

# The Billboard

1954  
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 COMPLETE LIST OF FAIR DATES  
 AMUSEMENT PARK DIRECTORY  
 CIRCUS WHO'S WHO

APRIL 10, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Is Jive-Loving U. S. Going High-Brow?

Classical Music Grosses \$125,000,000 In '53; Concerts Top Baseball's Gate

By PAUL ACKERMAN

NEW YORK, April 3.—Classical music last year grossed an estimated \$125,000,000, mostly from record sales and concert attendance. Serious music is now reaching big money stature in this country to the surprise of many who believed Americans leaned almost entirely in favor of popular music. While the latter still commands a dominant share of U. S. music listening, there has been a remarkable upsurge in classical music interest within the past few years. Americans last year spent more money attending concerts than baseball games. The concert hall box office last year grossed \$50,000,000, according to Marks Levine, president of the National Concert and Artists Corporation. The national sport, however, drew a \$40,000,000 gate. Approximately 35,000,000 people last year attended concerts performed in more than 2,100 communities. These events were previously restricted to major markets. Today, audiences in smaller communities regularly turn out for recitals, concerts, opera and ballet performances. A number of small towns maintain their own symphony orchestras and sponsor their own opera workshops.

leases. Radio is also educating many to appreciate serious music, which in turn reflects itself in increased classical disk sales and wider concert attendance.

**Disk-Radio Ties**  
 Record companies, of course, are working closely with the radio medium to increase constantly the public's exposure to classical music. The total number of classical LP's supplied to radio stations by the major record companies and top independent companies now totals almost 175,000 annually (The Billboard, March 20). These disks have a retail value of nearly \$1,000,000. The disks are furnished either free of charge or at a small service fee which has little relation to the dollar value of the disks. Additional documentation of the increased use of classical music by radio was furnished by a survey recently taken by Broadcast Music, Inc. (The Billboard, February 27). This survey noted that 78 per cent of all stations now air some concert music, and that the average time devoted to such repertoire is 6.4 hours a week.

In the case of radio a competition. (Continued on page 21)

## RINGLING CIRCUS STILL GREATEST FOR ALL AGES

By JIM McHUGH

NEW YORK, April 3.—The Ringling Bros. and Barnum & Bailey Circus, fully justifying its equally familiar sub-title as The Greatest Show on Earth, opened its 1954 season in sparkling fashion Wednesday night (31) in Madison Square Garden. The public will love it, and if they can still come up with the \$1.50-\$6.50 needed for seats thru the two-a-day, 40-day run then the Big One, once again, should be well on the way to topping the \$2,000,000 gross figure that has marked all of its recent showings in the nation's No. 1 arena.

And if the gross is equal to that of last year, both here and on the road, the chances are that the Big Show will wind up with more profit dollars, as expenses have obviously been trimmed but not at the expense of staging a show which will likely be judged at least equal to or better than last year.

If savings have been made anywhere along the line, as they appear to have been in costuming and the staging of the specs, few persons will be cognizant of any tightening of the purse strings. (Continued on page 5)

## Slashes in Tax Give Bright, New Look To Outdoor Shows

Operators Elated at Best Prospects In 5 Years as Season Is Set to Open

By HERR DOTTEN

CHICAGO, April 3.—Outdoor show business is wearing a bright new look, one of elation and high optimism, at the best prospects in five years.

It was the enactment Wednesday (31) of the excise tax bill which wiped out a look of restrained hopefulness and replaced it with one of glowing anticipation.

The bill exempts admissions of 50 cents or less from taxes. It also cuts in half the 20 per cent tax on tickets priced at more than 60 cents.

The action was just what the doctor ordered for outdoor show business. But, owners-operators were shocked, joyfully so, when the prescription was filled precisely as written. At week's end, many were still treading air as they contemplated what the changes would mean to them.

### 20 Per Cent Bonanza

To those in the amusement park, Kiddieland and carnival fields, the bill means that receipts will jump substantially, almost 20 per

cent over what otherwise might be expected. Most of the money, which otherwise would go into admission taxes, will find its way into the till of owners-operators because of patrons' spending habits.

Too, most amusement installations and touring midway aggregations will mark up their lower priced attractions. A 9-cent ride will go to 10 cents, netting the operator 2 cents more than hereto, as the operator netted only 8 cents when the tax was on. Similarly, a 14-cent ride, which bore a 2-cent tax, in most instances will go to 15 cents and net the operator 3 cents more.

Some operators, while tilting their lower prices, will prune admissions for higher priced attractions, thereby giving patrons a break and freeing money for spending on other attractions.

### Bargain Prices

Lifting of the tax also enables operators to make more bargain price offers, special days, matinees, etc., because all of the receipts will go to them, whereas before the government received 20 per cent.

"We'll be able to do a real merchandising job," one park owner pointed out. "For instance, in the past we've offered six 9-cent rides at a bargain 50-cent price. But, of that 50 cents we gave 8 cents up to the government. Now, we'll be able to offer seven of the same rides at 50 cents and net 8 cents more."

To the amusement park industry, ending of the tax on admissions of 50 cents or less means increased receipts estimated at \$15,000,000. Some of the major fun-spots have been turning more than \$200,000 over to the government each year.

### Carnivals Benefit

Carnivals, many of which have been hard pressed by high operating costs and declining patrons' spending, are given a new lease on life. Ops in this field rely heavily upon spending by the younger set and children, most of whom spend all of the money, except possibly car fare, that they carry when they go to a fair or carnival lot.

"It's a great break for us," one carnival owner said. "It is just like getting a 20 per cent price increase without any increase in expense because we'll gross that much more and it doesn't cost us" (Continued on page 5)

## NEWS OF THE WEEK

### Hollywood's Anti-TV Stand Chills "Lux Video" Plans . . .

Lever Brothers' "Lux Video Theater" is in a critical stage in its plans to present adaptations of motion picture screenplays when it goes to a full hour via NBC-TV next season. Most of Hollywood's major studios are not being co-operative about releasing scripts. (Continued on page 2)

### Truth of Flying Saucers To Be Revealed on TV . . .

People from outer space have been observing us from flying saucers, and the whole story will break open shortly, probably via an announcement from the White House. This is the prognostication of Maj. Donald Keehoe, USMC (Ret.), who is due to break the story on TV this week. (Continued on page 3)

### TV Film Price to Sponsors Hits New Average High . . .

Average price tag on new TV film packages being peddled to national advertisers has soared to \$30,000. Producers generally are confident that the sponsor money will be there. Today it's the quality rather than the budget that sells the show. (Continued on page 2)

### Acts Pricing Cafes Out of Business, Owners Warn . . .

Are nightclub entertainers demanding too much money? Some cafe operators see dark days ahead while agents who handle the acts throw the blame back at the night club owners. (Continued on page 17)

### Glenn Miller Still Lives As Top Band Name of the Day . . .

The brightest star in the band business today is the late Glenn Miller, according to record sales. Sparked by the Universal film, "The Glenn Miller Story," a large scale promotional drive by RCA Victor, Decca and other companies is adding new lustre to the Miller legend. (Continued on page 21)

### Decca Proxy Battle Moves Toward Final Round . . .

The Decca Records proxy battle moved into its final phase as deposed director George L. Lloyd named a board slate and readied a mailing for stockholder support. A court decision this week also dismissed his position to return to board status. (Continued on page 21)

### Records, Hi-Fi Invade Giant Detroit Shopping Center . . .

Opening of the world's largest regional shopping center in Detroit puts the spotlight on modern merchandising of records, phonographs and high fidelity equipment. Store layouts emphasize new decor, scientific showcasing. (Continued on page 22)

### Circuses Need Foreign Acts; Home Talent Not Enough . . .

The McCarran Act forbids importation of needed circus talent, show owner tells Congressmen. Robert Morton explains why foreign acts are needed each year to give American programs "shot in arm"; can't rely on domestic talent alone. (Continued on page 10)

### Newest Juke Box Debuts: Wurlitzer's 104-play 45 . . .

The Rudolph Wurlitzer Company shows its new 104-selection, high fidelity juke box at 40 distributor showrooms this weekend. The new model continues the trend in multiple-selection phonographs, plays 45's exclusively. (Continued on page 14)

### Pepsi-Cola After Amusement Park Vending Machine Market . . .

Amusement parks are the target of Pepsi-Cola's stepped up drive to place cold cup drink vending machines. Pepsi is now making equipment available to parks on a liberal, long-term finance program. (Continued on page 13)

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## ACKERMAN TO BE ASSOCIATE INDOOR EDITOR

NEW YORK, April 3.—Paul Ackerman, for the past five years editor of the Music department, has been named associate indoor editor of The Billboard, effective with this issue. He will work directly with Lee Zbito, indoor editor, in the administration of the department. Ackerman, who joined The Billboard in 1935, had wide experience in night clubs, vaude, legit and radio-TV before specializing in music in 1949. Joe Martin, staffer since 1949, will head the Music department.

## Most Interests Hail Tax Relief

WASHINGTON, April 3.—Congressional enactment of excise cuts this week gave the show world its biggest slice of tax relief since pre-Pearl Harbor days. The legislation signed into law by President Eisenhower wipes out the federal admissions tax on tickets of 50 cents or less and slices in half the 20 per cent federal tax on all other admissions except for cabarets and horse and dog race tracks. Jubilant over Congress's action, show business spokesmen who spearheaded the drive for the tax cuts predicted a rosier economic outlook for the amusement industry. Sam Pinanski, co-chairman (Continued on page 5)



## Lux Video Plans Stymied as Film Studios Remain Frigid

### Reluctance of Producers to Sell Story Rights Balks Hour Format

By SAM CHASE

NEW YORK, April 3.—If there is an era of more co-operation dawning between the major motion picture studios and television, Lever Brothers would like to be on the receiving end of a little of it. The old bugaboo, reluctance to make general release of theatrically filmed properties for re-enactment on TV, has thrown a powerful crimp in the bankroller's intention of airing its "Lux Video Theater" as scheduled. The show, switching from CBS-TV, is slated to go to a full hour, 9-10 p.m. Thursdays, via NBC-TV after this season.

This situation, which has been a bone of contention between the film industry and TV almost from the beginning of the latter's career as a national entertainment force, now seems to be worse than ever. It has resulted this season in the biggest boom in the market for original dramatic video scripts that the medium has seen to date. Lux, as the latest to feel the cold wind of the studios'

indifference, is in a particularly precarious position, and the entire fate of the hour-long "Video Theater" is likely to be settled by developments in the next three weeks, since the show, in its new format, was to use the old "Radio Theater" technique of re-doing movie scripts as a live TV series.

Thus far, reports are that Lever has been given flat turn-downs on story material from Metro, 20th Century, and Warner's. Only Paramount and perhaps one other studio have shown any real willingness to co-operate. Within the next three weeks, the sponsor will determine whether or not it has enough story material on hand to proceed with the series along the line planned. If not, one of two courses is open: either to use original material to supplement whatever properties it can get, or to drop the movie adaptation idea altogether and get another dramatic vehicle.

#### Clearance Problem

The Lever problem is compounded on the network side be-

cause of the unwillingness of some NBC video affiliates to clear the second half hour. The 10:30-11 p.m. time has been local and many stations are reluctant to give up the additional revenue which ensues from local time sales. It is obviously impractical to air over a full network for half a show, and over a fraction for the remainder. NBC is said to be exerting pressure on Ford to move its "Ford Theater" to a different time, so that Lux could air from 9:30-10:30 p.m., but Ford is known to be content in its slot, following "Dragnet."

However, the Lux problem on film properties, altho crucial and (Continued on page 6)

## ABC Deal May Give Web Full Disney Folio

NEW YORK, April 3.—The belief that Walt Disney may turn over much, if not all, of his film properties to ABC-TV for ultimate video showing as part of his multi-faceted seven-year deal with the network gained credence here this week following official announcement that the ABC-Disney pact—first reports of which appeared exclusively in The Billboard (March 13)—has been finalized.

Among features of the ABC-Disney deal are: (1) Disney will produce a minimum of 26 hour-long weekly TV shows per year for commercial sponsorship on ABC-TV starting this October; (2) ABC's parent company, American Broadcasting - Paramount Theaters, will work (Continued on page 6)

## NOXZEMA HAS ITCH

### But Webs Can't Give Time in Fall

NEW YORK, April 3.—Noxzema has the itch to get into web TV, but none of the networks scratched at the bait this week. Both CBS and NBC found themselves in the position of giving a polite but firm no to the bankroller.

Noxzema had placed an order for the 7:30-7:45 p.m. time Mondays on NBC-TV, but before the order could be confirmed the firm withdrew it to reconsider. Having made up its mind affirmatively, the sponsor then asked for an option on the same slot. Meanwhile, Toni decided it wanted the time and got in its order just before Noxzema's request for an option was received. NBC then had to turn down the latter firm on a deal it believed it had set with the web.

Noxzema also turned to CBS-TV and asked to buy in as co-sponsor of Ed Murrow's "Person to Person" with Amoco, which has the show in the East. Murrow himself nixed the deal, evidently on the basis of the beauty preparation not being the kind of product he wants to push. Amoco

would like another bankroller to share the cost of the show, and must decide soon whether it will renew. CBS-TV is confident it can get one or more clients to pick up the tab in full or in part. Meanwhile, having won out over Noxzema for the NBC slot, there's no question about which Toni has the time. There are now two of them involved, but it will be a joint venture as Toni sponsors Tony Martin.

## CBS-Radio Still Holds Sunday Punch of Old

NEW YORK, April 3.—CBS-Radio this week came somewhat closer to knowing the disposition for next season of its three key Sunday night shows—Jack Benny, "Amos 'n' Andy" and Bing Crosby.

Benny will probably return for another ride under the American Tobacco banner. His show, however, will be a mixture of new programs and tape of old shows.

Rehall will probably bow out of sponsorship of "Amos 'n' Andy," but the network is confident that it can come up with another client for the long-run

show, which still packs a rating punch. And negotiations with General Electric to sponsor Crosby again on radio are near to being concluded.

There will probably be some sort of readjustment as to the price of the Crosby show, but Crosby has given CBS his word he will do radio next season. His contract with GE will provide that if he does any TV, GE will get a crack at his services. The client, however, has more or less written him off as part of its TV plans.

## FM Bow-Outs May Strengthen Support for Multicast Rules

WASHINGTON, April 3.—FM broadcasters have been going off the air at a rate of more than a station a week since 1952, a situation which paradoxically may prove to be one of the strongest arguments to support multicasting rules proposed by the Federal Communications Commission.

The latest count of 554 FM outlets now on the air is down from an all-time high of 733 in 1949, and a drop of 62 stations since the end of 1952. Altho there were over 1,000 FCC authorizations for FM stations outstanding in mid-1948, there are now fewer than 575 authorized.

FM adherents apparently have a convincing argument for the FCC in pointing out that FM requires the stimulus of vast new revenues such as will be provided thru commercial storecasting, hi-fi music, functional music and myriad other uses of multicasting

which allows for transmission of four different programs over a single FM station simultaneously. The FCC's proposed multicasting rules are expected to be made final this summer.

FM's unique situation is pointed up in a still-unpublished survey of FM broadcasting by the National Association of Radio and Television Broadcasters. The survey, aimed to document successful FM operations as a guide to broadcasters, has proved inconclusive due to a small response from FM operators. However, according to John H. Smith Jr., NARTB's promotion and FM director, numerous successful operations of FM have been demonstrated despite the medium's difficulty in getting established with the public. Wherever success has been apparent, independent programming has been predominant, with special emphasis on hi-fi

music broadcasting and local coverage (The Billboard, December 12, 1953; September 6, 1952).

NARTB's experts believe that most of outlets quitting the air have been either AM affiliates who weren't selling FM separately or stations broadcasting in AM-saturated areas. Chief problem of FM-ers, according to Smith, has been getting FM sets into the hands of the public, a situation which has been echoed in UHF television's struggle to compete with VHF.

The NARTB will continue to push its FM sets promotion and will continue to stress the value of separate programming of hi-fi, news and local events for which time cannot be cleared on AM. The programming trend in the last year, according to Smith, has been heavily toward music, with retail (Continued on page 6)

## EDITORIAL

### Call the Cold War Off

The major film studios in Hollywood have been making many loud and optimistic noises about having turned the corner of a slump which they have attributed to television almost exclusively. The development of better pictures in recent seasons and the concomitant rise of new picture personalities have been regarded as the keys to a re-awakening of public interest in the neighborhood movie house—TV or no.

Yet, the film moguls still reject the possibility of "peaceful co-existence" of theatrical pictures and the TV industry, and seem determined to keep the cold war between the two going full blast.

The story in adjacent columns, concerning the stubborn refusal of many studios to make available for TV use the adaptation rights to film scripts, again underlines the lack of foresight which accompanies the old fogey tradition. Instead of seeking new and better ways of joint co-operation and promotion, some hidebound Hollywood characters insist on a one-way laissez faire policy. That is, they'd love to get publicity on the broadcast media for their product. But they won't unbend, on their own, to offer something in return—something for which, incidentally, they usually are paid and paid well.

It would seem that after all the experiences of the past, where every new medium supposedly threatened the existence of earlier ones, the doom-shouters would have learned their lesson. It's time the film executives recognized the facts of life, called a truce in the sub rosa hostilities and settled down to a co-operative existence with the new medium.

## Networks, Sponsor Eye '2d Generation'

### Rep Group for TV Variety; Offspring Of Showbiz Personalities Make Up Org

HOLLYWOOD, April 3.—Establishment of a unique repertory company for the production of TV variety shows is now a reality and at least two networks and at least one national sponsor have indicated interest. The privately financed group, Smith & Wills, Inc., will present "Second Generation," so termed since all tal-

ent is being recruited from among offspring or relatives in the 18 to 33 age bracket of well-known theatrical figures.

First script is being readied for submission to NBC and CBS. It is likely that "Second Generation" will be presented as a 13-week summer replacement on a live basis, tho consideration is being given to future filming of the group's show.

"Second Generation" will be co-produced by two youngsters, 24-year-old Ted Tiss, son of BBD&O's West Coast Vice-President Wayne Tiss, and Walter Smith, 22, a trainee in Young & Rubicam's Hollywood office. One of the originators of the format, the idea of which has been copyrighted and registered, Joan Davis' daughter, Beverly Wills, has a 15 per cent interest in the undertaking.

The roster includes Steve Rol- (Continued on page 6)

## 802 Pickets At WINS Too

NEW YORK, April 3.—Local 802, American Federation of Musicians, this week suffered another setback in the AFM's drive to keep live music alive on radio, when radio station WINS here refused to continue to maintain a staff of eight musicians.

The union, which has been picketing WOR and WOR-TV here since February 27, began picketing WINS Thursday (1).

According to 802 officials, WINS proposed to retain one musician under a new contract, but the union rejected the plan. WOR fired its 40-man musical staff when the union refused to consider the station's proposal that a clause be written into the new contract allowing WOR to hire musicians as needed, on a per-program pact similar to those 802 set up for Du Mont and the Daily News TV station WPIX.

The union threw a picket line around WINS a few years ago, when the station was owned by Crosley. However, the strike was settled then, and the eight-man staff went back to work.

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# WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, April 3.—An obscure bill hopped in the House this week calls for creation of a special bureau in Agriculture Department to stage a year-round "drink-more-milk" campaign via TV, radio and the press. Altho the bill's author is a Democrat, G.O.P. brass at Agriculture like the idea.

## CONGRESS SHOULD COLLECT TICKETS . . .

It wouldn't have surprised us if gallery spectators had been charged admission (with or without tax) the other day when the Senate voted a final excise bill. The vote was preceded by a side show that amazed the august senators themselves. At one juncture, Republican Sen. Eugene Millikin of Colorado remarked that his chief Democratic adversaries, senators Paul H. Douglas of Illinois and Hubert Humphrey of Minnesota, reminded him of Gallagher and Shean. A bit later, Millikin allowed as how the Democratic pair reminded him of "a bicycle act, with the gentlemen jumping back and forth shouting 'allez-oups!'" Senator Humphrey retorted by comparing the G.O.P. tax program to a Mexican bean game ("If someone happens to get the right cup over the right bean at the right time and take the kewpie doll as a prize, the Administration will say, 'See, it is a fine game; you always win.'")

Then Senator Millikin said the Democratic duo reminded him of a pair of nodding pigeons, and he added that he could have made a harsher comparison with "a monkey climbing a pole" ("the higher he goes, the more he exposes his posterior.") Then they really got mad. We heard the gentlemen characterize one another as alligators, crocodiles and various other animals until Senator Humphrey mournfully concluded they'd "done adequate honor to the zoo" and suggested they return to the tax bill.

## AN EXTRA BLAST FROM THAT H-BOMB . . .

Civil Defense brass who hoped to stun the nation with the H-bomb film that was previewed here this week came in for the biggest surprise themselves. They weren't prepared for the furor touched off by Drew Pearson's syndicated newspaper column describing the film a week ahead of CDA's April 7 release date (Pearson insists there was no violation because his column went out ahead of the press preview and he didn't attend the showing anyway). Civil Defense is getting gripes from the Atomic Energy Commission which has had a lot of explaining to do to field operatives puzzled by CD's sudden release of the film to TV stations and newsreels ahead of the April 7 target. An innocent victim is local station WWDC, which has a phone number similar to Atomic Energy's. WWDC's switchboard

# Quaker Drops Radio for TV Of 'Breakfast'

NEW YORK, April 3.—Another "Breakfast Club" radio sponsor jumped onto the TV side of the "Breakfast Club" fence this week as Quaker Oats closed a deal with ABC to bankroll the Tuesday and Thursday 9:45-10:00 a.m. segment on a simulcast basis. Quaker drops its present sponsorship of the 9:00-9:15 a.m. Monday, Wednesday and Friday radio segments in the switch.

The Quaker deal gives ABC a full house of simulcast advertisers for its 9:45-10:00 a.m. segment following as it does on the heels of the Philco pact to sponsor the 9:45-10:00 a.m. portion on Monday, Wednesday and Friday.

The shifts now leave the show's 9:00-9:15 Monday, Wednesday and Friday time slot open for radio sponsorship. ABC, in line with its objective of filling the "Breakfast Club" roster with simulcast advertisers, is offering this available radio time only to advertisers willing to sponsor both radio and TV portions simultaneously.

Unsold TV time which is opposite sponsored radio time is available to advertisers on the understanding that if and when the radio time opens up, they will take over the radio sponsorship as well.

has been jammed with incorrect calls meant for Atomic Energy.

## FCC SAYS 'UNCLE' IN FEES FRACAS . . .

Something like an extra guarantee against broadcast license fees was Sen. John W. Bricker's (R., O.) bill this week to prohibit the Federal Communications Commission from charging more than "nominal" fees for broadcast applications and licenses. Bricker, chairman of the Senate Interstate and Foreign Commerce Committee, has defined a "nominal fee" as a fee "in name only." His committee has already advised the FCC to stop even thinking about fees until July 7, 1955, which now means forever.

# TURNS DEFEAT INTO VICTORY

CHICAGO, April 3.—Don McNeill's ABC "Breakfast Club," currently being simulcast from the pool area of the Hotel Dilido in Miami Beach, was invaded by a trio of whirling helicopters.

The noise from the copters was great enough to capture the attention of the audience and loud enough to cut several minutes of speech from the show. The Philco Corporation, sponsors of the show, got an idea from the copters' surprise "attack," and will use aerial mediums for advertising during the show. The rest of the week will see planes, blimps and copters trailing Philco ads over the heads of McNeill's audience.

# FLYING SAUCER INFO

## Keyhoe to Tell All On Betty White Seg

WASHINGTON, April 3.—Betty White's National Broadcasting Company television show from Hollywood Monday (5) will touch off a new furor over flying saucers when guest Major Donald Keyhoe, U. S. Marine Corps (retired), will accuse the Air Force of hiding the fact it knows flying saucers are real.

Major Keyhoe will reveal to the TV audience his prediction that "within the next few months the whole flying saucer story will break open, with an announce-

ment probably from the White House." He expects the announcement will say, in effect: "People from outer space have machines superior to anything we know. They have been surveying us. We don't know their intentions, but there have been no indications of hostility. We are trying to make contact with them."

Contact with these flying saucer men might be easier than we expect, Major Keyhoe will say, since they probably have been listening in on our communications media—radio and TV—to learn our languages and customs as part of their world survey.

Major Keyhoe will tie flying saucers to the world-wide study to be made of Mars by 18 major observatories (10 in the United States and eight abroad) this year to establish whether people are living on Mars, as flying saucer sightings indicate they are. The major will warn against accepting "melodramatic stories about people who have been up in flying saucers" and even against "recent reports of strange lights in the craters of the moon" as unsupported stories which damage the serious approach to what many people still think of as "Buck Rogers' stuff." Based on research for two books on the subject, which included saucer sightings made by the Air Force, he is convinced that flying saucers exist and that the Air Force knows it.

U. S. scientists already have set up a timetable for starting space exploration with rockets and space ships, according to Major Keyhoe, who will predict that, based upon sound scientific reports, U. S. space ships will be operating in 25 to 30 years and possibly we will have our own base on the moon in another 40 years.

# Attention on Tint, FM Multiplexing At NARTB Engineering Conference

WASHINGTON, April 3.—Color TV and FM multiplexing will hold the spotlight at the Engineering Conference of the 8th annual National Association of Radio and Television Broadcasters' convention in Chicago May 23-27.

At engineering sessions, which will be opened Tuesday, May 25, by A. Prose Walker, NARTB engineering manager, talks will be: "The Story Behind the NTSC Color Standards" by Donald G. Fink, TV-radio research director, Philco Corporation; "Equipment Operating Characteristics for Color Television," Charles E. Page, research engineer, Hazeltine Corporation, and "Preparing the Television Transmitter for Network Color Television," Robert M. Morris, radio facilities engineer, American Broadcasting Company.

"Seeing Light and Color" by Ralph Evans, color technology director, Eastman Kodak Company; "Economy in Radio and Television Operation Thru Organization and Management," Willard J. Purcell, engineering manager, General Electric Stations; "Results of Experience to Date in Color Television Operation," Robert E. Shelby, color-TV systems development director, National Broadcasting Company, and "Special Television Effects," Paul F. Wittlig, new effects development manager, CBS TV.

"Basic Components of Color Television for Local Originations" by William J. Morlock and C. Graydon Lloyd, GE Company, and Roland E. Connor, Eastman Kodak Company, will lead off the Wednesday session, followed by "Simultaneous Color Cameras and Tubes," John H. Roe, TV camera equipment group manager, Radio Corporation of America; "Color Television Test Equipment," John W. Wentworth, RCA, and "Routine Test and Alignment Procedures for Amplifiers and Circuits Used for Color Television," Howard C. Gronberg, NBC.

"Color Encoders" by Robert Deichert and Robert Casey, Allen B. DuMont Laboratories, Inc.; "Color Television Motion Picture Film Reproduction," Keith E. Mullenger, NBC; "Lighting, Makeup, Costumes and Sets for Color Television," Reid R. Davis, technical color-TV operations supervisor, NBC; "CBS Color Television Staging and Lighting Practices," Richard S. O'Brien, CBS-TV, and "Save a Seat for the Engineer," Harold E. Fellows, NARTB president.

Talks on "Allocation Philosophy" by Curtis B. Plummer, broadcast bureau chief, Federal Communications Commission, and "FM Broadcast Multiplexing" by

## Whitney Acquires KOTV for \$4 Mil

HOLLYWOOD, April 3.—Tele Station KOTV, Tulsa, Okla., has been sold for \$4 million to the J. H. Whitney Company headed by John Hay (Jock) Whitney, prominent investment figure. The sale was announced this week by Jack Wrather, California and Texas oil operator, who with Mrs. Maxie Wrather and Mrs. Helen Alvarez, of Tulsa, owned the station. Sale is subject to FCC approval.

Wrather and Mrs. Alvarez also own KFMB-TV and radio station KFMB, San Diego. Deal was handled by Howard Stark, station broker.

William S. Halstead, president, Multiplex Development Corporation, will highlight Thursday sessions, which will hear talks on "Automatic Editing and Sequencing of Magnetic Tape," Edgar E. Vandivere Jr., of Vandivere, Cohen and Wearn; "Remote Control of Transmitters," president, Rust Industrial Company; "Image Orthicon Optimum Performance," Robert G. Neuhauser, RCA; "Tele-

# Mass Firing at Mutual Hits Press Section

NEW YORK, April 3.—The Mutual Broadcasting System this week took drastic action to tighten up its personnel operation by giving notices to a large number of its employees. The exact number fired is not known, but estimates range from between 35 to 75.

It is known that five out of 11 were dropped in the press department of the network, and one out of four in WOR and WOR-TV publicity.

General Teleradio, the MBS owner, has had a firm of efficiency experts scanning its set-up to see if a method could be found to make it function more efficiently.

## FCC Issues 1 Tele Grant

WASHINGTON, April 3.—The Federal Communications Commission this week issued one TV grant, bringing total authorizations to 666, of which 558 are post-freeze grants, including 29 non-commercial, educational grants. With 60 grants canceled, outstanding authorizations now number 606.

This week's grant went to Kake Broadcasting Co., Inc., Channel 10, Wichita, Kan. In granting the CP to Kake, the Commission dismissed the application of Mid-Continent Television, Inc.

## May Deadline For Teleradio

WASHINGTON, April 3.—General Teleradio, Inc., Boston, was given until May 3 to answer Federal Communications Commission charges this week that it is violating the FCC's new multiple ownership rules.

The FCC stated that records show General Teleradio, and General Tire & Rubber Company, (90 per cent owner of General Teleradio), and their officers and directors own all or part of 10 AM, 4 FM and 5 TV stations. This totals 3 more AM stations than allowed under FCC rules.

Stations involved were listed as: WNAC (AM, FM and TV), Boston; WOR (AM, FM and TV), New York; KHJ (AM, FM and TV), Hollywood; WEAN (AM), San Diego, Calif.; WGTH (AM and TV), Hartford, Conn.; WARE (AM), Ware, Mass.; WSJS (AM and TV), Winston-Salem, N. C., and WJW (AM and FM), Cleveland.

vision Preventive Maintenance Unique to the Television Transmitting System," Philip G. Caldwell, ABC; "Video Switching," Ben Adler, owner, and Louis Katz, development staff head, Adler Communications Laboratories; "The DuMont Telecenter," Rodney D. Chipp, Robert I. Brown and Robert F. Bigwood, of the DuMont Telecenter, and "Technique of Television Station Coverage Measurement," James C. McNary, Washington, D. C.

Presiding at the various sessions will be Raymond F. Guy, radio and allocations engineering manager, NBC; James D. Russell, president, KKTU, Colorado Springs, Colo.; Dr. William L. Everitt, dean, College of Engineering, University of Illinois; William B. Lodge, vice-president, CBS-TV; Earl M. Johnson, vice-president, Mutual Broadcasting System, and William J. McDonnell, central States regional manager, FCC.



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Program Director, WNAB  
Bridgeport, Conn.

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Occupation .....







**It couldn't happen to a nicer guy!**

*Congratulations,  
radio station*

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*on going  
full time!*



*"Best Wishes,  
WLS"*

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**"ARKIE"**

The Arkansas  
Woodchopper

*"Congratulations  
and  
Good Luck"*

•  
**DOLPH  
HEWITT**



*"We're All  
Proud of  
You--"*

•  
**BOB ATCHER**

*"Loads of  
Luck and  
Best Wishes,  
WLS"*

•  
**HOMER AND JETHRO**



*"Good Luck,  
WLS"*

•  
Donna and Colleen  
THE BEAVER  
VALLEY SWEETHEARTS

*"We're All Mighty  
Happy for You"*

•  
**CAPT. STUBBY  
and  
THE BUCCANEERS**



*"Nice Going,  
WLS"*

•  
**DONALD "RED"  
BLANCHARD**

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# WLS NOW FULL TIME STATION



## DON McNEILL'S BREAKFAST CLUB ON WLS EACH MORNING

Under the genial guidance of its toastmaster, Don McNeill, the ABC Breakfast Club program has become a day-starter as traditional as the morning cup of coffee to its more than seven million listeners across the country.

It was twenty-one years ago—on June 23, 1933, to be exact, that Don took over a morning show called "The Pepper Pot," introduced a new format—four calls to breakfast, March Time and Memory Time—and the Breakfast Club was founded.

With him on the show then as now was Eddie Ballantine, the present orchestra leader, and Bill Krenz, pianist. Comedian Sam Cowling and Fran (Aunt Fanny) Allison became regulars in 1937. Vocalist Johnny Desmond joined the gang around the Breakfast table in 1949 and lovely Eileen Parker was a newcomer last year.

The show's original format has continued through the years,

with now and then an added feature. In 1944 Don introduced the "Moment of Silent Prayer" for a "world united in peace" and the "Sunshine Shower," which was started in 1946, has resulted in thousands of cards being sent to patients in hospitals and other institutions by the faithful Breakfast Clubbers.

In 1953, the twentieth anniversary of the program, it was named the top radio variety show by Radio-Television Daily, and ended its anniversary year by establishing a new studio attendance record, demonstrating that it has lost none of its popularity.

Three years before that, ABC had signed a 20 year contract with Don McNeill, assuring his services for the Breakfast Club until 1970. Thus, the program's loyal fans can look forward to enjoying the fun with Don and the gang for a long time to come.



## N. Y. METROPOLITAN OPERA HEARD REGULARLY ON WLS

Every Saturday afternoon during the opera season, ABC network listeners are privileged to attend a performance of the Metropolitan Opera in New York City to hear the world's greatest artists.

Millions of listeners by a twist of their radio dials are transported to the world-famous opera house for hours of enchantment as great singers perform the dazzling duets and arias of the master composers.

It is estimated that in the WLS area an audience of more than 342,900 people in 181,000 homes take advantage of this great cultural treat every Saturday.

The brilliant 1953-54 season got under way with the broadcast of Gounod's "Faust," with the famed conductor Pierre Monteux and a stellar cast led by Jussi Bjoerling in the title role.

Verdi, who seems to be everyone's favorite composer, has been well represented with the broadcasts of his "Aida," "Il Trovatore," "La Traviata" and "Rigoletto."

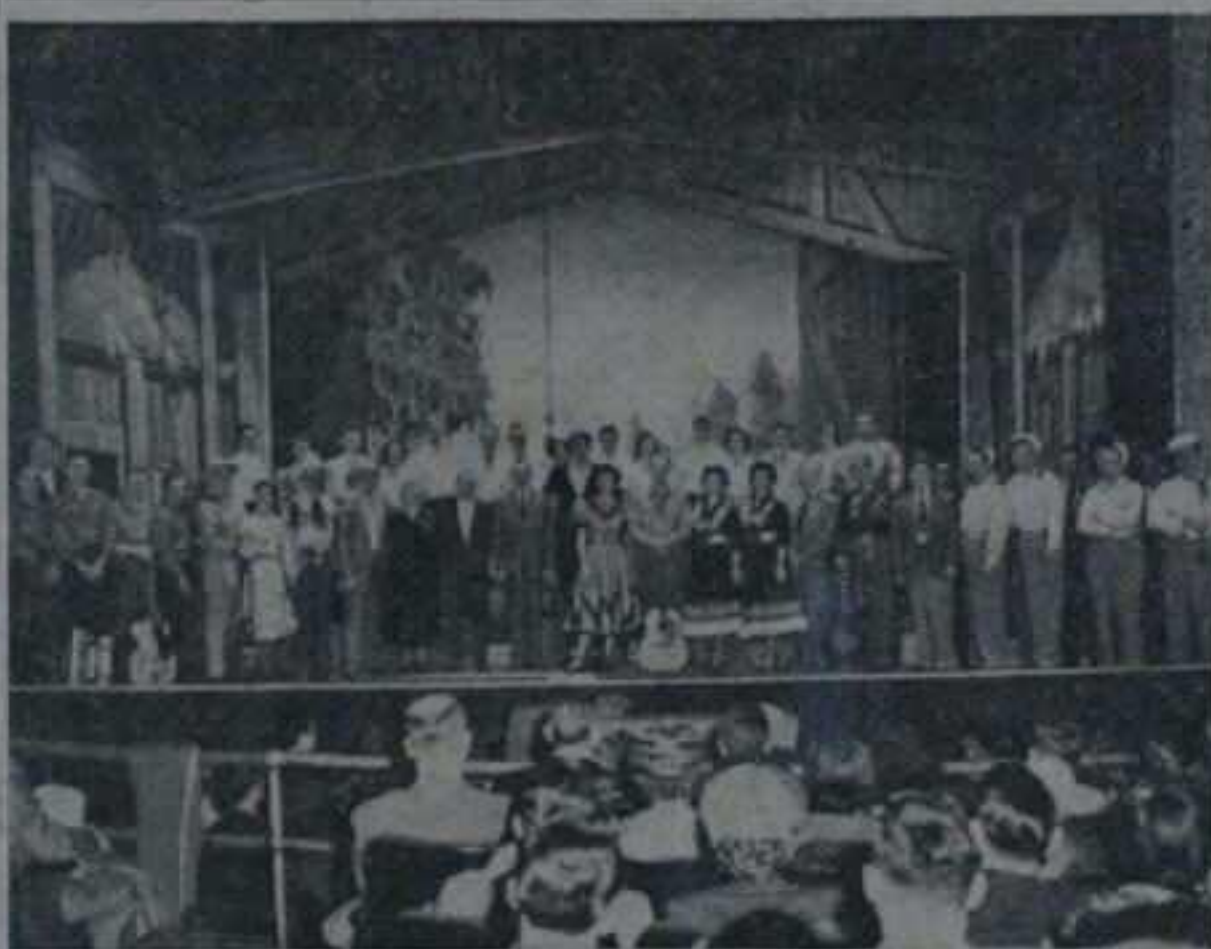
Other favorites have been Donizetti's "Lucia di Lammermoor," Mozart's "Don Giovanni," and Moussorgsky's "Boris Godunov."

All in all twenty operas will have been broadcast when the season ends April 17th.

## FCC APPROVES MERGER RADIO STATIONS WLS AND WENR

### BETTER SERVICE FOR CHICAGO AND MIDWEST LISTENERS

*Leading Stars of Both Stations and ABC Network, Plus Popular New Features, to Bring Listeners the Best of Everything on the Air*



## WLS NATIONAL BARN DANCE 30th ANNIVERSARY ON 24th

The one and only WLS National Barn Dance has been broadcast every Saturday night since April 19, 1924, making it the longest continuously broadcast program in radio. Although it has had many imitators through the years, this granddaddy of all folk music shows is still the best of them all. It pioneered in broadcasting Music Americana when radio was in swaddling clothes, and to it belongs much of the credit for the present national and international vogue in folk music tunes and their place on the hit parade.

Music on radio had been strictly "long-hair" until WLS put on the toe-tapping music of the first National Barn Dance. From then to the present day, folk tune artists have been drawn to the National Barn Dance as to a magnet. Not only have its stars sung the old-time songs, but they have been busy writing new folk tunes, and recording them to sell in the millions.

As a star-maker, the program has had no equal. A list of the performers who got their start or appeared as established artists on the National Barn Dance, would include such great stars as George Goebel, Ruth Etting, Les Paul, Curt Massey, Gene Autry, Red Foley, Rex Allen, Fibber McGee and Molly, Patsy Montana, Max Terhune, Joe Kelly, Smiley Burnette, Pat Buttram and Sam

and Henry (later Amos 'n Andy), to name only a few.

In audience popularity the show is a record-breaker, too. So many people wanted to see it that WLS became the first station to build a studio theater. But by 1932 reservations there were being made seven months in advance.

In that depression year, WLS chalked up another radio "first" by taking over Chicago's 8th Street Theater, broadcasting the program in two complete shows and charging a admission. Since then more than 2,350,000 people have paid to see it there.

Back in 1934 when the Barn Dance was ten years old, it was asked to put on one show at the Chicago Century of Progress Exposition. When 25 to 35 thousand people arrived instead of the expected 10 thousand, the one-time engagement was expanded to five weeks.

In 1944, its 20th anniversary, the cast went to Hollywood to appear with Robert Benchley in the Paramount picture "National Barn Dance" which was premiered "back home" at the 8th Street Theater.

Now in 1954, as it celebrates its 30th anniversary, the show is more popular than ever. Last year its stars appeared before a million and a half people in personal appearances throughout the Midwest, an increase of more

The Federal Communications Commission has approved the application for the merger of Radio Stations WLS and WENR. The new company will be known as WLS, Inc.

The new full-time station began broadcasting under the call letters WLS on the present clear channel frequency of 890 kilocycles on April 1st and will be an affiliate of ABC.

A full-time single station operation by the new WLS will permit a broader scope and more flexible programming than was possible by either station on a shared-time basis. By carrying out the policies that have proved successful for WLS, the expanded WLS can render a greater service to Chicago and Midwest America.

Officers of the company, WLS, Inc., are James E. Edwards, president; Glenn Snyder, first vice president and general manager; Arthur H. Harre, second vice president and assistant general manager; George R. Cook, treasurer; and Mathew Vieracker, secretary.



Capt. Stubby and the Buccaneers

than 300,000 people over the previous year. And the "SRO" sign is up every Saturday night at the 8th Street Theater where crowds come from all over the Midwest to see their favorites.

And who are today's favorites? Among the show's veterans are those "Carolina Sweethearts" Lulu Belle and Scotty, the Arkansas Woodchopper, comedian "Red" Blanchard, and Grace Wilson.

Then there's the Top Hand of the Cowhands, Bob Atcher, the zany parodists Homer and Jethro, Captain Stubby

and the Buccaneers, Phyllis Brown, Woody Mercer, and the lad from the hills of old Pennsylvania, Dolph Hewitt.

Yes, indeed, as this phenomenal program enters its 31st year of continuous broadcasting, it is still the listening "must" in Midwest homes that it has been for more than a generation.



Homer & Jethro



Red Blanchard



Lulu Belle & Scotty



# Radio Faces Great Challenge As TV Soapers Gain Ground

## P.&G. Re-Examines Daytime AM; Net Execs Ponder Possible Cuts

By LEON MORSE

NEW YORK, April 3.—Network radio's last really solid front was faced this week with its greatest challenge to date, as the soap opera gives every indication of becoming an increasing staple of TV's daytime diet.

Radio web execs currently are asking whether this will leave enough in sponsors' budgets to continue their long-run radio soapers which currently account for a major portion of the web's radio grosses.

A striking case in point is Procter & Gamble, which is currently re-examining its daytime radio expenditures to see which of its properties are to be cut back next season. P.&G. already has three quarter-hour strips on CBS-TV, will add a fourth on that web in July, has "Three Steps to Heaven" on NBC-TV and will add another one there shortly.

This will mean that P.&G. soon will be spending about \$6,638,000 at CBS-TV and \$3,264,000 at NBC-TV yearly for its soap opera strips, a bill which can only be met by cutting some of its other broadcasting commitments.

### Which Gets Axe

At this point, which shows will get the axe is not decided. There will not be any drastic cancellation of daytime P.&G. soapers in radio, because the medium is still holding its own against video ratings. But two or three of the P.&G. properties, most likely the weaker and older ones, will be shelved.

CBS radio claims that P.&G. will not touch any of the seven on its network, and all NBC radio would say is that the client is re-examining its daytime shows now, with no decision having been made at the moment.

If and when P.&G. starts to move out of daytime radio, it is bound to cause other daytime advertisers to reconsider their own positions at the end of this season. Nevertheless, no mass exodus is expected because of the large audiences the AM soapers still pull.

### 20 Per Cent Soapers

There can be no question about

## FM Bow-Outs

Continued from page 2

dealers offering FM sets as "hi-fi" receivers.

A major difficulty in getting a clear picture of FM, said Smith, has been the inability of most outlets which have AM affiliates to give financial data on their operations, since books usually are not kept separately.

FCC's figures show that the decline in FM outlets may be leveling off somewhat this year. FM's worst year was 1950 when 57 stations went off the air, but last year was almost as bad, with 56 going silent. The situation is relatively better so far this year, six stations having dropped out in the first two months. The commission's figures show that 554 FM stations were broadcasting as of March 1, a decline from 616 at the end of 1952, 637 at the end of 1951, 676 at the end of 1950 and 733 at the close of 1949, FM's biggest year.

## ABC Deal

Continued from page 2

closely with Disney in the construction and management of Disneyland, a 55-acre amusement park which will be built within the next year in Southern California.

Disneyland will also serve as an originating point for the Disney TV shows, which will make use of both live-action and cartoon techniques.

Bob Levine, ABC-TV's assistant program director, leaves this weekend for Hollywood to put the plans into operation.

## GIRL MUSICIANS WANTED

All Girl Western Show featuring top entertainers needs Girl Musicians. Above average salary, steady work. Send picture, references and available date.

BOX D-33

c/o The Billboard Cincinnati 22, O.

the effectiveness of soap operas on TV. The program composition during the day breaks down to about 40 per cent personality shows, 40 per cent audience-participation and 20 per cent soap operas.

But the detergent dramas show startling effectiveness insofar as building audiences. They generally begin slowly and suddenly catch the favor of viewers.

In February, 1953, "Guiding Light" had a 13.9 average Nielsen; one year later its rating was 17. In 1952, "Search for Tomorrow" had a 12.9 for February, according to the same rating service; its February, 1954, rating is 18.5. The conclusion is inescapable that it is doing a good job for its sponsor.

### NBC Also Sold

NBC-TV, of course, is also sold on soap operas, altho it only has a few on during the morning. Now that it has an afternoon program-

## AM-TA Vs. Cancer

WASHINGTON, April 3.—President Dwight D. Eisenhower urged the radio and television industries this week to join with the medical profession and the press in promoting April as Cancer Control Month. He said that in response to "the will of this nation to conquer cancer," Congress had set aside April of each year for special effort in enlisting public support and participation for the control of this disease.

# NBC-TV Gets 4 Firsts In Ohio State Awards

COLUMBUS, O., April 5.—Of the five TV network awards to program series at the 18th educational radio-TV exhibition at Ohio State University, four first places went to NBC and one to CBS. No awards were given in two categories, NBC also made a clean sweep of the four honorable mentions which were awarded.

Among shows directed to special interest groups, NBC-TV's "Frontiers of Faith," religious series, took top honors. Among cultural programs, the same network's "Hallmark Hall of Fame" opus was deemed best, with NBC's "Conversations" series of interviews with great personalities given an honorable mention. Among public affairs programs, the CBS "United Nations Open House" was given the top award, with NBC's "Youth Wants to Know" awarded an honorable mention.

Among shows dealing with basic freedoms, first place went to "American Forum of the Air," NBC series. Programs for Children and youth for out-of-school listening saw the first award going to "Watch Mr. Wizard," via

## Nets, Sponsor

Continued from page 2

land, son of Roy Rolland, M-G-M director, and L. B. Mayer's nephew; Jack Haley Jr., Alan Hale Jr.; Linda Marzner, Francis X. Bushman's granddaughter; Melinda Markey, Joan Bennett's daughter; Patty O'Connor, Steffi Skolsky, Sidney Skolsky's daughter; Barbara Ruick, Lurene Tuttle's daughter; Carol Anne Young, daughter of Robert Young; Carol Ann Beery, whose father was Wallace Beery; Robert Simpson, character actor Russell Simpson's daughter; Toni Wayne, John Wayne's offspring; Carol Lee Ladd, whose father is Allan Ladd; Wesley Ruggles Jr.; Evelyn King, whose father is band leader Harry King; Les Gargan, son of Bill Gargan, and Miss Wills.

Jerry Davis, currently under contract at M-G-M, will write the show. His first script is expected to be completed next week. Nat Wolfe, of Young & Rubicam, and Wayne Tiss of BBDO have interested themselves in "Second Generation," it was reported.

ing line-up to build, it will use soap operas as the main lure to attract audiences.

As many as six of them are expected to be created this spring for slotting late this summer in the late afternoon, to get an early start for fall sale. "Hometown U.S.A.," however, is likely not to be used because of its special requirements.

# Robt. Q. Lewis Leaving CBS For NBC Strip

NEW YORK, April 3.—Robert Q. Lewis this week neared the signing of a contract with NBC-TV for a half-hour daytime strip. The switch from CBS-TV will be made as a direct result of the shift of an hour of Procter & Gamble business from NBC-TV to CBS-TV this July.

The P&G move will oust Lewis from his present 4:30-5 strip on CBS-TV. The network has offered him 2-2:30 on Tuesdays and Thursdays, but the bespectacled comedian has turned the time down. He feels he wants a full strip, and NBC-TV has the time to offer him.

NBC, with the latter web's "Excursion," done in conjunction with the Ford Foundation, getting an honorable mention, and NBC-TV's "Ding Dong School" coming in for a special citation. No awards were made in two categories: Systematic instruction such as telecourses, and school telecasts for use in school classrooms.

# NBC-TV Documentary Unit Formed With 'Victory' Staff

NEW YORK, April 3.—Increased emphasis on TV documentary programming is in the works at NBC-TV. The net this week set up a new documentary production unit to be headed by Henry (Pete) Salomon, producer and co-writer of the award-winning "Victory at Sea" series. Salomon, who left NBC-TV upon completion of the "Victory" series, brings back with him to the NBC fold other members of the "Victory" production team, including Isaac Kleinerman, Richard Hanser and Don Hyatt.

Among the projects Salomon's unit will tackle will be the production of another historical series similar in nature and scope to "Victory," and a group of at least four hour-long documentary shows on subjects of contempo-

## WLS Operates

Continued from page 2

our status as the top farm station in the country. We will, under the new operation, increase our news programming and coverage. We are also going to enlarge our news department. WLS will now schedule news and weather each half-hour in five minute periods, beginning at 1:30 p.m. and continuing till 5:05 p.m.

"We are also going to increase our coverage of community and public events by remote broadcasts. Altho we will keep such features as 'The National Barn Dance' and our early morning country shows, we are going to add features throughout the daily program schedule designed to appeal to the metropolitan audience. In line with this, we will continue to air our 'Metropolitan Opera' show each Saturday, as well as our women's features designed for both the rural and urban housewife."

## MEXICAN BROADCASTING

# Radio Gets 40c of Ad Dollar; TV No Factor

NEW YORK, April 5.—The development of the broadcast media in Mexico shows a remarkable contradiction, according to remarks prepared for address here tomorrow (Tuesday) by Sr. Juan M. Duran y Casahonda, president of the Mexico Advertising Association, and public relations chief of stations XEW and XEW-TV, Mexico City.

Senor Duran, who is to speak on advertising in Mexico in a special forum under the auspices of Town Hall, will declare that altho Mexican commercial radio has few public or social service shows per se, the medium "has taught hundreds of thousands of Mexicans to use soap, tooth paste, combs, better food and clothing."

Mexican commercial radio, according to Senor Duran, "puts more entertainment before service. . . . Musical and soap opera programs cover 90 per cent of the broadcasting time. This lack of interest in the countless problems of the community weakens the social influence of radio."

This is partly, Senor Duran notes, because Mexican broadcasters are afraid to oppose their domestic broadcast regulations, which ban the use of the medium for political and religious topics. He adds, "I hope you will agree that, with such prohibition, plus the self-imposed silence about sex matters, there is nothing much left to talk about."

On the business side, however, Mexican radio has been amazingly successful, and has grown from 11 outlets in 1925 to 253 today, an increase of 230 per cent. Thru radio advertising, for the most part, the national consumption of soap rose from 30,000,000 pesos 25 years ago to a 1953 figure for soap and detergent sales of 300,000,000 pesos. This repre-

sents almost one peso a month for each Mexican.

In Mexico City, a city of 3,500,000 people, Senor Duran says there are 25 commercial and two cultural radio stations, with about 600,000 receivers. Outstanding station in town is XEW, operated by Don Emilio Azcarraga, which has been "the cradle of radio talent." From 9 a.m. to 10 p.m., surveys show, an even 50 per cent of all radio homes are tuned in to XEW, a condition which has prevailed for a decade.

On the TV side, Senor Duran says that "nothing is foreign to Mexican television but the equipment." The industry itself, while using U. S. equipment is home-operated, as reported in The Billboard (January 30). While TV is not yet a mass media, radio still gets about 40 per cent of ad expenditures to about 28 to 30 per cent for newspapers.

# FCC Proposes Rules Change

WASHINGTON, April 3.—The Federal Communications Commission this week proposed to change its rules on chain broadcasting to prohibit network television affiliates from contracting to prevent near-by stations from carrying network programs.

The FCC stated this would not cause any drastic revision of present network-affiliate relationships since it would not affect giving an affiliate "first call" on network programs or "the right of first refusal" in its community.

The proposal rule is designed to prohibit affiliates from preventing other near-by stations from carrying network programs which it already had refused. Comments are due on or before May 3.

## NBC Renews Eigen Pact

CHICAGO, April 3.—Jack Eigen, the controversial chatter-disk jockey who was recently taken off TV because of a now-famous extra-long kissing scene with movie starlet Cleo Moore, has been signed to a five-year renewal contract with NBC for his radio show. His broadcast, "The Chez Show," originates over WMAQ six nights a week from the Chez Paree Lounge here.

CHICAGO, April 3.—Jack Brickhouse, sports announcer over WGN here, has signed for his own network sports show over the Mutual Broadcasting System, beginning April 3. The show, "Jack Brickhouse Sports News," will be on the 5:45 to 5:55 p.m. CST. slot. The show is sponsored by The State Farm Mutual Automobile Insurance Company of Bloomington, Ill.

# Lux Video Plans Stymied

Continued from page 2

immediate, is only the latest reflection of the lack of cooperation of the majors with dramatic video shows, which are regarded as competitors.

At least one network is known to be ready and willing to fight a test legal case with any firm interests which want to take them on, but it needs a sponsor willing to enter the suit jointly. Thus far, no bankroller or ad agency has offered its support.

Indicative of the situation, too, is the continued unwillingness of any major studio to permit a kinescoped airing of any adaptation of a film script. For example, Kraft Foods occasionally secured adaptation rights to motion picture properties. Kraft, with two hour-long TV dramas on the air, invariably fed such scripts to its ABC-TV show rather than its NBC-TV stanza, inasmuch as the ABC edition is carried all live with no delayed showings via kinescope.

### Kines Held as Film

This attitude of the filmsters regarding kinescope as the equivalent of film, even tho aired for the first time in a market and not used as a repeat, has occasioned long-standing howls from broadcasters. Where the musicians, thru the American Federation of Musicians, and the actors, via Screen Actors' Guild, have okayed d.b.'s via kine for a period up to a

week after initial web showing without additional payment, the studios themselves have stood firm in regarding kinescope as film.

Recently, this involved two film firms in a beef with each other which subsequently was settled. The property was "Babylon Revisited," which Paramount had originally bought from its author, F. Scott Fitzgerald, for adaptation into a film which it never made. Some months ago, Du Mont skedded an adaptation for airing but was turned down on rights. Then Kraft requested and secured rights for its ABC show from Paramount. Just after the Kraft deal was set, Metro negotiated purchase of the rights from Paramount and began casting for a movie version. When Metro learned that Paramount had okayed TV rights for Kraft, the tilt sign went up and fireworks were threatened.

Metro nursed hurt feelings, even tho the Kraft show was aired live only, with no delayed kine broadcasts, but its beef with Paramount finally was settled.

It is situations of this kind which have forced the use of more original dramatic TV material than ever this season, something which has been a boon to scripters of such material but which is making Lever face up to a most unhappy prospect.



APRIL 10, 1954

## Series Returns Superman to Products Field

NEW YORK, April 3.—Superman has re-emerged in the merchandising arena in the past three months, riding high on the ratings of the TV film series that Kellogg's spot books in some 80 markets. Superman, Inc., the subsidiary of National Comics Publications, Inc., which produces the show, has licensed a dozen manufacturers since January 1. In addition, Kellogg's will begin promotion of Superman T-shirts as a premium on several of its TV shows.

Jay Emmett, publicity chief at National Comics, is handling the merchandising set-up. He claims that over 250 manufacturers have requested franchises since the current campaign began. He expects to have at least 20 items licensed by the end of this month.

### Items Licensed

Among the items and manufacturers licensed so far are T-shirts by Norwich Knitting; wrist watches by Bradley Time; bathrobes by the Relax Casuals Corporation; paint and coloring books by the Saasfield Publishing Company; underwater goggles, masks and fins by the Super Swim Company; lunch boxes by Liberty National Steel; rain capes by the Adjust-a-Diaper Company, and 3-D viewers with three sets of pictures by Super Scope, Inc. National Comics first began merchandising Superman in 1940, during the peak of the radio show's popularity. Licenses had been issued for over 60 products when war-time shortages killed the whole effort.

## Screen Gems In 6-City Deal

NEW YORK, April 3.—Screen Gems has signed a six-city sponsorship deal for its "All Star Theater" package with International Metal Products Corporation of Phoenix, Ariz. It's understood the sponsor is seeking to book the series into additional markets as well.

The six cities thus far definitely set are Phoenix, Tucson and Yuma, all in Arizona, and Bakersfield, Stockton and Fresno in California.

## American National's '54 Costs at \$10 Mil

HOLLYWOOD, April 3.—Production costs at American National Studios this year will hit close to \$10 million, it was indicated here this week as it became increasingly evident that telefilm activity at the former Eagle-Lion studio soon will reach capacity. The estimate of between \$8 and \$10 million production would include American's own telefilms along with production for outsiders but in which American is participating in the financing.

Preparatory to this sizable schedule, American already has exceeded the \$200,000 budget originally established for refurbishing the lot. Studio already has under way the construction of a scoring stage and plans an additional sound stage that will bring to seven the total number of the latter to accommodate the tempo of activity this year.

Deals have been made with Loren Ryder for the studio's sound

## C. Ross Joins Guild Films

NEW YORK, April 3.—Charles Ross, veteran film salesman, is joining Guild Films Company, Inc., on Monday (5) to cover the New York ad agencies. Ross this week left Official Films, where he worked on the road.

Before joining Official about six months ago, Ross was with Procter Television Enterprises.

## NAVY GANDERS PILOT OF 'LOG'

NEW YORK, April 3.—The John Gibbs office this week came up with a new gimmick to screen the pilot film of its new video series, "Navy Log." The screening was held on the U.S.S. Salem, the flagship of the United States Sixth Fleet, and one of the world's most modern heavy cruisers.

Top brass from the agencies were invited, and they came en masse bringing their youngsters along. "Navy Log" is taken from the files of the Navy department and has the complete co-operation of that branch of the service.

It was produced by George Gallu. The screening was arranged by Willson (Bill) Tuttle, vicepee in charge of sales for John Gibbs and Company, Inc., which owns the package.

## 'Badge' SRO In Far West

NEW YORK, April 3.—"Badge 714" this week hung up the s.r.o. sign in the Far West. The show has now been sold to 37 markets in the 11 Western States by the NBC-TV Film Division.

It is being telecast in 34 markets only, however, because the other three are not as yet on the air. All the deals are for 52 weeks.

## 40G PER ON 'HALLS OF IVY'

## TPA to Shoot Film Series, Also 'Ellery Queen,' 'Lassie'

NEW YORK, April 3.—With sales of "Your Star Showcase" running at a steady clip, Television Programs of America, Inc., has now defined its release schedule for the next six months. Between now and the fall TPA will bring out three new series, all with established titles. The shows, in order of release, are "Ellery Queen," "Lassie" and "Halls of Ivy."

TPA this week closed the deal

equipment; has named Jack Robin as head of its optical department, Dick Gordon chief of the music department, and placed Norman Cerf in charge of the film library.

It was indicated that American, headed by Bernard Prockter, would be operated much in the manner of a major theatrical production firm. It, as previously reported, will physically produce for others and will continue to extend financial aid for outside producers, but only one producer not directly connected, Frank Wisbar, will be permitted permanent quarters.

Included in the vast expenditure on production at the present are two soap opera serials. The latest set for shooting being "My Sister and I," a 15-minute series of 260 episodes which will be syndicated. American already has shot the pilot of "The Family Next Door" for Television Programs of America, and is expected to resume shooting shortly.

Four additional "Pick Your Winner" series, produced by Larry Finley for Prockter TV Enterprises and which American is financing, will be shot the end of the month. Budget for this half-hour series, which features name guest stars, has been set at \$15,000. It was reported. It will be syndicated, the no distribution deal has as yet been firm.

A new commercial division is being established with Walter Loewin, vice-president of American National, heading that

(Continued on page 16)

## Prices on New Series Prove Faith in Vidpix Bull Market

### Producers Feel No Lack of Sponsor Coin Available—Except on Residuals

By GENE PLOTNIK

NEW YORK, April 3.—To judge from the price tags on the new half-hour film packages hitting the national market, indie producers are currently feeling nothing but optimism about the availability of sponsor coin. The hot competition is in terms of quality, and there is no stinting of budgets. Star, story and property values in virtually all the new pilots are dazzling, and the budgets are at a proportionate level.

This is in striking contrast to the cut-price competition among shows in residual sale. The difference seems to lie in the feeling that the top advertisers are still fighting for new audiences and are prepared to pay to get them.

A spur to the widespread confidence is the reaction in agency circles to the revelation of practically every one of the new stellar shows. Before the ink is dry on a new production deal agencies begin calling to attempt an option.

Almost any program sales agent at this time is willing to sell at a deficit, for terms. The terms usually are either that the sponsor give the distributor the right to put the show into residual sale almost immediately under a different title, or that he be

given the right to syndicate it to open markets immediately, or that he be allowed to begin residual sales as soon as the network contract expires. But still another encouraging factor is that the agencies have been telling the distributors that they want complete first-run rights and will pay full cost to get it that way.

The average price on the new packages is about \$30,000 per segment. But they go considerably higher. "Halls of Ivy," which Television Programs of America inked this week, is said to be budgeted at around \$40,000.

Regarded as the key factor making these prices practical is the ever expanding TV circulation. Despite these program budgets, the national advertiser is able to keep a level in his cost per thousand by amortizing the show over a bigger audience. Further, for what the sponsor has to pay for time, he is not inclined to skimp on programming.

So far only one new package sale has been made, P. Lorillard's buy of Screen Gems' "Father Knows Best." That deal is serving as an object lesson for the bright prospects. The show was tagged at \$27,500, and the producer is reported at the very least to have his production costs back on first run.

But "Father" has still not been slotted, and the one thorn in the picture is the shortage of network availabilities. From the point of view of many of the distributors who have their series already in production, they are protected by their syndication sales organization. If for one reason or another they miss a network sale, they still stand a healthy chance of landing one or two large spot regional deals, after which they can syndicate over the rest of the country and still get off the hook.

### New Sales Pattern

Around the trade here, the word is that there isn't a distributor who won't talk a network sale on his new stellar series. The immediate syndication pattern pioneered by Ziv-TV is being considerably modified. The pattern that has now become universal is to seek national sale first, then regional and finally into syndication. It is widely expected that Ziv-TV will scout the national level when it is ready to begin

(Continued on page 16)

## Wences Inked By Greshler

HOLLYWOOD, April 3.—Abner J. Greshler Productions, Inc., has earmarked \$250,000 for a TV series starring Senor Wences following finalizing this week of a three-way partnership among the Spanish ventriloquist, Greshler and writer Parke Levy.

Contracts were signed in New York prior to Wences' departure for Europe. The series, in all likelihood to be filmed, according to Greshler, will get under way in early fall upon Wences' return from a South African tour with Danny Kaye.

Series will be a 15-minute strip aimed for national sponsorship. Greshler will produce and direct; Levy will write, and Wences will be starred along with his puppets and various guest artists, Greshler said. This is Greshler's initial entry into the telefilm series end of the industry. He will continue to handle his block of feature films for TV.

with Don Sharpe and Ronald Colman for the production of "Ivy." Terms of the deal are said to make it the most expensive package in syndication, and possibly the most costly half-hour film ever to be aired. The budget is estimated to be close to \$40,000 per segment.

Aside from the property value and the cost of Colman's services, the production schedule is one of the main factors boosting the cost. Each segment will be on a four-day shooting schedule, probably the only TV show of which that's true.

Furthermore only three segments will be filmed per month, so that production of the 39 segments will be extended over more than a year. This arrangement, it is understood, is at Colman's insistence.

"Ivy" will use top personnel thruout, according to TPA. Norman McLeod and William Cameron Menzies will be the directors. The format will closely follow the radio show's, even to using the same supporting players where possible. Colman's wife, Benita Hume, will have her old role.

Ivy Productions, consisting of Colman, Sharpe, Don Quinn and

## Liebmann Buys 'Fairbanks' Pix

HOLLYWOOD, April 3.—The new series of 39 "Douglas Fairbanks Presents" are now being distributed by Interstate Television, Inc. First major sale of the European-made telefilms was to Liebmann Breweries, Inc., Brooklyn, for sponsorship in New York and California, latter markets including Los Angeles, San Diego and Fresno. The sale was consummated this week by Interstate's president, G. Ralph Branton, and Frank Dolan, account executive for Foote, Cone & Belding.

Interstate, meanwhile, revealed that with the accelerated sale of its "Ethel Barrymore Theater," additional sales offices have been opened in Chicago, Atlanta, Detroit, Dallas and Des Moines.

Nat Wolff, will own a piece of the negatives.

TPA is consolidating all its own production activity under one roof. The firm this week signed a five-year lease for five stages at the Motion Picture Center in Hollywood. It will keep at least three shows before the cameras at a time.

According to TPA's sales (Continued on page 16)

## 'Football' to DuPont; 'Play' Close to Sale

HOLLYWOOD, April 3.—The Du Pont Company of America will sponsor nationally, on an exclusive basis, Milton Gettinger Enterprises' gridiron prognostication quarter-hour telefilm series, "Football This Week," this fall, and an undisclosed firm is ready to buy a second sports program from Gettinger which soon goes into production here. DuPont will spend \$750,000 for sponsorship of "Football This Week" on a 10-week schedule starting September 25, this cost including time charges, all in Class A slots, commercials and a heavy promotional campaign.

"Football This Week," starring veteran sports writer Norman Spears, will be spotted in 150 markets, Gettinger said. Gettinger disclosed the sale yesterday while setting up production plans for the series which will be produced by Norman Spears Jr. and with his father acting as forecaster of the 1954 football season.

Gettinger said that the format would remain substantially the same as last year's, but with the addition of comic relief. Production will be handled by Consolidated Film Laboratories. Gettinger said that each episode would cover 50 football games, with visual action included on 12 contests of the week. He pointed out Spears' success as a forecaster last season when Spears called all shots correctly three weeks and averaged 83 per cent accuracy on the rest, including the upsets.

The second sports series, also a quarter-hour segment, is titled

"Call the Play," and is aimed for home-viewer participation. Sixty shows already have been finished, complete with narration, with the only addition being inclusion of an emcee who is in the process of being selected. The choice now has been narrowed down to Bill Stern, Ed Thorgeresen and Mel Allen, an unnamed sponsor is expected to choose by Monday (5) and will pick up the tab for 56 markets, with Gettinger retaining rights for syndication in the remaining markets. Gettinger said that the series would be ready for airing the last week in May.

Gettinger also disclosed that he is in the market for a 26-week half-hour telefilm series for national sponsorship.

## Campbell Asks For Sun. Slot

NEW YORK, April 3.—Campbell Soup this week placed a conditional order in for Sundays, 7-7:30 p.m., on NBC-TV. The time period is now being occupied by Procter & Gamble, which is programming Paul Winchell there.

No word has been received as to whether P&G will retain the time period, but opinion is that it will, tho it may change programs. Campbell wants the time period for "Lassie." Robert Maxwell's new TV film series. The advertiser is going after the kid market.



# Grossman Sparks Movement To Form Distrib Association

NEW YORK, April 3. — The makings of the first industry organization of TV film distributors will occur at the office of Guild Films here Monday afternoon (5) at 3 p.m. The sparkplug of the meeting is Ed Grossman, Guild's controller. Grossman sent a lengthy letter of invitation to 10 of the top distributors here last Friday (26).

The letter requested attendance to discuss certain financial problems that distributors currently face in common. But Grossman further suggested that the meeting be considered as the nucleus of a continuing distributor association to which still other firms would be invited.

Later this week Grossman sent out a follow-up letter saying that almost all of the outfits invited had indicated their intention of sending a representative, usually their respective controller.

Talk of any association devoted exclusively to TV film distributors has taken place privately for more than a year. But Grossman's action of the past week is the first really tangible effort to put the idea into effect.

The National Television Film Council, of course, includes distributor members. Its major accomplishment for distributors so far was the establishment of a standard exhibition contract for feature films two years ago. Its ranks include stations, ad agencies and producers, as well as distributors.

This year NTFC is making an attempt to strengthen its representation on each level by having a separate vice-president for producers, distributors, agencies and station respectively.

The key producers here have had the Film Producers' Association of New York as a going or-

ganization for over two years. Its accomplishments include settlement of the Screen Actors' Guild strike of last year and its present efforts to find production standards for color film commercials. FPA has also made efforts to spark the establishment of a TV center here and also to adjust the city sales tax applicable to film.

The distributors invited to the Monday meeting were Hygo Television Films, Unity Television, Hollywood TV Service, MCA-TV, Motion Pictures for Television, Official Films, Sterling Television, Television Programs of America, United Television Programs and Ziv-TV.

The first item on the agenda, according to Grossman's letter, will be the payment problem that many distributors are having with several stations.

## SCREEN TESTS HERE

# Fem Leads Tested For ZaBach Films

NEW YORK, April 3. — The screen test finally has come to TV film. Guild Films next week will shoot tests of the leading fem candidates for the supporting role for its new Florian ZaBach series, which will be released this fall.

Meanwhile, Guild chieftain Reub Kaufman said this week he had already received over 300 requests for options or first refusals on the ZaBach series from stations and ad agencies, but that he is turning them all down for the moment until after the pilot has been shot.

The screen test routine, altho old stuff in theatrical films, now apparently will become part and parcel of the TV film business as vidfilms become more elaborate and more expensive. Producers

now are unwilling to take any chances without seeing how even bit and supporting players look on screen, regardless of how well they may have registered in other film series, live TV or different showbiz media.

The ZaBach series, featuring the violinist in a musical program, is Guild's prime product for the fall, and Kaufman predicts record business on it which may even surpass the records set by his Liberace series. ZaBach leaves for Hollywood on Sunday (11) to prepare for the first film, which rolls on April 27. The first of the series will be released nationally for debut showing on September 1.

## Official Gets TV Rights to Hillbilly Show

NEW YORK, April 3.—Official Films this week acquired a new vidfilm series, "Town and Country Time," for distribution. The half-hour hillbilly variety show is now heard transcribed over 1,800 radio stations. It originates at WARL, Arlington, Va., and can be heard for three hours daily there.

The hillbilly show, will star Jimmy Dean and the Texas Wildcats, who together had a hit record, "Bumming Around." Also to be featured are Mary Kliek, vocalist; Pete Cassel, bling pianist and singer, and Quincy Snodgrass. Among the dance groups to be presented are the Echo Inn Cloggers, the Kentucky Running Set and the Saints and Spinners.

The TV series will be filmed in color at the Byron Studios in Washington, and will be produced by Connie B. Gay. June 1 is the starting date for sponsorship.

## Jaffe Quits MPTV, Joins Official Films

NEW YORK, April 3. — Herb Jaffe this week resigned as Eastern division sales manager of Motion Pictures for Television to join Official Films as director of sales. He is replacing Herman Rush, veepee in charge of syndication at Official, who has been upped to function on an administrative level and to help with the acquisition of properties and financing arrangements.

Jaffe is a veteran TV film syndicator, having been with MCA-TV for four years previous to his post at MPTV. He will be replaced at MPTV by Vern Behnke, who will assume his title. Behnke was with the CBS-TV film division before moving over to MPTV.

## Puerto Rico Gets Pabst Fight Films

CHICAGO, April 3.—The Pabst Blue Ribbon Bouts television show, sponsored by the Pabst Brewing Company, is now being telecast in Puerto Rico over Station WKAQ-TV, San Juan.

In order to service the new station, films of each Wednesday night's fights are edited in this country and then flown to San Juan to be televised a week later. The Puerto Rican station is the latest to join and the second overseas station to air the weekly fight contests. Station KGMB-TV in Honolulu is the other. In the United States, 98 CBS stations carry the bouts regularly.

WKAQ-TV is one of the most powerful outlets in Latin America, having an output of 100,000 watts.

## 'District Attorney' To 10 More Towns

HOLLYWOOD, April 3. — Ten more cities have been added for the showing of "Mr. District Attorney," which starts airing nationally next week. Added markets include Fresno, Calif.; Lubbock, Tex.; Miami; Portland and Salem, Ore.; Yakima and Spokane, Wash.; Providence, R. I.; Springfield, Mo. and Wheeling, W. Va.

**HOW MUCH?  
HOW FAST?  
HOW GOOD?**

**RKO PATHE** has the answers on truly professional TV film commercials!

**RKO PATHE . . .** the organization that gives every inch of film the magic touch of visual excitement born of 31 years of successful movie-making. . . .

**RKO PATHE . . .** the outfit with the know-how and mechanical facilities to meet today's challenge of making action-impact on eyes and ears tired of the pounding of the commonplace. . . .

**RKO PATHE . . .** with the advertising grasp to give you exactly what you hope to get in the visualization of your selling ideas . . . without question, without quibble, without worry as to quality.

### FOR INSTANCE!

Lawrence Cowen, President of The Lionel Corporation, writes:

"The spot commercials you filmed for us proved to be extremely successful . . . The quality of the photography as well as the format reproduced beautifully and had fine public acceptance."

For exciting TV commercials — for any films from a foot to a feature . . .

IT'S

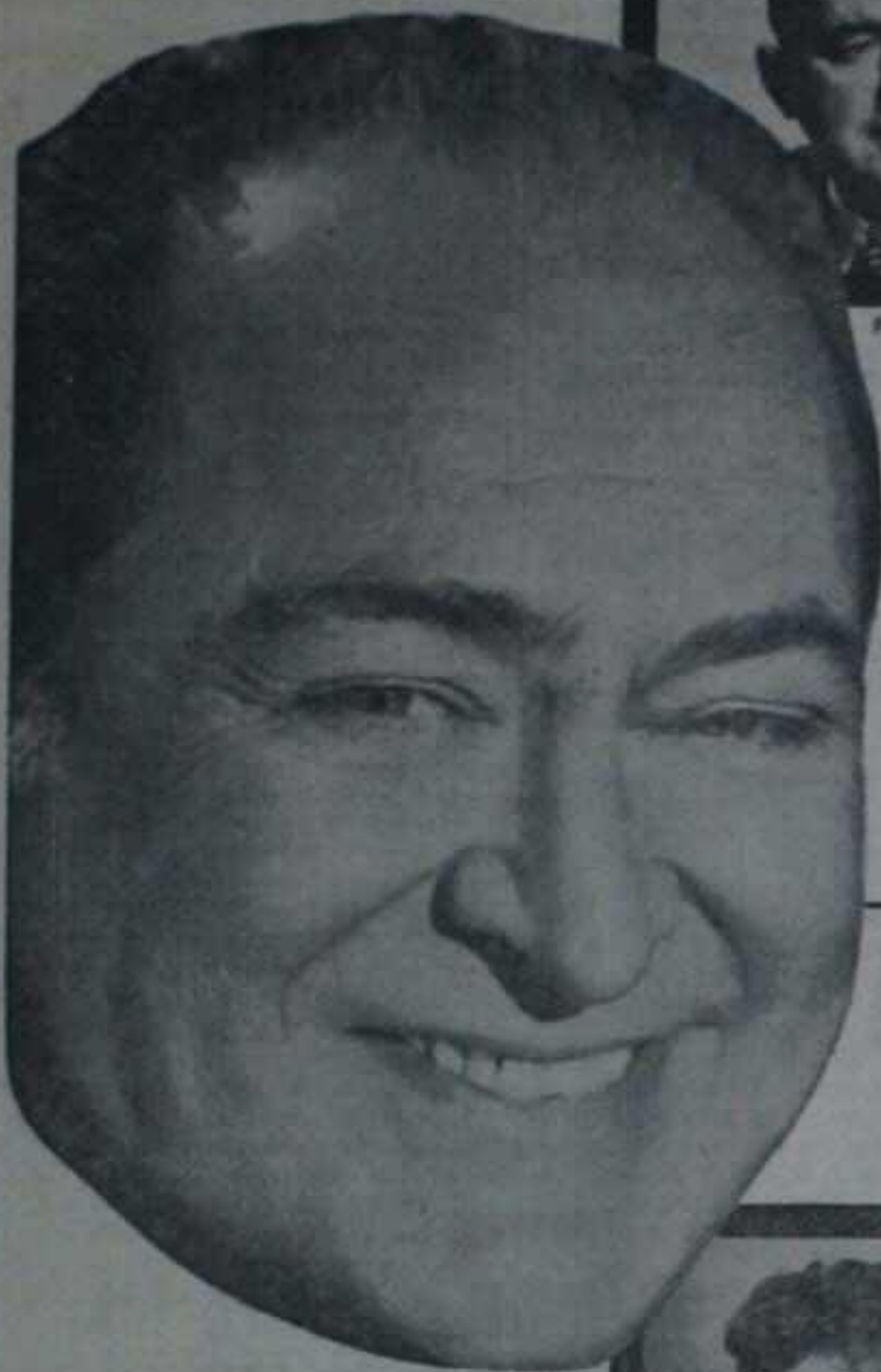
**RKO PATHE, INC.**

"The Professional Company"

625 Madison Ave., New York 22, N. Y.

Phone: PLaza 9-3600





PAT O'BRIEN

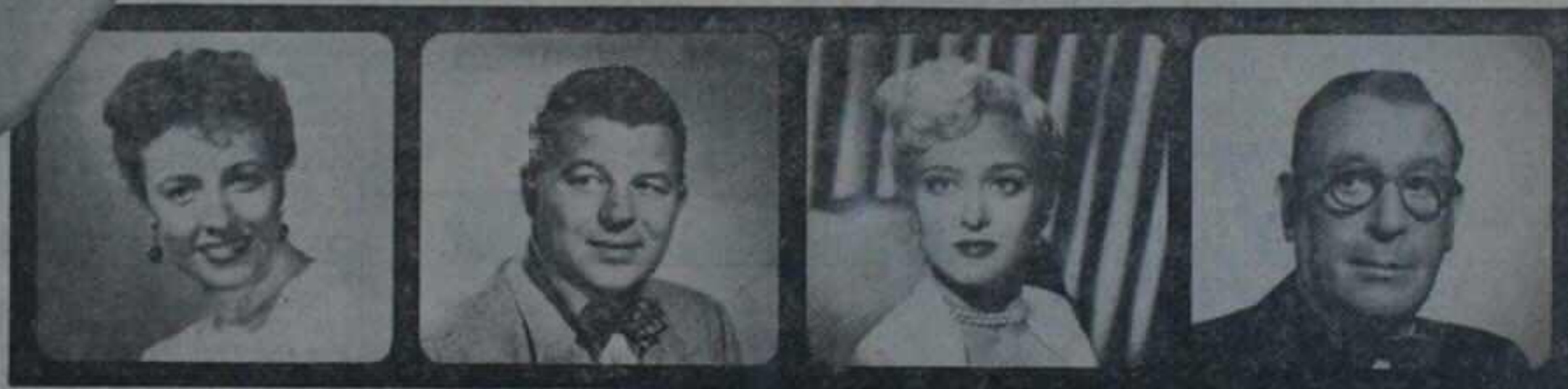
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# YOUR\* STAR SHOWCASE

with your host, *Mr. Edward Arnold*



LARRAINE DAY

JACK CARSON

CELESTE HOLM

SIR CEDRIC HARDWICKE



\* 52 star-studded half-hours

of top TV plays

rollicking comedy / taut drama

tender romance / exciting adventure

spine-tingling mystery and intrigue

*A successful, tested program . . .  
first run in over 150 markets*

Your\* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is *new* to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your\* Star Showcase offers local and regional advertisers 52 different, *top quality*, network-calibre programs with a proved, *impressive* audience record. The series boasts ratings† of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your\* Star Showcase is a series to which the phrase "presents with pride" truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

On all counts, Your\* Star Showcase can be *the* showcase for your product. Call, write or wire for the complete story.

\*Advertiser or brand name.

†Vidodex, February, 1953



television Programs of America, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.



"Wrestling from  
International Amphitheatre  
Chicago"

# The Highest Rated Wrestling Show available on TV

If it's fast action, product identification and sales results that you want . . . IWF'S "WRESTLING FROM INTERNATIONAL AMPHITHEATRE, CHICAGO," is your show! The tremendous pulling power for sponsor after sponsor, has been proven time and time again in market after market! IWF'S is the oldest exclusive producers of wrestling film . . . have the largest list of beer advertisers of anyone in the business and a rating that is consistently the highest of any comparable show!

DON'T WAIT TO WRITE . . .  
PHONE COLLECT . . . TODAY!

THE LARGEST  
LIST OF CLIENTS  
FOR ONE PROGRAM  
THAN ANY OTHER LIST  
IN THE WORLD.

THE LARGEST  
AND MOST SELECT  
GROUP OF STATIONS  
IN THE INDUSTRY.

THE LARGEST LIST  
OF NATIONALLY  
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NOW PRODUCING  
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## 'AMERICAN'—NEW SERIES

# Lundigan to Star In Adventure Pix

HOLLYWOOD, April 3.—Superman, Inc., the TV film subsidiary of National Comics, Inc., will start production Monday (5) on a new high budget series. The new show, which will be shot in color, is titled "The American," and will star William Lundigan. He'll be supported by John Sutton and Marie Windsor.

The format will be fictional adventure stories in different historical settings. Lundigan may appear as a Civil War soldier one week and as a Revolutionary figure the next.

The outfit will roll three half-hour segments initially. The budget on each is reportedly pegged at over \$31,000. The show is said to have attracted consid-

erable sponsor interest already. The negatives will be partly owned by the Harris interests, which financed the "Superman" show and which will have the distribution rights.

### Re-Activating Flamingo

Meanwhile, it was reliably reported this week that the Harris group, which consists of Joe and Jim Harris, Sy Weintraub and Dave Wolper, is now definitely planning to re-activate Flamingo Films. One member of the group reached this week would not comment on the report.

Flamingo Films was absorbed by Motion Pictures for Television, Inc., over three years ago, at which time all four members of the Harris group became vee-pees of MPTV. They resigned from MPTV on January 1 this year.

Prior to their defection from MPTV, rumors of Flamingo's re-activation were rampant. Instead, Harris and company threw their forces behind National Telefilm Associates, headed by Ely Landau.

Should Harris now actually break away from NTA it is expected he will take with him the rights to "Superman," which is tied up nationally for several more years by Kelloff's; also "Cowboy G-Men," "Tele-Comics" and "TV's Baseball Hall of Fame."

