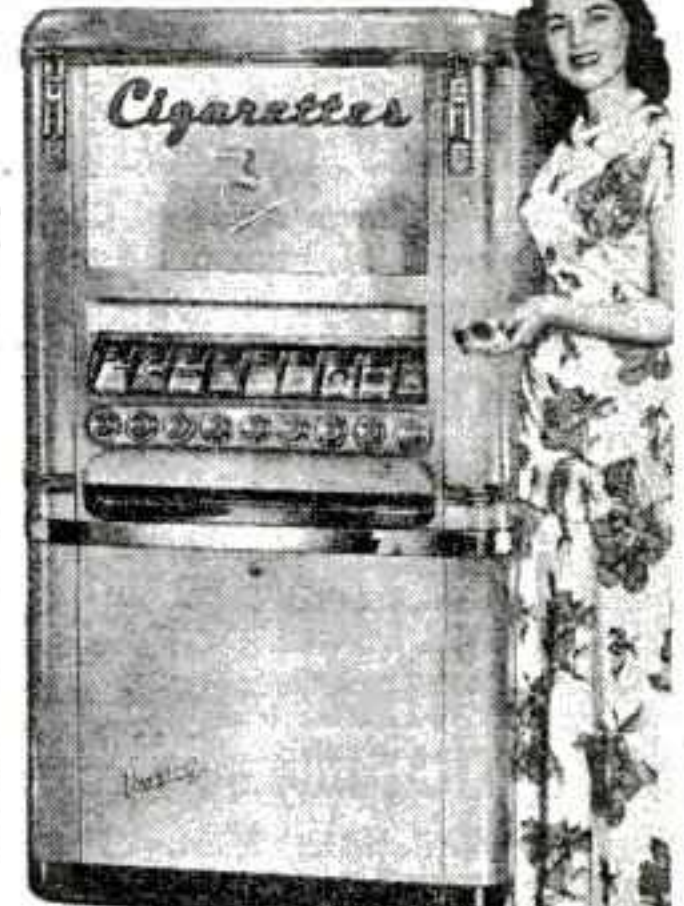
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"The Nation's Leading Distributor of Vending Machines"
 NEW... RECONDITIONED LIKE NEW
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OPERATE The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

- Startling streamlined beauty captures and holds locations
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- 432 pack capacity in double columns dispensed alternately.
- Super Change Maker, optional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.



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VICTOR... The Choice of Operators...

VICTOR'S Topper Deluxe Half-Cabinet Style



Baby Grand Deluxe



VICTOR'S Topper Deluxe Globe Style



The Topper Deluxe, Globe Style, and the Topper Deluxe Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

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 682 Madison Memphis 3, Tenn.

CHARMS

New JET SERIES 120 ASSORTED CHARMS
 Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic \$2.15 M
 Copper 3.60 M
 Silver 3.70 M

DOMINOES

Beautifully designed black plastic with clear white dots.
 \$6.00 per M f.o.b. NYC

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COMPLETE LINE OF CHARMS

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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.

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 Yes Please send me The Billboard for one year at \$10.
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Portable for easy location!

700% gross profit with the photo machine that offers 4 poses for 25¢ — at less than 3¢ cost per strip! Completely automatic — commercial type developing in just 2 minutes! Easy for the customer! Easy for the operator! Operate a Photo Studio on a major Profit Producing Plan. Write today for your brochure — "Picture Yourself in the Money".

4 POSES 25¢

- Delivers 4 proofs, each 1 9/16" x 1 7/8"
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- Nationally Recognized and Used

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Auto Photo Company

Strong Roster

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H. Martin, Robert Bloom, Robert Kline, Willard East, Guy Moss, Harry Wyner, Daniel Cohen, Irving Linderholm, Russ Thomas and J. A. Levy.

King & Company: Thomas King, Paul Crisman, R. C. Owen, K. Hickox, W. Bolen, W. Grenier, Moe Mandell, Ed Flanagan and Ralph Atkinson.

Lehigh Foundries, Inc.: Frank E. Shumann, Richard Crannell and Walter Strauss.

National Vendors, Inc.: Tom Hungerford, Ben Frye, A. F. Diederich, Tom Donahue, Floyd Bryan, H. J. Maddock, Ed and Henry Brown, Lou Magerer, Ike Gordon, Al Horth, Herman Saxon, Ed Kopine, Marvin Pierson, C. A. Ridings, S. T. Rickert, W. M. Harlan and Jules Strong.

Rowe Manufacturing Company, Inc.: Robert Z. Greene, Arthur and Richard Gluck, John S. Mill, Charles H. Brinkmann, Andrew Chaplin, Dick Hoose, Ralph Emmett and Gail Anderson.

Apco, Inc.: M. B. Rapp, Dan Subarsky, Joe Bendas, Bill Austin, Bill and Art Gross, T. Lowe and Fred Foote.

Spacarb-Juice Bar: I. H. Houston, W. V. King, R. K. Deutsch, Eric Dunn, Al Guzzi, Al Panuzzo, Howard Richardson and Jack Cross.

Standard Handkerchief Company: Henry Smooke and Mrs. N. and Mrs. G. Smooke; Joseph and Mrs. N. Dickstein.

Stoner Manufacturing Company: H. B. Stoner, C. R. Adelberg, Burnhart Glassgold, R. W. Hunt, Donald Buck, R. W. Phillips, E. M. Parra, Burt Class, M. C. Doumany, Bert Farmer, William Furst, William Schwartz, Wendell Bartlet, W. A. Whitney, Ralph Littlefield, Fred Meyer, L. B. Haley, Stan Rouso, Paul Steichen, F. A. Walter and George Bell.

Superior Manufacturing Company: Lester and Frank Kulp and Dan Neidig.

Mars Manufacturing Company: Sid Mittleman.

2 Ohio Cities Hit Charm Use

NORWOOD, O., March 21.—Lieut. Harry Schlie, of this city's police department, said here Wednesday (19) that anyone putting a penny in a gum ball machine, in which tiny glittering trinkets are dispersed as prizes, is playing a game of chance. Norwood patrolmen, acting on that ruling, confiscated 22 gum ball machines, taking them from 17 grocery and delicatessen stores.

No arrests were made. The machines were confiscated, police said, because school children had been wasting considerable sums of their lunch money in attempts to win the trinkets, such as charm bracelets, watch fobs and chains.

Move followed a similar crack-down in Cincinnati last week when police, under Sgt. Russell Jones, of the city's vice squad, raided similar locations under the same interpretation of the law. About 20 machines were confiscated in the Cincinnati raids, but like Norwood no arrests were made.



I wonder if George could have thrrown it this farr. I don't know Scrooge MacTavish. But I do know if you would use all Topper DeLuxe vendors for ball gum and charms like Sandy MacTight does, you wouldn't have to beat around a bush looking for a dollar.

TOPPER DELUXE HALF-CABINET STYLE



Machines will buy themselves with my time payment plan.

Better write today for price and terms on the number of machines you can use.

Roy Torr
Lansdowne, Pa.

Giving friendly service and liberal terms since 1910.

BALL GUM OPERATORS

THIS IS NEWS...extra profits for you

Get your Ball Gum locally at wholesale prices!

large stocks of Champ Gum available as near as your own phone

in CINCINNATI call MAIN 4117
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350-370 West Broad Street

in DALLAS call RANDOLPH 7111
Santa Fe Bldg.

in ST. LOUIS call CHES. 5344
2700 N. Broadway

in PITTSBURGH call COURT 1-4000
1320 Penn. Ave.

in CHATHAM Ont., Can., call CHATHAM 5082
51 Wellington Street W.

CHAMP BALL GUM, "The World's Best!"

BALL GUM, Inc.
2610 West 19th Street Chicago, Ill.

Apco Cites

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indicative of the amount of business done by a machine. He explained that "average-cent-per-person" gives the true picture.

When the three-flavor machines were on locations, the average week showed an "average cent-per-person" figure of 1.1, with a high week of 1.6. When the six-drink machines were installed, Rapp reported that the figure jumped to 2.6 in mid-December.

He emphasized that the survey was not made by Apco but by the locations, with each location sending a certified statement.

Rapp pointed out that the consumer is given a choice of four carbonated and two non-carbonated drinks. He said that this appeals to all customer preferences and hence automatically increases the volume. The quality of the drinks themselves, he added, cannot be overlooked.

Vender Display

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its Lo-Boy Smokeshoppe and its six-selection SodaShoppe, while Eastern Electric, Inc., New Bedford, Mass., had on display its Electro 8 and its Electro 10. Spacarb-Juice Bar, Stamford, Conn., featured its Bert Mills coffee vender, Fred Hebel ice cream vender, Spacarb four-drink unit and the junior and senior Juice Bars. King & Company (Northwestern distributors) displayed ball gum, tab gum, nut and stamp venders.

Superior Manufacturing Company, Chicago, had its cigarette vender on display, while the Standard Handkerchief Company, distributor for the Advance Machine Company, Chicago, showed a handkerchief vending machine.

One kiddie ride manufacturer, Mars Manufacturing Company, Linden, N. J., displayed a coin-operated boat ride.

Coffee Vender

• Continued from page 86

and would sell for between \$500 and \$600.

The designers claim to have incorporated sanitary features into the unit that have never before been applied to vending machines. They listed the following design features: Only one motor in the unit with only 1/100th horsepower, and a new pre-packaged service unit which cuts location servicing down to five minutes per machine.

VICTOR'S TOPPER DELUXE GLOBE STYLE



1 to 23...\$14.20
24 to 47...\$14.00
48 to 99...\$13.75
100 or more...\$13.20

Also comes in half cabinet style at same prices

We also have the New Baby Grand Deluxe Vender
\$14.25 each \$13.25 each
(100 or more)

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VICTOR... The Operator's Choice for Better Vending...

VICTOR'S Baby Grand Deluxe



Topper Deluxe Globe Style



Topper Deluxe Half-Cabinet Style



A VICTOR product means your security and will give you the most accurate and trouble-free vending possible in a bulk vender. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR — we want you to have the best!

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More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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Please enter my subscription to VENDOR for
 1 year \$4 2 years \$6 3 years \$7.50
 Payment enclosed Please bill me
 Foreign rate, one year, \$6.00.

Name

Address

City..... Zone... State....

Occupation

Coin Gleaning

• Continued from page 86

sioned a St. Paul machine shop to build 100 of the devices and has applied for patent rights.

Maurer conceived the idea of a coin-operated locker system for dry cleaning and laundry service when he was unable to take over a shirt laundering account for a St. Paul firm. Management would not agree to a check-off system to have its employees pay for the service.

ARRIVERA LA SEMAINE PROCHAINE

(Translated from French:
"COMING NEXT WEEK")

See Page 97

Precision-Built for PROFITS!

From LITTLE ACORNS mighty INCOMES grow!

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.

1c & 5c mechanism slides into place—no screws!

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

DAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson Gen. Sales Mgr. 2033 Fifth Ave. Pittsburgh Phone: AT 1-6478
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles

For Beauty and Durability—It's Victor

VICTOR'S Baby Grand Deluxe



VICTOR'S Topper Deluxe Globe Style



VICTOR'S Topper Deluxe Half-Cabinet Style



The Topper DeLuxe, Globe Style and the Topper DeLuxe Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UN-BREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N. W. Grand Rapids 3, Mich.

New Diamond Manager

NEW YORK, March 21.—The Diamond Match Company appointed R. F. Good as South Central district manager of the book match advertising department.

COMPLETELY RECONDITIONED AND REFINISHED!

ASCO 5c HOT NUT VENDORS

WHILE THEY LAST \$7.50 Ea.



Orig. \$49.50 New.

Mills 1c Adams Gum, 6-Col.	\$17.50
Exhibit Card Vendors, 1c	15.00
DuGrenier 1c Adams Gum, 4-Col.	17.50
Columbus 1c Bulk	8.00
Columbus 5c Bulk	8.50
NW 1c Ball Gum	7.50
NW 1c Mod. 39 Bulk	8.50
NW Mod. 49, 1c or 5c	12.50
Master 1c Bulk	8.50
Master 1c & 5c Bulk	10.00
Ajax 5c Hot Nut	39.50
Silver King, 1c or 5c	8.50
Atlas Bantam Tray, 5c	7.50

* NEW AND RECONDITIONED VENDORS
* PARTS, SUPPLIES, ACCESSORIES
* BALL GUM, CHARMS, NUTS
* EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

1/3 Dep. Req. With All Orders.