"The American" will have the services of two of Stanley Kramer's men: Clem Beauchamp, as production manager, and Harry Gerstard, who won Oscars for "Champion" and "High Noon," as film editor. Jackson Gillis will supervise scripts; Thomas Carr will direct; and exec producer will be Whitsey Ellsworth.

## Desilu Signs Bill Spier

HOLLYWOOD, April 3.—Bill Spier this week was signed to a long-term contract by Desilu Productions to helm various package properties the latter expects to get in production before year's end. His first assignment will be as producer-director-writer of "Country Doctor," based on A. J. Cronin stories and starring Charles Coburn. No starting date has been set for the series.

"Country Doctor" is the first additional Desilu package since "I Love Lucy." Desilu Productions, however, is physical producer at Motion Picture Center of several other telefilm series, including the Danny Thomas, Ray Bolger, Loretta Young and Eve Arden starrers.

Spier returned to Hollywood from New York Tuesday (30) after three years, where he had formulated the Imogene Coca fall show for NBC and had been associated with "Omnibus" and "Medallion Theater." He was the originator and long identified with "Suspense" and "Sam Spade."

"Country Doctor" will be made available for a network sale, it was reported, as will "December Bride," Parke Levy property, the pilot of which Desilu filmed two weeks ago.

## Adams Quits Gale To Join Rockhill

NEW YORK, April 3.—Robert K. Adams, veteran radio and TV packager last with the Gale Agency, has joined Rockhill Production. He brings with him "My Son, Jeep," a video package, and "Star Playhouse," which moves out of NBC radio shortly.

Also joining Rockhill are Art Baer and Jane Kaufman. Rockhill's No. 1 property is the vid-film series which stars Claudette Colbert.

## Revlon to Nix 'North' Tele

NEW YORK, April 3.—Revlon will cancel its sponsorship of "Mr. and Mrs. North" on NBC-TV at the expiration of its cycle on July 13. The program is now on Tuesdays, 10:30-11 p.m.

No word has been received as to whether Congoleum-Nairn, co-sponsor of the show, will renew. William Weintraub is the Revlon agency.

## Academy Opens in N. Y. For Production, Sales

NEW YORK, April 3.—Academy Pictures, Inc., West Coast commercial and industrial producer, this week opened a plant here to handle additional production as well as Eastern sales. Academy's president, Ed Gershman, will make his headquarters here.

The new headquarters occupy two floors at 588 Fifth Avenue. Academy specializes in animation.

## Unique Distrib Deals Mark Sterling Pacts

NEW YORK, April 3.—Sterling Television Company's new industrial film division, first of its kind set up by a major TV film distributor, has some unusual contract angles, with Sterling, in some cases, paying the manufacturer for the privilege of handling his product.

Under the supervision of its new manager, Charles F. Dolan, Sterling's industrial film division is set up to offer a manufacturer three different distribution plans, depending on the amount of commercial content in his product. For films featuring maximum amount of commercial copy, Sterling charges sponsor \$10 per play in markets of 100,000 sets or more, and \$7.50 per play in markets under that figure. When 40-50 prints are provided, the manufacturer is guaranteed 300 plays within 12 months of contract date.

Films with a minimum of commercial content and of sufficient merit to be classified as entertainment are handled by Sterling at no charge to the manufacturer. The company derives its

income from station rentals of the film.

For industrial films of outstanding entertainment value—adventure, sports, travel, etc.—Sterling will share this station rental income with the manufacturer, with 150 plays guaranteed within 12 months of contract date when 40-50 prints are delivered.

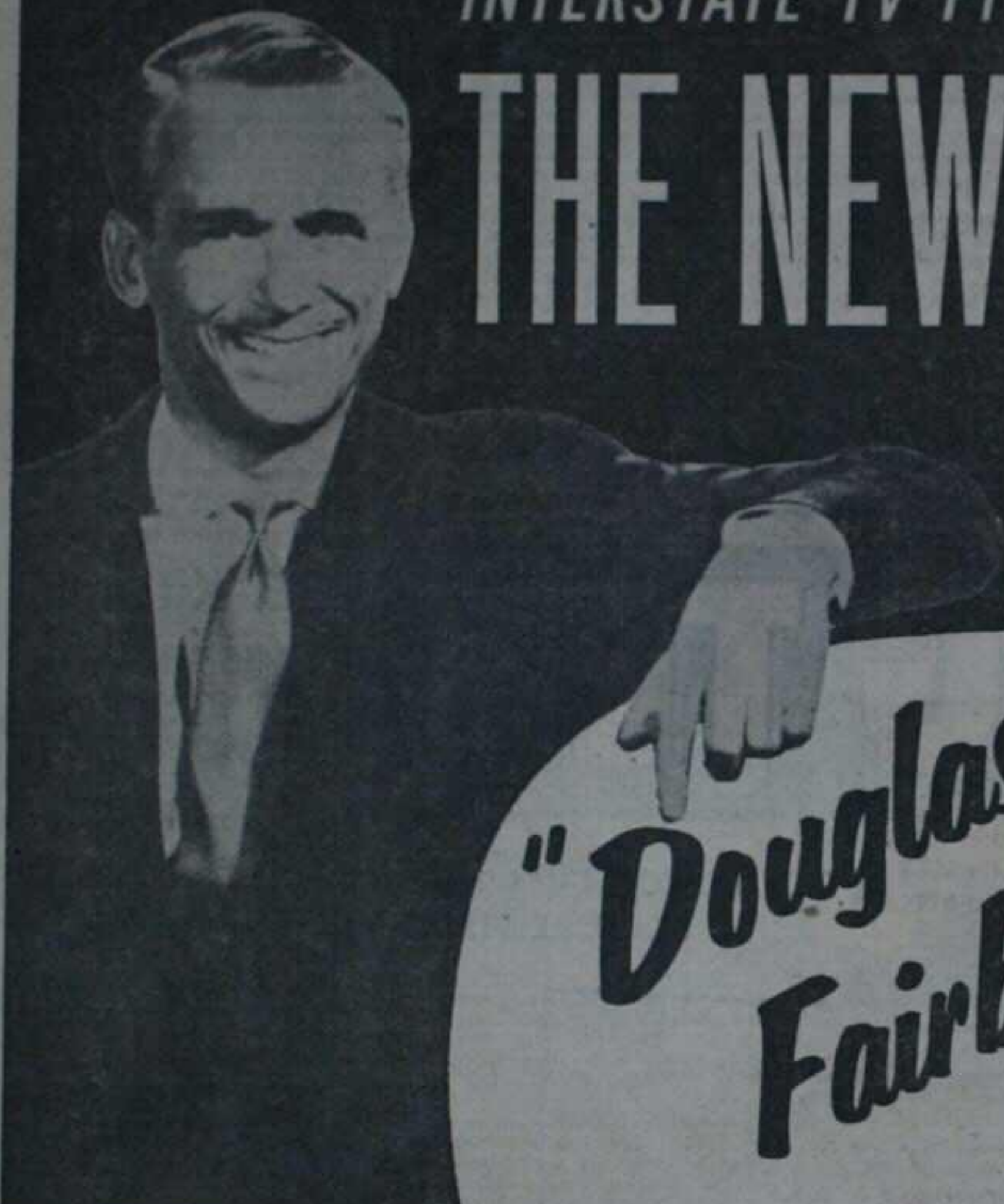
At one time, Sterling's stand-by film sales were the bulwark of its business. Today, however, Sterling President Saul Turell reports filler film sales only make up 15 per cent of his income, with the rest of his sales chalked up on complete series. Consequently, Turell doesn't expect the new industrial division will set up any conflict with his regular sales operation.

In line with this, Sterling is readying two new series, featuring old movies. "Movie Museum," with Paul Killiam as commentator, will depict the history of the silent movie era, with clips from films shot since 1897. The second series will feature famous old flickers from the old Biograph collection which Sterling recently purchased in its entirety.



INTERSTATE TV Proudly Introduces...

# THE NEW DOUGLAS FAIRBANKS PRESENTS SERIES!



Now being filmed and released! New plays ... new stories ... new casts ... that will hit a new high in audience rating and product sales!

## "Douglas Fairbanks Presents"

YOUR PRODUCT NAME HERE



Drama...Romance...Mystery... Comedy! The kind of stories America's millions love... written by America's top-notch writers!



**FLASH!** ALL-NEW SERIES bought by RHEINGOLD BEER for the New York and California markets!

### 39 NEW HALF-HOUR PLAYS!

...destined to eclipse the popularity of the first series, which was one of television's highest-rated shows! Let the new, greater 'DOUGLAS FAIRBANKS PRESENTS' series spark your product to sales and prestige dominance in your television market!

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CLEVELAND: 1268 Winston Rd., S. Euclid, O. Evergreen 1-0531 • ATLANTA: Room 401 Georgia Savings Bank Bldg. • LAmar 2036 • DETROIT: 2310 Cass Ave. Woodward 1-2952 • DALLAS: 304 S. Harwood St. PRespect 1658 • DES MOINES: 1115 High St. Phone 3-4117



## FILMWAYS' AD OFFER

## To Shoot Black-White Plugs Over in Color for 15% More

NEW YORK, April 3.—To equip its client-sponsors to move into the color age gracefully, Filmways, Inc., this week made a standing offer to shoot any current commercial in color as well as in black and white for a maximum 15 per cent above normal black and white cost.

The producer is suggesting that advertisers take advantage of this offer to begin stockpiling pertinent color scenes immediately. In this way, according to Filmways exec veepee Marty Ransohoff, when the advertiser is ready to begin colorcasting he will be able to put together a color commercial for a mere \$800 or so. If the advertiser starts from scratch, on the other hand, the color commer-

cial might cost in the neighborhood of \$5,000.

Ransohoff believes that this pattern of simultaneous color and monochrome production will have to become an industry standard for commercials very soon. If the advertiser waits until the color age is upon him, he'll probably find that he'll have to color shoot many black and white scenes he already has, but at a far greater expense.

This, Ransohoff points out, would make the sponsor's entry into colorcasting much more costly, especially since color circulation initially will be quite limited.

## Color Programs

Many program producers, of course, have been shooting in

color for some time. This usually puts them out about 25 per cent above their black and white cost. It is perhaps ironical that program production has proceeded so far along this line while commercial production is just beginning to move.

The program distributors still have to worry about whether sponsors will pay even normal first-run prices for color shows that have already had their first run in monochrome and will be viewable to only a limited market in color.

If the sponsors will be seeking to save on their first color program buys, they can be thinking now about saving on their first

(Continued on page 14)

## Interstate Releasing 100 'Gang' Films to TV

HOLLYWOOD, April 3.—One hundred of the original Hal Roach produced "Our Gang" comedy shorts are being released to TV by Interstate Television, Inc., telefilm distributing subsidiary of Allied Artists. Pictures, owned by Clinton Pictures Corporation, headed by Joseph Auerbach, until now had been making the theatrical rounds.

G. Ralph Branton, Interstate president, said the shorts, edited to a half hour, would be syndicated nationally. He also said that Allied Artists would continue to distribute the pictures for theatrical release simultaneously.

The retitled series, "The Little Rascals," features the original casts, including Farina, Dickie Moore, Jackie Cooper, Mary Kornman, Joe Cobb, Jack Condon and Spanky MacFarland, among others. "The Little Rascals" are be-

ing offered by Interstate on a "rental and station retention plan," Branton said. This would indicate unlimited use, it was understood.

## Video Film Council In Drive to End Mangling of Prints

NEW YORK, April 3.—A campaign designed to halt the avoidable mangling of TV film prints is being undertaken by the National Television Film Council.

NTFC's vice-president in charge of agencies, James P. Ellis Jr., of the Kudner agency, is currently working up a set of suggested standards covering the care, handling and projection of film. These standards would be distributed to station personnel and others in the industry who handle film.

The cost to distributors of replacing prints damaged by improper film care has been estimated as running into large sums of money. Advertisers, too, are unhappy over the poorer images that reach the TV screen as a result of improper marking, cutting and projection techniques.

## HYGO Television Films, inc.

proudly announces the exclusive television rights to the ...

## "BIG TEN"

TOP MAJOR COMPANY FEATURE FILMS

## TULSA

Susan Hayward, Robert Preston, Pedro Armendariz

## THE MAN FROM TEXAS

James Craig, Lynn Bari, Johnnie Johnston

## TRAPPED

Lloyd Bridges, Barbara Payton, John Hoyt

## THE AMAZING MR. X

Turhan Bey, Lynn Bari, Cathy O'Donnell, Richard Carlson

## DOWN MEMORY LANE

Bing Crosby, Gloria Swanson, W. C. Fields

## LOST HONEYMOON

Franchot Tone, Ann Richards, Tom Conway

## MICKEY

Lois Butler, Bill Goodwin, Irene Harvey

## THE BLACK BOOK

Robert Cummings, Arlene Dahl, Richard Basehart

## THE BIG CAT

Lon McCallister, Peggy Ann Garner, Preston Foster, Forrest Tucker

## PORT OF NEW YORK

Scott Brady, K. T. Stevens, Richard Rober

\* The most talked about group of FEATURE FILMS ever made available for TV exhibition. The first real All Star-Major Package to suit every type of audience.

## 26 'Kitchen' Segs in Can

CHICAGO, April 3.—Kling Studios, Chicago, has just completed production of 26 half-hour shows of the syndicated film series, "TV Kitchen," according to Fred A. Niles, vice-president and director of Motion Picture-Television Enterprises.

Niles also announced that Kelsey-TV, for which the shows were produced, has designated Kling's syndicated film division to handle syndication of the series.

The series features Florence Pierce, home economist, as she prepares a complete menu during each show. Menus and recipes are available to viewers on request.

Initial sale of the series in 10 markets has been announced. Included in these markets are Honolulu; Minot, Bismarck, Fargo, N. D.; Kansas City, Mo.; El Paso, Houston, Tex.; Cedar Rapids, Iowa; Indianapolis, and Columbus, O.

## Land, Kasper New Salesmen for TPA

NEW YORK, April 3.—Television Programs of America, Inc., added two more salesmen this week. Norman Land, formerly of Ziv-TV, will cover Philadelphia, Baltimore and Washington.

Edwin H. Kasper, formerly of his own radio syndication outfit, will cover New England. The latter is no relation of Edwin T. Kasper, president of Filmways, Inc., TV film producer.

HOLLYWOOD, April 3.—A new telefilm series, "Dentistry Without Fear," has been set for production at RKO-Pathé Studios here by Dr. Lawrence Harris, local proponent of the use of hypnosis in dentistry. Helen Westcott has been inked for the leading role. It was announced that the series would deal with new applications of known techniques in the practice of the dental art. The series also would be made available for theatrical releases.

## 'MARGIE' DRAWS LUBBOCK MAIL

HOLLYWOOD, April 3.—An unusually good demand for the retention of a telefilm series was made this week by viewers of KCB-TV, Lubbock, Tex., when word made the rounds that "My Little Margie" would be dropped by the sponsor in that market.

Joe H. Bryant, president and general manager of the station, called the series' producer, Hal Roach Jr., yesterday (2) to say that at least 4,000 letters from 29 counties in the 54,000-set territory wrote in to urge keeping "Margie." It was not learned whether Scott Paper Company, the national sponsor for the Roland Reed Production, had made a definite decision.

**HYGO**

HOLLYWOOD 812 1/2-14 North Le Brea  
Hollywood 38, Calif.

Television Films, inc.

NEW YORK 60 West 46th Street  
New York 36, N. Y.





LOUIS HAYWARD as MICHAEL LANYARD ... The LONE WOLF



FADE IN: EXTERIOR SHOT - STREET - SHANGHAI LIL - SAN FRANCISCO - NIGHT - CUT TO CLOSE UP OF MICHAEL LANYARD WALKING - NARRATION: - Lanyard

I am Michael Lanyard; some call me Michael ... others call me "THE LONE WOLF." I have a simple philosophy ... "live and let live." People always need help ... when they come to me I listen. Sometimes I resort to unorthodox methods, and while I've been known to bend a law or two, I've never broken one. I've never believed people were meant to live in fear, fear in any form ... Me ... I guess I'm just a sucker for people ... DISSOLVE



NARRATION: - Mr. UTP

You've met our star LOUIS HAYWARD who portrays THE LONE WOLF, one of America's most famous literary characters from the pen of Louis J. Vance ... and now for some FACTS AND FIGURES:

**FACT** - LOUIS HAYWARD has consistently been one of the most sought after Hollywood stars.

**FIGURES** - During the last five years, LOUIS HAYWARD'S motion pictures have grossed over \$10,000,000.00.

**FACT** - Every LOUIS HAYWARD motion picture has been a box office success.

**FACT** - Today, now ... LOUIS HAYWARD has a tremendous following who in the past have and will continue to pay to see him in motion pictures. This loyal group is a guaranteed "paid-up" insurance policy for LONE WOLF sponsors.



NEW ANGLE: Lanyard - CAMERA DOLLIES CLOSE UP - HAND HOLDING LONE WOLF MEDALLION - NARRATION: - Lanyard

A long time ago, I was given this Ming Wolf Medallion by the High Lama Chien Fe who said: "Michael, it will always come home to you." ... I've left it in some strange places ... it always has ... DISSOLVE



**FACT & FIGURES** - The LONE WOLF series is now available for local and regional sponsorship. There are 39 never to be forgotten half-hour shows.

**FACT** - This series is backed up by a complete campaign ... Advertising ... Publicity ... Exploitation ... Merchandising ... and your own personal sales promotion campaign designed to fit your own specific needs.

**FACT** - If you haven't already received your LONE WOLF press book with all details



DRESSING ROOM SHOT - Louis Hayward - NARRATION: - Hayward

My name is Louis Hayward, I play the part of Michael Lanyard, the Lone Wolf. With the Lone Wolf Company, I've traveled to the world's most romantic cities shooting the backgrounds for the Lone Wolf stories. Places like Cairo, New Orleans, Honolulu, Mexico City, Paris, San Francisco, London and Las Vegas. I've met a lot of people ... DISSOLVE

WRITE ... WIRE ... PHONE ... TODAY!

**HOLLYWOOD**

Home Office: 650 No. Bronson  
Hollywood 9-8321 TWX LA 1432

**NEW YORK**

444 Madison Ave. PLaza 3-4620

**CHICAGO**

360 No. Michigan CEntral 6-0041  
or your local office

**UNITED  
TELEVISION  
PROGRAMS, INC.**

THE LONE WOLF IS A GROSS-KRASNE PRODUCTION



the whole family will LOVE

**JOE PALOOKA**



It's got everything . . .

- ★ COMEDY
- ★ DRAMA
- ★ ACTION
- ★ ROMANCE

Each half-hour program is a complete story, specially tailored to the needs of local and regional advertisers. Acclaimed by VARIETY as "a good sponsorship bet" and hailed by BILLBOARD as having "broad appeal for viewers of all ages!"

**ALL STAR CAST**

**JOE KIRKWOOD**

as Joe Palooka

**CATHY DOWNS**

as Ann Howe, Joe's wife

**SID TOMACK**

as Knobby Walsh, Joe's manager

**MAXIE ROSENBLUM**

as Clyde, Joe's trainer

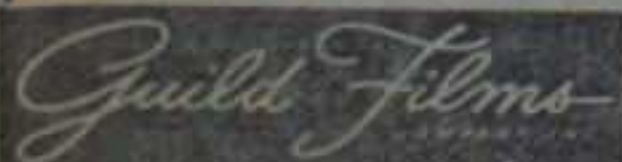
**26 GREAT HALF-HOURS NOW AVAILABLE**

Certain to build **HIGH RATINGS**

and produce outstanding **SALES RESULTS**

because it has a ready-made audience of **70 MILLION JOE PALOOKA FANS!**

WRITE, WIRE OR PHONE FOR DETAILS



425 MADISON AVE. NEW YORK 17, N. Y. Murray Hill 8-5365

HOLLYWOOD • TORONTO • KANSAS CITY • CHICAGO • CLEVELAND

**TV FILM COMMERCIALS in PRODUCTION** since Feb. 1

This feature runs once a month in The Billboard's TV Film department. It offers the most complete directory of production of film commercials available, and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Continued from last week

Advertiser (and show, if any)	Products	Agency	How Many	Length	Type
<b>ALEXANDER FILM CO., Alexander Film Bldg., Colorado Springs, Colo.</b>					
Hotpoint, Inc.	Appliances	Mason, Inc.	13	17 sec.	Jingle, Semi-Animation & Live
Interstate Bakeries	Bread	Dan B. Miner Co.	—	—	Animation & Live
Gates Rubber Co.	Garden Hose	Harold Walter Clark, Inc.	—	—	Live
Messchaert Biscuit Co.	Cookies & Crackers	Allen & Reynolds	—	—	Live
Union Pacific Railroad	—	The Caples Co.	Four	60 sec.	Live
Adolph Coors Co.	Coor's Beer	Kosika, Bakewell, & Fox, Inc.	Three	—	Live
Ex-Cel-O Corp.	Purepak Containers	Fred M. Randall	—	—	Animation
Fairmont Foods	Frozen Foods	Allen & Reynolds	—	—	Semi-Animation & Jingle
Hudson Motor Co.	—	Brooks, Smith, French & Durrance	—	—	Live
Continental Air Lines	—	Galen E. Broyles	—	—	Live, Semi-Animation & Animation
Pilsener Brewing Co.	P.O.C. Beer	Kroening Agency	—	—	Jingle & Animation
Harmony Farms	Milk	Cyr Landy Agency	—	—	Jingle & Animation
Sanitone	Cleaning Process	Direct	—	—	Jingle & Live
Walker's Bread	Bread	Allen & Reynolds	Five	20 sec.	—
Glaser's Meats	Meat	Universal Advertising	Two	60 sec.	—
<b>TELE MOUNT PICTURES, INC., P. O. Box 4555, Los Angeles 24</b>					
American Bakers Co. (Cowboy G-Men)	Toasted Bread	Young & Rubicam	14	60 sec.	Live
<b>TELEVISION SCREEN PRODUCTIONS, 17 East 45th St., New York 17</b>					
American Legion Auxiliary	Poppo Campaign	—	Three	20 sec.	Live
Pez Haas, Inc.	PEZ Candy	Wesley Associates	Two	20 sec.	Animation
<b>HANKINSON STUDIO, 15 West 46th St., New York</b>					
Procter & Gamble	Tide	Benton & Bowles	Two	30 sec.	Animation
Baker's Cocoa	Cocoa	Benton & Bowles	One	30 sec.	Animation
Falstaff	Beer	Dancer-Fitzgerald	Three	30 sec.	Animation
Norwich Pharmacal Co.	Pepto-Bismol	Benton & Bowles	Four	20 sec.	Animation
<b>VOLCANO PRODUCTIONS, 1040 N. Las Palmas Ave., Hollywood 38</b>					
Lizgett & Myers (Spike Jones Show)	L&M Filter Cigarettes	Cunningham & Walsh	Four	60 sec.	Semi-Animation
Lizgett & Myers (Dragnet, Perry Como, Badge 714)	Chesterfield Cigarettes	Cunningham & Walsh	Eight	20 sec.	Live
Lizgett & Myers	Fatima Cigarettes	Cunningham & Walsh	One	60 sec.	—
<b>ALL-SCOPE PICTURES, 8949 Sunset Blvd., Hollywood 46</b>					
Duchess Salad Dressing	Salad Dressing	Foots, Come & Belding	Five	60 sec.	Animation
Minneapolis Brewing Co.	Grain Belt Beer	Bruce B. Brewer	14	20 sec.	ID-Animation
Miracle Green Lawn Seed	Lawn Seed	Bruce B. Brewer	One	10 sec.	4-Live
<b>PRODUCTIONS ON FILM, INC., 1515 Euclid Ave., Cleveland</b>					
Warraw Co.	Meat Products	Direct	One	60 sec.	Live
Alliance Manufacturing Co.	TV Converters	Foster & Davies	One	20 sec.	Semi-Animation
Red Top Brewing Co.	Beer	Krach, Yates & Mattison	Eight	4-20	Live
Dan-Dee Potato Chip Co.	Potato Ruffles	Gregory & House	One	20 sec.	Animation
Finney Manufacturing Co.	TV Antennas	Allied Advertising	One	60 sec.	Live
<b>KLING STUDIOS, INC., 601 N. Fairbanks Court, Chicago 11</b>					
O'Cedar Corporation	—	Turner Advertising	11	60 sec.	Live
Serta Mattress Company	Mattress	Bozell & Jacobs, Inc.	Three	1-60 sec.	Live
Phelan Faust Paint Company	—	Ridgeway Company, Inc.	Two	1-20 sec.	Live
Bosch Beer	Beer	C. Wendel Muench	Three	1-20 sec.	Live & Animation
A. E. Staley Co.	Sta-Flo Starch	Ruthrauff & Ryan	Three	1-20 sec.	Live
Genesee Beer	Beer	Rogers & Porter	Five	30 sec.	—
Ohio Bell Telephone	—	McCann-Erickson	Three	10 sec.	—
Krey Packing Co.	—	Ruthrauff & Ryan	20	10-60 sec.	—
Bruce Floor Wax	Floor Wax	Christiansen Agency	Two	20 sec.	—
American Cone & Pretzel Co.	—	Granville-Rutledge	Six	2-60 sec.	—
Plant-X	—	Weintraub & Associates	Two	1-60 sec.	—
Kroehler Furniture Co.	—	Henri, Hurst & McDonald	Six	60 sec.	—
Monsanto Chemical Co.	"All"	Needham, Louis & Brotby	Six	3-60 sec.	—
Standard Oil of Indiana	—	McCann-Erickson	Six	60 sec.	Live
Wrigley Chewing Gum Co.	—	Arthur Meyerhoff Co.	Two	60 sec.	Animation
Redi-Starch	Starch	Kantor Agency	One	60 sec.	—
Dover Products	Speedy Wall Cleaner	Direct	Two	1-45 sec.	Live
Meisterbrau Beer	Beer	Direct	Two	10 sec.	ID
Enterprise Paint Co.	—	Direct	Eight	4-60 sec.	—
Stewart-Hall Corp.	—	Direct	Three	1-60 sec.	—
National Society for Crippled Children	—	Direct	One	60 sec.	Live
Williamson Dickey Co.	Dickies Work Clothes	Evans & Associates	Seven	3-60 sec.	Live
Dixie Paint & Varnish Co.	Dura-Lite Paint	Mitchell-Werbell	Six	20 sec.	Live
Holsum Bread	Bread	W. E. Long	Four	1-60 sec.	Animation
General Shoe Co.	—	Direct	Six	3-20 sec.	—
Englander Mattress Co.	Mattresses	Leo Burnett	Two	60 sec.	Live
Charmin Tissues	Tissues	Campbell-Mithun	Two	1-60 sec.	Animation
Standard Oil of Ohio	—	McCann-Erickson	Three	20 sec.	Animation
Frigidaire	—	Foots, Come & Belding	Four	60 sec.	Live
Wilson and Company	Creamade	Esell & Thurber	Two	1-60 sec.	—
Frosty Morn Hams	Hams	Noble Dury Associates	Three	1-60 sec.	Animation & Jingle
Helene Curtis (Down You Go)	—	Ruthrauff & Ryan	Two	30 sec.	—
Mitchell Manufacturing Co.	Air Conditioners	Direct	Two	20 sec.	—
Pella Products	—	L. W. Ramsey	Eight	4-60 sec.	—
Chrysler Corporation	Dodge Motors	Grant Agency	One	60 sec.	Live

(Continued on page 15)

**American Nat'l**

Continued from page 7

activity in New York where most of this work will be done.

Prockter is due to return to Hollywood within a week to prepare telefilming of "Treasure Men in Action" for ABC-TV, with shooting expected to start the second week in May. A total of 39 films will be shot at an estimated cost of \$1 million.

American also has contracted to shoot "Lifeline" for Sid Dukoff, for which Tony Leader has been assigned as producer and Gerald Meyer as director. Meanwhile, it was assured that when the time comes to resume shooting on the "Reader's Digest" series, American will be assigned since its executive vice-president, Edward Conne, and American's William Stephens originally produced at least three pilots in association with Chester Erskine, who reportedly bowed out. "Reader's Digest" has since been turned over to MCA-TV for distribution and sales.

Prockter himself also is virtually assured of filming "The Big Story," which on TV is currently shown both live and with film clips. It is nationally sponsored by Pull Mail.

**Filmways' Offer**

Continued from page 12

color commercials, according to Ranschoff.

What has primarily delayed color blurb production up to now has been the uncertainty about the reproduction of package colors on the TV screen. While there appears to be growing optimism on this score, especially after the numerous closed-circuit clinics that NBC-TV has held for ad agencies, it is still a major question because of the shortage of color-film transmission equipment. The closed-circuit sessions notwithstanding, no actual color film commercial has ever gone out on the airwaves, as far as is known.

On this score, Ranschoff points out that there are many necessary scenes in almost any blurb in which either packages do not appear or their color accuracy is not vital. These can be shot now, concurrently with their monochrome versions.

Filmways, which has been shooting color test footage of its clients' packages for some six months, including tests of Colgate packaging, feels it can give its clients still a further edge in that its method of operation allows it to deliver this color bonus at a total cost that is still competitive with the black and white prices of many other major producers.



\* Take MODERN for T.V. Film Traffic Problems

Modern fills the gap between production and telecast projection to supply agencies, syndicators, and producers with a reliable custom tailored service for the traffic of television films.

Clients being served by Modern can be assured that their film program will be at the right TV station on the right date, at the right hour for advance scheduled telecast.

**MODERN TALKING PICTURE SERVICE**

48 West 48th St., NEW YORK, N. Y.  
140 East Ontario St., CHICAGO, ILL.  
3450 Wilshire Blvd., Los Angeles, Calif.

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1379 Madison Road • Cincinnati 4, Ohio  
NEW YORK HOLLYWOOD



BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

OMAHA 2 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, February ARB Rtg.

SYRACUSE 2 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, February ARB Rtg.

WINSTON-SALEM 2 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, February ARB Rtg.

PORTLAND, ORE. 2 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, February ARB Rtg.

HARRISBURG 4 STATIONS

Table with columns: Title of Show, Category, Station-Days-Time, February ARB Rtg.

(Continued on page 16)

Movie Sales of TV Features Gaining Favor With Distributors

NEW YORK, April 3. — A movement to gain additional revenue by booking their feature products into theaters, as well as television, was seen gaining considerable strength among TV film distributors this week.

Weill to Add 2 Color Series, 25 Italian Films

NEW YORK, April 3.—Fifty-two new Italian feature films which will be dubbed into English, plus two new half-hour dramatic series in color will be added to Jules Weill's roster of TV film properties.

The acquisition of the 52 Italian features, which Weill got in Rome this past month, will almost triple the number of Italian-dubbed features which his firm, Fortune Films, is distributing.

Weill's current crop of 30 dubbed Italian features have racked up sales in 34 leading TV markets thus far. The new features will be released for sale this fall after their English dubbing is completed.

Fortune's deal with Italian-Film Export gives it dubbing and distributing rights to 100 Italian features. With 82 features now wrapped up, Fortune still has 18 films it can obtain under the terms of its pact with IFE.

The two half-hour series, to be produced in Rome this summer, will use American directing, writing and acting talent. Weill's plans call for 26 episodes to be produced for each series at a budget of \$21,000-\$23,000 per episode. The same series, were they to be produced in the U. S., would cost approximately \$4,000 more per segment, Weill said.

It will cost approximately 30 per cent more to shoot the two new TV film series in color than it would cost to shoot them in black and white, according to Weill. But, in his opinion, the additional cost of shooting in color will be more than made up by the addition revenue to be derived from the re-run sale of the series as a color property two or three years hence when color films will be in demand.

Weill also disclosed that he is planning to put into theatrical distribution between six and 12 of the dubbed Italian films he is currently marketing to TV stations.

The films would be sold theatrically in markets where they have not as yet been sold to TV and where the TV stations are unable to meet the price being asked for the films, Weill said.

Dine-Kalmus Signed For Du M Publicity

NEW YORK, April 3.—Dine-Kalmus, recently formed publicity firm, has been signed by Du Mont Television Network to handle press relations for the web. The move reportedly does not effect the status of Du Mont's own publicity department, headed by Gerald Lyons.

Dine Kalmus, which has been acting as P. R. consultant for Screen Gems, has come to a parting of the ways with the TV film outfit effective in two weeks.

Two distributors, Hygo Television and Fortune Films, set plans to turn their features loose on the theatrical market, while at the same time protecting their major sources of TV revenue.

Hygo's plans call for immediate TV distribution of its newly acquired batch of 10 Chesapeake features to the top 15 or so markets. In the remaining markets, the films will first be re-released theatrically. After a year or so, they will be offered to TV generally.

Fortune likewise has decided to distribute theatrically between 6 and 12 of its dubbed Italian features in the smaller TV markets where the films have not yet been sold to TV stations.

The reappraising eye that TV feature film distributors are giving the theatrical market stems from two factors: (1) The high level of profits being chalked up by the recent crop of Hollywood theatrical reissues; (2) a noticeable tightening up of the TV feature film market as a result of the new flood of features that have made their way into the TV scene in recent weeks.

New York Market New York, however, seems to be opening up again for features, judging from sales concluded this week.

Television Programs of Amer-

ica sold its batch of 30 Ed Small features to WCBS-TV for their 12th thru 15th runs and also closed a deal for its "Black Magic" feature on a first run basis.

Fortune Films' group of 30 English-dubbed Italian features is also reportedly close to a New York sale. It was also disclosed that WATV has gobbled up a large quantity of features, including Masterpiece's package of 25 which has been in litigation for two years. Motion Pictures for Television, the plaintiff in the case, distributes the same films as its Racine package.

WATV plans to put features in across-the-board this fall, 7:30-9 p.m., in direct competition with WPIX's "First Show."

100 Pix Ready in Religious Series

NEW YORK, April 3.—"Youth on the March," a new vidfilm series, is being distributed by the J. M. Camp Company, of Wheaton, Ill. The religious program features solos, duets, trios, quartets, a 16-voice glee club and a 30-piece orchestra, with an inspirational message by Dr. Percy Crawford.

There are over 100 films in the package, which is being offered as sustaining material.

PEERLESS is happy to salute all of the winners of Billboard's TV Film Service Awards . . . and focus the spotlight on the winners in the following category:

Distributors of TV Film Series Which distributor of TV film series offered film in the best condition during 1953?

Table with 3 columns: 1st Place, 2d Place, 3d Place. Ziv TV Programs (191 Points), NBC Film Division (84 Points), Guild Films, Inc. (62 Points)

These awards went to distributors who use PEERLESS Treatment. It is gratifying to have such confirmation that Peerless-treated prints are always in good condition.

★ ★ ★ ★

A Few of the Many Television Shows on Film that are PEERLESS-treated.

Table listing TV shows and their distributors: All Star Theatre (Mike Malloy), Big Town (Mr. and Mrs. North), Cisco Kid (Mr. District Attorney), Crusader Rabbit (Omnibus), Dennis Day (Patches), Draw Pearson (Public Prosecutor), Favorite Story (Ramar), Front Page Detective (Story Theatre), Heart of the City (Superman), Hopalong Cassidy (The Falcon), I Led Three Lives (The Unexpected), I Married Joan (The Visitor), Joe Palooka (This Is Hawaii), Letter to Loretta (This Is Life), Liberace (Times Square Playhouse), Life With Elizabeth (Topper), Lux Video Playhouse (You Bet Your Life)

For many of these shows, we ship to the first air date and service the prints between air dates.

PEERLESS FILM PROCESSING CORPORATION 165 WEST 46th STREET, NEW YORK 36, N. Y. 959 SEWARD STREET, HOLLYWOOD 38, CALIF.

TV FILM COMMERCIALS in PRODUCTION

Continued from page 14

Table with columns: Advertiser (and show, if any), Products, Agency, How Many, Length, Type



BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

Continued from page 15

LOS ANGELES 7 STATIONS

Table listing TV shows and ratings for Los Angeles with 7 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

SPOKANE 2 STATIONS

Table listing TV shows and ratings for Spokane with 2 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

GRAND RAPIDS-KALAMAZOO 2 STATIONS

Table listing TV shows and ratings for Grand Rapids-Kalamazoo with 2 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

LOUISVILLE 3 STATIONS

Table listing TV shows and ratings for Louisville with 3 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

YOUNGSTOWN 2 STATIONS

Table listing TV shows and ratings for Youngstown with 2 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

BUFFALO 3 STATIONS

Table listing TV shows and ratings for Buffalo with 3 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

TOLEDO 1 STATION

Table listing TV shows and ratings for Toledo with 1 station. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

WILMINGTON 1 STATION

Table listing TV shows and ratings for Wilmington with 1 station. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

SAN FRANCISCO 3 STATIONS

Table listing TV shows and ratings for San Francisco with 3 stations. Columns include Title of Show, Category, Station-Days-Time, and February ARB Rtg.

'Halls of Ivy'

Continued from page 1

schedule, "Ivy" will be released in August, "Lassie" in June and "Queen" next month.

Other Shows

Other shows TPA will release at the end of the year are "The Family Next Door," 15-minute soap opera to be produced by American National Studios; "Secret Files of the French Police" starring Akim Tamiroff, which will be shot in Paris, and "Captain Gallant of the Foreign Legion," starring Buster Crabbe and his son Cuffie, now shooting in Africa.

Concerning its current campaign on "Your Star Showcase" which has Edward Arnold as host, TPA claims to have beat its year's quota in three months and to be close to a New York sale. Among the deals closed so far are City Service in Chicago; Fehrs Brewery in Louisville; Memphis, Nashville and Indianapolis; Pfeiffer Brewery in Toledo, Lima, and Youngstown, O.; Grand Rapids, Bay City, Lansing and Kalamazoo, Mich.; Hudepohl Brewery in Cincinnati; Spretles Food and National Optical, co-sponsorship in San Francisco; Pate Oil Company in Milwaukee; Heltzberg Jewelry in Kansas City, Mo., and KTTV, Hollywood.

Press Conference

TPA execs held a press conference today at the home of its president, Milton Gordon. Gordon emphasized that TPA will adhere to its policy of releasing one show at a time for saturation sales. Regarding "Family Next Door," which starts rolling in July, Gordon said he plans to come up with still further daytime type programming next year.

Gordon also pointed out that their show roster is almost evenly divided among TPA owned shows, shows of which TPA is co-producer, and those which TPA has on straight distribution deals. He added "TPA will continue to be the home for outstanding independent producers to whom we will afford our sales facilities, as well as financial and production help."

Series Prices

Continued from page 1

sales on "Meet Corliss Archer." As a result of the new sales psychology of producers, some of the syndication sales organizations have been carrying on without any new name attractions for some time. Screen Gems is still without a first-run name show in syndication. And MCA-TV, which will soon begin pushing "The Westerner," has not had a new first run show since "City Detective."

Among the new stellar packages currently being peddled by independents are Joan Crawford's "The World and I," agent by MCA for a reported \$32,500; MCA's "Amelia" starring Jane Wyman and scripted by Samuel Taylor, estimated cost over \$30,000; MCA's "The Story of Ann," starring Marguerite Chapman, price reportedly approaching \$30,000; Rockhill Productions' Claudette Colbert show, over \$30,000; Stuart Reynolds' "Women in Love," starring Paul-ette Goddard, Merle Oberon and Corinne Calvet, around \$32,000; "The American," starring William Lundigan, produced by Superman, Inc. for the Harris group, at an estimated \$31,000; Screen Gems' "Rin Tin Tin," "Damon Runyon Theater" and several pilots, priced between \$25,000 and \$30,000.

Other Series Offered

These are just a few. In addition Don Sharpe, John Gibbs, Hal Roach Jr., Roland Reed and other producers with established track records are peddling such properties as "Blondie," "The Shadow" and "Parole Chief" starring Pat O'Brien, at prices that are figured to run at least \$23,500.

Further, the syndicators are coming up with name series for which network sponsors are bidding. Among these are Guild Films' Florian ZaBach show, United Television Programs' "The Lone Wolf" and TPA's "Lassie." In producer-distributor circles the feeling currently is that there is really no such thing as a sponsor budget for 1954-1955. The fast-breaking developments in the TV industry, with color on the horizon, the uncertain union situation and economic conditions generally, make almost any show price at least talkable.

TV FILM PURCHASES

NBC Film Division this past week placed "Badge 714" in five additional markets for a total of 150. The new sales were to WAFB, Baton Rouge, La.; WGBI, Scranton-Wilkes-Barre, Pa.; KVEG, San Luis Obispo, Calif., and KSBW, Salinas, Calif., sponsored by the Union Furniture Company and KTTV, Los Angeles. Other NBC Film Division sales included "Dangerous Assignment" to WJBO, Baton Rouge, La., and WEEK, Peoria, Ill.; "Victory at Sea" to WJBO, Baton Rouge, La., along with "The Visitor" and "Inner Sanctum" to the same station. Station KOOL, Phoenix, Ariz.,

has leased Screen Gem's "TV Disk Jockey Films" for a year. The package is a series of 60 silent subjects plus pop records for the audio. Canada Dry Ginger Ale has purchased "Annie Oakley" for three additional markets from CBS TV Film Sales. The new markets are WFGB, Altoona, Pa.; WBAP, Fort Worth, and WMTV, Madison, Wis. Other CBS TV Film Sales business included "Art Linkletter" for Saslow's Jewelers via WFMJ, Greensboro, N. C.; "Amos 'n' Andy" for the Cohoes Manufacturing Company via WTRI, Albany, N. Y., and "Files of Jeffrey Jones" to WFAM, Lafayette, Ind.



## NEWS HIGHLIGHTS

### Parnell Refuses Shawn Tele Appearance on BBC-TV ...

LONDON—Val Parnell, boss of the Palladium, refused to release comedian Dick Shawn for a BBC-TV appearance because of the British Broadcasting Corporation's "unhelpful attitude in the past." Shawn's contract with Parnell gives the booker power to veto all video and radio offers. The hassle between Parnell and the monopolistic BBC arose thru its canceling a TV scanning of his 1953 fall show, "Cinderella."

### Josephine Hull, David Wayne On Donaldson Committee ...

NEW YORK—Josephine Hull and David Wayne, currently starring respectively in "The Solid Gold Cadillac" and "Teahouse of the August Moon," will represent actresses and actors on the 11th Annual Donaldson Awards Committee. Mrs. Hull won the Donaldson gold key and scroll for her performance in "Harvey" in 1944. Wayne was similarly accoladed by the theater for his contribution to "Finian's Rainbow" in 1946. The Donaldson Awards ballots will be distributed to the theatrical trades late next month.

### Irving to Pull Acts for CNE Unless Murdoch Behaves ...

NEW YORK—Jack Irving, American Guild of Variety Artists head, will be in Toronto this week meeting the mayor and city officials and Jack Arthur, of the Canadian National Exposition. Irving plans to tell the city and the CNE heads that if Toronto's American Federation of Musicians

### LONDON'S 'JOEY' IS 'BECENSORED'

LONDON, April 3.—The Lord Chamberlain's office, which censors all live entertainment, has come up with some curious cuts in "Pal Joey" which Jack Hylton presented at the Princes Theater this week. The show's most famous number, "Be-witched, Bothered and Bewildered," has been altered in three places for theatrical presentation, altho over a million copies of the disk were sold here. Sample changes in the lyric: "And worship that smile and cling to him" becomes "All sense of discretion I'll fling for him." Another line, "Horizontally speaking" is heard as "Still, when speechless but active." Chappell's, who publish the song here, say they had no complaints at the original version. The show stars Carol Bruce and Harold Lang.

chians chief, Walter M. Murdoch, isn't stopped, there will be no AGVA acts for the CNE. If CNE uses rodeo—it's thinking about it—there won't be need for music. The CNE normally uses 80 to 90 sidemen at about \$36 a day. The leader makes more and makes his own deal.

## Bright Victor In Court Vs. Pitt. Musicians

PITTSBURGH, April 3.—The local musicians union, Pittsburgh Musical Society, was enjoined by the Court of Common Pleas from interfering with Jackie Bright, president of the American Guild of Variety Artists, and ordered to remove him from its unfair list. The battle which resulted in the court order occurred some weeks ago when Bright, working here at the Copa, went on a local disk jockey show for an interview.

Hal Davis, president of Pittsburgh Musical Society, part of the American Federation of Musicians, warned that all deejay shows in the Pittsburgh area were off limits to musicians and any AGVA people who went on would find that musicians would not play for them in this territory. After Bright went on the disk jockey show and later opened at the Copa, the band refused to play his music and walked off the stage. Subsequently the Pittsburgh musicians' local put him on its published unfair list, and made efforts to put him on the AFM's national unfair list.

Bright immediately started suit, retaining Morris Zimmerman of this city to represent him. Bright said that subsequently AFM national brought all sorts of pressure on him to drop the court action but he refused.

Under the court order signed by Judge Walter Smart granting Bright the temporary injunction, Hal Davis, president of the musicians' local, and officers James Commerroda and Nick Hagerty were ordered to remove Bright's name from its unfair list, ordered not to try placing his name on any national unfair list, and restrained from interfering with Bright in any of his professional performances or ordering its members not to play for him.

Bright, now performing in upper New York State, was not available for comment. Hal Davis was unavailable for any statement.

# OVER-PRICING BY ACTS SEEN 'KILLING THE GOOSE'

## Opinion Round-Up Finds Most Ops Agreeing—and Even Some Agents

By BILL SMITH

NEW YORK, April 3.—Do attractions get too much money? Who is to blame? Should they get more? These are the questions that buyers, sellers and performers in the personal appearance field are concerned with.

The majority of cafe operators believe that names get too much, chiefly because they don't deliver audiences. But at least two operators disagree.

Herman Hover, owner of Ciro's, Hollywood, says, "I don't believe that entertainers are getting exorbitant prices. If anything they are underpaid."

Jack Entratter, of the Sands, Las Vegas, backed Hover. He said, "You can't hold an act down. He can get lucky with a picture or a record and his money goes up."

### Others Disagree

Besides these two minority opinions the majority of buyers and agents are most vehement in beliefs that prices are too high. Frank Sennes, of the Hollywood Moulin Rouge, who employs about 75 performers weekly, said, "There's no question that talent prices are way out of line today. Business is off thruout the country and performers have to real-

ize that they eventually will put themselves out of work along with the closing night clubs."

Joe Faber, booker of the Hollywood Biltmore Bowl, had this to say, "You can't overpay a Martin and Lewis, or Tony Martin, but its the flash in the pan record names and some of the standard names who are excessively high. A new singer hits with a record; is hot for six months and then cools off. The irony exists tho, in that he continues to ask for high prices far beyond his drawing power."

### 'Killing the Goose'

Charles Morrison, of Mocambo's, Hollywood, said, "The present cost of talent is far beyond the present status of business. I feel . . . an appeal should be made . . . to artists' representatives to be more reasonable in their demands, or kill the goose that lays the golden egg. . . ."

Sammy Lewis, of Billy Gray's Band Box, Hollywood, believes that performers are pricing themselves out of jobs. "The only ones who bring in business are the names or the freaks. Many performers continue to ask for too . . . (Continued on page 20)"

## Irving Takes Over In Union-Club Fight

### Prexy's 'Indie Contractor' Okay May Nix Welfare Fund; Lawyers in Opposition

NEW YORK, April 3.—The battle between talent buyers and the American Guild of Variety Artists over the employee-independent contractor application was taken right out of the union and its lawyer's hands when Jack Irving, AGVA head, lead a move to allow performers to call themselves "independent contractors" and talent buyers, "operators."

Irving sent a letter to the 45 AGVA National Board members

last week stating that "enforcing this mandate has hurt AGVA immeasurably." He said the New York courts ruled in AGVA's favor; so the language used was not important. "I have discussed this matter with our attorneys, and they are not too happy about it. However, as the leader of this organization, I feel it is my duty to take the bull by the horns. . . ."

Irving also recommended that AGVA recognize the Chicago Entertainment Managers' Association. "I feel I must make a deal with these agents and get their co-operation. These men were formerly part of ARA (Artists Representatives' Association) and broke away . . . because they would not pay the \$1 Welfare contribution. . . ."

### New Tax Plan

Irving's recommendation involved not only a change in the welfare program but possibly dropping it entirely. "In its stead I would have a 1 per cent weekly tax on a talent payroll with some kind of ceiling. I think most people will go along with us."

If the board approves of Irving's plan, it will mean in effect the end of the \$1 per performer per show contributions on club dates, the end of the \$2.50 per week for each performer on . . . (Continued on page 20)"

## Martin, Lewis For 1-Nighters

HOLLYWOOD, April 3.—Dean Martin and Jerry Lewis embark on an 11-city one-nighter tour May 7, with the comedy duo playing for \$10,000 against 75 per cent of the gross each night.

Team will pay supporting acts and bands out of their end. Trek will embrace Houston, San Antonio, New Orleans, Oklahoma City, Kansas City, Des Moines, St. Paul, Milwaukee, Moline, Indianapolis and St. Louis.

Martin and Lewis precede the tour with their "Colgate Comedy Hour" show via NBC-TV on May 2, and return for a similar show on May 30, following the personal appearance tour.

## WORTH 100G

# Court Record Proves It for Jane Russell

LAS VEGAS, Nev., April 3.—Jane Russell has a court record now to prove her worth.

Last week, in a ruling approving Howard Hughes' purchase of RKO stock for more than \$23,000,000, Judge Frank McNamee rejected the plaintiff stockholders' claim that Miss Russell's price tag of \$100,000 a year constituted a waste of corporate funds.

Hughes was sued by stockholders Eli Castleman and Louis Fuerman in New York and California, but refused to stand still for service except in Nevada, which explains the action here.

Among the assertions in the . . . (Continued on page 20)"

## ACTS AND ATTRACTIONS

By BILL SMITH

Josephine Baker opened a two-weeker at the Hotel Bristol in Oslo, Norway, on Sunday (21) and capped publicity thru addresses on "Race Discrimination," on Tuesday (23) and Thursday (25), in the Students Hall.

The Bobino Theater, Paris, bill is topped by Edith Piaf and backed by trapeze artists, the Schaller Brothers; equilibrist, Tay-Ru, and plastic poses by the Olympiad Trio. The Moulin Rouge has the Craddocks, goofy acro trio; Polo, comedy juggler; the Colstons, dance; Danny Dauberson, singer; Medcock and Marlowa, dance; Jacqueline Villon, singer; Vadja del Oro, Spanish dancer, and the Can-Can Girls. At the Olympia are the Five Dangolys, jugglers; the Three Dowitas, tumblers; Geo Dorlis, dance parody; the Three Stevils Sisters, acro-contortion; Raoul and Champi, dance; Jacqueline Francoise, singer; Paul Arland, magic, and Daniels Darnance and Larane, dance. The Lido cabaret has the Lane Brothers, acro-comics, and the Cabols, dance team.

Danny Kaye, who is due in London April 23, will not be working during his stay in England. Kaye is visiting the country for the preem of his Paramount picture, "Knock on Wood. . . . The Lew and Leslie Grade London booking office is working on vaude dates in Britain for

Lena Horne which she is expected to keep after her Continental tour ends in June. Miss Horne opens in Paris at Easter, follows that with dates in Scandinavia.

Performers who start believing their publicity usually are on the first step of the downgrade. At least two top TV comics are now suffering from that ailment and may not be in TV next season. . . . Eddie Albert will be the replacement on "Show of Shows," with a package to be produced and directed by Ernie Glucksman. . . . Bebe Daniels and Ben Lyons TV film series, "Life With the Lyons," made in England, will shortly be on the market.

The Blue Angel TV show sustaining will cost about \$3,500. Commercial rate will be about \$6,000. . . . A Palmer House, Chicago, show next summer will have Dorothy Shay and Darvas and Julia, with both getting equal billing. . . . Charles De Forest, relief pianist at the Blue Angel, is becoming an accomplished song writer. His latest is "I Know Your Smile From Somewhere" with Felicia Sanders adding interpretation. . . . Borrah Minevitch has a Paris unit, 16 girls and four acts, that he wants to fly into Las Vegas, Nev., advertising them as having been in Paris just a few hours ago. AGVA's 60-40 rule (60 per cent of all foreign . . . (Continued on page 20)"

## BROADWAY SHOWLOG

Performances Then April 3, 1954

### DRAMAS

Caine Mutiny Court		
-Martial	1-20, '54	85
King of Hearts	4-1, '54	4
Ondine	2-18, '54	52
Oh, Men! Oh, Women	12-17, '53	124
Praise of Folly	3-23, '54	40
Sabrina Fair	11-11, '53	164
Tea and Sympathy	9-30, '53	212
The Confidential Clerk	2-11, '54	60
The Fifth Season	6-23, '53	592
The Immortalist	2-8, '54	64
The Remarkable Mr. Pennypacker	12-30, '53	109
The Seven-Year Itch	11-20, '52	574
The Solid Gold Cadillac	11-5, '53	172
The Teahouse of August Moon	10-15, '53	199

### MUSICALS

Can-Can	5-17, '53	380
Comedy in Music	10-2, '53	211
John Murray Anderson's		
Almanac	12-10, '53	132
Kismet	12-3, '53	140
Pirates of Penzance	3-30, '54	7
The Girl in the Pink Tights	5-5, '54	35
The Golden Apple	3-10, '54	29
The Three Penny Opera	3-10, '54	29
Wonderful Town	2-25, '53	460

### CLOSING

Me and Juliet	5-28, '53	358
The Proscott Proposals	12-16, '53	123
The Mikado	5-23, '54	8

### COMING UP

The Magic and the Loss	4-5, '54	
Anniversary Waltz	4-7, '54	
By the Beautiful Sea	4-8, '54	

## SPEAKING OF LEGIT

By BOB FRANCIS

When Deborah Kerr leaves "Tea and Sympathy" next June 5 to fly to England for a short vacation prior to a film commitment, she will be replaced by Joan Fontaine. The fem lead in "T and S" will mark the film star's Broadway debut. Her previous stage experience includes roles in West Coast productions of "Kind Lady" and "Call It a Day." Miss Fontaine arrives in New York the first of next month and will rehearse with director Eliza Kazan for entry into the cast on June 7.

On the same date, Anthony Perkins, son of the late Osgood Perkins, will likewise take up duties in the Robert Anderson drama, replacing John Kerr. Kerr appears set for a top role in another Anderson play, "All Summer Long," which the Playwrights Company is prepping for a fall unveiling. Miss Kerr will return to the "T and S" fold in early October to star in a touring company of the drama. . . . Oscar Kariweis has made his own translation of "The Teahouse of the August Moon." The German version of the John Patrick comedy will open in Vienna May 15, with Kariweis starring in the role of Sakini. Bookings are already set in 40 theaters in Germany and Austria.

### Nancy Davids Back

Undaunted by the one-performance flop of "A Pin to See the Peepshow" earlier this sea-

son, producer Nancy Davids will go to bat again this spring. She has acquired a play called "Mr. Whistler" (the one who had a mother) by Pauline Hopkins and Sara Curry. Action is located in the artist's London studio in the 1880's. Jerome Kilty is a likely choice for the title role. Edgar Lowell will join Miss Davids in sponsorship.

Actress Halls Stoddard and agent Gloria Safier have teamed up to produce Patricia Coleman's drama, "Story on Page 3." The duo expects to bring the play to the Stem in October. Miss Stoddard will not appear in the opus, and Miss Safier announces that her office will take no part in its casting. . . . Gypsy Rose Lee resumed appearances this week in her rewritten version of "The Naked Genius" (originally unveiled on Broadway in 1943). Her sister, June Havoc, has done the staging. This week's stand was in Springfield, Mass. The show tees off Monday (5) in Hartford, Conn.

Harold Clurman will essay his first chore as a musical director next season when he stages Rodgers and Hammerstein's "Pipe Dream," which they are adapting from John Steinbeck's forthcoming novel, "Sweet Thursday." Russell Nype has already been signed for a top lead.

The premiere of "The Magic and the Loss," set for Tuesday . . . (Continued on page 20)"



SPOTLIGHT REVIEW

Sammy Davis, Mastin Trio Pack Wallop at N. Y. Copa

(Copacabana, New York, Thursday, April 1) SAMMY DAVIS JR., WILL MASTIN TRIO

Mary Small, Page and Bray, Betty Lorraine, Chuck Brunner, Sandy Evans, Copa line, Michael Durso band, Frank Marti Latin band.

Not since Martin and Lewis left the Copa has the room had such a solid show. It packed a tremendous entertainment wallop; every act did a big job and even the productions took on a new freshness.

Sammy Davis Jr., working with the Will Mastin Trio, was seldom better. His impressions are so amazing that they frequently look and sound better than the originals.

Page and Bray, a new dance team, opened and immediately registered. (See "New Acts.")

The productions, with Betty Lorraine and Chuck Brunner doing the dancing and Sandy Evans

the singing, were as effective as ever. That "Who Stole de Ding Dong" finale number, singing, dancing and production would be a show-stopper in most clubs.

Marty Stevens, who conducted the Mike Durso band for the Will Mastin act, did an outstanding job. Frank Marti's band did the Latin dance sets. Bill Smith.

COLOR TV

Home (Color TV), NBC-TV, Wednesday (31), 11-12 noon, EST.

Red faces and blue fingers key-noted the first colorcast of "Home" which originated live underneath the cherry trees in Washington, D. C., Wednesday morning (31). The web had planned a outdoor fashion show spring-like but freezing weather made the whole idea seem ridiculous.

NBC has staged some fine closed-circuit color telecasts outdoors in the past, but the "Home" outing was something of a fiasco. A grey sky diminished the beauty of the scenery, and the performers were often almost indistinguishable—even in close-up—because of shadows on their faces.

Skin tones were on the grey-purple side, and either fashion editor Eve Hunter got her hues mixed up or the colors of the models' gowns were also off spectrum. A formal which looked pale blue on the screen was described as "turquoise" by Miss Hunter, while a tomato-red frock was tagged "cerise."

The color commercials—cut in from "Home's" regular studios in New York—were excellent, however, and the contrast with the Washington coverage made their impact even stronger.

June Bundy.

American Inventory (Color TV), ("Botanical Gardens"), NBC-TV, Sunday (28), 2-2:30 p.m., EST.

It is generally conceded that even the poorest plant is more colorogenic on TV than the comeliest of the human species. Therefore it follows that the "American Inventory" colorcast—amid the flowers and greenery of the New York Botanical Gardens—was lushly lovely to the eye.

Naturally this dazzling floral array was considerably less exciting in black and white, but the loss was nicely compensated for, via some interesting data on the medical, economic and horticultural aspects of botany—experiments with molds, industrial uses of various plants, etc.

Host Hugh Downs had the rather thankless task of acting as a sounding board to the Botanical Gardens staff members. He handled it graciously, but much of his dialog was unavoidably repetitious (e.g. Scientist: "I brought this back from Africa." Downs: "Oh, you brought this back?" Scientist: "Yes, I brought this back.")

June Bundy.

TELEVISION

George Skinner Show

TELEVISION—Reviewed Monday (29), 9-10 a.m., EST. Participating sponsorship via WCBS-TV, New York. Director, Charles Hinds. Cast: George Skinner, Toby Deane, Tommy Furtado, Mort Lindsey trio.

Despite the fact that WCBS-TV has come up with nothing radically original in format, its new 9-10 a.m. "George Skinner Show" should have no trouble making good. For in the pleasant and amiable personality of Skinner the station is offering its housewife viewers an attractive piece of morning manhood indeed.

Major portion of the across-the-board stanza is devoted to the relaxing chit-chat that Skinner dispenses with disarming ease. On occasion, the camera casually switches over for a musical number to one or more of the other permanent entertainers on the show—singer Toby Deane, singer Tommy Furtado, and a trio headed by pianist Mort Lindsey.

The premiere segment also saw part of its time taken up with an animated cartoon short, "Andy's Garden," which, if the truth must be known, was rather pleasant. But pleasantness is the sort of thing the "George Skinner Show" is full of. Jack Singer.

Open Hearing

TELEVISION—Reviewed Thursday (1), 9-10 p.m., EST. Sustaining via ABC. Producer, John Daly. Director, Edward Nugent. Writers, John Daly and the ABC news staff. Commentator, John Daly.

After more shaking down, ABC-TV's new show, "Open Hearing," should add considerably to the knowledge of viewers. The initial program, "Prelude to Conflict," concerned itself with the recent embroglio between Senator McCarthy and the Army.

"Open Hearing" depended primarily on filmed interviews with leading personalities who were involved in some manner in the clash or are to be concerned in the upcoming hearing. Among those presented were Senator Mundt, Senator McCarthy, Roy Cohn, David Schine, Secretary of the Army Stevens, Army Counsel John Adams, Senator Kefauver and Senator Henry Jackson.

Acting as commentator was John Daly. The veteran news reporter did a splendid job of handling the material and his written commentary was on a high level, both as to its idea content and his use of the language.

General Foods Presents Rodgers & Hammerstein

TELEVISION—Reviewed Sunday (28), 8-9 p.m., EST. Sponsored by General Foods via 270 TV stations on all TV networks thru Young & Rubicam—Producer-director, Ralph Levy. Writer, Sam Taylor. Musical conductor, Harry Soanick. Set designer, Richard Jackson. Cast: Mary Martin, Ezio Pinza, Gordon MacRae, John Hall, Jan Clayton, Bill Hayes, Janice Rule, Patricia Morrison, Yul Brynner, Rosemary Clooney, Tony Martin, Florence Henderson, Anna Lee, Jack Bruns, Groucho Marx, Ed Sullivan, Edgar Bergen, others.

General Foods had itself a 25th birthday party to which the entire nation's viewing public was invited. It was pretty hard not to accept if the TV set was to be used at all, inasmuch as the country was blanketed via use of 270 outlets—biggest link-up yet, at a total expenditure of better than \$750,000.

However, it turned out to be something of a surprise party, and not too happy a surprise at that, since the show left considerable to be desired in view of the fabulous nut and widespread coverage.

Whether, in the long run, a critical appraisal of the show makes any real difference to the bankroller is hard to tell, since there's little doubt that, if the sponsor spent the cash for saturation coverage of the video market, the purpose was achieved. Never-

NEW ACTS

AGE AND BRAY (ballroom dance team), Copacabana, April 1, 1954.

One of the smoothest dance teams to hit this area. Fern is a redhead with Oriental eyes. Boy, good-looking youngster with a mustache. Team shows smooth grace, gets into lifts easily. Full two-armed lift, segueing into one-arm lift and mad spin, makes for sensational finish. Bill Smith.

MARTY ALLEN AND MITCH DEWOOD (comedy team), Hotel Chase, St. Louis, March 31, 1954.

Team does fast-moving, satirical impressions, playing it smart all the way. They give a good show and then, as soon as they are off,

they split up, with one table-hopping at one end of the room and the other chatting with customers at the other end. Customers love it, and show their appreciation by return business. Frank Joerling.

ANNELL AND BRASK (cyclists), Palace Theater, April 2, 1954.

Danish duo (man and fem) new to this reporter. Good projection, via act tee-off in period costumes and building to flash acro cycling finish. Pair (and gal is a looker) work super-smoothly with the happy effect of making difficult wheeling gymnastics look deceptively easy. A solid looking bet in novelty act division. Bob Francis.

theless, reversing the old legit bromide, if the show was a commercial success, it still fell short of what it should have been, artistically.

There was a powerful dissipation of good names (and the expenditure those names warranted) in the mis-use of such talent as Jack Benny, Groucho Marx and Edgar Bergen. There was sheer and wanton waste involved by utilizing them as bridges between portions of the various Rodgers and Hammerstein shows, and then by saddling them with material which was not only poor, but in the case of Groucho, in outright bad taste.

Groucho subjected Rodgers and Hammerstein to some of the outlandish harpooning which fits in more with his own stanza, "You Bet Your Life," than what turned out to be a tribute to the two greatest men in their field, who were being hosannahed in the most elaborate video show yet.

It's not Groucho's fault, either, but rather the result of setting the tone of the show on one level and using the name guests on a different one. It couldn't work.

The show itself was the victim of poor pacing and a choice of material which made for almost no contrast. There was a dreadful sameness which, regardless of how delightful the individual numbers, bogged down the show in a morass of love duets. Ninety minutes of love, even a la R&H, is enough to make a cynic even out of the wildest romantic.

Where possible, the original cast members were used; in some cases, others were substituted. But there wasn't an outright poor performance in the bunch, despite the short rehearsal time. Mary Martin, who served as femcee, definitely was the stickout, however, and she supplied, in her appearances, the one thing most lacking—spark.

Numbers were included from all the R&H shows, in chronological order: "Oklahoma!" "Carousel," the film "State Fair," "South Pacific," "The King and I" and "Me and Juliet."

Commercials were rendered by Anna Lee, and only three major pitches were utilized. These were satisfactorily spread and were done with dignity.

Maybe that was one of the troubles. Except for Groucho, there was too much dignity for a party. Sam Chase.

RADIO

The Heart of the News

RADIO—Reviewed Monday (29), 10-11:30 p.m., EST. Sustaining via NBC. Produced by NBC Public Affairs Department. Moderator, James Fleming. Reporters: Joseph C. Harsch, Ray Scherer, Morgan Beatty.

NBC's news department has set itself a formidable task, but it should be worth it. In "The Heart of the News," it proposes to dig under the shell of hard news and bring out the background and the color of current events. It's probably the only medium doing this on a daily basis.

For the topic of its debut segment it took today's meat, the McCarthy Investigating Subcommittee. Despite the previous super-coverage of this beat, "Heart" was able to present some fresh and vital information on it. Joseph Harsch reviewed the legal foundation of the committee. He pointed out that the only consti-

tutional provision for its activities is the sentence "Congress shall have the power to legislate." He noted that while the Permanent Investigating Subcommittee is a branch of the Committee on Government Operations, which was created by the Congressional Reorganization Act of 1946, the subcommittee has a budget of \$214,000 a year, while the parent group has a mere \$10,000.

Ray Scherer delivered a detailed description of the committee's headquarters, in Room 101 of the Senate Office Building. And Morgan Beatty talked about the dilemma of Senator Mundt, who has been called upon to chair the committee in its tussle with the Army.

Their reporting was done with clarity and candor. Jim Fleming, in his wind-up remarks, editorialized that restraint and good judgment are needed.

Each 15-minute stanza will handle at most two topics. It will undoubtedly attract the news-hungry audience, if each day's topic is billed in advance. Gene Plotnik.

Herman Hickman Show

RADIO—Reviewed Wednesday (31), 6-7:45 p.m., EST. Sponsored by Shell gasoline thru J. Walter Thompson via WCBS. Director, Jim Brown. Sports commentator, Herman Hickman. Guest, Bob Kelley.

In 10 minutes the Herman Hickman show contains a great deal of information for the sports fan. The show is not greatly different from the usual radio sports stanza, as few such shows are, but Hickman's Southern hound-dog croak adds to its effectiveness.

Baseball scores of the clashes between the major league teams in spring training were given at the beginning of the show in great detail, and, at the end, in summary fashion.

An interview with Bob Kelley, drum beater for the New York Racing Association, was also presented which was fairly interesting especially to the pony-playing fraternity. Hickman also delivered the commercial for Shell gasoline. Leon Morse.

Story Time

RADIO—Reviewed Monday (29), 11-11:25 a.m., EST. Sustaining via Mutual Broadcasting System. Producer, Bob Monroe. Director, Peter Irving. Writers, various. Cast: Madeleine Carroll, Mary Ashworth, Nat Polen, Connie Lempecke, Al Patterson.

The new Madeleine Carroll dramatic show that the Mutual Broadcasting System premeed this week is a thoroly professional piece of radio craftsmanship. It's aimed at a housewife audience, and from the sound of things it probably will hit its mark.

"Story Time," as the show is called, draws upon published novels for its material. One novel is taken each week, adapted into five half-hour segments which are aired across-the-board in serial form.

Altho the show—judging from its premiere segment—is not quite up to the qualitative level of the evening half-hour stuff, it's certainly several notches above

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the general run-of-the-mill day-time stanza.

The book with which the program made its bow is John Fleming's "The Power of a Woman."

Frame-Up

The husband maintains that he is being framed because of his refusal to pay blackmail money.

In Miss Carroll, who acts as both hostess and star, Mutual has an exceedingly capable actress whose versatility makes her uniquely suited to handle the show's chores.

Jack Singer.

Melachrino Musicale

RADIO—Reviewed at special audition. Running time 15 minutes. Produced by RCA.

Melachrino has been selling albums of his glossy treatment of standards and light classics by the shelf load.

With the package the stations get a special audition segment for single sponsor peddling and another for participating sponsors.

The shows are eardrum therapy of the first water. On the audition disks Gene Hamilton pitches the show as capable of lulling customers into acceptance.

Gene Plotnik.

TV FILM

Art Linkletter and the Kids

TV FILM—Reviewed at special audition. Running time 15 minutes. Produced by John Gustin Productions.

The show business theory that what kids say on an ad-lib basis is often more entertaining than anything a paid adult performer can come up with is being given another ride on this TV film stanza.

The theory is a sound one a good part of the time. Exactly how much of the time depends, of course, on the kids and what they say.

The format of the show is simplicity itself. A group of two to 10-year-old moppets is seated around a table, and Linkletter merely goes from one to the other, asking each of them several questions about their home life.

The kids' responses and reactions provide material which ranges from hilarious to so-so. Inasmuch as the show is on film, the producers presumably have the opportunity of weeding out the gems from the dross.

A Nymph

There was one little nymph on the episode we witnessed who had the impact of a pint-sized edition of Leslie Caron.

Jack Singer.

BROADWAY LEGIT

KING OF HEARTS

(Opened Thursday, April 1)

Lyceum Theater

A comedy by Jean Kerr and Eleanor Brooke. Staged by Walter F. Kerr. Bookings by Frederick Fox.

It is a pleasure to report that the collaboration of Jean Kerr with Eleanor Brooke on the authorship of a comedy, and the direction of same by the former's husband, aisle expert for The Herald Tribune, have turned out felicitously in all respects.

Just why the ladies chose the title for their play is still a mystery to this reporter, but they have certainly concocted a spritely little comedy which bubbles happily along at the rate of a laugh a minute.

It wastes no time on unessentials, contenting itself with developing a lot of highly amusing situations and giving some of its characters some immensely funny things to say.

Highly Inventive

However, the authors are highly inventive and, having once got their play in the air, never let it get back on the ground.

More than enough goes on to keep the pot boiling merrily, with no contrived situation ever raising an ugly head.

Likewise, is the co-starring of Donald Cook and Jackie Cooper a particularly happy notion.

Cooper lives up to the promise he gave in his single previous Broadway chore. He gives the assistant, who throws up when he argues, a fine balance of ingenuous shyness and brashness that is completely winning.

Cloris Leachman

Cloris Leachman adds a highly attractive contribution as the gal who is nearly dazzled into matrimony by Cook's glamor talk.

Walter Kerr has directed them and the rest of a uniformly well-picked cast to keep "Hearts" continuously out of break-down trouble.

Producer Elaine Perry has provided the production with a

DRAMATIC & MUSICAL ROUTES

Dial M for Murder: (Hanna) Cleveland. Grand Night, Ladies: (Aud.) Rochester, N. Y.

Guys and Dolls: (Wisan) Pittsburgh. Kabuki Dancers: (Forrest) Philadelphia. King and I: (Music Hall) Cleveland.

Salina Fair: (Hillmore) Los Angeles. Seven-Year Itch: (Erlanger) Chicago. South Pacific: (Aud.) Raleigh, N. C. 3-2.

Ice Shows  
Ice Capades of 1954: Omaha, 6-8; (Aud.) Kansas City, Mo., 10-16; (Collins) Fort Worth 18-23.

Ice Capades of 1954: Omaha, 6-8; (Aud.) Kansas City, Mo., 10-16; (Collins) Fort Worth 18-23.

handsome framing. Frederick Fox has dreamed up one of his best, modern duplex apartments for them all to work in.

THE PIRATES OF PENZANCE

President Theater  
An operetta. Libretto by W. S. Gilbert. Score by Arthur Sullivan.

As is usually the procedure with Gilbert and Sullivan troupes, the principals take a change of bill in stride.

Ronald Rush has washed up his Mikado's make-up in favor of a handle-bar moustache as the pirate king.

Francis Bernard lampoons a police sergeant with the same vigor with which he spiked his Pooch 'Bah, and Mary-Ellen Thompson really comes into her own via a transition from Katisha to the band's maid-of-all-work.

"Pirates" is plot-wise one of the maestros' silliest, but it does boast some of the loveliest Savoyard tunes, and the patter lyric for the "Model of a Model Major General" is about tops in its triple-tonguing class.

As mentioned previously, Rue Knapp looks like a hefty contributor in the group's comedy sector. He handles the general's patter assignment admirably and plays an aging military ninnyhammer with just the right gusto to have thoroughly annoyed the late Queen Victoria.

Norman Paige and Sally Knapp are properly vocal in the love interest, and Ronald Rush chants the pirate king with a full-throated vigor to let no one miss a word.

Again felicitations go to Lucille Burnham at the piano and Keith Verney at the organ for a highly successful backgrounding of the score, and to the over-all effectiveness of Dorothy Raedler's miniature staging of the operetta.

This is an effort that definitely deserves success. Bob Francis.

NIGHT CLUB-VAUDE

Music Hall, New York

Capacity, 4,200. Price Range, 95 cents-\$1.45. Four shows daily.

The Arnaut Brothers, the Arin Brothers, Delia Destinian, Alan Howard, Nancy Carnarius, Margaret Baxter, Courtenay Wright, Eric Hutson, Jacqueline Lanoue, the Rockettes, the Music Hall corps de ballet and singing ensemble.

This department has been saying over the last several seasons that the Music Hall's cathedral spectacle, "The Glory of Easter," is magnificent. It says it all over again for Easter, 1954.

For the new spring show that goes with it, Russell Markert has devised some delightful diversissements. Matters get started with the Arnaut Brothers (John and Renee) in their inimitable bird courtship nonsense.

It might seem that this type of comedy would be tough to put across in a huge house, but the pair has been given a splendid background assist, and the act has never come across better.

For a follow-up Margaret Sande has patterned a spritely Victorian Easter egg ballet for her charges, in which the tulle-and-lighters do themselves particularly proud.

The Arnaut Brothers reappear for their standard fiddle bit to intro a "Bunny Sisters" chant number by Nancy Carnarius, Margaret Baxter, Courtenay Wright and Eric Hutson.

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# HOCUS-POCUS

By BILL SACHS

**DAI VERNON**, one of the nation's foremost exponents of sleight-of-hand, presents his lecture-demonstration at the Hotel Alms, Cincinnati, Saturday night, April 17, with local IBM and SAM groups sponsoring. Fee is \$5 for members; \$6 for non-members. . . . **Michael Dove** posts that he's keeping busy with his birds and magic on club dates in the Miami area. . . . **Charles Carls** is current at the Saxony Hotel, Miami Beach, Fla. . . . **Lucille and Eddie Roberts** closed Wednesday (31) at the Staller Hotel, Los Angeles, to move to El Rancho Vegas, Las Vegas, then to the Empire Room of Rice Hotel, Houston. . . . We have had an inquiry recently on the old carnival magic-mental team of **Marine and Firestone**. Anyone know their whereabouts? . . . After winding up a week at Municipal Auditorium, Springfield, Mass., **Joan Brandon** flew out Sunday (28) for Florida for a series of dates with her one-woman show, after which she takes the air route back to Oneonta, N. Y., where she plays the State Armory April 8-10. She follows that with a week each in New York, Florida, Winnipeg, Man., and Salina, Kan. . . . **Betty Michaels**, Girl Friday to **Bob Nelson**, of the Nelson Enterprises, Columbus, O., was the subject of a lengthy human-interest yarn in The Ohio State Journal of March 23. The piece, done by **Sarah Mills**, Journal's women's editor, was illustrated with a two-column cut showing Betty pulling a rabbit from a hat. . . . **George Marquis** and wife, en route to Alabama with their spook opry, stopped off one day last week in Lexington, Ky., for a visit with **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police and wife, **Katherine**. To give us a clue, Estes postscripts: "What a night! Oh, my head!" . . . The **Amazing Vanteen** has signed for his second season with **Ray Cramer's** Illusion Show on the Metropolitan Shows, carnival org.

that some of these bureaus (some are one-man affairs) collect as high as \$25 to \$60 for a program and pay the act \$15 or even less, and the act furnishes transportation? They promise the acts from \$175 to \$800 a week, with a tricky clause in the contract that makes this salary a farce unless the act is new enough, or stupid enough, to wear out his health doing 12 to 16 programs a week and driving from 750 to 1,500 miles a week. Do you know any old-timer who has a dime to show for his years of slaving on one of these circuits? Many of the bureaus operate hush-hush and even urge their casts not to discuss the business. They have, thru split-fee and kick-back deals, even cast a shadow on the school men themselves. One bureau last year sold \$200,000 worth of programs. A lot of the programs are pure pap. The parents would not stand for it if the whole operation were not so hush-hush that they are not aware of what is going on. Very few professional acts are used; just a few to dress the windows. The rest are suckers who are picked up cheap. The whole operation stinks to high heaven, with the exception of some old-time legitimate bureaus. Even one of the so-called college bureaus is a phony. Count the number of old-timers who ruined their health, and then had to give up. Count the few who were smart enough to get wise to it quick, and quit after the first tour, or half way thru a tour. There are perhaps one or two exceptions, wise boys who got wise the hard way—thru experience—whose work is good enough that they are needed by the bureaus as window dressing. They may do okay but they are few indeed."

## NIGHT CLUB-VAUDE

Continued from page 19

stint, which knocks the customers dead, as usual.

The Amin Brothers, risley specialists, then have their moments. This duo is, of course, exceptional in its line. The somersault to a one-foot head-stand comes off for

## Over Pricing Killing Goose

Continued from page 17

high prices. If they'd be willing to accept what they're really worth, they could stay in clubs much longer. Instead of two weeks they could stay on for four or six weeks. . . .

Harry Altman and his partner Harry Wallens, of the Town Casino, Buffalo, said that after 30 years in the night club business "this is the first time I don't know which way to turn.

"I have always been game to give the public the best talent the entertainment field affords, and I find myself losing nerve when buying acts for \$7,500 and \$8,500 that are supposed to have drawing power. I look around my

sock reception. This is another fine act.

The singing ensemble, led by Jaqueline Langee, takes over for a somewhat protracted chant session, backed by some boring color-film projections, indicative that spring is with us again.

However, this leads into a glowing finale that is strictly on the Music Hall beam, replete with a turntable chorus whose parasols turn into a garden of spring flowers.

Pic, "Rose Marie."

Bob Francis.

## Palace, New York

(Friday, April 2)

Capacity, 1,650. Price range, 85 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, David Blines. Played by Jo Lombardi and house ork.

**The Five Amandis; Tenner and Betty; Roy Douglas; Annell and Brask; Lowe, Hite and Stanley; Norman and Parker; Maurice Colleano; Rolando.**

Bill is on generally solid beam, with accent on novelty. Opener spots Danish teeterboard experts. Five Amandis. Male quintet is one of the top groups in its field and gets program off to a fast start. Follows rope-spinning routines of Tenner and Betty. Duo are likewise experts in their line and score accordingly.

Ventro Roy Douglas is featured in third slot. Act has new switch, via a magico background. Douglas saws dummy in half and thereby comes up with two for his singing finale. This is a good twist, well projected, and calls for a good hand. Annell and Brask (see under "New Acts") round out the first seg of the bill.

Possibly it is this reporter's personal blind side that makes him unsympathetic toward the clowning of Lowe, Hite and Stanley. To this pew the trio of giant, midget and middle man are singularly unfunny and their low-comedy slapstick frequently in bad taste. However, faithful reporting must admit that they have a considerably amiable audience following.

At all events their antics make the follow-up chant contribution of Peggy Norman and Bill Parker look and sound that much the better. Duo have not had a Palace date for three years, but have improved immeasurably between times. Both have fine voices and a splendid flair for harmonies, particularly when combining on such items as "Strange Music" (Continued on page 53)

# BURLESQUE BITS

By UNO

**Mary Mack** is in her second week of an indefinite stay in the Gypsy Room of the Clermont Hotel, Atlanta. . . . **Phil Rosenberg**, burly exec, and his wife, **Mildred**, are in mourning over the passing of Mrs. Rosenberg's mother, **Anna Robson**, 77, who died March 29 in her New York home. . . . Negotiations for a suitable cast and producer are now under way for the definite opening on April 18 of the Colony in Union City, N. J. The necessary bond required by the Burlesque Artists' Association was posted on March 31. New Jersey Superior Court's Appellate Division on March 31 issued a special mandate ordering Union City to grant a permit for a burly show presentation at the theater. The court had previously ruled similarly on condition that the owners, the D. B. M. Amusement Corporation, make certain repairs to comply with municipal health and fire regulations which were made. . . . Due to the recent death of **Chalimar**, comic **Jack Hayes** has sold the jointly owned street car diner in Columbus, O. . . . **Rube Bernstein**, former burly, and, for the last few years, legit show manager, is recovering from pneumonia in a New York private hospital, passing the crisis on March 27. . . . **Harry A. Callahan**, younger brother of **Chuck and Emmett Callahan**, is back as general manager of the Clinton pic theaters in Port Clinton, O., and for the Associated Theaters group out of Cleveland, after several weeks of illness. . . . At the Algerian in Denver, **Chi Chi**, the Cuban Bombshell, continues her exotic routines.

**Mildred Franklin**, who is now **Melisse Batchelor**, a teacher at the Methodist Home Society in Detroit, is taking time between classes to write a comic script she describes as "unique and different, bordering on age, etc." and is definitely sure will get results. . . . **Doug Bonde**, manager of **DoMay**, sends a brochure 17 inches by 24 inches filled with photos and excerpts he has compiled as a big promotion stunt for the Cherokee Half Breed. . . . **Valentine**, billed as "The New Body," who is being handled by **Don Williams**, moved from the Fox, Indianapolis, to the Gayety, Detroit, last week. . . . At the Tropics, Denver, **Maria Zarre**, headlines; **Ira Imp** is being held over as second strip; **Skeeter Palmer** is back tickling the keys after an extended vacation, and **Donna Roche** is the star of the show with her electric accordion regardless of who she follows. . . . **Tom Ward**, show producer, now in St. Petersburg, Fla., reports the death there last week of an old-time banjoist, **John Henry Andrea**, 77, a member of the Boston musical union, who did his specialty in former vaude days with the Anrea Musical Trio and, more recently, was a member of Ward's turrent pier talent. . . . A new Hirst unit which opened at the Hudson, Union City, N. J., on April 4 had for comics, **Beri Carr** and **Freddie Lewis**, with **Charlie Harris** as straight man.

The girls are **Donna Vea** and **Jan Hunter**, with **Vivian Morgan** as feature. . . . **Joe March**, formerly in charge of the eatery and bar departments of **Bill Miller's** Riviera in Fort Lee, N. J., has taken over similar operations in the newly remodeled and refurbished Hotel Forrest in New York and labeled them "The Spindletop."

## Irving Takes Over

Continued from page 17

weekly dates and possibly the end of the AGVA Trustee Agreement and the cancellation of the accident policy.

Actors will also be permitted to sign contracts as independent contractors, not as employees, and therefore operators will not have to deduct withholding or contribute to any tax plan. It is doubtful if New York State will see it that way, but that is the way it shapes up at present.

AGVA lawyers flatly denied that they had anything to do with Irving's decisions. They said that his interpretations of the various New York court decisions was completely wrong.

### Move Afoot

"There is a movement afoot," wrote Irving in his letter, "by some of the membership to form an individual organization to fight AGVA and seek work where they may. I want our members to work regardless of language. . . . Our financial plight is very, very serious. Also, I am sure that a number of board members will not agree with me. Not to give you a short answer, I don't care. If those that don't agree want to see AGVA fall apart, the onus rests on them. . . ."

Irving said that several board members had already given their approval to his plan. Some board members spoken to disagreed with Irving's action.

One said, "Irving doesn't know what he's doing. I doubt if he ever did. He's so anxious to be a nice guy, to be liked by everybody, that he's going way off base."

Another board member said, "If there was ever a reason for fighting, now is the time. But Irving isn't leading any fight. He's leading the retreat."

## Worth 100G

Continued from page 17

complaint was the one that **Hughes** did not act in the interest of RKO when he rented **Miss Russell** to RKO from his **Hughes Tool** company, which holds her contract.

Among other unkind allegations was the statement that she is "an actress of questionable talent" and not worth \$100,000 a year.

In his formal ruling the judge said **Miss Russell** obviously is worth that figure, based on box-office returns and also, that other studios have paid that much and more to borrow her services.

# ACTS AND ATTRACTIONS

Continued from page 17

imports must be Americans) may stop it. . . . **Victor Borge's** show will run all summer at the Golden. . . . **Jackie Miles** is the latest cafe comic to record for Coral. . . . **Vic Mizzey** first offered "Jones Boy" to **Joel Gray**, but he turned it down.

**Martha Raye** will play Pittsburgh and Las Vegas, Nev. The latter date, at The Sahara for \$30,000, will start June 29. She'll carry her own show including **Lenny Maxwell** and a singing group (like Vikings) to be picked up on the West Coast. . . . **Celeste Holm** will do a half hour show, live, on CBS. The NBC deal is dead. . . . **Fran Warren** will be the first non-RCA Victor artist to do Halo singing commercials as part of her M-G-M Record plug deal. . . . **Myron Cohen** signed for two sides on Coral Records.

The Blue Angel's TV show is being cooked up by the Music Corporation of America for a CBS sustainer. **Herb Jacoby**, Blue Angel owner, will own the package. . . . **Dick Henry**, indie agent, was hit for \$11,000 in income taxes. (He collected a bundle from the Morris office when he left there some months ago.) . . . **Eartha Kitt** may go into the Paramount to reopen the house with a flesh policy if talks jell.

**George DeWitt**, just closed at the Radio City Music Hall, finished one show and walked off. "You were 15 seconds over," he was admonished. "Yeh, I know," he replied. "That was the applause."

**Sammy (Will Mastin Trio) Davis Jr.** is sick at heart for being turned away at the Versailles. . . . The Ballyhoo Ball, the press agents' annual brawl, brought out all the lavender gents in the most elaborate costumes seen yet. . . . The TV show, "Man Behind the Badge," is having trouble. It may have to return the time to CBS. . . . A raft of shows are going off TV this summer. A partial list is "My Friend Irma," "Fireside Theater," "Big Town," "Hallmark" and the **Dinah Shore** show. The following is a partial list of shows which will stay on: "Our Miss Brooks," "Life of Riley," and the **Goodyear** and **Philco** Playhouses. . . . **Kay Ballard** has been signed by Decca. Her first side will be "Lazy Afternoon," from "Golden Apple," backed by **Gordon Jenkins'** ork.

**Moe Rosenblume**, formerly the operator of the Flamingo Lounge, San Antonio, has returned to open up a talent booking agency here.

# SPEAKING OF LEGIT

Continued from page 17

(6) at the Booth, has been put back to Friday (9). Producers **Alex Cohen** and **Ralph Alswang** want to give author **Julian Funt** more time to revise his script. The delay will be used for previews utilizing newly inserted material. **Uia Hagen**, **Robert Preston** and **Lee Bowman** head the cast. . . . New York Drama Critics Circle meets at the Algonquin Hotel Tuesday (13) to pick the best American play of the year. Recognition may also be voted to the best foreign play and the best musical.

**Judith Anderson** and **Alfred Drake** each cut a long-playing disk for Caedmon Records this week. **Miss Anderson's** contribution is a selection of poems by the late **Edna St. Vincent Millay**.

### Comedy 'Sharpshooter' Act

CLOWNS—MAGICIANS—M.C.'s—TV Ladies like real Trick Shooting, etc. but in a complete routine comedy act using special gimmick props. No skill required. Do it 5 minutes after you get it. Always ready, can last from 2 to 7 minutes. A very funny act that's different. Complete with trick props, trick target and excellent skill. Post. \$10.00. Send No C.O.D.'s. THE "PROP SHOP" (Free Catalog) P. O. Box 1222-M Philadelphia 2, Pa.

**Drake** recorded the complete "Rubiat of Omar Khayyam." The release date skeds for early next month.

### Carol's in "Town"

**Carol Channing**, turned red-head for the occasion, takes over the stellar role in "Wonderful Town" Monday (5). This is **Miss Channing's** first Stem appearance since she outblonded all blondes in "Gentlemen Prefer. . . . **Anthony Parella** has taken over **Billy Rose's** old Diamond Horse-shoe for a go at theater-in-the-round. Starting Wednesday (28) he will put on a new comedy by **Jack Perry**, called "Indoor Sport." **Lionel Stander** and **Steven Hill** will be in it. Liquor will be served during intermissions. Patrons can stay after performances for further food, festivities and dancing. . . . **Ann Crowley**, ex-"Oklahoma!" and "Seventeen," makes her vaude debut this spring. She will be fem vocalist in **Danny Kaye's** supporting troupe in its forthcoming five-week, South African jaunt. The show opens May 3 in Johannesburg.



## MUSIC

## Philips to Issue 600 Newly Cut Mozart Works

NEW YORK, April 3.—One of the most ambitious recording projects of all time has quietly been launched by Philips Records, the Holland-based firm whose diskings are released here by Epic Records.

By early 1956 the firm expects to have recorded and ready for issue about 600 newly-cut works by Mozart. The end of the project will be timed to coincide with celebrations held to mark the 200th anniversary of Mozart's birth, January 27, 1756.

Artistic supervision of the project is in the hands of Bernard Paumgartner, director of the Salzburg Mozarteum. Original manuscripts will be used wherever available.

Several of the first LP's produced under the plan have already been pressed by Epic, with many of the others to be released on a regular basis during the next two years.

## U-I, Goodman Biopic Deal

HOLLYWOOD, April 3.—Plans for the production of a biopic on Benny Goodman were finalized here this week between Edward Muhl, vice-president in charge of production for Universal-International Studios, and Charles Wick, Goodman's personal representative.

Goodman will not appear before the cameras, it was learned, although he will record the sound track with a large group of musicians who appeared in his early bands.

Status of the sound-track rights to the motion picture was in doubt, since Goodman's recording contract with Capitol Records would prevent phonograph records being issued by another label. Universal-International is a subsidiary of Decca Records, Inc.

## R&H Endow 25G Dreyfus Fund

NEW YORK, April 3.—Richard Rodgers and Oscar Hammerstein II have endowed a scholarship in perpetuity at Juilliard School of Music in the name of Max Dreyfus, president of Chappell & Company, Inc. It is understood the grant is \$25,000. The announcement was made by William Schuman, president of Juilliard.

The scholarship, to be awarded annually to a young singer of exceptional promise, was established by Rodgers and Hammerstein in honor of Dreyfus' 80th birthday, Thursday (1). President Schuman and Dean Mark Schubert presented a scroll to Dreyfus at an informal ceremony following a luncheon given him by Rodgers and Hammerstein. The scroll takes note of Dreyfus' outstanding support of the lyric theater thru his activities as publisher.

## Ousted Board Member Leads Decca Proxy War

NEW YORK, April 3.—The petition of George L. Lloyd to be returned to the status of a director of Decca Records was dismissed in New York Supreme Court this week by Judge Morris Eder. Meanwhile, the former board member has formulated his stockholders' protective committee and proposed a new slate of directors in his fight to gain control of the company via a proxy solicitation. Decca's annual meeting will be held here April 13.

Lloyd was ousted from his board post in February when the number of Decca directors was reduced from six to five. He had

## EP DUPE OF LP LESS THAN 50%

NEW YORK, April 3.—RCA Victor is currently duplicating less than 50 (fifty) per cent of its classical LP's in equivalent extended play albums. Thru a typographical error this figure was incorrectly given in a story last week.

## COLUMBIA JAZZ

### Fine New Set Has Flavor of Jam Session

NEW YORK, April 3.—George Avakian, Columbia Records' jazz chief, is an adventurous soul. For the firm's latest jazz releases, three 12-inch platters, he has dared to move out of the standard jazz recording groove, and has allowed the musicians to record under relatively unhampered conditions in a close-to-jam-session atmosphere, without any time limitations. He has brought forth some mighty exciting jazz wax which should create a lot of interest among students of the genre.

The Huckle-Buck and Robbins' Nest: a Buck Clayton jam session; Jam Session Coast-to-Coast; Eddie Condon's All Stars—The Rampart St. Paraders; When the Saints Go Marching In; Turk Murphy and His Jazz Band, Columbia CL546-B. (Three 12-inch LP's.)

The Buck Clayton jam session includes only two tunes on the 12-inch platter, the two oldies, "Huckle-Buck" and "Robbins' Nest." The extended time jazz sessions have been done before on disks, what is new is the fact that the group of fine jazzmen, some of whom had never played together before, staged the session with no preparation whatsoever.

What comes out is bright and sparkling jazz, in the quiet swing tradition—a jam session without the violent quality which has come to be associated with the word. This is swing with musical

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## Mercury to Issue DJ Singles as 45's

CHICAGO, April 3.—Mercury Records will send out deejay copies and review copies of single releases on 45 r.p.m. records starting July 1. Mercury thus will become the first large firm to take the step that all of the majors and large indies have been mulling for over one year. If the Mercury venture is successful then it is considered highly probable that other record companies will quickly follow suit.

Mercury is taking the step to 45's for deejay and review copies for three reasons according to Irv Green, head of the firm: better quality, quicker service and less expense. The better quality stems

been laying the groundwork for a proxy battle which would result in the removal of Milton R. Rackmil as president of Decca Records and its subsidiary, Universal Pictures.

The legal phase of the Lloyd-Decca management hassle was to have gone to trial (The Billboard, April 3) to determine the "good faith" of both parties. Instead, Lloyd's attorneys asked this week for an argument of questions of law, leading to a dismissal of his petition by the court.

The makeup of the new Decca board as suggested by Lloyd will

(Continued on page 28)

## AMERICA GOING HIGH-BROW?

# Classical Music \$125,000,000 In 1953; Concerts Top Baseball

• Continued from p. 7

tive element is at work—in conjunction with all the other elements aiding the classical upsurge. This competitive element is TV, and it has been properly observed that one of the methods whereby AM radio can compete with TV is by strong music programming.

### Prime Force

Johnnie Evans, who supervises the New York appearances of artists handled by Columbia Artists Management, Inc., credits recordings as the prime force behind the current upsurge in concert bookings and box office.

As in the pop field, records are building new names in classical music. A few years ago, only the well-known artists enjoyed box-office success. Evans points to a number of foreign artists whose popularity in this country was first created thru recordings.

As examples of this, Evans lists soprano Irmgard Seefried, pianists Paul Badura-Skoda and Monique De La Bruchollierie, the Vienna Academy Chorus, Les Compagnons de la Chanson, the Stuttgart Chamber Orchestra,

Ferruccio Tagliavini and many others.

Records also keep alive an artist's following. Thanks to records, Walter Gieseking toured the country and played to sell-out crowds despite a 15-year absence from the American concert stage.

The importance of records is so great, according to Evans, that special effort is made to time an artist's appearance with the release of his disks. For example, Columbia Artists will present in New York, on April 27, the Toronto Medelssohn Choir in its performance of "The Messiah." Its recording of this work was released in January by RCA Victor's Bluebird label. Evans feels this will permit sufficient time to become firmly established with the serious music devotees.

### Competition Stiffens

Growing consumer demand for classical records as a result of LP and high fidelity is matched by an equally astonishing increase in the number of record companies now seeking to fill that demand. A little more than a decade ago, classical record buyers could

choose their selections only from two catalogs—RCA Victor and Columbia.

Today, there are more than 140 labels releasing classical disks. The classical record field can no longer be measured by a domestic gauge, since reciprocal contracts and affiliations with foreign record companies have sprung into being in the last few years to give the field an international aspect.

Entry of so many recording firms into the field has resulted in keen competition. This in turn has reflected in modern merchandising and promotion of product. The dull and drab album covers of a decade ago have given way to smart and artfully designed packages which tempt the buyer's eye and spur sales. Some of the finest examples of contemporary American art can be found today gracing classical record album covers.

### National Publicity

Interest in this field has also resulted in recorded classical music's winning space in important national publications which heretofore ignored serious music. These publications stimulate and guide the new converts to the classical field and result in eventual increased disk sales.

Perhaps the rise in the classical

(Continued on page 28)

## BIGGEST BAND NAME

# Disk Sales Prove Glenn Miller Tops

NEW YORK, April 3.—The top band name in the business today is the late Glenn Miller, judging by record sales. The Glenn Miller name, kept alive by persistent disk jockey programming and consumer demand, was recently given new brilliance with the release of the Universal film, "The Glenn Miller Story."

This, in turn, has sparked a tremendous disk sale. RCA Victor, already selling quantities of Miller disks, is gearing a still bigger promotional drive. Decca, too, is cashing in on the power of the Miller name with its sound track album taken from the film.

This album has already shipped 281,000 in all three speeds.

Victor, in about one week, will issue 34 Glenn Miller sides taken from its catalog. These disks have been re-edited and souped up. The record company figures the Miller promotion should mean heavy sales for a three-month period, in view of the film's play dates all over the country.

These sides will include such standout items as "Little Brown Jug," "Isle of Golden Dreams," "Chattanooga Choo Choo," "Kalamazoo," "Pennsylvania Six, Five Thousand," "Tuxedo Junction," "In the Mood," "String of Pearls," etc.

New Miller LP's and EP's are also being scheduled by Victor.

### Big Sellers

Miller had four 1,000,000-record sellers on Victor exclusive of packages. These included "In the Mood," "String of Pearls," "Kalamazoo" and "Chattanooga Choo Choo." Victor's special Miller Limited Edition album, released last October and listing at \$24.95, sold 115,000.

Victor's film album, "Glenn

(Continued on page 28)

## Autry Jaunt Grosses 560G

HOLLYWOOD, April 3.—Gene Autry's annual one-nighter tour drew a total of \$560,183 at the box office and pulled an attendance of 398,012, according to final tabulations of the road trek.

Autry and his troupe played a total of 47 engagements of two shows daily between Duluth, Minn., on January 8 and Birmingham, on February 28. Troupe worked at guarantees of \$2,500 per engagement, with shows scaled at a top of \$2.

## WARNING TO READERS

It has come to the attention of The Billboard's Circulation department that one or more subscription sales agents are making the rounds offering record dealers a special, low-rate subscription combination involving The Billboard and another publication in the music-record field.

This is completely unauthorized. Dealers are warned that The Billboard will not honor subscriptions purchased under such an offer, nor make refunds or adjustments for subscriptions placed under this offer.

The Billboard Publishing Company publishes three business papers: The Billboard, Vend and Tide. Only subscription offers involving these publications singly or in combination will be honored.

## RINGLING MUSIC

# Tunes Click; Lyrics Not for General Use

NEW YORK, April 3.—A refreshing melodic touch is added to this year's Ringling Brothers and Barnum & Bailey circus score in the form of four original songs written by circus President John Ringling North. E. Roy Goetz provided the lyrics for all four tunes. The show opened its season at Madison Square Garden this week.

Particularly ear-worthy are "Dreamland" and "Fiesta," both deserving disk attention. "Fiesta" is a bright and catchy rumba-flavored number which could lend itself well to Latin dance band treatment. The lyrics of "Dreamland" put it in the kiddie class, but these can easily be changed to save the tune for the pop ballad market.

Also on the kiddie side is "Rocket to the Moon," the song used as background for a space-ship number. Here again the melody deserves attention if the lyrics are changed to widen the song's appeal.

The finale number, "U.N.," is a song salute to the United Nations, but by its nature is similarly restricted from wide commercial use.

Lee Zhitto.

## 4-Star, Compo Set Canadian Disking Pact

HOLLYWOOD, April 3.—Bill McCall Sr., president of 4-Star Records, Inc., this week disclosed the conclusion of an agreement with the Compo Company, Ltd., of Canada, whereby the latter will press and distribute the firm's product there.

Contract is for one year, with four successive one-year options. McCall will furnish the Compo firm with masters, from which the company will release a stipulated minimum number of sides on their Apex label.

McCall also disclosed the appointment of King Records Distributors to handle his 4-Star, Gilt-Edge and Big Town lines in both Los Angeles and San Francisco. King heretofore has handled the McCall lines in their Eastern branches only.



## NEW DISK, MUSIC OUTLETS

## Detroit Gets Three Stores at Northland's Shopping Center

By H. F. REVES

DETROIT, April 3.—Opening of Northland as the world's largest regional shopping center this week turned the spotlight on three new outstanding record and music outlets—J. L. Hudson's own Northland store, Center Music Shop, and Maxwell's Pleasure Time Shop—each highly distinctive.

Northland itself, a \$25,000,000 project with 80 stores now opening and 20 to follow, occupies 161 acres of a 400-acre development. Store fronts alone total more than a mile; the parking lots provide for 7,500 (later 12,000) cars. Modernistic decor, large architecturally planned open areas, the first installation of central air conditioning, all service deliveries thru a large underground tunnel system—these are a few of the dozens of unique features that make Northland something exceptional in modern retailing.

The Hudson's music department is located on the lower level of the world's largest branch store—486,205 square feet, which actually lists 186 departments oper-

ated by what is recognized in the trade as the world's largest single retail outlet under one roof, in the main store. (Projected volume for all the Northland stores is estimated to be in excess of \$55,000,000 annually, with the Hudson store alone doing about half of this.)

## Hudson's Music Dept.

The music department occupies about 2,500 square feet in an ell layout, separated by full-height glass partitions from the rest of the store—the only retailing department of the store to have complete separation like this, in order to assure auditory concentration for music customers. The balance of the store has a regular program of wired background music which is not piped into this department. The glass partitions are divided by lined walnut partitions at 30-inch intervals. Doors likewise are of clear glass, providing good selling visibility in both directions.

Located opposite the main exterior entrance of the store on this level in a strong traffic position, about one-third of the music department is devoted to records, with the balance chiefly divided between television sets, small radios, and a wide range of record players including high-fidelity units.

Records are stocked basically in three transverse two-faced racks, plus a single and a revolving rack display. There are two record sales counters, one for popular and one for classical, each with extensive backbar stock area. The popular counter has five double racks about 12 feet deep each, placed at right angles back of it for reserve stock, providing adequate stock area, while the classical section has a backbar with stepped-up classification racks to meet its requirements.

## Tie-In Items

Record players are adjacent to the record section, with some placed in it. Fine television sets

are in a separated small studio room, while pianos are physically separated outside the music department area in a space half as large as that of the main department. Sets, pianos and other items also used at outposts, suggesting tie-in sales, in various parts of the large furniture department and house furnishings appropriately.

The music department, especially in records and players, is designed and geared to handle a heavy volume of traffic. Separate listening booths are not provided, since the large number of diversified types of record players on hand makes this unnecessary. The open racks are used primarily for the popular numbers, placing emphasis upon self-selection by the customers, while the less-called-for items are handled thru the counter staff. A tall revolving rack stocks sheet music.

The department is under the management of George Sabo, formerly assistant buyer at the main downtown store, with Richard Dunn as sales supervisor. Buying is handled thru the main store, thru the three basic departments as they are organized downtown, altho co-ordinated at Northland—radio-television, records and pianos.

Maxwell's Pleasure Time Shop  
(Continued on page 47)

## Atlantic to Start New R&amp;B Firm

NEW YORK, April 3.—Atlantic Records, at the moment one of the hottest of r.&b. firms, will start a new label this month. The new firm will be called Cat Records, and will release r.&b. disks. The label will be distributed by many of the same distributors who now handle Atlantic.

Atlantic has started the new record label, according to an exec of the firm, in order to cash in on the tremendous expansion of r.&b. disks over the past year into pop markets. More and more white teen-agers, stated the exec, have discovered r.&b. records and are using them as dance records just as the youngsters of a decade ago used records by the top swing orks.

R.&b. records are known to the white teen-agers as "cat" records in the South, thus the name of the new label. Atlantic Records itself has been very successful in making disks that break thru to this new teen-age market, and Cat Records will follow the same rhythmic pattern.

Cat Records will be entirely separate from Atlantic. No Atlantic artists will be transferred to Cat; only new talent will be used. Talent line-up for the first Cat release includes: Mike Gordon and the El Tempos, a blues-mambo ork; Sylvia Vanderpool, formerly known as (Little) Sylvia; the Chords, a blues quartet, and Jimmy Lewis, briefly on Atlantic two years ago. First records will be ready by the end of the month.

## ATTENTION, BOOKERS

The Billboard, in its "Spotlight on Rhythm and Blues" issue, April 24, will carry a complete reference list of all agents booking rhythm and blues talent. Agents handling rhythm and blues talent are requested to please fill out the following form to assure themselves of being included in this list and mail it immediately to The Billboard.

Music Editor  
The Billboard  
1564 Broadway  
New York 36, New York

Agency Name .....  
Address .....  
City ..... Zone ..... State .....  
Bookers .....

BROADCASTERS  
BREAK BREAD  
WITH ASCAP

NEW YORK, April 3.—Broadcasters and executives of the American Society of Composers, Authors and Publishers, bitter enemies of years gone by, sat elbow to elbow at the annual ASCAP dinner at the Waldorf Tuesday (30). Seated on the dais, unannounced to the membership but symptomatic of harmonious relations, were Joseph McDonald, legalist for NBC; Larry Lowman, CBS exec; Dwight Martin, chairman of the all-industry TV committee which negotiated the TV pact for the indies. Seated in front of the dais was Gene Buck, Society's president emeritus and grizzled veteran of many battles with the broadcasters. Another interested observer was Fritz Kreisler, who sat in the front rank, close to Irving Berlin, Edgar Leslie, Jack Norworth, Otto Harbach, Deems Taylor and other Society veterans. President Stanley Adams, it was agreed, made one of the most dignified, poetic speeches ever delivered by an ASCAP chief highlighting the craft and cultural contribution of the songwriter.

Morgan, Travis,  
Diamond to RCA

HOLLYWOOD, April 3.—Joe Carlon, artists and repertoire head at RCA Victor Records, added to the firm's talent roster this week with the signing of singers Jaye P. Morgan and Tony Travis, and harmonica virtuoso, Leo Diamond.

Miss Morgan's contract is effective in November of this year. She is currently recording for Derby Records.

Travis is a discovery of Dinah Shore, and was brought to the label's attention here recently. He was set to bow on Miss Shore's NBC radio show this week, with the station's execs currently planning a summer replacement show for him.

The Diamond contract was signed here Monday (29) and calls for wide use of the mouth organist thru single and album merchandise. Diamond scored recently via his recording of "Off Shore" on Ambassador Records.

Victor Polls Its  
Classic Artists  
On Royalty Cut

NEW YORK, April 3.—More than half of RCA Victor's classical artists have acceded to a company request to accept a reduction in royalties for LP records sold at a \$3.99 list price during the February sale period. The proposed reduction will only be put into effect among those who accept it if a substantial majority of artists approve.

When RCA Victor decided to enter the February sales pattern, originally teed off by Columbia and Mercury with their "sale and a half" in February, it slashed its list prices on 12-inch LP's by 30 per cent, reducing all \$5.72 records to \$3.99.

The telegram to artists, asking them to take the same 30 per cent reduction in royalties during the sale period, was based, according to an RCA Victor exec, on the fact that the only way the firm could come out economically on the sale was to reduce costs all around.

Normally, classical artists' royalties range from 6 per cent to 10 per cent of the list price of a record. Thus, on a record that retails for \$5.72, including excise tax, a top artist receives about 54 cents. Since the royalty is a percentage of the list price, on a record that sells for \$3.99, the same artist would receive about 38 cents.

RCA Victor asked its artists to reduce their royalties on sale merchandise by roughly 30 per cent, or about 7½ per cent of list for an artist who normally received the top 10 per cent figure. This would mean that an artist would receive about 20 cents on an LP that sold for \$3.99 during the sale period.

The movement of RCA Victor  
(Continued on page 28)

Sumac in Italy  
Plays to SRO

ROME, April 3.—Reports from Northern Italy, including the cities of Milan, Bologna and Florence, indicate that Peruvian singer Yma Sumac is scoring an exceptional hit in her current concert tour thruout Italy. Not only have critics gone all-out for her, but also the public, and she is playing to s.r.o. wherever she goes.

According to reliable sources, Miss Sumac is drawing around \$65,000 for the 20 concerts she will do on this tour. She was booked on this tour by Remigio Paone's Errepi Productions Agency of Milan. The same agency has also booked her for a tour of Switzerland, Paris, Belgium and Holland.

The Peruvian songbird is accompanied on this European trek by her little son and her husband, Don Carlos Moises Vivanco, who also directs the orchestra which provides her musical background.

Walnut Dinking of  
'Told Me' Stirs Bids

NEW YORK, April 3.—Vocalist Bob Pettit's disk on the Walnut label, "You Never Told Me," backed with "Your Kiss," has created a flurry in Pittsburgh and has been the subject of some bidding. "You Never Told Me," the tune on which there's been activity among disk jockeys, has been acquired by Trinity Music. "Your Kiss" has been bought by Joy Music. Larry Newton acquired the master for \$1,000 and will press it on the Derby label.

ECCO Set Up  
To Serve U. S.  
Pubbers Abroad

NEW YORK, April 3.—Rudi Revil, composer and member of SACEM, French performing rights society, has set up the European Copyright Control Office, with headquarters in Paris, to service American publishers in the collection of mechanical royalties accruing from the release of U. S. disks abroad.

Revil, who is now in the United States, has worked out a new contract with the various European mechanical societies who operate thru BIEM. Publisher contracts with these societies are for a 10-year period. Revil has worked out an agreement with the national societies whereby he can contract to represent American publishers for one year at a time.  
(Continued on page 28)

Marty Landau  
Sets Pkge. Tour

HOLLYWOOD, April 3.—A talent package consisting of Kitty Wells, Johnny and Jack, and Del Wood has been set for 10 days, beginning April 18, at guarantees totaling \$13,650. Group will kick off its West Coast tour at San Diego, Calif., and finish April 27 in Bakersfield, Calif.

Package was handled by Marty Landau, operator of the Riverside Rancho here.

Vera Lynn Arrives  
For U. S. Bookings

NEW YORK, April 3.—British songstress Vera Lynn arrives here next week for an extended stay, with several solid commitments already signed. The London Records artist will be a featured soloist on NBC-TV's "Show of Shows" next Saturday (10), and on the following Thursday opens at the Flamingo in Las Vegas for five weeks.

Her appearances here are expected to provide a sales spurt to her current dinking of "If You Love" on London.

SORRY, WRONG  
CORAL NUMBER

NEW YORK, April 3.—The record number of "Jilted" by Teresa Brewer was incorrectly listed in the "Best Buys" copy in the issue of March 27. It should have been Coral 81152. This "Best Buys" copy was reproduced in the April 3 issue in connection with an article on "Best Buys" with the incorrect number.

## MUSIC AS WRITTEN

GARNER SET FOR  
CBS-TV COLOR...

Pianist **Erroll Garner** is scheduled to do a CBS-TV colorcast on the network at 5 p.m. Friday. The show will also be done black and white. Garner, now at the Embers, New York, opens at the Rendezvous, Philadelphia, April 12. He returns to New York April 20 to open at Basin Street.

ALFRED DRAKE SIGNS  
CADENCE CONTRACT...

Cadence Records this week pacted musical comedy star **Alfred Drake** to a wax contract. First wax cut by the singer for the label is the English hit "The Happy Wanderer." Drake was formerly with RCA Victor.

VALANDO LANDS TRIO  
ON "HONOR ROLL"...

**Tommy Valando** has hit the jackpot with three hits at one time, all of which are on The Billboard best-selling charts. Tunes include "Young at Heart" in Sunbeam Music, "Cross Over

the Bridge" in Laurel and "A Girl, a Girl" in Valando. The first two tunes are on The Billboard's "Honor Roll of Hits" with "A Girl, a Girl" in 13th position.

RAINBOW HAS NEW  
'ROO KANGAROO'...

Rainbow Records is bringing out a new version of "Roo Roo Kangaroo," this time with a lyric by **Al Hoffman**. The quartet on the song is a new group, the Jones Boys. Rainbow brought out the original version of the tune.

## New York

**Paul Bley** trio, with **Charlie Mingus**, bass, **Art Blakey**, drums, and Bley on piano, pacted by Mercury, with four sides soon to be released. The Canadian group are jazz favorites in Montreal clubs and recently concluded a successful run at New York's Basin Street.

**Billy Williams** and his Western recording band moved into the

Statler Hotel Terrace Room this week with an all-music bill that includes **Merv Griffin**, vocalist in Warner Brothers musicals, and violinist **Rima Rudina**.

**Frankie Carle** and his orchestra are set for play dates at local military installations, Officers Clubs and NCO Clubs in San Antonio in the next two weeks. He has made reservations for five days at the Blue Bonnet Hotel.

**Sammy Kaye** and his orchestra have been booked to play at the North Texas State College on May 3. He will give two shows on that date, plus a dance.

Decca's artist and repertoire chief, **Milt Gabler**, has signed **Bill (Crazy Man Crazy) and His Comets** to a recording pact. . . . Newest addition to the ranks of the Songwriter's Protective Association is **Joe Pasternak**. . . .

**Norm Weinstroer**, Coral general manager, will accompany a.s.r. chief **Bob Thiele** to upstate New York this weekend to attend a  
(Continued on page 24)



# DON CHERRY

*with*  
MUSIC BY  
**CAMARATA**



**2 GREAT SONGS!**



*Don sings*

**YOU DIDN'T  
HAVE TO  
TELL ME**

*and*

**I'M  
THROUGH  
WITH LOVE**

DECCA 29005 (78 RPM)  
and 9-29005 (45 RPM)



*America's Fastest Selling Records*

**DECCA  
RECORDS**



# MUSIC AS WRITTEN

Continued from page 22

party of their Newark, N. Y., distributor, Eastern Sales Company. . . . Coral office manager **Nat Bergman** is responsible for those cartoon promotion pieces which have been intriguing the firm's distributors. . . . The Four Lads will combine a week's engagement at the Olympia Theater, Miami, with visits to Florida disk jockeys plugging their latest Columbia waxing, "The House Where I Worship." The new Mills Music copyright, "Drive Safely Darlin'," has been cut by **Mary Rose Bruce** on RCA Victor.

M-G-M is making a new deejay distribution of its **Hank Williams** revival, "There'll Be No Tears Tonight." . . . **Jo Ann Tolley** opens at the Twin Coaches, Pittsburgh, for three days beginning April 8. . . . **Allan Dean** bows in at Sciola's, in Philadelphia, for a six-day hitch April 26. . . . **Andy Wiswell**, formerly with Muzak,

has been named recording director for Prom Records.

**Thrush Elise Rhodes** appeared on the "Chance of a Lifetime" TV seg over the Du Mont network Friday (2).

**Bob Stewart**, M-G-M Records' warbler, is now appearing nightly on WLW-TV, Cincinnati.

M-G-M has pacted through **Jinnie Rodgers** and warbler **Roy Scott** to handle c.&w. tunes. . . . **Vince Carson** starts at the Melody Club, Johnstown, Pa., on April 6.

**Guy Mitchell** will do a week at Chubby's, Camden, N. J., starting April 5. . . . **Vaughn Monroe** is set for a one-nighter at the Sunnyside Ballroom, Pottstown, Pa. on April 10. . . . **Mindy Carson** and manager **Eddie Joy** will arrive here on April 15 after three weeks on the West Coast.

**Cleffer Lee Kauderer** has started a publishing firm, **Marlyn Music**. First tune is "The Birthday Song" recorded by **Rose Maddox** for Columbia and **Betty Jones** on Jubilee. Kauderer has arranged a tie-up with **Rust Craft** greeting cards to exploit the tune. . . . **Moonlight Music** has issued a unique promotion piece on the song "Signpost" that is now being sent to deejays. Item is a copy of the sheet music of the tune with a hard paper cover containing an actual record made of paper, that can be played on any phonograph. . . . **Burt Bonaldi**, of the Gaylords became a father again last week, and **Don Rea** of the group also became a papa. . . . **Josephine Premice** plays the Park Lane Hotel in Denver starting next week. . . . **Bernie Wayne** will do the background music for a forthcoming 20th Century-Fox flick with **Vanessa Brown**. Wayne, the once affiliated with Paramount Pictures, has in recent years been strictly in the pop field. . . . **Cleffer Les Novak's** latest tune is "Can This Be Heaven." . . . **Longview Music** is publishing the new ditty "There's No One Around" penned by **Ernie Ford** and **Dick (Two Ton) Baker**.

**Ted Weems** ork will open at the Cafe Rouge of the Hotel Statler here on April 9. . . . **Capitol** artist **Dorothy Shay** left for London Friday (2) on the S.S. America. She will play the Cafe de Paris in London starting April 26.

**Bob Garrity** will handle the deejay chores for the new Birdland Show starting April 19 over WABC from midnight 'til dawn. . . . The forthcoming "Jazz Concert at Carnegie Hall" here for the Lighthouse, of the New York Association for the Blind, will feature **Billie Holiday**, the **Errol Garner** trio, **Gene Krupa**, **Mel Powell**, **Buck Clayton** and many others. Concert will be recorded under the direction of **George Avakian** with an assist from **John Hammond**. . . . **Bernie Sherman**, of Neisen's Music Center in Asbury Park, N. J., will be married to **Harriet Madnick** on April 11. . . . **Request Records** is releasing new tune penned by **Hans Legsfelder**. "God's Green Acres."

**Murray Singer**, of Bethlehem Records, returned this week from a trip thru a number of Eastern and Midwest cities where he set up distribution for the label. Next release on the label will feature warbler **Ray Demino**.

**Thrush Maiti Stevens**, who has played the swank bistros in the East and West Coast cities will have her first M-G-M record out next week. Sides include "Three Coins in the Fountain" from the flick of the same name, and "Why Didn't You Tell Me?"

**Chicago**  
Movie star **Jeff Chandler** in town plugging his Decca recording of "More Than Anyone." . . . **Gene Krupa**, who closed at the Chicago Theater Thursday (1), left for New York and his Gene Krupa-Cozy Cole drum school. . . . **Bill Farrell** closed at Cadillac Bob's Toast of the Town. . . . **Mel Torme** in town for a few days on a promotion tour of deejays. . . . **Bobby Wayne** also making the deejay circuit with his waxing of "Oh, That'll Be Joyful."

**Guy Cherny** and **Pat Scott** finished a two-day recording session at Universal Studios for the Tiffany label. Four sides were cut by each, with **Jack Belasco** conducting the session. . . . **Jane Kelly**, Dot artist, in town visiting deejays. . . . **Marcie Miller**, **Ray Anthony** thrush, in town plugging her Capitol release of "Signpost."

**Mercury's** recent discovery, **Joyce Taylor**, opened her first engagement in Chicago at the Chez Parce Sunday (4). . . . The Chicago

Theater once again staged a jam session on the final day of a run. The music was furnished by **Gene Krupa**, drums; **Eddie Shu**, trumpet; **Teddy Napoleon**, piano; **Buddy Shaw**, clarinet; **Charlie Parsons**, tenor; **Mary Simon**, trumpet; **Paul Corum**, trombone; **Whitey Leonard**, trumpet, and **Earl Gaines**, bass. . . . **Pancho Medell** closes at the Starlite Room here and opens for two weeks at the Rocket Club.

**Philadelphia**  
**Vince James**, whose band was broken up by the death of his piano player, has linked forces with **Del Lucas** at Pacey's. . . . **Capt. Clement C. Petrillo**, with his chores for the U. S. Army completed, will return to the faculty of the Granoff School of Music here. He was cited by the Italian government for his work in the re-organization of Milan's famous La Scala Opera Company after the war.

**Hollywood**  
Columbia's **Mitch Miller**, back from his jaunt to Europe, due here next week. . . . **Orkater Benny Strong** back in town following a series of one-nighters along the Coast. . . . **Frankie Laine** set to do a series of six park concerts for his moppet fans under the aegis of the local Department of Parks and Recreation. . . . **Jesse Kaye**, M-G-M Records Coast topper, back from his Acapulco vacation to set recording sessions with **George Shearing** during his Tiffany stand here.

**Tony Romano** and **Helen Troy** subbed on the **Howard Miller** d.j. show out of Chicago last week in place of **Frank Fontaine** and **Dagmar**. . . . **Gil Daganais** Trio into the Miramar, Santa Monica. . . . **Warren Baker's** "Baker's Dozen" into a marathon wax session, with singers **Jan Kelly**, **Evelyn Lynne** and **Randy Van Horne's** Encores choraling. . . . **Mindy Carson** completed her stint at the Ambassador Hotel's Coconut Grove and skied to New York. . . . **Mitch Miller**, Columbia Records artist and repertoire director, in town last week. . . . **Joe Carlton** returned to Gotham after preeming the new **Dinah Shore** etching. . . . **Nick Perito** exits his post as accompanist to **Dorothy Dandridge** following the Last Frontier date in Las Vegas. . . . **Josh White** and **Sue Carson** headlining at the Bar of Music. . . . Local music gentry mourning the passing of **Carl Fischer**. **Louis Silver** and **Art Schwartz**. . . . Due to the death of Fischer, **Frankie Laine** has canceled the free park concerts planned for this week. . . . **Sonny Burke** held the lecture podium at **Hal Levy's** UCLA songwriting course. . . . **Freddy Martin** ork inked into the Waldorf-Astoria, New York, June 1. . . . **Barney McDevitt** tub-thumping the Hollywood Stars ball club bard, "The Hollyhots." . . . **Champ Butler** has etched the new **Walter Gross** tune, "When a Fool Falls in Love."

**Milwaukee**  
List of orchestras set to follow **Ken Harris**, currently on the bandstand of the Empire Room, Schroeder Hotel, includes: **Chuck Foster**, April 20-May 2; **Chuck Cabot**, June 13-June 14; **Bernie Cummings** slated to come in on June 15 for a four-weeker. At present writing month of May is open, according to room booker **Herbert Huwateck**. . . . **Ron DeVoo** Ballroom, Northside terper, was hit by fire which caused damage estimated at \$25,000. Authorities suspect the blaze was set by an arsonist. . . . **Decca Records** has just signed old-time orchestra leader **Fritz Bechtel** for a brace of sides. . . . **Deejays** and press were wined and dined this week at the Candlewick Inn to kick off Decca's new Dixie group, **Joe Gumin's** Dixieland Band. First sides: "Red River Valley" and "Sensation." . . . Parade of recording artists making rounds of radio stations to plug their newest releases include **Joe (Fingers) Carr**, Capitol; **Betty Madigan**, M-G-M; **Bobby Wayne**, Mercury, and new Decca surprise artist, **Jeff Chandler**, in town to plug his new flicker and his diskings.

**Denver**  
**Connee Boswell**, with **Wayne Roland**, followed **Judy Canova** into the Park Lane Hotel. **Deep River Boys** closed at the Wolhurst Club, followed by **Chico**

## SPA ADDS 50c SERVICE FEES

NEW YORK, April 3.—Due to a mounting demand for its services, the Songwriters' Protective Association, in May, will begin to charge a fee of 50 cents for each certificate it obtains for writers making use of its copyright renewal service. The service was formerly provided free of charge.

Renewal notices sent out this year by SPA are running 40 per cent over those of 1953, when writer members were advised of some 15,000 copyrights up for renewal.

## Norman Exits Radio Field

HOLLYWOOD, April 3.—Pressure of other activity has forced disk jockey **Gene Norman** to leave the radio field at the conclusion of his current 13-week stanza at Station KLAC here on May 1.

**Norman** has been a disk jockey in this area for more than 12 years, and has been airing his show for four hours nightly, seven days a week. In addition, he is active as a promoter in the dance promotion field thruout the West Coast, and recently entered the record field via his label, **Gene Norman Presents**.

**Mort Hall**, president of KLAC, has named **Jim Ameche** to replace **Norman**.

## Bennett Gets New Adviser

NEW YORK, April 3.—**Tony Bennett's** management set-up underwent modification this week when New York attorney **Chauncey Olman** was named the singer's legal adviser and personal representative.

**Ray Muscarella**, Bennett's erstwhile manager, will, however, retain a financial interest in the artist for at least the balance of his current agreement, five years. **Muscarella** will also continue to act in an advisory capacity.

The deal was consummated Wednesday (31). No lump sum settlement was involved. **Olman** also represents **Billy Daniels** and **Pearl Bailey**.

## Label X Out With First C&W Sides

NEW YORK, April 3.—**Jimmy Hilliard**, artist and repertoire chief for **Label X**, has scheduled release of the label's first country and western sides. These are "Truck Driving Man," backed with "Don't Drop It," cut by **Terry Fell**, and "Station G.O.D.," backed with "I Wish I Had Trusted Jesus." Latter two sides are in the hillbilly-sacred category.

Both records are scheduled for release April 12 and are the first of a regular series planned by **Hilliard**.

## MAC Management Deal for Cummins

CHICAGO, April 3.—The **McConeky Artist Corporation** signed **Bernie Cummins** and his orchestra to a management contract, effective April 1, 1954.

The agency has been looking for a standard name to bolster its stable since it lost **Henry Busse** from the roster. **Cummins** is set to open at the Rice Hotel, Houston, May 6, for four weeks; the **Vogue Terrace**, Pittsburgh, June 7, for one week, and the **Schroeder Hotel**, Milwaukee, June 15 for three weeks.

**Marx** now in his second week at the swank supper. . . . **Donna Roche** with her electric accordion held over at St. Thomas' new Tropics, while across town **Willie Hartzell** and **Jerry Bakke**, backed by **Patsy** at the organ, are hanging out the s.r.o. sign at the **Beacon Supper Club**. . . . **Norm Sorenson** and his trio pulling excellent crowds nightly into the Tail of the Mart, and **Jackie Vernon**, emseeing trumpeter, doing good business at **Charlie Toole's** Trade Winds. . . . **Al Fike**, with his review starring **Frankie Burg**, **Buddy Greene** and **Kenny Smith**, playing to turnaway crowds at **Taylor's** supper. . . . **Skeeter Palmer** back in town after an extended tour thru the Southwest niteries and slated for an indefinite stay at **The Tropics**.

## Toscanini to Quit Podium

NEW YORK, April 3.—**Arturo Toscanini** will retire at the conclusion of the NBC Symphony's winter season tomorrow (4). The retirement is being made because of the maestro's advancing age and the feeling of his doctors and family that it would be wise.

**Toscanini**, who is now 87, has been with the NBC Symphony since 1937, and during that time contributed greatly to the growth of classical music thruout the nation.

One of his greatest achievements was a coast-to-coast tour he made with the NBC Symphony at the age of 83 and which covered 83 cities.

## Jenny Barrett Inks Coral Waxing Pact

HOLLYWOOD, April 3.—Singer **Jenny Barrett** was signed to a **Coral Records** contract here this week in negotiations concluded between her manager, **Vaughn Wright**, and **Coral** artist and repertoire staffer **George Cates**. Pact is for one year with options, with **Miss Barrett's** first sides, "Hurry, Hurry Home" and "The Touch of Your Lips," scheduled for release April 20.

**Singer** last appeared on the now defunct **Vogue** label, and scored via her rendition of "He Loves Me" last year.

## San Antonio Agency

SAN ANTONIO, April 3.—**Duke Skiles**, formerly musician with several name bands and more recently manager of the San Antonio Municipal Auditorium, has opened a booking agency here. He will book the Southwest territory for **Chic Scoggins** in Dallas. **Scoggins** is also a former band leader, who now heads his own agency in Dallas.

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"PIN-UP"  
HIT

'SUCH A NIGHT'

JOHNNIE RAY . . . Columbia  
BUNNY PAUL . . . Essex  
CLYDE McPHATTER . . . Atlantic  
DINAH WASHINGTON . . . Mercury  
JANE TURTY . . . Decca

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RALEIGH MUSIC  
PUBLISHING CO.

"ANSWER ME,  
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\*\*\*\*\*

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WALTZ"

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Spin!

UNTIL YOU CAME TO ME  
VIC DAMONE . . . Mercury

UNTIL YOU CAME TO ME  
PAT O'DAY . . . MGM

UNTIL YOU CAME TO ME  
RHE ANTHONY . . . Epic

UNTIL YOU CAME TO ME  
FRANK YANKOVIC . . . Columbia

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Do you need money?  
This is the only problem  
SPEEDY GONZALES  
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THE BIG CROSS-COUNTRY  
NOVELTY HIT!  
OH, THAT'LL BE JOYFUL  
by J. McVea, J. Porter, F. Campbell

JACK McVEA	Camba
(Original Record)	
JESSE STONE	Atlantic
FOUR LADS	Columbia
MOREY AMSTERDAM	
FRANCEY LAKE	
M. DeLUCA ORCHESTRA	MGM
BOBBY WAYNE	
GENE BAYLOS	Mercury

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TONY MARTIN'S  
NEW  
SMASH  
'HERE'

BILL and RANGE SONGS, Inc.

I SPEAK  
TO THE STARS

Recorded by:  
DORIS DAY  
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Your troubles are over.  
You'll find  
SPEEDY GONZALES  
on the Columbia label.  
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# SHELDON'S *Lucky Seven*



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TERESA BREWER • RED FOLEY • CAB CALLOWAY • JIMMY WAKELY

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LOU MONTE • TOMMY DORSEY

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EDDIE HOWARD • SMITH BROS. • ELLA FITZGERALD

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JANE FROHMAN • GORDON MacCRAE • PEE WEE KING

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TONI ARDEN

## "SPEEDY GONZALES"

MINDY CARSON

## "Don't Cry Mama"

SUNNY GALE



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# A SALUTE to GENERAL FOODS

ASCAP — The thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS — will long remember with pride and gratitude the evening of Sunday, March 28, 1954.

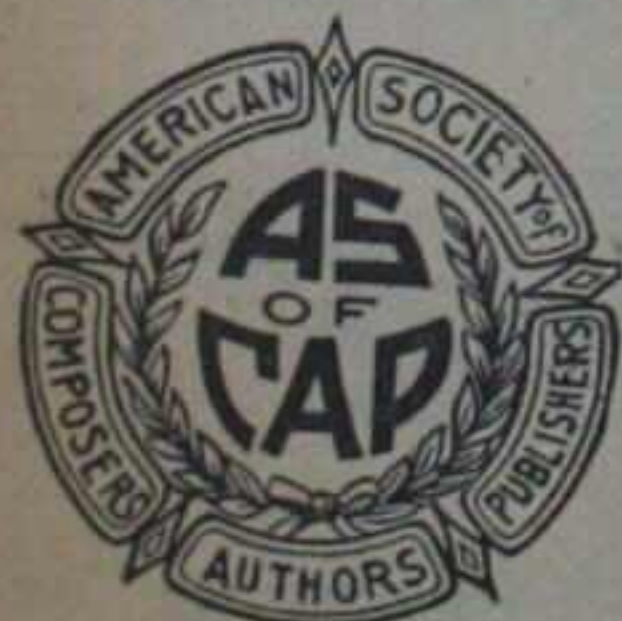
The hour and one-half televised tribute, so warmly deserved, to ASCAP members

## RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-Fifth Anniversary, the ASCAP-licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all, RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.



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**CUNARD LINE**

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**THE HAPPY  
WANDERER**

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**FROM YOUR LIPS**

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**LONDON**  
RECORDS





# America Going High-Brow?

Continued from page 21

record field can best be highlighted by noting that it is possible for a classical recording to sell with the feverish pace of a pop smash. This is exactly what happened in the case of Toscanini's reading of Beethoven's Ninth Symphony. This two-disk Victor album has now reached a sales figure of about 140,000, which represents a dollar volume of nearly \$1,500,000 at the retail level.

Several other elements have helped to broaden the classical record market. A notable one has been the narrowing of the traditional gap between pop and longhair. Factors in this have been the smash success of such artists as Mario Lanza who, tho on the Victor Red Seal roster, has been promoted in the manner of a pop talent.

In earlier years, Jan Peerce's disks, such as "Bluebird of Happiness," helped to close the gap, besides such pop-type classical artists as Iturbi, whose Victor etching of "Claire De Lune" scored virtually as a pop hit.

## "Bridge" Music

Currently, this bridging of the classical-pop gap continues. Good examples are several of the works of Alexander Borodin, which have had sharp sales rises since the successful debut of the Broadway production, "Kismet," the score of which is adapted from Borodin.

The increased popularity of classical music also is evidenced by the increased orientation of performing rights societies and licensing agencies to longhair composers.

Both the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., have increasingly wooed such modern American composers as Walter Piston, William Schuman and Roger Sessions. These last three, incidentally, have joined the BMI camp in the last year and a half.

In sum, the longhair genre has grown out of its once limited confines. In no way does it threaten to supplant the power of pop music to enchant the masses, but it surely has been attracting to itself an ever-growing segment of the music-loving population.

The box-office potential is by no means at its peak. But a key to further expansion lies in the necessity for adequate auditoriums in many cities. Currently, top attractions cannot appear in

potentially lucrative markets owing to booking difficulties.

Some amelioration of this condition seems on the way, according to Marks Levine, who notes that in many cities either private or municipal funds are now being used to build proper concert facilities.

Currently, some 30,000,000 Americans annually attend concerts. With the building of adequate auditoriums, it is estimated this figure could be substantially increased.

## 'You Beautiful Doll' Garners \$1,681 in Current Royalties

PHILADELPHIA, April 3.—"Oh, You Beautiful Doll," published more than a generation ago, is still making money for the heirs of its composer, the late A. Seymour Brown. This was revealed here in an accounting filed in the Orphans' Court by Robert Abraham, executor of the songwriter's estate. Brown, who lived here, operated a real estate office at the time of his death in December, 1947. He was 65. In the account, Abraham listed \$1,681.24 as royalties received on the "Beautiful Doll" ditty.

However, another hit of World War I—"If You Talk in Your Sleep Don't Mention My Name"—brought in only \$1.10. The income for "Moving Day in Jangle-town" was six cents, and "I'll Do It All Over Again," a mere two pennies.

The fund, totaling \$1,886.63, was received from the Music Publishers' Holding Corporation, to which Brown had sold the copyrights of his published songs under royalty agreements. In his will, Brown left the royalties to his wife, the former Ellen DeGrasse, for her lifetime. Mrs. Brown died in August, 1950. The fund now goes to a niece, Mrs. Josephine Baird, of Fairfield, Conn., and her three children.

Brown was a founder of the American Society of Composers, Authors and Publishers. However, his income from that organization terminated at his death.

## Decca, MCA Named in 400G Richards Suit

HOLLYWOOD, March 27.—Singer Carol Richards filed a \$400,000 suit against Decca Records, Inc. and MCA Artists, Ltd., charging they made a recording from a film sound tract of a song she sang exclusively for a motion picture.

Miss Richards alleged she sang "The Song of the Resurrection" for "The Robe" and did not authorize any further recording of it.

## Big Band Name

Miller Plays Selections From "The Glenn Miller Story," has sold over 100,000 and is still going strong. Currently, too, four Miller singles are in Victor's list of best selling pop hits. These are "In the Mood," "String of Pearls," "Stardust" and "Pennsylvania Six, Five Thousand."

Royalties on Miller's Victor records from 1939 to 1944 totaled \$500,000. Since 1944, Victor royalties to his estate totalled \$400,000. The latest flurry is expected to bring the figure well over \$1,000,000.

### Epic's Miller

Records which Miller made in 1936—before the band found its sound—have been released by Epic. One of these, an EP, Vol. 1, is Epic's biggest seller. An LP and a Vol. 2 EP, have been released and are doing well.

Miller was lost in an airplane crash in 1944. In 1946 Eddie Heller and Herb Hendler put out an album called "Salute to Glenn Miller" on Rainbow. The band was under the direction of Ralph Flanagan and included seven or eight members of the original Miller band. The set sold well.

In 1946, bootleggers were releasing records of the Glenn Miller band made in Europe with the Army band. These waxings were taken from the Armed Forces Network transcription disks. They sold well and were then chased off the market. They have popped up again lately due to the Miller revival.

Many orchestras followed the Glenn Miller sound after the war, including Tex Beneke and Ralph Flanagan.

# RCA Caravan Pushed by 14 DJ Contests

NEW YORK, April 3.—RCA Victor has set a series of disk jockey contests in 14 cities in the South and Southwest to add promotional drive to the RCA Victor Country Caravan. The package starts a 15-day tour April 25.

The promotions include a "Favorite Disk Jockey Contest." Local Victor distributors are conducting popularity polls on stations in the different cities to determine the top jockeys. Prizes include silver records, television sets, high fidelity phonographs, clock radios and other appliances.

Simultaneously, a contest for the benefit of listeners is being run. Jockeys are conducting a campaign on the specially recorded tour records. Listeners writing the best letters on why they like records of certain of the tour artists will get television sets and phonographs.

## Morris Quits Hill & Range

BOSTON, April 3.—Songwriter Lee Morris ("Thirsty for Your Kisses," "Blue Velvet") announced this week that he had parted company with Hill & Range, music publishing firm. Morris' contract still had two years to run.

On tap from Hill & Range are four of the latest Morris waxings: "Can't Control My Heart," "Sleep My Lonely Heart," "Wrap You in My Arms, Cover You With Kisses" and a Les Baxter instrumental, untitled.

The parting, said the clefter, was amiable. He plans to work on an act with the Sammy Lowe Trio, is writing a musical called "Boiler Factory With Cadenzas" and is reading a WBZ-TV talent show, "Shine Up the Stars."

Daytimes, Morris can be found teaching history at the Patrick T. Campbell junior high school in Boston.

## Victor Polls

Continued from page 22

Records during the sale period, according to dealer reports, was very heavy. This could have made many of the artists amenable to the reduced royalty suggestion.

However, there are still a good number of artists who have refused to go along with the reductions, including some of the top ones.

Neither Columbia nor Mercury, who ran sales during February, have approached their artists with a similar proposal. Westminster and Urania, which also ran February sales, have few if any artists under similar royalty agreements.

## Decca Proxy War

Continued from page 21

made known to the company's 5,200 stockholders in a proxy statement to be mailed this weekend. In addition to Lloyd, it includes writer-commentator Robert S. Allen, attorney Michael Francis Doyle, movie and television actor Bert Lytell and corporation executive Spencer Samuels.

Lloyd further proposes that the board be increased to include the following additional members: J. B. Adoue Jr., Clarence Derwent, Irving H. Kutcher and H. Marshall Robertson. Lloyd's stockholders' protective committee is composed of Lloyd, Allen and Salvatore T. Gambino, a New York attorney.

The cost of the proxy fight is being borne by the committee and "other persons as may wish to contribute." Lloyd's proxy statement declares.

## 2 More States

Continued from page 22

ice club members in their areas if the store wishes to.

Subscribers to the club can purchase certain Columbia players at a discount. Originally the inexpensive three-speed Columbia attachment, and the self-contained Columbia \$29.95 portable were offered at about 15 per cent off to club members. The Columbia 360 can now be purchased also by members at about 15 per cent off list.

# HE'S AHEAD AND OUGHT TO QUIT

CHICAGO, April 3.—Early morning WIND disk jockey, Howard Miller, puts extra zip into his show each morning by reading weather forecasts from "The Old Farmer's Almanac." There's a hitch to this story, tho. He's been telling Chicago listeners and regular weather forecasters that he's more accurate than they are.

Miller, who predicted last Thanksgiving's snow storm months in advance, did it again this week. He made a prediction months ago that there would be a snow storm the last few days in March. While everyone scoffed at him during the warm days, he stuck to his guns. There are less skeptics hereabouts these days, at least as far as The "Farmer's Almanac" is concerned.

## Wired Music Action Filed

PHILADELPHIA, April 3.—

The Philadelphia Court of Common Pleas, No. 6, has been dumped a "hot potato" in being called upon to untangle a legal problem involving wired music here. The matter came to a head when Musitone, Inc., a client of local radio station WPEN, filed a suit requesting that the court issue an injunction to halt certain operations of the Radio Broadcasting Company here.

Musitone is linked with WPEN-FM, whose all-day musical programs can be heard free on any FM receiver. But for a fee, Musitone furnishes hotels, restaurants and industrial plants with a receiver equipped with a special electronic gadget which on a "beep signal" cuts all conversation. As a result, the Musitone service allows only music to come thru. The announcer and commercial copy drops out.

Bernard Eskin, attorney for Musitone, charged that the Radio Broadcasting Company has similar electronic gadgets and has installed them for a fee in various plants and other establishments, but is using WPEN-FM music. The use of WPEN-FM music in that manner, Eskin claims, is not fair in its practices. He charges that the Radio Broadcasting Company has no radio station expenses and as a result has been selling the same music services at a cheaper rate than Musitone.

## Ballroom Gets New Operator

MILWAUKEE, April 3.—Ballroom business is expected to obtain a boost with the change in management of the Wisconsin Roof Ballroom, located in downtown Milwaukee. New boss is Eddie Weisfeldt, veteran showman. The ballroom is going thru a complete restyling and renovating job setting back the hall operators \$15,000.

Strong contacts with schools have resulted in lining up a nice list of spring prom dates. Dates have already been set for four Marquette University and one Wisconsin State College prom.

Policy thus far calls for public dancing on Tuesday and Saturdays only, with a four-night schedule in the offing. Bob Stevens, local maestro will front the house ork for the present, with plans for steady name band bookings, definitely in the works, according to Weisfeldt.

## Talk Europe Tour For June Christy

LONDON, April 3.—Discussions were taking place this week between impresario Harold Davison and Carlos Castel to see if they could agree on dates for a British tour for Stan Kenton's singer, June Christy, who is managed by Castel.

Miss Christy was due to appear at the Royal Albert Hall two weeks ago, but had to cancel the trip because of the illness of her husband, former Kenton tenor sax player Bob Cooper. If the contract is agreed, Miss Christy will be accompanied on her tour by Vic Lewis' ork.

# NAMM Locals In 5 Towns; More Forming

CHICAGO, April 3.—William R. Gard, executive secretary of the National Association of Music Merchants, announced this week that local associations have been formed in five cities since September of 1953 and more are in the process of organizing.

The new groups, according to the association, are united in the purpose of promoting music at the community level and the discussion of mutual business interests and problems, exclusive of the competitive areas such as price, rental price agreements, etc.

Included in the cities recently forming groups are Norfolk; Portland, Ore.; Long Beach, Calif.; San Diego, Calif., and Amarillo, Tex.

## 2d Catalog for Sound Book

NEW YORK, April 3.—The Sound Book Press Society of Scarsdale, N. Y., has released a second large library of recordings for the special use of music educators and for related musical activities in homes.

The new library is made up of 80 10-inch 78 r.p.m. records, titled "Music to Remember." It covers and expands on the repertory of a book of the same name by Lillian Baldwin, supervisor of Music Appreciation of the Cleveland Schools and consultant in Music Education to the Cleveland Orchestra. Miss Baldwin is editor of the new record library.

Dr. Miller McClintock, president of the Society, stated, "Schools and homes have so long been in need of specialized recorded music that we welcomed the opportunity to co-operate with the Kulas Foundation of Cleveland in meeting these requirements." The records are by the Philharmonia Orchestra of Hamburg with Hans-Jurgen Walter as conductor.

## ECCO Set Up

Continued from page 22

Via such a contract, Revil feels the American firm is on a freer, more flexible operating basis abroad. Additionally, American publishers may cancel the one-year paper on 90 days' notice.

Revil's organization, of course, is designed to appeal particularly to those publishers with copyrights which have no publisher in Europe. It is felt that in the case of such copyrights, American publishers often lack full information as to release and sale of disks abroad.

The contract for American firms drawn up by the European Copyright Control Office also provides that ECCO use its fullest efforts to facilitate the release of masters abroad.

### Royalties Provision

The provision with regard to mechanical royalties states that the Office shall collect the maximum royalties payable under the laws of the different European countries. Thru his arrangement with European mechanical societies, Revil figures American publishers can get quicker payment, from each country directly, because of ECCO paper eases exchange control regulations.

Revil during the past two years has represented E. B. Marks Music, King Records and other American firms abroad.

The field of European mechanical income for American publishers is considered likely to increase in view of the renewal of the BIEM agreement by American record companies, and in view of the increasing international interchange of material.

NEW YORK, April 3.—Somewhat off the beaten track, but still a sound track is a new album being readied for late April release by M-G-M. The music is strictly classical and it's taken from the background of the current Italian-made film, "The Golden Coach," featuring Anna Magnani.

The music is arranged from works of Vivaldi and early 18th Century songs. Performance is by the Rome Symphony Orchestra, conducted by Gino Marinuzzi. M-G-M is setting up tie-in promotions with exhibitors of the technicolor movie and will back up the release with special dealer displays and radio exploitation.

## Mercury Issues

Continued from page 21

storage room than the 78 record. Mercury is working on a special mailing envelope for the disks and will have it ready soon. The firm will send out a mailing to dealers, reviewers, etc., explaining the forthcoming move and its reasons for it.

A check of other companies indicates that they will wait to see how Mercury makes out before sending out their own review copies and deejay records on 45. RCA Victor, which introduced 45 back in 1949, has held off sending out deejay records on 45 because they have not wanted the industry to feel the firm was "putting on the pressure." However, all majors indicated that they will jump to 45 too if Mercury is successful.

## "NEW RECORD SMASH"

This Is Why I Love You  
20-3666  
Things We Used To Do

## ROSEMARY BELAN

WITH THE MORRY ALLEN ORCHESTRA

## RCA VICTOR

FIRST IN RECORDED MUSIC

## "WARM-INTIMATE"

Why Worry? Let SPEEDY GONZALES do it for you.



# WELCOME VERA LYNN



thanks  
for  
bringing  
us  
your  
new  
**BIG  
HITS!**

On Saturday, April 10 Vera Lynn  
will appear on Max Leibman's  
"Show of Shows" starring Sid Cesaer  
and Imogene Coca. Miss Lynn will be  
mistress of ceremonies besides  
singing her current popular hits.

This program is carried on the entire  
NBC network. On April 25th, Miss Lynn  
will begin a four week engagement  
at the Flamingo in Las Vegas.

**London**  
RECORDS





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

# The Billboard Music Popularity Charts

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

## Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Young at Heart.....	1	7
2. Wanted.....	2	5
3. Secret Love.....	4	15
4. Cross Over the Bridge.....	3	6
4. I Get So Lonely.....	6	5
6. Make Love to Me.....	5	9
7. Answer Me, My Love... ..	7	3
8. Oh, Mein Papa (Oh, My Papa).....	10	17
9. Changing Partners.....	8	19
10. Heart of My Heart.....	11	16
11. Stranger in Paradise... ..	9	19
12. Till Then.....	—	5
13. A Girl, a Girl.....	—	1
14. From the Vine Came the Grape.....	12	8
15. Bell Bottom Blues.....	—	3

## Tunes with Greatest Radio and Television Audiences

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

### Radio

- A Dime a Dollar (R)—Famous—ASCAP
- Am I in Love? (R)—Miller—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Breeze and I (R)—E. B. Marks—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- From the Vine Came the Grape (R)—Randy Smith—ASCAP
- Heart of My Heart (R)—Robbins—ASCAP
- Hold Me (R)—Robbins—ASCAP
- I Get So Lonely—Melrose—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (R)—Duchas—BMI
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Marie (R)—Berlin—ASCAP
- My Restless Lover (R)—Chappell—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Pine Tree, Pine Over Me (R)—Miller—ASCAP
- Sadie Thompson's Song (R) (F)—Mills—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- South (R)—Peer—BMI
- Stranger in Paradise (R) (M)—Frank—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

### Television

- A Girl, a Girl (R)—Valando—ASCAP
- Anema E Core (R)—Leeds—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Bell Bottom Blues (R)—Shapiro-Bernstein—ASCAP
- Darktown Strutters' Ball (R)—Feist—ASCAP
- Hold Me (R)—Robbins—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Love Paris (R) (M)—Chappell—ASCAP
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man, Man Is for the Woman Made (R)—Garland—ASCAP
- No Other Love (R) (M)—Willis—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Stranger in Paradise (R) (M)—Frank—ASCAP
- Till We Two Are One (R)—Shapiro-Bernstein—ASCAP
- Wanted (R)—Witmark—ASCAP
- Young at Heart (R)—Sunbeam—BMI

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending March 31

This Week	Last Week	Weeks on Chart
1. Make Love to Me	1	10
2. Wanted	3	6
3. Secret Love	2	14
4. Cross Over the Bridge	4	6
5. I Get So Lonely	5	10
6. Young at Heart	6	8
7. Answer Me, My Love	8	6
8. From the Vine Came the Grape	10	10
9. Oh, Mein Papa (Oh, My Papa)	7	18
10. Stranger in Paradise	12	19

**1. Make Love to Me**  
By Bill Noivas, Allan Copeland, Leon Roppolo, Paul Mares, Benny Pollack, George Brunies, Mel Stetzel, Walter Melrose—Published by Melrose (ASCAP)  
BEST SELLING RECORD: J. Stafford, Col 4014. OTHER RECORDS AVAILABLE: Commanders, Dec 29048; P. Daily and His Chicagoans, Jazz Man 105; R. Flanagan V EPA-541; B. Glenn, Prom 1075; G. Hill, Dec 29969; G. Polk-T. Dorsey, Bell 1092; Z. Taylor, RPM 403.

**2. Wanted**  
By Jack Fulton, Lois Steele—Published by Witmark (ASCAP)  
BEST SELLING RECORD: P. Conno, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, Prom 1079; M. Mollican, King 1337.

**3. Secret Love**  
By Sammy Fain and Paul Francis Webster—Published by Remick (ASCAP)  
BEST SELLING RECORD: Doris Day, Col 40108. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; Bing Crosby, Dec 29024; T. Edwards, M-G-M 11604; H. Forrest, Bell 1030; Whitman-G. Grant, V 20-5312; G. Jenkins, Dec 28876; Moon Glows, Chance 1152; M. Murphy, Prom 1073; Orioles, Jubilee 5137.  
From Warner Picture—"Calamity Jane."

**4. Cross Over the Bridge**  
By Benny Benjamin, George Weins—Published by Valando (ASCAP)  
BEST SELLING RECORD: F. Pace, Mercury 70302. OTHER RECORDS AVAILABLE: A. Lloyd, Carillons, L. Clinton, Bell 1031. L. Leslie-E. Sheldon, Oak, Prom 1079.

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

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

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

**8. From the Vine Came the Grape**  
By Paul Cunningham and Leonard Whitcup—Published by Randy Smith (ASCAP)  
Italian translation by Alan Gerard and Pat Natin.  
BEST SELLING RECORDS: Gaylords, Mercury 70296; Hilltoppers, Dot 15127. OTHER RECORDS AVAILABLE: S. Foster, Bell 1032.

**9. Oh, Mein Papa (Oh, My Papa)**  
By John Turner, Geoffrey Parson and Paul Burkhard—Published by Shapiro-Bernstein (ASCAP)  
BEST SELLING RECORD: Eddie Fisher, V 20-5552. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2678; L. Amis, London 18151; Brassbats, London 1403; E. Calvert, Essex 336; B. De Welle, Coral 51111; Harmony Belts, Dana 811; D. Hill, V 20-5561; H. James-P. Weston, Col 40134; G. Klavan, Col 40173; R. Morgan, Dec 28964; T. Rodriguez, V 47-5568; F. Rullo, Mercury 70283; A. Sanford-J. Carroll, Bell 1019; R. Solomon, Prom 1067; J. Vadnal, V 20-5569; R. Wittowa, Coral 51111.  
TRANSCRIPTIONS AVAILABLE: June Valli, Theatras.

**10. Stranger in Paradise**  
By Robert Wright and George Forrest—Published by Frank (ASCAP)  
BEST SELLING RECORDS: T. Bennett Col 40121; Four Aces, Dec 28927. OTHER RECORDS AVAILABLE: J. August, Mercury 70250; V. Damone, Mercury 70269; R. Flanagan, V 20-5365; Ink Spots, King 1304; G. MacRae, Cap 2652; T. Martin, V 20-5535; A. Romero, V 20-5551; J. Sebastian, Cadence 1421; L. Stokowski, V 10.  
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Theatras.

## Second Ten

11. CHANGING PARTNERS.....	9	19
12. THAT'S AMORE.....	11	22
13. A GIRL, A GIRL.....	16	2
14. HERE.....	—	1
14. MAN WITH THE BANJO.....	16	3
16. TILL WE TWO ARE ONE.....	15	11
17. DARKTOWN STRUTTERS' BALL.....	16	7
17. THERE'LL BE NO TEARDROPS TONIGHT.....	19	4
19. HEART OF MY HEART.....	13	19
20. SOMEBODY BAD STOLE DE WEDDING BELL.....	14	9

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

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

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Packaged Records, Popular...	48	Rhythm & Blues.....	45
Packaged Records, Classical...	50	Other Categories.....	46

## The Music Corner

This week a most important change takes place in The Billboard's Music department. Our editor for the past five years, the young-at-heart Paul Ackerman, is moving up to the key position of associate indoor editor. Succeeding him will be the eager and experienced Joe Martin, who will be in charge of the department from the time that this appears in print.

It is difficult to convey how much Ackie has meant to the Music department over these past five years. This is the case whether we are talking about the position The Billboard's Music department holds in the trade, or how much he has guided and trained those of us who have been fortunate enough to work under him. Under his stewardship, the music department has experienced the greatest growth in its history. He has also developed and molded close to a dozen young men from cuba to knowing reporters.

Ackie is known around the trade as a "hot" man on a story. Probably nothing gives him greater delight than being on an important and exclusive story, and these are usually the kind that only he can get in the first place. In his half-a-decade in the Music department he has come up with many stories which are models of their kind, both for the manner in which they were obtained and the manner in which they were written.

This is not to suggest that Ackie is limited to the world of music alone, whether that means the dealer angle or the publisher tangle. For he happens also to be one of those rare mortals to whom all things are worth investigating and knowing about. As profound as is his knowledge of the Songwriters' Protective Association, Broadcast Music, Inc., and the American Society of Composers, Authors and Publishers, so also is his understanding of the romantic poets, flora and fauna and the invertebrates.

Ack leaves us this week for his higher echelon position, and we will miss him. Fortunately, he will be close by to give us advice and inspiration. Good luck, Ack, in the managerial world.

Just in case it appears as if we by-passed Joe Martin, who will run the department starting next week, this is to let everyone know that he will return to the paper after a three-week vacation in Florida. He is ready for anything.

## England's Top Twenty

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

- I See the Moon—Feldman (Plymouth)
- Happy Wanderer—Bosworth (Fox)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (\*)
- Changing Partners—Robt. Mellin (Porgie)
- Bell Bottom Blues—Michael Reine (Shapiro-Bernstein)
- Oh, My Papa—Manrice (Shapiro-Bernstein)
- Tenniscue Wig-Walk—Francis Day & Hunter (Village)
- The Book—Kaminer (Kaminer)
- Swedish Rhapsody—Connelly (Dartmouth)
- That's Amore—Victoria (Paramount)
- Cloud Lucky Seven—Robbins (Robbins)
- Elb Tide—Robbins (Robbins)
- Bimbo—Mac Melodies (Fairway)
- The Jones Boy—Bradbury Wood (Pincus)
- Luxembourg—Dash (\*)
- Secret Love—Harms, Connolly (Remick)
- Rags to Riches—Chappell (Saunders)
- Heart of My Heart—Francis Day (Robbins)
- Answer Me—Bourne (Bourne)
- If You Love Me—World Wide (Peer)



# BILLBOARD REVIEW SPOTLIGHT ON...

**IT HAPPENS TO BE ME** (Paxton, ASCAP)—Capitol 2754  
 Once again the warbler comes thru . . . first rate . . .  
 "It Happens to Be Me," a lovely ballad, is sung  
 with much feeling . . . could happen.  
*The Billboard*—March 20th

*The Incomparable*

# NAT "KING" COLE

with Nelson Riddle and his Orchestra

# It Happens to be Me

Capitol 2754  
RECORDS

b/w ALONE TOO LONG





The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending March 31

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 columns: This Week, Last Week, Weeks on Chart. Lists top 19 records including 'WANTED-P. Como', 'MAKE LOVE TO ME-J. Stafford', 'I GET SO LONELY-Four Knights'.

Most Played in Juke Boxes

For survey week ending March 31

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 19 records including 'MAKE LOVE TO ME-J. Stafford', 'SECRET LOVE-Doris Day', 'I GET SO LONELY-Four Knights'.

Most Played by Jockeys

For survey week ending March 31

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 records including 'MAKE LOVE TO ME-J. Stafford', 'WANTED-P. Como', 'SECRET LOVE-Doris Day'.

Territorial Best Sellers

For survey week ending March 31

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

Table listing territorial best sellers for Atlanta, Cleveland, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Cincinnati, Chicago, Buffalo, Boston, Los Angeles, Milwaukee, New Orleans, New York, Philadelphia, Pittsburgh, San Fran.-Oakland, Seattle, St. Louis, Baltimore-Wash.

This Week's Best Buys

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

THE MAN UPSTAIRS (Vesta, BMI) IF YOU LOVE ME (Duchess, BMI)—Kay Starr—Capitol 1763. After two weeks on the market, the latest Starr release has achieved a fine national spread of good and strong reports.

I SHOULD CARE (Dorsey, ASCAP) MORE THAN ANYONE (Hub, ASCAP)—Jeff Chandler—Decca 29004

The popularity and following of this well-known movie star combined with an intensive promotion and publicity drive on this disk have begun to produce results that indicate that this may be a "sleeper" of great proportions.

Please send The Billboard. One Year \$10. Name, address, company, city, zone, state.





# GEORGIA GIBBS

## BIGGER EVERY WEEK!

# MY SIN\*

COUPLED WITH "I'LL ALWAYS BE HAPPY WITH YOU"

MERCURY 70339 • 70339X45

\*Attention DJs . . . how would you like to "come up smelling like a rose"?

DROP A NOTE TO KENNY MYERS . . . MERCURY RECORDS . . . CHICAGO

### BIG! BIG! BIG!

*In New York, Detroit, Boston, Cleveland*



## "Oh, That'll Be Joyful"

**BOBBY WAYNE**



**GENE BAYLOS**

COUPLED WITH "HOW"

MERCURY 70346 • 70346X45

## COUNTRY CORNER

PICTURE OF A MAN WITH A HIT!

**LLOYD ELLIS and JOAN HAGER**

"Another Woman's Man"

AND

"4-D Rag"

MERCURY 70338 • 70338X45

**TIBBY EDWARDS**

"Too Proud To Wear My Name"

AND

"That's How I Was Lost"

MERCURY 70314 • 70314X45



### TIPS ON NEW HITS!

## "PADRE"

by **LOLA DEE**

MERCURY 70342 • 70342X45

**THE CARLISLES**

"I Need A Little Help"

AND

"I'll Never Love Again"

MERCURY 70306 • 70306X45

"Shake-A-Leg"

by **THE CARLISLES**

COUPLED WITH

"Let Me Hold Your Little Hand"

MERCURY 70351 • 70351X45





# Scope, Operation of Billboard Charts Erase Guesses in Reporting Favorites

How do The Billboard Music Pop Charts show the growth and development of a new record? In this series of articles, we have followed the two steps in the life of a record.

We saw (March 27 issue) how The Billboard Reviews and Spotlight Reviews help dealers, operators and disk jockeys solve their No. 1 problem—evaluating the many new records before they are exposed to the public.

Then we saw (April 3 issue) how The Billboard Best Buys feature helps solve the No. 2 problem—pinpointing the few new records of the many released which are catching on with the public. We saw how these are determined by taking the initial sales pulse of each record as based upon actual sales reports from numerous reliable sources across the country.

And now, we take the third step in following the life of a record. To show the popularity and actual sale of a record is the job of the Territorial and National charts as reflected in dealer sales, operator and disk jockey plays. The accuracy and reliability of these charts is achieved thru the use of scientific survey methods, the latest tabulating machinery and, of course, magnificent co-operation from dealers, operators and jockeys everywhere.

**18-YEAR DEVELOPMENT:** In May, 1936, The Billboard published its first "Most Played on Juke Boxes Chart" based on the returns from a handful of top juke box operators in a few of the country's larger cities. It was a slow, hand-tabulated procedure, but despite its many limitations, it helped operators program their boxes with the top current hits. (Fifty-record juke boxes were unheard of then.)

Today the many charts covering all categories and types of records in each week's issue are the result of the work of 25 Billboard people, the use of modern, high-speed printing, sorting, stuffing, mailing and tabulating equipment plus association with 12,000 individual dealers, juke box operators and disk jockeys. Development of the charts is still going on after 18 years; their improvement is a constant effort.

**A MILLION PIECES OF MAIL:** Next to the Procter & Gamble company, The Billboard is the Cincinnati Postmaster's best customer. One of the reasons is the weekly going and coming of pop chart questionnaires to and from dealers, operators and disk jockeys all over the country. The list of those who receive weekly questionnaires is 12,057 to be exact.

That list represents top volume record retail outlets in all marketing areas, the top volume juke box operators in all areas and the most influential music-record stations and disk jockeys in all areas. The list is maintained and kept up to date thru the co-operation of record manufacturers and their distributors, as well as by The Billboard's own staff.

**WESTERN UNION QUESTIONNAIRES:** To assist in the compilation of "Territorial Charts" and to obtain the latest information from certain very large outlets and important operators in key markets, The Billboard makes over 300 contacts each week by Western Union messengers. These reports are handled in the same manner as all other questionnaires returned to Cincinnati.

**TABULATING RETURNS:** As each air-mailed questionnaire is received in Cincinnati, its information is recorded. Every song, recording artist and

record label mentioned on that questionnaire is assigned an identifying "pop chart number." Such a number is also assigned to the dealer or the operator or the disk jockey who returned the questionnaire. This number, like a Social Security number, serves as identification thruout the operation.

A "tub file" is maintained which is made up of especially prepared tabulating cards, each "tub" of which represents a recording that has been mentioned on previous questionnaires. If a questionnaire mentions a brand new record for which there is no card, a "tub" of cards is made up and placed in the file.



Music Pop Chart Operation is completely mechanized to avoid possibility of human error. Top photo: All questionnaire names are put on addressograph plates which permit use of high-speed automatic addressing equipment; center, card punch, sorting and tabulating equipment handles cards at rate of 450 per minute, counts cards, lists information, adds vote value and checks totals for positive accuracy; bottom, "tub" file which undergoes constant change, since it contains cards which represent all recordings and artists mentioned on current week's returned questionnaires.

Cards are "pulled" and placed in the tabulating machine in positions corresponding to those mentioned on each questionnaire. By "cut off day" thousands of cards have been placed in the tabulating equipment for each of the several "Territorial" and "National" charts.

**CUT OFF DAY:** On Thursday morning each week the tabulating machines start to grind out the results that will be published in the following week's issue of The Billboard. All the material must be sent to The Billboard's composing room by Thursday night where it must be set in type and ready for plating before the heavy load of news material from all editorial offices starts to roll into Cincinnati from Friday noon until late Saturday night. The Billboard is put to bed in Cincinnati by Sunday noon, plates are flown to the printer in St. Louis for printing and, finally, the issue is mailed to subscribers and news-stand distributors Monday.

**Territorial Best Sellers**  
For survey week ending March 24

<p><b>Atlanta</b></p> <ol style="list-style-type: none"> <li>1. Wanted, P. Como, V.</li> <li>2. I Got Be Lonely, Fido Cousins, Cap.</li> <li>3. Secret Love, Doris Day, Col.</li> <li>4. Make Love to Me, J. Stafford, V.</li> </ol>	<p><b>Cleveland</b></p> <ol style="list-style-type: none"> <li>1. Wanted, P. Como, V.</li> <li>2. Cross Over the Bridge, F. Pate, MCA.</li> <li>3. A Girl, a Gun, a Guy, E. Fisher, V.</li> <li>4. Make Love to Me, J. Stafford, V.</li> </ol>
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**C & W Territorial Best Sellers**  
For survey week ending March 24

<p><b>Cincinnati</b></p> <ol style="list-style-type: none"> <li>1. Make It With Me, W. Patton, Decca.</li> <li>2. Good Deal, L. L. Taylor, MCA.</li> <li>3. I Really Don't Want to Know, E. Arnold, V.</li> <li>4. Secret Love, S. Williams, Imp.</li> <li>5. I Need a Little Help, Columbia.</li> </ol>	<p><b>Memphis</b></p> <ol style="list-style-type: none"> <li>1. PE Be There, S. Fisher, Col.</li> <li>2. Surely, W. Patton, Decca.</li> <li>3. No Everlasting Love, E. Arnold, V.</li> <li>4. I Really Don't Want to Know, E. Arnold, V.</li> </ol>
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**R & B Territorial Best Sellers**  
For survey week ending March 24

<p><b>Atlanta</b></p> <ol style="list-style-type: none"> <li>1. Things I Used to Do, C. Williams, Imp.</li> <li>2. Little Honda, Clifton, At.</li> <li>3. You're Still My Baby, C. Williams, Imp.</li> <li>4. Lenny, Clifton, At.</li> <li>5. I Didn't Want to Be a Soldier, Imp.</li> <li>6. Back a Night, C. Williams, Imp.</li> </ol>	<p><b>Charlotte</b></p> <ol style="list-style-type: none"> <li>1. You'll Never Walk Alone, E. Arnold, V.</li> <li>2. It Should've Been Me, R. Charles, At.</li> <li>3. The Year Nobody Knows Your Name, M. Wright, Col.</li> </ol>
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Sample shown above, from last week's issue (April 3), covers national charts for Popular Records only. Country and Western, as well as Rhythm and Blues records are surveyed nationally and results published every week.