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

THE BILLBOARD Index of 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 March 21	Issue of March 14	Issue of March 7	Issue of Feb. 28
Advance Model D Ball Gum.	\$5.95	7.45	\$5.95	7.45
Advance No. 11.	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c.	39.50	39.50	39.50	39.50
Alco Deree Shoe Shine Machine	20.00			
Asco Hot Nut, 5c.	7.50	7.50	7.50	
Atlas Bantam, 5c.	6.95	7.50	6.95	6.95
Atlas Deluxe Nut Vendor.	7.95	7.95	7.95	7.95
Columbus, 1c.	7.45	8.00	7.45	8.00
Columbus, 5c.		8.50		8.50
DuGrenier Adams Gum, (4 col.) 1c.	17.50	17.50	17.50	
DuGrenier Candyman.				62.50
DuGrenier S (7 col.)		45.00		
DuGrenier W (9 col.)		50.00		
Eastern Electric C-8.		135.00		135.00
Exhibit Card Vendor, 1c.	15.00(2)	15.00(2)	15.00(2)	15.00
Foot Ease (Exhibit)	85.00	95.00(2)	50.00	85.00
Kirk Astrology Scale.	95.00	95.00	75.00	95.00(2)
Kleenix 5c or 10c	49.50	49.50		49.50
Kwik Shoe Shine Machine.	54.50			
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c.	7.95	10.00	7.95	10.00
Master, 1c.	7.45	8.50	7.45	8.50
Master, 5c.		7.45		7.45
Mills Adams Gum Vendor.	17.50	17.50	17.50	
Mills (5 col.)		45.00		
Mills Candy (5 col.)		89.50		
Mills Tab Gum.	16.50	16.50		
National Electric.	99.50	99.50	99.50	
National 930.	130.00	130.00	130.00	130.00
National 950.	145.00	145.00	145.00	145.00
National Candy 918.		85.00		85.00
Northwestern 33 Ball Gum.	7.50(2)	7.95	7.50(2)	7.95
Northwestern Deluxe 1c and 5c.	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c.	7.95	8.50	7.95	8.50
Northwestern Model 49, 1c or 5c.	12.50			
Northwestern Stamp.	69.00	69.00	69.00	69.00
Pop Corn Ser.	69.50(2)	69.00	69.50	69.50
Rowe Candy (8 col.)				59.00
Rowe Imperial (6 col.)	39.50	69.50		
Rowe Imperial (8 col.)	42.50	78.50	82.50	82.50
Rowe President (8 col.)	119.50	125.00		
Rowe President (10 col.)	125.00	155.00	155.00	155.00
Rowe Royal (6 col.)		90.00		95.00
Rowe Royal (8 col.)	90.00(2)	130.00	130.00	95.00
Rowe Royal (10 col.)	90.00	95.00	140.00	95.00
Sanitary Napkins, 10c.				22.5c
Shipman 3-Way Stamp Vendor	39.50	25.00	39.50(2)	39.50
Silver King 1c Ball Gum.	7.45	7.45	7.45	7.45
Silver King, 1c or 5c.	8.50			
Silver King 5c.	7.45	7.45	7.45	7.45
Siros Brush-Up.	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Uneeda Model A (6 col.)	87.50			
Uneeda Model A (8 col.)	92.50			
Uneeda Model A (9 col.)	95.00			
Uneeda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneeda Model E (8 col.)	80.00		80.00	90.00
Uneeda Model E (9 col.)	80.00		80.00	80.00
Uneeda Model E (12 col.)	80.00		80.00	80.00
Uneeda Model 500 (7 col.)	90.00	90.00	95.00	95.00
Uneeda Model 500 (9 col.)	90.00	95.00	135.00	95.00
Uneeda Monarch (6 col.)	75.00	90.00	75.00	75.00
Uneeda Monarch (8 col.)	75.00	110.00	90.00	90.00
Uneeda Monarch, 25c.		79.50	79.50	
J-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	27.50	49.50	45.00
Victor Baby Grand.	11.00	11.00	11.00	11.00
Watling Fortune Scale.	119.50	119.50		
Watling 200 Scale.	160.00	160.00	160.00	160.00
Weight Lifter.			50.00	

N. Y. Candy Club Hold Spring Party

NEW YORK, March 21.—The Annual Spring Festival party of New York Candy Club has been set for April 25 in the Colonial Room of the Park Sheraton Hotel. Tickets are \$15 a couple.

The organization held its regular meeting Thursday (19) at the Park Sheraton. Charles Zubrin, representing the Topps Chewing Gum Company, and Marvin H. Hoffer, representing Sid Goldberg, recently joined the club.

Uneeda Vending to Make Parts Only

BROOKLYN, March 21.—Uneeda Vending Service, which recently purchased the tools and dies of the old Uneeda-Pak firm (The Billboard, March 14), has no plans to go into the manufacture of cigarette vending machines, according to Nat Hochman and Harry Ebbin.

Hochman and Ebbin said that the firm would manufacture parts for Uneeda Venders and continue its reconditioning and rebuilding services in its seven-State North-eastern area.

Howard Ahl Named V-P of Nat'l Group

NEW YORK, March 21.—G. W. Howard Ahl, general purchasing agent for Philip Morris & Company, Ltd., Inc., this week was elected vice-president of the National Association of Purchasing Agents.

He is a past president of the Purchasing Agents Association of New York.

VICTOR'S Topper Deluxe Half-Cabinet Style



Also Available
• VICTOR'S Topper Deluxe Globe Style
• VICTOR'S Baby Grand Deluxe
Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.
\$14.25 ea.
\$13.25 ea.
100 or more All machines packed and sold 4 to the case.

1 to 23 \$14.20 Ea.
24 to 47 14.00 Ea.
48 to 99 13.75 Ea.
100 or more 13.20 Ea.

Write for our complete charm and merchandise list. Prices subject to change without notice.

Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: President 4-3358

The word to the "wise" is ...

GUGGENHEIM for CHARMS

SEND FOR PRICE LIST
Guggenheim INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

VICTOR'S Topper Deluxe Globe Style

VICTOR'S Topper Deluxe Half-Cabinet Style

1 to 23 \$14.20 Ea.
24 to 47 14.00 Ea.
48 to 99 13.75 Ea.
100 or more 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

NEWER CHARMS

From the World's LARGEST MANUFACTURER of CHARMS

Playing Cards
Photo Bullets
Silver Tipped
New Cameos

Compasses
Lockets
Photo and Jewel Rings

Ours is the finest and most complete line in the country. Immediate delivery! Send 35¢ for complete samples for low, low, low Prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

VICTOR . . . For Trouble-Free Operation

A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

J. ROSENFELD CO.
3218 Olive Street St. Louis 3, Missouri

Dixie Cup Net Drops

EASTON, Pa., March 21.—Dixie Cup Company earned a net income of \$2,302,789 in 1952, compared with \$2,715,875 the previous year.

VICTOR'S TOPPER DE LUXE GLASS GLOBE STYLE

\$14.20 each
Cases of four (minimum order)
\$13.20 each
100 or more
Also available in half cabinet style.
Write for lowest prices on gum and charms

H. B. Hutchinson Jr.
860 North Ave., N. E. Atlanta 6, Ga.
Tel.: Emerson 4300

VICTOR . . . Tops in Bulk Vending

The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.

GRAFF VENDING MACHINE & SUPPLY CO.
2841 W. Davis Street Dallas, Texas

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, \$6. 992

Name
Address
City Zone ... State
Occupation

1¢—VICTOR—5¢ DELUXE BABY GRAND

\$14.25 each 4 to case
\$13.25 each 100 or more
\$17.20 each Sample filled with gum

VENDS Chloro Treats, Chicle Treats, 2 for 1c.
Large Chloro Treats, 2 for 5c. WRITE for lowest prices on Ball Gum Bulk Vendors and all merchandise for vending operations.

Now Stocked in Kansas City.
Victor Topper Deluxe Half Cabinet \$14.20
Victor Topper Deluxe With Glass Globe ... 14.20

BERNARD K. BITTERMAN
4709 E. 27, Kansas City 1, Mo.

"Smokeshop Lo-Boy"

THE NATION'S FINEST
CIGARETTE VENDOR!

**486
PACK
CAPACITY**

Tear Out
and Mail
This Ad
for
Details



Smokeshop Corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

PAINTED PUPPET MASK CHARMS



Television Programs have made puppet masks popular with children. These painted Puppet Mask Charms cater to this popularity. Six plug-ugly characters comprise our series—Indian, Devil, Clown, Cannibal, Pirate and Skull. The painting is a "face-lifting" job that makes these Mask Charms most appealing to children.

\$5.50
per 1,000
F.O.B. JAMAICA, N. Y.

OR: AT YOUR DISTRIBUTORS.
Because Children are your best customers, cater to them. Give them what they like.

**SAMUEL EPPY
& Co., Inc.**
91-15 144th Place
Jamaica 2, N. Y.

READY FOR DELIVERY NOW!

1c or 5c ACORN

ALL-PURPOSE
BULK MERCHANDISER

Featuring the new
Silver Streak
BRUSH HOUSING



**Empire
COIN MACHINE EXCHANGE**
1012 Milwaukee Ave. • Chicago 22, Ill.

PROMOTION MEN

We offer you 20 Ball Gum Vendors
and 160 lbs. of ball gum
for
\$150.00
only

Place these in locations. When a
going route you can sell out at
a good profit.

Sample machine \$6.00. More
details from
AUBURN DISTRIBUTING COMPANY
270 Doric Ave., Auburn 10, R. I.

Buy VICTOR for Better Bulk Vending

**VICTOR'S
Topper Deluxe
Globe Style**



Baby Grand Deluxe



**VICTOR'S
Topper Deluxe
Half-Cabinet Style**



The Topper DeLuxe, Globe Style, and the Topper DeLuxe, Half-Cabinet Style, for ball gum and charms, are now equipped with the No. 86-B ball gum wheel which is guaranteed to be **UNBREAKABLE, NON-JAMMING, NON-CORROSIVE AND NON-TOXIC.**

GARDNER & LOSE, INC.
2611 Hale Avenue Louisville, Kentucky

150 Attend Vending Session

Continued from page 86

proper color, type and size machine for the location. Cleanliness and proper illumination should be the cornerstones of a sound public relations policy. He censured operators who allow their vendors to be displayed in bad, obscure light and who allow their machines to get dirty.

Mill said there is no excuse for faded or dirty brand labels on cigarette vendors. The tobacco firms have an ample supply of labels on hand, and will send the operator as many as he requires.

He contended that a vending operation gives the tobacco jobber an excellent opportunity of identifying himself with the consumer by using the same firm name in both his distributing and vending business. Most residents of any community are totally unaware of the name—or even the existence of the local tobacco jobber, Mill said.

Unfair Practices
Bernard P. Gawley, Binghamton Tobacco Company, Binghamton, N. Y., dealt with the problem of location losses due to unfair practices of fringe competitors.

He contended that the industry could practice self-regulation on a national basis, and said that fair trade agreements and franchise and contract arrangements

would stymie many unfair competitors. He also favored an unfair cigarette sales act, such as the one recently advocated by the New York Association of Tobacco Distributors.

Gawley said that the operator could fight unfair competition by offering better service to the location and by stressing the fact that he will insure the location owner against any damages resulting from the presence of vendors on his premises.

Frank P. Corso, Biloxi, Miss., operator, said that a tobacco distributor needs at least 150 vendors to make an operation pay. He claimed that with a lesser amount, the operator would be faced with a loss on service.

Dan Canalos, Lorain, O., outlined methods for getting new locations. He said his operating firm starts out by making a prospect list from a canvass of the area, tips from jobbers, salesmen and routemen and by checking municipal licensing lists.

The next step is a visit by the firm's salesman, who shows the location how he can eliminate investment in stock, worrying about a fresh supply when needed and at the same time increase his sales. The profit angle is stressed on industrial locations; on retail locations the stock loss from employees "borrowing" packs from the counter is emphasized.

Canalos declared that game and juke box operators, offering package deals, are providing growing competition. He hit the practice of offering a location advance commissions on a contract.

J. T. Teahan, vice-president of the Eastern Electric Vending Company, maintained that, whenever possible, a close price relationship should be kept between the price of the vended pack and the over-the-counter pack. While he admitted that recent price rises make this difficult, he said that vended packs should sell for only a penny more than over-the-counter packs.

He also warned operators against "being a nickel ahead" of the counter. If the over-the-counter price is 23 or 24 cents a pack, the consumer should not have to put more than 25 cents worth of silver into the vendor to get his pack, he declared.

Teahan advocated the use of newspaper advertisements as a means of getting new locations, listing current locations. He also praised the use of such drives as the Red Feather as a match book tie-in, with the name of the operator and the drive on the book.

Edward Baratz, Q Candy & Cigar Company, Aurora, Ill., discussed a preventive maintenance program to minimize breakdowns and decrease service calls. His firm, he said, built a complete repair and refinishing setup for \$1,500, and added that the cost of a repair shop would be a much lesser figure. He advocated giving machines a thorough cleaning with a good detergent and the replacing of springs as they become worn.