**WHAT SALES PERIOD DO CHARTS REPRESENT?** It is important to point out that, due to the above procedure, the chart information which you are reading in this very issue is a reflection of actual sales a week ago. For example, you received this copy Wednesday, April 7. The questionnaires from which the chart material in this issue was tabulated were received by The Billboard from Thursday, March 25 to Wednesday, March 31, inclusive.

Averaging it out, the charts reflect a sales situation that existed about eight days ago. This average delay is substantially reduced by the use of the several hundred special Western Union contacts, but some delay there must be—and it is for this reason that The Billboard clearly states, below the title of each chart—the terminating date of the survey period.

**TERRITORIAL CHARTS:** The purpose of the Territorial Charts is not only to indicate public reaction in certain key markets, but also to help "spot" records that are showing signs of becoming good national sellers thru public response to special manufacturer, distributor, dealer, operator and disk jockey promotion in localized markets. They will also "spot" many records that may never be listed among the top 20 records nationally, but will become profitable records nevertheless.

"Territorial" charts are faster than the "National" charts, since they are based upon a balanced combination of Western Union replies and mailed returns in each city.

We now publish "Territorial" charts covering 20 cities on popular records, six on country and western, 11 on rhythm and blues. Most of these cities have been recommended by manufacturer and distributor advice, information from local dealers, operators and disk jockeys and by our ability to build a solid group of sources in the area from whom we can count on for constant and reliable co-operation. None of these cities is irreplaceable. We will add to them and substitute for them from time to time.

**THE NATIONAL CHARTS:** The "Best Seller," "Most Played on Juke Boxes" and the "Most Played by Disk Jockey" charts in the popular record and the country and western categories and the dealer and operator charts in rhythm and blues are as sound and as reliable as modern research and tabulating methods can make them. This is also true of the "Pop Album" chart (weekly) and the "Children's Record" chart (periodically).

Actually, a listing of far more than 20 records comes out of the tabulating machine. Many weeks, for example, the "Best Selling Pop Records" chart will show over 100 records in order of sale. Currently, our anxiety for accuracy and reliability deters our desire to go to more than 20 in each list. However, it may not be too long before we are able to supply more listings without sacrificing accuracy.

**ROOM FOR IMPROVEMENT:** There is room for improvement. In addition to the time lag factor discussed above, there is the inability to give credit to those many records which do sell well and steadily, but seldom make the charts. Fundamentally, The Billboard's charts are the "hits of the week." Unfortunately, we have yet to devise a satisfactory and reliable means of "charting" the place in the record business which is held by artists that develop a tremendous and loyal following and whose records always sell well, but seldom achieve the "hit" status. Guy Lombardo is such an artist. You seldom see a Lombardo recording on the charts these days, much less in the first 10.

And yet, there are few or perhaps even none of Lombardo's records that are not profitable for manufacturer and dealer alike. There are a number of other examples.

The Billboard charts have improved and developed substantially in the past 18 years. There are still many areas for improvement. We will continue to strive to meet every need of the dealer, operator and disk jockey. We will always meet it only when we are sure they can rely upon it.

Next Week: The Honor Roll of Hits

**Best Sellers in Stores**  
For survey week ending March 24

<p><b>1. MAKE LOVE TO ME—J. Stafford</b> Ad-Adon Amigo—Col 4243—ASCAP</p>	<p>1 9</p>
<p><b>2. WANTED—P. Como</b> Look Out for Wishes—V 36-5447—ASCAP</p>	<p>4 5</p>
<p><b>3. CROSS OVER THE BRIDGE—P. Page</b> Look Out for Wishes—V 36-5447—ASCAP</p>	<p>8 5</p>

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**Most Played in Juke Boxes**  
For survey week ending March 24

<p><b>1. MAKE LOVE TO ME—J. Stafford</b> Ad-Adon Amigo—Col 4243—ASCAP</p>	<p>1 19</p>
<p><b>2. SECRET LOVE—Doris Day</b> Decca—Cap 4118—ASCAP</p>	<p>1 10</p>
<p><b>3. WANTED—P. Como</b> Look Out for Wishes—V 36-5447—ASCAP</p>	<p>4 4</p>

---

**Most Played by Jockeys**  
For survey week ending March 24

<p><b>1. MAKE LOVE TO ME—J. Stafford</b> Ad-Adon Amigo—Col 4243—ASCAP</p>	<p>2 11</p>
<p><b>2. WANTED—P. Como</b> Look Out for Wishes—V 36-5447—ASCAP</p>	<p>4 5</p>
<p><b>3. SECRET LOVE—Doris Day</b> Decca—Cap 4118—ASCAP</p>	<p>1 11</p>

Actual portions of Pop, C&W, and R&B Territorial Best Seller listings as they appeared last week (April 3 issue).





# Buyboard

**TOP SELLERS—**

**POPULAR**

Listed Alphabetically

ALONE TOO LONG		
IT HAPPENS TO BE ME	N. Cole	2754
AND STILL I LOVE YOU		
I'M AVAILABLE	T. LEONETTI	2716
ANSWER ME, MY LOVE		
WHY	N. Cole	2687
THE BUNNY HOP		
THE HONEY POKEY	R. Anthony	2427
GEE	J. Hutton &	
TOO LITTLE TIME	A. Stordahl	2727
I'D CRY LIKE A BABY		
HEY BROTHER POUR THE WINE	D. Martin	2749
I REALLY DON'T WANT TO KNOW		
SOUTH	L. Paul & M. Ford	2735
IF YOU LOVE ME		
THE MAN UPSTAIRS	K. Starr	2769
OH BABY MINE (I GET SO LONELY)		
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
SEEMS LIKE OLD TIMES		
CRAZY BONES	The Four Freshmen	2745
THAT'S AMORE		
YOU'RE THE RIGHT ONE	D. Martin	2589
THREE'S A CROWD		
COW BELL STRUT	P. Hunt	2750
UNTIL SUNRISE		
HUMORESQUE	J. Carr	2730
WAY, PAESANO		
MELANCHOLY SERENADE	A. Martino	2737
YOUNG-AT-HEART		
TAKE A CHANCE	F. Sinatra	2703

**LATEST RELEASES**

Numbers 414 & 415

ALONE TOO LONG		
IT HAPPENS TO BE ME		
Nat "King" Cole		2754
MAGAZINES (Are Magic For Lonely People)		
THE FIRST THING YOU KNOW YOU'RE IN LOVE		
June Christy		2765
THE JOKER		
IDAHO RED		
Chuck Miller		2766
THEN I'LL BE HAPPY		
CRY, CRY DARLING		
Jimmy Heap & Perk Williams		2767
SIGN POST		
I'LL HAVE THE LAST WALTZ WITH MOTHER		
Wesley Tuttle		2768
GOOD DEAL, LUCILLE		
BABY HE'S A WOLF		
Wesley Fairburn		2770
IF YOU LOVE ME		
THE MAN UPSTAIRS		
Key Starr		2769
NO ONE BUT YOU		
AN INNOCENT VICTIM		
Connie Russell		2771
GOOD-BYE		
THAT'S A-ME 'N MY LOVE		
Bob Manning		2772
LITTLE HOOD RIDING RED		
PEE LITTLE THRIGS		
Al "Jazzbo" Collins		2773
I LOVE YOU, MAMA MIA		
REMEMBER YOU'RE MINE		
Sheets McDonald		2774
MY LIFE IS NOT MY OWN		
TALKING TO A SPARROW		
Freddie Chapman		2775

**BEST SELLING—POPULAR ALBUMS**  
Listed Alphabetically

ANY REQUESTS!	Stan Freberg	45 rpm "EP" No. EAP-1-496
I GET SO LOVELY	The Four Knights	45 rpm "EP" No. EAP-1-506
"I REMEMBER GLENN MILLER"	Ray Anthony	45 rpm "EP" No. EBF-476 33 1/3 rpm No. H-476
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352 33 1/3 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/3 rpm No. H-455
POLYNESIA!	The Royal Polynesians	45 rpm "EP" No. EBF-483 33 1/3 rpm No. H-483
SOFT LIGHTS AND BOBBY HACKETT	Bobby Hackett	45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458 33 1/3 rpm No. H-458
SONGS FOR YOUNG LOVERS	Frank Sinatra	45 rpm "EP" No. EBF-488 33 1/3 rpm No. H-488
SWINGIN' AROUND	Pee Wee Hunt	45 rpm "EP" No. EAP-1-492 & EAP-2-492 33 1/3 rpm No. H-492
TAWNY	Jackie Gleason	45 rpm "EP" No. EBF-471 33 1/3 rpm No. H-471
THINKING OF YOU	Les Baxter	45 rpm "EP" No. EBF-474 33 1/3 rpm No. H-474
THIS MODERN WORLD	Stan Kenon	45 rpm No. RCF-460 33 1/3 rpm No. H-460
YOUNG-AT-HEART	Frank Sinatra	45 rpm "EP" No. EAP-1-510

**TOP SELLERS—COUNTRY & HILLBILLY**  
Listed Alphabetically

A FOOLER, A FAKER		
BREAKIN' THE RULES		
N. Thompson		2758
BRAVE MAN		
TURN AROUND, BOY		
T. Ritter		2754
ELI, THE CAMEL		
SOMEBODY LIED		
F. Husky		2746
THE GLASS THAT STANDS BESIDE YOU		
LET'S KISS AND TRY AGAIN		
J. Shepard & F. Husky		2706
THE HOUSE OF BLUE LIGHTS		
BELL BOTTOM DOOGIE		
M. Moore		2574
HURRY BACK		
MOOTCHY KOOTCHY HENRY		
H. Henson		2732
LAZARUS		
BYE AND BYE		
M. Carson		2740
RELEASE ME		
JUST TO BE WITH YOU		
J. Heap & P. Williams		2518
WAKE UP, IRENE		
GO CRY YOUR HEART OUT		
H. Thompson		2646
YOU BETTER NOT DO THAT		
HIGH ON A HILLTOP		
T. Collins		2701

**BEST SELLING—CLASSICAL ALBUMS**  
Listed Alphabetically

ARIAS FROM THE OPERA	Ferruccio Tagliavini, Tenor with Orchestra of Radio Italiana, Turin	33 1/3 rpm No. A-50155
CHOPIN—"POLONAISE IN A FLAT," FALLA—"RITUAL FIRE DANCE," ALBENIZ—"SEGUNDA DILLA"	Leonard Pennario, Piano	45 rpm "EP" No. FAP-8704
COPLAND—"BILLY THE KID," WILLIAM SCHUMAN—"UNDERTOW"	Ballet Theatre Orchestra conducted by Joseph Levine	33 1/3 rpm No. P-8238
DEBUSSY—"CLAIR DE LUNE," CHOPIN—"WALTZ IN D FLAT," LISZT—"LIEBESTRAUME"	Leonard Pennario, Piano	45 rpm "EP" No. FAP-8205
LISZT—"MEPHISTO WALTZ," CHOPIN—"BARCAROLLE IN F Sharp Minor"	Leonard Pennario, Piano	33 1/3 rpm No. P-8246
MAHLER—"SYMPHONY NO. 1 IN D MAJOR"	The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/3 rpm No. P-8224
MCDONALD—"SUITE FROM CHILDHOOD," CAPLET—"THE MASK OF THE RED DEATH"	Ann Mason Stockton, Harp; The Concert Arts Orchestra conducted by Felix Slatkin	33 1/3 rpm No. P-8255
A MILSTEIN RECITAL	Nathan Milstein, Violin with Carlo Busselli, Piano	33 1/3 rpm No. P-8259
MODERN FRENCH MUSIC	Vladimir Golschmann conducting The Concert Arts Orchestra	33 1/3 rpm No. P-8244
MOZART—"SYMPHONY NO. 41 IN C MAJOR & SYMPHONY NO. 35 IN D MAJOR"	The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/3 rpm No. P-8242
PROKOFIEV—"CONCERTO NO. 3," BARTOK—"CONCERTO NO. 3"	Leonard Pennario, Piano; Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/3 rpm No. P-8253
BACHMANINOFF—"SONATA IN G MINOR, OPUS 19"	Joseph Schuster, Cello; Leonard Pennario, Piano	33 1/3 rpm No. P-8248

## Two Exciting Artists

...with Two Exciting New Records!

**Connie RUSSELL**

An Innocent Victim

b/w

No One But You

with orchestra conducted by HAROLD MOONEY

Record No. 2771



**Bob MANNING**

That's A-Me 'n My Love

b/w

Good-bye

with orchestra conducted by NELSON RIDDLE

Record No. 2772



**BEST SELLING—"Specialized" HIGH-FIDELITY ALBUMS**  
Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/3 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists	33 1/3 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva	33 1/3 rpm No. LAL-484



# M-G-M's APRIL SHOWER OF HITS



## JONI JAMES AM I IN LOVE

and  
**MAYBE NEXT TIME**  
MGM-11696 78 rpm • K-11696 45 rpm

**WINNER!**

GARY LESTER'S WVNJ  
NEWARK, N. J., POLL



## BILLY ECKSTINE Sings LOST IN LOVELINESS

MGM 11694 78 rpm • K 11694 45 rpm  
DON'T GET AROUND  
MUCH ANYMORE

## BOB STEWART

THE STEPS OF  
SAINT MARIE | I WENT OUT  
OF MY WAY

MGM-11699 78 rpm • K-11699 45 rpm

RECEIVED  
HIGHEST RATING  
NBC  
"BIG PREVIEW"  
SHOW

SHIRLEY HARMER

I'M PLAYING  
WITH FIRE

and

I COULD MAKE  
YOU CARE

MCM-11713 78 rpm • K-11713 45 rpm

ALAN DEAN

POSITIVELY NO DANCING | HOLD ME CLOSE  
MCM 11683 78 rpm K11683 45 rpm

THE CORONET ORCHESTRA

DESIREE (TANGO)— | CARESS  
MCM-30845 78 rpm • K-30845 45 rpm

THE NOCTURNES

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

VICKI BENET

YOU'VE NEVER BEEN IN LOVE | SHIPWRECKED  
MCM-11693 78 rpm • K-11693 45 rpm

ROBERT MAXWELL

SOLFEGGIO and THE DOLL DANCE  
MCM-11671 78 rpm K-11671 45 rpm

BOB SANTA MARIA

TSUZAMMEN (TOGETHER) | FAREWELL, FAREWELL  
MCM-11715 78 rpm • K-11715 45 rpm

RENE TOUZET and his Orchestra

THE CONTINENTAL | TENDERLY  
MGM 11697 78 rpm K11697 45 rpm

DAN BELLOC

and His Orchestra BOSTON BOUNCE | MY LOVE IS WITH ME  
MCM-11714 78 rpm • K-11714 45 rpm

HANK WILLIAMS

HOW CAN YOU REFUSE HIM NOW | HOUSE OF GOLD

MCM-11707 78 rpm • K-11707 45 rpm

THERE'LL BE NO TEARDROPS TONIGHT | MIND YOUR OWN BUSINESS

MCM-10461 78 rpm • K-10461 45 rpm

YOU BETTER KEEP IT ON YOUR MIND | LOW DOWN BLUES

MCM-11675 78 rpm • K-11675 45 rpm

**M-G-M RECORDS**

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720 SEVENTH AVE. NEW YORK 26, N. Y.

MAKE FRIENDS WITH RECORDS

## VOX JOX

By CHARLOTTE SUMMERS

### Surface Noises

"It seems to me that too many disk jockeys are complaining about their record service just to get their names in The Billboard," writes Tommy Dunn WPEO, Peoria, Ill. "Agreed that all of us have some legitimate complaint about some label, but the companies that some complain mostly about are the ones that give other deejays the best service; so what is to be benefited by airing your beefs for the consumption of the rest of us who have enough grief of our own? I believe the gripe should be directed to the local distrib... and we've found that the publisher is also willing to make sure a jock gets a copy of his latest. Of course, you have to let them know what is needed. Praise to the mighty Billboard, tho, for giving us a place to read of the doings, comings and goings of the rest of the guild... large and small alike. Thanks, too, to Miss Summers, thru whose column I've been able to locate two lost friends. Just needed to get it off my chest."

Chuck Lambert, WKZO, Kalamazoo, Mich., would like the record companies to get out a 60 to 80-page booklet with very short biographies of their stars. Lambert feels that they could sell these to deejays. Chuck Blowers, KTKT, Tucson, Ariz., writes, "You needn't publish this, but the power of recorded music, and therefore independent stations, has been proved again. In a recent Hooper rating we lead by a large margin any and all local and network programs. This we attribute to our 'whirling wax'..." Frank Tucker, WCOV, Montgomery, Ala., has some thoughts on the length of records. "Charlotte, three cheers for the lads who are calling for records of less than three minutes. Seems these fellows have been in the same boat as yours truly... Christmas rush season with a handful of commercials and barely time to get 'em in because of having to buck some long-winded vocalists. Not only that, the populace just naturally likes variety... the shorter the record, the more can be played per. Regular disk shows should be snappy and fast moving..." Bill Price WCOJ, Coatesville, Pa., also agrees with the shorter record thought. Price writes, "... because these days its music wrapped around spots—enter Les Paul and Mary Ford."

Jim Ehrhard, KAWT, Douglas, Ariz., has a "three cheers" comment for the music publishers whom he says have not forgotten the deejays. Gobie Pollock, WKTM, Mayfield, Ky., writes, "It seems to me that the present pop songwriters' ideas are much different from those of four years ago. And, too, our new releases are being played over and over. I would say that our music listeners are turning just a bit in the tempo of music comparing today's hit requests with those of the past. I, as a deejay, salute both the composers and the fine artists on today's wonderful hits, and believe me I'll give them all the build-up and support possible." Bill Newland Jr., KIMA, Yakima, Wash., believes the emphasis nowadays is too much on the vocalists and too many vocals, with the dance band completely subordinated. He writes, "I wish the record companies would release more of the old instrumentals like Artie Shaw, Benny Goodman, etc. Let's have a return to the rhythm of dance band music, so that people can dance to it."

### Change of Theme

Roy Leonard, WKOX, Framingham, Mass., has been upped to program director. Dave Roberts, KGBX, Springfield, Mo., has left his deejay post to join the Vic Allen Agency in Kansas City, Mo. Lou German has moved from WORL, Boston, to WHEC, Rochester, N. Y. Toni Coons, fem deejay and staff announcer at KLFY, Lafayette, La., has resigned as a full-time employee to do free-lance spots, a homemakers' show and continuity writing. Al Viguerie from KANE, New Iberia, La., is moving into the staff announcer spot at KLEY, Lafayette, La. Bill Norwood, staff announcer at WMBL, Morehead City, N. C., has joined the deejay ranks. Allan Michaels, former morning man at WKHM, Jackson, Mich., has moved to WAVI, Springfield, O. Bill Miller has taken over the night spot at WMON, Montgomery, W. Va. Johnny Palmer, formerly of WRCS, Ahsokie, N. C.,

is now back in his home State, New York, at WKNY, Kingston. Palmer will be moving again soon when WKNY-TV is squared away. Arnett Osgood has joined WWPF, Palatka, Fla., to spin r.&b. disks.

Dave Shallenberger and Joe Smith, WARD, Johnstown, Pa., deejays, are doing a one-hour variety show on WARD-TV featuring local talent and name guests. Dick Ungez, formerly with KICA, Clovis, N. M., has joined WWPF, Palatka, Fla. Lee Leonard after several months of working exclusively for WLOW's TV affiliate, WTOV, Norfolk, is now back doing a

### YESTERYEAR'S TOPS—

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

APRIL 8, 1944:

1. Besame Mucho
2. Holiday for Strings
3. Mairzy Doats (Merry Macs)
4. Shoo-Shoo Baby (Andrews Sisters)
5. I Couldn't Sleep a Wink Last Night

APRIL 9, 1949:

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

morning show at WLOW, as well as TV work. Jacque Wells, WCBM, Baltimore, has moved to WWDC, Washington, as staff announcer. Stan Pat, formerly with WTNJ, Trenton, N. J., has given up his deejay career to concentrate on record promotion and artist management. He has signed Bertrice Reading, recording for RCA Victor Groove label, and Baby Dee, recording for M-G-M records. Lynn Ray and Gary Valentine, co-master and mistress, made their bow in a new teen-age deejay show via KTSA, San Antonio.

### Billboard Bows

Ken Brooks, KYAK, Yakima, Wash., has some kind words for The Billboard. "First, I would like to say personally in answer to Mr. Austing's tribute to deejays that we, in turn, should pay tribute to the magazine which keeps us up in the know with the latest. And when I say the latest, I also mean the most complete. So from this jockey, many thanks for keeping your standards high, and I'm only saying the above because it's true."

Henry Baran, WSSV, Petersburg, Va., writes, "Would like to commend you on your new order in the book. Let me just add that as a regular user of the 'Honor Roll of Hits,' the column, 'The Music Corner,' is most advantageous to us since week after week many of the same songs appear." Gene Pearsall, KVBC, Farmington, N. M., says "thanks for 'Today's Top Tunes.' We run a pop parade show twice a week, and it surely comes in handy." Leroy Woodward, WVJS, Owensboro, Ky., "A bouquet for The Billboard's music section. It's the record Bible for deejays, record shops and juke ops. It's constantly improving, too. Keep up the good work."

Don Veith, KVAN, Vancouver, Wash., has this to say: "I find that the listener phone calls for the week and The Billboard's 'Top Twenty' coincide almost to the letter. So in order to make programing easier for myself and satisfy the biggest share of the listeners, I use The Billboard for the weekly round-up." Johnny Mack, WVOK, Birmingham, Ala., tells us that he has been using the "Honor Roll of Hits" for his Wednesday morning show and has been having a "yery good" response.

### This 'n' That

Jim Landry, WJXN, Jackson, Miss., will celebrate his 21st year in radio on April 3. Landry originally hails from New Orleans and tells us that he was a deejay before the name was invented. Ralph Story, KNX, Los Angeles, just completed an audition film for CBS-TV which he feels has good possibilities.

MAMBOS





MEET

# Judy Tremaine

*This exciting new  
Coral Artist  
Will Sell You*

She's terrific on these 2 Great Songs

# CHAIN LIGHTNING

WEMAR - BMI

and

# TOO MUCH

LEWIS - ASCAP

CORAL RECORDS 61150 and 9-61150



*DJ's-OP's and Distribs  
will receive our  
fullest co-operation*



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BREAKING ACROSS THE NATION!

Thanks To You Ops, Disc Jockeys, Distributors

CHRIS CONNOR

singing

BLUE SILHOUETTE



JIM BRIGHT and His Orchestra

Bethlehem 1291

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Everybody's Crazy About

"CRAZY RHYTHM"

b/w Dorothy Collins and George Barnes

MOUNTAIN HIGH VALLEY LOW

Audivox No. 107 - 78 rpm 45-107 - 45 rpm

featuring THE VOICES OF

DOROTHY COLLINS

CASH BOX... "SLEEPER OF THE WEEK..."

BILLBOARD... "CRAZY RHYTHM-A Very Listenable Side..."

VARIETY... "Dorothy Collins' Cut of MOUNTAIN HIGH-VALLEY..."

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IT'S THE MOST EXCITING RECORD OF THE YEAR!

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

- BURL IVES-GORDON JENKINS ORK True Love Goes On and On... DECCA 29088... BILLY WARD AND HIS DOMINGOS A Little Lie... KING 1342... MOREY AMSTERDAM-FRANCEY LANE Oh! That'll Be Joyful... M-G-M (45) 811723... DANNY KAYE Knock on Wood... DECCA 29079... JILL ALLEN Closer, Closer, Closer... CORAL 61159... BOBBY WAYNE Oh! That'll Be Joyful... MERCURY 70346... THE FOUR LADS What Can I Lose?... COLUMBIA 40220... THE FOUR GUYS Oh, How I Love-a You... CORAL 61160... JERRY VALE I Live Each Day... COLUMBIA 40201... PAT REED Don't Go to Strangers... EPIC 9033...

RATINGS-COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff... 90-100, Tops 80-89, Excellent 70-79, Good 60-69, Satisfactory 50-59, Limited 0-50, Poor



# BAND BIZ BOOM A BOFF!

COLUMBIA completes its first series --- twelve great new sides designed for dancing presented by three sensational new groups---



**Les Elgart** and his Orchestra

Varsity Drag • Rocky's Prelude  
40179 • 4-40179

Bandstand Boogie • When Yuba  
Plays the Rumba on the Tuba  
40180 • 4-40180



**Pete Rugolo** and his Orchestra

Come Back, Little Rocket • That  
Old Black Magic  
40194 • 4-40194

Early Stan • Laura  
40195 • 4-40195



# DAN TERRY

and his Orchestra

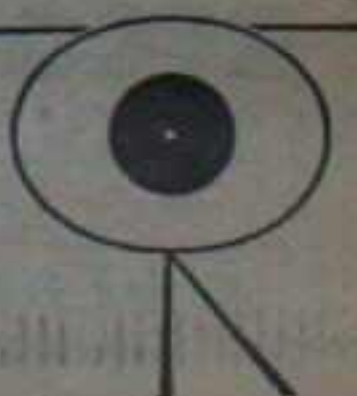
Organ Grinders Swing  
Lazy Alley  
40211 • 4-40211

Terry's Tune  
Southern Fried  
40212 • 4-40212

six sensational new band records --- sharp, tingling music to keep the dancers --- and the business --- on their toes!



# COLUMBIA RECORDS





The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 38

**Too Marvelous for Words...** 73  
The oldie, which is still a sophisticated piece of material, is smartly done by Pat Reed. (Harms, ASCAP)

**LES BROWN ORK**  
**Dream** ..... 74  
CORAL 61156 — The Johnny Mercer evergreen is lauded a mighty pretty performance here by the Les Brown crew. The instrumental is a fine one for either listening or dancing, and should interest the ork's fans. (M. H. Goldsen)

**A Million Dreams Ago...** 73  
The oldie is played in smooth dance tempo here by the Brown crew on this pretty instrumental waxing. Both sides are from the new Les Brown set "Les Dream." (ABC, ASCAP)

**THE LANCERS**  
**It's You, It's You I Love** ..... 74  
TREND 73—Joyful hand-clapper is given a fleet and jumpy rendition by the group. Happy listening. (Hollis, BMI)

**I Should Never Have Let You Go...** 71  
A smooth and vocally slick etching of pretty oldie. Spins and nickels in moderation may be expected. (Von Tilzer, ASCAP)

**DAN TERRY ORK**  
**Southern Fried** ..... 74  
COLUMBIA 40212 — The Terry ork hands the oldie a brassy rendition, with the beat solid and compelling all the way. Good for dancing and just listening. (Leeds, ASCAP)

**Terry's Tune...** 70  
Theme of the band is in a puckish groove, but it shows off the talents of the sidemen. Another good band slicing. (Terrier, BMI)

**FRAN WARREN**  
**You Promised Me** ..... 74  
M-G-M (45) K11719 — The plaintive quality in the songstress' voice is put to good use here. Fran Warren sings the item prettily, and the effort should gain some deejay attention.

**Just Friends...** 69  
Quiet and sweet, this waxing will be appreciated by many, altho it isn't apt to create excitement enough for commercial success.

**DAVID ROSE ORK**  
**It's Only a Paper Moon** ..... 73  
M-G-M (45) K30850—The many Rose strings combine gracefully in this brisk reading of the beautiful oldie.

**Good program wax.**  
**I've Got the World on a String...** 72  
More of the same slick, sophisticated orking by the Rose aggregation. Both sides are mighty easy to listen to.

**JOYCE TAYLOR**  
**If You Only Know** ..... 73  
MERCURY 70345 — Joyce Taylor gives this wistful love song a sincere, tasteful reading. It's a good side for programing. (Peer, BMI)

**Sealed With a Kiss...** 72  
Another ballad for Miss Taylor. The thrush, working with a chorus, gives it a sensitive reading. (B & F, BMI)

**CONNIE HAINES**  
**Man to Woman** ..... 73  
CORAL 61157 — A novelty-flavored item. Lyrics are fresh and Connie Haines gets all she can out of every phrase. (Iris)

**I Can't Get Enough...** 71  
Rapid-tempo novelty. The dearth referred to is, of course, love. A cute side. (Shapiro-Bernstein, ASCAP)

**FRANK MURPHY**  
**Madalena** ..... 73  
EPIC 9032—Frank Murphy sings the Latin-styled ditty in spirited style, with a chorus aiding the effect. (Res, BMI)

**How?** 71  
This side's a ballad, with a chorus joining Frank Murphy in asking some of the eternal questions. (Gold, ASCAP)

**FRANKIE RULLO**  
**Sleep** ..... 73  
MERCURY 70344 — Main attraction here is the jazzy, runaway rendition by piano and rhythm. Gravel-voiced Rullo is okay, but too close an imitation of "Satchmo" for maximum effect. Could still pull juke nickels. (Miller, ASCAP)

**I'm in the Market for You...** 69  
Ballad side is also well produced. Oh, shades of Louis! (Red Star, ASCAP)

**JACK FULTON**  
**True Blue Sue** ..... 73  
MERCURY 70349 — The much-traveled gent is ready to settle down with his one and only. Fulton's approach is light and carefree, and the effort is gratifying. (Miller, ASCAP)

**If You Ever Get to My Home Town...** 69  
Bright ditty about a pending celebration is also projected ably. (Randolph, ASCAP)

**DeJOHN SISTERS**  
**I Took Him From You** ..... 72  
EPIC 9031 — Attractive new country-styled ditty receives a better-than-average reading from the sister duo. With exposure, it could get some attention. (American, BMI)

**The Juke Box Polka...** 70  
Swing polka is sung pleasantly by the team. Could get some juke coin. (Beaver, ASCAP)

**DEKE MOFFITT AND HIS 29'ERS**  
**Maple Leaf Rag** ..... 72  
KING 1340—Busy little band works hard to recreate the good old days, and they're pretty successful. Will

add a touch of tart spice to deejay programs. (Melrose, ASCAP)  
**Exactly Like You...** 68  
Same on another old standard. (Shapiro-Bernstein, ASCAP)

**BUD ISAACS**  
**Hot Mockin' Bird** ..... 72  
V 20-5690—The oldie is done as a steel guitar instrumental by Bud Isaacs. Arrangement is a driving one with a rapid tempo. (Athens, BMI)

**The Waltz You Saved for Me...** 60  
This side's rather dull. It's another noted oldie, but the disk lacks sparkle. (Felsl, ASCAP)

**JACKI FONTAINE**  
**Gonna' Cry No More** ..... 71  
FORECAST 102 — Jacki Fontaine, a thrush with a sound, does a respectable job here on a snappy rhythm tune, based on a well-known folk melody. The backing and arrangement are tasteful, and the side deserves spins. (Goday, BMI)

**Jack o' Diamonds...** 68  
Heartfelt rendition of a new version of the folk item by the thrush. Good wax that jocks can use to add a different programing note. The thrush can handle a tune. (Harvey, BMI)

**PAGE CAVANAUGH TRIO**  
**Love Theme From Nowhere** ..... 69  
HUB 1107—A listenable instrumental with each member of the group getting a chance to show his virtuosity. Page Cavanaugh on piano is especially intriguing, utilizing a modernized ragtime style which impresses. (Hub, ASCAP)

**The Tropicana...** 67  
Cavanaugh shows his versatility, turning on this side a demonstration of what he can do to a vocal. The instrumental portions are colorful and seasoned with a peppery Latin beat. (Leeds, ASCAP)

**ERNIE ANDREWS**  
**All Alone and Lonesome** ..... 69  
TREND 2502—Ernie Andrews chants the torch ballad effectively. Might do as a late-hour wax in dimly-lit juke bistros. (Acama, BMI)

**You're Gone for a Long, Long Time...** 64  
A little loving before parting is the plea rendered ably here. (Essex, ASCAP)

**RUSS GRILLY**  
**Love Came My Way** ..... 63  
SPIN 2003 — A song a little old-fashioned in its conception and arrangement, but not without its own charm. Grilly sings the English and Italian lyrics with feeling. (Vanceel, BMI)

**Jennie...** 60  
A pleasant ballad handled gracefully by the singer. Pretty melody and a bouncy beat are pleasant. (Vanceel, BMI)

**PAT LAIRD-BOB CREWE**  
**The Steps of Saint Marie** ..... 63  
ORIGINAL 507—So-so performance on the new ballad by Pat Laird and Bob Crewe. (Lowell, BMI)

**All Thru a Goodnight Kiss...** 55  
Same comment. (Lowell, BMI)

**SANDY EVANS**  
**Romero From Janiero** ..... 63  
BLACKSTONE 541—Novelty has the touch of special material. It's an

(Continued on page 41)

"LOVE'S LIKE THAT"

Capitol #2736



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Singing...

**"SHOOT, I RECKON  
I LOVE YOU"**

c/w

**"WALKIN' A  
CHALK LINE"**

VICTOR 20/47-5682

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



## The Billboard Music Popularity Charts

### COUNTRY & WESTERN RECORDS

#### • Best Sellers in Stores

For survey week ending March 31

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce You Just Can't Be True—Dec 28991—BMI	1	10
2.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold I'll Never Get Over You—V 20-5525—BMI	2	14
3.	<b>I'LL BE THERE</b> —R. Price Release Me—Col 21214—BMI	5	6
4.	<b>YOU BETTER NOT DO THAT</b> — T. Collins High on a Hilltop—Cap 2701—BMI	3	7
5.	<b>BIMBO</b> —J. Reeves Gypsy Heart—Abbott 148—BMI	4	17
6.	<b>SECRET LOVE</b> —S. Whitman Why?—Imperial 8223—ASCAP	5	11
7.	<b>THERE STANDS THE GLASS</b> — W. Pierce You're Walking the Dog—Dec 28834—BMI	10	25
8.	<b>RELEASE ME</b> —J. Heap Just to Be With You—Cap 2518—BMI	7	12
9.	<b>RELEASE ME</b> —R. Price I'll Be There—Col 21214—BMI	—	1
10.	<b>MY EVERYTHING</b> —E. Arnold Second Time—V 20-5634—BMI	—	1

#### • Most Played in Juke Boxes

For survey week ending March 31

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce Dec 28991—BMI	1	7
2.	<b>WAKE UP, IRENE</b> —H. Thompson Cap 2646—BMI	3	13
3.	<b>BIMBO</b> —J. Reeves Abbott 148—BMI	4	17
4.	<b>YOU BETTER NOT DO THAT</b> — T. Collins Cap 2701—BMI	2	6
4.	<b>I REALLY DON'T WANT TO KNOW</b> E. Arnold V 20-5525—BMI	6	13
6.	<b>SECRET LOVE</b> —S. Whitman Imperial 8223—ASCAP	5	12
7.	<b>THERE STANDS THE GLASS</b> — W. Pierce Dec 28834—BMI	8	23
8.	<b>LET ME BE THE ONE</b> —H. Locklin Four Star 1641—BMI	7	24
9.	<b>BIMBO</b> —P. W. King V 20-5537—BMI	—	1
10.	<b>I LOVE YOU</b> —G. Wright-J. Reeves Fabor 101—BMI	—	1

#### • Most Played by Jockeys

For survey week ending March 31

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

This Week		Last Week	Weeks on Chart
1.	<b>SLOWLY</b> —W. Pierce Dec 28991—BMI	1	9
2.	<b>YOU BETTER NOT DO THAT</b> — T. Collins Cap 2701—BMI	2	8
3.	<b>I REALLY DON'T WANT TO KNOW</b> — E. Arnold V 20-5525—BMI	3	12
4.	<b>I'LL BE THERE</b> —R. Price Col 21214—BMI	5	5
5.	<b>I LOVE YOU</b> —G. Wright-J. Reeves Fabor 101—BMI	6	14
6.	<b>SECRET LOVE</b> —S. Whitman Imperial 8223—ASCAP	4	11
7.	<b>BIMBO</b> —J. Reeves Abbott 148—BMI	7	19
8.	<b>I GET SO LONELY</b> —Johnnie & Jack V 20-5631—ASCAP	—	1
9.	<b>WAKE UP, IRENE</b> —H. Thompson Cap 2646—BMI	8	15
10.	<b>LET ME BE THE ONE</b> —H. Locklin Four Star 1641—BMI	9	22



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Roy Acuff  
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Hank Snow  
Carter Sisters

Ernest Tubb  
The Carlises  
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Booking now for the entire 1954 Outdoor Season

Contact **JIM DENNY** Director  
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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## C & W Territorial Best Sellers

For survey week ending March 31

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

### Cincinnati

1. Slowly, W. Pierce, Dec.
2. Good Deal Lucille, A. Terry, Hic.
3. I Really Don't Want to Know E. Arnold, V.
4. I Need a Little Help, Carlisle, Mer.
5. Secret Love, S. Whitman, Imp.
6. You Better Not Do That T. Collins, Cap.
7. Too Hot to Handle, J. Skinner, Dec.

### Dallas-Ft. Worth

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. Second Fling, E. Arnold, V.
4. Release Me, J. Heap, Cap.
5. My Isle of Golden Dreams M. Robbins, Col.
6. Rose Marie, S. Whitman, Imp.
7. You All Come, A. Duff, Sdy.
8. Gimbo, J. Reeves, Abb.
9. My Everything, E. Arnold, V.
10. A Fooler, a Faker, H. Thompson, Cap.
11. H. Thompson, Cap.

### Houston

1. Slowly, W. Pierce, Dec.
2. I'll Be There, R. Price, Col.
3. You Better Not Do That T. Collins, Cap.
4. Gimbo, J. Reeves, Abb.
5. My Everything, E. Arnold, V.
6. Mysteries of Life, H. Locklin, Dec.

7. Good Deal Lucille, A. Terry, Hic.
8. You All Come, A. Duff, Sdy.

### Memphis

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

### Nashville

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

### New Orleans

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know E. Arnold, V.
3. I'll Be There, R. Price, Col.
4. After Dark, K. Wells, Dec.
5. Good Deal Lucille, A. Terry, Hic.
6. Gimbo, J. Reeves, Abb.

## Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Reports coming from the opening of the "Houston Jamboree" point to the formation of a new show that should have a long and successful life. Tommy Collins and Ginny Wright kicked the show off March 20 to capacity crowds. Arlie Duff and Hank Locklin take time out from their road tour to get back to Houston and the "Jamboree" each Saturday night. Red Foley, the Jimmy Heap band, Arlie Duff and Hank Locklin played Albuquerque, N. M., and Oklahoma City last week. Johnny Ragsdale at Cook's Hoedown, Houston, every Wednesday and Friday. Pee Wee King and Redd Stewart pulled a full house at the Canton, O., Memorial Auditorium, March 21, with Dusty Owens, Big Slim, Crazy Elmer and Lee Sutton joining the boys. Joe Bisko played his first theater in Pittsburgh April 3. Helen Traubel's date at the "Opry" in Nashville turned out to be a howling success, thanks to the invite Minnie Pearl sent the Metropolitan opera star. Minnie slated to guest on Pee Wee King's TV show April 7. Johnnie and Jack set for a 15-day tour of Nebraska, Kansas and Missouri, to be followed by 10 days on the California coast. Latter dates were set by Marty Landau. Twelve-year-old Jerry Glenn giving guitar lessons to the son of Louisiana's Jimmie Davis. Hank Thompson and band set to battle it out with Leo Greco and His Pioneers at the Armar Ballroom, Marion, Ia., April 28. Cowboy Copas currently doing a theater tour in the Missouri-Kansas area, and has been set for dates in North and South Carolina.

"Circle Theater Jamboree," Cleveland, continues to grow 'n' grow. The Petty Brothers, along with Marty Roberts and Nelson King guested two weeks ago; Wilma Lee and Stoney Cooper made it April 3; Cousin Jody and His Country Cousins go in April 10, and Jim Reeves headlines April 17. Maddox Brothers and Rose hop from Shreveport, La., to the El Monte, Calif., Legion Stadium, April 10. Rocky Rauch and gang at the Casa Blanca, Socorro, N. M., for a while, after dates thruout the Southwest. Rocky worked with the Wade Ray troupe last December. Dick Bills and the Sandia Mountain Boys are at the Chesterfield in Albuquerque, N. M.

Harry (Hap) Peebles busier than a bee, with shows booked solid in Kansas, Oklahoma, Missouri and Nebraska thru May. Hap had Little Jimmy Dickens, along with Johnny and Jack, Kitty Wells and Del Wood in his territory last week, then followed with the Red Foley troupe and Hank Thompson's Brazos Valley Boys at the KMBC-TV playhouse, Kansas City, Mo. He's also aiding the RCA Victor Caravan with Hank Snow, Eddie Hill, the Davis Sisters, Chet Atkins, Grandpa Jones, Minnie Pearl, Charlene Arthur and Betty Cody thru the first part of May, and then comes up with Ray Price, the Carlisles, Joyce Moore, Betty Amos, Rusty Gabbard in Topeka and Wichita, Kan., and Springfield, Ill., thru May 19. Jimmie Skinner and Faron Young set for a spot at the Silver Slipper, Atlanta.

M-G-M Records going all out on Sheb Wooley's latest platter, "Blue Guitar," with Sheb slated to kick off a five-week tour in Lansing, Mich., April 22. Rex Allen has purchased a collection of Texas Longhorn cattle horns from the collection of Lloyd Humphries, of Brownsville, Tex. Joe Leher, owner of the Rainbow, Denver, completing plans for a Western States tour with top name artists. T. Texas Tyler and Minnie Pearl pinch-hit for the rest of the members of the "Grand Ole Opry" cast on their recent date in Denver. Roy Acuff and His Smoky Mountain Boys were stranded recently in Casper, Wyo., due to bad weather and 19 inches of snow. Promoter Johnny Kelly has promised to bring the troupe back again this June.

Bob Miller, WEGO, Concord, N. H., needs d.j. copies from many of the new labels sprouting up. Ken Kennedy, WFRX, West Frankfort, Ill., in need of Decca d.j. samples. Danny Clark and his barn dance gang now playing a new live show via WDAR, Savannah, Ga. Cousin

Roy Stingley making personal appearances with the "Buckeye Barn Dance" each Saturday night in Columbus, O. Al Roberts, WPAW, Pawtucket, R. I., getting a big mail pull from several surrounding States. Joe Clark, KVON, Napa, Calif., cut down somewhat in his c.&w. air time. Mitchell Torok is set to go on the road again after the birth of his daughter, Gayla Mitchell. Jimmy Atkins, WLBS, Birmingham, Ala., reports that the new "Alabama Jamboree" is off to a flying start. Bob Ferguson has added three quarter-hour shots to his KUGR, Pullman, Wash., show. Sammy Lillbridge, KFRO, now handling all details in connection with the "East Texas Jamboree" staged weekly at the Rita Theater, Longview, Tex. Don Whitney, KLCN, Blytheville, Ark., started his seventh year of programming recently. The Alabama Boys, consisting of Willard Howell, C. B. Childers, Cast King, Gay Roberts and Dub Sartin, are now affiliated with the "Midway Jamboree" in Gadsden, Ala. Curly Smith, WGAY, Silversprings, Md., visiting with Texas Jim Robertson in his area. Jolly Cholly Stokley, KWKH, Shreveport, La., moves to WVEZ, New Orleans.

"Rocky Mountain Barn Dance," via KBTW-Denver, continues to draw top ratings. Bob Nash guested recently on the "Country Gentlemen" show via KSLA-TV, Shreveport, La., along with Jim Reeves, Johnny Horton, Jack Ford, Jack Hunt and Jerry Riley. Tommy Sands now doing a daily radio show via KNUZ, Houston, in addition to his television show on the same station. Jerry Case, 10-year-old guitarist, is appearing with the "Red River Valley Jamboree," KFTV, Paris, Tex., along with J. C. Case, and Pee Wee Reed. Roy Sneed was a recent guest on the WLS, Chicago, "National Barn Dance." Jerry Damon, WSTC, Stamford, Conn., reports that his switchboard lit up like a Christmas tree after playing the Buddy Cunningham recording of "Angels in the Sky." Marv Lacy guested with Jim Wilson at WHOO, Orlando, Fla., last week.

## This Week's Best Buys

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

ROSE-MARIE (Harms, ASCAP)—Slim Whitman—Imperial 8236  
One of the fastest-breaking country records in many weeks. Within ten days of release, the disk was rated strong in Atlanta, Dallas, St. Louis, Cincinnati, Nashville, Houston, Buffalo and New England. Also reported good in Chicago and Los Angeles. Flip is "We Stood at the Altar" (Shapiro-Bernstein, ASCAP).

## Review Spotlight on...

RECORDS

SLIM WHITMAN  
Rose Marie (Harms, ASCAP)  
We Stood at the Altar (Shapiro-Bernstein, ASCAP)  
—Imperial 8236  
See "Best Buys."

RED FOLEY  
Jilted (Sheldon, BMI)  
Pin Ball Boogie (Forrest, BMI) — Decca 29100 — The country warbler sells both of these items with a lot of drive. "Jilted" is already kicking up a storm in the pop field, and the flip is in the vein of some of Foley's biggest hits of the past. Strong sides.

## Reviews of New C & W Records

- HANK WILLIAMS  
There'll Be No Teardrops Tonight... 84  
M-G-M 10461—Here's a fine side by the late, great Hank Williams. It has a lot of his compelling style in both the performance and the nature of the lyric.
- Mind Your Own Business... 74  
The late Hank Williams gives this advice to nosy people: "Mind Your Own Business." Not a great Williams side.
- SHEB WOOLEY  
Blue Guitar... 80  
M-G-M (45) K11717 — Something could happen with this one. Wooley hands the tune a listenable vocal, but it is the attractive and unusual guitar work which holds the main interest. Deejays could have a lot of fun with it, and it has a chance to grab juke loot. Watch it.
- Panama Pete... 77  
A happy ranchero receives a peppy chant from the singer as he explains about Pete from Panama. Good coupling for the flip, especially for the boxes.
- HANK LOCKLIN  
Tell Me You Love Me... 77  
4 Star 1594—Tender love ballad is phrased gently by Locklin. This one has a simple and hard-to-resist quality which should insure good exposure and a chance for loot. (4 Star, BMI)
- Tomorrow's Just Another Day to Cry... 70  
Weeper is in the usual groove, and while it's sung ably, results are only moderately successful. (Dawn, ASCAP)
- JACK CARDWELL  
Diddle Diddle Dumpling... 75  
KING 1339 — Cute rework of the nursery standard is a Cardwell original. There's plenty of fun listening to this entry, and air play should be generous. (Lois, BMI)
- Blue Love... 74  
Weeper is sung appealingly by Cardwell. Country jukes and locks might hand it some attention. (Lois, BMI)
- CHUCK REED  
Don't Be Ashamed to Cry... 75  
MERCURY 70343—A fine love ballad by a promising young singer in this field. He projects the emotion of this material with impressive style. This boy will have to be watched.
- Call Me Baby... 73  
Reed has some material here that is rather unusual, coming very close as it does to the blues idiom. He puts the same suggestive, sensuous qualities into this material that fine blues stylists do.
- TEXAS JIM ROBERTSON  
I Promise to Love You... 73  
M-G-M (45) K11722—Pretty ballad is sung with feeling by the deep-voiced chanter. Should interest his many fans.
- Look What You Done to Me... 71  
Novelty effort receives a good reading from Robertson.
- LUKE McDANIEL  
I Can't Steal Another's Bride... 71  
KING 1338—This weeper will appeal to many. It has a tangled love affair, and a lover who is swayed by convention, McDaniel belts it out in crying tones, and it could get some action. (Lois, BMI)
- The Automobile Song... 71  
A wild, driving novelty, with fine instrumental support. The lyrics parodies a girl and a souped up automobile. Good box action likely. (Lois, BMI)
- JOYCE MOORE  
You Can't Kiss Me Too Soon... 71  
VICTOR 20-5683 — "The sooner the better," sings Joyce Moore, on the subject of kissing. It's a pleasant novelty, with a fresh rural flavor and a honky beat. (Margate, BMI)
- A Roving Heart... 68  
This weeper has the elements of heartbreak and philosophy. Miss Moore sings the plaintive melody and sells its sad syllables well. (Duchess, BMI)
- DOUG COATS  
Pure and Simple... 70  
SHAMROCK 7016—Coats says he is going back to the country to get himself one of those pretty, uncomplicated country gals. This is a cute novelty with a good beat which could sell if it gets adequate exposure. (ASCAP)
- Sugar Coated Love... 67  
A sad tale often told about the unfaithful girl friend and her deceptions. Coats is a very capable vocalist who is able to squeeze plenty of emotion out of even routine material. (ASCAP)

## D. J.'s, OPS, DISTRIBS—

These are REALLY worth their weight in gold!

JOE CARSON  
gives out with

"I COULD LOVE THE  
DEVIL OUT OF YOU"  
and  
"I'D GIVE ANYTHING  
TO BE WITH YOU"

Mercury 70348  
Published by  
BRAZOS VALLEY MUSIC

CHUCK REED  
is at his best in

"DON'T BE ASHAMED  
IF YOU CRY"

Published by  
BRAZOS VALLEY MUSIC  
b/w  
"CALL ME BABY"  
Mercury 70343



RATINGS—COMMERCIAL POTENTIAL	
Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.	90-100, Tops
	80-89, Excellent
	70-79, Good
	60-69, Satisfactory
	50-59, Limited
	0-50, Poor



# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## Best Sellers in Stores

For survey week ending March 31

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
1. YOU'LL NEVER WALK ALONE—R. Hamilton....	1	8
2. LOVEY DOVEY—Clovers.....	3	4
3. THINGS THAT I USED TO DO—Guitar Slim.....	2	13
4. I DIDN'T WANT TO DO IT—Spiders.....	4	8
5. SUCH A NIGHT—C. McPhatter.....	5	5
6. GEE—Crows.....	—	1
7. IT SHOULD'VE BEEN ME—R. Charles.....	10	2
8. LITTLE MAMA—Clovers.....	9	3
9. DARLING DEAR—Counts.....	—	2
10. YOU DONE ME WRONG—Fats Domino.....	—	1

## Most Played in Juke Boxes

For survey week ending March 31

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
1. THINGS THAT I USED TO DO—Guitar Slim.....	1	12
2. SAVING MY LOVE FOR YOU—J. Ace.....	3	16
3. SUCH A NIGHT—C. McPhatter.....	6	2
4. YOU'LL NEVER WALK ALONE—R. Hamilton....	9	6
5. I'M YOUR HOOTCHY KOOTCHY MAN—M. Waters	3	5
6. I DIDN'T WANT TO DO IT—Spiders.....	—	5
7. DARLING DEAR—Counts.....	10	4
7. YOU'RE SO FINE—Little Walter.....	—	10
9. LOVEY DOVEY—Clovers.....	2	3
10. MARIE—Four Tunes.....	—	14
10. LITTLE MAMA—Clovers.....	—	1



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

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

A whopping high 83 rating in Billboard's reviews for United 173 makes Jimmy Forrest Ork doing "Flight 3-D" a cinch to break into the big leagues. Back side is "Sophisticated Lady," done in a real top style. Stock up on this one. A new sacred release on States 187, with the Caravans, has the promise of another solid seller. Top side features "Blessed and Brought Up by the Lord," with "Jesus is a Rock" backing it. Bessie Griffin is soloist on both sides.

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

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

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**Top R & B Hits of the Past Five Years**

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Records, Talent and Tunes coming in the  
**APRIL 24 ISSUE**

**3 GREAT RELEASES!**

**"My Heart Tells Me"**  
Lobby #1125 HAMPTON SISTERS

**"MY PLEA"**  
Lobby #1126 DAVE DIXON

**"Live the Life"**  
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**THE TEMPO TOPPERS**  
in  
**"ALWAYS"**  
b/w  
"Rice, Red Beans and Turnip Greens" #1628

**Peacock's Progressive JAZZ**

## R & B Territorial Best Sellers

For survey week ending March 31

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

### Atlanta

1. Things That I Used to Do—Guitar Slim, Spe.
2. Little Mama, Clovers, Atl.
3. Lucille, C. McPhatter, Atl.
4. I Didn't Want to Do It, Spiders, Imp.
5. Lovey Dovey, Clovers, Atl.
6. You'll Never Walk Alone—R. Hamilton, Epi.
7. I'm Your Hootchy Kootchy Man—M. Waters, Chs.
8. Darling Dear, Counts, Dot
9. Such a Night, C. McPhatter, Atl.
10. You Done Me Wrong—Fats Domino, Imp.

### Charlotte

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. I Didn't Want to Do It, Spiders, Imp.
4. Things That I Used to Do—Guitar Slim, Spe.
5. Little Mama, Clovers, Atl.
6. Gee, Crows, Rma.
7. You Done Me Wrong—Fats Domino, Imp.
8. I'm Your Hootchy Kootchy Man—M. Waters, Chs.
9. Answer Me, My Love—Nat (King) Cole, Cap.
10. Lucille, C. McPhatter, Atl.

### Chicago

1. Lovey Dovey, Clovers, Atl.
2. Money Honey, C. McPhatter, Atl.
3. You'll Never Walk Alone—R. Hamilton, Epi.
4. Gee, Crows, Rma.
5. Love Contest, Ruth Brown, Atl.
6. Things That I Used to Do—Guitar Slim, Spe.
7. I Should've Been Me, R. Charles, Atl.
8. You're Still My Baby, C. Willis, Okc.

### Cincinnati

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. Things That I Used to Do—Guitar Slim, Spe.
4. Work With Me Annie, Royals, Fed.
5. Little Mama, Clovers, Atl.
6. You're Still My Baby, C. Willis, Okc.
7. I Didn't Want to Do It, Spiders, Imp.
8. Watch Dog, L. Reed, Kng.
9. Lucille, C. McPhatter, Atl.

### Detroit

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Lovey Dovey, Clovers, Atl.
3. Such a Night, C. McPhatter, Atl.
4. Things That I Used to Do—Guitar Slim, Spe.
5. I Didn't Want to Do It, Spiders, Imp.
6. Saving My Love for You, J. Ace, Duk.
7. Work With Me Annie, Royals, Fed.
8. Gee, Crows, Rma.
9. Tough Times, J. Brown, Par.

### Los Angeles

1. I Should've Been Me, R. Charles, Atl.
2. Things That I Used to Do—Guitar Slim, Spe.

3. Darling Dear, Counts, Dot
4. Thousand Stars, Rivlicers, Btn.
5. Lovey Dovey, Clovers, Atl.
6. Gee, Crows, Rma.
7. You're the One, Spiders, Imp.
8. Such a Night, C. McPhatter, Atl.
9. I'm Your Hootchy Kootchy Man—Muddy Waters, Chs.
10. Tell Me, Five C's, Unt.

### Balti.-Wash.

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. I Didn't Want to Do It, Spiders, Imp.
3. You Done Me Wrong—Fats Domino, Imp.
4. I Should've Been Me, R. Charles, Atl.
5. Answer Me, My Love—Nat (King) Cole, Cap.
6. Such a Night, C. McPhatter, Atl.
7. Lovey Dovey, Clovers, Atl.

### New Orleans

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. I Didn't Want to Do It, Spiders, Imp.
3. Blue Monday, S. Lewis, Imp.
4. You Done Me Wrong—Fats Domino, Imp.
5. Lucille, C. McPhatter, Atl.
6. Honey Hush, J. Turner, Atl.
7. Love You Baby, B. B. King, RPM
8. Please Don't Leave Me—Fats Domino, Imp.
9. Things That I Used to Do—Guitar Slim, Spe.
10. It's My Own Fault, J. L. Hooker, Chs.

### New York

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

### Philadelphia

1. You'll Never Walk Alone—R. Hamilton, Epi.
2. Gee, Crows, Rma.
3. Such a Night, C. McPhatter, Atl.
4. Work With Me Annie, Royals, Fed.
5. Goodnight Sweetheart, Spanish, VI.
6. Lovey Dovey, Clovers, Atl.
7. I Didn't Want to Do It, Spiders, Imp.

### St. Louis

1. Lovey Dovey, Clovers, Atl.
2. Things That I Used to Do—Guitar Slim, Spe.
3. You'll Never Walk Alone—R. Hamilton, Epi.
4. I'm Your Hootchy Kootchy Man—M. Waters, Chs.
5. Such a Night, C. McPhatter, Atl.
6. I Didn't Want to Do It, Spiders, Imp.
7. You're the One, Spiders, Imp.
8. Gee, Crows, Rma.
9. You're Still My Baby, C. Willis, Okc.
10. Somebody Hode the Hudo Man—J. Wells, Sta.

Startin' Big!  
**KITTY NOBLE**  
Singing  
**"LOVE ME TILL THE COWS COME HOME"**  
b/w  
**"CAN'T SEE NOBODY BUT YOU"**

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**ATLANTIC HITS 5 OUT OF 10**

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

**THE BILLBOARD**

**WE'RE SIZZLING, IT SAYS HERE—SO LATCH ON TO ATLANTIC'S TERRIFIC NEW RELEASE!**

• #1027 "Hello, Little Boy" "If I Had Any Sense"  
**RUTH BROWN**

• #1026 "Shake, Rattle & Roll" "You Know I Love You"  
**JOE TURNER**

• #1024 introducing the great new blues find  
**GEORGE "MISTER BLUES" JACKSON**  
with  
"Uh Huh" "I'm Sorry"

• #1025 "Under a Blanket of Blue" "Please, Baby"  
**THE CARDINALS**

• #1028 and an Atlantic special—  
the joyful new novelty sensation  
"Oh, That'll Be Joyful"  
**JESSE STONE**

**ATLANTIC RECORDING CORP.**  
234 WEST 56th St. NEW YORK 19, N. Y.

## This Week's Best Buys

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

- WORK WITH ME, ANNIE** (Armo, BMI)—The Royals (Midnighters)—Federal 12169  
Bucking a sluggish market situation, the group which this week was re-named the Midnighters has begun to establish their most recent release solidly. Appearing this week on the Philadelphia, Cincinnati and Detroit territorial charts, the disk is also reported strong in New York, Atlanta, Nashville and St. Louis. Flip is "Until I Die" (Armo, BMI).
- GOOD NIGHT, SWEETHEART, GOOD NIGHT** (Conrad, BMI)—The Spaniards—Vee-Jay 107  
Now that the record has achieved national distribution, sales are mounting impressively. Already on the Philadelphia territorial chart, strong sales reports on the disk have also been received from New York, Pittsburgh, Nashville, Cincinnati, Chicago, St. Louis and Atlanta. Flip is "You Don't Move Me" (Conrad, BMI). A previous Billboard "Spotlight" disk.

**Teamwork:**  
**The Story of R & B Talent and Their Agencies**

—a special feature of  
**The Billboard SPOTLIGHT ON RHYTHM & BLUES**  
Records, Talent and Tunes coming in the  
**APRIL 24 ISSUE**



# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## Review Spotlight on...

### RECORDS

#### JOE TURNER

Shake, Rattle and Roll (Progressive, BMI)—Atlantic 1026—This shapes up a smash hit thru the North and South. It's a wild blues and it receives a sock performance from the warbler, who makes it one of his best vocal jobs ever. Flip is a ballad, "You Know I Love You" (Progressive, BMI).

#### EARL BOSTIC ORK

Jungle Drums (Marks, ASCAP) — King 4708 — Earl Bostic's crew has been a steady seller on wax for the past year and the ork should continue its string of hits with this one. The band plays the oldie with beat and precision. Flip is the P. D. melody "Danube Waves."

## Reviews of New R & B Records

#### CHARLES EDWINS

**I Got Loose** 82  
DUKE 124 — Edwins bows on the label with a very strong reading of bouncy rhythm tune on which he tells of the perils of alcohol. The solid beat added by the combo makes this a record which could happen. Watch it. Good debut by the singers. (Lion, BMI)

## How R & B Music Became an Important Record Factor

—a special feature of  
**The Billboard SPOTLIGHT ON RHYTHM & BLUES**  
Records, Talent and Tunes coming in the  
**APRIL 24 ISSUE**

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#### THE LAMPLIGHTERS

**I Used to Cry Mercy, Mercy** 79  
FEDERAL 12176—The Lamplighters could have a potent one here. It's a swinging, rocking effort, penned by Rudy Toombs, and the boys sell it with a lot of drive. With exposure the side could break thru. Worth watching. (Armo, BMI)

#### OSCAR McLOLLIE

**Mama Don't Like** 78  
MODERN 928 — McLollie and his boys really go on this. It's a driving swing arrangement with a novelty lyric which has some very salty moments. Made for the boxes; so watch it. (Leon Rene, ASCAP)

#### THE HARPTONES

**My Memories of You** 77  
BRUCE 102 — The Harptones, who have done well with their first releases on the label, have a good platter here. Tune is a new one, and Willie Winfield hands it a bright lead vocal, backed smoothly by the boys.

#### LULA REED

**Bump on a Log** 77  
KING 4703 — Miss Reed vehemently catalogs the faults of her man and of men in general here. She delivers this material with considerable force. Besides the impressive style of the vocalist, the disk boasts a spirited backing and a rocking beat. Good commercial potential. (Jay & Cee, BMI)

**Troubles on Your Mind** 74  
A torchy blues with the flowery melodic line of some of the old-time greats in this field. That requires technique and vocal style, of which the singer seems to have an adequate share. This is a second good side, only a little weaker than the flip. (Jay & Cee, ASCAP)

#### DELL-TONES-KELLY OWENS ORK

**I'm Not in Love With You** 75  
RAINBOW 244—Lead singer of the Dell-Tones, who can sell a tune, turns in a good reading of this pop-styled effort with help from the girls and the combo. Deejays can use. (Kingsbury, BMI)

**Little Short Daddy** 73  
This is a crazy, mixed-up record, but it has a sound. Lead thrush, backed in odd style by a gal's group and the combo, tells all about her short daddy. Gal can sing, and in spite of the weak backing, the disk is unusual enough to get some attention. (Kingsbury, BMI)

#### BILL ROBINSON AND THE QUAILS

**I Know She's Gone** 75  
DE LUXE 6047 — The style of the group here is close to that of the Dominoes, altho not either as sharp or classy. The lead singer does a great job, and this could help the disk get some attention. (Lols, BMI)

**Baby Don't Want Me No More** 73  
Vocal group, with Robinson handling the lead, comes thru with an okay rendition of a peppy rhythm effort, backed by a big beat. (Lols, BMI)

#### JAMES WAYNES

**Crying in Vain** 75  
ALADDIN 3234—James Waynes has penned a cute rhythm ditty, and he chants it in a queer sing-song. Might pull spins with this one.

#### JAMES REED

**My Mama Told Me** 74  
FLAIR 1034 — The guitars strum a Southern accompaniment as Reed warbles the okay blues. The combination is a satisfying and mournful blues. (Flair, BMI)

#### "JUNIOR" RYDER

**Better Stop** 74  
DUKE 119—Junior Ryder advises his gal to stop roaming and keep her affections for him alone. The ork jumps, and the chanter rides the crest easily. (Memo)

**Sad Story** 70  
The tale is truly mournful and Ryder wails his sorrow convincingly. The blues feeling is abetted by the odd backing. Should get spins. (Memo)

#### LOWELL FULSON

**You're Gotta Reap** 74  
ALADDIN 3233—A tasteful performance by the warbler on a ditty which preaches you'll reap what you sow. Could get spins. (Aladdin, BMI)

**Blues Never Fall** 70  
Good reading by Fulson of a routine blues effort, lifted out of the commonplace by the singer's vocal. Will please his fans. (Aladdin Music)

#### COUNTRY HOMES

**It Can't Be** 74  
DE LUXE 6048 — Rhythm opus is handed a solid reading, with punchy backing by the ork. This one could do well on the coin boxes. (Franklin, BMI)

**Please Come Back to Me** 67  
Homes puts his appeal sincerely. An okay blues etching. (Franklin, BMI)

#### JESSE STONE ORK

**Runaway** 74  
ATLANTIC 1028—A bright riff effort receives a strong instrumental rendition from the Jesse Stone crew which goes all the way. Some mighty slick guitar work is featured on the platter. It could pick up coins on the boxes. (Progressive, BMI)

**Oh! That Will Be Joyful** 65  
Novelty effort now getting a lot of attention from the diskeries receives a so-so reading here from Jesse Stone and a chorus. Chorus work is too sloppy for this to mean much either in pop or r.&b. (Ludlow, BMI)

#### PHIL GORDON

**Drunk** 73  
HUB 1108 — Gordon really laid one on, and he tells us ruefully of the woes of the drinking man. This is cute, humorous material, effectively sold by Gordon's dramatic presentation and the rocking beat. (Venice, BMI)

**I'll Be True** 72  
This familiar material gets a fresh treatment here with a hand-clapping chorus alternating with Gordon on the vocal and supplying a hefty assist on the beat. Both sides make good juke box items. (Angel, BMI)

#### JIMMY McCRACKIN

**Blues Blasters Boogie** 73  
MODERN 926 — McCrackin does a fast blues with a boogie figure in the bass. There's some interesting instrumentation, and the ork holds its pace. (Modern, BMI)

**The Paulie's On** 72  
It reminds him of 1932, says McCrackin—that's how rough times are. It's a slow blues, Deep South style, and it has considerable flavor. (Modern, BMI)

#### ANNA MAE WINBURN

**Hank's Pranks** 73  
KING 4707—A bright riff item which goes in played with a solid beat by the ork, with sax featured in the lead. Will interest jazz fans. (Jay & Cee, BMI)

**That Knocks Me Out** 72  
The all-girl combo turns in a driving reading of a pounding riff effort. Will please some cats. (Lols, BMI)

#### LYNN HOPE ORK

**Brazil** 73  
ALADDIN 3229—Hope's sax solo is pleasant, and his ork gives out with a rippling beat in support. A listenable rendition of the evergreen. (Peer, BMI)

**C-Jam Blues** 71  
Another good instrumental by the smart Hope ork. The coupling makes suitable juke wax. (Robbins, ASCAP)

#### JACK DUPREE

**Camille** 73  
KING 4706—Dupree sings about his girl with passion on this old-fashioned blues slicing. Could get spins due to warbler's reading. (Jay & Cee, BMI)

**Rub a Little Boogie** 71  
A bright boogie effort receives an okay warble from Dupree, helped by the straight forward lyrics. (Jay & Cee, BMI)

#### JERRY THOMAS ORK

**Don't Have to Worry** 71  
MODERN 927 — A fast, honking blues, with vocal by Jerry Thomas, and very able instrumental work by the ork. Good juke wax. (Modern, BMI)

**Lost Mind** 68  
Jerry Thomas's ork does a slow blues with a lyric of more than passing interest. (Modern, BMI)

#### BABY (PEE WEE) PARHAM

**People Are Wondering** 70  
FLAIR 1036—Baby Parham belts out a blues in which he asks his baby why she left him. Disk maintains some excitement. (Flair, BMI)

**I've Got the Feeling** 60  
Another shouting blues, but slow-paced and routine. (Flair, BMI)

#### LESTER WILLIAMS

**Let's Do It** 68  
DUKE 123 — Routine blues receives an adequate reading from the warbler, while the ork moves in heavy-handed fashion behind him. (Lion, BMI)

**Good Loving Baby** 68  
Old-fashioned blues receives a fair

## Reviews of New Jazz Records

#### BONNEMERE

**Five o'Clock Whistle** 77  
ROYAL ROOST 585—A very interesting version of the oldie with Bonnemere contributing unusual pianistica. Jazz jocks will find this an appealing item. And it could pull pop spins. (Advanced, ASCAP)

**Ti-Pi-Tin** 73  
This oldie has an exciting arrangement here—it's a mambo beat, with Bonnemere's piano and other rhythm pieces exhibiting plenty of dash. (Feist, ASCAP)

#### JACKIE PARIS

**Cool Blues** 72  
BRUNSWICK 80239 — This vocalist has been recorded here on one of his recent night club appearances, applause and all. This material, written by Paris, is representative of his style. Strictly for "gone cats." (Agatha, BMI)

**You Go to My Head** 60  
A not particularly inspired cool version of the standard. The personality that projects this material so well in clubs does not accomplish the same thing here. The accompaniment by the Terry Gibbs Sextet on both sides are good. (Remick, ASCAP)

#### RAY CONNIFF

**Bessie Boy Boogie** 75  
BRUNSWICK 80240 — From the sounds from the audience, which constantly interrupt proceedings here, you would think that Conniff's music incited a riot. This is a wild instrumental that hip youngsters will dig. (Regent, BMI)

**Super Chief** 73  
This side also offers a solid beat and unbacked material taken at a dizzying pace. Two good sides. (Regent, BMI)

## Reviews of New Childrens Records

#### MISS LUCILLE (APPLEBLOSSOM) CHAMBERS

**The Runaway Elephant (Part 1 & 2)** 70  
APPLEBLOSSOM 102—Miss "Appleblossom" reads an interesting story here from the children's book of the same name. It tells how the boy Hezekiah accompanied a reporter, Mr. Ed, to search for a runaway elephant, and how with the aid of Mr. Smith, some bread and peanut butter they captured it. For kids from 5 to 10.

## Reviews of New Latin American Records

#### PEDRO VILA ORK

**Begins the Beguine** 77  
SEECO 4138 — Cole Porter's great tune is performed in mambo tempo here by the Cuban ork. They play it bravely, but with a lot of charm. The ork is a good one, and the arrangement is strong. Could get action in the L-A markets.

**El Kimbo** 73  
A peppy kimbo receives a good reading from the ork and the sidemen on this new release by the ork. Will be appreciated by the dancers.

## This Week's Best Buys

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

### Sacred

#### A HOUSE OF GOLD (Acuff-Rose, BMI)

**HOW CAN YOU REFUSE HIM NOW?** (Acuff-Rose, BMI)—Hank Williams—M-G-M 11707  
Hank's records show no sign of losing the magic touch. This record has found ready acceptance in almost all country markets. Strongest reports were returned from Nashville, Richmond, St. Louis, New Orleans, Chicago, Cincinnati and Dallas. A previous Billboard "Spotlight" disk.

### Jazz

#### JOHNNY'S BLUES (Parts 1 & 2) (Lana, BMI)—Johnny Hodges Ork—Clef 89098

Dealers in almost all large Northern and West Coast cities are finding more and more of a trend toward cool-flavored jazz jump records. Of the more recent releases of this type, this has been an unusually successful offering. Operators have shown a certain amount of resistance due to the higher price of the disk and the fact that it is a two-part piece of material, but dealers in New York, Cincinnati, Pittsburgh, Chicago, Detroit, St. Louis, Philadelphia and Los Angeles have found it extremely profitable for young hipsters. Recommended primarily for dealers.

#### SAUNDERS KING

**My Close Friend** 68  
FLAIR 1035—With the world being the way it is, a buddy can be more dangerous than an enemy, philosophizes King. Just so-so. (Flair, BMI)

**Going Mad** 65  
Routine blues is projected well by King. (Flair, BMI)

## Reviews of New Sacred Records

#### GENE AUTRY

**A Voice in the Choir** 79  
COLUMBIA 21229 — Autry sings of the voice in the choir that no one but he can hear, but which mysteriously consoles him and gives him faith. A pleasant, sentimental tune sung with simplicity and sincerity. (Western, ASCAP)

**Angels in the Sky** 78  
Another attractive, highly inspirational side. To choral and instrumental backing, Autry encourages the use of prayer when troubled. (Ridgeway, BMI)

#### STANLEY BROTHERS

**A Voice From on High** 76  
MERCURY 70340 — A voice from another world urges us to follow in the footsteps of Jesus. The brothers have some good material here, and they give it a sincere, tastefully harmonized reading. The backing is spirited and has a solid beat. Ought to have good sales in this market. (Monroe, BMI)

**I Long to See the Old Folks** 73  
In a nostalgic mood, the brothers think of their parents down on the farm whom they have not seen in a long time. They present a picture of clean, peaceful living which will affect rural area customers. (Acuff-Rose, BMI)

## Reviews of New Spiritual Records

#### SISTER O. M. TERRELL

**Lord, I Want You to Lead Me On** 78  
COLUMBIA 21228 — To the Harmonies and driving beat of a Southern blues, Sister Terrell shouts out her plea to the Lord for guidance. This is powerful, exciting material. Recommended to dealers in this market. (Melody, BMI)

**The Bible's Right** 76  
Sister Terrell points out that if the Bible is right, then the ways of sin are wrong. The material is simple but very direct in its appeal. The beat is strong. (Melody, BMI)

## Reviews of New Polka Records

#### THE FINETOPPERS

**National Emblem March—Polka** 74  
CORAL 61151 — The familiar public domain march is dressed up in polka style. It makes a lively instrumental by the group. (P.D.)

**American Patrol—Polka** 74  
This side in the same groove as the flip. Lively polka instrumental based on the familiar P.D. march. (P.D.)

#### JOE FLUMER

**Casey's Old Time Waltz** 70  
NORTH STAR 2001—A stately, old-fashioned instrumental in three-quarter time. Areas in which international disks do well like this for dances. (BMI)

**The Paul Bunyan Schottische** 68  
Another leisurely paced instrumental that young and old will enjoy for dancing. (BMI)

#### JACK PARKER-ETTA JONES

**One o'Clock Jump** 55  
DECCA 29084 — Count Basie's evergreen is performed here in bop style by the duo, with the lyrics penned by Parker. The lyrics are not particularly inspired and neither are the vocals. (Feist, ASCAP)

**Kisses All Night Long** 45  
Below average vocals by Parker and Etta Jones on a below average r.&b. item. (Champion, BMI)



APRIL 10, 1954

Communications to 1564 Broadway, New York 16, N. Y.

## 'Hi-Fi' Banner Seen Junking Regular LP's

NEW YORK, April 3.—The impact of the term "high fidelity" on the record business, which has caused even the most reluctant manufacturers to so label their product in a battle of slogans, revealed a new facet this week. Leading cut-rate dealer Sam Goody launched a barrage at record manufacturers in a telegram addressed to 10 major and top independent firms, urging them to stop making "orphans" of their regular records or face the return of a major part of his huge inventory or a dumping of the latter product on the market at distress prices.

Only two weeks ago Columbia, Decca and M-G-M announced they would join the hi-fi slogan parade (The Billboard, March 27). At the time each indicated the move was being taken somewhat reluctantly, on the premise that most of their LP catalog was al-

ready equal in sound quality to the best available.

Immediate cause of the Goody squawk is a projected hi-fi record catalog soon to be promoted for distribution thru dealers. This brochure will list only records judged to be of hi-fi quality. It will also contain advertising.

Calling attention to this catalog, Goody's telegram claimed that customers were already suspicious of the quality of records not advertised as hi-fi.

### Cites Responsibility

"If you, as a manufacturer, now encourage separate listings in a separate catalog of these so-called hi-fi records," the telegram continues, "you will be responsible for convincing the consumer that you are issuing to the record world first and second-class citizens. . . . If you persist in your course, you will destroy the confidence which the public now has in the quality of your regular records and eliminate the market therefor.

"The largest part of your long-play catalog is now in regular recordings and, as you know, I maintain a huge inventory of all your records. If you persist in helping this move, which can result only in making 'orphans' of your regular recordings, I will be forced to give serious consideration to demanding that you take back from me all my inventory of your records not marked hi-fi, or I will be required to consider plans which will quickly reduce my inventory before you render it completely obsolete."

## Decca Issues Jam Sessions

NEW YORK, April 3.—Decca will introduce a new LP series next week with the release of "Jazz Studio One," an extended jam session which carries only two tunes on its two 12-inch LP faces. Jazzmen who make up the combo are Paul Quinichette, Frank Foster, Hank Jones, Edward Jones, Sir Jonathan Gasser, Benny Green, Joseph Newman and Kenny Clarke. Tunes are "Tenderly" and "Let's Split."

## COLUMBIA JAZZ

### 3 New Ones Have Feel of Jam Session

Continued from page 21

integrity and two outstanding performances.

"Jazz Coast-to-Coast" features the Eddie Condon crew and a group of West Coast studio musicians who still love to get back in the two-beat groove. Here again no time limitation was imposed, and the groups could play each tune as long as they wished. And here, too, both combos get off some first-rate performances which should appeal to the large group of Dixieland followers throughout the country.

Cross-talk among Condon and his musicians has been left on the disks, retaining the informal nature of the session. And it is an easy session to follow, since the soloists follow one another in the same sequence on each tune.

The final LP, featuring the Turk Murphy ork, was cut at the San Francisco night club where the new "New Orleans" crew holds out. It retains the atmosphere of a live performance, and it shows off the sparkle and brightness of the lively Murphy crew.

Avakian's liner notes are voluminous and interesting, and the covers are attractive. The label has come up with three refreshing additions to the jazz catalog. Bob Rolontz.

## Daystrom Bows New Crestw'd Recorder

CHICAGO, April 3.—The Daystrom Electric Corporation, Poughkeepsie, N. Y., thru its subsidiary, the Crestwood Recorder Division, announced the introduction of its new tape recorder, the Crestwood 303.

The recorder went on display here in a transparent plastic case to show off the "printed" circuit pre-amplifier. The unit is a push-button set and is said to be the first such set using a photo etched circuit pre-amplifier.

The 303 has a simulated pigskin case and retails at \$199.50. Frequency response is 50 to 10,000 cycles per second and a two-speed recorder. The amplifier provides 10 watts of power.

## NEW MUSIC OUTLETS

### Detroit Gets 3 at Northland Center

Continued from page 22

is a brilliantly lit, 30 by 80-foot store occupying one of the few Northland corner areas with frontage along two main streets. Illumination emphasizes eye-catching display. Most of the store area is devoted to toys, with the record section strategically spotlighted at the front, in the top traffic point. While taking about 15 per cent of the area, records are accounting for 20 per cent of the volume.

All standard 78, 10-inch records have been placed in specially designed drawers, two high, mounted in the wall up to counter height. This improves the appearance of the store, by removing these older-type disks, usually stocked in the green protective covers, from the open store where they tend to be unsightly.

Above these drawers is a display of white pegboard background, recessed into the wall to constitute a shadowbox unit, and used to display various albums suspended upon special fixtures.

The bulk of the record display is open for the inspection of store visitors, in three island displays and a variable large number of browser boxes. The latter, placed at waist height upon wrought-iron legs, are found helpful in assisting customers in looking thru record stock. The emphasis upon self-selection is very important, and entirely acceptable without risk of substantial damage to stock since the general switchover to unbreakable records, according to Herbert E. Maxwell.

### Uses Phono-Gard

Further designed to assist the customer in record choice, three new record players have been installed for listening posts. These are especially selected to prevent damage to stock by careless placement of the needle upon the record, and are proving highly successful. The Phono-Gard unit was chosen, which prevents the customer from touching the record or the needle and doing any damage.

Maxwell's carries a balanced stock of popular numbers, including show tunes and dance records, and kiddie disks. Business has been good, showing a substantial pick-up since the opening day, when "lookers," drawn by the attraction of the great new shopping center, were in the majority. Regular buying customers have been showing a gratifying increase and are keeping the store staff busily occupied now, Maxwell says.

Herbert E. Maxwell, who is sole proprietor of the store, is also the owner of a similar older store in the northwest section of the city at Greenfield and Seven Mile Road. Miss Alma Kopp has been named manager of the record department.

### Center's Set-Up

Third music outlet at Northland is the Center Music Shop, about 18 by 40 feet, a concentrated bandbox of record merchandising operated by the Chapin Brothers, Herman and Morris, who have one of the leading record outlets of Detroit—the Classic Record Shop, on West McNichols Road. Specializing extensively, the new store carries records almost exclusively, with a few small portable players and carrying cases as the only other items on display.

"Business has been far beyond expectations," says Herman Chapin of the new store. Sales have been primarily in the popular field, with a little classical volume. In order to cater to a specialty trade, emphasis will be placed increasingly upon the classical lines, in which the Chapins have built up an exceptional interest at their other store.

The store is designed to encourage self-selection by customers for 85 per cent of the stock, and has some outstanding displays accordingly. One exception is the 78 r.p.m. stock, which is kept back of the front sales counter, placed longitudinally of the store, and these large disks must be asked for by the customer.

The store entrance is made exciting from a merchandising point of view by the modernistic

background of two-inch stainless steel columns at about 18-inch intervals, cemented into the floor. On the face of each column is an adjustable strip to hold shelf brackets and other fixtures. This makes it possible to position various sized pegboards and flat shelf display units at will in practically any place in the window, making trimming exceptionally flexible.

### Rack Displays

On the left wall is a rack display of 550 different Extended Play record albums. This is a display in fact only, since the records themselves are taken out of the album covers which are mounted in the racks. This prevents the common problem of pilferage with these small but expensive disks, as well as decreases damage and the chance of missing records. The numbers are stocked back of the counter, conveniently available on call when the customer is interested in any particular number. A card which gives the data and serves as a stock control and order record is attached to the cover, providing an efficient two-way utility.

Toward the rear is another wall display of long-playing classical—some 500 individual numbers are kept on visible display here. On the opposite wall is a display of 700 long-playing popular records, including show tunes and piano music and related specialties.

Children's records are placed in a group of six browser boxes in the middle of the store—thus the entire store is adequately departmentalized to enable each type of customer to find his way to the type of records in which he is most interested.

### Listening Posts

Five listening positions have been created for customers—a large number for a small store, but important in merchandising to a specialized taste. One is located on the record sales counter at the front, two in a middle sidewalk position in booths open on one side, and two in entirely enclosed booths at the rear. Adjoining the latter is an enclosed office area for the store.

Display is augmented by the use of green pegboard displays on all four sides of two columns which are in the store area. At the rear is a display eight-feet wide, four shelves high, carrying a small display of record players and cases. A few occasional chairs are provided for the convenience of customers.

## Webcor Kicks Off Promotion

MILWAUKEE, April 3.—Approximately 200 dealers from Milwaukee and Southern Wisconsin territory jammed the Standard Electric Supply Company's offices, showroom space and auditorium the evening of March 30 to kick off the Webcor "Do-It-Yourself" promotion.

Session drew special attention from dealers, since this gathering officially debuted Standard as Webcor distributor for this area. In February the Webcor line was switched from the former distributor, Taylor Electric Company, to Standard.

Webcor factory representatives Newell Parsons and Duan Woodruff, both out of Chicago, were in charge of the clinic which featured films of the Webcor manufacturing processes and a preview of the scheduled 40th anniversary sales promotion. Leonard Siegel, vice-president of Standard is in charge of sales for the firm.

## Distribber Names Sack

HARTFORD, Conn., April 3.—Allan Sack has been named sales manager of the Victor Record department of Radio and Appliance Distributors, Inc., of East Hartford, Conn. He succeeds Edward Sarnoff.

## Hallicrafters' New Hi-Fi, TV

CHICAGO, April 3.—The Hallicrafters Company, television, radio and communications manufacturers, announced this week the introduction of a new low-priced high-fidelity set and two new television models.

The new hi-fi unit, called the Maestro, is housed in a contemporary cabinet which is available in either blond or mahogany finish. It has a frequency response of 30 to 15,000 cycles per second and utilizes two speakers, an eight-inch woofer and a three-inch tweeter. Sound from the speakers is baffled by a sound-absorbing acoustical glass wool wall. The amplifier has an output of three watts and inverse feedback is an added feature.

The unit contains a three-speed player and a ceramic cartridge. Set is priced at \$99.95 in mahogany and \$109.95 in blond.

## Mich. Dealers See New Line

DETROIT, April 3.—About 115 dealers here attended the special showing Sunday held at the Sheraton Cadillac Hotel by the Polonia Distributing Company, 3747 Woodward, for the new Square Root high fidelity phonograph sets, the Opus and Sonota models.

Manufactured by the Square Root firm in Yonkers, N. Y., the two models are table models with adaptable tables. They will retail at \$129 and \$159, and have the trade label of Tru High Fidelity phonographs.

The show was given by Mike Muckley, of the Square Root company, assisted by Charles Gray, of the Polonia Distributing Company. Muckley announced that in conjunction with local dealer demonstrations, the Tru High Fidelity promotion would include a local introductory campaign in advertising in the daily newspapers, radio, and some television media over a 60-day period. Consistent follow-up advertising is planned.

## Krolikowski Opens Shop in Det. Area

DETROIT, April 3.—Seizing upon the excellent potential of the East Side suburban community of Harper Woods, which has had no record or music business shop previously, Robert W. Krolikowski, a newcomer to the music field, has established the Eastland Music Shop to sell records and phonographs.

A free giveaway of a record with a purchase has been planned by Krolikowski for his opening-day promotion Saturday (3), plus ads in two community weekly newspapers. In his 20 by 40-foot shop, he is striving for a complete variety of records of all types, to fulfill any possible taste of the aggregate type of customers in his area.

## Dealer Doings

By JOE MARTIN

From the owner of the Bergenfield Music Store in Bergenfield, N. Y., Aaron Applebaum, comes a comment on the recent LP sales held by Columbia, RCA Victor and Mercury Records. He says that "the recent sale of LP's was . . . an excellent idea but poorly timed, coming as it did in one of the better months of the year. I also feel that LP classical list prices are too high. They should be reduced to a level of approximately \$4.50 to \$4.95. I think the average dealer could sell more LP's under these conditions." (We would appreciate comments from other dealers about LP prices.)

### Detroit

Leaving to enjoy the fruits of his hard-won labor in winning a sales contest, Russ Yerge, promotion manager for the Columbia record and phonograph department of the Buhl Sons Distributing company, left this week for a two-week vacation on a Caribbean cruise. On April 10, Lowell Worley, general sales manager for the same department will be leaving for his two-week vacation. He is planning to visit in Miami. He is currently winding up his local dealer contest as part of a sales volume build-up.

Considered one of the top local experts on high fidelity and regular phonographic and electronic equipment, on the amateur basis, is Louis Finn, salesman in the phonograph (small) department at Grinnell's Music House, 1515 Woodward. His demonstrations and advice on all phases of high fidelity equipment are a high point with customers in the music appliance department. He is a recent graduate of the local Radio Electronic Television School, where he studied for two years.

He was with Grinnell's since that time.

Another Grinnell phonograph salesman, Ben Whitehead, is going to be leaving the store soon to assume scholastic duties at the University of Michigan, Ann Arbor.

One of the first local dealers to introduce the new Tru Hi-Fi phonograph sets manufactured by the Square Root Company in Yonkers, N. Y., is the equally new Eastland Music Shop, in the nearby East Side Harper Wood suburb. Owner Robert Krolikowski is planning to feature the company's two table models, the Opus and the Sonota, at the opening of his new store Saturday (3), which will retail, records and phonographs.

### Milwaukee

Stu Glassman, top buyer for the Radio Doctors diskery, reports he has just completed the task of revamping his mail order lists. Since a big share of the Radio Doctors' record sales come via the music operators, the firm regularly keeps all their outlying customers informed of the best wax available on practically all labels. . . . New card goes out monthly to 475 operators and dealers in Wisconsin, Upper Michigan and Iowa. Cards are now laid out like an order blank listing best sellers. According to Stu: "Operators who normally are not inclined to sit down and write us an order are now finding it easy to just check off their wants and mail the card back."

John Plimpton, of the Bay Music Center, is expecting a lot of excitement for his moppet trade on April 17. That is the date he has set for a visit from Capitol Records' Boze the Clown.





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Whoever thought chemistry would sell Webcor Fonografs for you? But chemistry, in the form of a sensational new "miracle fabric" is doing just that.

It's the startlingly beautiful VINAPEX. And it looks and feels just like leather!

This new Musicale covering is so appealing to both men and women that it sells the new Webcor portables on sight... sometimes before dealers get started on the high-fidelity demonstration.

Webcor offers you four of these luxurious beauties, at a truly modest list... and at a mighty welcome dealer markup. There are Ebony, Antique White, Ginger and Sun Tan. A fifth portable, the \$139.50 price leader, is dressed in attractive Venobra.

Of course, each of the five new portable Musicales has the same superb high-fidelity sound system found in the now famous table models. The same 3 speakers, 5-watt amplifier with preamp and G.E. magnetic pickup are there to give automatic record play unsurpassed anywhere for thrilling record listening. Add to these five thrilling new portables, the already fast selling mahogany and blonde Korina table models, and you have the most profitable high-fidelity phonograph line of all time. For further details call your Webcor distributor today.

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Chicago 39, Illinois

## The Billboard Music Popularity Charts PACKAGED RECORDS

### • Best Selling Children's Records

1. PETER COTTONTAIL—Gene Autry ..... Columbia J 83
2. DOGGIE IN THE WINDOW—Patti Page ..... Mercury Playcraft No. 1
3. LITTLE WHITE DUCK—Burl Ives ..... Columbia J 83
4. ME AND MY TEDDY BEAR—Rosemary Clooney ..... Columbia J 70
5. TEDDY BEAR'S PICNIC—Rosemary Clooney ..... Columbia J 54, J 168
6. PETER PAN—Bobby Driscoll ..... RCA Victor Y 4001
7. EGGBERT THE EASTER EGG—Rosemary Clooney ..... Columbia J 131
8. PETER COTTONTAIL—Mervin Shiner ..... Decca K 27
9. THE LITTLE ENGINE THAT COULD—Rufe Davis ..... Capitol 3142
10. BOZO AT THE CIRCUS—Pinto Colvig ..... Capitol 114
11. BIMBO—Gene Autry ..... Columbia J 195
12. I TAUT I TAW A PUDDY TAT—Mel Blanc ..... Capitol 3104
13. BLUE TAIL FLY—Burl Ives ..... Decca K 107
14. TUBBY THE TUBA—Victor Jory ..... Columbia J 69
15. TWEETY PIE—Mel Blanc ..... Capitol 3074

### • Reviews and Ratings of New Popular Albums

**JONI JAMES**  
AWARD WINNING ALBUM ..... 80  
(1-10")  
M-G-M E 234

The tunes that brought the thrush to the attention of every teen-ager in the country, and to many others besides, are included in this collection of Joni James hits. "Why Don't You Believe Me?" "Have You Heard?" "You're Cheatin' Heart," "It Is Any Wonder?" and "My Love, My Love" are all here. Little doubt that this set will move rapidly across the counters to the canary's large following.

**THE MUSIC OF HAROLD ARLEN** ..... 77  
David Rose Ork (1-12")  
M-G-M E 3101

One of America's great songwriters is interpreted by one of the nation's top semi-classical orchestras. Sub-titled "Let's Fall in Love," the album also contains such noted standards as "That Old Black Magic," "Happiness Is Just a Thing Called Joe," "Stormy Weather," "Paper Moon" and "Blues in the Night." The period covered by the tunes ranges back into the golden age of musical comedy. This is a package which, if properly merchandised, can have a ready market. Both the material and the artist are proven.

**GLENN MILLER** ..... 75  
(1-10")  
Epic LG 1008

A collection of recordings that Miller and his orchestra made for Brunswick and Vocalion Records in 1937 and 1938. Tho each of these has been previously available, the collection is interesting for the opportunity it gives of seeing the Miller style in its early stages. Album is delightful, it's Miller, and these days that means it ought to sell well.

**INVITATION TO COCKTAILS** ..... 74  
(1-12")  
Decca DL 8056

The label has come up with a good album of mood music by putting together a number of instrumental sides previously released on the label by well-known orks. Bands include the Tommy Dorsey ork, Carmen Cavallaro, Victor Young, Harry Horlick, etc., and the tunes are standards by Gershwin, Kurt Weill, Friml, et. al. A good set for those who enjoy background music.

**THERE'S NO BUSINESS LIKE SHOW BUSINESS** ..... 71  
Wally Stott Ork (1-10")  
Epic LG 1007

This album contains eight tunes by the master, Irving Berlin—most of them ballads; "Always," "Easter Parade," "The Girl That I Marry," "How Deep Is the Ocean?" etc. Wally Stott, British maestro, leads the orchestra thru a series of lush, tasteful arrangements. It is a collection of some of the top standard show material, finely done.

**ASHLOCK AND HARRIS PLAY LEROY ANDERSON** ..... 70  
(1-EP)  
Epic EG 7033

This duo-piano team has come up with handsome arrangements of four Anderson favorites: "Promenade," "A Girl in Satin," "Serenata" and "Belle of the Ball." Their stylings are sleek and sophisticated while retaining easy listenability.

**FAMOUS RHUMBAS, VOL. 2** ..... 68  
Henry King Ork (1-EP)  
Decca ED 2096

An attractive package, grouping four well-known rumbas. King's Latin stylings have long been popular since he tempers their feverish rhythms with considerations for Northern muscles. The selections are "Say Si

Si," "Tabu," "Mama Inez" and "Maria La O." and have been previously available on a Decca LP.

**PEGGY LLOYD: DIXIELAND HONKY TONK** ..... 66  
(1-EP)  
Benida 1020

The tunes in this package, "Frankie and Johnny," "Ace in the Hole," "Nobody's Sweetheart" and "A Good Man Is Hard to Find," are favorites of the '20's that remain popular today. When delivered with the personality and vigorous style of Miss Lloyd it is easy to see why. A good commercial package, with a not so very old-fashioned backing by the Bill Stegmyer orchestra.

### Jazz

**LEE KONITZ PLAYS WITH THE GERRY MULLIGAN QUARTET** ..... 69  
(1-EP)  
Pacific Jazz EP 4-11

Last January, when the Kenton ork was playing the Hollywood Paladium, Lee Konitz sat in with the Mulligan Quartet at the Haig in San Francisco on his night off. A tape recorder managed to preserve this event in the annals of jazz, and it's a good thing, too, for the combination of Konitz and the Mulligan crew on these records will probably prove irresistible to a lot of fans who dig the modern stuff. Good jazz wax.

**ARTIE SHAW WITH STRINGS** ..... 71  
(1-EP)  
Epic EG 7031

Before Artie Shaw started his fast-rising swing crew in the late 1930's, he experimented with an ork featuring violins, cello and viola, in addition to reed, brass and rhythm instruments. Tho the crew flopped, many collectors will be interested in this collection made by the stringed ork in 1936, when Shaw was just starting to develop his individual style.

### International

**GERMAINE MONTERO: PARISIAN NIGHTS** ..... 71  
(1-10")  
Vanguard VRS 7005

Germaine Montero, winner of the Grand Prix du Disque in 1953 with her "Folk Songs of Spain," has a fine album here. It is made up of nine songs—some of them wistful, some melancholy. A few portray the longing of sordid souls for their happy youth. Miss Montero's phrasing, nuance and tonal quality are superb, and she is backed by a tasteful group. For sophisticated shops this is a smart package.

### Children's

**WALT DISNEY'S PINOCCHIO** ..... 81  
(1-78)  
Capitol CAS 3203

The classic children's tale is ably condensed on a single disk and acted with enthusiasm that carries across to the listener. Kids will enjoy it and parents will likely prefer it to more usual blood-and-thunder fare.

**RUSTY DRAPER SINGS: EASTER MORNING, PETER RABBIT** ..... 78  
(1-78)  
Mercury MP 16

Rusty Draper bends his talents toward the younger set and the results, as might be expected, are great. He brings lots of charm to his readings and most moppets will remain spellbound while the record spins. An Easter natural.

### RATINGS—COMMERCIAL POTENTIAL

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

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



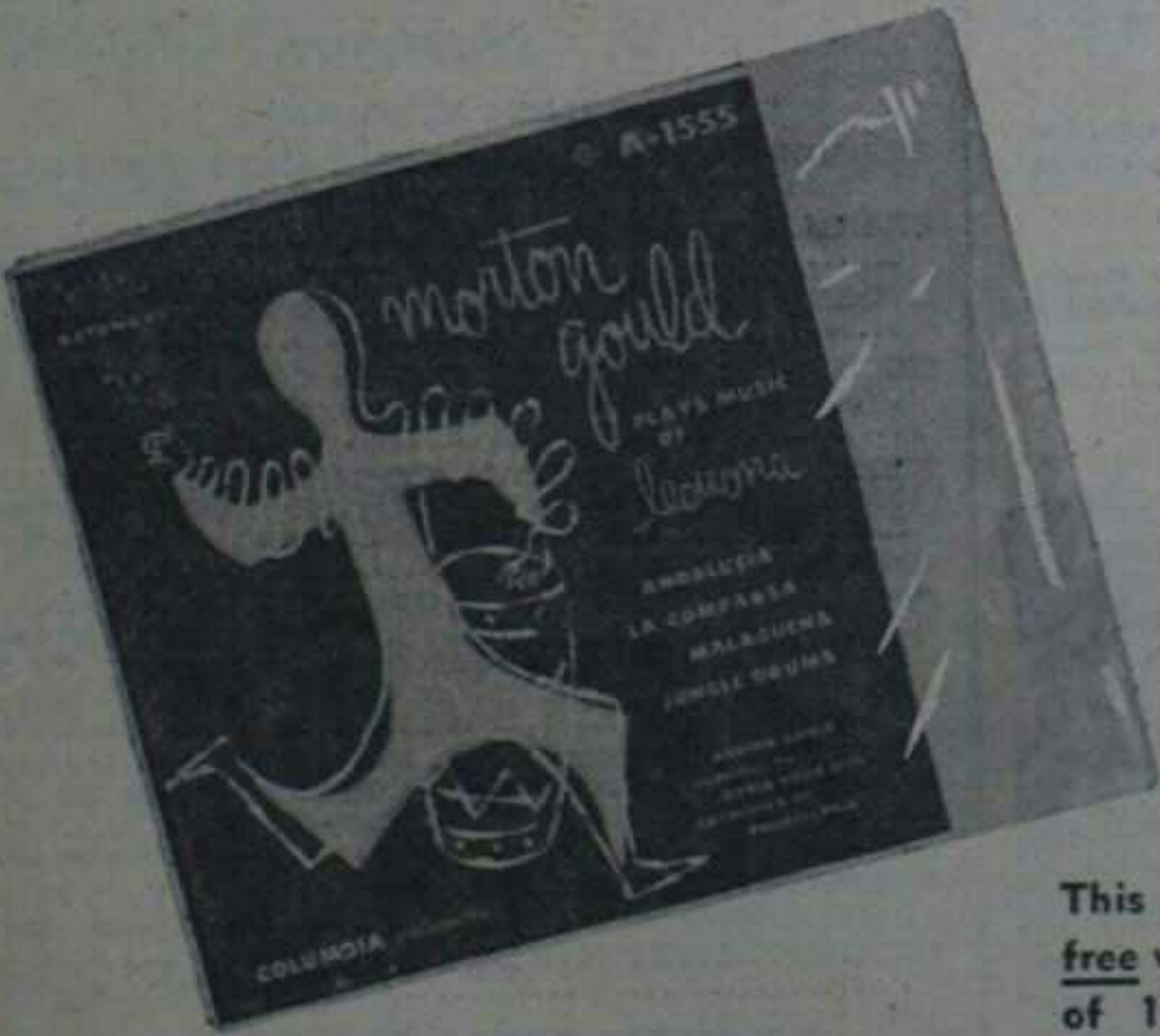
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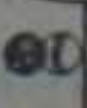
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**THE PINES OF ROME;**  
**THE FOUNTAINS OF**  
**ROME** Antal Dorati conducting  
the Minneapolis Symphony Orchestra.  
**MG50011**



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Dallas Morning News  
"A Major Event for the High Fidelity Fan."  
Oregon Journal

"Mercury's Living Presence Recording Technique Can Pin-Point Beautiful Orchestral Sounds With An Accuracy That Nobody Else Seems Able to Equal . . ."  
San Francisco Chronicle

## NEW HIGH FIDELITY LIVING PRESENCE RELEASES

**Stravinsky Le Sacre Du Printemps** ("The Rite of Spring"). Minneapolis Orchestra—Dorati. **MG50030**  
**MacDowell Second** ("Indian") Suite. Eastman-Rochester Orchestra—Hanson. **MG40009**



## MERCURY LIVING PRESENCE HI-FI SHOWPIECES:

**Smetana My Fatherland** ("Ma Vlast"). Chicago Orchestra—Kubelik. **OL-2-100**

**Strauss Four Great Waltzes**—Wiener Blut; Wine, Women And Song; Tales Of The Vienna Woods; The Emperor Waltz. Minneapolis Orchestra—Dorati. **MG50019**

**Bethoven Symphony No. 7.** Detroit Orchestra—Paray. **MG50022**

**American Concert Band Masterpieces.** Eastman Symphonic Wind Ensemble—Fennell. **MG40006**

**Gould Latin-American Symphonette; Barber Overture To "The School For Scandal"; Adagio For Strings, Essay No. 1.** Eastman-Rochester Orchestra—Hanson. **MG40002**

**Bethoven Symphony No. 5; Egmont, Coriolan and Leonore No. 3 Overtures.** Minneapolis Orchestra—Dorati. **MG50017**

**Salzedo Eight Dances For Harp; Rameau La Joyeuse; Martini Gavotte; Dandrieu Play Of The Winds; Mendelssohn Spinning Wheel and On Wings Of Song; Granadas Spanish Dance No. 5; Debussy Clair De Lune; Salzedo Steel.** Carlos Salzedo and Lucile Lawrence, harpists. **MG10144**

## Mercury HI-FI LIVING PRESENCE demonstration disc

This High Fidelity demonstration record features excerpts from \$35 worth of Mercury's Living Presence Classics. **OLD-1**  
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## MERCURY CLASSICS 10000 SERIES BEST SELLERS!

**Grieg Symphonic Dances, Op. 64; Norwegian Dances, Op. 35.** Danish National Orchestra—**MG10132**

**Grieg Norwegian Peasant Dances** ("Slatter"). Andor Foldes, pianist. **MG10136**

**Bach French Suite No. 5; Bethoven 32 Variations in C Minor; Brahms Variations On A Theme By Paganini.** Constance Keene, pianist. **MG10138**

**Nielson Symphony No. 6** ("Sinfonia Semplice"). Danish National Orchestra—**MG10137**

## MERCURY CLASSICS EP's SELL BEST

**Ravel Pavane and Alborado Del Gracioso.** Minneapolis Orchestra—Dorati. **EP-1-5000**

**David Oistrakh plays Violin Favorites.** **EP-1-5008**

**Rachmaninoff Prelude in E-Flat and Prelude in D Major; Albeniz-Godowsky Tango In D and Triana.** Constance Keene, pianist. **EP-1-5011**

**Barber Overture To "The School For Scandal"; Mannini Arioso For Strings.** Eastman-Rochester Orchestra—Hanson. **EP-1-5018**

**Rimsky-Korsakov Scheherazade.** Minneapolis Orchestra—Dorati. **EP-4-500**

\*Indicates BILLBOARD best seller listing



## The Billboard Music Popularity Charts PACKAGED RECORDS

### Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered to the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

#### SYMPHONY

(Listed Alphabetically)

- BETHOVEN: SYMPHONIES NOS. 1 AND 9** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 6009
- BETHOVEN: SYMPHONIES NOS. 5 AND 8** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1757
- BETHOVEN: SYMPHONY NO. 6** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1755
- BETHOVEN: SYMPHONY NO. 7** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1756
- BERLIOZ: HAROLD IN ITALY** (Primrose, Royal Philharmonic-Beecham) . . . . . Columbia ML 4542
- BERLIOZ: ROMEO AND JULIET** (Boston Symphony-Munch) . . . . . RCA Victor LM 6011
- BRAHMS: SYMPHONY NO. 1** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1702
- DVORAK: SYMPHONY NO. 5** (Chicago Symphony-Kubelik) . . . . . Mercury MG 50002
- FRANCK: SYMPHONY IN D MINOR** (Detroit Symphony-Paray) . . . . . Mercury MG 50023
- FRANCK: SYMPHONY IN D MINOR** (Philadelphia Orchestra-Ormandy) . . . . . Columbia ML 4024

#### COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BIZET: CARMEN** (Stevens, Pearce, Albanese, Merrill, RCA Orchestra-Reiner) . . . . . RCA Victor LM 6102
- GOUNOD: FAUST** (Steber, Conley, Siepi, Metropolitan Opera) . . . . . Columbia SL 112
- HANDEL: MESSIAH** (Huddersfield Choral Society, Liverpool Philharmonic-Sargent) . . . . . Columbia SL 151
- LEONCAVALLO: I PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA** (Milanov, Bjoerling, de los Angeles) . . . . . RCA Victor LM 6106
- MOUSSORGSKY: BORIS GODOUNOFF** (Christoff, Gedda, Radiodiffusion Francaise-Dobrowen) . . . . . HMV 6400
- PUCCINI: LA BOHEME** (Albanese, Pearce, NBC Symphony-Toscanini) . . . . . RCA Victor LM 6006
- VERDI: OTELLO** (Nelli, Merriman, NBC Symphony-Toscanini) . . . . . RCA Victor LM 6107
- VERDI: LA TRAVIATA** (Albanese, Pearce, Merrill, NBC Symphony-Toscanini) . . . . . RCA Victor LM 6003
- VERDI: IL TROVATORE** (Bjoerling, Milanov, Warren, RCA Orchestra-Cellini) . . . . . RCA Victor LM 6008

### Classical Recent Release Sellers

All records listed have been released within the past six months. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

#### SYMPHONY

(Listed Alphabetically)

- BETHOVEN: SYMPHONIES NOS. 1 AND 5** (New York Philharmonic-Walter) . . . . . Columbia ML 4790
- BRAHMS: FOUR SYMPHONIES** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 6108
- DVORAK: SYMPHONY NO. 5** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 1778
- HINDEMITH: MATHIS DER MALER; CONCERT MUSIC FOR STRINGS AND BRASS** (Philadelphia Orchestra-Ormandy) . . . . . Columbia ML 4816
- PROKOFIEFF: CLASSICAL SYMPHONY; DUKAS: L'APPRENTI SORCIER; DE FALLA: THE THREE CORNERED HAT; RAVEL: LA VALSE** (Philharmonia Orchestra-Markovitch) . . . . . Angel 35008
- PROKOFIEFF: CLASSICAL SYMPHONY; GLINKA: RUSSLAN AND LUDMILLA OVERTURE; BORODIN: ON THE STEPPES OF CENTRAL ASIA; MOUSSORGSKY: A NIGHT ON THE BARE MOUNTAIN** (Concerts du Conservatoire-Ansermet) . . . . . London LL 864
- SCHUBERT: SYMPHONY NO. 8; SCHUMANN: MANFRED OVERTURE; BETHOVEN: CONSECRATION OF THE HOUSE OVERTURE** (NBC Symphony-Toscanini) . . . . . RCA Victor LM 9022
- SHOSTAKOVITCH: SYMPHONY NO. 5** (New York Philharmonic-Mitropoulos) . . . . . Columbia ML 4739
- TCHAIKOVSKY: SYMPHONY NO. 5** (Stokowski and Orchestra) . . . . . RCA Victor LM 1780

#### COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

- BACH: ST. MATTHEW PASSION** (Scherchen) . . . . . Westminster WAL 401
- BETHOVEN: MISSA SOLEMNIS** (Robert Shaw Chorale, NBC Symphony-Toscanini) . . . . . RCA Victor LM 6013
- BELLINI: I PURITANI** (Callas, di Stefano, La Scala-Serafin) . . . . . Angel 3502 C
- DONIZETTI: LUCIA DI LAMMERMOOR** (Callas, di Stefano, Maggio Musicale Fiorentino-Serafin) . . . . . Angel 3503 B
- GOUNOD: FAUST** (Gedda, Christoff, de los Angeles, Paris Opera-Cluytens) . . . . . RCA Victor LM 6400
- LEHAR: THE MERRY WIDOW** (Niessner, Loose, Schwarzkopf, Philharmonia Orchestra-Ackermann) . . . . . Angel 3501 B
- PUCCINI: LA TOSCA** (Callas, di Stefano, La Scala-de Sabata) . . . . . Angel 3508 B
- WAGNER: TRISTAN UND ISOLDE** (Flagstad, Tneborn, Fischer-Dieskau, Royal Opera-Furtwangler) . . . . . RCA Victor LM 6700



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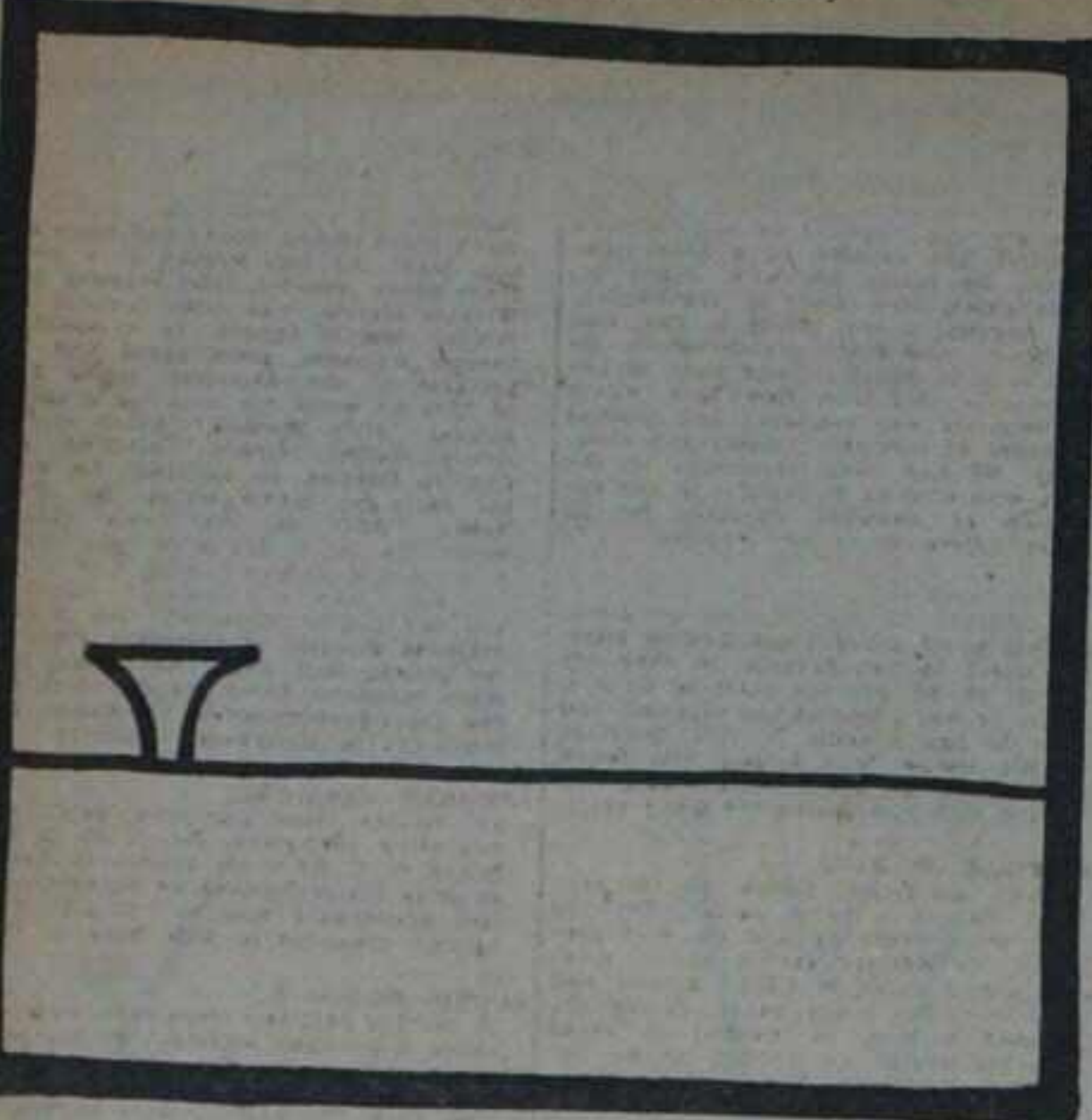
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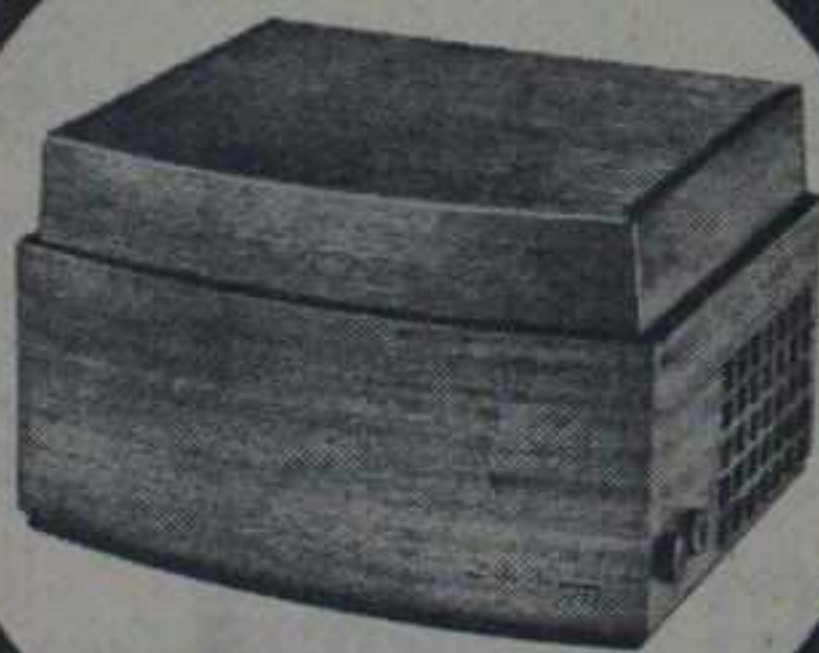
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### PACKAGED RECORDS

#### • Reviews and Ratings of New Classical Releases

##### ORCHESTRAL WORKS

**STRAVINSKY: THE RITE OF SPRING (1-12")**—Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury MG 50030 81

**STRAVINSKY: THE RITE OF SPRING (1-12")** — Pittsburgh Symphony Orchestra; William Steinberg, Cond. Capitol P 8254 78

Three recorded editions of "Le Sacre" have been on the market for some time, and each has probably done quite well saleswise. But this score, with its barbaric orchestral texture and tremendous dynamic range cries for the full-scale hi-fi treatment as perhaps no other—and that means an etching that takes full advantage of up-to-the-minute techniques. Now, in the same week, we have two such releases, and both will prove a joy to the sound-conscious collector and provide a probing test for his equipment. On direct comparison, tho, the Dorati-Minneapolis has the edge. The clarity of the recording and the propulsive force of the interpretation lift it several notches above the undeniably fine Steinberg-Pittsburgh effort.

**MACDOWELL: SECOND INDIAN SUITE, OP. 48 (1-12")** Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 40009 73

A fine contribution by Mercury of an excellent American score. This first LP recording should be welcomed by many for the high standards of performance and reproduction. As an example of the American idiom in late romantic dress it should intrigue the inquiring. The programmatic theme might also be exploited among patrons shopping for orchestral fare for their offspring.

**HAYDN: HIS LIFE, HIS TIMES, HIS MUSIC (1-12")**—Period PCS 1 55

Example from the new composer series by Period stresses that this is not a children's record. So much the worse. The attempt to strike a balance and interest young and old is poorly met, altho commentator David Randolph is entirely professional. But who wants to spin repeat lectures that are only moderately informative. Musical examples are not too representative.

##### CONCERTO

**PROKOFIEV: PIANO CONCERTO NO. 3 IN C MAJOR, OP. 26; BARTOK: PIANO CONCERTO NO. 3 (1-12")**—Leonard Pennario, Piano; St. Louis Symphony Orchestra; Vladimir Golschmann, Cond. Capitol P 8253 71

A coupling of two of the most brilliant piano concerti written in the 20th century. This would ordinarily make for a good commercial bet, but in this case the package duplicates the coupling of a recent London issue. For Pennario, however, his playing in the Prokofiev is easily some of the finest he has recorded and has merit in its own right, tho it may not quite match that of Julius Katchen or Samson Francois in their recent recordings of the same work.

##### CHORAL WORKS AND OPERA

**MOZART: REQUIEM IN D MINOR, K. 626 (1-12")**—Orchestra of the Vienna State Opera; Akademie Kammerchor and Soloists; Hermann Scherchen, Cond. Westminster WL 5233 74

Conductor Scherchen has stirred a bit of controversy with earlier readings of choral masterpieces, and the argument is not likely to be brought to a close with this issue. There still will be those who carp and those who praise. But none are likely to quibble with the aural beauty of this disk. The somber score, completed by Mozart's associate after the master's death, is glowingly etched here and a good many seeking the repertoire will prefer this latest reading over the several already available.

**ROSSINI: LA SCALA DI SETA (1-12")**—Soloists, Chorus and Orchestra of Societa del Quartetto, Rome; G. Morelli, Cond. Period SPL 591 62

Another one in the welcome series of Italian opera rarities from Period. This farce of romantic mischief is delightfully sung by the fine Italian company. Direct approach to opera enthusiasts should bring sales reaction. Complete libretto included.

**HANDEL: RODELINDA (1-12")** — Friederike Sailer, Robert Titze, Chorus and Orchestra of Sueddeutscher Rundfunk; Muller-Kray, Cond. Period SPL 589 58

One of the 46 Handel operas, "Rodelinda" may prove a pompous bore when listened to in its entirety. But there are several arias whose noble beauty will reward the patient listener, and ought to interest vocal students. English-Italian text included.

**MOUSSORGSKY: THE MARRIAGE (1-12")**—Soloists, L'Orchestre Radio-Symphonique de Paris; Rene Leibowitz, Cond. Oceanic OCS 36 55

Comic one-act about an eligible bachelor and a marriage broker is competently performed. Moussorgsky specialists might show some interest. No other version is available.

##### INSTRUMENTAL

**A NATHAN MILSTEIN RECITAL (1-12")**—Nathan Milstein, Violin. Capitol 8259 79

Certainly one of the finest violin packages available. The works range the gamut from Pergolesi to Bloch, and Milstein shows himself an acute interpreter thruout. Those who look for brilliant virtuosity will find great satisfaction in Milstein's own set of variations, "Paganiniana," on the famed "24th Caprice," with occasional quotes from Paganini's D Major Concerto. Fiddle fanciers will be a pushover for this one.

**A LISZT RECITAL (1-12")**—Peter Katin, Piano. London LL 934 69

Katin offers competent readings of several Liszt works in an issue of moderate appeal. Heard are the fantasia-sonata "Après une Lecture de Dante," "Polonaise No. 2" and six of the lyrical "Comolations." Presented as relatively unfamiliar Liszt, the package holds some potential.

##### CHAMBER MUSIC

**BRAHMS: QUINTET IN B MINOR (1-12")**—Alfred Boskovsky, Clarinet; Members of the Vienna Octet. London LL 858 75

A masterly reading of the "Clarinet Quintet" that could easily emerge as the favored version. Tempting merchandise for chamber music collectors. Boskovsky's command of the clarinet bears favorable comparison with Reginald Kell's, whose recording of the work with the Fine Arts Quartet, on Decca, has sold well to date.

#### LINER NOTES

By IS HOROWITZ

**FUTURES...**  
Epic Records will add a new Haydn Symphony to the LP catalog when it releases his No. 67 soon. The coupling will be the 53d Symphony, recorded once before... Capitol will soon introduce a Paul Creston Quartet, cut by its Hollywood String Quartet... Collector excitement occasioned by Decca's issue of Carmina Burana by German modernist Carl Orff may be further whetted by another section of the three-part work, Carmina Catulli, being readied for May release by Vox. "Carmina Burana" is currently being out-sold only by Leroy Anderson on Decca's Gold Label disks... Soviet pianist Emil Gilels, touring in France, was cut by Angel in the Beethoven Third Piano Concerto with Andre Cluytens conducting the orchestra.

**NAMES...**  
Contralto Giulietta Simionatto, who is scheduled to make her debut at the Metropolitan Opera next season, has been signed to a two-year recording contract by London Records... Coloratura Mattiwilda Dobbs has left for England to fill opera engagements. She later moves to Milan, Italy, where she will participate in some La Scala diskings for Angel... Deutsche Gramophon has signed Metopera soprano Astrid Varnay. Her first sessions for the company will be held in Munich in June, with the vinyl product to be released here later by Decca... Roland Hayes, now on tour in Europe, has recorded a multiple-disk set, History of Song, which will be released this summer by Vanguard.

**NEWS BITS...**  
London's artist and repertoire executive, Remy Farkas, resumes semi-weekly broadcasts over WQXR in New York soon. He'll discuss and play new London releases... Jerry Newman and Bill Fox have nursed their Esoteric Records along to the point where they have now purchased their own building in New York City. They are busy setting up a recording studio in their new headquarters... The New York Philharmonic's spring tour, now underway, will serve as a warm-up to a five-week cross-country junket next season, its most extensive in many years... Folkways Records has issued a new catalog listing all its disks.

**POP PATTERN...**  
Andre Kostelanets' next album, Lure of the Tropics, should intrigue the hi-fi fraternity thru its use of what advance plugging claims is the "largest assortment of rhythm and percussion instruments ever used by any orchestra"... Decca is preparing a dealer promotion in connection with the planned re-release of "The Jolson Story" movie. The firm has nine Jolson albums in its catalog.

#### CHART COMMENTS

With this issue The Billboard resumes its survey of best selling children's records. The last check was made of this important dealer category in December. The plan is to print a moppet chart on a monthly basis. The current listings only re-emphasize the longevity of popular kiddie wax fare.

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## TAX ACTION DOES IT

# Business Prospects Best in Five Years

Continued from page 1

anything to carry more people on a ride or put more people into a show tent."

Fairs will share in the increased midway receipts because they bring in carnivals on a percentage basis. However, non-profit fairs will not be affected by the tax changes on front-gate admissions as they had already been exempt from the gate tax due to their educational nature.

### Grandstand Admissions

Grandstand admissions at fairs are not subject to any tax if the attractions may be viewed by patrons from outside the grandstand. Seats in grandstands for events thus visible have been ruled as accommodations, rather than as admissions, and hence are not taxed.

Some fairs will benefit from the elimination of taxes on admissions of 50 cents or less and the lowering to 10 per cent of the tax on other admissions. Included among these are fairs whose grandstand attractions are not visible to patrons from outside the stand and fairs that present other admission-carrying attractions, such as ice shows, dancing, indoor rodeos, etc.

The changes in the tax structure will lower the total admission charge to most circuses because of the reduction in the halving of the 20 per cent levy. Thus, circuses won't buck as much price resistance as they have in the past few years.

### Small Circuses

Small circuses, a few of which have low price scales, will benefit where they have had tickets priced at 50 cents or less. On the whole, however, the benefit to circuses will stem from the reduction from a 20 per cent to 10 per cent tax, which prices admissions more favorable for patrons.

Enactment of the bill came at a time when carnivals in particular were in dire need of assistance. In the lush years that followed the war, midway grosses were high and operating costs were only then climbing. But in the intervening five years grosses have dipped and costs have soared, putting the shows in a tight squeeze.

One result was that many shows cut down, lopping off rides or shows. They thus reduced their earning potential, and still lower grosses followed. Now, however, with prospects of increased earnings and a leveling off of costs, carnivals face the outlook of a good profit margin, one that should cause many to build up their ride and show line-up, rolling stock, equipment, etc.

Going into the season, carnival owners face no headaches. The labor problem has eased, and owners anticipate no worry on this score. As for the general economy, they, along with their brothers in other segments of the outdoor field, believe general business conditions will get progressively better during the early months and be strong by mid-summer, when they enter fairs, their pay dirt season.

## IKE SLATED FOR VISIT TO ILLINOIS FAIR

WASHINGTON, April 3.—President Eisenhower will visit the Illinois State Fair, Springfield, this year, where he will be the speaker at the annual's Republican Day festivities, August 19.

The President's visit to the Eastern States Exposition, Springfield, Mass., last year, not only put that big expo into the national spotlight publicity-wise, but also pulled a one-day attendance of 72,650, a 10,000 increase over the same day a year earlier.

Mr. Eisenhower's pulling power was also demonstrated several years ago when, even before he had tossed his hat into the political ring, he pulled a thumping crowd in a one-day appearance at the Nebraska State Fair, Lincoln.

# Ringling Circus Still Greatest of All Ages

Continued from page 1

Altho continuing to use every modern device to embellish its staging, there is, however, a continuing trend to the right, leading to more pure circus. The production glitter borrowed from Broadway and Hollywood is used this year more to supplement rather than as separate gimmicks in lieu of talent.

It makes for a happy combination and close to the best balance yet achieved by John Ringling North, circus president and producer, who first turned from the classic approach in staging the circus to generate new interest in a rapidly changing world.

### Something for Everyone

North has expertly bridged all age levels in packaging this year's extravaganza. The production is replete with novelties, including imports more worthy of note than in the last couple of years, sufficient working animals, wild and domestic, to satisfy all tastes, long-legged beauties in sufficiently scant form-accenting costumes to keep the male members of any party awake and interested and some thrill turns which are among the best featured by the circus in several years.

The elaborate pageants, or specs, headed by Dreamland, the principal effort, are as colorful and well populated as any in the past. A fan will notice an apparent curtailment of expense in this department, but there would be no acknowledgement that the presentations had suffered in any way as a result.

Actually, there is a tendency to gape in wonderment at each year's new spectacular effort and to accord to each the accolade of "the best ever." And so be it, since it will strike the public that way. In terms of numbers and elaborateness, the floats, an expensive adjunct, have been cut down.

The use of color by the Big One, which has ranged from the intermixing of every conceivable hue in strong solids to the lovely, tho less exciting, complete robing of the personnel in wispy pastels, this year has returned to the use of solids in somewhat subdued

Continued on page 37

## Beatty to Host PCSA Members And Vice Versa

LOS ANGELES, April 3.—Clyde Beatty will be host to the members of the Pacific Coast Showmen's Association at the evening performance of his Clyde Beatty Circus here Monday night, April 12. Following the performance, the PCSA will entertain Beatty and his personnel at a buffet supper in the clubrooms. The show opens at Washington and Hill streets Thursday (8) for 11 days.

The two-way guesting is a standing policy, in effect since Beatty started playing this early spring date.

Hunter Farmer, PCSA president, will name the committee for the function at the next meeting.

## National Orange Show Gate Lags As Weather Hits

SAN BERNARDINO, Calif., April 3.—At the end of the fifth of the 11-day annual National Orange Show, which closes here Sunday (4), attendance was trailing 1953 by 13,935. Total to that point was 127,867 compared with 141,802 last year. Rain two of the first five days was blamed.

The Orange Show again followed its advance reduced-admission policy Earl E. Buie, manager, said. Turning the ticket over to the Parent-Teachers Association, 116,000 were sold at 50 cents each. Gate admission is \$1 for adults and includes the show in the Swing Auditorium.

Two shows are presented daily in the auditorium, with Dick Contino, the Bell Sisters, and Marilyn Maxwell the headliners. Sunday will be American Legion Day, which serves to boost the closing day's attendance.

The auditorium shows, along with the outdoor free acts, are booked by Scheppers Bros., local booking agency.

Crafts 20 Big Shows are featured on the midway.

## 5 Months for Ruining Models

LONDON, April 3.—A patron was sentenced to five months in prison here for taking a hammer to three models in Madame Tussaud's waxworks. The prosecutor said that when arrested, Ernest Bridgen was smashing up the figure of Sir Winston Churchill. Damage was put at about \$2,800.

Bridgen told the court his actions were a protest against the country's school system, saying the recent increase in crime was a result of widespread illiteracy.

## Pier Walkout Delays Chimps

NEW YORK, April 3.—Animal importer Henry Trefflich was among those whose businesses were affected by the pier strike here. He unloaded 325 monkeys recently at New London, Conn., and took off another group at Savannah, Ga. He has a couple of other shipments of assorted birds and beasts to locate and unload.

## Walters Heads Blue Water Org

PORT HURON, Mich., April 3.—At a recent meeting of the Blue Water Festival Association Floyd B. Walters was elected 1954 president and July 12-13 were the dates set for this year's event. Others elected were Harold J. Baker, vice-president, and A. Thomas Waddel, secretary.

Included in this year's affair will be a Port Huron to Mackinaw boat race, July 17; boat parade (16), the Blue Water Showboat Revue (16-17), rifle shoot, float parade, kiddie day sponsored by the city recreation department, free attractions and independent and organized midways in the downtown area. Walters will also serve as midway chairman. The revue will be a home-talent affair, with plans in the making for tryouts over both Port Huron radio stations, WHLS and WTHH.

## Name Neal to Exhib. Post

SAINT JOHN, N. B., April 3.—D. R. Neal has been named manager of the Exhibition Association of the City and County of Saint John, which operates Exhibition Park. The post has been vacant two years.

Neal said he expected harness racing, Exhibition Park's leading attraction during the summer, to be more successful this year than last, in which 25 race programs drew 40,000 people. No plans have yet been made for stock car racing this summer, he added.

## BUYER'S MARKET

# Popcorn, Oil Prices Slump Below 1953

POPCORN concessionaires will operate on a wider profit margin during the '54 outdoor season provided there's no important resistance on the retail levels that

prevailed last year. Raw material markets for both corn and seasoning oils slumped sharply during the winter months, and some authorities are of the opinion that the decline, particularly on corn, may not have finished its downward trend.

The weak corn situation is the result of an abnormal harvest last fall that glutted the market and undermined the price structure. Just how much the market has slumped is indicated in the results of a survey conducted by The Billboard in which most suppliers of corn figured the decline would range anywhere from 15 to 30 per cent. Others, who believe further

Continued on page 7

## Henie Icer Opens Route In Nashville

NEW YORK, April 3.—Sonja Henie's Ice Revue opened its route Monday (29) in Nashville with bookings thru May in this country and several Canadian dates also signed. Produced by Miss Henie and booked by the Holiday on Ice organization, the unit is an augmented version of Holiday's Ice Vogues show which has been on tour.

Early part of the route is as follows: Nashville, March 29 to April 4; Sioux City, Ia., 6-11; Grand Rapids, Mich., 13-18; Toledo, 19-25; Canton, O., April 27 to May 2; Troy, O., 4-9; Columbus, O., 11-17.

## Roland Richards Offers Aluminum Concession Stands

SAN FRANCISCO, April 3.—Roland W. Richards opened the Richards Company here and is now offering "Comprefab" aluminum units. The concession stands and similar structures are made of heavy gauge aluminum, shipped unpainted ready for lettering.

## Hamid Urges Break for Public With Tax Savings

NEW YORK, April 3.—On his return here yesterday after an extensive vacation and talent hunting trip thru Europe, George A. Hamid, a leader representing the outdoor amusement industry in its successful fight for lower admission taxes, urged showmen to give every consideration to passing a part of the savings on to the public.

Noting that he functioned as the appointed representative of the nation's leading showmen's organizations—Showmen's League of America, National Showmen's Association, Miami Showmen's Association, Greater Tampa Showmen's Association and the Heart of America Showmen's Association—Hamid said that all appeals for relief were based on

the dual need of economic relief for the operator and more value in the form of wholesome entertainment for the youth of the nation.

Hamid said he was well aware that the tax cuts which went into effect this week were vital to the economic survival of many operators. But, he said, amusement parks and carnivals will be able to operate under almost total exemption, since most of their units are not priced above the tax-free limit of 50 cents. As a result, he added, it should be possible for most operations to pass on, particularly to the children, a major part of the savings.

### Predicted Gains

Altho abroad in the final weeks of the fight for a reduction in the

Continued on page 59

## Brooks to Head Portland, Ore., July 4 Cele

PORTLAND, Ore., April 3.—Monte Brooks, of Monte Brooks Attractions, this week was selected by the 40 & 8 unit of the Portland American Legion to manage a three-day celebration over the July 4 holiday—the first public celebration of the holiday for many years.

Brooks said tentative plans call for a square dance on a downtown parking lot Saturday night (July 3), a patriotic spectacle in Multnomah Civic Stadium Sunday night and a night carnival on the Willamette River Monday. He said he was inviting offers from attractions, with a view to either signing a package entertainment or bringing in a circus.

The celebration promises to reverse the customary entertainment pattern in Portland on the weekend, when most city dwellers flock to the ocean beaches or mountain resorts during a three-day holiday. Brooks said the entertainment would be geared to pull celebrants from the surrounding smaller towns.

While the entertainment will be in the nature of a community project, it is to be staged without outside contributions. Except for some free event, admission charges to the attractions are expected to finance the celebration. The 40 & 8 has the co-operation of Portland merchants, altho they have been asked for no financial support.

## Saskatoon Bans Traveling Shows

SASKATOON, Sask., April 3.—The city council has passed a law prohibiting "traveling circuses, menageries and caravans" from showing here during June and July. The ban, formerly applicable in the July and August, was changed at the request of the Saskatoon Industrial Exhibition, which stages its annual fair in July.

## Home Show Offers Hill Animal Act

JAMESTOWN, N. Y., April 3.—The Lions Club, running a three-day home show here ending today, had Will Hill's Society Circus animal act as an attraction, booked thru Abe Feinberg of New York City.



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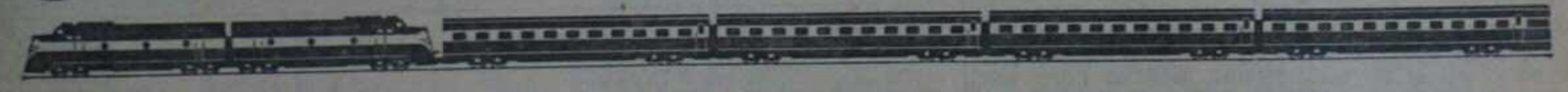
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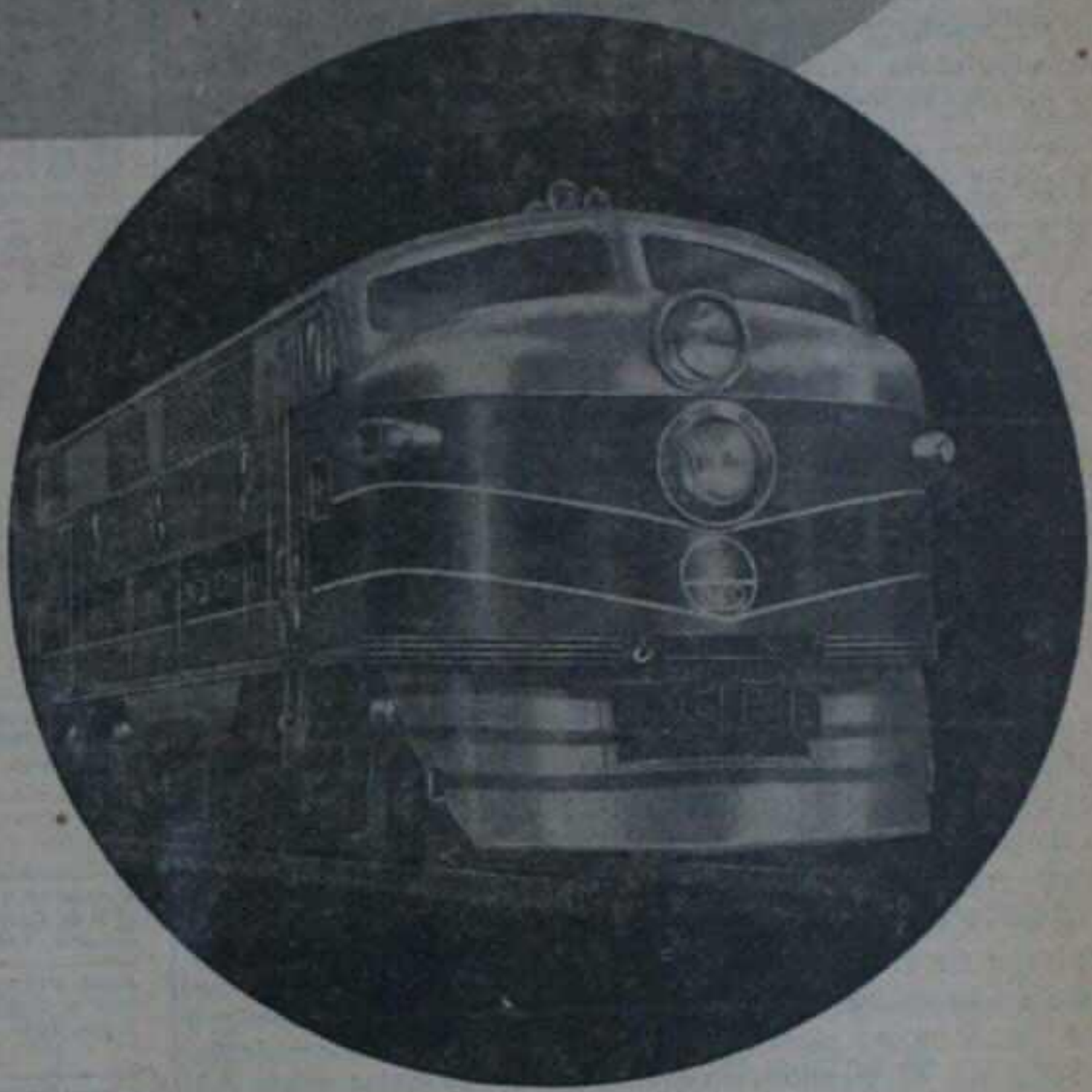
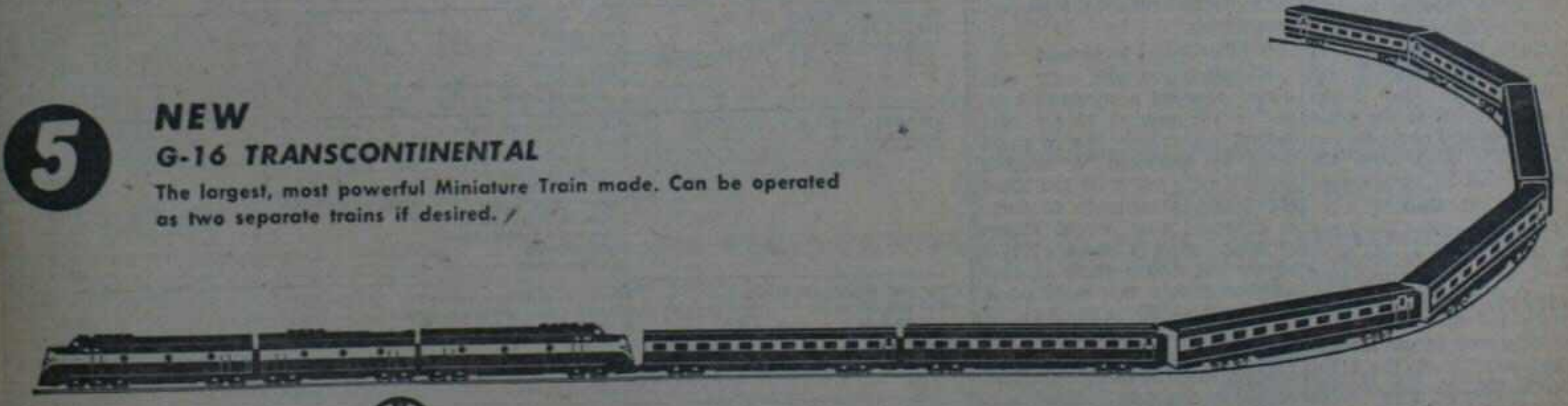
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# Ride-Makers Sight Good '54 Business

By JIM McHUGH

A NOTABLE similarity in thought and experience was indicated in the questionnaires returned by the concerns participating in The Billboard's 1954 Ride Manufacturer's Survey.

Better than 90 per cent predicted that business on the manufacturing and operating levels would be good. In many instances it was maintained that business could surpass that of last year but this was mostly predicted on the possibility of tax relief. Less than one per cent viewed the future as hazardous.

Some 75 per cent of those replying said that new major or kiddie rides now are needed to stimulate interest on the part of buyers. Even so, about one-third of those replying reported their current sales better than a year ago. Except for a scant one per cent all others claimed business equal to last year and, therefore, generally good.

### Kid Growth Continues

The feeling in some circles that the growth of kiddielands was fast declining was emphatically refuted by the more than 90 per cent who said that their sales and inquiries indicated a continuing growth of the moppet playgrounds.

The number of firms replying to the questionnaire has diminished from the phenomenal springing up of manufacturing units in the immediate postwar years. A study of reports and plans included in the questionnaire would seem to indicate that the solid core of the manufacturing business, as opposed to the dozens of opportunist participants immediately after the war, has been pretty well set and is likely to remain that way for some time to come.

Analysis of the questionnaires builds the belief that the ride manufacturing end of the business is in a pretty healthy state. One indication is a continuing lag in the introduction of new major riding devices. It can safely be assumed that if the market dropped off to the point where only new and novel devices could stimulate sales, then the new units would be forthcoming.

### New Eli Unit

The Eli Bridge Company's Big Eli Scrambler looms as the most important major device marketed in the last 12 months. This was successfully tested last fall.

Other rides new on the market in the last year include the Allan Herschell Company's Jolly Caterpillar, a kiddie unit shown publicly for the first time at the Florida State Fair this year. The company also has a patron-operated car.

A novel unit appears to be the Stern Wheeler River Boat manufactured by the Arrow Development Company. Holding up to 35 adults and in the \$10,000 price range, the unit resembles the old Mississippi river boats.

### Brill Building

A. K. Brill reports that he has at last turned to manufacturing with a kiddie airplane ride. His

activities in the past have been confined to supplying plans for various units. This he will continue to do.

Vogel Neon has a new kid unit, Helicopter. Estee has two new kid units, Auto Drome and Power Drives. Frank Hrubetz has the Round-Up in two sizes, 24-30 passengers.

Overland Amusements is marketing an all-steel Roller Coaster and a new kid unit, Moon Rocket. C. W. Parker reports two new rides, an adult and a kid unit, in the advanced planning stage.

Smith & Smith is marketing the Atomic Jet fighter ride, a kiddie unit. Pretzel Amusements reports a new dark ride. Philadelphia Toboggan is marketing Venetian Swings.

### Plan New Units

Many manufacturers reported plans in progress for new major or kiddie units. The emphasis, however, continues to be on the production of new kiddie, rather than major, units. The reasons remain the same as in the past—several moppet units can be constructed with the materials needed to build one major ride. The demand for kiddie units is greater and the profits resulting from the sale of multiple small units is likely greater than can be derived from the sale of only a few big units.

Planning and experimental costs continue at a record high and this, naturally, acts as a deterrent in the building of new units. The tight and outright scarcity of needed materials in recent years no longer exists and the knowledge that production can now keep pace with demand relieves the prospective buyer of anxiety.

There is evidence that a number of kiddielands are adding one or more major units, thus bridging the gap that exists between the small youngster and the teenager. Actually, in so doing, the spot adding the major rides is getting out of the small-fry class. The bigger units and their appeal to older age groups extends the potential operating hours and, theoretically at least, the grossing possibilities.

### Tax Relief Important

Manufacturers are fully cognizant of what a substantial relief in the present 20 per cent federal admissions tax would mean to operators. A season's activity with the total tax lifted off all admissions under 60 cents, as proposed now, would almost certainly spurt a wave of ride buying. As always, there are any number of units that could stand replacement—any number of operators who would like to expand their business or satisfy the need to keep whetting the appetites of their public.

While it is true that operators have earned more money with their rides since the war, the cost of the units, their operation and maintenance have risen tremendously. Additionally, 20 per cent of the gross was earmarked for Uncle Sam.

The coin-operated rides which sprung into being by the thousands during the last couple of years and are now on the wane never earned an appreciable foothold in the outdoor field, where they had to compete with the multiple-rider units.

## 1954 RIDE MANUFACTURERS' SURVEY

FIRM NAME	UNIT	CAPACITY	PRICE RANGE
Arrow Development Co., Inc. 243 Moffett Blvd. Mountain View, Calif.	Stern Wheeler Boat	30-35	\$10,895
	Kiddie Merry-Go-Round	24	5,250
	32-ft. Merry-Go-Round	24	10,875
	36-ft. Merry-Go-Round	32	12,500
	36-ft. Merry-Go-Round	42	13,500
	40-ft. Merry-Go-Round	48	17,200
	45-ft. Merry-Go-Round	76	26,500
	Boat Ride	24	3,950
	Auto Ride	25	3,950
	Arrowplane	18	2,350
Train	30-45	6,500	
Allan Herschell Co., Inc. 104 Oliver St. North Tonawanda, N. Y.	Patron operated auto	2	....
	Merry-Go-Rounds	28-38-44-68	....
	Kiddie Merry-Go-Round	24	....
	Whiz Bang	40	....
	Caterpillar	36	....
	Moon Rocket	66	....
	Looper	20	....
	Kiddie Buggy	20	....
	" Auto	20	....
	" Roller Coaster	12-16	....
" Boat	23	....	
" Jeep	20	....	
" Tank	15	....	
" Jolly Caterpillar	18	....	
A. B. Enterprises P. O. Box 875 Peoria, Ill.	Airplane	18	\$1,585
	Also sells plans for various rides		
Custer Specialty Co. 139 Bradford St. Dayton, O.	Bubble Bounce	32-48	\$16,000
	Bubble Bounce Jr.	32	6,000
	Custer Cars	6-24	\$3,900-15,600
Dodgem Corp. Lawrence, Mass.	Dodgem Cars		790
Eli Bridge Co. 800-820 Case Ave. Jacksonville, Ill.	Scrambler	24-36	\$14,500
	Big Eli Wheels	24-36	8,300
		36-48	11,180
H. E. Stuart Co. 707 E. Greenleaf St. Compton, Calif.	38-ft. Merry-Go-Round		\$14,000
	34-ft. Merry-Go-Round		14,450
	Flying Horses	10	1,980
	Kiddie Ferris Wheel	24	2,155-2,450
	Kiddie Auto		2,155
	Kiddie Airplane	10	1,895
	Kiddie Rocket	10	1,723
	Chairplane	10	1,372
	Street Car	14	1,100
	Junior Cart Ride		2,662
	Cart Ride		3,875
	Large Horse		130
	Kiddie Horse		95
Estee Amusements 137 Atlantic Ave. Manasquan, N. J.	Sports Car	2	\$ 115-5 165
	Auto Drome	20	2,275
	Power Drives		3,200
	Junior Merry-Go-Round	28	3,850-4,250
	Train	30	1,850-3,250
	Merry-Go-Round Animals		42.50 each
Eyerly Aircraft Co. McNary Field Salem, Ore.	Octopus	16-48	\$10,000-\$13,000
	Rock-O-Plane	16-24	12,000
	Roll-O-Plane	8-12	7,000-8,000
	Fly-O-Plane	16-24	14,000
	Loop-O-Plane	8-12	3,500-4,500
	Midge-O-Racer	9	3,000-5,000
	Bulgy the Whale	8-16	3,000-4,000
General Playground Equipment 1133 S. Courtland Kokomo, Ind.	Kiddie Merry-Go-Round (manual)	30	\$200-\$600
Frank Hrubetz & Co. 2800 S. 25th St. Salem, Ore.	Round-Up	24	\$16,000
	Round-Up	30	19,500
	Spitfire	20	11,000-12,000
	Hi-Ball	16-24	18,000-20,000
King Amusement Co. Mt. Clemens, Mich.	Miniature Train		\$1,595
	Kiddie Airplane	10	1,490
	Kiddie Rocket	20	1,810
	Kiddie Elephant	20	1,210
	Kiddie Racing Auto	8	2,600
	Sabre-Jet Auto	16	3,250
	Over-the-Jumps	10	2,925
	Kiddie Pony and Cart	16	2,960
	Kiddie Army Tank	16	3,000
	Kiddie Choo Choo	16	3,675
	Kiddie Fire Chief Auto	20	2,850
	Kiddie Pony	8	1,550
	Kiddie Speedboat	25	1,495
	Rodeo Merry-Go-Round	10	5,795
Midget Racing Car		595	
Kiddie Roller Coaster		3,950	
W. F. Mangelis Co. 2875 W. 8th St. Brooklyn 34, N. Y.	Roto-Whip	16	\$2,350
	Speed Boat	16	2,200
	Pony Cart	16	2,500
	Carousel	30	4,600
	Whip	16-24	On application
Midget Circus Wagon Mfg. Co. 6th and Ferrell Streets Mountain View, Mo.	Prairie Schooner	12 children	\$250
	Stage Coach	6 children	350
	Stage Wagon		250
	Express Wagon		225
	(Above units are designed to be pulled by ponies.)		
Miniature Train Co. Rensselaer, Ind.	G-12 Streamliner—kiddie		\$ 3,285
	G-16 Commuter—adult		7,885
	G-16 Suburban—adult		9,285
	G-16 Limited—adult		15,630
	G-16 Transcontinental—adult		24,120
	Rolling Track Gauge		71.50
	Automatic Block Signal		86.50
	Automatic Crossing Signal		208.50
	Train Switches		167.50
	Hydraulic Hoist		387.50
National Amusement Device Co. Box 448 V. A. F. Dayton 7, O.	Camel Jr. (miniature coaster)		....
	Century Flyer (miniature train)		....
	Kiddie Ferris Wheel	12	....
	Pony Cart	20	....
	Large Roller Coaster	12-24	....
	Old Mills	16	....
Trackless Trains	48-84	....	
Ottaway Amusement Co. 224 W. Douglas Wichita, Kan.	Miniature Steam Train	12-100	\$4,000-\$8,000
Overland Amusements Lexington, Mass.	Intermediate Steel Roller Coaster	12-18	\$23,500
	Kiddie Moon Rocket	20	3,000
	Kiddie Fire Engine	20-28	2,575
C. W. Parker Amusement Co. 2000 S. 4th St. Leavenworth, Kan.	Teen-Ager Baby Q	32	\$5,500-\$ 8,213
	Kiddie Fairy Swing	8	700
	Kiddie Aeroplane	8	700
	Kiddie Zepliner	10	2,575
	36-ft. Baby Q, 2 abreast	32	7,988- 9,113
	36-ft. Baby Q, 3 abreast	42	7,388-10,598
Philadelphia Toboggan Co. 130 E. Duval St. Philadelphia 44, Pa.	Venetian Swings	16	\$ 2,900
	Cuddle-Up	24-54	12,000-15,000
	Roller Coasters	16-32	30,000-40,000
	Roller Coasters	24-48	85,000 up
	Old Mills	24-32	25,000 up
	Chutes	24-32	30,000 up



### 1954 RIDE MANUFACTURERS' SURVEY

FIRM NAME	UNIT	CAPACITY	PRICE RANGE
Pretzel Amusement Ride Co. 17 New Street Bridgeton, N. J.	Dark Ride		\$6,150
	Pretzel		
	Whirls	24	2,750
	Circus Ride	24	3,150
	Tomberville Trolley	12	2,195
E. A. Schiff and Associates 901 E. W. 80th Ave. Miami, Fla.	Roller Coaster		
	Cutie Cuddies		
	Kiddie Train		
	Airliner Swings		
	Kiddie Ferris Wheels		
	Fire Engine		
	Pony Cart		
	Boat Ride		
	Train		
	U-Drive-Em Boats		
Seltner Mfg. Co., Inc. 501-515 Fowler St. Fairbault, Minn.	Tilt-A-Whirl	24	\$13,400-\$15,750
Smith & Smith, Inc. 303 Franklin St. Springville, N. Y.	Ferris Wheel	30 adults	\$ 5,750
	Chairplane (trailer mounted)	24 adults	4,300
	Kiddie Aino	20	3,850
	Kiddie Boat	14	2,000
	Kiddie Space Plane	20	3,000
	Atomic Jet Fighter	16-24	4,000
	Kiddie Chairplane	20	1,985
Stacy Johnson Mfg. Co. 3640 N. W. 47th St. Miami, Fla.	Space Chaser	28-42	\$4,000
	Little Tug Boats	28	2,450
	Ferris Wheel	36	2,750
	Airplanes	25	2,100
Sunshine Mfg. Co. 2106 E. Chelsea St. Tampa, Fla.	Sunshine Choo Choo	18-30	\$1,800 up
	Swings	18-24	1,500 up
	Whirls Wind	24-36	4,950 up
	Wheel	8-16	1,250 up
	Boat Ride	16-32	1,500
	Backing Horse	1-2	500 up
Vogel Neon Mfg. Co. 40 Western Amarillo, Tex.	Helicopter	18 children	\$2,495
	Speed Boats	20 children	1,995
	Flying Saucers	12 children	1,795
Williams Amusement Device Co. 2820 W. Speer Blvd. Denver 11, Colo.	Silver Streak Train	24 children	....
	Deluxe Flyer Train—Adult	20-40	....
	Kid-E-Coaster	15	....
Williams Auto Rides Box 212 Lawing, Kan.	Perma-Track	10-20 children	\$1,800
	Auto Ride	10-20	2,500 up
Weld-Built Body Co., Inc. 5903 Preston Court Brooklyn, N. Y.	Triangular Whip	18	\$2,650
	7-Engine Locomotive	14	2,750
	Boat Ride	24	2,650
	Plane	15	2,150
	Truck Mounted:		
	Ferris Wheel	24	3,650
	Swing	24	1,975
	Merry-Go-Round	10	3,250
	Merry-Go-Round	14	2,150
	5-Car Whip	12	2,650
	4-Car Whip	12	2,495
	8-Car Whip	16	2,895



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### AND THE MERRY-GO-ROUND BEST OF ALL!

Allan Herschell has the most modern and efficient Merry-Go-Round for your need:  
**KIDDIE CARROUSEL**  
 (20 jumping horses—2 chariots)  
**36' CARROUSEL**  
 (30 jumping horses—2 chariots)  
**45' CARROUSEL**  
 (60 jumping horses—2 chariots)  
 Allan Herschell safety-engineered rides, since 1880, are built better to last longer at lower cost! A big season is just ahead... Phone, wire or write today!

# ALLAN HERSCHELL COMPANY, INC.

OTHER ALLAN HERSCHELL  
 KIDDIE RIDES  
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"world's largest manufacturer of amusement rides"  
 NORTH TONAWANDA, NEW YORK

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 ATOMIC JET—HOBBY HORSE—PONY EXPRESS  
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MISS AMERICA BOAT... \$295.00	<b>EXTRA SPECIAL!</b> ALLAN HERSCHELL LITTLE DIPPER, 1948 MODEL, EXCELLENT CONDITION, \$4,250.00
ZOO RIDES ..... 250.00	
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Opportunity to purchase at big discount specially designed 20-passenger Kiddie Ride. Wonderful float. Kiddie participation—kids shoot at airplanes overhead. Built to last many years. Suitable for permanent location. Can be seen at Jentsch & Company, 280 S. Park Ave., Buffalo, N. Y. For further particulars write or wire

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 217 TREMONT, NORTH TONAWANDA, N. Y.



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Our ingenious pyrotechnicians solve your fireworks problems with the magic of originality and "know-how."

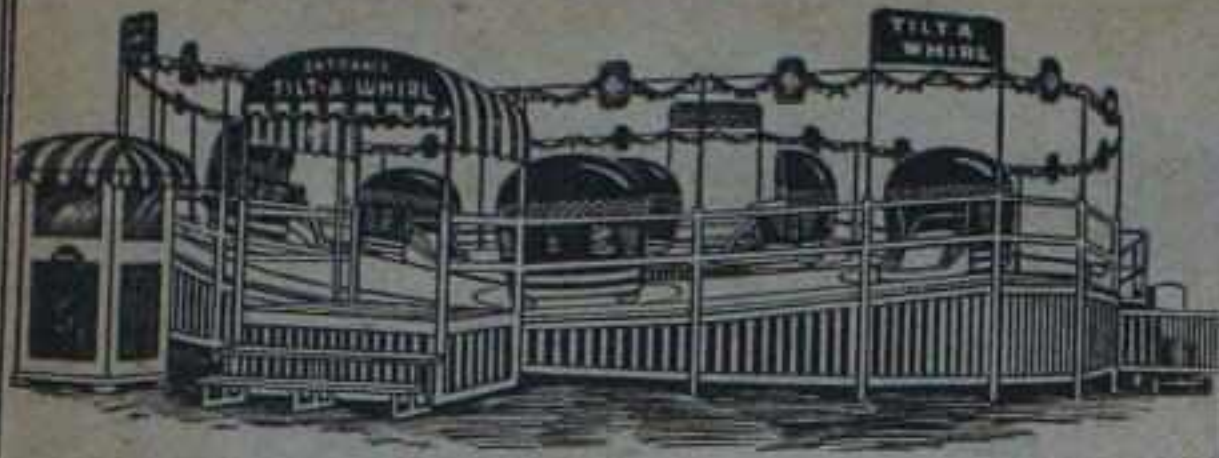
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Telephone: Dial 4-6362

## CLOSE-UPS: WILLIAM F. MANGELS

# 50-Yr. Ride Man Cites Cycle in Popularity

By IRWIN KIRBY

THERE WAS FAR too much going on in New York on May 23, 1883, for any attention to be paid to the arrival of a 16-year-old German youth. The Brooklyn Bridge was being officially opened that day, and immigrants were commonplace out at Castle Garden, N. Y. So people by the thousands mobbed both terminals of the famous span. Not many were on hand when young William F. Mangels stepped ashore, however, at Castle Garden.

A lot of water has flowed beneath Brooklyn Bridge since that day and there are not many people around who recall the festivities attending the bridge-opening. But the opening was written up only once in the nation's press, while thousands of words have been written about Mangels and the fabulous mark he has carved in the outdoor amusement field.

Looking back on a long career at the age of 86, the dean of America's riding device inventors and makers says the trends in ride popularity reveal a definite pattern.

"This business is one of cycles. Old things come back into popularity."

### Kid Whip Comes Back

So sure is Mangels that he is having sons Fred and William Jr. work on a faithful midget reproduction of the famed Whip. "We may call it the Junior Whip," Mangels says.

The kiddie Whip was a fast-selling item long before World War II. In fact, a photo of one appeared in Scientific American magazine 25 years ago. The ride



WILLIAM F. MANGELS

was nudged off the production lines by the Roto-Whip, which is in evidence at many kiddie parks. Instead of offering a circular ride, however, the Junior Whip's cars are pulled along two straightaways and whipped around the ends, as in the adult version.

Mangels still shows up bright and early at the Eighth Street plant out on Coney Island a couple of times weekly. It was the delayed effects of a long-ago mishap that brought on the hip condition which forces him to use a cane and which curtailed his drive to work every day.

### Night Fishing Mishap

As son William explains it, his father, a devotee of night fishing in the Coney surf, took a 15-foot drop one night many years ago and landed in the sand. There was no Boardwalk railing then, and Mangels stepped off in the dark, landing in a sitting position. Ten years ago, X-rays showed a hip bone out of its socket. Altho not as active as in earlier years, the firm's founder still counsels his sons in affairs of the W. F. Mangels Company, and still retains the alertness for which he is known thruout his chosen field.

More than \$300,000 has poured into the Mangels coffers from the Whip ride alone. Rather than try to corral world-wide manufacturing rights for a market which might have proven too extensive to cover, the inventor, who developed the Whip in 1914, sold patents abroad for \$30,000 each, in virtually every civilized nation. Earlier recognition accrued from the simplification of a British Carrousel gearing system.

"It was a nice ride," Mangels recalls, "but those gears were a mess. All I did was eliminate a few. Simplicity is the byword, and always has been."

### Rides in Stock

The firm today is still producing major rides on order, but concentration has been developed on the kiddie ride field, due to economy and compactness. Mangels in its high warehouse keeps many rides in stock, ready to go. The feeling is that prospective buyers are more likely to make decisions then and there, if delivery can be promised almost immediately.

William F. Mangels, after his arrival in America, worked as a store helper for several months, then in the shops of the Frost Safe & Lock Company, New York, as a machinist's apprentice. At the age of 23, in 1890, he attained citizenship. By this time Mangels was living out at Coney Island and he has been an almost legendary resident of that section ever since.

A small repair shop was his first venture on the Island, and he also operated a couple of small amusement devices. The establishment soon grew into a large bicycle repair place, leading to his invention of the Bicycle Carrousel and Razzle-Dazzle Swing rides. His first patent had been taken out in 1891.

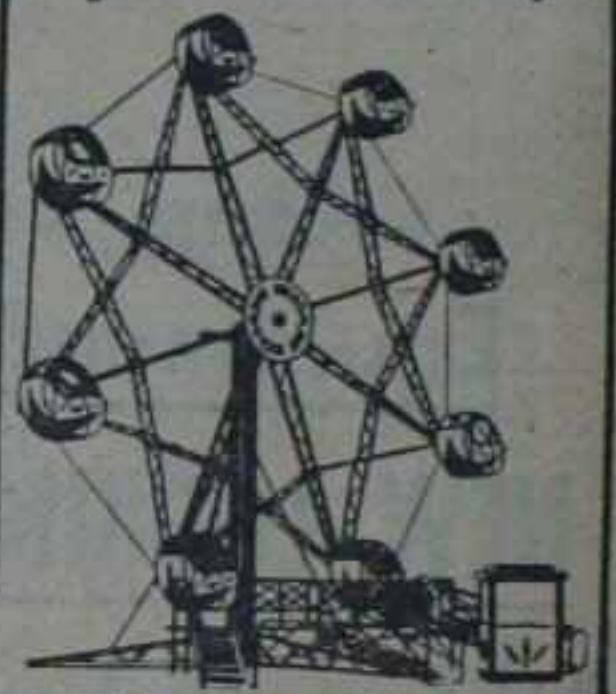
### Tickler Pays Off

Altho having enjoyed modest success until 1907 thru these ride inventions and the Carrousel gear development, Mangels' first big splash in the outdoor amusement industry came in 1907 when, at Luna Park, his Tickler ride grossed a fast, first-season \$6,000. Altho not long-lived, the ride reaped \$42,000 over a period of years before the novelty wore off. The ride consisted of round cars sliding down an incline, bumping

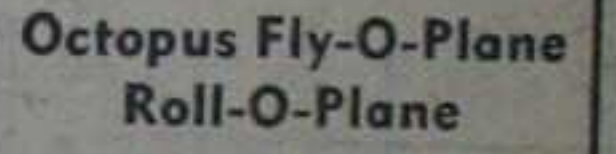
(Continued on page 60)



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Bulgy the Whale



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# HODGES HAND-CAR RIDE

THE RIDE THAT AMAZES OPERATORS FROM COAST TO COAST UNUSUAL POTENTIALITIES

FROM SMALLEST TO LARGEST CHILD

## AMAZING UNUSUAL POTENTIALITIES

**MONEY TALKS**  
CAPACITY 3117 RIDES on Children's Day, Alabama State Fair  
UNUSUAL DRAWING POWER Operated entirely by child  
SURPRISING REPEAT RIDES Precisioned for easy operating  
INTERESTS SAME CHILD FOR YEARS From 18 months to teen-age



**INVEST WISELY**  
PARK BOARDS READILY ACCEPT  
Health-building, recreational, safe and trouble-free  
PRACTICALLY EVERLASTING  
No motive parts to wear out  
MAINTENANCE -Almost none at all  
TIES CREOSOTED FOR TRACK  
So track need not be taken up  
TRACK BANKED AND TRUCKS MADE  
For keeping cars on curves  
INSURANCE RATE In lowest bracket

Precisioned to go 320 feet with a shove—a good test for a good ride. New workable back-stops without ratchet friction.  
THE ACTION RIDE that brings the Kids to Kiddielands and holds their interest year after year. Self-operating makes many repeat rides.

When one ride gets in a town, every other operator in that town usually wants one. Our list of operators proves that, such as 17 Hand Car Rides and 7 Ferris Wheel rides in Chicago and vicinity.

### GREAT RETURNS ON SUCH A SMALL INVESTMENT

- This ride can be seen in many of America's greatest Amusement Parks and Kiddielands. ASK THE MAN WHO OWNS ONE. That is more convincing than our words would be.
- |   |   |
|---|---|
| ALABAMA, R. H. McIntosh, Alabama State Fair, Birmingham.                              | MISSISSIPPI, Smugler, Highland Park, Meridian.                          |
| ARIZONA, Dr. F. W. Nelson, Encanto Park, Phoenix.                                     | MISSOURI, A. N. Rice, Excelsior Park, Kansas City.                      |
| CALIFORNIA, Mike Collins, Studio City, Los Angeles.                                   | MINNESOTA, Price, Excelsior Park, Minneapolis.                          |
| IDWA, Slusky Bros. (2), Playland Park, Council Bluffs, also Houston, Tex.             | NEW YORK, Nunfey's (2), Happyland, Bethpage, also Little Dutch Mill     |
| INDIANA, Earl J. Redden, Playland Park, South Bend.                                   | NEW JERSEY, Smith Co. (3), Paterson, also Detroit, Mich.; Cleveland, O. |
| ILLINOIS, Michael (Mike) Doolan (2), Oak Park, Chicago, also Los Angeles, Calif.      | OHIO, Edw. L. Schott, Coney Island, Cincinnati.                         |
| KANSAS, Conover Bros. Sport Center, Wichita   | PENNSYLVANIA, A. E. McSwigan, Kennywood Park, Pittsburgh.               |
| KENTUCKY, S. Burkhoff, Southern Rides, Inc., Louisville.                              | SOUTH CAROLINA, Harry Beach, Myrtle Beach K. L., Myrtle Beach.          |
| LOUISIANA, Harry Batt, Pontchartrain Park, New Orleans.                               | TENNESSEE, Massey, Fair Park, Nashville.                                |
| MASSACHUSETTS, John Collins (2), Mount Park, Holyoke, also Lincoln Park, New Bedford. | TEXAS, P. W. Curry (2), San Antonio, Austin, Waco.                      |
| MICHIGAN, Dr. Firestone, Flint Park, Flint.   | WEST VIRGINIA, Wm. Nudd, Camden Park, Huntington.                       |

SEND FOR OUR LIST OF OTHER WELL-KNOWN OPERATORS OF HAND-CAR RIDES AND LITERATURE

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"Originators of the Hand-Car Ride"  
Patent No. 1953667, Design Patent No. 16130, Dec. 26, 1950.  
Any infringements liable to prosecution.