Meredith Boosted At Stand. Factors

NEW YORK, March 21.—Edwin B. Meredith this week was named executive vice-president of Standard Factors Corporation, an investment firm which specializes in financing coin machine and vending organizations.

Meredith came to Standard Factors in 1943 from General Motors Acceptance Corporation, for which he was New York regional credit manager. He was elected vice-president of the company in 1943 and treasurer and director in 1950.

**PRACTICALLY
SOLD OUT
IN 48 HOURS!**

"Checking my first
Northwestern Tab Gum Vender,
just two days after it was in-
stalled, I found only one piece
of gum left in the machine. Very
very good business for 48 hours!
We are 100% sold on your tab
gum vendors and are getting 20
more."
E.G., Wisconsin



Northwestern

SELECTIVE TAB GUM VENDER

Holds Over 500
Pieces—
10 Columns—
Fast, Easy
Servicing



THE NORTHWESTERN CORPORATION
2223 East Armstrong St.
Morris, Illinois

**SOLD AND SERVICED
BY AUTHORIZED
Northwestern
DISTRIBUTORS**

Badger Novelty Company
2546 North 30th Street
Milwaukee 10, Wisconsin

Badger Sales Company
2251 West Pico Blvd.
Los Angeles 6, California

Fisher Brown
2218 South Harwood, Dallas, Texas

King & Company
2700 West Lake Street, Chicago 12, Illinois

Maddox Sales & Service
8814 Kensington Parkway
Chevy Chase 15, Maryland

Northwestern Sales & Service
440 West 42nd Street
New York 18, New York

Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts

Parkway Machine Corporation
715 Ensor St., Baltimore 12, Maryland

Peanut Products Company
801 Second Avenue, Des Moines, Iowa

Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana

Peanut Products Company
910 Harney Street, Omaha, Nebraska

Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia 23, Pa.

J. Rosenfeld Company
3218 Olive Street, St. Louis, Mo

Viking Specialty Company
530 Golden Gate Avenue
San Francisco, California

Vend-All Company
816 West 36th Street
Minneapolis 8, Minnesota

HANSON PENNY WEIGHING SCALE

Capacity \$15.00
The HANSON penny
weighing scale is fa-
mous for accuracy and
durability—the world
over. Accurate to
within 2¢ at full ca-
pacity! Comes with
sturdy fibre carrying
case and money tray.
Save time, eyesight
and patience—In-
sist on HANSON,
the original money
scale.

=26-6275 counts
pennies to \$15.00
=26-6285 counts
pennies to \$7.50 &
nickels to \$23.65.



Either model \$18.50
1/3 dep., bal. C.O.D., F.O.B. Phila.
Exclusive National Distributor.
BLOCK MARBLE CO.
1425 N. Broad St. Phila. 22, Pa.

VICTOR . . . The Profit Line

**VICTOR'S
Topper Deluxe
Globe Style**



Baby Grand Deluxe



**VICTOR'S
Topper Deluxe
Half-Cabinet Style**



A VICTOR product means your security, and will give you the most accurate and trouble-free vending possible in a bulk vendor. With proper care your VICTORS will give you many years of good service. Be Wise! Buy VICTOR—we want you to have the best!

DEVICES NOVELTY SALES CO.
1624 N. California Chicago 47, Illinois

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
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 Mds.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	7.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Vendors' Mix	.71
Cashew Whole	.67
Cashew Butts	.60
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts	.55
Almonds 480 ct. 5 lbs. vac. pk.	.85
Italian Chick Peas	.25
Rainbow Peanuts	.30
Boston Baker Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.40
Assorted Fruit Charms, 100 ct.	.42

Ball Gum, all sizes, 200 lbs. min.
Prepaid, per lb. \$.28
Adams Gum, all flavors, 100 ct. .47
Wrigley's Gum, all flavors, 100 ct. .47
Scharf's Chocolate, 200 ct. 1.20
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
440-442 W. 42nd St., New York 36, N.Y.
L'Ongacre 4-6467

WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

**ADVANCE
Is the Vendor for You**

Cigarette Machines,
All Models in Stock
Want more information?
Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
President 2-2900

BABY GRAND, 1c or 5c

\$52.00
Case of 4! •
DELUXE
MODEL
\$57.00
Case of 4! •
Spanish Peanuts,
30 lb. ctns.,
266 lb.
Blanched
Virginia
Peanuts,
30 lb. ctns.,
326 lb.
Dep. req. with
all orders
F.O.B. Boston.

Everything for the Operator at
Lowest Market Prices!

CHAMPION NUT CO.
1194 Tremont St., Boston 26, Mass.

Safe Business

Continued from page 75

who have no other type coin machines.

"The operators who have bought Exhibit kiddie rides in New England have all reported success. Locations include department stores, super markets, variety stores, five-and-ten-cent stores, barber shops—and outside locations wherever kiddie traffic is heavy."

So far, it has been established that heavy traffic of both adults and kiddies is a must, and that in large locations, it is better to place two or more different types of rides. Kiddies like to change and get tired of riding the same horse.

The Exhibit line, distributed by Golumbo, is well-rounded with various types of rides for the small fry. Rocket ships and boats are going strong, but preference changes. Pete the Rabbit, Ferdie the Bull, Roy Rogers' Trigger, El Toro the Bull, Rudolph the Red-Nosed Reindeer, all get their share of the dimes wherever they are installed, Golumbo said.

Operators of Exhibit rides put them out on location. No direct sales to locations are made by Golumbo.

"An individual in this fast growing kiddie ride business can operate on a coast-to-coast basis by remote control," Golumbo pointed out. "A meter in the rides clock totals and collections can be handled by mail."

One danger in kiddie ride operation, is the saturation point, he believes, and this becomes the responsibility of the distributor. "The saturation danger must be closely watched by the distributor," Golumbo said. "This can be done by protected territory and opening of new locations."

Golumbo pointed out, there were less locations for kiddie rides than, for instance, music machines. At the same time, he asserted, there is a constantly changing rider market. As soon as one kiddie gets too old for the rides, another gets to the age when riding the toy horse, boats and rocket ships is most desirable.

The good points of kiddie ride operation are many, he said. First of all, it is a good, clean business. Mechanical problems are practically nil. It helps weary mothers, burdened with the strain of shopping. It relaxes children. It helps stores sell merchandise.

Golumbo occupies approximately 12,000 square feet of space on a ground-floor location at 1119 Commonwealth Avenue. Large show windows set off the varied types of kiddie rides and Rock-Ola music machines. A staff of 31 persons is employed and five salesmen cover the New England territory.

Ala. Tobacco Tax

MONTGOMERY, Ala., March 21.—Tobacco tax collections for the month of February totaled \$605,395, up \$4,574 compared with the same month a year ago.



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Burley Market

The bulk of the 1952 crop of burley tobacco was marketed by late January, and gross sales (including resales) since December 1, when the auctions began, totaled about 675,000,000 pounds, averaging 50.3 cents a pound, the Agricultural Department reported last week. The 1951 crop averaged 51.2 cents a pound. The support price for the 1952 crop is 49.5 cents a pound and approximately one-sixth of total deliveries have been placed under government loan.

The season average price for flue-cured tobacco is estimated at 50.5 cents, compared with 52.4 cents for the 1951 crop, and Agriculture attributes the lower price chiefly to "lower quality" of the present crop. Auction prices for dark air-cured and Virginia fire-cured tobacco were also lower than for the comparable period last season, Agriculture noted.

Price Supports

A peanut industry advisory committee this week urged the Agriculture Department to explore possibilities of developing a more satisfactory method of carrying out the peanut price support program.

The advisory group also asked Agriculture to look into the possible advantages of shelling and placing in cold storage peanuts owned by the Commodity Credit Corporation to forestall deterioration and minimize loss.

Chocolate Sales Up

The Commerce Department estimated the dollar value of manufacturers' sales of confectionery and competitive chocolate products for 1952 at \$961,025,000, less than 1 per cent lower than sales the preceding year. At the same time, sales in December rose to \$101,394,000, more than double November sales, and 2 per cent

higher than in December, 1951.

Big manufacturer-wholesalers reported 1952 sales of chocolate bar goods were down 5 per cent in terms of poundage and 4 per cent in terms of dollar value, contrasted with reported increases in the sales of all other types of chocolate confectionery, representing virtually no over-all change from 1951, according to Commerce.

Confectionery Sales Off

Manufacturers' sales of confectionery and competitive chocolate products in January reached \$86,547,000, 15 per cent under the \$101,394,000 sales recorded in December and 1 per cent below the \$86,989,000 level of January, 1952, the Commerce Department reported last week.

Chocolate manufacturer-wholesalers and manufacturers sold 49,463,000 pounds of bar goods in January, compared to 52,435,000 pounds in January, 1952, a 6 per cent decrease. Sold also were 21,467,000 pounds of penny and other bulk goods, and 10,470,000 pounds of 5 and 10-cent specialties, each representing a 2 per cent increase over the previous January.

Sugar Down 4%

The Agriculture Department is forecasting that world sugar production in 1952-'53 will reach about 36,700,000 tons, raw value, down 4 per cent from the 1951-'52 record, but well above the prewar average. The drop will be largely attributable to a reduction of 2,225,000 tons in Cuba's sugar crop, Agriculture explained.

The initial sugar quota for 1953 is 7,800,000 tons. Two increases of 100,000 tons each were granted by the department in 1952, to supplement the initial quota of 7,700,000 tons. Distribution of sugar in 1952 for U. S. domestic consumption totaled 8,074,000 tons, raw value, compared with 7,737,000 tons in 1951, and the record of 8,279,000 tons in 1950.

Hike Output

Continued from page 75

gun is placed on location with a nickel coin chute but on dime operation in specialized locations where the unit has had good play over a long period.

When the Space Gun was introduced at the trade show of the National Amusement Association of Parks, Pools and Beaches last November, Mencuri said there was some skepticism that the new unit "was just another gun game." However, in the past two months Exhibit Supply sales staffers, under the direction of Mencuri and Art Weinand, have been able to prove to ride operators the feasibility of opening extended Space Gun routes. One of the advantages of the gun, Mencuri pointed out, is that it can be operated in conjunction with all brands of ride equipment and leads to added income for both the location and the operator.

One of the key features of Space Gun is a special step for the small fry. When a youngster stands on this top step and fires the gun even he may make hits and run up a fairly good score. The step has a direct contact with the target area and registers points periodically.

Hires Appoints New Merchandising Mgr.

PHILADELPHIA, March 21.—The Charles H. Hires Company announced the appointment this week of Peter W. Hires as general merchandising manager.

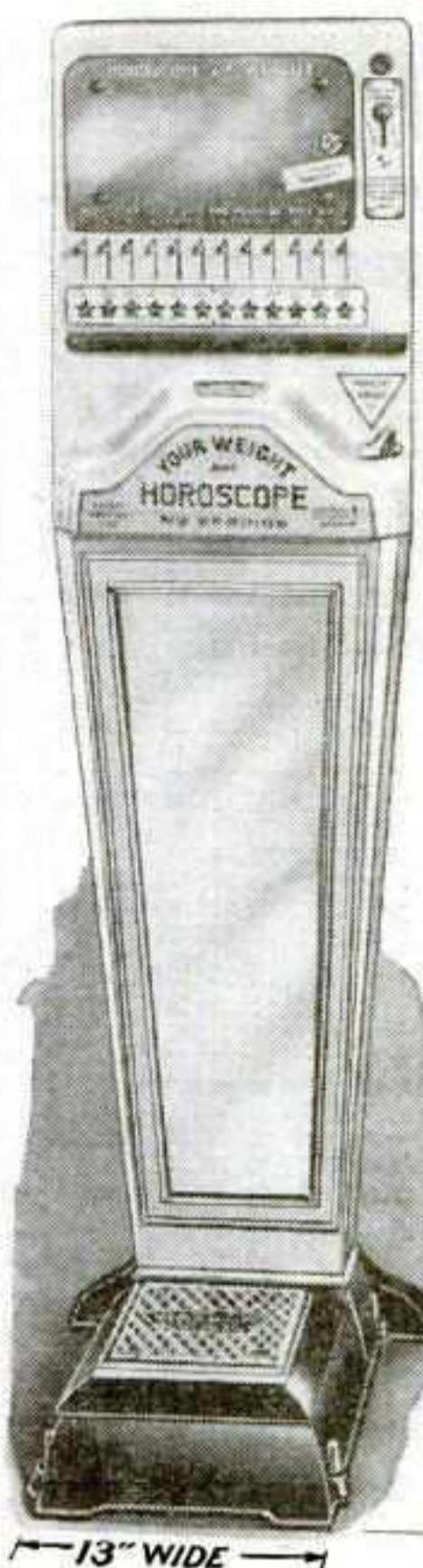
He will head the firm's national promotion activity, coordinating all merchandising programs for company plants, bottlers and fountain sales division. Joining the firm in 1945, Hires until recently was connected with only the fountain and fixture sales division.