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 is YOUR GUARANTEE of the BEST in RIDES  
 No other manufacturer gives you as much in QUALITY,  
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**THE CENTURY FLYER**  
*Miniature Train*  
**NATIONAL'S TRACKLESS TRAIN**

*Runs Anywhere—No Tracks Needed*

**THE COMET, JR.**  
*Kiddie Coaster*

**LARGE COASTER**  
*Designed for Any Location*

**COASTER CARS**  
*Custom Built for Your Coaster*

**MIRROR MAZE**

**FUN HOUSES**

**LAUGHING MIRRORS**

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**MILL CHUTES**

**KIDDIE FERRIS WHEEL**

**KIDDIE BUGGY RIDE**

**PARK BENCHES**

*Complete Designs for*  
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Rides built by National over 30 years ago are still in operation and considered too good to replace.

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## CLOSE-UPS: WILLIAM F. MANGELS

# 50-Yr. Ride Man Cites Cycle in Popularity

Continued from page 58

against posts and whirling their passengers around in their descent. In 1908, the following year, Mangels established the William F. Mangels Company and started turning out Carrouseles and Roller Coasters, while developing many new devices. His inventions include the Tickler, Teaser, Luna Ride, Boat Race, electric range targets and many others. The Palisades (N. J.) Park wave-producing machines are still operating with their two huge, down-rushing plungers.

Mangels has literally dozens of patents to his credit, many of which are for items never put into production.

"We have protection for inventions over here," he says. "We can put our patents in a drawer and forget about them. But in Germany, for instance, you have to begin building as soon as you get a patent. 'But,' he chuckles, 'the law says you just have to begin building. So some fellows merely turn over a spadeful of dirt. That's their 'beginning.'"

### Kid Zoos Old Stuff

To further substantiate the recurring popularity of certain amusement items, he singled out children's zoos and parks.

"Something new? I returned to the old country in 1934 with part of the family and while in Bremerhaven this fellow Sieboldt, who bought the German rights to the Whip, showed me his kiddie park. There were little lambs running all over the place and being patted by the children. A kiddie park and zoo combined!"

Mangels took his wife, the former Emma Kammerer, of New York, whom he wed in 1894; his son, William Jr., and daughter, Marguerite, to Europe on the trip.

"We took our Packard, too. It was all gassed-up and waiting at the dock when we landed in England—complete with chauffeur!"

### Still Speaks German

Mangels, who still speaks German, was able to make himself understood in Germany, but had Sieboldt interpret for him the times when French was required. Fred and William Jr. showed no inclination to pick up German. In fact, said Mangels, they were disinclined generally toward formal schooling.

"The boys got into the habit of hanging around the shop rather than go to school." They could get picked up for that, nowadays, it was remarked. "They picked us up in those days, too," William Jr. recalls with a grin. "Fred was okay in school, but I figured, 'whatever would I need that stuff for?' So here we are, both doing the same thing in the same place after all these years."

The boys' father, however, developed a liking for written French and skims with ease thru the many French books and manuals in his library, requiring help only when there occurs a word requiring special interpretation. A large part of the library contains an extensive and expensive collection of patent law editions which proves of constant value for reference work.

### Many Old-Timers

Altho the Mangels plant is constantly humming with the sounds of manufacture, the size of the staff has held to an even dozen thru the years, with many of the workers being old-timers. It has been several years since anyone new was hired. With a liberal attitude toward its employees—the men are kept on the job even during the slack season when there is little to do—unions have not raised their heads in the shop.

"That may go where you have lots of men doing the same work," Mangels comments. "But with all our specialists each man would become a separate shop local unto himself. We've never had union trouble here."

Long active in the National Association of Amusement Parks, Pools and Beaches and author of the book, "The Outdoor Amusement Industry," Mangels in 1929 proposed and organized the American Museum of Public Recreation. With R. S. Uzzell he was named NAAPPB historian.

Occupying spacious quarters in the rear of the warehouse, the museum contains countless memorabilia of the outdoor amusement field. Models, trophies, books, blueprints and manuscripts all align the walls and aisles in

businesslike arrangement. Over here is a model of a Mangels invention that didn't take: The water pressure shooting gallery. Another is the hand-cranked automatic gun for shooting galleries.

### War Stalled Gun Plans

"Winchester wouldn't make it," son William explains, "but suggested that dad try Belgium. Negotiations were coming along when World War I broke out, and that was that."

Today the gun is mounted in a display case, hand-tooled and patented but never produced.

But for every Mangels invention that was never capitalized on, there were others to bring fame and recognition. Today Mangels, who got his start in rides by convincing someone to risk \$500 in the Razzle Dazzle—they worked it at fairs and saved enough to make more the following season—lives with his wife in their Ocean Parkway home. William Jr., is unmarried while Fred has two sons, William and Albert.

A substantial part of the Mangels business today is replacement parts for their rides which are in operation thruout most of the world. ("Last year we sent parts for the old Whip to Montevideo.") But as for inventing new major rides:

"The expense would be terrific. Who has the money for that sort of thing now?" And that statement, capped with a final wave of the hand, concluded the session with William F. Mangels.

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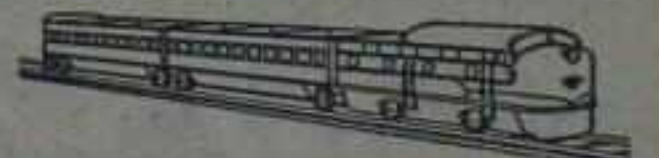
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# Amusement Parks

## Alabama

Anniston—Oxford Lake Park, W. E. (Bill) Miller, owner-mgr.; has 8 rides, 18 concession games, rink, Penny Arcade, coin machines.

Birmingham—Fair Park Kiddieland, Alabama State Fair Authority, R. H. McInish, mgr.; has 18 rides.

Mobile—Lido Beach Park, owned by city; Clyde B. Layfield, mgr.; has 18 rides, 40 concession games, pool, rink, Penny Arcade, coin machines, books orchestras and attractions.

## California

Palmdale—Malibu Funzone Park, Al Anderson, owner-mgr.; has 3 rides, 20 concession games, beach, Penny Arcade, coin machines, books attractions.

San Diego—Twin Lakes Park, Harry Compton, owner-mgr.; has 18 rides, 10 concession games, pool, rink, Penny Arcade, coin machines, books orchestras and attractions.

Long Beach—Long Beach Amusement Co., owner; L. P. Murphy, mgr.; has 18 rides, 40 concession games, pool, Penny Arcade, books orchestras and other attractions.

Long Beach—Virginia Amusement Park, Long Beach Amusement Co., owner; L. P. Murphy, mgr.; has 12 rides, 30 concession games, Penny Arcade, roller rink, kiddieland, books free attractions.

Los Angeles—Kiddieland, William H. Valentine, owner-mgr.; has 7 rides, novelty and popcorn stands.

Ocean Park (Santa Monica)—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 12 rides, 31 concession games, Penny Arcade, coin machines, books attractions occasionally; six rides in Kiddieland.

Ocean Park (Santa Monica)—Ocean Park Amusement Pier, Roy C. Troeger, mgr.; has 10 rides, 44 concession games, rink, Penny Arcade, coin machines.

Pico—Streamland Park, M. S. Cipes, owner-mgr.; has 14 rides, four concession games, Penny Arcade, books attractions.

San Diego—Mission Beach Park, Jas. T. Mitchell, John C. Ray, owners-mgrs.; has 3 rides, 25 concession games, pool, rink, Penny Arcade, coin machines, books free attractions.

San Francisco—Whitney's Playland-at-the-Beach, George K. Whitney, owner-mgr.; has 21 rides, 28 concession games, rink, Penny Arcade, coin machines.

San Bernardino—Perris Hill Kiddieland, Karl C. Danner, owner; has 7 rides.

Santa Cruz—Santa Cruz Beach, Thomas W. Cutting Jr., mgr.; has 10 rides, 16 concession games, pool, Penny Arcade, coin machines, books local and traveling orks and free attractions.

Santa Monica—Newcomb Pier, W. D. Newcomb Jr., owner; has 4 rides, 7 concession games, Penny Arcade.

Sanland—Sanland Park, Fox & Sons Amusement Co., owner; Terrell O. Fox, mgr.; has 11 rides, 7 concession games, rink, Penny Arcade, coin machines.

Torrance—Walteria Park, Terrell O. Fox, mgr.; has 8 rides, concession games.

## Colorado

Denver—Lakeside Park, Benj. Kraber, mgr.; has 20 rides, six concession games, pool, Penny Arcade, coin machines, books traveling orchestras, fireworks and free acts.

Denver—Elitch's Gardens, A. B. Gurtler, owner-mgr.; has seven rides two concession games, Penny Arcade, coin machines, books local and traveling orchestras and pay attractions.

Pueblo—Minneapolis-Lakeside Park, Harry W. Elsworth, mgr.; has eight rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

## Connecticut

Bridgeport—Pleasure Beach, owned by city, John C. Molloy, mgr.; has 13 rides, 12 concession games, rink, Penny Arcade, coin machines; books orchestras, attractions occasionally.

Bristol—Lake Compounce Amusement Park, Pierce & Norton Co., Inc., owners; has seven major and four kiddie rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras and free acts.

Middlebury—Lake Quassapaug Amusement Park, M. J. Leon, mgr.; has six rides, 3 concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions.

New Haven—Savin Rock Park, Frederick E. Levere, mgr.; has 12 rides, 40 concession games, rink, Penny Arcade, books occasional orchestras and free attractions.

New London—Ocean Beach Park, owned by city; Augustus B. Mengel, supt.; has 11 rides, two concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Waterbury—Lakewood Park, owned by city; J. J. Curtain, supt. of parks; has two rides, three concession games.

## Delaware

Port Penn—Augustine Beach and Park, Tommy Tait, owner and mgr.; has five rides, 12 concession games; books free attractions.

## Florida

Daytona Beach—Forest Amusement Park, Jim Forest, owner and manager; has six rides, three concession games.

Jacksonville Beach—Boardwalk, Boardwalk Attr., mgr.; has 20 rides, 14 concession games, pool, Penny Arcade, coin machines, books orchestras and free attractions.

Jacksonville Beach—Griffin Amusement Park, F. A. Griffin Sr., owner; F. A. Griffin Jr., mgr.; has nine rides, two concession games.

Miami—PBA Park, Police Benevolent Assn., owner; Jas. L. Logan, mgr.; has seven rides, pool, books orchestra and free attractions.

St. Petersburg—Veterans' Amusement Park, Dick H. Kratz, owner-mgr.; has 16 rides, 20 concession games; books free attractions.

West Palm Beach—Haverhill Grove Amusement Park, Mac Mackree & Bud Watson, owners; has five rides, 10 concession games, coin machines; books orchestras, attractions.

## Georgia

Atlanta—Fun City, Lakewood Fairgrounds, Mike Benton, mgr.; has 23 rides, five concession games, two lakes, rink, books attractions.

Augusta—Funland Park, Dr. J. T. Norvell, mgr.; has 7 rides, 8 concession games.

## Idaho

Coeur d'Alene—Playland Pier, W. Earl Somers, mgr.; has six rides two concession games, Penny Arcade.

## Illinois

Aurora—Exposition Park, Orville P. Fox, owner; Don Johnson, mgr.; has five rides, pool, rink; books orchestras.

Chicago—Riverway Park, George A. Schmidt, gen. mgr.; has 40 rides and major attractions, 75 concession games, rink, three Penny Arcades.

Danville—Fairgrounds Park, W. F. Brown, owner and mgr.; has four rides, two concession games, pool, rink, coin machines.

Lake Villa—Sherwood Park, George Rex, mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.

Lynn—Fairland Park, Richard Miller, mgr.; has 25 rides, 4 concession games, Penny Arcade.

Oak Lawn—Green Oaks Kiddieland, 4801 W. 29th St., M. J. Doolan, owner; R. J. Zirov, mgr.; has 14 rides.

Paris—Twin Lakes Park, owned by city; Chas. F. and Harry E. Brown, mgrs.; has five rides, concession games, bathing beach, Penny Arcade, coin machines.

## Indiana

Arcadia—Buck Lake Park, H. K. Smyth, owner-mgr.; has six rides, 12 concession games, books orchestras and attractions.

Fort Wayne—West Swinney Park, H. E. Hart, owner; has 5 major and 4 kiddie rides, 13 concession games, Penny Arcade, coin machines; books attractions.

Hamilton—Circle Park, D. B. Waterhouse, mgr.; has 4 rides, 4 concession games, pool, rink, Penny Arcade, coin machines; books attractions.

Indianapolis—Riverside Amusement Park, John L. & Don D. Coleman, owners; H. E. Parker, mgr.; has 24 rides, 16 concession games, rink, Penny Arcade; books orchestras and attractions.

Michigan City—Washington Park, Harold K. Bary, mgr.; has 5 major and 8 kiddie rides, 13 concession games, beach, Penny Arcade; books orchestras.

Mantle—Indiana Beach, T. E. Sparkman, mgr.; has 4 major rides, five concession games, beach, rink, Penny Arcade, coin machines. Books local and game orchestras and free attractions.

South Bend—Playland Park, Earl J. Redden Jr., mgr.; has 12 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

## Iowa

Arnold Park—Bentl Amusement Park, Eldo M. Bentl, mgr.; has 10 rides, 5 concession games; rink, Penny Arcade, coin machines; books attractions.

Clear Lake—Bayside Park, H. A. O'Leary, mgr.; has 3 rides, 6 concession games, rink.

Council Bluffs—Playland Park, Abe Blusky, mgr.; has 20 rides 24 concession games, Penny Arcade, coin machines; books attractions.

Davenport—Mississippi Valley Park, H. A. Gettert, mgr.; has 5 rides, Penny Arcade, books orchestras and pay attractions.

Des Moines—Riverview Park, Bart Kocker, mgr.; has 15 rides, 7 concession games, Penny Arcade; books orchestras and free attractions.

Ruthven—Grand View Park, Ross Hancock, owner-mgr.; has 10 concession games, rink, Penny Arcade, coin machines; books orchestras and acts occasionally.

Sioux City—Riverview Park, R. M. Warfield, owner; M. R. Warfield, mgr.; has 12 rides, 15 concession games, Penny Arcade, coin machines.

Storm Lake—Lakeside Beach, Walter Lawrence, mgr.; has 4 rides, 4 concession games, lake, rink, Penny Arcade; books orchestras, pay and free attractions.

## Kansas

Bonner Springs—Lakewood Park, L. D. Ward, owner-mgr.; has 5 rides, 16 concession games, pool, rink; books orchestras and free attractions.

Wichita—Joyland Hillside Park, the Ottaways, owner-mgrs.; has 17 rides, 9 concession games, Penny Arcade, coin machines, books orchestras and free attractions.

## Kentucky

Dayton—Tacoma Park, B. Rutherford and R. Lunaford, owner-mgrs.; has pool, coin machines, books orchestras.

Louisville—Fontaine Ferry Park, J. R. Singhiser, mgr.; has 18 rides, 16 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orks and free attractions.

Lexington—Joyland Park, C. J. Carmine, mgr.; has 12 rides, 10 concession games, pool, Penny Arcade, coin machines, books orchestras and free attractions.

## Louisiana

New Orleans—Audubon Park, owned by city, G. Douglas, mgr.; has six rides, pool, books orchestras and free attractions.

New Orleans—Ponchartraine Beach, owned by Playland Amusement; Harry J. Ratt, president and mgr.; has 17 rides, 14 concession games, Penny Arcade, books free acts.

## Maine

Old Orchard Beach—Palace Playland, Seashore Am. Corp., owners; Samuel Osher, mgr.; has 8 rides, 15 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Upper Gloucester—Royal River Park, Howard I. Small, mgr.; has 3 rides, concession games, pool, rink, Penny Arcade; books orchestras and attractions.

York Beach—Funland Park, Max and Samuel Spector, owners; has 14 rides, eight concession games, Penny Arcade, coin machines. Books orchestras and free attractions.

## Maryland

Baltimore—Kiddieland, Charles W. Swan, mgr.; has 8 rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions.

Baltimore—Owyn Oak Park, A. B. Price & Sons owners; David W. Price, mgr.; has 26 rides, 13 concession games, Penny Arcade; books orchestras and free acts.

Baltimore—Carlin's Park, John J. Carlin, owner-mgr.; has 18 rides, 14 concession games, pool, rink, Penny Arcade, coin machines. Books free attractions.

Baltimore—New Bay Shore Park, New Bay Shore Park, Inc., owner; Bernard Seaman, mgr.; has six rides, 15 concession games, beach, Penny Arcade, coin machines. Books orchestras and free attractions.

Broadneck Heights—Broadneck Heights Park, J. H. Baker, mgr.; has 3 rides, 3 concession games, rink, Penny Arcade; books pay attractions.

Chesapeake Beach—Seaside Park, Seaside Park, Inc., owner; J. M. Reeter, mgr.; has 4 rides, 16 concession games, pool, Penny Arcade, coin machines; books pay acts occasionally.

Chesapeake Beach—Chesapeake Beach Park, Inc., Frederick J. Donovan, mgr.; has 3 rides, 7 concession games, pool, rink, Penny Arcade, coin machines; books orchestras occasionally.

Christertown—Tolchester Park and Beach, Ralph McElhinny, mgr.; has 10 rides, 2 concession games, Penny Arcade; books pay attractions.

Earlville—White Crystal Beach, Alfred E. Green, owner-mgr.; has 3 rides, 3 concession games, Penny Arcade, coin machines.

Glen Echo—Glen Echo Park, G. F. Price, mgr.; has 15 rides, pool, coin machines. Books local and traveling orchestras.

Marshall Hall, near Washington, D. C.—Marshall Hall, L. C. Addison, mgr.; has 11 rides, 10 concession games, Penny Arcade, coin machines, books free acts.

Ocean City—Windsor Robert, D. Trimmer Jr., mgr.; has 7 rides, 16 concession games, rink.

Passapatan—Cottage Grove Beach and Park, Norman E. Clarke, owner-mgr.; has 7 rides, 19 concession games, Penny Arcade, coin machines, books orchestras and pay attractions.

## Massachusetts

Agawam—Riverside Park, Edward J. Carroll, owner-mgr.; has 14 major and 13 kiddie rides, 14 concession games, rink, Penny Arcade, coin machines. Books orchestras and attractions.

Auburn—Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, Penny Arcade; books orchestras, acts.

Dartmouth—Lincoln Park, John Collins, owner-mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Fitchburg—Whalom Park, John M. Lunde-witz, mgr.; has 15 rides, 4 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.

Holyoke—Mountain Park, Holyoke Street Railway Co., owners; Louis D. Peillister, mgr.; has 8 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Mendon—Lake Nipmuc Park, James Simpson, mgr.; has 3 rides, 4 concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions occasionally.

Nantasket Beach—Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, 7 concession games, rink, Penny Arcade, coin machines; books orchestras, free attractions.

New Bedford—Amusement Park, Daniel E. Bager, owner-mgr.; has 3 rides, 8 concession games, rink, Penny Arcade.

Revere Beach (Boston)—Revere Beach, N. George Babbagh, treat.; has 30 rides, 40 concession games, rink, 2 Penny Arcades, coin machines. Books orchestras and free attractions.

Salisbury—Salisbury Beach, Chamber of Commerce; has 10 rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Worcester (Shrewsbury)—White City Park, Sam Hamid, mgr.; has 11 rides, 18 concession games, beach, Penny Arcade, coin machines; books free attractions.

## Michigan

Bay City—Wenona Beach, O. D. Colbert, mgr.; has 12 rides, 14 concession games, rink, Penny Arcade, coin machines. Books orchestras and attractions.

Detroit (St. Clair Shores)—Jefferson Beach Park, Harry Stahl, mgr.; has 25 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras.

Detroit—Motor City Park, Mrs. Helyn Horvitz, mgr.; has 12 rides, 6 concession games.

Detroit—Edgewater Park, Cy Wagner, mgr.; has 28 rides, 18 concession games, Penny Arcade; books orchestras.

Detroit—Detroit Kiddieland, 8 Mile & Schafer Roads, Charles Zack, mgr.; has 10 rides.

Detroit—Bob-Lo Park, H. E. Gerry, mgr.; has 15 rides, rink, Penny Arcade, coin machines; books free attractions.

Flint—Flint Park, Flint Park & Amusement Co., owners; has 16 rides, 12 concession games, rink, Penny Arcade, books free attractions.

Grand Rapids—Ramona Park, G. H. Motor Coach Co., owners; Don Williams, mgr.; has 25 rides, 20 concession games, rink, Penny Arcade, coin machines; books free attractions.

Haskell—Lake Lansing Park, R. E. Haney, owner-mgr.; has 14 rides, 12 concession games, rink, Penny Arcade, coin machines. Books free attractions.

LeSalle—Toledo Beach Park, Harlin L. Walter, mgr.; has 8 rides, 6 concession games, rink, Penny Arcade, coin machines. Books local bands.

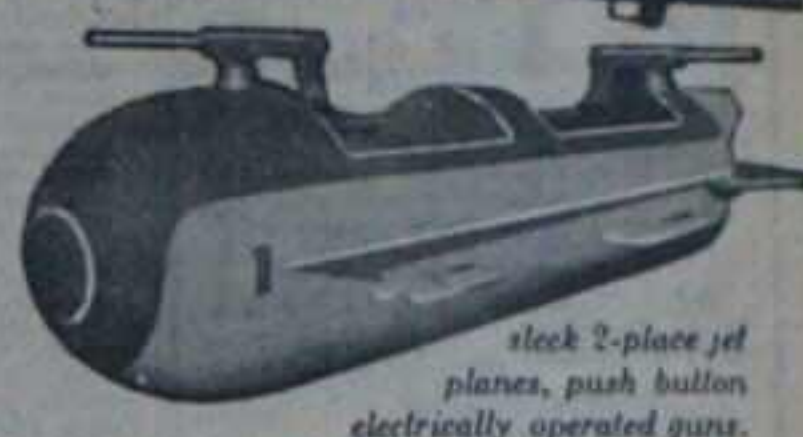
St. Joseph—Silver Beach, Mrs. L. J. Drake, owner; H. J. Terrill, mgr.; has 11 rides, 15 concession games, Penny Arcade, coin machine; books orchestras.

Utica—Utica Amusement Park, Myron Brown, mgr.; has 6 rides, concession games, Penny Arcade; books orchestras, attractions.

Walled Lake—Walled Lake Park, Fred W. Pearce & Co., owner; R. E. Templeton, mgr.; has 15 rides, 10 concession games, rink, Penny Arcade, coin machines.



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**Minnesota**  
Excelsior—Excelsior Amusement Park, Fred W. Pearce Co., Inc., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 16 rides, 11 concession games, Penny Arcade; books free attractions.

Fairmont—Interlaken Park, Al Menke, mgr.; has 4 rides, 6 concession games, lake, rink; books orchestras and free attractions.

Saint Paul—Amusement Park on Harriet Island, Rocca and Carlo Schiavone, mgrs.; has 10 rides.

**Missouri**  
Joplin—Riverside Amusement Park, H. A. Brendlinger, owner-mgr.; has two rides, three concession games, pool; books attractions occasionally.

Kansas City—Fairland Park, Marion Brancato, owner; Harry Duncan, mgr.; has 24 rides, 20 concession games, pool, Penny Arcade; books orchestras and free attractions.

North Kansas City—Winnwood Beach, R. O. Young, mgr.; has 4 rides, 3 concession games, pool, rink.

Robertson (St. Louis)—West Lake Park, Joseph Bolta, owner; P. D. Kramer, mgr.; has 13 rides, 7 concession games, pool, rink, Penny Arcade, coin machines.

St. Joseph—Lake Contrary Amusement Park, L. F. Ingersoll, owner-mgr.; has 9 rides, 4 concession games, Penny Arcade, coin machines; books orchestras, free acts.

St. Louis—Forest Park Highlands, A. W. Ketchum, mgr.; has 21 rides, 17 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

St. Louis—Chain of Rocks Park, 10783 Lookaway Drive, Car. P. Tripp, owner-mgr.; has 15 rides, 7 concession games, pool, rink, Penny Arcade, coin machines. Books free attractions.

St. Louis—West Lake Park, P. D. Kramer, owner-mgr.; has 14 rides, 10 concession games, 3 pools, rink, Penny Arcade.

Springfield—Doling Park, W. W. Morrison, owner; has 13 rides, 3 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.

Valley Park (St. Louis Co.)—Valley Beach Amusement Park, Reno Wegmann, owner-mgr.; has 3 rides, 2 concession games, Penny Arcade, coin machines.

**Nebraska**  
Lincoln—Capitol Beach Park, Central Realty & Inv. Co., owner; G. L. Carpenter, mgr.; has 13 rides, 4 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orchestras; occasional free attraction.

Omaha—Carter Lake Kiddieland & Pleasure Pier, James D. Carpenter, mgr.; has 14 rides.

**New Hampshire**  
Manchester (Goff Falls)—New Pine Island Park, Dennis Collins, mgr.; has 20 rides, 18 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Manchester—Crystal Lake Park, Mrs. John Kilonis, mgr.; has 3 rides, 2 concession games; books free attractions.

**New Jersey**  
Asbury Park—Palace Amusement, E. Lange & K. Resnik, owners-mgrs.; has 5 rides, 3 concession games, Penny Arcade, coin machines.

Atlantic City—Steel Pier, George A. Hamid & Son, owners; Richard Endicott, mgr.; has 25 concessions, 3 games, coin machines; books orchestras and attractions.

Atlantic City—Steepchase Pier, owned by Atlantic Amusement Co. and managed by Bill Hooper; has 18 rides and 12 concessions.

Atlantic City—Milton Dollar Pier, Max Tubis, mgr.; has 13 rides, 18 concession games, Penny Arcade, coin machines.

Clementon—Clementon Lake Park, Theodore W. Gibbs, mgr.; has 15 rides, 15 concession games, Penny Arcade, coin machines; books free attractions; orchestras weekly.

Greengloch—Greengloch Park, W. W. Dougherty, mgr.; has 4 rides, 6 concession games, lake, Penny Arcade; books attractions, orchestras occasionally.

Irvington—Maplewood—Olympic Park, Henry A. Quenher, owner-mgr.; has 25 rides, 20 concession games, pool, rink, Penny Arcade; books free attractions.

Lake Hopatcong—Bertrand Island Park, Ray D'Agostino, mgr.; has 10 rides, 20 concession games, lake, Penny Arcade, coin machines books orchestras and attractions.

Loop Branch—Punland Park, Samuel Edelstein, mgr.; has 8 major and 7 kiddie rides; 19 concession games, coin machines; books free attractions.

Mays Landing—Lake Lenape Park, Eugene Leiding, mgr.; has 5 rides, 9 concession games, rink, Penny Arcade. Books free attractions.

Pallade—Pallades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 20 concession games, pool, Penny Arcade; books orchestras and attractions.

Pennsville—Riverview Beach Park, L. K. Christian, mgr.; has 14 rides, 4 concession games, pool, rink, Penny Arcade.

Seaside Heights—Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 15 rides, 60 concession games, Penny Arcade, coin machines.

Seaside Heights—Seaside Heights Casino, J. Christopher, mgr.; has 5 rides, 20 concession games, pool, Penny Arcade, coin machines.

Wildwood—Casino Arcade Park, S. D. Hamagosa & Sons, owners; Gilbert Hamagosa, mgr.; has 6 rides, 23 concession games, Penny Arcade, coin machines.

Wildwood—Playland Park, Cedar Schellenger Corp., owners; George H. Coombs, mgr.; has 14 rides.

**New York**  
Angola—Lallo's Amusement Park, Michael Gusetta, mgr.; has 8 rides, 17 concession games, Penny Arcade; books orchestras and free attractions.

Auburn—Owasco Lake Park, Joseph J. Padlock, mgr.; has 10 rides, 5 concession games, Penny Arcade, coin machines; books free attractions, orchestras.

Averill Park—Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has 4 rides, 5 concession games, beach.

Buffalo—New Liberty Park, H. A. Illions, owner; W. B. Davis, mgr.; has 18 rides, 12 concession games. Books free attractions.

Canandaigua—Roseland Park, William W. Muar, owner-mgr.; has 13 rides, 9 concession games, Penny Arcade, coin machines. Books free attractions.

Catonsville—Sherman's Amusement Park, the Shermans, owners has 7 rides, 3 concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.

Coney Island—Steepchase Park, Steepchase Amusement Co., owner; James J. Onorato, mgr.; has 31 rides, concessions, pool, Penny Arcade, coin machines.

Corfu—Boulder Park, Theo. Morrot, owner-mgr.; has 8 rides, 13 concession games, pool.

Geneese—Long Point Park, Margaret Berry, owner; C. F. Johnston, mgr.; has 4 rides, 3 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.

Geneva—Seneca Park, Anthony Santello, owner.

Jamestown—Celoron Park, Harry A. Illions, owner; E. M. Swank, mgr.; has 23 major rides, 8 kiddie rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lake Ronkonkoma—Turner Park, N. W. Berger, mgr.; has 8 rides, 3 concession games, beach, Penny Arcade, coin machines.

Manlius (Syracuse)—Suburban Park, Fred W. Searle, mgr.; has 7 major and 4 kiddie rides, 8 concession games, rink, Penny Arcade, coin machines. Books local orchestras and free acts.

Niagara Falls—Midway Park, Jas. F. Panes, owner-mgr.; has 9 rides, 8 concession games, Penny Arcade, coin machines. Books bands, other attractions.

Olcott—Olcott Beach Amusement Park, Hubert Flynn, owner; Edward J. Flynn, mgr.; has 8 rides, 20 concession games, rink, Penny Arcade, free acts.

Olcott Beach—Kiddieland, A. O. Fox, owner; has 4 rides, 5 concession games.

Olcott—New Rialto and Idlewild Park, C. H. Tothill, owner-mgr.; has 15 rides, 14 concession games, pool, coin machines; books orchestras and free attractions.

Peekskill—Indian Point Park, E. D. Keimann, owner-mgr.; has 30 rides, concession games, Penny Arcade, pool.

Rochester—Dreamland Park, Sea Bress, George W. Long, owner-mgr.; has 13 rides, 3 concession games, rink, Penny Arcade; books free attractions.

Rochester—Palace Amusement Park, Leon Lake, Harry Stone, owner.

Richfield Springs—Canadara Park, Joseph Magee, owner-mgr.; has 3 rides, 2 concession games, beach, rink. Books traveling orchestras and free attractions.

Rockaway Beach—Rockaway Playland, A. Joseph Geis, owner; Lowell Young, mgr.; has 25 rides, 28 concession games, Penny Arcade.

Rockaway Beach—Seaside Amusement Park, Peter Drambour, mgr.; has 10 rides, 17 concession games, Penny Arcade.

Rye—Playland, Col. Allan E. MacNicol, mgr.; has 40 rides, ice rink, Penny Arcade, coin machines. Books free attractions.

Saratoga Springs—Kayderosa Park, Jack Gross, mgr.; has 4 rides, 3 concession games, Penny Arcade, coin machines.

Sea Bress—Boardwalk, A. H. Bornkessel, owner-mgr.; has 7 rides, 18 concession games, Penny Arcade, coin machines; books attractions.

Sylvan Beach—Northside Amusement Park, John Yauger, mgr.; has 4 rides, 3 concession games.

Williamsville—Glen Park, Harry Altman, mgr.; Clyde Urban, sup.; has 8 rides, 6 concession games, rink, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Youngstown—Lakewood Park, O. H. Tothill, owner-mgr.; has 4 major and 4 kiddie rides, 19 concession games. Books orchestras and free attractions.

**North Carolina**  
Asheville—Recreation Park, owned by city; Harry McDonald, sup.; has 5 rides, 3 concession games, pool, rink; books pay attractions.

Atlantic Beach—Atlantic Beach, Inc., A. B. Cooper, owner; Newman Willis, mgr.; has 6 rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Atlantic Beach—Atlantic Amusement Park, Earl Klutz, mgr.; has 3 rides, 5 concession games.

Charlotte—Buttle Amusement Park on Route No. 29; Ralph Buttle, mgr.; has 4 rides, pool; books attractions.

Charlotte—Airport Park, Parlow, Inc., owner; J. A. Parlow, mgr.; has 16 rides, 13 concession games. Books free attractions.

Hickory—Lake Hickory Amusement Park, H. W. Hollar, owner; W. E. Horns, mgr.; has 6 rides, 15 concession games, beach; books attractions.

Winston-Salem—Reynolds Park, Ivan J. Beach, mgr.; has 3 rides, 3 game concessions; pool, rink, coin machines.

**Ohio**  
Akron—Sandy Beach Park, W. L. Warensford, owner; T. D. Longworth, mgr.; has 3 rides, 7 concession games, beach, Penny Arcade. Books local orchestras.

Akron—Summit Beach Park, Ed M. Palmer, mgr.; has 18 rides, 14 concession games, pool, rink, Penny Arcade, coin machines. Books occasional free attraction.

Bucyrus—Soccaum Park, H. A. Jolly, mgr.; has 6 rides, 19 concession games, Penny Arcade, coin machines.

Buckeye Lake—Buckeye Lake Park, John J. Carlin, owner; A. M. Brown, mgr.; has 16 rides, 60 concession games, pool, rink, Penny Arcade, coin machines. Books local and traveling orchestras and free attractions.

Canton—Meyers Lake Park, Carl M. Sinclair, mgr.; has 7 rides, concessions, beach, rink, Penny Arcade, coin machines; books orchestras, free acts.

Celina—Edgewater Park, Mrs. C. M. Myers, owner; T. V. Temple, mgr.; has 3 rides, 6 concession games, beach, Penny Arcade, coin machines. Books local and traveling orchestras and free attractions.

Chippewa Lake—Chippewa Lake Park, Parkers Beach, owner-mgr.; has 24 rides, 28 concessions, Penny Arcade, Books local and traveling orchestras and occasional free attractions.

Cincinnati—Zoological Garden, owned by city; J. F. Heuser, mgr.; has 8 rides in Kiddieland, Penny Arcade; books attractions at times.

Cincinnati—Coney Island, Edward L. Scholl, mgr.; has 25 rides, 12 concession games, pool, Penny Arcade, Books local and traveling orchestras and free attractions.

Cleveland—Furitas Springs Park, J. E. Gooding, mgr.; has 29 rides, 15 concessions, rink, Penny Arcade. Books local bands and free attractions.

Cleveland—Euclid Beach Park, The Humphrey Co., owner; H. O. Shannon, mgr.; has 14 big and 7 small rides, concession games, rink, Penny Arcade, coin machines.

Columbus—Zoo Park, Leo and Elmer Hasenlein, mgrs.; has 16 rides, 4 concession games, Penny Arcade, coin machines.

Craig Beach Village—Craig Beach Park, Harry H. Jacobs, owner-mgr.; has 11 rides, 11 concession games, beach, Penny Arcade. Books free attractions.

Dayton—Franklin's Forest Park, Frankie's Amusement, Inc., owner; E. C. Oliver, mgr.; has 8 major and 18 kiddie rides, 7 concession games. Books local orchestras and free fireworks.

Findlay—Riverside Park, owned by city. Service-Director, mgr.; has 10 rides, 19 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Geauga Lake—Geauga Lake Park, Charles W. Schryer, mgr.; has 23 rides, 28 concession games, pool, rink, Penny Arcade.

Haweson—Meadowbrook Park, J. O. Haugh Estate, owner; has 8 rides, 5 concession games, pool, Penny Arcade. Books local orchestras.

Middletown—LeGourdsville Lake, Don Deasey, mgr.; has 12 rides, 5 concession games, pool, Penny Arcade; books orchestras and attractions.

New Philadelphia—Tuscora Park, owned by city; has 3 rides, 3 concession games, pool, rink, Penny Arcade. Books orchestras and free attractions.

Russell's Point—Russell's Point Boardwalk, Jack Stone, mgr.; has 7 rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Russell's Point—Sandy Beach Park, Spor Enterprises, Inc., owners; Paul Spor Sr., mgr.; has 15 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras; attractions occasionally.

Sandusky—Cedar Point, owned by Cedar Point, Inc., and managed by E. S. Starr; has 20 rides, 26 concession games, Penny Arcade and Sportland. Uses local and traveling bands and books free acts.

Springfield—Springfield Springs Park on Route 45, Fred L. Hivesburgh, owner-mgr.; has pool, rink. Books orchestras and free attractions.

Toledo—Sunnyside Beach, Louis A. Abrasz and Charles Abde, mgrs.; has 19 rides, 19 concession games, pool.

Toledo—Walbridge Park, T. M. Harton Co., Inc., owner; S. E. Custer, mgr.; has 15 rides, 5 concession games, Penny Arcade.

Urbana—Lakewood Beach Park, D. L. Conrad, owner; Danny Finch, mgr.; has 7 rides, 3 concession games, pool, Penny Arcade, coin machines. Books local and traveling orchestras; pay and free attractions.

Vermillion—Crystal Beach Park, James M. Ryan, mgr.; has 13 rides, concession games, Penny Arcade; books orchestras and attractions.

Youngstown—Idora Park, M. A. Hindin, mgr.; has 23 rides, 15 concession games, Penny Arcade, coin machines; books attractions and orchestras.

Zanesville—Moxahala Park, Tim J. Nolan, owner-mgr.; has 19 rides, 19 concession games, pool, rink, Penny Arcade, coin machines. Books orchestras and free attractions.

Barnesville—Lakewood Park, Charles A. Donahue, mgr.; has 14 rides, 15 concession games, pool, rink, Penny Arcade. Books traveling orchestras and free attractions.

Bellefonte—Hecla Park, A. F. Hockman, owner; H. R. Hockman, mgr.; has 4 rides, 5 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Chalfont—Forest Park, Richard F. Lusan, owner; has 14 rides, 5 concession games, pool, Penny Arcade. Books orchestras and free attractions.

Conestoga Lake—Conestoga Lake Park, W. J. Tarr, gm. mgr.; has 17 major and 9 kiddie rides; 20 concession games, beach, Penny Arcade, coin machines. Books orchestras and free attractions.

Easton—Willow Park, Sheldo Brum, owner-mgr.; has 3 rides, 2 concessions games, pool, Penny Arcade, coin machines.

Easton—Bushkill Park, Thomas V. Long, owner-mgr.; has 15 rides, 5 concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Elyburg—Knobel's Groves, H. H. Knobel Sons, owner-mgr.; has 19 rides, 5 concession games, pool, rink, Penny Arcade, coin machines. Books local orchestras and free attractions.

Erie—Waldameer Beach Park, F. W. A. Moeller, owner-mgr.; has 9 major and 7 kiddie rides, 9 concession games, Penny Arcade, coin machines. Books orchestras and free attractions.

Halifax—Tourist Park, Camden Cobern, mgr.; has 5 rides, 13 concession games, Penny Arcade, coin machines; books orchestras and free attractions.

Hanover—Forest Park, A. Karst, owner-mgr.; has 19 rides, 16 concession games, rink, Penny Arcade, coin machines. Books orchestras and free attractions.

Hawthorn—American Legion Park, H. Heffner, mgr.; has 3 rides, 1 concession game, rink; books pay attractions.

Hazleton—Hark Park, Ray Gronikowski, owner-mgr.; has 3 rides, 10 concession games, kiddie pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Hershey—Hershey Park, Hershey Estates, owners; G. W. Bartels, mgr.; has 24 rides, 3 concession games, pool, Penny Arcade. Books orchestras and free attractions.

Lake Ariel—Lake Ariel Park and Beach, Bert Derby, owner-mgr.; has 10 rides, 5 concession games, Penny Arcade. Books attractions.

Lancaster—Rocky Springs Park, Nicholas Saccolas, mgr.; has 9 rides, 3 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lancaster—Maple Grove Park, Nick Saccolas, owner; has 5 rides, 1 concession game, pool, rink. Books local and traveling orchestras and free pay attractions.

Lewistown—Kishacoquillas Park, John E. Miller, owner-mgr.; has 7 rides, pool, coin machines. Books attractions.

Ligonier—Idlewild Park, C. K. MacDonald, mgr.; has 14 rides, pool, Penny Arcade. Books free attractions.

Mahoning City—Lakewood Park, Charles A. Donahue, mgr.; has 15 rides, 5 concession games, pool, rink, Penny Arcade; books bands and pay attractions.

Mechanicsburg—Williams Grove Park, Roy E. Richwine, owner; J. Bobb Richwine, mgr.; has 16 rides, 12 concession games, beach, Penny Arcade, coin machines. Books local orchestras and free attractions.

Mechanicsburg—Willow Mill Park, H. DeH. Stoner, owner-mgr.; has 9 rides, 6 concession games; Penny Arcade, coin machines. Books local orchestras and free attractions.

Moore—Sterling's Rocky Glen Park, Mae and Ben Sterling, owners-mgrs.; has 18 rides, 10 concession games, pool, rink, Penny Arcade. Books orchestras and free attractions.

Mount Gretna—Mount Gretna Park & Beach, Gene P. Otto, owner-mgr.; has 3 rides, 21 concession games, beach, rink, Penny Arcade, coin machines. Books local orchestras and pay attractions.

New Castle—Cascade Park, city owned; Pat F. Kearns, mgr.; has 15 rides, 3 concession games, pool. Books fireworks.

Perkasie—Meno Park, H. S. Wilson, owner-mgr.; has 5 rides, pool, rink. Books free attractions.

Philadelphia—Woodside Park, John J. Worthington, mgr.; has 17 rides, 1 concession game, pool, Penny Arcade. Books free attractions.

Pine Grove—Twin Grove Park, G. H. Yerver and Geo. T. McOrady, owners-mgrs.; has 8 rides, 8 concession games, pool, Penny Arcade.

Pittsburgh—West View Park, Geo. M. Harton, owner-mgr.; has 18 major and 11 kiddie rides, 16 concession games, Penny Arcade, coin machines. Books orchestras and other attractions.

Pittsburgh—Kennywood Park, Carl E. Henninger, mgr.; has 26 major and 11 kiddie rides, 19 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Portersville—Shawwood Park, Stanley M. Shaw, owner-mgr.; has 5 rides, 14 concession games, beach, rink, Penny Arcade, coin machines. Books local orchestras.

Royersford—Lakeside Amusement Park, Harry J. Alba, mgr.; has 19 rides, 9 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Scranton (Montic)—Rocky Glen Park, Ben and Mae Sterling, owners; has 18 rides, 1 concession game, lake, Penny Arcade, coin machines; books orchestras and free attractions.

Shamokin—Edgewood Park, George H. Jones, mgr.; has 7 rides, 8 concession games, pool, rink. Books free attractions.

Sunbury—Rolling Green Park, R. M. Spangler, owner; Roman M. Spangler Jr., mgr.; has 18 rides, 13 concession games, pool, Penny Arcade, coin machines. Books local and traveling orchestras; free attractions.

Sunbury—Island Park, E. R. Caravella, mgr.; has 8 rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books attractions.

Uniontown—Shady Grove Park, Mike Cabot, mgr.; has 8 rides, 12 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Wainwright—Egmont Park, Rollin Minnich, owner-mgr.; has 7 rides, 5 concessions, pool, rink, Penny Arcade, coin machines. Books local orchestras and free attractions.

Wilkes-Barre—Sans Souci Park, Hanover Amusement Co., owner; Edward J. Lee, mgr.; has 8 major and 5 kiddie rides, 9 concession games, pool, rink, Penny Arcade. Books local and traveling orchestras, pay and free attractions.

Willow Grove (Philadelphia)—Willow Grove Park, E. E. Poehl, mgr.; has 18 rides, 12 concession games, Penny Arcade, rink; books pay attractions and orchestras.

York—Brookside Park, Robert Hoffmann, owner; Floyd F. Schell, mgr.; has 5 rides, 20 concession games, Penny Arcade, coin machines; books free attractions.

**Rhode Island**  
Riverside—Crescent Park, Arthur R. Simmons, mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books attractions.

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**Oklahoma**  
Cache—Crateville Park, Frank Bush, mgr.; has 6 rides, concession games, pool, rink, Penny Arcade; books attractions.

Lawton—Dee Park, B. P. Hutchins, owner; has 3 rides, 4 concession games, pool, rink, coin machines; books orchestras, pay and free attractions.

Oklahoma City—Springlake Park, Roy and Marvin Stalon, owners-mgrs.; has 12 major and 3 kiddie rides, 5 drink stands, 5 concession games, pool, Penny Arcade, coin machines. Books free attractions.

Tulsa—Lakeside Park, Cecil Elfrith, owner-mgr.; has 13 rides, 11 concession games, Penny Arcade, coin machines.

**Oregon**  
Portland—Jantzen Beach Park, Hayden Island Am. Co., owners; Eric G. Swanson Jr., mgr.; has 23 rides, 21 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Portland—Oaks Park, Robert E. Bollinger, mgr.; has 16 rides, 5 concession games, rink. Books free attractions.

Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has 8 rides.

**Pennsylvania**  
Allentown—Dorney Park, R. L. Marr, pres.-mgr.; has 31 rides, 10 concession games, pool, rink, Penny Arcade. Books orchestras and free attractions.

Allentown—Lakemont Park, S. H. Taylor, mgr.; has 17 rides, 12 concession games, pool, rink, Penny Arcade; books attractions occasionally.

Barnesville—Lakeside Park, Ed J. McCreath, owner-mgr.; has 8 rides, 6 concession games, pool, Penny Arcade, coin machines. Books orchestras and free attractions.

**Rhode Island**  
Riverside—Crescent Park, Arthur R. Simmons, mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books attractions.



**Arkansas**—Becky Park Park, Paul B. Jones, mgr.; has 12 major and 4 kiddie rides, 20 concession games, pool, Penny Arcade, coin machines, books local and traveling orchestras, free attractions.

**South Carolina**

**Charleston**—Dix Island Park, Sherman H. Hight, owner; L. E. Harty Jr., mgr.; has 15 rides, 20 concession games, rink, Penny Arcade, coin machines, books orchestras and attractions.

**Myrtle Beach**—Fadden Amusement Park, East E. Hight, mgr.; has 20 rides, 20 concession games, Penny Arcade, coin machines, books orchestras, pag and free attractions.

**South Dakota**

**Aurora**—Rusk Park, Harry Dewey, mgr.; has 8 rides, beach, rink, books local and traveling orchestras.

**Tennessee**

**Chattanooga**—Warner Park, owned by city; A. L. Bender, mgr.; has 8 rides, pool, Penny Arcade, books attractions.

**Chattanooga**—Lynch Park, owned by city; has 4 rides, 3 concession games, pool, books attractions.

**Chattanooga**—Lake Winnepesaukee, owned by Mrs. Minnie Dixon; has 12 rides, 4 concession games, pool and Penny Arcade; land sold occasionally.

**Knoxville**—Chilhowee Park, city-owned; Mark France, mgr.; has 2 major and 5 kiddie rides, 4 concession games, rink, Penny Arcade, books orchestras and free attractions.

**Memphis**—Pulaski Park, city-owned; Eddie Tegen, mgr.; has 12 major and 3 kiddie rides, 15 concession games, pool, Penny Arcade, books local and traveling orchestras, free attractions.

**Memphis**—Overton Park Zoo, city-owned; Raymond F. Gray, mgr.; has 4 rides, books free attractions.

**Texas**

**Chico**—Lake Chico Park, Am. Legion, owner; W. P. Knight, mgr.; has 3 kiddie rides, 1 concession game, pool, rink.

**Corpus Christi**—North Beach Amusement Park, W. C. Conks, mgr.; has 8 rides, 15 concession games, rink, Penny Arcade.

**Dallas**—Victory Amusement Park, T. R. Hickman, owner; J. A. Cook, mgr.; has 3 rides, 4 concession games, pool.

**Dallas**—Fair Park, State Fair of Texas, owner; James H. Stewart, mgr.; has 32 rides, 14 concession games, pool, rink, Penny Arcade, books attractions.

**El Paso**—Washington Park, owned by city; J. Knoss, mgr.; has 12 rides, 4 concession games, pool, rink, Penny Arcade.

**Galveston**—Beach Amusement Park, James H. Crabb, mgr.; has 10 rides, 8 concession games, coin machines.

**Galveston**—Galveston Pleasure Pier, Jack Mackey, mgr.; has 1 ride, 9 concession games, Penny Arcade, books orchestras.

**Missouri**—Playland Park, Lewis, mgr.; has 15 rides, 24 concession games, Penny Arcade, coin machines, books attractions.

**Houston**—Katy Road Kiddieland, Harry W. McHenry, owner; Joseph B. Schulte, mgr.; has 14 rides, books free ads at times.

**Jacksonville**—Lusk Park, E. L. Hendrick, owner-mgr.; has 3 rides, 3 concession games, pool, rink, Penny Arcade, coin machines, books local and traveling orchestras, free attractions.

**Fort Arthur**—Pleasure Pier, Robert Lacy, owner; has 12 rides, 3 concession games, pool, Penny Arcade, books orchestras and pay attractions.

**San Antonio**—Playland Park, James B. Johnson, owner; has 18 rides, 20 concession games, Penny Arcade, coin machines, books attractions at times.

**Wichita Falls**—Orbit Amusement Park, Wayland D. Keith, owner and mgr.; has 7 rides, 12 concession games, books attractions.

**Utah**

**Salt Lake City**—Ballpark Beach, William M. Armstrong, mgr.; has 8 rides, 8 concession games, Penny Arcade, coin machines, books orchestras and attractions.

**Salt Lake City**—Lagoon, Robert E. Freed, mgr.; has 14 rides, 10 concession games, pool, coin machines, books orchestras and attractions.

**Virginia**

**Buckner Beach**—Buckner Beach Park, F. V. Hight, owner-mgr.; has 1 ride, 18 concession games, Penny Arcade, coin machines, books local orchestras, free and pay attractions.

**Norfolk**—Ocean View Park, Albert Miller, mgr.; has 12 rides, 18 concession games, beach, Penny Arcade, books orchestras and attractions.

**Norfolk**—London Bridge—Seaview Beach, N. H. Miller, mgr.; has 3 rides, Penny Arcade and free attractions.

**Roanoke**—Lakeside Park, H. L. Roberts, owner-mgr.; has 12 rides, 10 concession games, pool, rink, Penny Arcade, coin machines, books orchestras.

**Virginia Beach**—Casino Park, has 6 rides, 20 concession games, pool, Penny Arcade, coin machines, books orchestras and attractions.

**Virginia Beach**—Beachside Park, Dr. Dudley Cooper, Jack L. Greenbaum, owner; has 11 rides, 13 concession games, rink, Penny Arcade, coin machines, books orchestras and attractions.

**Washington**

**Waino**—Birch Bay Amusement Park, M. I. Cook and O. R. Nordman, mgrs.; has 5 rides, 10 concession games, Penny Arcade, coin machines.

**Seattle**—Playland Park, Carl E. Phere, owner-mgr.; has 14 rides, 12 concession games, Penny Arcade.

**Washington**—Natalie Park, Larry Vogt, owner-mgr.; has 11 rides, 2 concession games, Penny Arcade, coin machines, books orchestras, free attractions.

**West Virginia**

**Chesler**—Rock Springs Park, H. E. Hunt, mgr.; has 12 rides, 4 concession games, Penny Arcade, coin machines, books local and traveling orchestras.

**Huntington**—Camden Park Recreation Center, Wm. H. Wood Jr., mgr.; has 12 rides, 5 concession games, rink, Penny Arcade, coin machines, books free attractions.

**Marionburg**—Hidde Lake Park, E. M. Potts, owner-mgr.; has 1 ride, pool, rink, coin machines, books locally talent and pay attractions.

**New Cumberland**—Mineral Springs Park, D. C. Pears, owner; has rides, game concessions, Penny Arcade, coin machines.

**Wisconsin**

**Milwaukee**—State Fair Park, C. B. Hunt, mgr.; has 12 rides, 11 concession games, Penny Arcade, books free attractions.

**Muskogee**—Muskogee Beach Park, Charles S. Howe, owner; T. C. Pauley, mgr.; has 12 rides, 4 concession games, Penny Arcade, books orchestras.

**Prarie Du Chien**—Rose Park Zoo, John Reilly, owner-mgr.; has 2 rides, 1 concession game, pool, books local and traveling orchestras, free and pay attractions.

**Racine**—Reggie's Middletown, Reginald D. Freeman, owner-mgr.; has 7 rides, beach and 4 lake, rink, Penny Arcade, books orchestras.

**Sherwood**—High Chief Park, Eddie H. Ver-bank, mgr.; has 4 rides, 4 concession games, Penny Arcade, coin machines, books acts occasionally.

**Wyoming**

**Cheyenne**—Playland Park, C. C. Miller, owner-mgr.; has 8 rides, lake and beach.

**Canada**

**Crystal Beach, Ontario**—Crystal Beach Park, F. L. Hall, gen. mgr.; has 20 rides, 20 concession games, rink, Penny Arcade, coin machines, books orchestras, free attractions.

**Hamilton, Ont.**—La Salle Park, owned by city; has 8 rides, 15 concession games, books orchestras, attractions occasionally.

**Montreal, Que.**—Belmont Park, Rex. D. Hillings, mgr.; has 16 major and 6 kiddie rides, 14 concession games, Penny Arcade, books orchestras and attractions.

**Port Dalhousie, Ont.**—Lakeside Park, Can. Nat'l Railways, owner; S. H. Brookton, mgr.; has 7 rides, 19 concession games; books attractions occasionally.

**Port Stanley, Ont.**—Port Stanley Park, Albert A. Marek, mgr.; has 3 rides, 10 concession games, Penny Arcade, coin machines, books orchestras.

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**Toronto, Ont.**—Sunnyside Beach, owned by Harbour Commission, E. B. Griffith, gen. mgr.; has 12 rides, 16 concession games, pool, Penny Arcade; books attractions.

**Vancouver, B. C.**—Happyland Amusement Park, Marlon Ross, mgr.; has 7 rides, 14 concession games, rink, Penny Arcade, coin machines; books pay attractions.

**Winnipeg, Man.**—Winnipeg Beach, 19 concession games, Penny Arcade, Winnipeg Beach Amusement, Ltd., owners; H. Gault, mgr.; has 6 rides, coin machines; books Canadian bands.

**Winnipeg, Man.**—The Rendezvous (Lockport) E. J. Casey, owner-mgr.; has 12 rides, 16 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

**Ohio**

**Alliance—Lak Park Amusement Co.**, R. D. Williams, mgr.; has 2 rides, 3 concession games, pool, rink; books orchestras.

**Bowling Green—Vollmar's Park**, H. F. Vollmar, mgr.; has 1 ride, 3 concession games, rink; books orchestras and attractions. (Chamber of Commerce); has 12 concession games.

**Coshocton—Lake Park**, James E. Rice, mgr.; has 6 concession games, pool, Penny Arcade; books orchestras and free attractions.

**Mansfield—Crystal Lake Park**, M. C. Schneider, mgr.; has 3 rides, 7 concession games, rink, Penny Arcade.

**Mentor-on-the-Lake—Mentor Beach Park**, rink, Penny Arcade, coin machines; books orchestras.

## Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

**Arkansas**  
Little Rock—Willow Springs Park, J. A. Jacobs, mgr.; has 3 concession games, pool, rink, Penny Arcade, coin machines.

**California**  
Napa—Vichy Springs Amusement Park, Merle E. Harris, owner-mgr.; has 6 rides, pool, coin machines; books orchestras and attractions.

**Colorado**  
Ester Park—Riverside Amusement Park, G. H. Gillan, mgr.; has 3 concession games, rink.

**Connecticut**  
Killingly—Willow Springs Park, P. J. Sheridan, owner; Rob. Sheridan, mgr.; has pool, rink, Penny Arcade; books orchestras.

**Florida**  
Pensacola—Gulf Beach Amusement, Fryd R. Rainey, owner-mgr.; has Penny Arcade, coin machines.

**Georgia**  
Macon—Ragan's Park, Will C. Ragan, mgr.; has 1 ride, 3 concession games, lake, Penny Arcade, coin machines.

**Indiana**  
Cedar Lake—Community Center Park, E. H. Will, mgr.; plays vaudeville, free and hillbilly acts.

**Iowa**  
Waterloo—Electric Park, C. E. Peterson, owner-mgr.; has 10 concession games, Penny Arcade; books orchestras, attractions occasionally.

**Kansas**  
Wichita—Sandy Beach, Norris B. Stauffer, owner-mgr.; has 6 concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

**Massachusetts**  
Northampton—Look Park (Florence), M. F. Narum, mgr.; has one ride, pool.

**Michigan**  
Benton Harbor—House of David Park, Clarence (Chic) Bell, mgr.; has 3 rides, 2 concession games, coin machines; books orchestras and free attractions.

**Minnesota**  
Fairmont—Band's Park, E. R. Hand, owner-mgr.; has 2 rides, 2 concession games, lake; books orchestras and attractions.

**Missouri**  
Excelsior Springs—Lake Maurer Park, Chas. E. Gardner, mgr.; has 2 rides, pool, rink.

**Nebraska**  
Crete—Tuxedo Park, P. J. Kobes, mgr.; has 2 rides, lake; books orchestras and attractions.

**New Hampshire**  
Lochmere—Gardner's Grove, J. Copeland, mgr.; has 1 ride, 9 concession games, pool; books orchestras and attractions.

**New Jersey**  
North Wildwood—Sportland, Lew Tendler and Harry Corliss, owners; S. H. Ramagosa, mgr.; has pool, concession games, coin machines.

**New York**  
Cuba—Olivereast Park, William Rasmussen, owner-mgr.; has 6 rides, 6 concession games, pool, rink, coin machines; books free attractions.

**North Carolina**  
Raleigh—Pullen Park, owned by city; Dorsey Pool, mgr.; has 2 rides, pool, 2 concession games.

**Oklahoma**  
Enid—Lake Hellums Park, Carlisle Russell, mgr.; has 1 ride, 4 concession games, pool; books orchestras and attractions.

**Pennsylvania**  
Hanover—Willow Beach, D. M. Witmer, owner-mgr.; has 1 ride, 6 concession games, pool, rink, coin machines; books orchestras and attractions.

**Rhode Island**  
Warwick—Midway Park, Joseph L. Carrole, owner-mgr.; has 2 rides, 8 concession games, rink, Penny Arcade, coin machines.

**Tennessee**  
Columbia—Mid-State Fair Park, has 3 rides, 12 concession games, rink, coin machines; books orchestra and attractions.

**Texas**  
Fort Worth—Forest Park, owned by city; Harry Adams, supt.; has 5 rides, pool, concessions, zoo.

**Utah**  
Salt Lake City—Sunset Beach, Phil W. Dern, mgr.; has 10 concession games, lake, Penny Arcade, coin machines; books pay and free attractions.

**Washington**  
Redondo—Redondo Beach Park, W. J. Betts, owner-mgr.; has 6 rides, 2 concession games.

**Wisconsin**  
Appleton—Waverly Beach, Howard Campbell, owner; Rud Fischer, mgr.; has 3 rides, rink, Penny Arcade, coin machines; books orchestras, free attractions.

**Wisconsin**  
Chippewa Falls—Wisota Beach, E. C. Cote, mgr.; has 1 ride, 2 concession games; books attractions.

**Wisconsin**  
Green Bay—Bay Beach Park, owned by city; Clarence Edges, mgr.; has 3 rides, 4 concession games, rink, coin machines; books attractions.

**Wisconsin**  
Green Bay—City Park, owned by city; Russ Widoe, mgr.; has 5 rides, coin machines. Books local orchestras, pay attractions.

**Wisconsin**  
Hortonville—Dyne's Resort, E. A. Buchanan, owner-mgr.; has 1 ride, 3 concession games, pool, ice rink, coin machines; books attractions.

**Wisconsin**  
Kenosha—Playtime Park, Frank Van Duser, owner-mgr.; has 7 rides.

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**SALES SYSTEM EXPANDED**

# Banner Year for Souvenirs Seen by Goldfarb Jobbers

NEW YORK, April 3.—The souvenir and novelty field is one of those few businesses in which the seasonal picture can be determined as much as a year ahead. And Saul Goldfarb is one of the few men who can finger the pulse of this business accurately year after year.

This year will be a good one. It will be the best ever for souvenirs and novelties. Goldfarb knows because—the orders were placed a half-year ago.

Goldfarb, who, with his brother, Philip, heads the Goldfarb Novelty Co., a leader in the souvenir business, has been around this field for as long as he can remember. The firm was founded in 1923 by his father, Samuel, in a Park Row loft. It now owns its own long, low, two-story building in the Bronx, which it occupied last winter. In between, the company transacted its affairs at West 23d Street and at Jersey City.

**Four Showrooms**

During the years, as the "House of Goldfarb" grew and grew, it added appendages, branching out in several directions. There is a stock and showroom in Miami for the winter trade, one in Washington, D. C. and another, the Acme Novelty Co., on the West Coast, operated by another brother.

Benjamin, Saul and Philip head the business, as partners. Active in the Bronx headquarters is Saul's son, Philip. The elder Goldfarb passed away in 1951.

Altho Americans grab up the souvenirs distributed by Goldfarb at a rate pushing \$100 million yearly, retail, the public still has not reached the peak of its spending in this field. Since World War II each year has seen the firm gross more and more, reflecting an increase in the public's spending capacity and also a proportionate rise in family traveling.

Before that war, the firm had five salesmen covering the nation, working on a strict commission basis and traveling by car. Gas rationing cut deeply into the sales figures racked up by these men. Now, however, there are 12 men on the road for Goldfarb and three who are resident representatives in areas previously not covered too well by the traveling sales force.

These three, each covering his particular portion of the nation, reside in Minneapolis, Los Angeles and Miami.

**Labor Day Ordering**

The salesmen hit the resort owners after the Labor Day holiday, when most spots are ready to call it a season. It is then that the retailer's memory is fresh on how business was during the year and how he anticipates things to be in the future. And he has his money. Thousands of these retailers, placing orders at approximately the same time, make a respectable barometer of business to come.

Orders with Goldfarb can be taken to reflect possible increases or dips in business by persons in many phases of the outdoor amusement industry. Directly linked with the resort field are food and games concessionaires, ride operators, etc. It would be almost as though all showmen at Labor Day were to purchase tickets and stock for the entire coming season.

The Goldfarb organization says it sells souvenirs—most of them containing either a paper or metallic label identifying the item with the locality selling it—to every resort in the nation, all State parks, all amusement parks where there are souvenir and novelty stores, all drugstore chains.

**Work Farmed Out**

The total number of items sold runs into an unbelievable number of millions yearly, and yet hardly any of these are manufactured by Goldfarb. The business is literally farmed out to manufacturers on contract, and Goldfarb's major contribution to the souvenirs is the assembling, or addition of the identifying label.

In the plant, which now is running at capacity with nearly 300 girls working shifts around the clock, the labels are pasted or heat-welded onto virtually all types of surfaces: plastic, metal, wood, glass, paper, leather, etc. A prime item in this operation is the stock of hundreds of water color paintings of all U. S. resorts. During World War II, "when everyone else in the business was spending his money," Stanley Goldfarb recalls, "we were stockpiling lithographs."

There are more than 500 resort attractions lithographed, and a couple of thousand other places such as cities and general areas. All are stacked in neat rows on shelves. When an order comes in

from the maker, the lithographs are pulled out and applied to the items, which are then re-crated and sent to the retailer.

**Large Amounts Imported**

More than half of the souvenir items sold by Goldfarb are made abroad. And since Goldfarb distributes about two-thirds of the items sold in this country, it illustrates the way in which the American souvenir business is giving financial aid to foreign nations.

Some of the overseas manufacturing is done in France and Italy, but most of it is in Japan, where Goldfarb has a business-man of that country under contract to represent the firm. Japanese output of souvenirs and novelties has steadily increased in recent years due to the cheapness and improving quality of the products. In some cases, where chinaware is hand-painted in Japan with the name of the resort, alphabet imperfections can be spotted in the lettering.

"We can't blame the workers," Stanley notes. "They don't know our language. They're just copying symbols."

The firm was seven years in Jersey City, outgrowing the location almost from the start. The new building, on Ninth Avenue between 205th and 206th Streets, has 40,000 square feet compared to 36,000 at the former location, and has the advantages of being company-owned and being able to be expanded.

**Carney Field Dropped**

It was before moving into Jersey City, in fact back in 1936 when the firm was still in Park Row, that it stopped jobbing to carnivals.

"We had good relations with the carnies," Saul recalls, "but it was too expensive to conduct that phase of the business. It's more practical to ship in bulk to stationary retailers."

Goldfarb has jobbed many items which took the nation by storm. There was the nutshell mailer—the walnut shell containing a folded strip of views which sold by the millions for a dime each. Can't be made for that now, Saul Goldfarb says. Then there was the bullet pencil which clicked for a nickel retail. Now it's a quarter.

Goldfarb-designed masterpieces of recent years are the plastic thermometer-carrying key to the city, and the miniature rocking chair. Since being introduced last year, the rocker, coming either in silver or gold and as either a "planter" or thread carrier, has been bought up to the tune of 250,000 at \$1 each retail.

**New Item in Works**

Currently in the works for 1955 are six new souvenirs which are in the mold stage. They look very good, Stanley says, and are in the 50 cents-to-\$1 class. It is expected that resort people will "buy short" with these as with most new items, purchasing small quantities and reordering thruout the season. Reorders account for 50 per cent of the jobbing firm's business, Stanley notes.

Biggest resort attraction, according to the House of Goldfarb, is Niagara Falls. Big Three in resort areas, not necessarily in the order named, are Washington, D. C., New York and Florida.

The encouragement and design of new items is an indication of the flexibility of the firm, which has seen it absorbing business changes without halting pace. The resident salesman idea is a recent development and it is intended to follow it up by "planting" men in Chicago and Texas, in order to ease the burden on the traveling men while giving better coverage of areas too vast for one man to service.

Another example of the flexibility described is the way Goldfarb went along at top speed even when World War II slashed the souvenir and novelty business to a standstill.

"We formed Century Sales and turned out military insignia," Saul says. And that's why he is not worried about talks of a recession. When business is good as it is now, Goldfarb skill meets its demand. If it should slacken, Goldfarb ingenuity will find something else with which to keep its staff occupied. "We'll get by," Saul Goldfarb says.



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\*names on request



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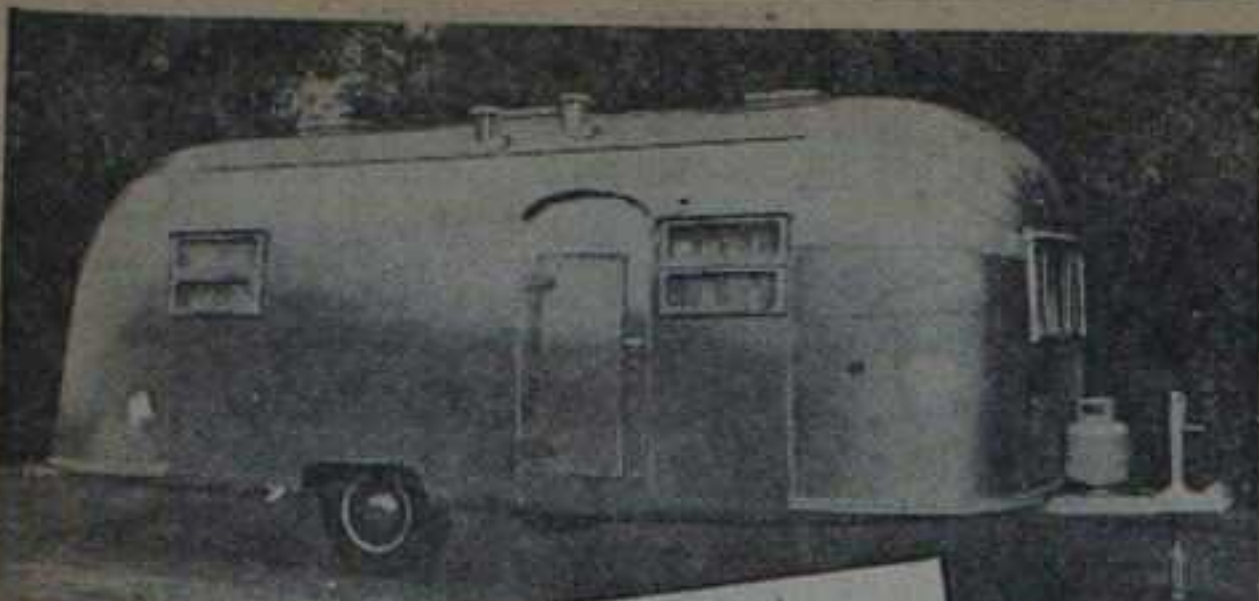
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UP-TO-DATE TRAILERS

1954 Mobile Homes  
 Stress Modern Living

"TWO bedrooms up, one down, fireplace, built-in television, air conditioning, floor heating, automatic dishwasher, garbage disposal, porch, step-down living room," reads like a classified ad for an up-to-the-minute home, which, indeed, it is. There are homes like that available in 1954 and they have the additional feature of mobility. These are some of the things offered by the manufacturers of mobile homes in their current models. Many of the ingenious things which have been incorporated into these homes on wheels have been adopted later by builders of stationary housing.

Nearly 2,000,000 persons live in them and the population is growing. They have proved especially attractive to home-lovers in the outdoor and indoor entertainment world, whose only chance for a taste of domesticity is to take home and family along for the long periods of travel and short engagements.

Popular converts to the mobile home idea are television stars, Lucille Ball and Desi Arnaz. After making the M-G-M technicolor comedy, "The Long, Long Trailer," they were so impressed with the possibilities of a home on wheels that they bought one. Lucy's trailer boasts platinum-blond wood-paneled walls, solar lounge living room, picture windows, make-a-bed love seat, bath with shower and tub, forced-air heating and ventilation.

Movie chronicler, Hedda Hopper, is another who has succumbed to the appeal of mobile living, her take-it-with-you house being set up at La Guna Beach, Calif.

Front Porch

These new innovations are not unusual in the mobile home of today. Most manufacturers offer a line that includes most if not all of them. Some of the things shown at the '54 mobile show in Cleveland help to explain why the number of persons living in them is equal to the population of Detroit.

The front porch has come into its own again. One model has wrought-iron railings and a wooden floor. When the home owner is ready to travel, he folds the railing flat against the floor, folds the whole thing against the front of his home and is ready to move.

Two bedrooms upstairs and one down, plus 120 cubic feet of attic storage space are offered in another. This large model has a step-down living room, roomy kitchen-dining area and full bath.

One model has five picture windows in the living room. A special order mobile home is available with two bedrooms, all the luxury features, plus a sun deck or even a fireplace.

Labor Savers

Labor-saving appliances such as twin sinks with automatic dishwashers, garbage disposals, automatic washing machines and dryers are making their appearance with more and more frequency.

Reorganizing the importance of catching the woman's eye to sell the "man of the home," the manufacturers are concentrating on interior refinements. In contemporary and period motifs they feel that mobile home interiors now surpass anything that can be found in any other equally priced housing. Furnishings in a mobile home, from draperies to kitchen ranges, are included in the purchase price, which generally ranges from \$3,500 to \$7,000.

Another decorator touch are the translucent room dividers which provide privacy without isolation of dining and living room areas. Folding or sliding closet doors save space and add beauty.

Particular attention is paid to lighting in the new models to complement the carefully planned decor. Indirect valance lighting, retractable ceiling and floor lamps and other innovations give proper non-eye-strain illumination, while lending a soft, warm glow to the decorative scheme.

Furnishings are available in the same variety as in a stationary home. Wrought-iron dining room furniture, Duncan-Phyfe tables, plastic and fabric-covered upholstered pieces give the mobile

homemaker the type of interior her heart desires.

Space-Savers

In these furnishings space-saving design is evident. Sofa beds, corner cabinets that open out into dining tables, folding furniture add comfort and flexibility.

Wall surfaces themselves enter into the decorative scheme. "Rift" or birch plywood, basket-weave hardwoods, mahogany paneling, striated hardwood are some of the materials seen.

Window treatment has been given more attention than ever before. In some they are set high in the walls to make bedroom furniture arrangements more flexible as well as to provide more privacy. A wide choice of window styles is offered.

Louvered glass, picture windows, hinged panel windows, most of them in aluminum framing, blend in with the interior decorating plans. One home even offers a "window in the ceiling," a raised dome that offers a view of the sky. The split bamboo shade with which the window is equipped blends with the ceiling paneling.

Built in TV

Built-in television, equipped for all-channel reception and provided with specially designed folding antenna, is a feature found in few stationary homes in even the highest price brackets. Yet these mobile home TV sets are available to all manufacturers.

Full-size bathrooms have become common. Since weight is an important factor a number of mobile home builders use a new type tub made of reinforced plastic and weighing only about one-fourth as much as conventional metal tubs.

Besides large ranges and refrigerators, steel or wood cabinets, kitchens can be had with the new eye-level, glass-doored ovens.

All this and a guest room, too—some of the larger living rooms can be divided with folding doors to make an extra bedroom when the homemaker has overnight guests.

Styles change and today's completely furnished and decorated trailer may be outmoded several years from now, but the mobile home is the one segment of the housing industry that can take into account the changing tastes of the consumer.

Trade-In Value High

The mobile home owner need not sell his old home before buying a new one, but is able to drive into a dealer's sales lot with an old unit and drive out with a new home complete with the latest furnishings and fixtures.

Completely furnished housing with a trade-in value makes the mobile home unique in the housing field and accounts in part for the high rate of repeat buying, industry leaders believe. They estimate that 60 per cent of the mobile home purchasers last year were folks who like their way of life so well that they were trading in old units for new.

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# 1954 Fair Dates

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Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated June 26.

### Alabama

Andalusia—Cottonwood Co. Fair Assn. Oct. 18-22. M. A. Reynolds.  
 Anniston—Cottonwood Co. Fair Assn. Sept. 27-Oct. 2. A. B. Matthews.  
 Bessemer—Limestone Co. Fair Assn. Sept. 6-11. Allen Beasley.  
 Ecate—Albany Fair Assn. Oct. 4-8. J. O. Longmire.  
 Etowah—Etowah Co. Fair Assn. Oct. 4-8. James Waters.  
 Birmingham—Alabama State Fair, Oct. 4-8. H. H. McInnes.  
 Hartsburg—Tallapoosa Co. Fair Assn. Sept. 27-Oct. 2. J. D. Warren.  
 Joplin—Houston Co. Fair Assn. Oct. 11-16. J. J. Landford.  
 Loxley—Alabama State Fair, Sept. 20-25. C. H. Jackson.  
 Mobile—Cibola Co. Fair Assn. Sept. 12-18. (Janis), Fred Smith.  
 Mobile—Madison Co. Fair & Tenn. Valley Expo, Sept. 27-Oct. 2. Marie Dickson.  
 Opelika—Northwest Ala. Fair Assn. Sept. 27-Oct. 2. Christa W. Summers.  
 Prichard—Crenshaw Co. Fair Assn. Nov. 1-4. W. J. Bell.  
 Prichard—Lawrence Co. Agri. Fair, Sept. 27-Oct. 2. J. F. Robinson.  
 Opelika—East Ala. Fair, Sept. 27-Oct. 2. Frank Chilpepper.  
 Scottsboro—Jackson Co. Fair Assn. Oct. 4-8. J. P. James.  
 Troy—Pike Co. Fair Assn. Oct. 18-23. James R. Newman.  
 Tuscaloosa—Tuscaloosa Co. Fair Assn. Oct. 11-16. Mike Neasey.

### Arizona

Phoenix—Arizona State Fair, Nov. 5-14. Geo. W. Blake.  
 Yuma—Yuma Co. Fair, April 7-11.

### Arkansas

Arkadelphia—Clark Co. Fair & Livestock Assn. Sept. 2-4. George B. DeWitt.  
 Batesville—Independence Co. Fair & Livestock Assn. Sept. 15-18. Mrs. Beriel Oney.  
 Benton—Saline Co. Fair Assn. Sept. 6-11. V. S. Floyd.  
 Bentonville—Benton Co. Fair Assn. Sept. 14-15. Verla Rose.  
 Berryville—Carroll Co. Fair & Livestock Show, Sept. 8-11. Kathleen Simpson.  
 Bryantown—St. E. Ark. Dist. Fair, Sept. 21-26. Robert Blaylock.  
 Camden—Ouachita Co. Fair & Livestock Show, Sept. 12-18. Bill Pryor.  
 Carlisle—Lanoke Co. Fair & Livestock Show, Sept. 6-11. Ward Amaden.  
 Conway—Franklin Co. Fair Assn. Sept. 28-Oct. 2. Jim Brewster.  
 Conway—Yell Co. Free Fair Assn. Sept. 28-Oct. 2. J. E. Chambers.  
 De Queen—Sevier Co. Livestock Show & Fair Assn. Sept. 8-11. Mike B. Carroll Jr.  
 De Witt—Arkansas Co. Fair, Oct. 11-16.  
 Fayetteville—Washington Co. Fair Assn. Sept. 21-24. John I. Smith.  
 Foreman—Little River Co. Fair Assn. Sept. 18-18. Marion Crank.  
 Fort Smith—Arkansas-Oklahoma Livestock Expo & Free Fair, Sept. 26-Oct. 2. Pat Oudren.  
 Glenwood—Pike Co. Fair Assn. Sept. 18-18. Hubert Cassady.  
 Hamburg—Ashley Co. Fair Assn. Sept. 23-25. Ben Fowry.  
 Hampton—Calthoun Co. Fair Assn. Sept. 23-25.  
 Hartman—Boone, Northwest Arkansas Dist. Fair, Sept. 23-25. Ruth Wilson.  
 Hot Springs—Garland Co. Fair Assn. Sept. 26. A. B. Jeffries.  
 Hartselle—Madison Co. Fair Assn. Sept. 17-19. Kevil Boyd.  
 Lumberton—Lumberton Co. Fair, Sept. 8-11.  
 Magnolia—Columbia Co. Fair & Livestock Show, Sept. 27-Oct. 2. Ves Oodley.  
 Marion—Crittenden Co. Negro Fair, Sept. 12-12.  
 Marvel—Phillips Co. Fair Assn. Sept. 28-29. Iva Van Matie.  
 McCreary—Woodruff Co. Fair Assn. Oct. 13-14. Jack Ingram.  
 McGehee—Desha Co. Fair, Sept. 26-27.  
 Mena—Pike Co. Free Fair Assn. Sept. 16-18. R. W. St. John.  
 Monticello—Drew Co. Livestock Show & Fair Assn. Sept. 28-Oct. 2. Jack Shelton.  
 Morrilton—Conway Co. Fair Assn. Sept. 22-25. M. C. Jones.  
 Mount Ida—Montgomery Co. Fair Assn. Sept. 22-25. Rudolph Bates.  
 Mountain View—Stone Co. Free Fair Assn. Sept. 14-16. E. B. Wallis.  
 Mulberry—Crawford Co. Fair Assn. Sept. 22-25. C. D. Chastain.  
 Newport—Jackson Co. Fair & Livestock Show Assn. Sept. 27-Oct. 2. Melvin Hinkle.  
 Ozark—Franklin Co. Fair Assn. Sept. 26-27. C. C. Wooten.  
 Paragould—Oreane Co. Fair Assn. Sept. 15-16. Donald Cox.  
 Perryville—Perry Co. Fair & Livestock Assn. Sept. 26-29. Walter Paul.  
 Piggott—Clay Co. Fair Assn. Aug. 28-28. Ira Hartness.  
 Poyden—Randolph Co. Fair Assn. Sept. 8-11. A. C. DeClerk.  
 Prescott—Neveda Co. Fair Assn. Sept. 23-24. Jada M. McGuire.  
 Russellville—Pope Co. Fair Assn. Sept. 23-25. John V. Turvey.  
 Searcy—White Co. Fair Assn. Sept. 28-Oct. 2. Joe Miller.  
 Searcy—Lafayette Co. Fair & Livestock Show, Oct. 4-9. Don Nunn.

### California

Star City—Lincoln Co. Fair Assn. Sept. 17-18. C. E. Fish.  
 Waldron—Scott Co. Fair Assn. Sept. 23-25. Mrs. Huber Parker.  
 Warren—South Arkansas Fair, Sept. 27-Oct. 2.