Toy Fair

Continued from page 75

Meteor exhibited its Flying Saucer, Pony Boy, PT Boat, and Rocket. President John Hess, Max Himmelbaum, Sophie Reyes were on hand to greet retail executives with Blendow.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

Shuffle Alley Specialists!

ALL MACHINES HAVE SCREENED FORMICA, BIG PINS AND 7-10 SPLIT

United Clover and Cascade	Write
United Manhattan 10th Frame, Six Player	\$325.00
United Manhattan, Six Player	325.00
United Stars, Six Player	299.00
United Super, Six Player	249.00
United Deluxe, Six Player	229.00
United Standard, Six Player	189.00
United Five Player	169.00
United Four Player	129.50
United Twin Rebound	79.50
United Two Player Express Rebound	

UNITED 10th FRAME AND MATCH-A-SCORE! ONE UNIT \$49.50 Comp. Easily and Simply Installed on All United Shuffle Alleys DOUBLE 5th FRAME FEATURE \$9.95 It's New! It Works! It's Guaranteed!

Add \$59.50 to prices of above machines for delivery with 10th Frame Match-A-Score unit installed; and, \$14.95 for delivery of any of above machines with Double 5th Frame added.

Exhibit Twin Rotation . . . \$245.00 • Williams Baseball, Formica Top . . . \$49.50

ALL GAMES GUARANTEED TO BE MECHANICALLY PERFECT WITH GOOD, CLEAN RAILS AND CABINETS.

We will take postwar photographs in trade against above equipment. What have you?

WE HAVE FORMICA TOPS, PLEXIGLASS AND SUPPLIES!

WEST SIDE DISTRIBUTING CORP.

612 10th Avenue New York 36, N. Y. Circle 6-8464

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. Foreign rate, one year, \$20.

Name Address City Zone State Occupation



THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement machines and their prices across multiple issues of The Billboard (March 21, March 14, March 7, Feb. 28).

WE EXPORT PIN GAMES MUSIC MACHINES. Joe Ash. We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention. We are exclusive WURLITZER DISTRIBUTORS in Delaware—S. Jersey—S. E. Pennsylvania.

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495. 'You can ALWAYS depend on Active ALL WAYS!' NEW-RECONDITIONED METAL TYPER MACHINES. We Carry a Complete Line of Parts in Stock. WRITE FOR PRICES. NOW! Buy Your Aluminum Discs in Rolls of 100. STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, Ill.

NATIONAL GUARANTEED VALUES! United 6-Player Star Shuffle \$375.00. United 6-Player De Luxe Shuffle Alley \$310.00. United 5-Player Shuffle Alley With Formica \$245.00. Coronation \$210.00. All Star Basketball \$175.00. Crossroads \$175.00. Gottlieb Hit 'N' Run \$160.00. Rose Bowl \$140.00. Cyclone \$135.00. Double Feature \$115.00. Spot Bowler \$115.00. 4 Horsemen \$110.00. WALL BOXES: Wurlitzer 4851 Wall Boxes, Plastic Front, almost new. Each \$55.00. Wurlitzer 3020 \$23.00. NATIONAL COIN MACHINE EXCHANGE 1411-13 Diversey Blvd. Chicago 14, Ill. Phone: BUckingham 1-6466.

PURVEYOR... Always The First with the Best in Used Equipment of All Types. Let us know what you need and we will be glad to quote you our low prices. PURVEYOR Distributing Co. 4322-24 N. Western Ave. Chicago 18, Ill. Phone: UNiper 8-1814.

You Have Never Received Used Machines So Satisfactory. Hobby Horses—Crusaders—Thunderbolts \$345.00. C.C. Horseshoes, 2 player \$75.00. United, 6 player, Deluxe \$295.00. United, 6 player, Super \$355.00. Terms to responsible firms. Rentals with option to buy. Want Used Records. NATIONAL NOVELTY CO. Merrick, L. I., N. Y. FReeport 8-6770.

COBRA CARTRIDGES Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail. This ad worth 75¢ on first order. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

Table listing various amusement machines and their prices across multiple issues of The Billboard (March 21, March 14, March 7, Feb. 28).

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of March 21	Issue of March 14	Issue of March 7	Issue of Feb. 28
Baseball (Bally).....	\$45.00			\$95.00
Big League Bowler (Keeney).....		\$39.50		185.00
Bowlette (Gottlieb).....				39.50
Bowling Alley, 6 player (Chicago Coin).....	235.00 259.00	259.00 265.00	\$259.00 265.00	265.00 295.00
Bowling Classic (Chicago Coin).....	265.00 295.00	295.00 295.00	295.00 295.00	295.00
Bowling Classic (Chicago Coin).....	59.50 89.50	55.00 59.50	59.50 89.50	59.50 89.50
Bowling League (Genco).....	25.00	25.00	25.00	25.00
De Luxe League Bowler (Keeney).....	265.00 295.00	265.00 295.00	265.00 295.00	265.00 295.00
Deluxe Bowler (Williams).....				125.00
Deluxe 6 player (Chicago Coin).....				375.00
Deluxe Twin Bowler (Universal).....				125.00
Double Bowler (Keeney).....	65.00 79.50	79.50	79.50	79.50
Double Bowler, 2 player (Keeney).....	99.50	99.50	99.50	99.50
Double Header (Williams).....				49.50
Double Header, 2 player (Williams).....	49.50	49.50		
Double Shuffle Alley Express Rebound (United).....	139.50	139.50	139.50	139.50
8 Player (Genco).....	125.00	125.00	125.00	125.00
8 Player Rebound (Genco).....				125.00
Five Player Shuffle Alley (United).....	175.00	175.00 215.00	200.00	195.00 200.00
	195.00w/p	200.00w/p(2)	200.00w/p	200.00w/p
	200.00w/p(2)	245.00	215.00	204.50w/p
	245.00(2)		245.00	225.00w/p
			245.00	245.00
Four Player (Keeney).....	125.00			225.00
Four Player Rebound.....				
Four Player Shuffle Alley (United).....	179.50w/p	220.00	220.00	174.50w/p
Hook Bowler (Bally).....	105.00 149.50	105.00 149.50	105.00 149.50	105.00 149.50
King Pin (Keeney).....	35.00	35.00	35.00	35.00
League Bowler (Keeney).....	125.00(2)	125.00(2)	125.00(2)	125.00
	139.50	139.50	135.00 139.50	135.00(2)
				139.50
League Bowler, 4 player (Keeney).....	125.00(2)	125.00 159.50	125.00 159.50	125.00 159.50
Official Shuffle Alley (United).....	345.00 356.00	345.00	345.00	
Manhattan 6 player (United).....	345.00w/p			
Shuffle Alley DeLuxe 6 player (United).....	250.00 270.00	250.00 270.00	250.00 295.00	250.00 269.50
	285.00w/p	315.00 350.00	325.00 350.00	295.00 325.00
	295.00 315.00			350.00
	325.00 350.00			
Shuffle Alley Express (United).....		35.00	35.00	35.00 49.00
Shuffle Alley, 2 player (United).....				79.50
Shuffle Alley Express 2 player (United).....	79.50w/p	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney).....	265.00	250.00 265.00	250.00 265.00	250.00 265.00
Shuffle Alley, 6 player (United).....	215.00	215.00	215.00w/p	215.00w/p
	215.00w/p	215.00w/p	235.00 240.00	235.00
	235.00	235.00	265.00w/p	239.50w/p
	240.00w/p	240.00w/p		240.00
	250.00(2)			265.00w/p
Shuffle Champ (Bally).....		35.00		35.00
Shuffle Horseshoe (Chicago Coin).....	95.00 129.50	95.00 129.50	95.00 129.50	75.00 129.50
Shuffle Line (Bally).....	75.00 79.50	105.00	105.00	105.00
Shuffle Slugger (United).....	65.00	65.00	65.00	65.00
Shuffle Target (Genco).....	95.00	95.00	95.00(2)	95.00
Shuffle Ten Strike.....				99.50
Single Shuffle Alley Rebound (United).....	50.00 89.50	50.00 89.50	50.00 89.50	50.00 89.50
Sleeke Alley (United).....	79.00	79.00	79.00	79.00
Speed Bowler (Bally).....				50.00
Star Bowler, 2 player.....	350.00	350.00	350.00	350.00
Star 6 player (United).....	345.00w/p			
	375.00(2)			
Super Six Shuffle Alley (United).....	315.00w/p	335.00 350.00	350.00(2)	319.50
	335.00(2)			350.00(2)
	345.00			
Super Twin Bowler (Universal).....	59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00
Trophy Bowl (Chicago Coin).....	59.50 99.50	59.50 99.50	59.50 99.50	59.50 99.50
Twin Bowler (Universal).....	49.00 49.50	49.00	49.00	49.00 69.50
Twin Rotation (Exhibit).....	245.00	350.00 395.00	395.00	395.00
Twin Shuffle (Williams).....				69.50
Twin Shuffle Alley Rebound (United).....	129.50w/p	165.00	165.00	165.00
	165.00			
Twin Shuffle-Cade (United).....	150.00	150.00	150.00	150.00
Two Player Rebound.....	100.00			

• Amusement Games

	Issue of March 21	Issue of March 14	Issue of March 7	Issue of Feb. 28
Tri-Score (Genco).....	69.00 89.50	69.00 89.50	69.00 69.50	89.50
Tumbleweed (Exhibit).....	75.00(2)	75.00(2)	75.00(2)	75.00
Turf King (Bally).....	79.50 85.00	90.00 145.00	84.50 85.00	84.50 90.00
	145.00 149.50	149.50	90.00 145.00	95.00 145.00
	175.00		149.50	149.50
Ucson (Williams).....	44.50	44.50	44.50	44.50
Ulab (United).....	59.50 84.50	59.00 84.50	59.00 84.50	84.50
Watch My Line (Gottlieb).....		99.50		99.50
Whirl-a-Ball.....		22.50		
Wild West (Gottlieb).....		165.00 195.00	195.00	165.00 195.00
Winner (Universal Industries).....	50.00 65.00	65.00 99.50	65.00 99.50	45.00 65.00
	99.50 100.00			125.00
Wisconsin (United).....	34.50 35.00	34.50 35.00	34.50 35.00	34.50
Wizard.....	49.50	49.50	49.50	49.50
Zingo (United).....	300.00	219.00	150.00	179.50

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word \$.20

3 or more CONSECUTIVE or 26 insertions, per word18

52 CONSECUTIVE insertions, per word16

DISPLAY CLASSIFIED (Minimum \$6)
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line \$1.00

3 or more CONSECUTIVE or 26 insertions, per agate line95

52 CONSECUTIVE insertions, per agate line90

1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities

Coin Radios and Television: buy direct from manufacturer and save: steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted

First-class Phono and Amplifier Mechanic: must have plenty of experience on both older and new type phonos; no floaters or boozers; top wages, good hours; write only with references to E & R Sales Co., 813 College, N. E., Grand Rapids 5, Mich.

Mechanic—Experienced music, pins, arcade pieces; very good opportunity another reliable, sober mechanic; regular hours, large full year operation; state age, experience, salary desired. Write F. McKim Smith, Smith Amusement Machine Service, 24 N. California Ave., Atlantic City, N. J.

Mechanic, including route work—Phonographs, pinball machines, card games; answer by mail giving qualifications and reference Blackwell Amusement Co., 15 Wac-camaw Ave., Greenville, S. C.

Want Development Engineer—World's largest coin handling equipment manufacturer has an opening for a development engineer who is qualified through education or experience; must have a practical background in the coin machine industry. Reply in writing, giving all pertinent details to National Rejectors, Inc., 5100 San Francisco Ave., St. Louis, Mo.

Parts, Supplies & Services

DO YOU OPERATE BEAR GUNS?

Shoot the Spook, a conversion target, is doing a real good job for hundreds of operators. Its ability to pick up the take is amazing Arcade owners. Easy to install, with understandable directions. Complete satisfaction or your money back. Ninety-day warranty on all parts.

1/3 Deposit, Balance C.O.D.
Price \$37.50

100 SERVICE COMPANY
2634 Olive St. St. Louis 3, Mo.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

Write for free list on Bulk Vendors, Counter Games, Stamp Machines, Merchandise. Arrow Vending Machine Co., 102-17 Roosevelt Ave., Queens 68, N. Y.

Positions Wanted

Mechanic, Manager large route Southern city, wants job; married with family; will consider permanent job anywhere in U. S. as Mechanic and/or Manager; experienced Jukes, Pins, Shuffle, One Balls, Slots; best references, including present employer. Write Box M-31, Billboard, Cincinnati 22, O.