Anderson—Shasta Dist. Fair, Aug. 26-28. Joseph J. Speer.  
 Angels Camp—Calaveras Co. Fair, May 21-23. Carl T. Mills.  
 Antioch—Contra Costa Co. Fair, July 28-Aug. 1. N. D. Sandberg.  
 Auburn—Auburn Dist. Fair, Sept. 17-18. A. J. Oeschert.  
 Bakersfield—Kern Co. Fair, Sept. 27-Oct. 1. William A. Straub.  
 Bishop—Tri-Co. Fair, Sept. 3-6. Ralph C. Yellom.  
 Bonnerville—Mendocino Co. Fair & Apple Show, Sept. 24-26. H. J. June.  
 Calistoga—Napa Co. Fair & Horse Show, July 3-4. Roy Schorpi.  
 Colusa—Medoc Co. Fair, Aug. 27-29. Roland J. Christiansen.  
 Chico—Silver Dollar Fair, May 20-23. Edmund Warriner.  
 Chowchilla—Chowchilla Junior Fair, May 5-9. E. H. Cleendenen.  
 Cloverdale—Cloverdale Citrus Fair, Feb. 19-22. J. LeRoy Wehr.  
 Colusa—Colusa Co. Harvest Festival & Horse Show, June 16-18. Robert M. King.  
 Crescent City—Del Norte Co. Fair, Aug. 26-28. L. W. McClure.  
 Del Mar—Southern Calif. Expo. & San Diego Co. Fair, June 23-July 5. Paul T. Mannen.  
 Dixon—Dixon May Fair, May 14-16. Robert McClure.  
 Eureka—8th Dist. Fair, Redwood Acres, June 23-27. Ralph H. Barnes.  
 Ferndale—Humboldt Co. Fair, July 26-Aug. 1. Dr. J. M. D. Hindley.  
 Fresno—Fresno Dist. Fair, Oct. 1-6. T. A. Dodge.  
 Grass Valley—17th Dist. Agricultural Assn., Aug. 26-29. Loyce E. Freeman.  
 Gridley—Golden Feather Fair, Aug. 26-29. J. E. Whitaker.  
 Hanford—Kings Co. Fair, Oct. 14-17. Jim King.  
 Hayfork—Trinity Co. Fair, Aug. 28-29. J. D. Berry.  
 Hemet—Farmers Fair of Riverside Co., Aug. 18-22. Harry Hofmann.  
 Hollister—San Benito Co. Fair, Oct. 1-3. Thomas J. Medeiros.  
 Hollister—San Benito Saddle Horse Show, Rodeo & Fair, June 25-27. J. M. Leonard Jr.  
 Imperial—California Mid-Winter Fair, Feb. 27-Mar. 7. D. V. Stewart.  
 Indio—Riverside Co. Fair & Natl. Date Festival, Feb. 17-22. R. M. C. Fullenwider.  
 King City—Salinas Valley Fair, May 14-16. L. E. Burns.  
 Lancaster—Antelope Valley Fair & Alfalfa Festival, Sept. 8-12. A. G. Marquardt.  
 Lakeport—48th Dist. Agricultural Assn., Sept. 2-4. C. F. Lewis.  
 Lodi—Lodi Grape Festival & Natl. Wine Show, Sept. 17-19. C. B. Jackson.  
 Los Angeles—48th Dist. Agricultural Assn., Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.  
 Los Banos—Los Banos Spring Fair, April 26-May 2. R. J. Bon.  
 Madera—Madera Dist. Fair, Sept. 22-26. J. T. O'Shaughnessy.  
 Mariposa—Mariposa Co. Fair, Sept. 4-6. Dale K. Campbell.  
 McArthur—Inter-Mountain Fair of Shasta Co., Sept. 4-4. Mrs. Frances A. Cassaway.  
 Merced—35th Dist. Agricultural Assn., Aug. 22-29. W. C. Wexberg.  
 Monterey—Monterey Co. Fair, Aug. 26-28. George T. Wise.  
 Napa—Napa Dist. Fair, Aug. 12-15. Lowell Edgington.  
 Orland—Glenn Co. Fair, Sept. 15-18. R. E. Walker.  
 Paso Robles—San Luis Obispo Co. Fair, Aug. 19-22. Lawrence W. Lewin.  
 Fetaluma—Fourth Dist. Fair, July 28-Aug. 1. Dolph Young.  
 Placerville—El Dorado Co. Fair, Sept. 10-12. Guy W. Davenport.  
 Pleasanton—Alameda Co. Fair, June 21-July 4. Wray L. Bergstrom.  
 Plymouth—Amador Co. Fair, Aug. 27-28. George Winkler.  
 Pomona—Los Angeles Co. Fair, Sept. 17-Oct. 2. B. C. Shepherd.  
 Quincy—Plumas Co. Fair, Aug. 12-15. Tulsa E. Scott.  
 Red Bluff—Tehama Co. Fair, Aug. 6-8. Joseph A. Searns.  
 Roseville—Placer Co. Fair, July 8-11. Nic Muddleston.  
 Sacramento—California State Fair and Expo, Sept. 2-12. E. P. Green.  
 Sacramento—Sacramento Co. Fair, June 16-19. Robert M. Baker.  
 Santa Ana—Orange Co. Fair, Aug. 10-13. H. M. C. Fullenwider.  
 Santa Barbara Fair and Horse Show, July 15-18. Horace W. Rupp.  
 San Fernando (Northridge)—San Fernando Valley Fair, Sept. 2-6. Max P. Schunfeld.  
 San Jose—Santa Clara Co. Fair, Sept. 13-15. Russell E. Pettit.  
 Santa Maria—Santa Barbara Co. Fair, July 21-25. Reuben Dunlap.  
 San Mateo—San Mateo Co. Fair Assn., Aug. 8-14. William M. Wilson.  
 Santa Rosa—Sonoma Co. Fair & Horse Show, July 16-24. J. W. Jamison.  
 Seneca—Mother Lode Fair, Aug. 3-8. Cecil B. Matthews.  
 Stockton—San Joaquin Co. Fair, Aug. 26-28. E. G. Veilman.  
 Susanville—Lassen Co. Fair & Livestock Show, Aug. 17-22. A. A. Jensen.  
 Tolare—Tulare Co. Fair, Sept. 21-26. A. J. Elliott.  
 Tulare—Tulare-Nutte Valley Fair, Sept. 8-16. William C. Whitaker.  
 Turlock—Stanislaus Dist. Fair, Aug. 3-14. C. A. Rigshoe.  
 Ukiah—12th Dist. Fair, Aug. 19-23. F. F. Sharp.  
 Vallejo—Solano Co. Fair, July 5-14. Al St. John.  
 Ventura—Ventura Co. Fair, Oct. 6-16. L. E. Ver Haven.  
 Victorville—San Bernardino Co. Fair, Aug. 25-29. Owen Robertson.  
 Watsonville—Santa Cruz Co. Fair, Sept. 23-26. E. F. Johnson.  
 Woodland—Yolo Co. Fair, Aug. 18-22. Stuart B. Wallis.

### Colorado

Aurora—Washington Co. Fair & Rodeo, Aug. 12-14. Harold Weid.  
 Burlington—El Paso Co. Fair, Aug. 12-14. Melvin Butlerfield.  
 Canon—El Paso Co. Fair Assn., Aug. 26-27. Fred Waggoner.  
 Julesburg—Bodewick Co. Fair, Aug. 16-18. Leonard—Larimer Co. Fair & Rodeo Assn., Aug. 16-18. Deane D. Washington.  
 Pueblo—Colorado State Fair, Aug. 23-28. W. H. Kille.  
 Rocky Ford—Ara. Valley Fair Assn., Aug. 21-Sept. 2. Ted Chornack.  
 Sterling—Overland Trail, Rodeo & Fair, Sept. 2-4. Harold Stern.

### Connecticut

Berlin—Berlin Fair, Oct. 1-2. William Pappal.  
 Danbury—Great Danbury Fair, Oct. 2-18. Fred Peers.  
 East Hampton—Haddam Neck Fair Assn., Sept. 6. Leonard Belden.  
 Madison—Putnam Farmers Fair, Sept. 11. John Doffek.  
 North Haven—North Haven Fair Assn., Sept. 9-12. Gertrude N. Miller.  
 Orange—New Haven Co. 4-H Fair Assn., Aug. 13-14. Audrey Melbourne.  
 Riverton—Riverton Fair, Oct. 9-10. Orant D. Seymour.  
 Stafford Springs—Stafford Fair, Sept. 26-Oct. 2. Louise L. Benton.

### Delaware

Harrington—Kent & Sussex Co. Fair, July 26-28. T. B. Holloway.

### Florida

East Palatka—Putnam Co. Fair & Youth Show, Nov. 9-13. H. E. Bailey.  
 Pensacola—Pensacola Interstate Fair, Oct. 15-24. J. E. Frenkel.

### Georgia

Athens—Athens Agri. Fair, Oct. 12. B. H. Williams.  
 Atlanta—Southeastern Fair Assn., Sept. 26-Oct. 18. John W. Seay.  
 Bainbridge—Decatur Co. Fair Assn., Oct. 18-24. Tom E. Rich.  
 Columbus—Chattahoochee Valley Expo, Oct. 17-18. Peltz I. Jenkins.  
 Conyers—Rockdale Co. Am. Legion Fair, Sept. 27-Oct. 2. J. W. McCollum.  
 Elberton—Elberton Fair, Sept. 6-11. I. V. Hulme.  
 Macon—Georgia State Fair, Oct. 18-23. E. Ross Jordan.  
 Metter—Candler Co. Fair Assn., Oct. 11-16. L. C. Anderson.  
 Swainsboro—Emmanuel Co. Fair, Oct. 11-16. Earl Varner.

### Idaho

Blackfoot—Eastern Idaho State Fair, Sept. 14-18. Mrs. Ruth Harrop.  
 Boise—Western Idaho State Fair, Aug. 24-28.  
 Burley—Cassia Co. Fair & Rodeo, Aug. 26-28. Truman Bradley.  
 Emmett—Oem Co. Fair & Rodeo, Aug. 12-14.  
 Filer—Twin Falls Co. Fair & Rodeo, Sept. 1-4.  
 Gooding—Gooding Co. Fair & Rodeo, Aug. 15-21.  
 Grace—Caribou Co. Fair, Aug. 27-28.  
 Malad—Oncida Co. Fair, Sept. 2-4.  
 New Plymouth—Payette Co. Fair, Aug. 19-21.  
 Newport—Lewis Co. Fair Assn., Sept. 22-25. Gordon Dalley.  
 Parlatello—N. Bannock Co. Fair, Sept. 2-4.  
 Preston—Franklin Co. Fair, Aug. 26-28.  
 Ririe—Jefferson Co. Fair, Sept. 2-4.

### Illinois

Albion—Edwards Co. Fair Assn., Aug. 9-12. Loy L. Thread.  
 Alton—Mercer Co. Fair Assn., July 27-30. C. O. Ford.  
 Altamont—Effingham Co. Fair Assn., Aug. 4-13. Mart Alvert.  
 Arthur—Moultrie-Douglas Co. Fair Assn., July 20-24. H. E. Hood.  
 Augusta—Hancock Co. Fair, July 22-25. I. Wayne Robison.  
 Belleville—St. Clair Co. Fair Assn., July 31-Aug. 1. George Gerken.  
 Belvidere—Northern Ill. Fair Assn., Aug. 12-15. Mrs. Frieda Spencer.  
 Benton—Franklin Co. Fair Assn., July 26-30. Earl Doty.  
 Bloomington—McLean Co. Fair Assn., Aug. 9-12. Roy Barclay.  
 Bridgeport—Lawrence Co. Fair Assn., Aug. 23-27. Grover C. Gross.  
 Brownstown—Payette Co. Fair Assn., July 2-9. Glen E. Pardee.  
 Cambridge—Henry Co. Fair Assn., Aug. 16-19. Mrs. Esther Werbach.  
 Carlinville—Macomb Co. Fair Assn., July 28-31. Mrs. Joe Tostberg.  
 Carlyle—Clinton Co. Fair Assn., July 21-24. Edna E. Hazlet.  
 Carmi—White Co. Fair Assn., Aug. 16-20. Ben B. Berfield.  
 Carrollton—Greene Co. Fair Assn., July 11-16. Nelle Witt.  
 Cerro Gordo—Piatt Co. Fair Assn., July 15-17. Earl Kepler.  
 Charleston—Coles Co. Fair Assn., Aug. 1-4. Robert Blackford.  
 Cullom—Livingston Co. Fair Assn., Aug. 12-14. Everett Sandusky.  
 Danville—Vermilion Co. Fair Assn., Aug. 1-4. Harvey Pearson.  
 DuQuoin—DuQuoin State Fair Assn., Aug. 29-Sept. 6. D. M. Hayes.

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Elgin—Kane Co. Fair Assn., Aug. 4-7. A. H. Brant.  
 Elizabeth—Community Fair Assn., Aug. 4-6. R. J. Stauss.  
 Fairbury—Livingston Co. Fair Assn., Aug. 24-26. Bob Meurer.  
 Fairfield—Wayne Co. Fair Assn., July 5-9. M. Loy.  
 Farmer City—DeWitt Co. Fair Assn., Aug. 1-7. E. S. Wightman.  
 Fisher—Champaign Co. Fair Assn., July 20-21. Dwayne H. McKinney.  
 Flora—Clay Co. Fair Assn., July 26-30. Joe Weyman.  
 Franklin Grove—Lee Co. Fair Assn., Aug. 26-28. LaVerne Baker.  
 Freeport—Stephenson Co. Fair Assn., Aug. 23-28. Roy Hefty.  
 Greenup—Cumberland Co. Fair Assn., Aug. 22-28. W. E. Freeman.  
 Greenville—Band Co. Fair Assn., Aug. 23-27. T. T. Dewey.  
 Griggsville—Pike Co. Fair Assn., July 1-3. Bob Skinner.  
 Hampton—Rock Island Co. Fair Assn., Aug. 25-28. Wayne Feaster.  
 Henry—Marshall-Putnam Co. Fair Assn., Aug. 31-Sept. 3. H. H. Monier.  
 Harrisburg—Saline Co. Fair Assn., Aug. 2-7. Hughie Walker.  
 Highland—Madison Co. Fair Assn., Aug. 4-8. J. H. Wilson.  
 Jacksonville—Morgan Co. Fair Assn., Aug. 3-5. William C. Cochran.  
 Jerseyville—Jersey Co. Fair Assn., July 6-10. Dr. A. VanWalleghen.  
 Kankakee—Kankakee Fair Assn., Aug. 7-12. Roy H. Robinson.  
 Knoxville—Knox Co. Fair Assn., Aug. 3-7. Ray Swanson.  
 Lewistown—Pulston Co. Fair Assn., July 27-31. Chester Boone.  
 Lincoln—Logan Co. Fair Assn., Aug. 7-12. Wilbur E. Layman.  
 McLeansboro—Hamilton Co. Fair Assn., July 1-5. Hired Mead.  
 Marion—Williamson Co. Fair Assn., Aug. 9-14. Sam Dunaway.  
 Marshall—Clark Co. Fair Assn., Aug. 8-13. Fred Huffington.  
 Martinsville—Martinsville Fair Assn., July 19-24. H. T. Bennett.

Mason—Grundy Co. Fair Assn., Sept. 2-8. W. P. Carter.  
 Melvin—Ford Co. Fair Assn., Sept. 8-11. C. D. Thompson.  
 Mendon—Adams Co. Fair Assn., Aug. 7-11. I. M. Brumback.  
 Mendota—Tri-County Fair Assn., Sept. 4-6. E. A. Lorack.  
 Metropolis—Maasac Co. Fair Assn., June 28-July 4. Paul Powell.  
 Milford—Iroquois Co. Fair Assn., Aug. 3-8. Kenneth T. Rickart.  
 Monaca—Will Co. Fair Assn., Aug. 26-29. Jack Rooney.  
 Morrison—Whiteside Co. Fair Assn., Aug. 19-21. V. M. Dearing.  
 Mount Carmel—Wabash Co. Fair Assn., July 25-31. E. Guy Pixley.  
 Mount Sterling—Brown Co. Fair Assn., Aug. 3-6. T. G. Jackson.  
 Mount Vernon—Mount Vernon State Fair Assn., July 19-25. Mrs. Carylle Pierce.  
 Newton—Jasper Co. Fair Assn., July 11-16. Milo Flynn.  
 New Berlin—Sangamon Co. Fair Assn., July 23-31. Chas. Reimer.  
 Nashville—Washington Co. Fair Assn., Aug. 15-20. Wilbur Smith.  
 Orlong—Crawford Co. Fair Assn., Aug. 30-Sept. 3. O. B. Price.  
 Odell—Livingston Co. Fair Assn., Sept. 7-11. Frank Fairfield.  
 Oregon—Ogle Co. Fair Assn., Sept. 3-8. E. D. Landers.  
 Olney—Richland Co. Fair Assn., Aug. 3-8. Arol Preston.  
 Pana—Christian Co. Fair Assn., Sept. 3-5. W. H. Amberg.  
 Paris—Edgar Co. Fair Assn., July 25-31. Ora Rafferty.  
 Peoria—Harris of Ill. Fair, July 27-Aug. 1. Bob Bartholomew.  
 Peotone—Will Co. Fair Assn., Aug. 27-29. Robt. Lutz.  
 Peotonia—Winnebago Co. Fair Assn., Aug. 19-22. Wallace Belschaw.  
 Petersburg—Menard Co. Fair Assn., Aug. 34-27. G. S. Watkins.  
 Pleasant Hill—Pike Co. Fair Assn., Aug. 23-27. J. L. Laughara.  
 Pinckneyville—Perry Co. Fair Assn., July 12-18. Mrs. J. H. Stumpe.

Pontiac—Livingston Co. Fair Assn., Aug. 2-4. Guy K. Gue.  
 Princeton—Bureau Co. Fair Assn., Aug. 24-27. Wayne Stutz.  
 Roseville—Warren Co. Fair Assn., Aug. 24-27. John Peit.  
 Rushville—Schuyler Co. Fair Assn., July 3-5. Harvey Settles.  
 Salem—Marion Co. Fair Assn., July 12-17. Heba L. Millican.  
 Sandwich—Sandwich Fair Assn., Sept. 8-12. C. R. Brady.  
 Shawneetown—Gallatin Co. Fair Assn., Sept. 12-17. Chas. Oldham.  
 Sparta—Randolph Co. Fair Assn., July 5-9. Robt. Skinner.  
 Springfield—Illinois State Fair, Aug. 13-22. Strother G. Jones.  
 Stronghurst—Henderson Co. Fair Assn., July 27-30. Ralph Butler.  
 Taylorville—Christian Co. Fair Assn., July 18-23. J. W. Berry.  
 Urbana—Champaign Co. Fair Assn., July 26-31. Jesse J. Prather.  
 Vienna—Johnson Co. Fair Assn., July 19-24. E. M. Gordon.  
 Virginia—Cass Co. Fair Assn., Aug. 26-28. Wm. Yapie.  
 Waterloo—Monroe Co. Fair Assn., Aug. 26-28. Edgar S. Amrine.  
 Woodstock—McHenry Co. Fair Assn., Aug. 5-8. Herman Ehlert.  
 Warren—Warren Fair Assn., Aug. 19-22. J. W. Richardson.  
 Wauconda—Lake Co. Fair Assn., July 29-Aug. 1. L. A. Nordhausen.

Indiana

Albion—Akron Agri. Fair Assn., Sept. 14-18. Ivan Boylan.  
 Alexandria—Madison Co. 4-H Assn., Aug. 10-13. Walter C. Haynes.  
 Anderson—Anderson Free Fair Assn., July 2-10. William Hutton.  
 Angola—Steuben Co. Farm & Home Assn., Aug. 10-13. Roscoe Deiler.  
 Argos—Marshall Co. 4-H Fair Assn., Aug. 10-14. Ottho H. Gates.  
 Auburn—DeKalb Co. Free Fall Fair Assn., Sept. 27-Oct. 2. Harry L. Provines.  
 Aurora—Aurora Farmers Fair Assn., Sept. 30-Oct. 2. Robert Evans.  
 Bicknell—Knox Co. Fair Assn., Aug. 10-14. Erwin Scott.  
 Bloomington—Monroe Co. Fair Assn., Aug. 17-23. Justin Graves.  
 Bluffton—Bluffton Free Street Fair & Agri. Assn., Sept. 21-25. Robert G. Venis.  
 Boonville—Big Boonville Fair Assn., Aug. 1-8. Albert Derr.  
 Boswell—Benton Co. Fair Assn., Aug. 24-26. Lendal Lowman.  
 Bourbon—Bourbon Fair Assn., Sept. 14-18. Wayne Melhrey.  
 Brazil—Clay Co. 4-H Fair Assn., Aug. 17-20. R. D. McHargue.  
 Brownstown—Jackson Co. Free Fair Assn., Aug. 7-14. Richard Elliott.  
 Cannelton—Perry Co. 4-H Fair, Aug. 11-13. Hazel Gayer.  
 Cayuga—Vermillion Co. Fair Assn., July 22-25. Craig Jones.  
 Centerville—Wayne Co. 4-H Fair, Aug. 1-6. Mrs. Doris Cleveland.  
 Columbia City—Whitley Co. 4-H Fair, Aug. 26-28. Rose C. Kerch.  
 Columbus—Bartholomew Co. Fair Assn., July 18-23. Francis Overstreet.  
 Connersville—Fayette Co. Free Fair Assn., Aug. 15-20. G. Ross Dorsett.  
 Converse—Miami Co. Agri. Assn., Aug. 9-13. G. L. Knox.  
 Corydon—Harrison Co. Agri. Soc. Aug. 23-28. John Walker.  
 Oovington—Fountain Co. 4-H Fair, Aug. 2-5. Mrs. Dallas Livingston.  
 Crown Point—Lake Co. Central States Fair, Aug. 21-23. J. H. Johnston.  
 Danville—Hendricks Co. 4-H & Agri. Fair Assn., Aug. 3-4. Edgar Reitzel.  
 Denver—Denver Community Assn., Aug. 30-Sept. 4. Mrs. Walter Ramsey.  
 Ellettsville—Monroe Co. Fall Fest. Assn., Sept. 16-18. Mrs. Bernice Hudson.  
 Ellettsville—Davis Co. Fair, Aug. 2-7. Kermit Williams.  
 Evansville—Tri-State Agri. & Industrial Expo., Sept. 17-22. C. J. Becker.  
 Frankfort—Clinton Co. Fair, Aug. 22-28. Russell S. Brant.  
 Franklin—Johnson Co. Free Fair, July 12-17. Millard R. Montgomery.  
 Franklin—Johnson Co. 4-H & Agri. Fair Assn., Aug. 2-7. L. A. Winslow.  
 Fort Wayne—Allen Co. 4-H Fair Assn., Aug. 9-12. Mrs. Esther Solomon.  
 Goshen—Elkhart Co. Fair, Aug. 16-21. D. E. Bemenderfer.  
 Greencastle—Putnam Co. Fair & 4-H Assn., Aug. 3-7. Thomas R. Hendricks.  
 Greenfield—Hancock Co. 4-H Agri. Assn., Aug. 9-13. Mrs. Loren Matlock.  
 Greensburg—Decatur Co. Agri. Fair Assn., Aug. 10-14. Dwight Williams.  
 Greentown—Howard Co. 4-H Fair, Aug. 3-7. Burk Miller.  
 Hamlet—Starke Co. 4-H Fair, Aug. 4-7. Tom Bell.  
 Hartford City—Blackford Co. 4-H & Open Fair, Aug. 17-21. Ralph Kessler.  
 Huntingburg—Dubois Co. Fair Assn., Aug. 8-13. Kermit H. Ruttkar.  
 Homecoming & Street Fair, Aug. 2-7. Max A. Patten.  
 Indianapolis—Indiana State Fair, Sept. 2-16. Kenneth Blackwell.  
 Jasonville—Tri-Co. Fair Assn., July 19-24. Llyad Pos.  
 Kendallville—Noble Co. Fair, Aug. 16-21. Clinton Rimmel.  
 Kentland—Newton Co. Fair Assn., Aug. 31-Sept. 3. John Connill.  
 La Fayette—Tippecanoe Co. 4-H Exhibit Assn., Aug. 16-20. Mrs. Sarah Jane North.  
 LaGrange—LaGrange Co. Corn School, Sept. 13-18. Arnold L. Ford.  
 La Porte—La Porte Co. Agri. Assn., Aug. 16-21. Robt. Morse.  
 Lawrenceburg—Dearborn Co. Fair, July 26-31. Harold Carlton.  
 Logansport—Cass Co. Fair Assn., July 25-31. Wm. Thomas.  
 Lyons—Lyons Community Club Fair, Aug. 24-28. Robert Gilliam.  
 Marion—Grant Co. Fair Assn., Aug. 3-7. Guy T. Harris.  
 Martinsville—Morgan Co. Fair & 4-H Assn., Aug. 16-20. W. J. Hardy.  
 Mt. Vernon—Posey Co. Agri. Improvement Center, July 27-30. Harley Kauffman.  
 Monaca—Delaware Co. Agri. Fair, July 30-Aug. 7. Ray Brookman.  
 New Albany—Floyd Co. 4-H Club Corp., Aug. 12-14. Glen Barker.  
 New Castle—Henry Co. 4-H Assn., Aug. 9-12. W. Smith.  
 North Vernon—Jennings Co. Agri. Fair Assn., July 12-16. Chas. Wiley.  
 Oakland City—Oakland City Community 4-H Fair, July 28-31. Sam B. Williams.  
 Osgood—Ripley Co. Agri. Assn., Aug. 1-7. Rollin C. Rum.  
 Paoli—Orange Co. Fair Assn., Aug. 10-14. Charles Sager.  
 Peru—Miami Co. 4-H Club & Livestock Show Assn., Aug. 3-6. Gene Kerrick.  
 Petersburg—Pike Co. Fair & 4-H Club Exhibit, July 20-24. E. P. Jugao.  
 Portland—Jay Co. Fair Assn., Aug. 8-13. O. E. Holsapple.  
 Princeton—Gibson Co. Hort. & Agri. Soc., Aug. 9-15. Floyd Strickland.  
 Rensselaer—Jasper Co. Fair Assn., Aug. 16-20. Phil Wood.  
 Reynolds—White Co. Agri. Assn., Aug. 11-14. Kathryn Harmon.  
 Rising Sun—Ohio Co. Farmers Fair Assn., July 6-10. Wilford W. Hall.  
 Rochester—Fulton Co. 4-H Fair Assn., Aug. 3-7. Robert P. Moore.  
 Rockport—Spencer Co. Fair Assn., July 25-31. Max Schumacher.  
 Rockville—Parke Co. Fair Assn., Aug. 9-14. Howard Bereman.

Rushville—Rush Co. Agri. Assn., Aug. 2-6. E. E. Priest.  
 Salem—Farmers-Merchants Fair Assn., Aug. 15-20. Zaring Hudson.  
 Scottsburg—Scott Co. Agri. Soc. Aug. 2-6. T. West.  
 Shelbyville—Shelby Co. Fair Assn., Aug. 8-13. Chas. D. Campbell.  
 South Bend—St. Joseph Co. 4-H Fair, Aug. 4-7. Oscar Valentine.  
 Spencer—Owen Co. Fair Assn., Aug. 18-21. Dick Wood.  
 Sullivan—Sullivan Co. 4-H Agri. Fair Assn., Aug. 2-4. Mrs. O. D. Patton.  
 Terre Haute—Wabash Valley Fair Assn., Aug. 15-23. E. J. Acres.  
 Tipton—Tipton Co. 4-H Fair, Aug. 10-12. Mrs. Glen Trub.  
 Valparaiso—Porter Co. Agri. Soc. Aug. 3-7. John Alva Jones.  
 Wabash—Wabash Co. Agri. Fair Assn., Aug. 16-21. Dale J. Miller.  
 Warsaw—Kosciusko Co. Fair Assn., Aug. 9-14. Henry Butler.  
 Williamsport—Warren Co. 4-H Fair Assn., Aug. 19-23. Mrs. Robert Hamilton.  
 Winamac—Pulaski Co. 4-H & Com. Fair Assn., Aug. 9-14. Mrs. John Binkley.  
 Winchester—Randolph Co. 4-H Club Show, Aug. 11-13. Mrs. Robert Curry.  
 Worthington—Greene Co. Fair Assn., July 26-31. Robert Pryor.

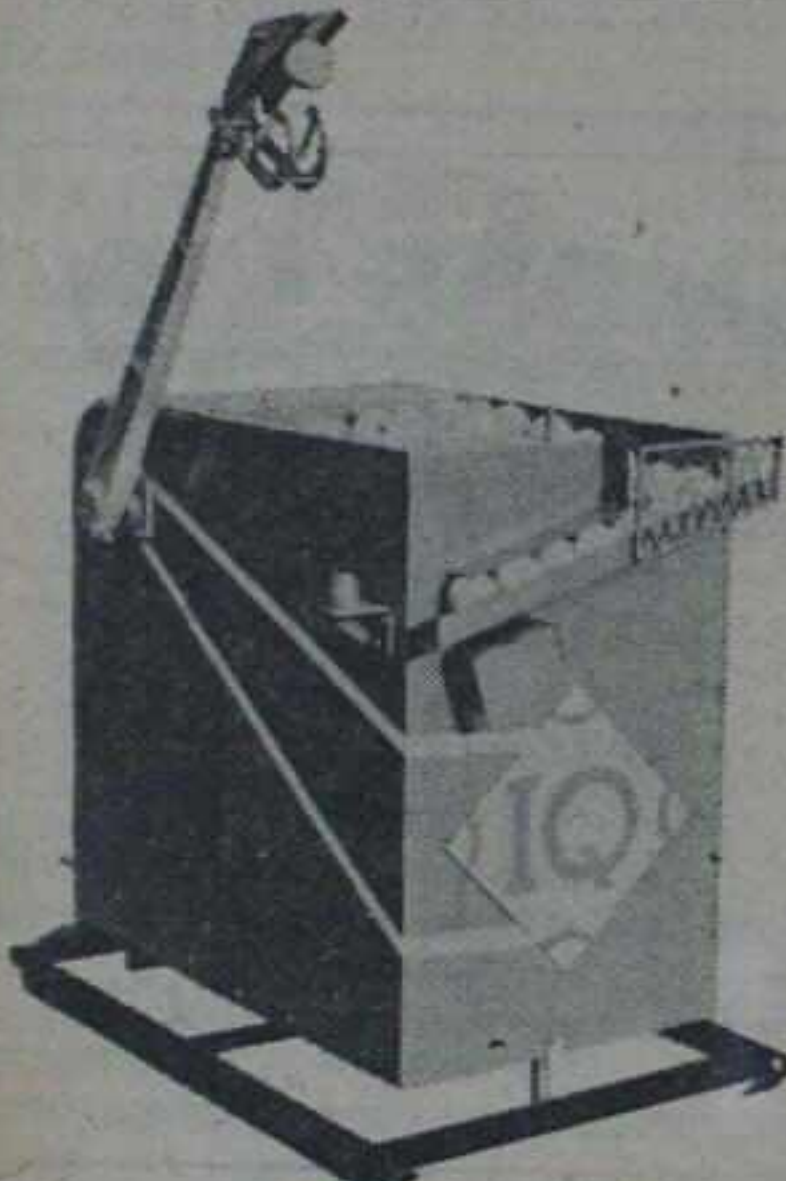
Iowa

Allison—Butler Co. Fair Assn., July 29-Aug. 1. Chas. J. Miller.  
 Alta—Buena Vista Co. Fair Assn., Aug. 9-12. G. A. Boderquist.  
 Atlantic—Cass Co. 4-H Fair Assn., Aug. 16-18. Geo. Hofstet.  
 Audubon—Audubon Co. Fair Assn., Sept. 13-17. D. C. Perley.  
 Avoca—Polk County Fair Assn., Aug. 10-13. H. E. True.  
 Bedford—Taylor Co. Fair Assn., July 27-Aug. 1. Guy H. Miller.  
 Bloomfield—Davis Co. Fair Assn., Aug. 17-20. C. C. Wagler.  
 Boone—Boone Co. Fair Assn., Aug. 16-19. T. Nelson.  
 Burlington—Des Moines Co. Fair Assn., Aug. 19-24. James H. Bright.  
 Cedar Rapids—All Iowa Fair Assn., Aug. 15-22. Andrew C. Hanson.  
 Centerville—Appanoose Co. Fair Assn., Aug. 10-13. John M. Elliott.  
 Central City—Linn Co. Fair Assn., July 30-Aug. 1. T. W. Lewis.  
 Clarinda—Page Co. Fair Assn., Aug. 11-14. Ole Wilhelm.  
 Columbus Junction—Linn Co. Fair Assn., Aug. 16-19. H. M. Duncan.  
 Corning—Adams Co. Fair Assn., Aug. 4-8. Bob Gauthier.  
 Corydon—Wayne Co. Fair Assn., Aug. 23-26. Gordon A. Ward.  
 Cresco—Howard Co. Fair Assn., Aug. 25-29. R. Fitzgerald.  
 Davenport—Mississippi Valley Fair Assn., Aug. 18-22. Frank Harris. 25 Schmidt Bldg.  
 Decorah—Winneshiek Co. Fair Assn., Aug. 19-22. Leon R. Brown. Cresco.  
 Denison—Crawford Co. Fair, Aug. 16-20. Bryan Weberg.  
 Des Moines—Iowa State Fair, Aug. 25-Sept. 6. Lloyd B. Cunningham.  
 DeWitt—Clinton Co. Club Show, Aug. 9-12. Wayne Taber.  
 Donnellson—Lee Co. Fair Assn., July 19-24. J. R. Doherty.  
 Eagle Grove—Eagle Grove Dist. Jr. Fair Assn., Aug. 23-25. Gerhard Hanson.  
 Eldon—Wapello Co. Fair Assn., Aug. 23-26. L. Hall.  
 Eldora—Hardin Co. Fair Assn., Aug. 17-20. Wilson H. Hadley.  
 Emmetsburg—Palo Alto Co. 4-H Show, Aug. 23-25. H. E. Harringer.  
 Fairfield—Jefferson Co. Fair Assn., Aug. 9-12. Henry McCleary.  
 Fort Dodge—Webster Co. 4-H Fair Assn., Aug. 18-22. P. E. Harms.  
 Estherville—Emmett Co. 4-H Fair Assn., Aug. 16-18. Donn W. Carnal.  
 Greenfield—Adair Co. Fair Assn., Aug. 15-19. Wm. C. Bennett.  
 Grundy Center—Grundy Co. Fair Assn., Aug. 11-14. Henry B. Wessley.  
 Guthrie Center—Guthrie Co. Fair Assn., Sept. 7-10. G. W. Prince.  
 Hampton—Franklin Co. Fair Assn., Aug. 21-24. Kenneth Showalter.  
 Harlan—Shelby Co. Fair Assn., 24-27. H. Lew Malcom.  
 Humboldt—Humboldt Co. Fair Assn., Aug. 23-26. Jean M. Kieve.  
 Ida Grove—Ida Co. Agri. Soc., Aug. 9-11. Paul D. Peterson.  
 Independence—Buchanan Co. Fair Assn., Aug. 10-13. W. J. Campbell.  
 Iowa City—Johnson Co. Agri. Assn., Aug. 9-13. H. J. Montgomery. Box 228.  
 Jefferson—Greene Co. Fair Assn., Aug. 3-5. R. E. Richardson.  
 Keosauqua—Van Buren Co. Fair Assn., Aug. 3-6. Arthur Secor.  
 Knoxville—Marion Co. Fair Assn., Aug. 11-15. Chas. H. Voyce.  
 Le Mars—Plymouth Co. Fair Soc., Aug. 16-18. Arlie Pierson.  
 Leon—Decatur Co. Fair Assn., Aug. 2-5. Harold Flanigan.  
 Malvern—Mills Co. Fair Assn., Aug. 10-12. Tom Gidley Jr.  
 Manchester—Delaware Co. Fair Assn., Aug. 3-6. Truman Ingels.  
 Manson—Calhoun Co. Fair Assn., July 29-31. Bill Partlow.  
 Marshalltown—Central Iowa Fair, Sept. 8-12. Leonard Grimes.  
 Mason City—North Iowa Fair Assn., Aug. 10-15. Millard C. Lawson. 821 B&T Bldg.  
 Maquoketa—Jackson Co. Fair Assn., Aug. 5-8. L. S. Lein.  
 Mount Ayr—Ringold Co. Fair Assn., Aug. 17-21. Stuart Hoover.  
 Mount Pleasant—Henry Co. Fair Assn., July 26-31. W. H. Bainter.  
 Monticello—Jones Co. Fair Assn., Aug. 24-28. Claude Appieby.  
 Nashua—Big Four Fair Assn., Aug. 19-22. Norton Bloom.  
 Neola—West Pottawattamie Co. Fair Assn., Aug. 18-21. Ed Fischer.  
 Northwood—Worth Co. Fair Assn., Aug. 18-19. A. T. Grosland.  
 Onawa—Monona Co. Fair Assn., Aug. 23-26. Robert Barclay.  
 Osceola—Clarke Co. 4-H Fair Assn., Sept. 17-20. Doyce Miller.  
 Osage—Mitchell Co. Fair Assn., Aug. 19-22. Harry D. Heidrick.  
 Oskaloosa—Southern Iowa Fair Assn., Aug. 2-7. Clyde A. Hauns.  
 Postville—Big 4 Fair Assn., Sept. 3-6. Chas. Holt.  
 Primghar—O'Brien Co. 4-H Fair Assn., Aug. 16-18. John A. Longstreet.  
 Rock Rapids—Lyon Co. Fair Assn., Aug. 18-22. Wally Mitchell.  
 Rockwell City—Calhoun Co. Expo., Aug. 6-8. Wayne D. Gidel.  
 Sac City—Sac Co. Fair Assn., Aug. 23-26. Donald Bass.  
 Sioux Center—Sioux Co. Youth Fair, Aug. 10-12. D. A. Bohwelder.  
 Spencer—Clay Co. Fair Assn., Sept. 13-18. Bill Wood.  
 Spirit Lake—Dickinson Co. Club Congress, Aug. 24-28. L. E. Hendricks.  
 Tipton—Cedar Co. Fair Assn., Aug. 10-13. Eugene R. Moore.  
 Tract—Tama Co. Fair & Livestock Assn., Aug. 4-7. Wm. Tami.  
 Vinton—Benton Co. Fair Assn., Aug. 3-6. K. B. Spaulding.  
 Waterloo—Dairy Cattle Congress, Oct. 2-9. E. S. Estel.

Waukon—Allamakee Co. Fair Assn., Aug. 12-15. Lynn Probert.  
 Waverly—Bremer Co. Fair Assn., Aug. 19-23. L. V. Ormsstrom.  
 Webster City—Hamilton Co. Fair Assn., Aug. R. B. Douglas.  
 West Liberty—Union Dist. Fair Assn., Aug. 23-26. Robert Barclay.  
 West Union—Fayette Co. Agri. Soc., Aug. 24-27. E. T. Alcorn.  
 Winterset—Madison Co. Fair Assn., Aug. Aug. 19-21. J. Earl Graves.

Kansas

Ahlinne—Dickinson Co. Central Kan. Fair, Aug. 23-27. C. S. Peck.  
 Alton—Northern Lyon Co. Fair Assn., Sept. 2-4. R. W. McInnes.  
 Alma—Wabash Co. Fair Assn., Aug. 15-21. Norman Winkler.  
 Anthony—Harper Co.-Anthony Fair Assn., July 21-24. Dale Gasta.  
 Auburn—Auburn Grange Fair, Oct. 1-2. Mrs. Irene Brobst.  
 Belle Plaine—Belle Plaine Fair, Sept. 19. Dallas W. Davis.  
 Belleville—Republic Co.-N. C. Kana. Free Fair, Aug. 29-Sept. 3. Carl H. Dyer.  
 Beloit—Mitchell Co. Fair Assn., Aug. 24-27. O. C. Centry.  
 Big Springs—Douglas Co. Fair Assn., Aug. 25-27. Max Bahnmaler. LeCompton.  
 Blue Rapids—Marshall Co. Fair Assn., Aug. 24-27. Mrs. R. D. Reigel.  
 Burden—Coville Co.-E. Cowley Fair Assn., Aug. 18-20. Ralph W. Henderson.  
 Burlington—Coffey Co. Fair Assn., Aug. 31-Sept. 3. Fay Mueller.  
 Caldwell—Sumner Co. Fair Assn., Sept. 10-12. Chester C. Helzer.  
 Canton—McPherson Co. Fair Assn., Aug. 18-20. L. C. Hamilton.  
 Cheney—Sedwick Co. Fair Assn., Aug. 19-21. Frank Rynkter.  
 Clay Center—Clay Co. Free Fair Assn., Sept. 7-10. Ernest Tolin.  
 Coffeyville—Inter-State Fair Assn., Sept. 2-6. Lawrence M. Smith.  
 Colby—Thomas Co. Fair Assn., Aug. 10-12. J. B. Kuska.  
 Columbus—Cherokee Co. Amer. Legion Fair, Aug. 23-28. Joe W. Cook.  
 Cottonwood Falls—Chase Co. Fair & Agri. Soc., Aug. 4-6. Fred J. Arnold.  
 Dighton—Lane Co. Free Fair, Aug. 4-6. E. A. Bryant.  
 Dodge City—Ford Co. Great Southwest Fair, Aug. 22-31. Dean Kastens.  
 Downs—Osborn Co. Downs Annual Cere., July 28-31. Paul R. Garry.  
 Effingham—Atchison Co. Fair Assn., Aug. 24-27. R. D. Morgan.  
 El Dorado—Butler Co. Fair Assn., Aug. 17-20. Floyd Bacon.  
 Elkhart—Morton Co. Fair Assn., Sept. 9-11. Gerald T. Martin. Rolla.  
 Emporia—Lyon Co. Fair Assn., Aug. 14-27. W. C. Grimwood.  
 Ft. Scott—Bourbon Co. Fair Assn., Aug. 24-27. James P. Batten.  
 Garden City—Finney Co. Free Fair, Aug. 25-27. Hoy B. Eling.  
 Gardner—Johnson Co. Free Fair Assn., Sept. 3-4. C. Roy Gay.  
 Garnett—Anderson Co. Fair Assn., Aug. 25-27. Fred L. Coleman.  
 Girard—Crawford Co. Fair Assn., Aug. 9-12. Marvin Green.  
 Goodland—Sherman Co. N. W. Kansas Fair, Aug. 17-20. H. R. Shimeall.  
 Hardiner—Barber Co. Fair Assn., Aug. 25-28. Kenneth Wolgamott.  
 Harper—Harder Co. Agri. Fair Assn., Aug. 26-28. R. E. Dresser.  
 Heli City—Graham Co. Fair Assn., Aug. 25-27. Ralph C. Bethel.  
 Hillsboro—Marion Co. Fair Assn., Aug. 31-Sept. 3. Dr. W. M. Theis.  
 Holton—Jackson Co. Fair Assn., Aug. 23-25. Henry H. Knouff.  
 Horton—Tri-County Fair, Sept. 2-4. Jules A. Bourquin.  
 Hutchinson—Kansas State Fair, Sept. 18-23. Virgil C. Miller.  
 Inman—Inman Com. Fair Assn., Oct. 6-8. Erwin Wittorff.  
 Junction City—Geary Co. 4-H Club Show, Sept. 1-3. Paul B. Gwin.  
 Kincaid—Anderson Co.-Kincaid Free Fair, Sept. 16-18. J. Q. Adams Jr.  
 Kingman—Kingman Co. Fair Assn., Aug. 23-25. Harley Ravenstein.  
 Liberal—Pike State Fair Assn., Sept. 1-4. Chas. E. Kulow.  
 Manhattan—Riley Co. Fair Assn., Aug. 24-26. Jack Jorgensen.  
 Mound City—Linn Co. Fair Assn., Aug. 18-21. John H. Morse.



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Illinois—St. Clair Co. Free Fair Assn., Aug. 12-14. Clyde Strobel.  
 Jackson—Hartley Co. Fair Assn., Aug. 24-27. Jack E. Tolman.  
 Jackson—Hartley Co. Agri. Assn., Aug. 2-12. Wm. W. Kinell.  
 Jasper—Decatur Co. Fair Assn., Aug. 9-12. Ralph J. Brown.  
 Jasper—Fayetteville Co. Fair Assn., Aug. 10-14. Merle Miller.  
 Jasper City—Orange Co. Fair Assn., Aug. 15-20. Floyd T. Hopworth.  
 Johnson—Johnson Co. Fair Assn., Aug. 17-20. Harold Cartwell.  
 Johnson—Franklin Co. Agri. Society, Aug. 10-20. Dean De Garmo.  
 Johnson—Overbrook-Chase Co. Fair Assn., Aug. 20-22. Henry E. Pappert.  
 Johnson—Lafayette Co. Fair Assn., Aug. 2-5. Henry A. Carpenter.  
 Johnson—Miami Co. Fair Assn., Aug. 16-18. Alfred E. Buckner.  
 Johnson—Frank Co. Fair Assn., Aug. 10-14. Carroll Cole.  
 Johnson—Richmond Free Fair Assn., Aug. 12-14. John Hecox.  
 Johnson—Hick Co. Agri. & Fair Assn., Aug. 8-11. Harold Rife, LaCrosse.  
 Johnson—Cherokee Co. Fair Assn., Aug. 14-17. Harold D. Shull.  
 Johnson—Saline Co. Fair Assn., Aug. 31-Sept. 1. Albert Pflume.  
 Johnson—Smith Co. Fair Assn., Aug. 14-17. Jack B. Ayres.  
 Johnson—Stafford Co. Free Fair Assn., Aug. 17-20. Arthur B. Hartmann.  
 Johnson—Booker Co. Free Fair Assn., Aug. 13-20. George F. Outmeyer.  
 Johnson—Greene-Lincoln Co.-Hyman Grove Fair, Aug. 16-19. A. L. Naylor.  
 Johnson—Hamilton Co. Free Fair, Sept. 1-3. Paul Crist.  
 Johnson—Homercoming Picnic & Fair, Sept. 1-3. H. M. Minsick.  
 Johnson—Leavenworth Co. Fair Assn., Sept. 1-3. Henry P. Geth.  
 Johnson—Kansas Free Fair Assn., Sept. 11-17. Maurice E. Pappert.  
 Johnson—Kansas State Fair, Sept. 18-23. Virgil C. Miller.  
 Johnson—Trigo Co. Free Fair Assn., Aug. 17-20. Lew H. Galloway.  
 Johnson—Clay Co. Farmers Inst. & Free Fair, Sept. 28-Oct. 1. Dale Newell.  
 Johnson—Washington Co. Fair Assn., Sept. 8-11. John Rutenka.  
 Johnson—Waller Co. Fair Assn., Sept. 8-10. J. H. Cramer.  
 Johnson—Nemaha Co. Free Fair Assn., Aug. 13-14. Raymond McDaniel.  
 Johnson—Cherokee Co. Mineral Dist. Free Fair, Aug. 18-21. Joe Carlson.  
 Johnson—Crawley Co. Agri. Fair Assn., Aug. 31-Sept. 3. Noble Bradbury.  
 Johnson—Woodson Co. Fair Assn., Aug. 17-19. Mrs. Helen Knapp.

Kentucky

Alexandria—Alexandria Fair, Sept. 4-6. J. W. Shaw.  
 Beattyville—Lee Co. Fair, Sept. 23-25. Lee Tyler.  
 Booneville—Owsley Co. Fair Assn., Sept. 16-18. Fred Gabbard.  
 Broaddus—Broaddus Fair, Aug. 17-21. Jim Messer.  
 Burkesville—Cumberland Co. Fair Assn., Aug. 31-Sept. 4. Earl Kilbourne.  
 Germantown—Germantown Fair, Aug. 11-14. R. Asbury.  
 Glasgow—Barren Co. Am. Legion Fair, July 21-24. Brevis Dickinson.  
 Harrodsburg—Mercer Co. Fair & Horse Show, July 26-31. John James.  
 Lawrenceburg—American Legion Fair, July 18-24. Allan Hanks.  
 London—Lauder Co. Fair Assn., Sept. 1-4. Ellie Asher.  
 Louisville—Kentucky State Fair, Sept. 16-18. J. Dan Baldwin.  
 Owenston—Owen Co. Fair, July 21-24. Ray Williams.  
 Paducah—McCracken Co.-West Ky. Fair & Races, July 5-8. Ruth L. Pawkes.  
 Russellville—Logan Co. Fair Assn., Aug. 4-14. Richard Hite.

Louisiana

Abbeville—La Dairy Festival & Fair Assn., Oct. 13-14. Roy R. Theriot.  
 Alexandria—Central La. State Fair Assn., Oct. 14-15. L. L. Waters.  
 Amite—Tangipahoa Parish Fair Assn., Sept. 26-Oct. 4. Harvey Hutchinson.  
 Baton Rouge—E. Baton Rouge Parish Fair Assn., Jan. 17-29. C. L. Fierstein.  
 Bayou—Morehouse Parish Fair & Cotton Festival, Oct. 20-23. John Smith.  
 Bernice—Bernice Com. Fair, Oct. 8-9. Guy McDonald.  
 Clinton—East Feliciana Parish Fair Assn., Oct. 21-23. A. R. Cain.  
 Coushatta—Red River Parish Fair, Sept. 22-25. Don Carter.  
 Covington—St. Tammany Parish Fair Assn., Oct. 1-4. Oliver Hebert.  
 De Ridder—Beauregard Parish Fair Assn., Sept. 28-Oct. 1. Jack Schwarz.  
 Donaldsonville—South La. State Fair, Sept. 26-Oct. 1. Adolph Neffter.  
 Erath—Vermilion Parish Fair Assn., Oct. 1-3. K. A. Bolner.  
 Eunice—Southwest La. Fair Assn., Oct. 13-15. Mrs. Wilma Hedrick.  
 Ferriday—Concordia Parish Fair, Oct. 18-23. Verne Richey.  
 Franklin—St. Mary Parish Fair, Oct. 1-3. Charles Prevost.  
 Farmerville—Union Parish Fair Assn., Oct. 4-5. E. D. Reech.

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Franklin—Washington Parish Fair Assn., Oct. 4-5. Frank Hayward.  
 Haynesville—Caldwell Parish Fair Assn., Oct. 4-5. W. J. Sherman.  
 Jena—Lafayette Parish Fair Assn., Sept. 27-Oct. 1. H. D. Gaudin.  
 Jennings—Jefferson Davis Parish Fair & C&I Exh., Nov. 4-8. Nathan Avant.  
 Jumbo—Jackson Parish Fair Assn., Sept. 27-Oct. 2. W. W. McDonald.  
 Lafayette—E. La. Mid-Winter Fair Assn., Jan. 7-8. Deak Arsenaux.  
 Leesville—Tensas Parish Fair Assn., Sept. 28-Oct. 3. F. W. Jackson.  
 Luling—Spartanburg, Conn. Fair, Oct. 4-5. Jack Buckner.  
 Livingston—Livingston Parish Fair Assn., Oct. 13-14. Martin Capin.  
 Litcher—St. James Parish Free Fair Assn., April 28-May 1. E. L. Rousset.  
 Mandeville—Orleans Parish Fair Assn., Oct. 8-11. May Hume.  
 Many—Saline Parish Fair, Oct. 13-14. George Oost.  
 Marksville—Assumption Parish Fair Assn., Oct. 4-16. Kermit Doucette.  
 Minden—Bossier-Webster Fair & Forest Festival, Oct. 12-14. Brodie Pugh.  
 Morgan City—La. Shrine Festival & Fair, Sept. 4-5. Mrs. Elizabeth Russ.  
 Natchitoches—Assumption Parish Fair, Sept. 18-20. E. J. Leontoux.  
 Natchitoches—Natchitoches Parish Fair Assn., Oct. 13-14. Louis Rider.  
 New Iberia—La. Sugar Cane Festival & Fair Assn., Sept. 24-28. Mrs. Frank Oubre.  
 New Orleans—Mid-Winter Fair & Poultry Assn., Oct. 13-17. Claire G. Hicks.  
 New Orleans—State Negro Fair & Festival of La., April 29-May 1. Jackson V. Acot.  
 New Orleans—Mid-Winter Fair & Poultry Assn., Oct. 13-17. Claire G. Hicks.  
 New Orleans—Poinciana Coupee Parish Fair Assn., Oct. 4-10. Sterling Deville.  
 New Orleans—Grant Parish Fair Assn., Sept. 28-Oct. 2. Odella Purvis.  
 Oak Grove—W. Carroll Parish Fair Assn., Oct. 15-18. J. Wayland Smith.  
 Orléans—Orléans Parish Fair Assn., Oct. 7-9. James J. Robert.  
 Orléans—North Central La. Fair, Oct. 4-5. H. Vinyard.  
 Ficks—Ficks Community Fair, Oct. 8-9. H. Heard.  
 Plaquemine—Theriot Free Fair Assn., Sept. 16-17. J. Gerald Berret.  
 Fort Allen—W. Baton Rouge Parish Fair Assn., Sept. 17-20. L. C. Marioneaux.  
 Prairieville—Ascension Parish Negro Fair Assn., Sept. 24-26. Peter Stephens.  
 Ringgold—Bienville Parish Fair Assn., Oct. 4-9. John T. Niles.  
 Ruston—Lincoln Parish Fair Assn., Oct. 18-19. C. M. Mathews.  
 Ruston—N. La. State Fair Assn., Oct. 20-22. C. M. Mathews.  
 St. Francisville—W. Feliciana Fair, Feb. 18-20. C. L. Flowers.  
 Shreveport—Cade Parish Fair & Jr. Livestock Show, Oct. 21-22. C. B. Carroll.  
 Shreveport—State Fair of Louisiana, Oct. 23-31. W. H. Hirsch.  
 Sulphur—Caldwell-Cameron Bi-Parish Free Fair Assn., Oct. 20-24. Irene L. Owens.  
 Tallulah—La. Delta Fair Assn., Oct. 18-22. J. M. Gifford.  
 Thibodaux—Lafourch Parish Fair Assn., Sept. 18-19. Sabun P. Blanchard.  
 Verdes—Grant Parish Fair Assn., Sept. 30-Oct. 2. Odella Purvis.  
 Vivian—Vivian Fair Assn., Sept. 16-18. R. West.  
 West Monroe—Ouachita Valley Fair Assn., Oct. 11-16. John H. Birdsong.  
 Winnfield—Winn Parish Fair Assn., Oct. 13-16. Howard Ryder.  
 Winnfield—Catahoula, Franklin & Richland Tri-Parish, Oct. 20-23. Geo. H. Sherman.

Maine

Acton—York Co. Agri. Assn., Sept. 1-11. Leon E. Cressford.  
 Blue Hill—Blue Hill Fair, Sept. 4-4. Phillip O'Brien.  
 Cherryfield—West Washington Agri. Soc., Aug. 21-Sept. 2. C. H. Small.  
 Cusumbeque Center—Cumberland Farmers' Club Fair, Sept. 27-Oct. 2. Harold Small.  
 Dever-Piscataquis—Piscataquis Valley Fair Assn., Aug. 28.—C. G. Cushman.  
 Farmington—Franklin Co. Agri. Soc., Sept. 21-23. Frank E. Knowlton.  
 Fryeburg—West Oxford Agri. Soc., Oct. 1-3. David R. Hastings.  
 Lewiston—Maine State Fair, Sept. 6-11. Philip M. Isaacson.  
 Machona—Washington Co. Agri. Fair, Sept. 12-14. Leroy C. Luce.  
 New Gloucester—Androscoggin Agri. Soc., Oct. 18-23. William B. Harnden.  
 North Waterford—World's Fair, Oct. 1-2. Wilbur L. Hutton.  
 Norway—South Paris—Oxford Co. Agri. Soc., Sept. 13-18. Leroy C. Luce.  
 Presque Isle—Northern Maine Fair Assn., Aug. 3-14. Robert Andrews.  
 Readfield—Readfield Orange Fair Assn., Sept. 18. Mrs. Ruth Light.  
 Skowhegan—Skowhegan State Fair, Aug. 14-21. Roy E. Symons.  
 Springfield—N. Penobscot Agri. Assn., Sept. 4-8. Paul H. McKenney.  
 Windsor—Windsor Fair, Sept. 1-4. E. R. Hayes.

Maryland

Bel Air—Harford Co. Fair, Aug. 17-21. Charles Kunkel.  
 Bryan's Road—Charles Co. Farmer's Assn., Fair, Oct. 1-3. J. P. Evans.  
 Cambridge—Talbot & Dorchester Co. 4-H Show, July 22. Harry Begg.  
 Chestertown—Eastern Shore Spring 4-H Club Show, May 8. William Smith.  
 Cumberland—Greater Cumberland Fair, Aug. 23-28. Carl Schmetz.  
 Frederick—Frederick Fair, Oct. 1-8. Guy K. Motter.  
 Hagerstown—Great Hagerstown Fair, Sept. 20-25. John Swain.  
 La Plata—Charles Co. Fair, Oct. 1-3. James C. Mitchell.  
 Lexington—Fair—St. Mary's Co. Farmers & Homeowner's Assn., Fair, Sept. 24-28. James Forrest.  
 McDonough—McDonough School Fair, May 1. R. M. Wink.  
 Rockville—Montgomery Co. Fair, Aug. 24-28. Roscoe Whipp.  
 Sparks—Sparks High School Jr. Farm Fair, Aug. 28. Lois McDonald.  
 Timonium—Maryland State Fair & Agricultural Soc., Inc., Sept. 1-11. John M. Reil.  
 Upper Marlboro—E. Md. Agri. Fair, Oct. 13-16. Mrs. Helen Welch.

Massachusetts

Blackstone—East Blackstone Fair, Sept. 16-17. Jesse E. Deason.  
 Mansfield—Union Agri. & Hort. Soc., Sept. 5-8. Lee Wyman.  
 Brockton—Brockton Agri. Soc., Sept. 11-18. Frank H. Kingman.  
 Cummington—Hillsdale Agri. Soc., Aug. 27-29. Mrs. Stephen Williams.  
 Great Barrington—Barrington Fair Assn., Sept. 12-18. Ed J. Carroll.  
 Greenfield—Franklin Co. Agri. Soc., Sept. 13-15. Richard H. Campbell.  
 Lakeville—Middlesex Agri. Soc., Aug. 28-Sept. 4. Thomas Sma.  
 Littlefield—Littlefield Fair Assn., Oct. 2-3. Leon J. Kelso.  
 Marshfield—Marshfield Agri. & Hort. Soc., Aug. 8-14. Oranville M. Thayer.

Middlefield—Highland Agri. Soc., Sept. 2-4. Willard A. Faxon.  
 Northampton—Hampshire, Franklin & Hampshire Agri. Soc., Sept. 1-12. John L. Sawyer.  
 South Weymouth Agri. & Industrial Soc., Aug. 14-21. Milton Dantiger.  
 Spencer—Spencer Agri. Assn., Sept. 4-8. Philip A. Quinn.  
 Sterling Center—Sterling Farmer Club Fair, Sept. 18. Mrs. Barbara Pierce.  
 Topsham—Essex Agri. Soc., Sept. 1-11. Paul Carson.  
 West Haverhill—Eastern States Expo, Sept. 18-24. Jack Reynolds.  
 West Tisbury—Martha's Vineyard Agri. Soc., Aug. 18-21. Mrs. Everett D. Whiting.  
 Weymouth—Massachusetts State Fair, Aug. 14-21. Milton Dantiger.

Michigan

Adrian—Agricultural Soc. of Lenawee Co., Sept. 20-25. H. H. Hungerford.  
 Allegan—Allegan Co. Fair, Sept. 13-18. J. H. Snow.  
 Armada—Armada Agricultural Soc., Aug. 26-28. Roy Conner.  
 Bad Axe—Huron Co. Agri. Fair, Aug. 10-14. Raymond Ernie.  
 Centerville—St. Joseph Co. Fair, Sept. 20-24. Lester H. Schrader.  
 Charlotte—Easton Co. 4-H Fair, Aug. 21-Sept. 4. Sidney Phillips.  
 Corunna—Blisswasse Co. Free Fair, Aug. 16-17. Blair Woodman.  
 Crosswicks—Crosswicks Agri. Soc., Sept. 1-4. F. G. Baer Jr.  
 Detroit—Michigan State Fair, Sept. 2-12. James M. Hare.  
 East Jordan—Charlevoix Co. Agri. Soc., Sept. 3-4. Claude Pearsall.  
 Escanaba—Upper Peninsula State Fair, Aug. 24-28. Ray La Porte.  
 Fowlerville—Fowlerville Fair, Aug. 1-2. Andrew Rudnicki.  
 Gladwin—Gladwin Junior Fair, July 26-31. Mrs. Ralph Richmond.  
 Hillsdale—Hillsdale Co. Agri. Soc., Sept. 26-Oct. 2. H. B. Kelley.  
 Ionia City—Eastern Michigan Fair, Aug. 1-1. Kenneth D. Ruby.  
 Ionia—Ionia Free Fair, Aug. 9-14. Rose Barlow.  
 Iron River—Iron Co. Agri. Soc., Aug. 31-Sept. 2. V. C. Vaughan.  
 Jackson—Jackson Co. Agri. Soc., Aug. 29-Sept. 3. Mrs. Hone Storms.  
 Lake Odessa—Lake Odessa Fair, July 3-5. Marne—Berlin Fair, Aug. 30-Sept. 3. R. M. Osseward.  
 Mason—Ingham Co. Fair, Aug. 17-22. Joy O. Davis.  
 Midland—Midland Co. Fair, Aug. 17-21. H. D. Parish.  
 Petoskey—Emmet Co. Fair, Aug. 23-28. Winfield S. Hinds.  
 Saginaw—Saginaw Fair, Sept. 12-18. C. H. Harnden.  
 Sandusky—Sanilac Co. 4-H Agri. Soc., Aug. 17-21. Keith C. Sowerby.  
 Traverse City—Northwestern Michigan Fair, Aug. 31-Sept. 4. Arnel Engstrom.

Minnesota

Ada—Norman Co. Agri. Soc., July 2-3. C. M. Thompson.  
 Aitkin—Aitkin Co. Agri. Soc., Sept. 16-12. F. C. Kaplan.  
 Albert Lea—Preshorn Co. Agri. Soc., Aug. 25-26. Herman D. Jensen.  
 Alexandria—Douglas Co. Fair Assn., Aug. 23-26. Clifford McDonald.  
 Anoka—Anoka Co. Agri. Soc., Aug. 13-15. Henry Hammer.  
 Appleton—Swift Co. Fair Assn., Aug. 26-29. J. G. Anderson.  
 Arlington—Bibley Co. Agri. Assn., Aug. 12-15. Louis Kill.  
 Austin—Mower Co. Agri. Soc., Aug. 10-13. F. J. Holand.  
 Bagley—Clearwater Co. Agri. Soc., Aug. 19-22. Mrs. Margaret Davids.  
 Barnesville—Clay Co. Fair & Agri. Assn., July 4-10. Theo. Holm.  
 Barnum—Carlton Co. Agri. & Ind. Assn., Aug. 12-14. Claude R. Poston.  
 Baudette—Lake of the Woods Co. Fair Assn., Aug. 4-6. Lloyd L. Wamer.  
 Bayport—Washington Co. Agri. Soc., Aug. 13-15. Fred E. Lammett.  
 Bemidji—Beltrami Co. Agri. Assn., Aug. 9-11. O. E. Guyan.  
 Bird Island—Renville Co. Agri. Soc., Aug. 23-25. Harold Baumgartner.  
 Blue Earth—Faribault Co. Agri. Soc., Aug. 16-18. A. J. Elliot.  
 Brainerd—Crow Wing Co. Fair Assn., Aug. 11-14. B. C. Wilkin.  
 Breckenridge—Wilkin Co. Agri. Soc., July 28-Aug. 1. Wm. E. McCullough.  
 Caledonia—Houston Co. Agri. Soc., Aug. 25-28. Merie O. Alms.  
 Cambridge—Isanti Co. Agri. Soc., Aug. 23-28. Robert S. Parker.  
 Canby—Yellow Medicine Co. Fair Assn., Aug. 15-15. Derwin L. England.  
 Cannon Falls—Cannon Valley Fair Assn., July 2-4. R. J. Goodwin.  
 Clinton—Big Stone Co. Agri. Soc., Aug. 13-15. Robert L. Wells.  
 Detroit Lakes—Becker Co. Fair Assn., Aug. 25-28. A. L. Bose.  
 Elk River—Sherburne Co. Agri. Soc., Aug. 2-4. E. E. Dunge.  
 Fairmont—Martin Co. Free Fair, Aug. 5-8. John Livermore.  
 Farmington—Dakota Co. Fair Assn., Aug. 12-15. E. W. Ahlberg.  
 Faribault—Rice Co. Agri. Soc., Aug. 1-2. Frank Duncan.  
 Fergus Falls—Otter Tail Co. Fair Assn., Aug. 20-Sept. 2. Knute Hanson.  
 Fertile—Polk Co. Agri. Fair Assn., July 11-14. Reynold Erickson.  
 Fosston—Northwestern Minn. Agri. Assn., July 15-31. H. Algaard.  
 Garden City—Blue Earth Co. Agri. Soc., Aug. 16-18. Daniel J. James.  
 Glenwood—Pope Co. Agri. Soc., Sept. 17-19. Ollman Gaudard.  
 Grand Marais—Cook Co. Agri. Soc., Aug. 22-28. Mrs. O. H. Johnson.  
 Grand Rapids—Itasca Co. Agri. Soc., Aug. 18-22. Francis Mullins.  
 Hallock—Kittson Co. Agri. Soc., July 9-12. Calvin Bouvette.  
 Herman—Grant Co. Agri. Assn., Aug. 26-28. Dean Brenner.  
 Hibbing—St. Louis Co. Fair Assn., Aug. 13-15. Eulo Ojakangas.  
 Hopkins—Hennepin Co. Fair Assn., July 28-Aug. 1. Mike W. Zippy.  
 Howard Lake—Wright Co. Agri. Soc., Aug. 13-15. Paul L. Eddy.  
 Hutchinson—McLeod Co. Agri. Assn., Sept. 11-15. Everett Olson.  
 Jackson—Jackson Co. Fair Assn., Aug. 18-22. Anton C. Geiger.  
 Jordan—Sent Co. Good Seed Assn., Aug. 12-15. D. P. Rice.  
 Kasson—Dodge Co. Free Fair, Aug. 1-4. Harold Lyndard.  
 Le Center—Le Sueur Co. Fair Assn., Aug. 9-11. B. D. Evans.  
 Lincoln—Steele Co. Agri. Soc., Aug. 17-19. D. E. Murphy.  
 Little Falls—Morris Co. Agri. Soc., Aug. 13-15. D. T. Bergant.  
 Littlefork—Northern Minn. Dist. Fair Assn., Aug. 4-8. Mrs. Harold Ruching.  
 Long Prairie—Todd Co. Fair Assn., Aug. 16-18. Logan O. Snow.  
 Lorrain—Rock Co. Agri. Aug. 16-12. George A. Oella.  
 Madison—Lee Co. Fair Co. Agri. Soc., Sept. 9-12. H. W. Swenson.  
 Mahanomet—Mahonomet Co. Agri. Soc., July 23-25. Jerry Biesch.



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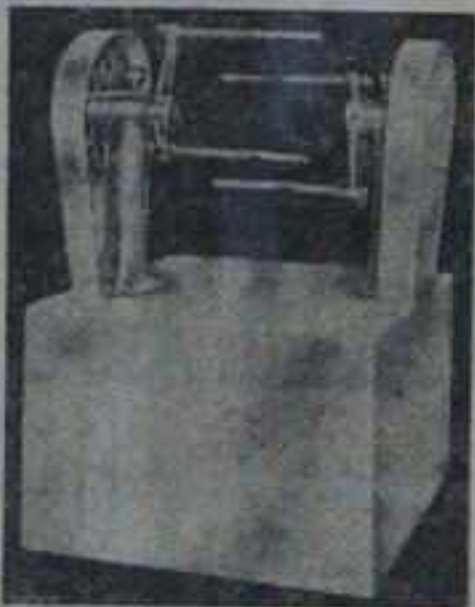


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High Speed Shaver and Plexiglas Case, as pictured - \$137.50. Price of Machine only \$75.00. Stands, \$10.00.

New Improved Shaver and Plexiglas Case, as pictured - \$132.50. Price of Machine only \$75.00. Improved Ice Shaver only \$250.00.

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BINGO

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Mankato-Tri-Co. Fair & Blue Earth Co. Agri. Assn. Sept. 2-22. Ben J. Jones. P. J. Meade. Marshall-Lyon Co. Agri. Soc. Aug. 26-30. F. J. Meade. Montevideo-Chippewa Co. Fair. Aug. 19-22. E. Syverson. Mora-Kanabec Co. Agri. Soc. Aug. 16-18. Victor Eastman. Morris-Stevenson Co. Agri. Soc. Aug. 20-22. Ralph E. Smith. Moley-Morrison Co. Agri. Assn. July 23-25. J. F. Jacobs. New Ulm-Brown Co. Agri. Soc. Aug. 19-22. E. J. Herriger. Northome-Koochiching Co. Agri. Assn. Aug. 2-4. Betty Biquist. Owatonna-Steele Co. Agri. Soc. Aug. 17-22. Stan Muckle. Park Rapids-Shell Prairie Agri. Assn. Aug. 16-18. Miss B. E. Breuer. Perham-Perham Agri. Soc. July 29-Aug. 1. C. W. Weber. Pillager-Cass Co. Agri. Soc. Aug. 19-21. E. J. Stark. Pine City-Pine Co. Agri. Soc. Aug. 9-11. E. J. Wamhoff. Pine River-Cass Co. Agri. Assn. Aug. 23-28. Wayne Hafl. Pipestone-Pipestone Co. Agri. Soc. Aug. 23-25. R. S. Owens. Preston-Fillmore Co. Agri. Soc. Aug. 25-29. Ernest Wubbels. Princeton-Mille Lacs Co. Agri. Soc. Aug. 6-8. L. R. Gamradt. Proctor-Duluth-St. Louis Co. Community Fair Assn. Aug. 5-8. H. M. Jensen. Red Lake Falls-Red Lake Co. Agri. Soc. Aug. 20-22 (tent.). Glen Fellman. Redwood Falls-Redwood Co. Agri. Soc. Sept. 9-12. E. J. Henderson. Rochester-Olmsted Co. Agri. Assn. Aug. 11-15. Gordon E. Reynolds. Roseau-Roseau Co. Agri. Soc. July 19-21. Charles Christianson. Rush City-Chicago Co. Agri. Soc. Aug. 5-7. Geo. W. Larson. St. Charles-Winona Co. Fair Assn. Aug. 18-22. Roger Anderson. St. James-Watonwan Co. Agri. Soc. Aug. 26-29. Richard Nieland. St. Paul-Minnesota State Fair. Aug. 28-Sept. 6. Douglas K. Baldwin. St. Peter-Nicollet Co. Fair Assn. Aug. 27-29. Dr. Roy A. Dean. St. Vincent-St. Vincent Union Ind. Assn. Sept. 15-17. L. C. Ward. Sauk Rapids-Benton Co. Agri. Soc. Aug. 20-22. C. H. Varner. Sauk Centre-Stearns Co. Agri. Soc. Sept. 9-12. Jerry Daniel. Shakopee-Scott Co. Agri. Soc. Aug. 13-14. R. T. Schumacher. Clayton-Murray Co. Agri. Soc. Aug. 19-22. W. M. Leebens. Thief River Falls-Pennington Co. Agri. Soc. July 12-15. J. M. Roche. Tyler-Lincoln Co. Fair Assn. Aug. 19-22. Therkel Jorgensen. Two Harbors-Lake Co. Agri. Soc. Sept. 1-4. Torstein Grinager. Waconia-Carver Co. Agri. Assn. Aug. 19-23. L. E. Schreiber. Wadena-Wadena Agri. Soc. Aug. 3-6. Don Brown. Wabasha-Wabasha Co. Agri. Free Fair. July 30-Aug. 1. Matt Metz. Warren-Marshall Co. Agri. Assn. July 15-18 (tent.). Kenneth S. Nelson. Waseca-Waseca Co. Fair Assn. Aug. 5-8. Leon Sexton. Wheaton-Traverse Co. Agri. Assn. Sept. 9-12. A. W. Vye. White Bear Lake-Ramsey Co. Agri. Soc. July 29-Aug. 1. Mrs. Flora K. Luedde. Willmar-Kandiyohi Co. Fair Assn. Sept. 15-18. Albert Thompson. Windom-Cottonwood Co. Agri. Soc. Aug. 23-25. H. J. Vossen. Worthington-Nobles Co. Fair Assn. Aug. 22-25. L. A. Hous. Zumbrota-Goodhue Co. Fair Assn. Aug. 26-29. A. E. Collinge.

Mississippi

Forest-Scott Co. Fair Assn. Sept. 20-25. Anaholis Ware. Fulton-Itawamba Fair & Livestock Assn. Sept. 17-Oct. 2. H. L. Holland. Jackson-Miss. A & I State Fair. Oct. 11-16. J. M. Dean. Laurel-South Miss. Fair. Sept. 27-Oct. 2. R. B. Jeffries. New Albany-Union Co. Fair Assn. Sept. 13-18. I. C. Wilson. Philadelphia-Neshoba Co. Fair. Aug. 9-13. P. W. Hays. Tupelo-Miss-Alabama Fair and Dairy Show. Oct. 5-9. Jas. M. Savery. Waynesboro-Wayne Co. Fair. Oct. 4-9. H. S. Cassell. Yazoo-Yazoo Co. Fair Assn. Oct. 4-9. J. N. Ballard.

Missouri

Appleton City-Appleton City Fair & Stock Show. Aug. 31-Sept. 2. C. D. Peeler. Aurora-Aurora Tri-Co. Fair. Sept. 29. Rufus A. Buffalo. Belle-Belle Fair. Aug. 4-7. R. L. Backus. Bethany-Northwest Mo. State Fair. Sept. 4-10. L. M. Maple. Boonville-Boonville Fair Assn. Aug. 18-19. Harry Stretz. Bowling Green-Pike Co. Fair Assn. Sept. 8-11. Stanley D. Saljan. Buffalo-Dallas Co. Fair. Aug. 4-7. Roswell L. Wayne. California-Moniteau Co. Fair. Aug. 10-14. Harold Kindle. Canton-Lewis Co. 4-H Show. July 30-31. Jesse Franks. Canton-Fall Festival. Aug. 31-Sept. 4. Robt. E. Stow. Cape Girardeau-Southeast Mo. District Fair Assn. Sept. 13-18. Herman W. Keller. Carrollton-Carroll Co. Fall Festival. Sept. 16-17. Eva Chaney. Caruthersville-American Legion Fair. Oct. 6-10. Harry Malloure. Clinton-Henry Co. Agri. Soc. Aug. 8-12. Mrs. C. W. Patnes. Cole Camp-Cole Camp Fair. Sept. 9-11. John W. Ragland. Columbia-Boone Co. Fair Assn. Aug. 10-13. Ed Robertson. Concordia-Fall Festival. Sept. 23-25. Dr. F. G. Gormann. Box 215. Dexter-Stoddard Co. Fair Assn. Sept. 30-25. James Q. Donaldson. Fayette-Howard Co. Fair Assn. Aug. 5-7. J. C. Omer. Fulton-Callaway Co. Fair Assn. July 28-31. Carl Davis. Galt-Community Fair. Sept. 9-11. G. O. Maxwell. Grant City-Worth Co. Fair Assn. Sept. 3-4. Meredith King. Humansville-Humansville Fall Festival. Sept. 10-11. Carl Bealy. Hume-Hume Fair. Sept. 2-3. Logan Wilson. Huntsville-Fall Fair & Festival. Sept. 10-11. J. D. Bagby. Ionia-Community Fair. Sept. 3-4. Ruth P. Pfaff. Jefferson City-Jaycee Cole Co. Fair. July 22-24. J. R. Strong. Kahoka-Clark Co. Agri. Assn. July 29-31. W. P. Stevenson. Kirksville-Northeast Missouri Fair. Aug. 10-12. Chas. I. Krueger. Lamar-Lamar Farm & Ind. Exposition. Sept. 16-18. Bud Moore. Laredo-Community Fair. Sept. 2-4. J. M. Robertson. Lee's Summit-Jackson Co. Fair Horse Show. Aug. 11-14. G. E. Rhodes. Lincoln-Harvest Festival & Horse Show. Aug. 13-14. Chas. E. Rhoads.

Lion-Osage Co. Fair. Aug. 3-7. Francis Knollmeyer. Macon-Macon Co. Jr. Fair. July 28-30. C. H. Alspaugh. Mansfield-Wright Co. Fair Assn. Sept. 1-4. Robt. L. Tester. Maryville-Nodaway Co. Fair. Aug. 13-21. Dr. W. L. Landlither. Memphis-Scotland Co. Agri. Soc. July 19-23. M. T. Ware. Mendon-Northwestern Fall Festival. Sept. 17-18. Mrs. Ebb Best. Mexico-Audrain Co. Fair. Aug. 3-6. James H. Higgs. Moberly-Randolph Co. Jr. Agri. Show. July 31. Carl Henderson. Montgomery City-Montgomery Co. Fair. July 28-31. Walter McQuie Jr. Neosho-Southwest Mo. Harvest Fair. Sept. 22-26. D. E. Shartel. Oregon-Autumn Festival. Sept. 2-4. Mrs. Donald Greiner. Osceola-St. Clair Co. Fair. Sept. 21-23. Edgar A. Hinote. Owensville-Gasconade Co. Fair. Aug. 19-21. Oscar H. Halleman. Paris-Fall Festival & Livestock Show. Aug. 25-27. Russell L. Jackson. Perry-Ralls Co. Jr. Fair. Aug. 25-28. G. L. Hader. Pilot Grove-Community Fair. Aug. 6-7. Clarence H. Ries. Platte City-Platte Co. Fair. July 22-25. J. Frank Sexton. Prairie Home-Prairie Home Fair. Aug. 3-5. M. H. Roads. Richmond-Ray Co. Free Fair. Sept. 7-9. Howard Hill. Rolla-Central Mo. Fair. Aug. 11-14. J. R. Smith. Ste. Genevieve-St. Genevieve Co. Fair Assn. Sept. 3-4. C. B. Kraenzle. St. Charles-St. Charles Co. Fair Assn. Sept. 8-12. Kuri E. Schneider. Savannah-Andrew Co. Am Legion Fair. Aug. 11-15. Fred C. Chambers. Safe-Community Fair. Aug. 19-21. Emmett Dillon. Salisbury-Fall Festival. Aug. 26-27. D. T. Blake. Sedalia-Missouri State Fair. Aug. 21-29. Ross C. Ewing. Shebina-Shelby Co. Fair. July 27-30. A. T. Buckman. Springfield-Ozark Empire Fair. Aug. 14-20. Glen B. Boyd. Stockton-4-H Fair & Achievement Day. July 23-24. Naomi Wollard. Stover-Fall Festival. Sept. 16-18. E. H. Bauer. Tindall-Fall Festival. Sept. 17-18. Mrs. Carl Ricketts. Tipton-Tri-Co. Agri. Soc. July 20-25. Toby Lademann. Trenton-N. Central Mo. Fair Assn. Aug. 15-19. L. I. McMullen. Unionville-Putnam Co. Agri. Soc. Sept. 7-10. Versailles-Morgan Co. Fair. Sept. 1-4. James R. Scribner. Vienna-Maries Co. Fair. Sept. 2-4. Roy L. Hager. Warrensburg-Johnson Co. aPir. Sept. 9-11. E. P. Low. Warrensburg-Johnson Co. Fair. Sept. 9-Marvin Stickrod. Washington-Washington Fair. Aug. 12-15. Reynolds Hamlin.

Montana

Baker-Fallon Co. Fair. Aug. 27-29. Gene Hoff. Billings-Midland Empire Fair & Rodeo. Aug. 9-14. Harry L. Filton. Forsyth-Rosebud Co. Fair. Aug. 18-28. Harley W. Roath. Fort Benton-Chouteau Co. Fair. Sept. 19-22. W. J. Shirley. Great Falls-North Mont. State Fair. July 30-Aug. 7. Leo C. Dalley. Libby-Western Lincoln Co. Fair. Aug. 27-29. Clarence Moody. Miles City-Eastern Mont. Fair. Aug. 27-29. J. H. Bohling. Shelby-Marias Fair & Rodeo. July 22-25. Clifford D. Coover. Sidney-Richland Co. Fair & Rodeo. Aug. 30-Sept. 1. D. G. Nutter.

Nebraska

Albion-Boone Co. Fair Assn. Sept. 13-18. Floyd Gilmer. Arlington-Washington Co. Fair Assn. Aug. 25-27. H. C. McClellan. Arthur-Arthur Co. Fair Assn. Sept. 2-4. W. H. Dorris. Auburn-Nemaha Co. Fair Assn. Aug. 19-21. G. E. Codrington. Aurora-Hamilton Co. Fair Assn. Aug. 30-31. L. J. Caulkins. Bartlett-Wheeler Co. Fair Assn. Sept. 16-18. Ernest R. Collins. Bassett-Rock Co. Fair Assn. Aug. 5-7. Earl L. Anderson. Beatrice-Gae Co. Fair Assn. Aug. 23-26. Eldon P. Goble. Beaver City-Furnas Co. Fair Assn. Aug. 23-25. Earl Lester. Benkelman-Dundy Co. Fair Assn. Aug. 12-15. Lloyd Boswell. Bladen-Webster Co. Fair Assn. Aug. 10-12. Mrs. B. B. Boyd. Bloomfield-Knox Co. Fair Assn. Aug. 29-31. P. E. Steppe. Broken Bow-Custer Co. Fair Assn. Aug. 24-27. M. L. Gould. Burwell-Garfield Co. Fair Assn. Aug. 11-14. H. D. DeLashmutt. Central City-Merrick Co. Fair Assn. Aug. 12-14. Dick Lippincott Jr. Chambers-Holt Co. Fair Assn. Aug. 18-19. Edwin A. Wink. Chappell-Deuel Co. Fair Assn. Aug. 28-27. Albert Williams. Clay Center-Clay Co. Fair Assn. Aug. 19-22. Leslie Hanna. Columbus-Platte Co. Fair Assn. Aug. 31-Sept. 3. W. L. Boettcher. Concord-Dixon Co. Fair Assn. Aug. 25-27. Roy E. Johnson. Cyle-Saline Co. Fair Assn. Aug. 19-22. George Fecken. Culbertson-Hitchcock Co. Fair Assn. Aug. 19-22. Ervin Coye. David City-Butler Co. Fair Assn. Aug. 28-28. Julian C. Byers. Deshler-Thayer Co. Fair Assn. Aug. 19-21. M. E. Beskler. Dunning-Blaine Co. Fair Assn. Sept. 2-5. Vernon Johnson. Elwood-Gosper Co. Fair Assn. Aug. 18-20. M. R. Morgan. Enstie-Frontier Co. Fair Assn. Aug. 16-18. Dean Huffle. Fairbury-Jefferson Co. Fair Assn. Aug. 3-6. Emil R. Schoen. Franklin-Franklin Co. Fair Assn. Aug. 28-31. Cliff Ashburn. Fullerton-Nance Co. Fair Assn. Aug. 17-19. E. M. Black. Geneva-Fillmore Co. Fair Assn. Aug. 1-3. Howard W. Hamilton. Gordon-Sheridan Co. Fair Assn. Sept. 10-12. Geo. B. Comer. Grand Island-Hall Co. Fair Assn. Aug. 24-27. Howard Rainforth. Grant-Perkins Co. Fair Assn. Aug. 18-21. W. W. Allen. Harrison-Stout Co. Fair Assn. Aug. 26-28. Dean Lundy. Hemingford-Box Butte Co. Fair Assn. Aug. 26-29. Paul Stull. Holdrege-Phelps Co. Fair Assn. Aug. 9-12. Edgar M. Borg. Homer-Dakota Co. Fair Assn. Aug. 26-28. James Alloway. Humboldt-Richardson Co. Fair Assn. Sept. 15-17. J. W. Watson.