Routes for Sale

Ball Gum Routes for Sale—Highly profitable established routes in Southern Georgia and Florida for sale; reason for selling, owner has other interests. Box M-32, The Billboard, Cincinnati 22, Ohio.

Beautiful Missouri Ozarks; 26 phonographs, 36 pinballs, 6 arcade, truck, parts; grossing over \$7000 yearly; ideal for one man; price \$6000; will finance two thirds. Box 611, The Billboard, Chicago 1, Ill.

Cigarette Machine route in Calif.; approx. 550 machines covering well populated, prosperous area. Box 600, The Billboard, Chicago 1, Ill.

Cigarette Route—175 machines in Pennsylvania. Box M-33, The Billboard, Cincinnati 22, O.

In and around atomic energy plant—Cigarette, candy and drink machine route; priced right; will expand with plant. Contact Boxholder, Box 787, Aiken, S. C.

THIS IS A 6-LINE AD

For only \$6 you can buy this space to profitably sell Routes, Used Machines. See Advertising Rates Above.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices: What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

Candy Vendors—Three 8-Column Rowe @ \$45; six 72-Bar U-Select-It @ \$35. Red Line Vending, New Hampton, Iowa.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneeda latest model, \$55; Counter Model, \$22.50; U-Select-It, 72-bar candy vendor, \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

ColSnac Ice Cream Vendors, good looking and operating condition, ready to install, \$350 each in lots of 5 or more; \$100 with order, balance C.O.D., F.O.B. Cambridge, Mass. Over 100 in lot; make offer. Box M-34, The Billboard, Cincinnati 22, O.

For Sale—25 Kunkel Popcorn Vendors, \$15 ea.; come and get them. Westmoreland, Jackson, Tenn.

For Sale—Need space. Scientific Pokerino, \$35; World Series, Rock-Ola, \$50; Exhibit Personality Indicator, \$45; A.B.T. Challengers, \$15; Night Bomber, \$50; Champion Roll Down, \$35; Seeburg Ray Guns, \$50. Meyer Wolf, 539 Boardwalk, Atlantic City, N. J.

For Sale—150 coin-operated Radios, steel cabinet. P. O. Box 151, Holyoke, Colo.

Rock-Ola Juke Boxes, \$250 each; Model #1428, good shape. R. D. Bachersfeld, 318 15th St., Rock Island, Ill.

While they last, we will sacrifice our stock of 16 coin-operated Fortune-Telling Napkin Dispensers; can be used in any type of food or drink location; all in excellent condition. Originally priced at \$12.95; send \$3 for sample and 1000 Fortune Cards, prepaid; quantity price on request. Penny King, 2535 W. Division, Chicago 22, Ill.

2 Strikes and Spares, new, in box, \$100 each. Ideal Novelty, 2823 Locust St. Louis 3, Mo.

29 Silver King Hot Nut Machines, clean, first-class condition; spare parts, 10 stands, 6 wall brackets; \$350 cash. Martinson, 5509 33rd Ave., So., Minneapolis, Minn.

40 one and/or two hour coin-operated Radios for sale; need repair; will sell at buyer's price, to appear for pick-up. J. L. Anderson, 701 E. Superior St., Ottawa, Ill.

Wanted to Buy

Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607, The Billboard, Chicago 1, Ill.

Used Cigarette Machines, 25¢ and 30¢ operations. Edward P. Martell, P. O. Box 5, Sunderland, Mass.

Want Northwestern—Model 33 Peanut, 40's Deluxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Wanted—Advance four-column cigarette vendors; state quantity and price. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

- Display Classified
- Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes for Sale
- Used Coin-Operated Equipment
- Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

- Next 6 issues
- Next 4 issues
- Next 3 issues
- Next issue only

\$_____ Payment enclosed Bill me (on 3 or more issues only)

Name _____

Address _____

City _____ Zone _____ State _____

RELY on DAVIS GUARANTEED PHONOGRAPHS

—WIRED MUSIC BARGAIN—
72 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price

Phonographs listed in left column are complete, in working order. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for \$35 additional per machine.

SEEBURG	
148 ML	\$225
147 M or S	140
146 M or S	125
H 147 HIDEAWAY	115
H 146 HIDEAWAY	89
1941 HIDEAWAY	49

WURLITZER	
1080	\$125
1017 HIDEAWAY	115

AMI	
A	\$260
C	399

ROCK-OLA	
1434, 50 RECORD	\$499
1426	119
1422	94

14 Station Solotone Unit
with 12 Boxes Write



SEEBURG M-100 A
with DAVIS Guarantee
\$649.00

Looks and Operates Like New

—CHECK THESE FEATURES—

- ✓ Mechanism overhauled
- ✓ Electric selector checked
- ✓ Solenoid Unit disassembled and cleaned
- ✓ New pick-up cartridge
- ✓ Amplifier tested
- ✓ Cabinet refinished

WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c, Converted	\$39.50
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	22.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	9.95
Seeburg W1-L56, 5c, Wireless, Reconditioned, Refinished	7.95
Packard Pla-Mor	4.95

RMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D
WE SPECIALIZE IN EXPORT TRADE

DAVIS

Distributing Corporation

738 Erie Blvd. E.
Syracuse, N. Y.
Ph. 75-5194

Branches in
BUFFALO
ROCHESTER
ALBANY

SEEBURG FACTORY DISTRIBUTORS

.. RELIABILITY ASSURED ..
WHEN YOU BUY FROM LONDON!

PHONOGRAPH SPECIAL!
PACKARD
MANHATTAN
\$79.50

WALL BOX SPECIALS!

Seeburg Postwar 5c
Wireless **\$9.95**
Packard
Boxes **\$7.50**

NEW SELECTION FIVE BALLS NEW PRICES!

Trade Winds	\$39.50	Sharpshooter	\$49.50
Mardi Gras	29.50	Buccaneer	34.50
Merry Widow	29.50	Cinderella	39.50
Puddin' Head	29.50	Ali Baba	34.50
Three Feathers	44.50	Barnacle Bill	34.50
Big Top	44.50	Double Shuffle	49.50
Wisconsin	34.50	Carnival	49.50
Summer Time	34.50	Hit Parade	29.50
Oklahoma	44.50	One-Two-Three	34.50
Dew-Wa-Ditty	34.50	Agacada	39.50
Saratoga	39.50	Yampaico	44.50
Tucson	44.50	Playland	89.50
St. Louis	44.50	Floating Power	44.50
El Paso	39.50	Serenade	34.50
Dallas	44.50	Tennessee	29.50
Maryland	49.50	Super Hockey	99.50
Screwball	34.50	Thrill	29.50
Black Gold	59.50		

USED SPECIALS

KEENEY	CHICAGO COIN
League Bowler	Trophy Bowl
Double Bowler	Bowling Classic

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Electric Scoreboards	
Overhead, 15-21 pts	
Horseshoe	\$125.00
15-21-50 pts	
Wall Model 15-21 pts	
and 15-21	\$95.00 ea.
50 pts	
Fluer, Shuffleboard	
Lights (set of 4)	\$12.00
Shuf. Scorepads, Ea.	.25
Pucks (set of 8)	12.00
Wax, dozen	3.00
Shuffle Board Ad.	
Justers, set	12.00
Kwik Shoe Shine	
Mach., Bl. & Br.	\$4.50

TICKETS
2500 7-11 ... \$1.15 bag
2170 R.W.&B. 1.00 bag
2448 Lucky 7 1.10 bag

NEW 22' SHUFFLEBOARD	
Maple Top, complete crated	\$180.00
22' Maple Top, brand new, crated	90.00
Keene 4-P. Leas. Bowler, 9 ft.	125.00
Bally Shuffle Line	109.50
C.C. Goales	69.50
Jumpin' Jacks	295.00
ACE Pin Game Locks, Keyed Alike	
ABT & Monarch, Push Coin Chutes	

Got. Bowling Champ	\$50.00
Genco Mercury	39.50
Genco 1-2-3	34.50
C.C. Holiday	39.50
C.C. Football	99.50
Un. Carolina	34.50
Un. Summertime	59.50
BINGO GAMES	
Lite-A-Line	\$ 99.50
Keene Holiday	259.50
Un. Stars, F.S.	295.00
5 Star	99.50
Bright Lights	219.50
Bright Spot	315.00
Coney Island	300.00
Spot Lite	300.00
Leader	269.50

MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

	Issue of March 21	Issue of March 14	Issue of March 7	Issue of Feb. 28
Air Raider (Keene)	\$119.00	\$119.00	\$119.00	\$119.00
All Stars (Williams)			95.00	
Astroscope 10c	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)	125.00 155.00		155.00	155.00
Bank Shots (American)	250.00 285.00	285.00	285.00	285.00
Big Inning (Bally)	149.50	149.50	149.50 165.00	149.50 165.00
Bolascope (Supreme)	95.00	95.00	95.00	95.00
Bomber	65.00	65.00 155.00	65.00	65.00
Boomerang	45.00 59.50	45.00 59.50	45.00 59.50	45.00 59.50
Challenger (ABT)	20.00 29.50	20.00 25.00	20.00 29.50	20.00 29.50
Champion Hockey		29.50	69.50	
Chicken Sam (Seeburg)	85.00 105.00(2)	85.00 105.00(2)	85.00 105.00(2)	85.00 105.00(2)
Counter Grip (Mercury)	150.00	150.00	110.00 150.00	150.00
Crusader Horse	345.00	25.00 34.50	34.50	345.00
Dale Gun (Exhibit)	49.50 65.00(4)	49.50 50.00	45.00 49.50	45.00 50.00
Dale Six Shooter (Exhibit)	75.00 94.50	65.00(4) 75.00	65.00(4) 75.00	65.00(3) 75.00
Defender (Bally)		94.50	155.00	
Deluxe Athletic Scale (Mercury)	125.00	125.00	125.00	125.00
Deluxe Photomat	79.50 95.00	79.50	79.50 95.00	79.50
Derby, 4 Player (Chicago Coin)		1395.00		
Dial Gun	185.00 195.00	125.00 185.00	145.00 185.00	145.00 185.00
Flash Hockey (Coinex)	245.00 295.00	195.00 295.00	195.00 295.00	195.00 295.00
Flying Saucer (Mutoscope)	75.00	75.00	75.00	75.00
Goalee (Chicago Coin)	150.00	150.00	150.00	150.00
Gun Patrol (Exhibit)	69.50 85.00	85.00 115.00	85.00 110.00	85.00 115.00
Heavy Hitter (Bally)	115.00 119.50	119.50 125.00	115.00 119.50	119.50 125.00
Hockey (Chicago Coin)	125.00	125.00	125.00	125.00
Horoscope (Watling)	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
Jack Rabbit (Amusement Corp.)	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Jet Gun (Exhibit)	69.50	69.50	69.50	69.50
Kicker & Catcher	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Kissometer (Exhibit)	75.00	75.00	75.00	75.00
Liberator	229.50	229.50	299.50	
Lite League	95.00	95.00	95.00	95.00
Love Meter (Exhibit)	39.50	39.50	39.50	39.50
Metal Typer	295.00 375.00	375.00	295.00 375.00	325.00 375.00
Midget Movies			195.00	
Midget Ski Ball (Chi Coin)	125.00 175.00	125.00 175.00	125.00 175.00	125.00 175.00
Model (ABT)	195.00 199.50	195.00 199.50	195.00 199.50	195.00 199.50
Palm Reader	20.00	20.00	20.00	20.00
Panoram	100.00	275.00	275.00	275.00 295.00
Pen Writer	295.00(2)	295.00(2)	295.00(2)	295.00(2)
Periscope	125.00	95.00	75.00 95.00	95.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00
Pikes Peak	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pistol Pete (Chicago Coin)	625.00(late)	625.00(late)	625.00(late)	625.00(late)
Pitch 'Em & Bat 'Em (Scientific)	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Pokerino (Scientific)	750.00	29.50	75.00	90.00
Pony Express (Exhibit)	75.00 90.00	65.00 75.00	75.00 90.00	75.00 90.00
Pool Q Table (Scientific)	129.50	90.00 129.50	129.50	129.50
Pool Table (Edelco)	125.00 185.00	185.00	185.00 195.00	185.00
Punch-A-Ball (Genco)	49.50 85.00	85.00 99.50	99.50 125.00	99.50 125.00
Q-Ball (Scientific)	99.50	175.00 225.00	245.00	245.00
Quizzer	225.00 245.00	245.00	245.00	245.00
Rapid Fire (Bally)	75.00	75.00	75.00	75.00
Recordio (Wilcox-Gay)	15.00	15.00	15.00	15.00
Rifle Range Ray Gun	95.00(3)	95.00(2)	95.00(2)	95.00(2)
Shipman Art Show	125.00	125.00	125.00	125.00
Shocker (Acme)	125.00	125.00	125.00	125.00
Shoot the Bear (Seeburg)	105.00	105.00	105.00	105.00
Shoot the Monkey Ray Gun	49.50 59.50	35.00 49.50	49.50 59.50	49.50 59.50
Silver Bullet (Exhibit)	24.50	24.50	24.50	24.50
Silver Gloves (Mutoscope)	225.00 245.00	225.00 245.00	149.50 225.00	245.00 249.50
Six Shooter (Exhibit)	249.50(2)	249.50(2)	245.00 249.50	269.50(2)
Skee Ball (Wurlitzer)	269.50(2)	269.50(2)	269.50(2)	275.00
Ski Roll (Evans)	275.00	275.00	275.00	275.00
Skill Gun (ABT)	50.00	50.00	50.00	50.00
Skill Test	125.00	125.00	125.00	125.00
Sky Fighter (Mutoscope)	125.00	125.00	125.00	125.00
Sky Pilot	160.00	160.00	160.00	160.00
Solar Horoscope	85.00 100.00	85.00 89.50	85.00 89.50	85.00 100.00
Star Series (Williams)	139.50	100.00 139.50	100.00 125.00	139.50
Sub Gun (Keene)	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Target Skill (Genco)	95.00	95.00 100.00	100.00	100.00
Team Hockey (United)		125.00	125.00	125.00
Telequiz	115.00 125.00	115.00 125.00	169.50	169.50
Ten Strike (Evans)	169.50	169.50	75.00	75.00
13-Way Grip & Lift Scale (Mercury)	75.00	75.00 79.50	75.00	75.00
Undersea Raider (Bally)	69.50 85.00	69.50 85.00	69.50 85.00	69.50 85.00
View-A-Scope	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
Voice-o-Graph (Mutoscope)	39.50	39.50	45.00 525.00	425.00 450.00
Western Baseball	425.00 450.00	425.00 450.00	525.00	525.00
Western Deluxe Baseball	525.00 550.00	525.00	85.00	85.00
World Series (Rock-Ola)	85.00	85.00	100.00	125.00
Zoom, Ic.	100.00	24.50		

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BOWLERS with FORMICA TOPS. \$175

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2 Selectacard	79.00
1 Just 21	39.00
2 Buttons and Bows	35.00
4 Knockouts	79.00
2 Buffalo Bill	79.00
2 Harvest Time	89.00
1 South Pacific	79.00
1 Rip Snorter	79.00
4 Tri Scores	50.00
1 Super Hockey	59.00
1 Majors	49.00
3 Things	45.00
1 Ramona	20.00
1 Be Sop	80.00
1 Shoe Shoe	90.00
1 Quarterback	79.00
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Atlantic City	\$395.00
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Exhibit Jet Gun	175.00

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In The

Billboard's 1953
SPRING SPECIAL
coming April 11th

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7-Up Bottler Cites Vender Selectivity, Solicits Trade-Ins

FORT DODGE, Ia., March 21.—Seven-Up Bottling Company has started a drive on placement of multi-flavor bottle venders with letters to potential locations urging installation of such equipment.

The letter, pointing out that selective venders can cater to the thirsts of a greater number of customers, goes on to announce a "liberal trade-in allowance" for non-selective equipment.

A prepaid reply card is enclosed on which the location owner may indicate his interest.

General Automatic Opens Hamilton Branch Office

HAMILTON, Ont., March 21.—General Automatic Beverage of Toronto has opened a branch office here to service industrial plants in this area.

The firm, which operates coffee equipment, is associated with Buffalo Automatic, Inc., Buffalo. Allen Passen heads the Buffalo Firm.

Victor Kennedy, general manager of General Automatic, and Alec Leadingham, service engineer, said their plans call for the expansion throughout Canada.

Vending Suppliers At Drive-In Meet

MILWAUKEE, March 21.—Approximately 50 exhibitors have contracted for space at the 1953 National Drive-In Theater Association convention at the Schroeder Hotel March 23-26. Included will be Supromatic Vending; Vendex and a variety of drive-in suppliers.

Among the latter will be Hershey Chocolate Company; Coca-Cola; Hires Root Beer; Dada's Root Beer; Nehi; Pepsi-Cola and Manley Popcorn.

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Double Action 75.00	Punchy . . . 75.00	Tumbleweed . . . 75.00
Champion (CC) 69.50	Knockouts . . . 69.50	College Daze . . . 54.50
Red Shoes . . . 75.00	Bowling . . . 100.00	Trigger . . . 100.00
Golden Gloves 75.00	Champ . . . 50.00	Hit & Run . . . 150.00
Triplets . . . 85.00	Double Shuffle 69.50	(Gottlieb) . . . 175.00
Pinky . . . 94.50	Shoo-Shoo . . . 90.00	Quartette . . . 175.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY ELECTRIC CIGARETTE VENDOR
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KEENEY TELEVISION BALLY BEACH CLUB

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SEEBURG 1-47 . . . 175	A.M.I. MODEL C . . . 450
SEEBURG 1-48 BLOND . . . 250	A.M.I. (Orig. Hideaway) . . . 275
SEEBURG M-100A . . . 675	A.M.I. WOM (5/10) . . . 25
SEEBURG WOM (W4-L56) . . . 35	ROCK-OLA 1422 . . . 125
WURLITZER 1015 . . . 150	ROCK-OLA 1426 . . . 150
WURLITZER 1080 . . . 140	EVANS CONSTELLATION . . . 275
WURLITZER 1250 . . . 395	
WURLITZER 1100 . . . 275	

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TURF KING . . . 100.00	K. C. JONES . . . 55.00
WINNER . . . 45.00	STOP & GO . . . 55.00
CITATION . . . 25.00	SOUTH PACIFIC . . . 45.00
	ARIZONA . . . 40.00
BINGO GAMES	BIG TOP . . . 40.00
FROLICS . . . \$395.00	BOMBER . . . 35.00
SPOT LITES . . . 275.00	CANASTA . . . 35.00
BRIGHT SPOTS . . . 265.00	TRIPLE ACTION . . . 35.00
CONY ISLAND . . . 275.00	FLOATING POWER . . . 35.00
A-B-C . . . 145.00	RIP SNORTER . . . 35.00

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Stars . . . 299.50	Clover	H148M Seeburg . . . 199.50
Coney Island . . . 295.00	Cascades	
Long Beach . . . 275.00	Prompt Delivery	20 National Electric Cigarette Machines, \$99.50 Ea.
Lite-A-Line . . . 159.50	Bear Gun . . . \$249.50	Bally Hot Rods . . . \$89.50
ABC . . . 149.50	Jet Gun . . . \$249.50	Many Used Pin Balls

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Keeneys 4 WAY CONVERSION for long shuffleboard
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TELEQUIZ METAL TYPERS COUNTER GAMES LATE SHUFFLE GAMES ARCADE EQUIPMENT

SHUFFLE GAMES

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"First-Conditioned" and Resurfaced KEENEY DE LUXE LEAGUE BOWLER . . . \$245

SIX PLAYER . . . 265

LEAGUE BOWLER . . . 125

UNITED STAR 6 PLAYER . . . \$375

SUPER 6 PLAYER . . . 335

DELUXE SIX PLAYER . . . 295

SIX PLAYER . . . 235

FIVE PLAYER . . . 210

FOUR PLAYER . . . 175

SKEE ALLEY . . . 79

SHUFFLE SLUGGER 65

CHICAGO COIN (Formica) . . . \$259

SHUFFLE HORSE 95

SHOES 45

SHUFFLE BASEBALL 45

UNIVERSAL SUPER TWIN BOWLER . . . \$ 69

TWIN BOWLER . . . 49

GENCO 8 PLAYER . . . \$125

SHUFFLE TARGET 95

BOWLING LEAGUE 25

WILLIAMS DOUBLE HEADER . . . \$ 45

DE LUXE BOWLER . . . 39

VENDING

Uneda Electric Cigarette Machine, 9 Col. . . . \$125

Pop Corn Sez, Like New . . . 69

KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR
Easy to Service
Quicker Loading
Greater Profits

5 BALLS

GOTTLIEB	EXHIBIT	CHICAGO COIN	Rip Snorter . . . \$ 55
Triplets . . . \$ 95	Shantytown . . . \$ 85	Thing . . . \$ 45	1-2-3 . . . 45
3 Musketeers 85	Tumbleweed . . . 75	Major's '49 45	Puddinhead . . . 39
Knockout . . . 79	WILLIAMS	Grand Award 35	Screwball . . . 35
Double	Swapestakes . \$225	Trinidad . . . 35	UNITED
Shuffle . . . 75	Disc Jockey . . . 195	Catalina . . . 35	Utah . . . \$ 59
College Daze . 75	Four Corners. 195	Thrill . . . 35	Aquacade . . . 39
Sharpshooter. 65	Jalopy . . . 175	GENCO	Baby Face . . . 39
Bowling	Hayburner . . . 155	Stop & Go . . . \$ 75	Moonslow . . . 39
Champ . . . 59	Boston . . . 85	South Pacific. 69	Ramona . . . 35
Buttons & Bows . . . 59	Maryland . . . 55	Tri-Score . . . 69	Carolina . . . 35
	Gizmo . . . 35	Harvest Time. 65	Star Dust . . . 35
	Rainbow . . . 35	Big Top . . . 35	Manhattan . . . 35
	Phoenix . . . 35		Wisconsin . . . 35

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Board deals expertly made up to your specifications, or order from your stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

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HM148 Hideaway . . . 159.00	1100 . . . 250.00
M146 . . . 99.00	1250 . . . 350.00
M147 . . . 125.00	
M148 . . . 200.00	

AMI	ROCK-OLA
Model "A" . . . \$225.00	1434 ('50, '52) . . . \$495.00
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Wurlitzer #4820, 5c-10c-25c. Converted . . . 37.50
Wurlitzer #3020, 5c-10c-25c . . . 19.50
Wurlitzer #219 Steppers . . . 20.00
AMI, 5c-10c . . . 19.50

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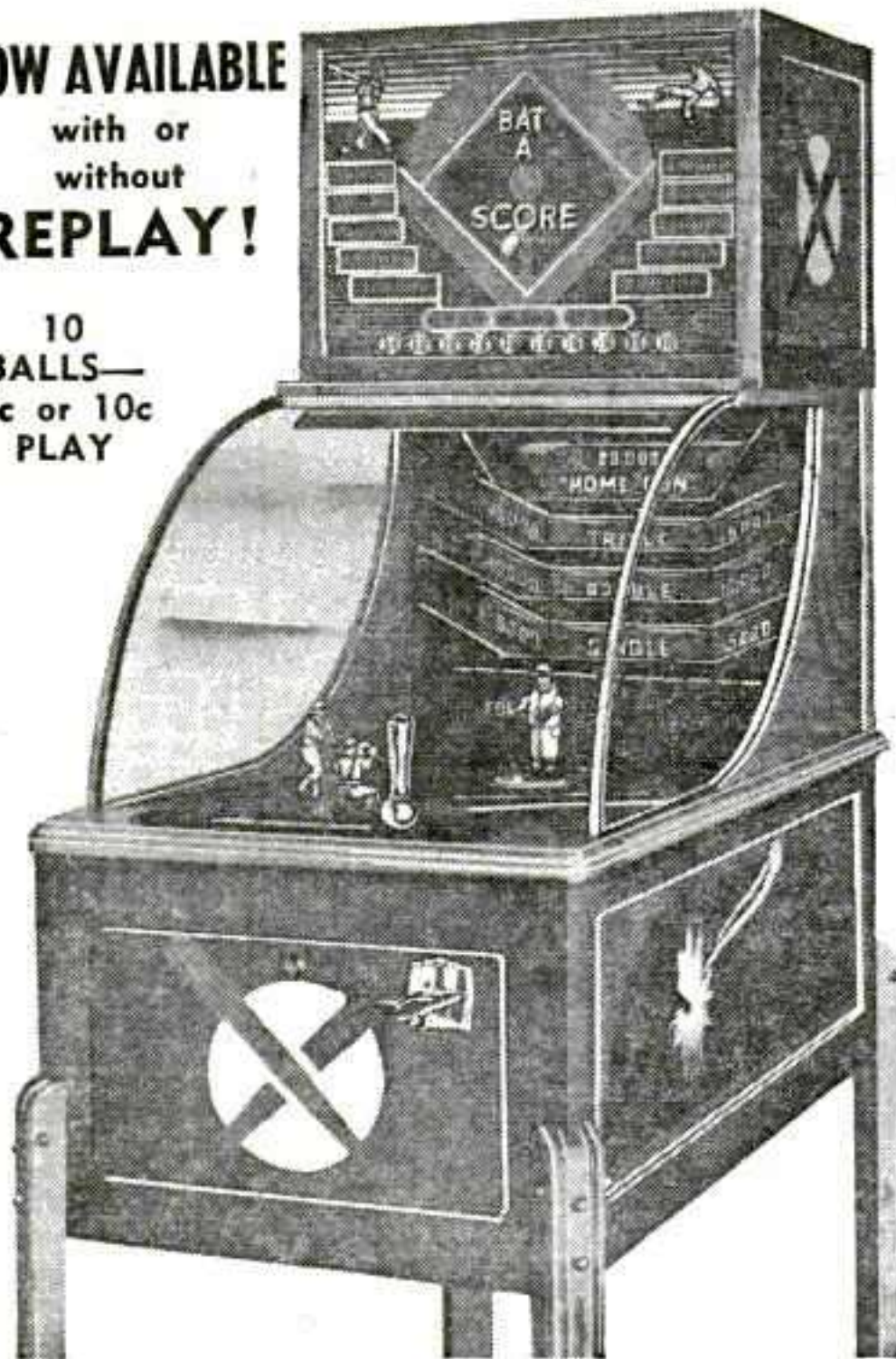
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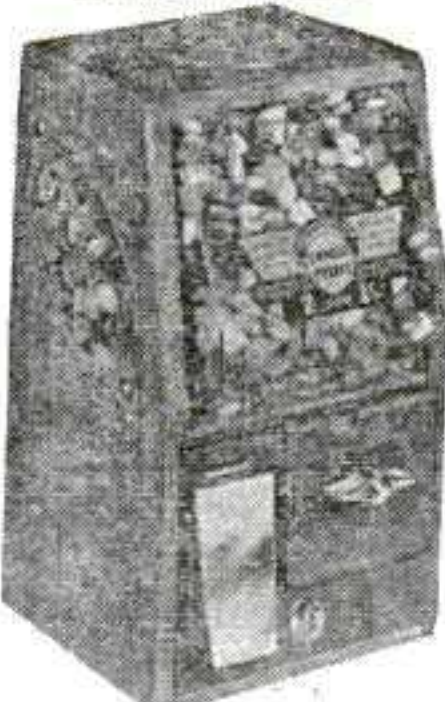
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Wurlitzer 219 Steppers.....\$17.50

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(Translated from Spanish: "COMING NEXT WEEK")

See Page 97

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Seeburg Vogue	39.50
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Seeburg '47	149.50
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6 PLAYER	250

6 PLAYER with Formica Top Installed 265

6 PLAYER STARS 395

6 PLAYER Super SHUFFLE ALLEY 385

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6 PLAYER (Formica Top)	\$235
6 PLAYER DELUXE	295

KEENEY

LEAGUE BOWLER	\$125
KING PIN	35
DOUBLE BOWLER	65

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Bally PALM BEACH	450
Bally TURF KING	145
Exhibit PONY EXPRESS	225
DALE GUN	65
MUSIC MITE, New	145
United MATCH-A-Score (New)	49

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Bally BEACH CLUB

United 6 PLAYER CLOVER SHUF. ALLEY

United PLAYER CASCADE

5 BALL SPECIALS

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DE-ICER	95
DALLAS	65
DISC JOCKEY	225
DREAMY	75
DOUBLE SHUFFLE	85
FIGHTING IRISH	85
HAYBURNER	150
HONG KONG	225
KNOCKOUT	\$ 75
MAJORETTES	145
OLD FAITHFUL	95
PIN BOWLER	95
PARATROOPER	195
ROCKETTE	95
RAG MOP	95
SEA JOCKEY	165
SHOO-SHOO	110
SLUGFEST	155
SPARK PLUG	165
SPOT BOWLER	95
TRIPLETS	95

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Wurlitzer MODEL 1015

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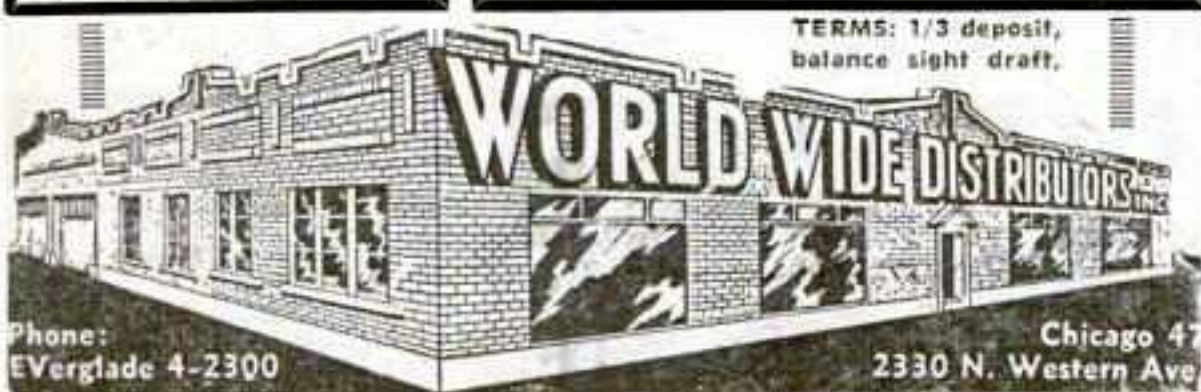
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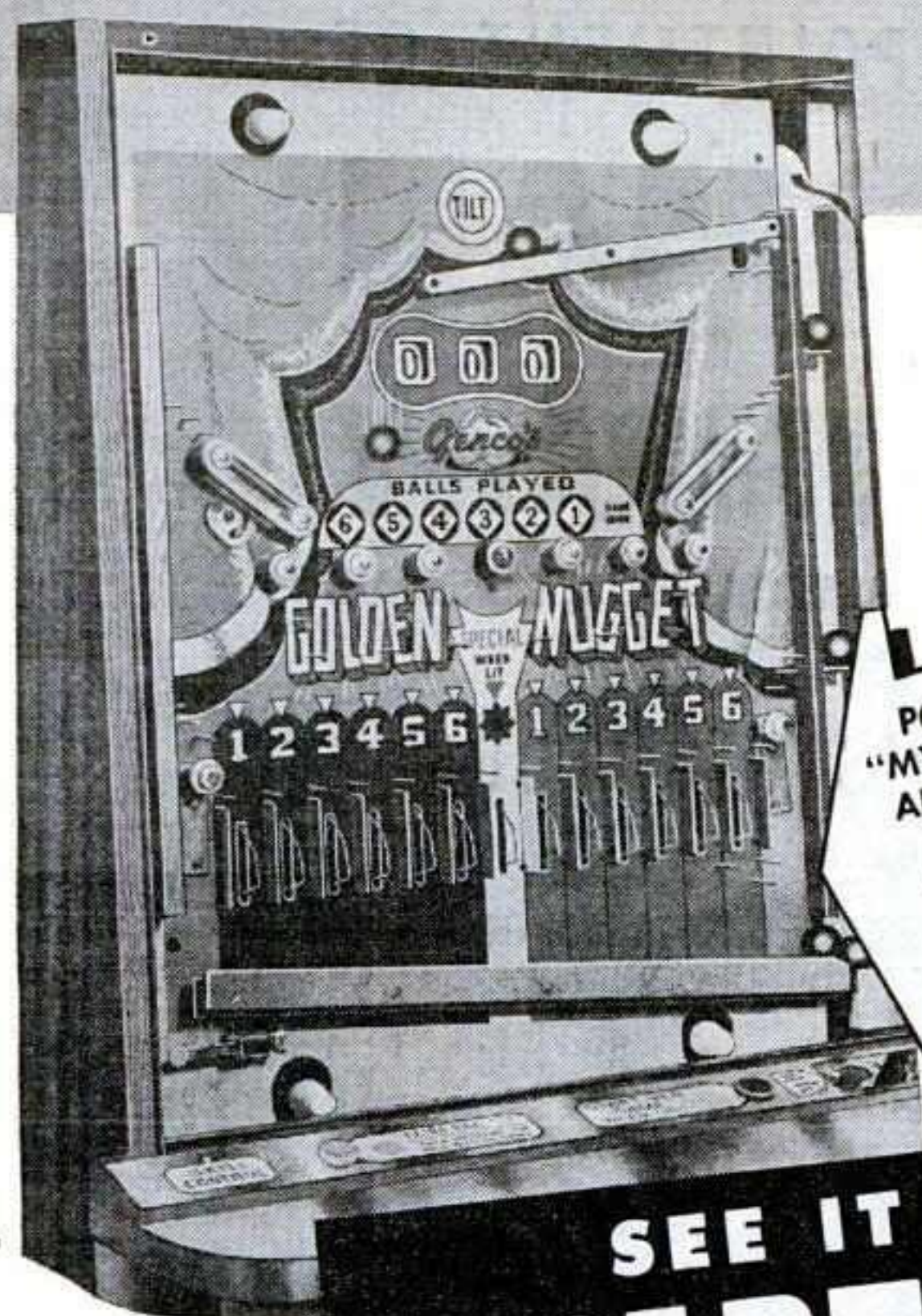
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CHI. BIG HIT
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Arizona . . . 95.50
Utah . . . 84.50
Tampico . . . 79.50
Aquacade . . . 79.50
Serenade . . . 54.50
Carolina . . . 49.50
Moon Glow . . . 49.50
WILLIAMS Horseshoes . . . \$159.50
Hayburners . . . 165.00
Shoot the Moon . . . 159.50
Shoo Shoo . . . 119.50
Control Twr. . . 119.50
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Sweetheart . . . 99.50
De-Icer . . . 99.50
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Maryland . . . 84.50
Dallas . . . 74.50
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FACTORY REBUILT, 25c, KING SIZE COLS.

Rowe President, 10 Col. \$155
Rowe Royal, 8 Col. 130
Rowe Royal, 10 Col. 145
National Model 950 9 Col. 145
National 930, 9 Col. 130
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WANTED

Late Shuffle Games.
Bingos, Arcade Equip.
Send list and prices.

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SHUFFLE GAMES

UNITED CLOVER S. A.
UNITED CASCADE S. A.
UNITED STAR REGULATION S. A.
CHI. 10th FR. DOUBLE SCORE BOWLER, 6 PL.

Keeney 10 Player Team Bowler Write
Star Bowler, 10', 2 Player, Wood Balls . . . \$350.00
United Star 6-Player, S.A. 375.00
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Un. Double S.A. Express Rebound, 8' . . . 139.50
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Univ. Super Twin Bowler 59.50
Chicoin 6-Player, Formica Top 295.00
Chicoin Shuffle Horse Shoes 129.50
Chicoin Bowling Classic 99.50
Bally Hook Bowler 149.50
Keeney DeLuxe League Bowler 295.00
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Keeney Double Bowler, 2 Player 99.50
Wms. Double Header, 2 Player 49.50

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Unconditionally guaranteed. Takes dimes and quarters. Dispenses nickels.
Distributor Inquiries Invited
\$69.50

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ACORN VENDOR, 1c or 5c . . . \$14.95
Mills 8 Col. Candy . . . \$198.50
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Silver King . . . 13.95
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25c Razor Blade . . . 19.95
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73-Bar U-Select-It . . . 49.50
N.W. Tab Gum . . . 25.95
32 Ball Gum . . . 7.50
N.W. Stamp . . . 69.00
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1-BALLS

Bally Futurity . . . Write
Turf King . . . \$149.50
Winner . . . 99.50
Champion . . . 89.50
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EVANS' CENTURY
Now on Display
UNITED'S Genuine 8' FORMICA TOPS \$15.95 ea.
Minimum Order 5 Tops

SHUFFLE BOWLERS

United 4 Player Rebound . . . \$100.00
United 5 Player with Formica & Big Pins . . . 185.00
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Chi. Coin 6 Player 5th Frame . . . 425.00

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Brite Lites . . . 265.00
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12 Wurl. 48 Selection 5-10-25c Wall Boxes . . . 39.50
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Boomerang . . . 45.00
Bally Defender . . . 125.00
Bally Heavy Hitter . . . 65.00
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C.C. Midget Skee Ball . . . 125.00
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Dale Gun . . . 65.00
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Ex. Silver Bullets . . . 125.00
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Evans Super Bombers, new in original crates, \$350.00; Mutoscope's latest Photo Machine, 2 picture card—Write.
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Undersea Raider . . . 95.00
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A.B.T. Challengers . . . \$20.00
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ONE OR FIVE BALLS
Futurities . . . \$240.00
Turf Kings . . . 75.00
Winners . . . 49.00
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We Ship All Over the World!
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WANTED: Will Pay Cash for Wurlitzer 1015, 1100, 1250, 1400, 1450 and Metaltypes. (See Special Kiddie Ride Ad Page 75.)

REDD DISTRIBUTING CO., INC.
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Exclusive distributor for **AMI BALLY-UNITED**

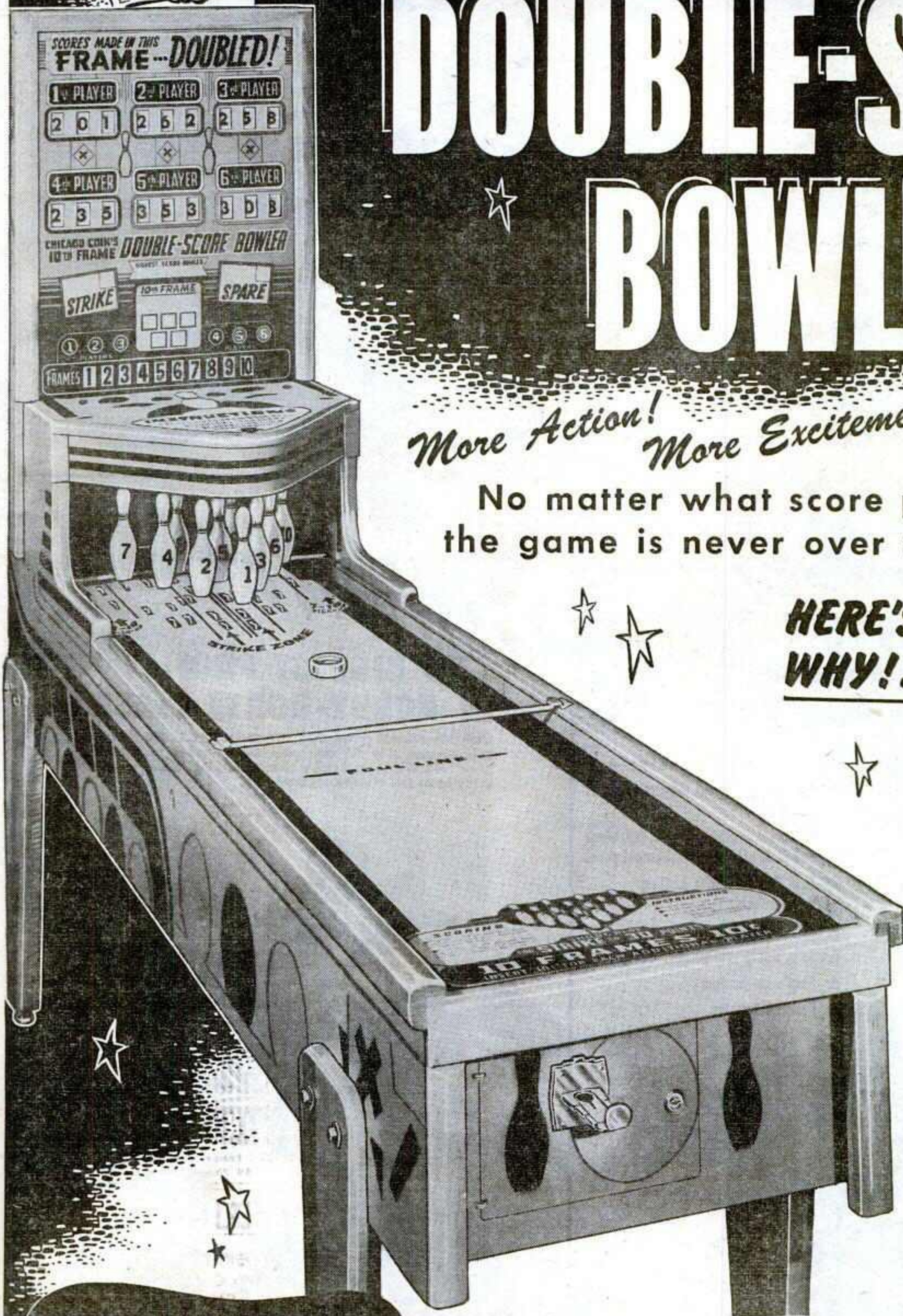
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For sale cigarette machine route on Florida's East Coast. Fast growing town. 101 machines; half are late model new machines. \$18,500 plus inventory.
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Chicago Coin's

10th FRAME DOUBLE-SCORE BOWLER



More Action! More Excitement! More Suspense!

No matter what score players have...
the game is never over till the last puck!

**HERE'S
WHY!...**

A Player in
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has the oppor-
tunity to Add
up to
180 POINTS
to his Total
Score.

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MACHINE COMPANY**

- New hinged front door with protected jumbo cash box!
- Easy to read individual score dials!
- Jumbo "Fly-Away" pins!
- 7 - 10 split pick-up!

1725 W. DIVERSEY BLVD.
CHICAGO, ILLINOIS

**5th Frame
Score DOUBLES!**

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BEACH CLUB

IS *Bally's* GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY...greatest in-line money-maker...only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot ...and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive **ADVANCING SCORES** • **IN-LINE** and **CORNER** Scores
3-in-line on **SUPER CARD** Scores 4-in-line score
Improved **SELECT-A-SPOT** feature • New **EXTRA-TIME** feature
TRIPLE-SPOTS Roll-over feature • Up to 3 **EXTRA BALLS** per game

NEW
7-CHOICE
SELECT-A-SPOT
FEATURE

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)



Bally SPACE-SHIP

new exclusive **DIVE-DIP-ROLL-SWING** action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

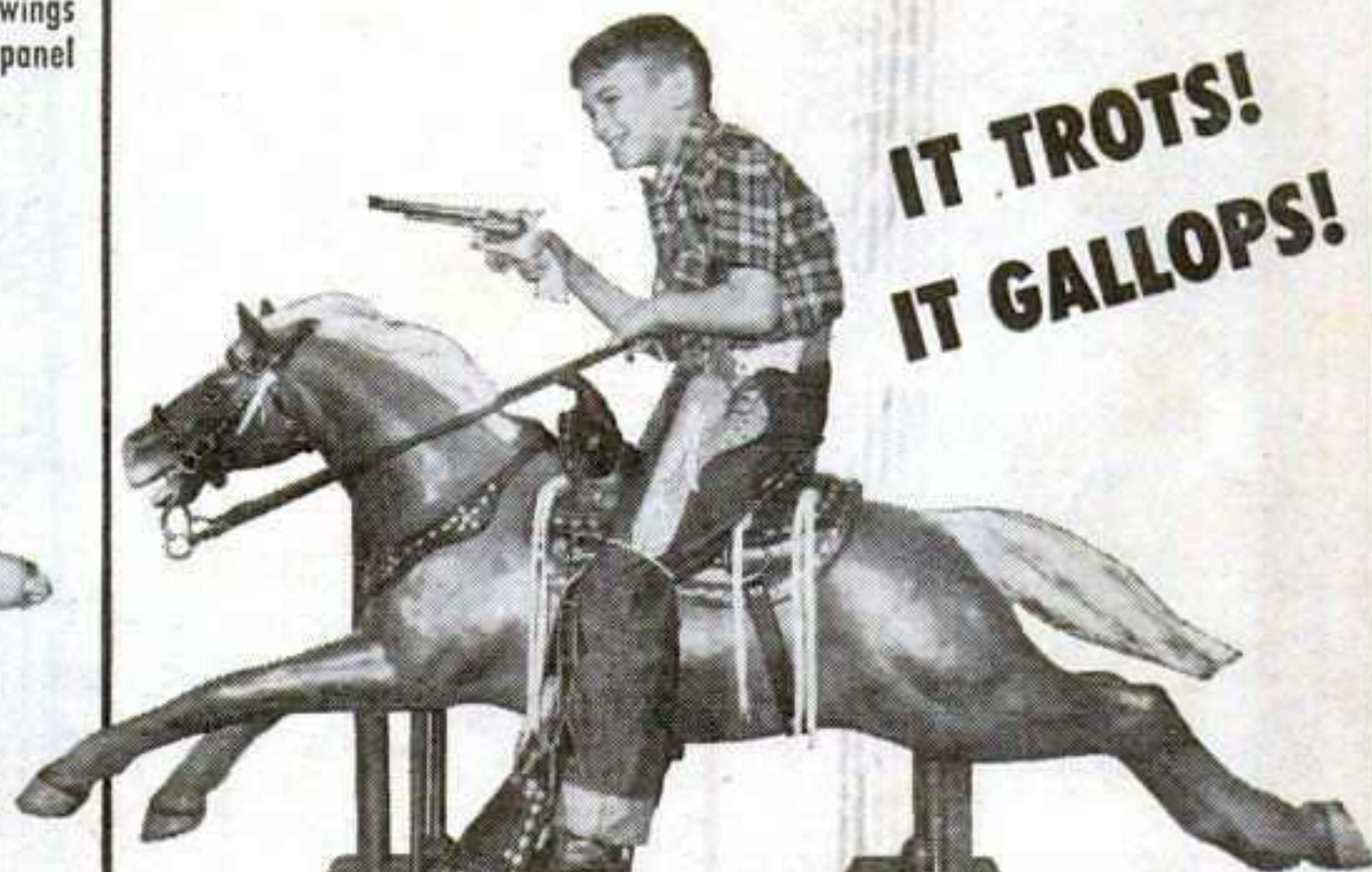
- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



Ride THE CHAMPION

TO BIGGEST PROFITS
IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



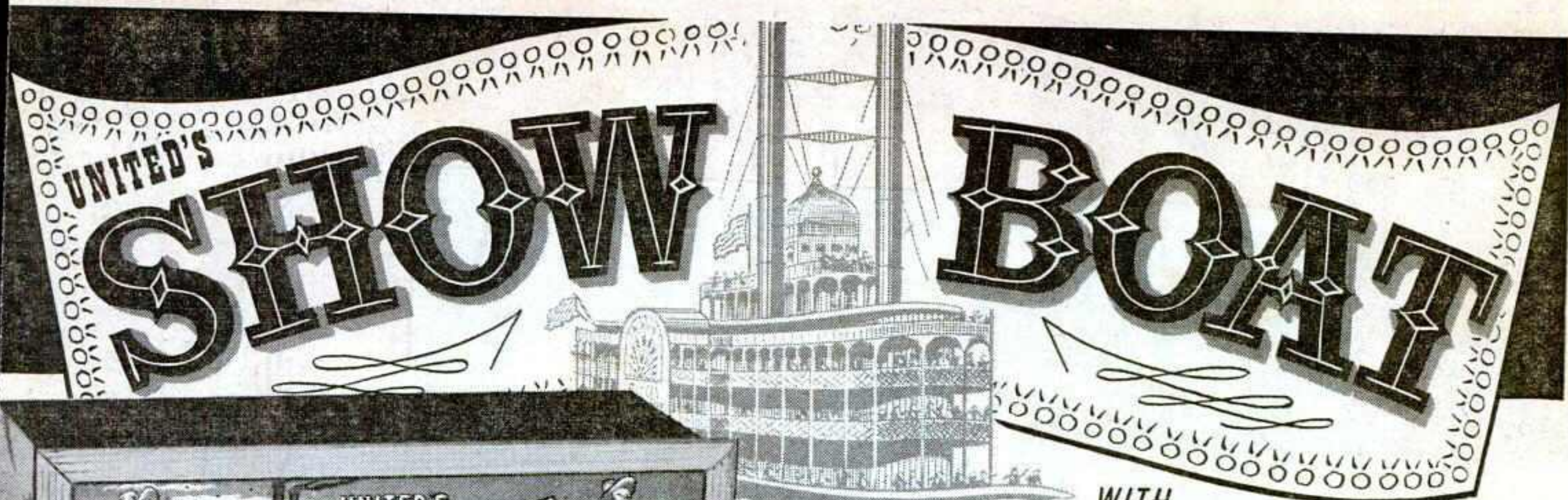
IT TROTS!
IT GALLOPS!

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NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

RIDE THE CHAMPION
10¢

Bally MANUFACTURING COMPANY

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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



WITH

NEW TYPE EXTRA-BALLS FEATURE

Ball in **14 or 18** Pocket When Lit Releases Extra Ball
 Ball in **16** Pocket When Lit Releases Extra Ball
 Ball in **15 or 17** Pocket When Lit Releases Extra Ball
 3 Extra Balls Maximum

NEW TYPE EXTRA-CARDS FEATURE

EACH COIN
 LIGHTS ONE TO SIX CARDS
 A Tremendous Extra-Play Attraction!

**DOUBLE AND TRIPLE
SCORE FEATURES**

- ★
- 3-4-5
IN-LINE SCORING
- DIAGONAL
VERTICAL
HORIZONTAL
- ★
- HINGED FRONT DOOR
- ★
- SEE
YOUR
DISTRIBUTOR

EASY TO SERVICE
 MECHANISM LOCATED
 IN BACK BOX AND ON
 HINGED BACK DOOR

SLUG REJECTOR
 COIN-CHUTE

STANDARD PINBALL
 CABINET SIZE

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NEW STANDARDS OF PERFORMANCE IN
TENS OF THOUSANDS OF LOCATIONS!
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SELECT-O-MATIC MECHANISM
IS THE MOST REVOLUTIONARY
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ENTIRE HISTORY OF
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*America's finest
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