Hyannis-Grant Co. Fair Assn. Aug. 27-30. Mrs. Earl Hayward. Imperial-Chase Co. Fair Assn. Aug. 23-30. Herman Brill. Johnston-Brown Co. Fair Assn. Sept. 4-6. Kenneth Graff. Kearney-Buffalo Co. Fair Assn. Aug. 29-Sept. 3. W. S. Wimberly. Kimball-Kimball Co. Fair Assn. Sept. 3-4. Kyle Siwert. Leigh-Colefax Co. Fair Assn. Aug. 27-30. George Kumpf. Lewellen-Garden Co. Fair Assn. Sept. 3-4. James Patterson. Lexington-Dawson Co. Fair Assn. Aug. 21-Sept. 3. Monte Kiffin. Lincoln-Nebraska State Fair. Sept. 5-19. Edwin Schultz. Lincoln-Lancaster Co. Fair Assn. Sept. 3-10. Clarence Patterson. Loup City-Sherman Co. Fair Assn. Aug. 14-17. Clark B. Reynolds. Madison-Madison Co. Fair Assn. Aug. 11-13. Earl J. Meyer. McCook-Red Willow Co. Fair Assn. Aug. 11-13. Don Thompson. Mitchell-Scotts Bluff Co. Fair Assn. Sept. 10. William Hickman. Neligh-Antelope Co. Fair Assn. Aug. 28-29. Clinton Stonebraker. Nelson-Nuckolls Co. Fair Assn. Aug. 2-4. H. McAdams. Norden-Reya Paha Co. Fair Assn. Sept. 19-22. Leonard McCormick. North Platte-Lincoln Co. Fair Assn. Aug. 15-18. H. B. Manners. Oakland-Burt Co. Fair Assn. Aug. 24-27. Orrin Kohlmeier. Ogallala-Kelth Co. Fair Assn. Aug. 19-24. Roy G. Nelson. Ord-Valley Co. Fair Assn. Aug. 2-5. Stanley Nolte. Orleans-Harlan Co. Fair Assn. Aug. 18-21. James Mitchell. Osceola-Polk Co. Fair Assn. Aug. 2-5. Harold Klingman. Pawnee City-Pawnee Co. Fair Assn. Sept. 23-24. J. Tom Sawyer. Pierce-Pierce Co. Fair Assn. Aug. 29-31. Herman Schaefer. Scribner-Dodge Co. Fair Assn. Sept. 15-17. Otto J. Schellenberg. Seward-Seward Co. Fair Assn. Aug. 15-18. Norman Gerkenmeyer. Sidney-Cheyenne Co. Fair Assn. Aug. 28-29. W. E. Cunningham. Spalding-Greeley Co. Fair Assn. Aug. 18-21. Don C. Smith. Spencer-Boyd Co. Fair Assn. Aug. 23-25. Richard Jones. Springfield-Sarpy Co. Fair Assn. Aug. 29-31. Elmer F. Wittmus. Stanton-Stanton Co. Fair Assn. Aug. 23-24. Walter Layton Pilger. Stapleton-Logan Co. Fair Assn. Aug. 26-29. V. K. Magnuson. Stockville-Frontier Fair Assn. Aug. 28-31. Ted Current. St. Paul-Howard Co. Fair Assn. Aug. 31-Sept. 3. H. E. Elstermeier. Syracuse-Otoe Co. Fair Assn. Aug. 21-Sept. 2. Frank Sorrell. Tecumseh-Johnson Co. Fair Assn. Aug. 9-11. Lloyd D. Halsted. Valentine-Cherry Co. Fair Assn. Aug. 21-22. Wm. A. Cumbow. Wahoo-Saunders Co. Fair Assn. Aug. 23-25. B. E. Noerenberg. Walthill-Thurston Co. Fair Assn. Sept. 1-4. Ronald E. Samuelson. Wayne-Wayne Co. Fair Assn. Aug. 25-28. Al Bahe. Waterloo-Douglas Co. Fair Assn. Sept. 15-18. R. D. Herrington. Weeping Water-Cass Co. Fair Assn. Aug. 24-27. Joe Bender. West Point-Cuming Co. Fair Assn. Aug. 29-Sept. 2. Ed M. Baumann. York-York Co. Fair Assn. Aug. 12-14. E. H. Littrell.

Nevada

Elko-Elko Co. Fair & Livestock Show. Sept. 3-6. James M. Olin.

New Hampshire

Canaan-Nascooms Valley Fair Assn. Aug. 27-29. Lynn Webster. Contoocook-Contoocook Valley Fair Assn. Sept. 4-6. Charles A. Jones. Deerfield-Deerfield Fair Assn. Sept. 29-Oct. 3. William C. Maxwell. Dover-Dover Agri. Fair. Aug. 11-15. Franklin Dame. Keene-Cheshire Fair Assn. Aug. 26-28. Clifford Coles. Lancaster-Coes & Essex Agri. Soc. Sept. 3-6. Albert J. Kenney. Madbury-Madbury Grange Fair. Sept. 9-12. Charlotte Herr. North Haverhill-Pink Granite Fair Assn. Aug. 16-17. Everett Sawyer. Northwood-Northwood Fair Assn. Aug. 30-22. Hugh J. Prestley. Plymouth-Union Grange Fair Assn. Sept. 15-18. Delbert B. Gray. Rochester-Rochester Fair Assn. Sept. 19-25. Albert Brown. Sandwich-Sandwich Town and Grange Fair Assn. Oct. 12. Doris Benz.

New Jersey

Aura-Gloucester Co. 4-H Fair. Aug. 11-12. J. L. Glass. Belvidere-Warren Co. Farmers' Fair. Aug. 18-21. Harry E. Serfass. Branchville-Sussex Co. Farm & Horse Show. Aug. 10-14. John W. Raab. Bridgeton-Cumberland Co. Fair. Sept. 14-18. Horace W. Miller. Burlington-Burlington Co. Farm Fair. July 29-31. D. L. Kensler. Caldwell-Essex Co. 4-H Fair. Aug. 19-11. James W. Gearhart. Clementon-Camden Co. 4-H Show. July 31. John H. Rodgers. Cold Spring-Cape May Co. 4-H Fair. July 28-30. Mrs. Louis Dickinson. Far Hills-Somerset Co. 4-H Fair. Aug. 13-14. Mrs. Stanley Voorhees. Flemington-Flemington Fair. Aug. 31-Sept. 6. Lloyd Wessett. Freehold-Menmouth Co. 4-H Fair. July 19-17. L. B. Williams. Lakewood-Ocean Co. Fair. Aug. 4-5. Fred Scammell. Morristown-Morris Co. Fair. Aug. 17-21. C. Allen Thompson. New Brunswick-Middlesex Co. Fair. Aug. 18-21. Mrs. Fred C. Heyl. Paterson-Passaic Co. 4-H Fair. Aug. 12-14. Melville Lockwood. Pomona-Atlantic Co. 4-H Fair. Aug. 19-21. Doris Gustafson. Trenton-Mercer Co. 4-H Fair. Aug. 13-14. Joseph B. Turpin, Court House, Trenton. Trenton-New Jersey State Fair. Sept. 24-Oct. 3. Norman L. Marshall.

New Mexico

Albuquerque-New Mexico State Fair. Sept. 25-Oct. 3. Leon H. Harms. Lovington-Lovington Fair. Sept. 13-18. Portales-Portales Fair. Sept. 28-30.

New York

Aifton-Aifton Fair. Aug. 18-23. Fredrick Crane. Altamont-Tri-Co. Fair. Aug. 23-28. Stuart Romough. Angelica-Allegany Co. Fair Assn. Aug. 4-7. L. L. Stillwell. Alexander-Genesee Co. Fair Assn. Aug. 24-26.



Ohio  
 Anderson—Anderson Street Fair, Sept. 14-15, W. S. Gruber  
 Ashland—Ashland Co. Fair Assn. Sept. 28-Oct. 1, Harry Dutton  
 Athens—Athens Co. Fair Assn. Aug. 11-14, Emory Allen  
 Athens—Athens Fair Assn. Aug. 13-14, Ohio Farmer  
 Barlow—Barlow Fair Assn. Sept. 24-25, F. H. Pracht  
 Bellville—Bellville Fair Assn. Sept. 15-16, Charles Smith  
 Berne—Cuyahoga Co. Fair Assn. Aug. 18-21, Wm. H. Kromen  
 Bellefontaine—Logan Co. Fair Assn. Aug. 23-25, Myron H. Loffer  
 Bowling Green—Wood Co. Fair Assn. Aug. 8-14, John L. Clark  
 Bucyrus—Crawford Co. Fair Assn. Aug. 3-7, James Oswald  
 Burton—Geauga Co. Fair Assn. Sept. 3-4, Thane Alvord  
 Cadis—Harrison Co. Fair Assn. Sept. 16-18, L. H. Barger  
 Caldwell—Noble Co. Fair Assn. Sept. 3-4, J. K. Walkershaw  
 Canton—Stark Co. Fair Assn. Sept. 6-10, Mrs. Fern Seal  
 Canfield—Mahoning Co. Fair Assn. Sept. 3-4, E. R. Neiger  
 Carrollton—Carroll Co. Fair Assn. Sept. 29-Oct. 2, E. Weaver Casper  
 China—Mercer Co. Fair Assn. Aug. 14-18, W. P. Archer  
 Chillicothe—Ross Co. Fair Assn. Aug. 23-27, Chas. J. Bettsch  
 Cincinnati—Cincinnati Fair, Sept. 13-18, C. A. Peters, 410 Court House, Cincinnati  
 Circleville—Pickaway Co. Fair Assn. Sept. 13-18, Henry Reid Jr.  
 Columbus—Ohio State Fair, Aug. 27-Sept. 1, A. L. Sorenson  
 Coshocton—Coshocton Co. Fair Assn. Oct. 5-8, C. W. Croy  
 Crotten—Hartford Co. Fair Assn. Aug. 19-14, William Arter  
 Dayton—Montgomery Co. Fair Assn. Sept. 6-8, Goldie V. Schmitt, 708 Reibold Bldg.  
 Delaware—Delaware Co. Fair Assn. Sept. 25-24, William R. Deal  
 Dover—Tuscarawas Co. Fair Assn. Sept. 19-23, W. G. Findley  
 Eaton—Preston Co. Fair Assn. Sept. 14-17, William E. Fryer  
 Findlay—Hancock Co. Fair Assn. Sept. 6-10, Wade Marshall  
 Fremont—Sandusky Co. Fair Assn. Sept. 3-10, Russell E. Hull  
 Gallipolis—Gallia Co. Fair Assn. Aug. 12-14, Jimmie Evans  
 Georgetown—Brown Co. Fair Assn. Oct. 8-9, Luther Kestel  
 Greenville—Darke Co. Fair Assn. Aug. 21-27, Gilbert A. Lease  
 Hamilton—Butler Co. Fair Assn. Sept. 26-Oct. 1, Barton Truster  
 Hicksville—DeWitt Co. Fair Assn. Aug. 23-27, Gerald Massey  
 Hillsdale—Franklin Co. Fair Assn. Aug. 18-21, Arch A. Griffith  
 Hillsboro—Highland Co. Fair Assn. Sept. 2-11, Clarence Larkin  
 Jefferson—Ashtabula Co. Fair Assn. Aug. 18-14, E. F. Walburn  
 Kenyon—Hardin Co. Fair Assn. Sept. 27-Oct. 1, J. H. Jackson  
 Lancaster—Fairfield Co. Fair Assn. Oct. 13-16, Russell W. All  
 Lebanon—Warren Co. Fair Assn. Aug. 21-Sept. 3, C. Nixon  
 Lisbon—Columbiana Co. Fair Assn. Aug. 24-28, Clarence Cresser  
 Lima—Allen Co. Fair Assn. Aug. 21-26, Harold W. Poling  
 Logan—Hocking Co. Fair Assn. Sept. 29-Oct. 2, J. E. Matheny  
 London—Madison Co. Fair Assn. Aug. 23-26, Robert Hines  
 Loudonville—Loudonville Fair Assn. Oct. 5-7, Donald L. Nash  
 Lucasville—Scioto Co. Fair Assn. Aug. 4-7, A. B. Mullen  
 McConnelsville—Morgan Co. Fair Assn. Sept. 8-11, Ray O. Smith  
 Mansfield—Richland Co. Fair Assn. Aug. 11-14, Mrs. Elmer Snavey  
 Marietta—Washington Co. Fair Assn. Sept. 5-8, V. C. Schriver  
 Marion—Marion Co. Fair Assn. Aug. 21-26, Clifford Campbell  
 Marysville—Union Co. Fair Assn. Sept. 15-18, Luther L. Laggett  
 Maumee—Lucas Co. Fair Assn. Aug. 4-9, Orville W. Disher  
 Medina—Medina Co. Fair Assn. Sept. 8-11, C. W. Mapes  
 Millersburg—Holmes Co. Fair Assn. Aug. 18-21, Verie H. Spreng  
 Montpelier—William Co. Fair Assn. Sept. 12-18, Woodrow Schlegel  
 Mount Gilead—Morrow Co. Fair Assn. Aug. 18-21, Dwight McClarren  
 Mount Vernon—Knox Co. Fair Assn. July 26-31, Henry O. Richards  
 Napoleon—Henry Co. Fair Assn. Aug. 18-21, James D. Murray  
 Norwalk—Huron Co. Fair Assn. Sept. 14-18, Mrs. Elfreda Crayton  
 Old Washington—Guerney Co. Fair Assn. Sept. 28-Oct. 2, Thomas E. Gracy  
 Orlawa—Putnam Co. Fair Assn. Sept. 22-25, Aaron Demalden  
 Osnottville—Chermon Co. Fair Assn. Aug. 18-21, J. W. Evans  
 Painesville—Lake Co. Fair Assn. Aug. 23-29, Herbert Belcher  
 Paulding—Paulding Fair Assn. Sept. 3-4, A. E. Alenworth  
 Plain City—Plain City Fair Assn. Aug. 4-7, Walter Minshall  
 Pomeroy—Mingo Co. Fair Assn. Aug. 18-21, C. L. Healon  
 Frederickville—Lawrence Co. Fair Assn. July 28-31, Owen Griffith  
 Randolph—Randolph Fair Assn. Sept. 10-12, R. F. Hamilton  
 Richwood—Richwood Fair Assn. Sept. 4-6, Dana D. Lowe  
 St. Clairsville—Belmont Co. Fair Assn. Sept. 9-11, W. R. Butcher Jr.  
 Sidney—Shelby Co. Fair Assn. Aug. 1-4, Robert Kasst  
 Smithfield—Jefferson Co. Fair Assn. Aug. 18-21, W. E. Bose  
 Springfield—Clark Co. Fair Assn. Aug. 18-21, B. F. Bandler  
 Tiffin—Seneca Co. Fair Assn. Aug. 22-26, Ralph D. Stacy  
 Troy—Miami Co. Fair Assn. Aug. 14-18, L. J. George  
 Upper Sandusky—Wyandot Co. Fair Assn. Sept. 14-18, Ross A. Winder  
 Urbana—Champaign Co. Fair Assn. Aug. 8-12, Howard Goldard  
 Van Wert—Van Wert Fair Assn. Sept. 6-10, N. E. Stucky  
 Warren—Trumbull Co. Fair Assn. Aug. 3-7, Frank M. Neal  
 Wapakoneta—Auguside Co. Fair Assn. Aug. 8-12, Harry Kahn  
 Washington Co. H.—Fayette Co. Fair Assn. July 27-31, Frank E. Ellis  
 Wauson—Putnam Co. Fair Assn. Sept. 5-9, C. Ackerman  
 Wellington—Lorain Co. Fair Assn. Aug. 23-27, Clair L. Hill  
 Wellston—Jackson Co. Fair Assn. July 23-24, Carl O. Dahlberg  
 West Union—Adams Co. Fair Assn. Aug. 24-27, Charles S. Kirker  
 Wilmington—Clinton Co. Fair Assn. Aug. 15-18, A. A. Veth  
 Woodfield—Monroe Co. Fair Assn. Sept. 22-24, Ralph Schumacher  
 Wooster—Wayne Co. Fair Assn. Sept. 14-18, W. J. Buss  
 Xenia—Greene Co. Fair Assn. Aug. 6-7, Mrs. J. Robert Bryson

Ohio (continued)  
 Xenia—Greene Co. Fair Assn. Aug. 6-7, Mrs. J. Robert Bryson  
 Youngstown—Youngstown Co. Fair Assn. Aug. 23-27, J. W. B. Smith  
 Zanesville—Muskingum Co. Fair Assn. Aug. 17-21, Paul D. Kibitz

Oklahoma  
 Ardmore—Edna Co. Fair Assn. Sept. 28-32, L. D. Warkentin  
 Bartlesville—Washington Co. Fair Assn. Sept. 21-25, Johnny D. Pope  
 Beaver—Beaver Co. Free Fair Assn. Sept. 5-12, Mrs. Allen Shock  
 Blackwell—Kay Co. Free Fair Assn. Sept. 14-18, W. R. Hutchison  
 Boser City—Cherokee Co. Free Fair Assn. Sept. 22-25, Eugene Williams  
 Chandler—Lincoln Co. Free Fair Assn. Sept. 5-11, Oren Stipe  
 Claremore—Wagoner Co. Fair Assn. Sept. 13-14, James Y. Ross  
 Edd—Garfield Co. Fair Assn. Sept. 10-17, Roy W. Davis  
 Fairview—Major Co. Free Fair Assn. Sept. 14-18, Harold Miller  
 Gilchrist—Logan Co. Fair Assn. Sept. 16-17, Harold Casey  
 Guymon—Tex. Co. and Panchard Dist. Free Fair Assn. Sept. 14-18, Robert G. Sheets  
 Holdenville—Hughes Co. Free Fair Assn. Sept. 5-11, James M. Barker  
 Hyden—Hyden Dist. Fair Assn. Sept. 3-4, Mrs. Grace E. Felton  
 McAlester—Pittsburg Co. Fair Assn. Sept. 8-11, M. W. Priddy Jr.  
 Medford—Grant Co. Fair Assn. Sept. 20-22, J. D. Edmonson  
 Miami—Ottawa Co. Fair Assn. Sept. 19-24, M. E. Tweedell  
 Muskogee—Ogla. Free State Fair, Sept. 19-24, M. E. Tweedell  
 Nowata—Kay Co. Fair Assn. Sept. 14-18, W. R. Hutchison  
 Norman—Cleveland Co. Fair Assn. Sept. 8-11, Vernon J. Frye  
 Nowata—Nowata Co. Fair Assn. Sept. 20-22, Mrs. O. W. Morley  
 Oklahoma City—Ogla. Co. Fair, Sept. 20-22, Harry James  
 Oklahoma City—Ogla. State Fair & Expo. Sept. 23-Oct. 7, C. O. Baker  
 Pawbucka—Osage Co. Fair Assn. Sept. 13-17, A. A. Sewell  
 Perry—Noble Co. Fair Assn. Sept. 13-16, Emil Voigt  
 Purrell—McClain Co. Fair Festival, Sept. 13-14, L. J. James  
 Shawnee—Pottawatomie Co. Fair Assn. Sept. 28-31, Mrs. H. L. Swink  
 Tulsa—Tulsa State Fair, Oct. 2-8, Clarence C. Lester

Oregon  
 Beata—Barnes Co. Fair, Sept. 17-18  
 Canby—Clatsop Co. Fair, Aug. 20-28  
 Clifton—Clatsop Co. Fair, Sept. 23-25  
 Eugene—Lane Co. Fair, Sept. 16-18, Mrs. Nellie Huntington  
 Gold Beach—Curry Co. Fair, Aug. 28-29  
 Grants Pass—Josephine Co. Fair, Aug. 11-14  
 Gresham—Multnomah Co. Fair, Aug. 13-21, Duane Hennessy  
 Heppner—Morrow Co. Fair, Sept. 3-4  
 Hillsboro—Washington Co. Fair, Aug. 25-29, Mary E. Hadley  
 Hood River—Hood River Co. Fair, Aug. 17-18  
 John Day—Grant Co. Fair, Sept. 22-23  
 LaGrande—Union Co. Fair, Sept. 16-18, Mrs. Vivian Bartle  
 Madras—Jefferson Co. Fair, Sept. 10-12  
 Moro—Sherman Co. Fair, Sept. 9-12, Mary O. Coons  
 Myrtle Point—Columbia Co. Fair, Aug. 18-21  
 Newport—Lincoln Co. Fair, Aug. 19-21  
 Prineville—Crooked River Roundup & Fair, Aug. 6-8, Clyde Gumpert  
 Redmond—Deschutes Co. Fair, Aug. 20-22  
 Rickreall—Polk Co. Fair, Aug. 27-28  
 Roseburg—Douglas Co. Fair, Aug. 27-29  
 St. Helens—Columbia Co. Fair, Aug. 9-8  
 Salem—Oregon State Fair, Sept. 4-11  
 Tillamook—Tillamook Co. Fair, Aug. 11-14, H. O. Smith  
 Tugh Valley—Wasco Co. Fair, Aug. 26-28

Pennsylvania  
 Abbotstown—East Berlin—Adams Co. Fair, Aug. 18-14, Mary E. Elder  
 Allentown—Great Allentown Fair, Sept. 28-30, R. D. Schall  
 Albion—Albion Community Fair, Sept. 16-18, C. C. Barry  
 Arendtsville—E. Mountain Fair, Sept. 1-11, Harry E. McDannell  
 Bangor—Bliss Valley Farm Show, Aug. 18-21, Millard L. Gleim  
 Bedford—Bedford Co. Fair Assn. Aug. 9-14, John H. Jordan  
 Barnesville—Barnesville Fair, Aug. 23-26

North Carolina  
 Asheville—Atlantic Dist. Fair Assn. Oct. 13-18, C. E. Roberts  
 Asheville—Center of N. C. Fair, Sept. 8-11, W. C. York  
 Asheville—October Fair, Sept. 13-18, Joe McKennon  
 Charlotte—Southern States Fair, Oct. 5-9, J. B. Dorton  
 Concord—Caharras Co. Agri. Fair, Sept. 20-25, Fets Gravely  
 Durham—Furman's Agri. Fair, Sept. 27-Oct. 2, W. B. Burchett  
 Fayetteville—Cape Fear Regional Fair, Oct. 3-9, R. H. Smith  
 Gastonia—Spindler-Center Agri. Fair, Sept. 27-Oct. 2, W. H. Robbins  
 Greensboro—Greensboro Agri. Fair, Oct. 3-9, Mrs. Clyde Kendall  
 Greensboro—Greensboro Colored Fair, Sept. 6-11, Bob Lee  
 Greenville—Pitt Co. Agri. Fair, Oct. 11-16, Norman Y. Chambliss, Rocky Mount  
 Henderson—Golden Bell Fair, Oct. 6-10, C. M. Hight  
 Henderson—Vance Co. Colored Fair, Oct. 11-18, Brooks Hawkins  
 Hendersonville—Western N. C. Fair, Sept. 14-18, Frank L. Pittsinger  
 Hickory—Catawba Fair, Sept. 27-Oct. 2, Curtin Green  
 High Point—High Point Agri. Fair, Sept. 27-Oct. 2, T. C. Post  
 Lexington—Davinson Agri. Fair, Sept. 20-26, Curtis A. Leonard  
 Littleton—Littleton Tri-Co. Fair Assn. Oct. 4-9, T. R. Walker  
 Lenoir—Franklin Co. Fair Assn. Sept. 27-Oct. 2, A. H. Fleming  
 Lumberton—Farmer's Festival, Sept. 28-29, W. G. Hall  
 Madison—Madison Agri. Fair, Sept. 26-28, W. N. Bechulte Jr.  
 Monroe—Union Co. Fair Assn. Oct. 13-23, M. W. Williams  
 Mount Airy—Greater Mount Airy Agri. Fair, Sept. 26-31, James R. McNeil  
 Raleigh—North Carolina State Fair, Oct. 18-24, Dr. J. B. Dorton  
 Rocky Mount—Rocky Mount Agri. Fair, Sept. 27-Oct. 2, Norman Y. Chambliss  
 Rutherford—Rutherford Co. Agri. Fair, Sept. 15-18, John H. Jones  
 Sanford—Lee Co. Agri. Fair, Sept. 27-Oct. 2, Ray A. Wood  
 Shelby—Cleveland Co. Fair, Sept. 21-23, J. B. Dorton  
 Shelby—Cleveland Co. Negro Fair, Oct. 8-9, A. W. Foster  
 Statesville—Iredell Co. Agri. Fair, Sept. 25-Oct. 1, Clyde Boyce  
 Washington—Beaufort Co. Fair, Sept. 8-11, Elmer S. O'Neal  
 Wilson—Wilson Co. Fair Assn. Oct. 11-16, Kennel Walton

North Dakota  
 Bottineau—Bottineau Co. Free Fair, July 18-21, Albert Stewart  
 Cando—Towner Co. Fair, July 1-3, Pete Dahl  
 Carrington—Foster Co. Fair, Sept. 14-17, C. H. Dantley  
 Cooperstown—Griggs Co. Fair, June 26-28, Otto Reihahn  
 Crosby—Divide Co. Fair, July 15-17, N. Peters  
 Fargo—Red River Valley Fair, Aug. 28-Sept. 4, A. D. Scott  
 Fessenden—Wells Co. Free Fair, July 13-16, Ben Rogstad  
 Flexton—Burke Co. Fair, July 12-14, Bruce Blair  
 Forman—Sargent Co. Fair, Sept. 5-8, Odio Stupard  
 Grand Forks—Greater Grand Forks State Fair, July 13-24, Ralph Lynch  
 Hamilton—Pembina Co. Fair, July 15-17, Franklin Page  
 Jamestown—Stutsman Co. Fair, July 5-7, A. E. Baeson  
 Langdon—Cavalier Co. Fair, July 10-14, Dick Parkner  
 Lisbon—Ransom Co. Fair, July 22-24, L. C. Litjquist  
 Minnewaukan—Benson Co. Fair, Sept. 3-4, V. A. Helberg  
 Minot—North Dakota State Fair, July 26-31, Merrel O. Dable  
 Nolia—Nolia Fair, Inc. July 8-10, H. Laurel Yoniz  
 Rugby—Rugby Fair, July 5-7, A. M. Sanderson

3000 BINGO  
 No. 1 Cards, heavy white, black back, 2 1/2 x 3 1/2. No duplicate cards. These sets complete with Calling Numbers, Tall Cards, 25 cards, \$3.25; 50 Cards, \$4.75; 75 Cards, \$6.25; 100 Cards, \$7.75. All cards from 100 to 3000 in 45 per 100. Five Calling Numbers, 7 1/2 x 10 Wood Calling Numbers, 11 Printed Tall Card, 18 Colored Heavy Cards, 23 same weight as 21, in Green, Red, Yellow, \$4 per 100. 100 BINGO CARDS, No. 1 size, 5 1/2 x 3 1/2, 10c 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, 145 card calling markers, \$3.25  
 LIGHT WEIGHT BINGO CARDS  
 White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 1 1/2 x 3 1/2, \$1.25. In lots of 1,000, \$1.10 per 100 Calling Markers extra, 75c.  
 Set Numbered Ping Pong Balls, \$13.00  
 Replacements, Numbered Balls, ea. 30  
 2,000 Jack Pot Bingo strips of 7 numbers, Per 100 1.25  
 Middleweight Cards, 5 1/2 x 3 1/2, White, Green, Red, Salmon, Yellow  
 Per 100 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4 x 5, 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 Plastic, M 1.50  
 Adv. Display Posters, size 24x36, \$2.15  
 Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece layout for 15.00  
 Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M 1.00  
 Featherweight Thin Bingo Sheets, size 5 1/2 x 3 1/2, very large numerals, 5 colors, loose, not labeled, M 2.25  
 Round white N.J. Cardboard Markers, 2 sizes; 1/4-inch diam., 1000 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb. 45  
 Capital Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 1002.  
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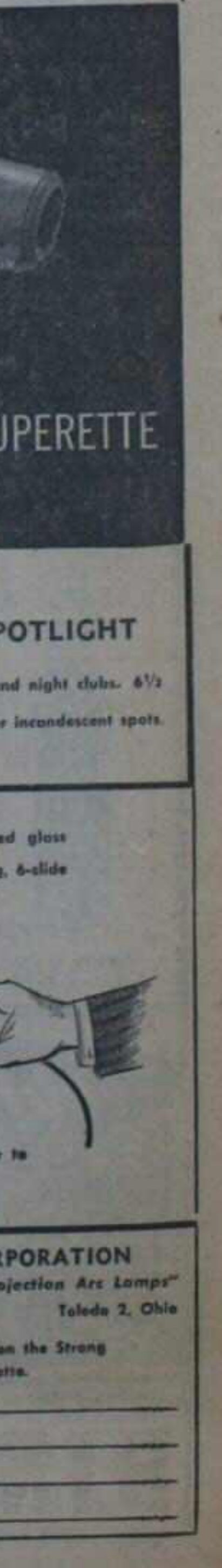
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Bellwood — Bellwood-Antis Farm Show, Sept. 17-19, Mrs. Paul Kuris.  
Blair—Sinking Valley Farm Show, Oct. 14-16, John S. Lotz.  
Bloomsburg—Bloomsburg Fair Assn. Sept. 27-Oct. 2, Harry B. Correll.  
Butler—Butler Fair & Agri. Assn. Aug. 9-14, Don Oesterling.  
Carlisle—Carlisle Fair, Aug. 16-21, Beauford S. Swartz.  
Centre Hall—Grange Encampment & Centre Co. Fair, Aug. 24-Sept. 2, R. O. Roman.  
Clearfield—Clearfield Co. Fair Assn. Aug. 2-7, Joseph Hogenotler.  
Cochran—Cochran Community Fair, Sept. 15-18, Mrs. Neil Oakes.  
Connellsville—Pleasant Valley Grange Fair, Sept. 7-11, Eugene V. Keefer.  
Conshohocken—Spring Mill Fair, July 7-12, Cookport—Green Twp. Community Fair, Sept. 9-11, Eugene Forsythe.  
Dallas—Great Dallas Fair, Aug. 23-28, J. H. Kell.  
Dalmatia—Lower Mahanoy Twp. Fair, Oct. 7-9, Mrs. Ruth Treadler.  
Dayton—Dayton Agri. & Mech. Assn. Aug. 17-21, Mrs. Maine Jordan.  
Ebensburg—Cambria Co. Fair Assn. Sept. 6-11, Walter Good.  
Ephrata — Ephrata Farmers' Day Assn. Sept. 22-25, R. U. Fassnacht.  
Forksville—Sullivan Co. Agri. Soc. Sept. 1-4, Laurence Higley.  
Gilbert—West End Fair, Aug. 23, Edward Doxey.  
Greensburg—Harrold Fair Assn. Aug. 25-28, Mrs. Jacob L. Errett.  
Harford—Harford Agri. Fair, Sept. 9-11, Elton Robbins.  
Hollidaysburg — Hollidaysburg Community Fair, Oct. 5-7, Robert W. Walker.  
Honesdale—Wayne Co. Fair Assn. Sept. 13-18, R. W. Gammell.  
Hughesville—Lycoming Co. Fair Assn. July 26-31, Clarence F. Stolz.  
Huntingdon—Huntingdon Co. Fair, Aug. 14-21, Geo. Mullen.

Indiana—Indiana Co. Fair Assn. Aug. 23-28, L. R. Feloni.  
Kimberlin—Kimberlin Fair, July 20-31, Kenneth Bulley.  
Kutztown—Kutztown Fair Assn. Aug. 16-21, Elmer Kline.  
Lakewood—Northern Wayne Community Fair, Sept. 9-11, Everett E. Nicklow.  
Lampeter—W. Lampeter Fair, Sept. 22-24, Wayne B. Rentschler.  
McCounsellville — Fulton Co. Fair Assn. Sept. 1-4, Henry W. Daniels.  
Manassas—Manassas Fair Assn. Sept. 1-4, Phillip W. Farrer.  
Meyerdale—Somerset Co. Fair, Aug. 30-Sept. 4, H. A. Finegan.  
Mill City—Falls Overfield Fair Assn. Sept. 16-18, Doris Gregory.  
Mill Hall—Clinton Co. Fair, Aug. 18-21, Verna R. Deiterer.  
New Bethlehem—P&M Agri. Show, Aug. 11-13, Loudon Stuart.  
New Stanton—Stanton Community Fair, Aug. 11-14, Mrs. A. W. Kaufman.  
Newfoundland—Greene Dresher Community Fair, Aug. 26-30, Henry G. Boljer.  
New Holland—New Holland Farmers Fair Assn. Sept. 23-Oct. 2, S. O. Zimmerman.  
Oil City—Apple & Farm Products Show, Oct. 30-32, Charles H. Fisher.  
Oley—Oley Valley Community Fair, Sept. 23-25, Carl W. Blank.  
Oriental—P.O.S. of A. Fair, Aug. 18-22, Wallace Hockenbroch.  
Ox Hill—Ox Hill Community Fair, Sept. 6-8, David W. Simpson.  
Port Royal—Junata Co. Agri. Soc. Sept. 6-11, Dwight B. Hower.  
Reading — Reading Fair, Sept. 12-19, Charles W. Broeyer.  
Rostraver—Rostraver Twp. Free Fair, Aug. 17-19, Mrs. Henry Bush.  
Selinsgrove—Selinsgrove Fair, July 19-24, Roland E. Fisher.  
Shanksville—Stonybrook Community Fair, Sept. 9-11, Mrs. Donald Stull.  
South Park—Allegheny Co. Free Fair, Sept. 2-6, Betty Colosimo.  
Tarentum—Fawn Township Firemen's Fair, June 13-19, Frank L. Christy.  
Tioga—Tioga Valley Fair, Aug. 10-14, Carl H. Furrest.  
Troy—Troy Agri. Soc. Aug. 9-14, H. D. Holcombe.  
Unionville—Unionville Community Fair, Oct. 16-18, Mrs. Mae Woodward.  
Washington—Washington Co. Agri. Fair, Aug. 24-28, Chas. R. Morrison.  
Washingtonville—Montour DeLong Fair, Oct. 6-8, R. P. Fowler.  
Wattsburg—Wattsburg Fair, Aug. 31-Sept. 4, H. M. Burrows.  
Waynesburg—Greene Co. Free Fair, Aug. 19-21, Charles R. Clark.  
West Alexander — West Alexander Agri. Assn. Sept. 15-18, Scott E. Egan.  
West Goshen Twp.—Goshen Country Fair, Aug. 2-7, Howard F. Riley.  
York—York Inter-State Fair, Sept. 14-18, Samuel E. Lewis.  
York—York Fair, Sept. 14-18, Mrs. C. Morgart.

### Rhode Island

East Greenwich—Rocky Hill Fair, Aug. 24-29, John L. Rezo.

### South Carolina

Anderson—The Anderson Fair, Nov. 1-7, Mrs. Maude B. Barton.  
Camden—Kershaw Co. Fair, Oct. 11-15, J. D. Crawford.  
Charleston—Charleston A&L Fair, Oct. 31-Nov. 6, W. M. Frampton.  
Columbia—South Carolina State Fair, Oct. 18-23, Paul V. Moore.  
Florence—Eastern Carolina Agri. Fair, Oct. 25-28, E. D. Sallenger Jr.  
Greenville—Greenville Co. American Legion Fair, Sept. 27-Oct. 2, Karl E. Nussner.  
Greenwood—Greenwood Co. Fair, Oct. 4-9, J. L. Wash.  
Kingstree—Williamsburg Co. Fair, Oct. 11-16, H. C. Crawford.  
Laurens—Laurens Co. Fair, Oct. 4-9, John G. Gethin.  
Mauldin—Clarendon Co. Agri. Expo. Sept. 20-25, James E. Gamble.  
Newberry—Newberry Co. American Legion Fair, Oct. 4-9, Frank Sulton.  
Orangeburg—Orangeburg Co. Fair, Oct. 25-30, W. A. Schifley.  
Orangeburg—Orangeburg Co. Colored Fair, Oct. 4-9, W. C. Lewis.  
Rock Hill—York Co. Fair, Oct. 11-16, H. D. Black.  
Spartanburg — Piedmont Interstate Fair, Oct. 11-16, Thos. M. Craig.  
Sumter—Sumter Co. Fair, Nov. 1-5, J. Cliff Brown.  
Union—Union Co. Fair Assn. Oct. 19-23, Hydrick L. Kirby.

### South Dakota

Edgemont—Fall River Co. Fair Assn. Sept. 5-6, Bob Tubbs.  
Faith—Faith Fair, Aug. 11-13.  
Gettysburg—Potter Co. Fair, Assn. July 26-28, Carl F. Ryher.  
Merriman—Custer Co. Fair Assn. Aug. 27-28, R. J. Gibson.  
Huron—South Dakota State Fair, Sept. 6-11, Kenneth Balgeman.  
Onida—Sully Co. Fair Assn. Aug. 23-25, John F. Neu.  
Parker—Turner Co. Fair Assn. Aug. 19-31, L. Montgomery.  
Rapid City — Black Hills Expo. Rodeo, Horse Show & Fair, Aug. 19-22, Kenneth L. Roberts.  
Tripp—Hutchinson Co. Fair Assn. Aug. 31-Sept. 3, Samuel Schmidt.

### Tennessee

Alexandria—DeKalb Co. Fair Assn. Aug. 4-7, Stella Corley.  
Carthage — Carthage Fair, Aug. 19-14, Stanton Hunter.  
Centerville—Hickman Co. Fair Assn. Sept. 8-11, J. L. Plinn.  
Chattanooga — Chattanooga Inter-State Fair, Sept. 20-23, Maude Atwood.  
Clarksville—Montgomery Co. Negro Fair, Aug. 19-21, Pope G. Garrett.  
Clarksville—Montgomery Co. Fair, Sept. 2-11, Louise Booth.  
Cookeville—Putnam Co. Agri. Fair Assn. Aug. 25-28, Dibrall Boyd.  
Dyersburg—Dyer Co. Fair, Sept. 6-11, George O. Wilson.  
Payetteville—Lincoln Co. Fair, Sept. 13-18, G. L. Taylor.  
Gainesboro—Jackson Co. Fair Assn. Sept. 16-18, Billy Myers.  
Gallatin—Summer Co. Colored Fair, Aug. 26-28, Ed V. Anthony.  
Harriman—Roane Co. Fair Assn. Sept. 1-4, W. B. Stout.  
Huntingdon—Carroll Co. Fair Assn. Sept. 20-25, J. F. Walters.  
Jackson—West Tenn. Dist. Fair, Sept. 13-18, A. U. Taylor.  
Jackson—Madison Co. A & M Fair Assn. Sept. 27-Oct. 2, J. E. McNeely.  
Knoxville—Tennessee Valley Agri. & Ind. Fair, Sept. 13-18, Pat W. Kerr.  
Lawrenceburg—Middle Tenn. Dist. Fair, Sept. 13-18, Thomas H. Locke.  
Lebanon—Wilson Co. Fair, Assn. Sept. 14-18, A. W. McCartney.  
Memphis—Mid-South Fair, Sept. 25-Oct. 3, L. H. Dille.  
Moss—Clay Co. Fair, Aug. 23-28, H. B. Bestand.  
Nashville—Tennessee State Fair, Sept. 20-25, L. E. Griffin, P. O. Box 90.  
Pulaski—Giles Co. Fair, Sept. 6-11.  
Sparta—White Co. Fair Assn. Sept. 8-11, T. B. Hale.

Spencer—Van Buren Co. Fair Assn. Sept. 1-4, C. B. Rogers.  
Trenton—Gibson Co. Fair, Sept. 9-11, Mrs. Rachel Hall.

### Texas

Amarillo—Tri-States Fair, Sept. 29-33, Rex B. Baxter.  
Angleton—Brazoria Co. Fair, Oct. 3-9, H. Leslie Kelley.  
Baytown—Baytown Fair, Oct. 6-9, Nelson McElroy.  
Beaumont—South Tex. State Fair, Oct. 14-22, Karl D. Schwarz.  
Blanco—Blanco Valley Fair & Stock Show, Aug. 13-14, Henry Beardsle.  
Corsicana—Corsicana Livestock & Agri. Show, Sept. 28-Oct. 2, R. W. Knight.  
Boerne—Kendall Co. Fair, Sept. 4-8, A. M. Gilliat.  
Bonnie—Montague Co. Fair Assn. Sept. 23-25, Mrs. Earl Sansom.  
Ciburne—N. Cent. Tex. Fair & Rodeo, Sept. 6-11, E. L. Reid.  
Dallas—State Fair of Tex., Oct. 19-24, S. B. Cox.  
Doss—Doss Community Fair, Aug. 14.  
Fredericksburg—Gillespie Co. Fair, Aug. 30-32, Wm. M. Petmucky.  
Humble—Humble Fair & Rodeo, April 22-24, J. Johnson.  
Huntsville—Walker Co. Fair, Oct. 6-9, Maurice E. Turner.  
Iowa Park—Tex.-Okla. Fair, Sept. 27-Oct. 2, Gordon Clark.  
Levelland—Hockley Co. Fair & Jamboree, Sept. 16-18, Pat J. Ryan.  
Liberty—Trinity Valley Expo. & Rodeo, Oct. 13-16, Archie Pittman.  
Longview—Gregg Co. Fair, Sept. 27-Oct. 2, L. T. Williams.  
Lubbock — Panhandle South Plains Fair, Sept. 27-Oct. 2, A. B. Davis.  
Marshall—Central E. Tex. Fair & Livestock Expo, Sept. 6-11, Joe L. Mock.  
McKinney—Collin Co. Fair, Oct. 6-7, Leon B. Dalens.  
Nacogdoches—Nacogdoches Co. Fair & Livestock Expo, Oct. 6-9, Ben Ritterskamp.  
New Braunfels—Comal Co. Fair, Sept. 24-26, Marcus J. Adams.  
Pasadena—Livestock Show, Fair & Rodeo, Sept. 8-11, John P. Pachhofer.  
Perrytown—North Plains Fair, Aug. 20-22, John Mayfield.  
Plainview—Hale Co. Fair, Oct. 7-9, Wayne B. Smith.  
Richardson—Community Fair, Aug. 23-28, T. B. Hickmann.  
Seguin—Guadalupe Co. Agri. Fair, Oct. 7-9, F. W. Stewart.  
Stonewall—Community Fair, Aug. 15.  
Temple—Cen-Tex Fair, Sept. 28-30, Maxwell C. Jones.  
Texarkana—Four States Fair, Sept. 19-18, L. E. Gilliland.  
Tyler—East Tex. Fair, Sept. 13-18, Bob Murdoch.  
Waco—Heart of Tex. Fair, Oct. 2-9, Othel M. Neely.  
Wharton—Wharton Co. Fair, Sept. 21-23.

### Utah

Salt Lake City—Utah State Fair Assn. Sept. 19-24, J. A. Theobald.

### Vermont

Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 4, Harris K. Drury.  
Hartland—Hartland Fair, Aug. 19-21, M. P. Rogers.  
Lyndonville—Caledonia Co. Fair Assn. Aug. 26-28, H. E. Ross.  
Rutland—Rutland Co. Agri. Soc. Sept. 6-11, Arthur B. Porter.  
Tunbridge—Union Agri. Soc. Sept. 23-25, F. A. Farnham.

### Virginia

Chesterfield—Chesterfield Co. Fair Assn. Sept. 16-18, D. W. Murphey.  
Danville—Danville Fair Assn. Oct. 12-15, Brantley F. Barr.  
Farmville—Five Co. Fair Assn. Sept. 20-25, Mrs. E. R. Spillman.  
Galax—Galax Agri. & Industrial Fair, Aug. 18-21, S. G. Eddins.  
Keller—Keller Fair, Aug. 21-28, Rocco Masucci.  
Luray—Page Co. Fair, Aug. 23-28, Mrs. E. H. Fogleman.  
Manassas—Prince William Co. Fair, Aug. 16-21, Robert Beahm.  
Martinsville — Martinsville 4-Co. Colored Agri. Fair, Sept. 6-11, S. H. Baldwin.  
Peebles—Lee Co. Fair Assn. Sept. 6-11, R. C. Carter.  
Petersburg—Petersburg Fair, Oct. 4-8, R. Willard Esner.  
Richmond—Atlantic Rural Expo, Sept. 24-Oct. 2, J. A. Mitchell.  
Roanoke—Roanoke Fair, Aug. 30-Sept. 4, Arthur C. Walker.  
South Boston—Halifax Co. Fair Assn. Oct. 18-23, W. W. Wilkins.  
Suffolk—Tidewater Fair Assn. Oct. 19-22, H. C. Holman.  
Tazewell—Tazewell Co. Agri. Fair, Aug. 17-21, Herbert Ward.  
Warsaw—Northern Neck Agri. Fair, Sept. 6-11, Mrs. J. L. Simon.  
Weirwood—Weirwood Fair, Aug. 23-28, Woodstock—Shenandoah Co. Fair, Assn. Aug. 20-Sept. 4, Marvin W. Renaldi.

### Washington

Centralia—Chehalis—Southwest Wash. Fair Assn. Aug. 25-29, Arthur W. Erret.  
Davenport—Lincoln Co. Fair, Assn. Sept. 8-11, C. Ross Trout.  
Ellensburg—Kittitas Co. Fair, Sept. 3-8, Wendell W. Braler.  
Langley—Island Co. Fair Assn. Aug. 27-29, Benjamin M. Herring.  
Moies Lake—Grant Co. Fair Assn. Sept. 10-12, George E. Dougherty.  
Mount Vernon—Snohomish Co. Fair Assn. Aug. 25-28, Mrs. Julia Tewaui.  
Puyallup—Western Wash. Fair Assn. Sept. 18-26, J. H. McMurray.  
Republic—Ferry Co. Grange Fair Assn. Sept. 3-5, G. M. Wilcox.  
Walla Walla — Southeastern Wash. Fair Assn. Sept. 3-6, Leslie L. Stewart.  
Waterville—North Central Wash. Fair Assn. Sept. 15-19, C. Merion Dick.  
Yakima—Central Wash. Fair Assn. Sept. 22-28, J. Hugh King.

### West Virginia

Lewisburg—Hancock—State Fair of West Virginia, Aug. 23-28, C. T. Sydenstricker.  
Martinsburg—Wahonias Co. Fair, Aug. 16-21, John White.  
Mountaineer—Marshall Fair, Inc. Aug. 4-7, Paul T. Sullivan.  
Pensacola—Ritchie Co. Agri. Fair Assn. Aug. 27-28, B. Deaton Hall.  
Sandstone—Green Sulphur Dist. Fair, Aug. 19-21.  
Somersville—Nicholas Co. Fair, Aug. 9-14, Jessie D. Hums.

### Wisconsin

Anigo—Langlade Co. 4-H Club Leaders Assn. Aug. 29-31, Ira V. Goodell.  
Athens—Athens A & A Assn. Aug. 26-29, David Brauu.

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Baraboo-Bank Co. Agri. Soc. Sept. 3-4. A. H. Thayer. Basin-Big Horn Co. Fair Assn. Aug. 18-21. Beaver Dam-Dodge Co. Fair Assn. Sept. 6-12. Forest Knapp. Black River Falls-Jackson Co. Agri. Soc. Aug. 18-21. Douglas County. Bloomington-Blairstown Prairie Agri. Soc. Aug. 27-29. Robert O. Bond. Cedarburg-Osaukee Co. Agri. Soc. Aug. 13-15. David Bachman. Chillicothe-Calumet Co. Agri. Soc. Sept. 3-4. Herbert Hardee. Chippewa Falls-Northern Wis. Dist. Fair Assn. Aug. 3-4. A. L. Pannan. Colby-Park Co. Fair Assn. Aug. 24-25. Cranston-Forest Co. Agri. Soc. Sept. 9-11. Lester Grandine. Darlington-Lalypette Co. Agri. Soc. July 29-Aug. 1. Joe Sauer. De Pere-Brown Co. Agri. & Fair Assn. Aug. 18-21. R. O. Flavel. Derand-Pepin Co. Junior Fair. Aug. 17-18. T. A. Parker. Eagle River-Vilas Co. Agri. Soc. Aug. 27-28. Herman H. Smith. Eau Claire-Eau Claire Co. Jr. Agri. Soc. Aug. 9-11. Willard Hamon. Elkhorn-Walworth Co. Agri. Soc. Sept. 3-4. E. E. Harris. Ellsworth-Pierce Co. Fair Assn. Aug. 28-29. H. O. Seyferth. Ely-Ely Fair Assn. Aug. 5-8. Lawrence Amberg. Florence-Florence Co. Fair Assn. Sept. 4-5. Fritz Johnson. Fond du Lac-Fond du Lac Co. Agri. Soc. Aug. 11-13. Harold J. Willis. Friendship-Adams Co. Agri. Soc. Sept. 3-12. R. W. Roseberry. Galeville-Trempealeau Co. Agri. Soc. July 22-23. Frank M. Smith. Guys Mills-Crawford Co. Fair & Agri. Soc. Sept. 3-12. Paul L. Paulson. Gillett-Oconto Co. Youth Fair. Aug. 20-22. Otto Neuman. Greenwood City-St. Croix Co. Fair Assn. Aug. 9-11. Geo. Steffen. Green Lake-Green Lake Co. Junior Fair. Aug. 6-8. Francis J. Placke. Hayward-Sawyer Co. Agri. Fair Assn. Aug. 23-25. Sherman W. Weiss. Iron River-Bayfield Co. Fair Assn. Aug. 30-31. Harry Lewis. Janesville-Rock Co. 4-H Junior Fair. Aug. 10-14. Hugh G. Alberts. Jefferson-Jefferson Co. Fair. Aug. 12-13. Horace Nuri. LaCrosse-LaCrosse Inter-State Fair Assn. Aug. 4-8. Joseph W. Frisch. Ladysmith-Rusk Co. Fair Assn. Aug. 23-26. F. J. Manning. Lancaster-Grant Co. Agri. Soc. Sept. 8-12. A. S. DeBuhr. Luxemburg-Kewaunee Co. Agri. Soc. Sept. 4-8. Eloy C. Hoppe. Lodi-Lodi Union Agri. Soc. Sept. 24-26. Robert L. Hoeker. Madison-Dane Co. Junior Fair. July 22-25. Blanche Losinski. Manitowoc-Manitowoc Co. Fair. Aug. 23-25. Dr. A. F. Hank. Marquette-Ashland Co. Fair. Aug. 13-15. David Holt. Marshfield-Central Wis. State Fair. Sept. 3-7. W. A. Uhlmeier. Mauston-Juneau Co. Agri. Soc. Aug. 12-15. Francis Pfaff. Medford-Taylor Co. Co-Op Youth Fair. Aug. 12-13. Joe Toss. Menomonie-Dunn Co. Agri. Soc. July 28-Aug. 1. Henry Berdin. Merrill-Lincoln Co. 4-H Free Fair. Aug. 18-19. Wm. Buckling. Milwaukee-Wisconsin State Fair. Aug. 21-25. Willard M. Masterson. Milwaukee-Milwaukee Junior Fair. Aug. 4-5. E. C. Parmiter. Mineral Point-Southwestern Wis. Fair Soc. Sept. 3-4. C. L. Winn. Mondovi-Buffalo Co. Agri. Soc. July 28-Aug. 1. Harry Fitzgerald. Monroe-Green Co. Agri. Soc. Aug. 4-8. Wm. A. Brown. Neillsville-Clark Co. Agri. Soc. Aug. 6-8. Harold Hockett. Newcastle-Weston Co. Fair Assn. Aug. 21-22. Oshkosh-Winnebago Co. Fair Assn. Aug. 21-Sept. 3. Taylor G. Brown. Phillips-Price Co. Agri. Soc. Aug. 26-29. L. P. Wiener. Pinedale-Co. 4-H Fair. Aug. 28. Plymouth-Sheboygan Co. Agri. Soc. Sept. 3-6. W. H. Eldridge. Portage-Columbia Co. Fair Assn. July 28-Aug. 1. Harold Lochner. Rhinelander-The Hodge Fair. Aug. 12-15. J. M. Reed. Rice Lake-Barron Co. Co-Op. Agri. Soc. Aug. 23-25. Bruce Dalrymple. Richland Center-Richland Co. Agri. Soc. Sept. 16-18. H. W. Madson. Rosholt-Rosholt Free Community Fair Assn. Sept. 4-6. Russell Wredstad. Saxton-Iron Co. Fair Assn. Aug. 27-29. Mrs. Florence Hardie. Seymour-Outagamie Co. Fair Assn. Aug. 5-8. Michael Burns. Shawano-Shawano Co. Agri. Soc. Sept. 3-6. Louis W. Cailleau. Slinger-Washington Co. 4-H Club Fair. July 28-Aug. 1. E. E. Skalleky. Spooon-Washburn Co. Junior Fair. Aug. 16-18. Wm. H. Dougherty. St. Croix Falls-Falk Co. Fair Soc. Aug. 6-8. John Clayton. Steergren-Bay-Douglas Co. Fair Assn. Aug. 26-29. John R. Miller. Superior-Douglas Co. Fair Assn. Aug. 17-23. Beagar Swanson. Tomah-Monroe Co. Fair Assn. July 28-Aug. 1. Wm. H. Roder. Union Grove-Racine Co. Agri. Soc. Aug. 1-3. A. E. Distenfer. Viroqua-Vernon Co. Agri. Soc. Sept. 23-24. Jerome L. Riedy. Waukesha-Waukesha Dairy Show. March 15-19. George Dehnert. Wausau-Marathon Co. Agri. Soc. Aug. 18-21. C. J. McAlvey. Wausaukee-Marquette Co. Agri. Soc. Aug. 27-29. Victor Quirk. Waunakee-Waunakee Co. Fair. Aug. 18-22. Burnett Johnson. Webster-Central Burnett Co. Fair Assn. Aug. 18-21. Wm. C. Bockmeyer. Westfield-Margaretta Co. Youth Org. Assn. Aug. 13-15. Al Tschudy. Weyauwega-Waupesa Co. Agri. Soc. Sept. 8-12. A. A. Stroebeln. Wilmet-Kenosha Co. Fair Assn. Aug. 13-15. Harry Frank.

Calgary-Calgary Exhn. & Stampede. July 2-18. I. W. Parsons. Edmonton-Edmonton Exhn. July 13-17. James Paul. Lloydminster-Lloydminster Exhn. July 18-21. Medicine Hat-Medicine Hat Exhn. & Stampede. July 13-17. Ed Hinson. Red Deer-Red Deer Exhn. July 28-31. Vegreville-Vegreville Exhn. July 26-28. E. F. Morlan. Vermillion-Vermillion Exhn. July 23-24. E. Carl Hockbert.

British Columbia

Abbotsford-Central Fraser Valley Fair Assn. Sept. 7-8. Agassiz-Agassiz Agri. & Hort. Assn. Sept. 17. Alberni-Alberni Dist. Fall Fair. Sept. 8-11. Aldergrove-Aldergrove Agri. Assn. Sept. 24. Armstrong-Interior Provincial Exhn. Sept. 14-16. Mac. Hanson. Castlegar-Castlegar Fall Fair. Aug. 27-28. Cawston-Cawston Fall Fair. Sept. 8. Chilliwack-Chilliwack Agri. Assn. Aug. 19-21. E. J. Newles. Chehalis-Lower Fraser Valley Agri. Assn. Sept. 17-18. Cobble Hill-Shawinigan-Cobble Hill Agri. Assn. Sept. 8. Courtenay-Courtenay Agri. & Ind. Assn. Sept. 3-4. W. L. Hind. Coombs-Arrowsmith Agri. Assn. Sept. 18-19. Duncan-Cowichan Exhn. Sept. 9-11. William R. Sharp. Edgewood-Edgewood & Inneskilt Valley Fair. Sept. 6-7. Port Fraser-Port Fraser Fall Fair. Aug. 28. Fruitvale-Fruitvale Fair Assn. Sept. 3-4. Haney-Maple Ridge Agri. Assn. Aug. 12-14. Invermere-East Kootenay Agri. & Ind. Exhn. Aug. 20-21. Kelowna-Kelowna Fall Fair. Sept. 9-11. Ladner-Delta Agri. Soc. Sept. 24-25. Ladysmith-Ladysmith Agri. Soc. Sept. 23-25. Langley-Langley Agri. Assn. Sept. 10-11. Lasqueti-Lasqueti Island Agri. Assn. Sept. 14. Luxton-Metchosin Farmers' Institute. Sept. 11. McBride-McBride Dist. Agri. Fair Assn. Aug. 24-25. Mission-Mission & Dist. Agri. Assn. Sept. 15-16. Nanaimo-North Peace River Fair. Aug. 11. Nanaimo-Vancouver Island Exhn. Assn. Sept. 18-19. Lois M. Morgan. Nelson-West Kootenay Agri. & Ind. Exhn. Sept. 9-11. North Burnaby-North Burnaby Hort. Soc. Sept. 17-18. North Delta-North Delta Fall Fair. Sept. 18-17. Oliver-Oliver Hort. Soc. Sept. 16-11. Port Coquitlam-Meridian Heights Farmers' Institute. Sept. 6. Port Moody-Port Moody and Dist. Fair Assn. Aug. 12. Powell River-Powell River and Dist. Agri. Assn. Sept. 23-25. Prince George-Prince George Agri. & Ind. Assn. Sept. 3-6. Quesnel-Cariboo Agri. & Hort. Assn. Sept. 11-12. Rossland-Golden City Fair Assn. Sept. 12-14. Saanichton-N. & E. Saanich Agri. Assn. Sept. 4-6. Salmon Arm-Salmon Arm & Shuswap Lake Agri. Assn. Sept. 16-17. Sooke-Sooke Fall Fair. Sept. 11. South Burnaby-South Burnaby Hort. Assn. Sept. 17-18. Squamish-Squamish Fall Fair. Sept. 6. Vancouver-Pacific National Exhn. Aug. 25-Sept. 5. V. Ben Williams. Vancouver-Vancouver Hort. Soc. Oct. 1-3. Westbank-Westbank Fair. Sept. 3. Williams Lake-Cariboo Fair Assn. Aug. 26-27.

Manitoba

Brandon-Provincial Exhn. of Man. June 26-July 2. P. A. McPhail. Carman-Dufferin Agri. Soc. July 8-10. A. J. Hand. Winnipeg-Red River Exhibition. July 24-31.

New Brunswick

Albert-Albert Fair. Sept. 22-24. W. A. Stuart. Cambridge (Gagetown)-Queens Co. Fair. Sept. 15-17. Fred Hyatt. Campbellton-Campbellton Fair. Sept. 2-3. A. P. N. MacLaughlin. Chatham-Chatham Exhn. Sept. 7-12. H. R. Trear. Fredericton-Fredericton Exhn. Sept. 6-11. W. Raymond Crowdon. Gagetown-Queens Co. Fair Assn. Sept. 14-16. F. Hyatt. St. Stephen-St. Stephen Exhn. Aug. 24-29. W. T. Syreid. Stanley-Stanley Fair. Sept. 13-18. T. Allan Best. South Bathurst-Glochester Co. Fair. Sept. 2-5. Allison Branch.

Nova Scotia

Amherst-Maritime Winter Fair. Oct. 30-Nov. 4. H. F. MacCunn. Annapolis-Annapolis Exhn. Sept. 21-24. R. H. Gibson. Antigonish-Antigonish Exhn. Sept. 21-22. Red MacSween. Cape Breton-Cape Breton Exhn. Sept. 6-10. Charles Munn. Cumberland-Cumberland Exhn. Sept. 14-17. Claude Thompson. Digby-Digby Exhn. Sept. 15-16. H. C. Yorke. Halifax-Halifax Exhn. Sept. 31-33. Ira White. Hants-Hants Exhn. Sept. 14-17. J. W. Maxner. Lunenburg-Lunenburg Exhn. Sept. 28-Oct. 1. W. J. Cruise. Pictou-Pictou Exhn. Sept. 7-10. J. J. Ross. Queens-Queens Exhn. Sept. 26-28. O. R. Chute. Shelburne-Shelburne Exhn. Sept. 23-24. F. W. Hower. Truro-Central N. S. Exhn. Aug. 31-Sept. 3. Alex Thomson. Yarmouth-Yarmouth Exhn. Sept. 7-18. Nell MacLeod.

Ontario

Almonte-N. Lanark Agri. Soc. Sept. 9-11. Howard Giles. Belleville-Belleville Agri. Soc. Aug. 16-18. Thos. Walker. Collingwood-Great Northern Exhn. Sept. 23-25. V. A. Ellis. Dresden-Dresden Agri. Soc. Aug. 31-Sept. 1. J. A. Blackburn. Durham-Durham Agri. Soc. Sept. 7-8. T. R. McFadden. Fort William-Port Arthur-Canadian Lakehead Exhn. Aug. 9-14. W. Walker. Galt-S. Waterloo Agri. Soc. Sept. 23-25. Hugh C. Elliott. Harrow-Colebroster South & Harrow Agri. Soc. Aug. 26-28. J. L. Capetick. Kingston-Kingston & Dist. Agri. Soc. Sept. 28-Oct. 1. Mrs. E. E. Conley. Lansdowne-Lansdowne Agri. Soc. Aug. 30-Sept. 1. I. W. Makley. Leamington-Leamington Dist. Fair. Aug. 14-18. J. S. Walker. Lindsay-Lindsay Central Exhn. Sept. 23-24. Bert McLean.

Canada Alberta

Camden-Camden Exhn. Aug. 2-4.



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12 QT. SARATOGA POPPERS \$21.00 SAVE \$8.00  
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London—Western Fair Assn. Sept. 13-18. W. D. Jackson.  
Markham—Markham Fair. Sept. 29-Oct. 2. R. H. Crosby.  
Midland—Tiny & Tay Agri. Soc. Sept. 16-18. Robert G. Neibitt.  
Oshweken—Six Nations Indian Fair. Sept. 23-25. Elliott Moses.  
Ottawa—Central Canada Exhn. Aug. 21-23. H. H. McElroy.  
Ottawa—Ottawa Winter Fair. Oct. 28-30. H. H. McElroy.  
Owen Sound—Owen Sound Agri. Soc. Sept. 17-29. Arthur Lemon.  
Peterborough—Peterborough Indian Exhn. Aug. 11-14. G. A. Gillespie.  
Port Perry—Port Perry, Beach & Scugog Agri. Soc. Sept. 6. R. D. Wood.  
Simcoe—Norfolk Co. Fair. Oct. 5-9. Harold L. Pond.  
Stratford—Stratford Agri. Soc. Sept. 20-22. Frank H. Bell.  
Strathroy—Strathroy Agri. Soc. Sept. 24-25. J. B. Longmire.  
Sutton—Sutton Agri. Soc. Aug. 5-7. Fred M. Wilmol.  
Tillsonburg—Tillsonburg & Dist. Agri. Soc. Sept. 20-22. Jack M. Ollmie.  
Toronto—Canadian National Exhn. Aug. 27-Sept. 11. H. E. McCallum.  
Toronto—Royal Agri. Winter Fair. Nov. 13-20. C. S. McKee.  
Woodbridge—Woodbridge Agri. Soc. Oct. 4-9. W. M. Myers.

### Presque Isle

Chicoitimi—Agri. Soc. of Chicoitimi. Aug. 25-29. Marcel Tremblay.  
Richmond—Richmond Co. Agri. Soc. Aug. 12-14. Antoinette Linahan.

### Prince Edward Island

Alberton—Alberton Exhn. Sept. 1. Charlottetown—Provincial Exhn. and Old Home Week. Aug. 9-14. O. H. Buntain.  
Souris—Eastern King's Exhn. Sept. 8.

### Quebec

Ayers Cliff—Stanstead Co. Agri. Soc. Aug. 19-21. Mrs. Maise Corey.  
Granby—Granby Hort. Soc. Aug. 20-22. L. G. Ball.  
Lachute—Lachute Spring Fair. June 9-13. S. O. Patterson.  
Ornstown—Ornstown Exhn. June 2-5. Carlyle Dickson.  
Quebec—Exposition Provinciale de Quebec. Sept. 3-12. Emery Boucher.  
Roberval—Exposition Regionale. Aug. 18-23. Bernard Levesque.  
Rouay—Western Que. Regional Exhn. Aug. 21-25. Louis-Phillipe de Biels.  
St. Hyacinthe—St. Hyacinthe Regional Fair. July 31-Aug. 5. Alphonse Duchesne.  
St. Jean—St. Jean Agri. Soc. Sept. 4-5. J. R. St. Arnaud.  
Sherbrooke—Eastern Township Agri. Assn. Aug. 23-Sept. 1. A. C. Ross.  
Sherbrooke—Winter Fair & Fat Stock Show. Oct. 11-14. A. C. Ross.  
Trois-Rivieres—La Commission du Parc de L'Exposition. Aug. 21-27. H. P. Martin.

Valleyfield—Valleyfield Fair. July 21-25. C. Foley, Rotary Club.  
Victoriaville—Societe d'Agricultura du comte d'Arthabaska. Aug. 11-15. J. V. Lanouette.  
Waterloo—Shefford Agri. Soc. Aug. 5-8. Allan Grainger.

### Saskatchewan

Arcola—Arcola Exhn. July 21. W. D. Duncan.  
Assinibola—Assinibola Exhn. July 5-7. Walter McMorine.  
Beechy—Beechy Exhn. Aug. 5. Mrs. A. H. Meaden.  
Bengough—Bengough Exhn. June 10-11. Mrs. T. J. Beinke.  
Carnduff—Carnduff Exhn. July 21-22. W. A. Frith.  
Coronach—Coronach Exhn. July 23. C. B. Hillier.  
Craik—Craik Exhn. July 21. Mrs. A. R. Barnett.  
Elstow—Elstow Exhn. July 23. Mrs. A. M. Ettles.  
Estevan—Estevan Exhn. July 1-3. Wm. R. Cantlon.  
Gainsborough—Gainsborough Exhn. July 21. R. E. Buek.  
Gravelbourg—Gravelbourg Exhn. July 5-9. Mrs. M. L. Dorais.  
Kelvington—Kelvington Exhn. Aug. 6. R. H. Boyce.  
Lloydminster—Lloydminster Exhn. July 19-21. Geo. K. Ross.  
Melfort—Melfort Exhn. July 15-17. C. D. Manson.  
Moose Jaw—Moose Jaw Exhn. June 24-26. Mrs. V. Hyland.  
Nipawin—Nipawin Exhn. Aug. 10-11. Mrs. A. Schultz.  
North Battleford—North Battleford Exhn. Aug. 2-4. N. W. Symonds.  
Ogema—Ogema Exhn. July 29. Mrs. J. Warren.  
Paddockwood—Paddockwood Exhn. Aug. 11. Mrs. Jean Wicker.  
Prince Albert—Prince Albert Exhn. Aug. 5-7. D. F. Kelly.  
Punnichy—Punnichy Exhn. Aug. 4. Rowan McK. Gien.  
Radisson—Radisson Exhn. July 27-28. J. R. Ibbotson.  
Redvers—Redvers Exhn. July 22. P. L. Mark.  
Regina—Regina Exhn. July 26-31. T. H. McLeod.  
St. Walburg—St. Walburg Exhn. Aug. 19. Mrs. E. F. Frison.  
Saskatoon—Saskatoon Exhn. July 19-24. S. N. MacFarburn.  
Silver Stream—Silver Stream Exhn. July 26. Mrs. Louise Fisher.  
Swift Current—Swift Current Exhn. June 30-July 2. O. E. Kerley.  
Tantallon—Tantallon Exhn. Aug. 5. Mrs. P. M. Godwin.  
Turtleford—Turtleford Exhn. Aug. 11. T. P. Richardson.  
Wapella—Wapella Exhn. July 29. H. D. Dodd.  
Weyburn—Weyburn Exhn. June 28-30. Royden Schults.  
Yorkton—Yorkton Exhn. July 12-14. S. K. Wood.

Oregon  
Joseph—Chief Joseph Days Rodeo, July 20-Aug. 1. M. V. Wilty.  
Klamath Falls—Klamath Basin Roundup, July 2-4. Henry Ring.  
Molalla—Molalla Rodeo, July 2-4.  
Pendleton—Pendleton Roundup, Sept. 14-18. B. A. Davis.  
Prineville—Crooked River Roundup, Aug. 6-8. Don Yancy.  
Redmond—Redmond Rodeo, Aug. 28-29.  
Sheridan—Sheridan Rodeo, June 19-20.  
St. Paul—St. Paul Rodeo, July 2-5. John G. McKelip.  
Spray—Spray Rodeo, May 22-23.  
Union—Union Rodeo, June 16-17.

### South Dakota

Belle Fourche—Black Hills Roundup, July 6-8. William Schuff.  
Fairfax—Fairfax Rodeo, July 4-5.  
Huron—Huron Rodeo, July 9-11.  
Moubridge—Moubridge Rodeo, July 2-5. James L. Rothstein.  
Sturgis—Sturgis Rodeo, July 17-18.

### Tennessee

Cookeville—Cookeville Rodeo, May 19-22.  
Memphis—Memphis Rodeo, Sept. 25-Oct. 2.

### Texas

Baird—Baird Rodeo, April 29-May 1.  
Bandera—Bandera Stampede, May 7-9. Ruth Rhodes.  
Burkburnett—Burkburnett Rodeo, June 22-25.  
Coleman—Coleman Rodeo, July 14-17.  
Dayton—Dayton Rodeo, May 6-8. A. W. Rigby.  
Dublin—Dublin Rodeo, Sept. 1-4.  
Gladewater—Gladewater Rodeo, June 15-18.  
Hallettsville—Hallettsville Rodeo, June 12-19.  
Humble—Humble Rodeo, April 22-24. J. Johnson.  
Jasper—Jasper Rodeo, April 13-17.  
Lubbock—Lubbock Rodeo, June 9-12.  
Midland—Midland Rodeo, June 2-5.  
Nocona—Nocona Rodeo, Sept. 6-8.  
Pecos—Pecos Rodeo, July 1-4.  
Plainview—Pioneer Roundup, May 22. Ellen Ash.  
Vernon—Vernon Rodeo, April 26-May 1.  
Waco—Waco Rodeo, Oct. 2-9.

### Utah

Nephi—Nephi Rodeo, July 8-10.  
Price—Price Rodeo, July 29-31.  
Salt Lake City—Salt Lake City Rodeo, July 20-24.  
Vernal—Vernal Rodeo, June 17-19.

### Washington

Colville—American Legion Rodeo, May 22-23. Donald G. Bennison.  
Cusick—Cusick Rodeo, July 31-Aug. 1.  
Kennewick—Kennewick Rodeo, Aug. 27-29. W. P. Ross.  
Monroe—Monroe Rodeo, Sept. 1-6.  
Prosser—Prosser Rodeo, April 24-25.  
Spokane—Spokane Rodeo, July 15-17. Al H. Bowles.  
Yakima—Yakima Rodeo, May 1-2.

### Wyoming

Casper—Central Wyoming Fair Rodeo, Aug. 18-21. R. S. Latta.  
Cheyenne—Cheyenne Frontier Days, July 27-31. James F. Powers.  
Greybull—Days of '49 Rodeo, June 11-12.  
Lander—Lander Pioneer Days, July 2-4. William T. Vaughn.

### CANADA

#### Alberta

Calgary—Calgary Exhibition Stampede, July 5-18. George Edworthy.  
Edmonton—Edmonton Rodeo, June 14-18. James Paul.  
Hardisty—Hardisty Rodeo, June 11-13.

## WARNING WARNING WARNING

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# Rodeo Dates

Arkansas  
Fort Smith—Fort Smith Rodeo, May 31-June 3.  
Springdale—Springdale Rodeo, June 30-July 2.

California  
Angels Camp—Angels Camp Rodeo, May 23.  
Clovis—Clovis Rodeo, April 24-25.  
Eureka—Eureka Rodeo, June 25-27.  
Fortuna—Fortuna Rodeo, July 10-11. J. D. O'Dell.  
Lemon Grove—Lemon Grove Rodeo, June 19-20.  
Livermore—Livermore Rodeo, June 12-13. A. D. Fellingham.  
Red Bluff—Red Bluff Roundup, April 17-18. C. F. Stover.  
Redding—Shasta Co. Sheriff's Posse Rodeo, May 22-23. John Balma.  
Sacramento—Sacramento Rodeo, May 22-23.  
Salinas—California Rodeo, July 15-18. E. J. Leach.  
San Francisco—Grand National Livestock Exposition, Oct. 29-Nov. 7. Porter Sennon.  
San Juan Bautista—Fiesta-Rodeo De San Juan Baul, July 11. Leonard Caetano.  
Yuba City—Yuba-Sutter Rodeo, July 30-31. Leon C. Saylor.

Colorado  
Boulder—Boulder Pow-Wow, Aug. 1-2. E. C. Love.  
Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 2-7. Jasper Ackerman.  
Durango—Spanish Trails Fiesta, Aug. 6-8. Franklin McKeivey.  
Greeley—Greeley Rodeo, July 2-4.  
Lamar—Lamar Rodeo, Aug. 21-22.  
Monte Vista—Ski Hi Stampede, Aug. 2-6. Allen Pennell.  
Pagosa Springs—Pagosa Springs Rodeo, July 3-4.  
Pueblo—Colorado State Fair Rodeo, Aug. 25-27. W. H. (Bill) Kittle.  
Woodland Park—Woodland Park Rodeo, July 24-25.

Idaho  
Blackfoot—Blackfoot Stampede, June 17-19.  
Burley—Burley Rodeo, Aug. 26-28. Truman Bradley.  
Caldwell—Caldwell Night Rodeo, Aug. 10-14. F. L. Blomquist.  
Downey—Marsh Valley Rodeo, Aug. 27-28.  
Emmett—Emmett Rodeo, Aug. 13-14.  
Filer—Filer Rodeo, Sept. 1-4.  
Gooding—Gooding Rodeo, Aug. 19-21.  
Haley—Wood River Roundup, July 3-4.  
Idaho Falls—Warbonnet Roundup, Aug. 18-21.  
Jerome—Jerome Rodeo, Aug. 12-14.  
Lewiston—Lewiston Roundup, Sept. 2-5.  
Mockey—Mockey Rodeo, June 26-27.  
Malad—Oneida Co. Rodeo, July 8-10.  
Montpelier—Bear Lake Rodeo, Aug. 19-21.  
Nampa—Snake River Stampede, July 15-18. Earl Garrity.  
Oakley—Oakley Pioneer Celebration, July 24.

Pocahontas—Pocahontas Frontier Days, July 15-17. Roy Lindley.  
Preston—Pamoose Night Rodeo, Aug. 5-7.  
Reznburg—Wyoopes Days Rodeo, July 2-4.  
Rigby—Rigby Pioneer Rodeo, June 15-18.

Rupert—Rupert Rodeo, July 3-5.  
St. Anthony—Fremont Co. Pioneer Days, July 23-24.  
Soda Springs—Stampede, Aug. 13-14.  
Weiser—Weiser Roundup, Aug. 5-7.  
Worley—Lions Club Rodeo, June 26-27.

Iowa  
Fort Madison—Fort Madison Rodeo, Sept. 10-12.  
Sidney—Iowa's Championship Rodeo, Aug. 17-21. Ralph Travis.

Kansas  
Abilene—Wild Bill Hickock Rodeo, Aug. 22-28. C. S. Peck.  
Colby—Colby Rodeo, Aug. 7-9.  
Parsons—Parsons Rodeo, Aug. 20-22.  
Phillipsburg—Phillipsburg Rodeo, Aug. 5-8.  
Pretty Prairie—Pretty Prairie Rodeo, Aug. 2-5.  
Russell—Russell Rodeo, June 8-10.  
Strong City—Strong City Rodeo, June 4-6.  
Winfield—Winfield Rodeo, Sept. 1-3.

Louisiana  
Alexandria—Alexandria Rodeo, Aug. 24-28.

Missouri  
Camdenton—Camdenton Rodeo, July 7-11.

Montana  
Billings—Midland Empire Fair Rodeo, Aug. 10-14. H. L. Pitton.  
Great Falls—North Montana State Fair Rodeo, July 20-Aug. 2. Leo C. Dalley.  
Lewiston—Central Montana Fair Rodeo, July 29-31. James M. Schultz.  
Shelby—Maris Fair Rodeo, July 22-25. Clifford C. Coover.

Nebraska  
Bangs—Bangs Rodeo, June 19-23.  
Burwell—Burwell Rodeo, Aug. 11-14.  
Grand Island—Grand Island Rodeo, June 11-13.  
North Platte—North Platte Rodeo, June 17-19.  
Omaha—Ak-Sar-Ben Rodeo, Sept. 24-Oct. 2. J. J. Isaacson.

Nevada  
Elko—Elko Rodeo, June 25-27.  
Reno—Reno Rodeo, July 3-5. Ray Peterson.

New Mexico  
Albuquerque—Albuquerque Rodeo, Sept. 23-Oct. 3.  
Carlsbad—Carlsbad Rodeo, May 29-29.  
Gallup—Gallup Rodeo, June 26-27.  
Roswell—Roswell Rodeo, Oct. 5-7.  
Santa Fe—Santa Fe Rodeo, July 8-11.  
Truth or Consequences—Truth or Consequences Rodeo, April 2-4.

North Dakota  
Beulah—Beulah Rodeo, Sept. 5-8.  
Mandan—Mandan Rodeo, July 2-5. W. T. Cummins.

Oklahoma  
Chickasha—Chickasha Rodeo, July 14-17.  
Claremore—Claremore Rodeo, July 7-10.  
Eik City—Eik City Rodeo, Aug. 23-25.  
Hinton—Hinton Rodeo, July 19-21.  
McAlester—McAlester Rodeo, Sept. 2-5.  
Oklahoma City—Oklahoma City Rodeo, April 21-24.  
Vinita—Vinita Rodeo, Aug. 25-29.  
Yukon—Yukon Rodeo, July 29-31.

## CELEBRATIONS

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Pa.



# Dps Again Face 3-Day Holiday Weekends

NEW YORK, April 3.—Outdoor show business is facing a full series of three-day holiday weekends this season, just as it did a year ago, with Decoration Day and the Fourth of July coupled with a Saturday and Sunday.

Decoration Day this year falls on Sunday and will be celebrated on Monday, May 31. Last year it fell on a Saturday and Monday as an extra day off for many workers.

The Fourth of July this year also falls on a Sunday and will be celebrated on Monday. Last year it fell on Saturday and, again, Monday was a day off for most people.

Labor Day, as always, provides for the third coupling of a Monday with Saturday and Sunday.

### Weather Hedge

Apart from providing a hedge against the weather, the coupling of a holiday with a weekend is generally regarded favorably by outdoor operators. The grouping of three potential peak days gives them an opportunity to still come out all right if the weather should nix one of the two first days. And, generally speaking, the odds are against losing the full stanza to the weather.

On the other hand, if ideal weather covers the full three days the excitement and enthusiasm for the holiday weekend are lost by the time the third day rolls around. By that time the likely patrons have become somewhat fatigued in body and short in money.

Many operators favor the mid-week holiday in the belief that a gala night before and day play will result with no loss to the before and after weekends. The Monday celebrations put the mo-

bile operators in a tough spot. They lose Sunday, potentially the best of the three days, and are hard pressed to get their units up and functioning properly for Monday day-time play.

### FREE SPACE

## Gate Off But JC Auto Show Ends in Black

JERSEY CITY, April 3.—The combination of free exhibit space and wide distribution of discount tickets helped to put over Frank Connelly's first International Automobile Show which closed a nine-day run on March 14 in the National Guard Armory here.

Saddled with a nut of about \$18,000, Connelly offered space free, to foreign car importers and charged only the concession groups which showed auto accessory lines. A paid attendance total of 18,000 admissions was garnered, he said, which was less than the target but encouraging enough for him to plan another show next year.

Admission prices were \$1.20 for adults, 50 cents for children and 72 cents (60 plus 12) for the discount tickets, all including tax. About 250,000 of the last named were printed and distributed among factories and retail outlets.

### Sales Held Good

Thirty-three exhibitors responded to the free-space offer and reports are that upwards of \$100,000 in sales was recorded, including two Rolls Royces totaling \$36,000. There were 14 British Fords sold off the floor, Connelly claimed. He will sell all space at future showings.

He had no explanation for the relatively low attendance figure but felt he had been successful in laying the groundwork for an annual event. Connelly has been exhibits director and sales manager for auto shows in New York City. This was his first promotion.

### TO PLAY FAIRS

## Two Traveling Atomic Energy Shows All Set

OAK RIDGE, Tenn., April 3.—Two major traveling atomic energy shows are ready for the 1954 fair season, Charles G. Wilder, director of the American Museum of Atomic Energy here, announced this week.

Each show, Wilder said, tells a complete story of atomic energy from the uranium mine to the use of tracer atoms in industry, medicine and agriculture. The larger of the two shows requires 7,500 square feet of floor space for effective showing, the other 4,000 square feet.

Among materials included in the exhibits are Van de Graaff generators, Geiger counters, uranium-235, and radioactive animals and plants.

The exhibits offer many opportunities for tie-ins with local scientific and hospital groups, thereby increasing their value to fairs, Wilder said.

Information on the exhibits may be obtained by writing Wilder at P. O. Box 117, Oak Ridge, Tenn.

## Motorama Skedded For Chi Showing

CHICAGO, April 3.—General Motors is invading the Midwest with its top-ranked show presentation, "Motorama," for the first time April 24 with a nine-day stand at the International Amphitheater here. Previous stands were in New York, the South and West Coast.

### KIDS, PRESS WIN

## Opinion Survey Aids Richmond on Policy

RICHMOND, Va., April 3.—Children were the 'motivating force that brought the biggest percentage of people to the 1953 Atlantic Rural Exposition. News of the staging of the event was gained principally thru newspapers with other publicity-advertising media rated well below the dailies in selling importance.

These and other interesting facts, some of which will be used to shape future operating policy, are contained in the results of the Public Opinion Survey—the first in the eight-year history of the event—conducted at the 1953 fair by the public relations department under the direction of J. Linwood Rice, public relations director.

The survey results were one of the reasons given for the switch in 1954 from a night revue type of grandstand show to a circus-type presentation. While only 15 per cent of those attending the fair saw the grandstand show, 98 per cent said that they like it. Of those queried 28 per cent said they favored a revue show; 20 per cent voted for circus shows.

### Trained Staff

In his report Rice noted that trained staff personally interviewed a representative cross-section of the adult people who attended the fair. The interviewing was conducted each day of the fair between the hours of 1 and 11 p.m.

Two separate and distinct questionnaires were used. One, titled "Before the Fair," was used to interview patrons before they had

seen the event. This was done to secure certain information that might be prejudiced or distorted if asked the respondent after he had seen the fair. The second, "After the Fair," was used after patrons had seen the event.

All interviews were controlled by sex and age in about the same proportion as the groups bear to the total population of the area. Persons associated with the fair in any way were excluded.

### Separate Interviews

Each person was interviewed by means of a separate questionnaire. The interviewer carefully read to the respondent each question in the order that it appeared and without explanation or other conversation that would or could influence the response in any manner. Immediately after the interviews the questionnaires were carefully coded in the control section at the bottom of each sheet.

"Before the Fair" finds are based on a total of 320 interviews, both male and female. "After the Fair" findings are based on a total of 330 interviews.

The questions and the answers in terms of percentages ran as follows:

How did you first learn of the fair this year? Newspaper, 46.8; word of mouth, 12.5; radio, 11.2; billboards, 9.3; taxi cards, 1.5; all other 18.5.

### For Children

Which of the following comes closest to your real reason for coming to the fair? To bring the children, 41.8; entertainment, 23.1; education, 19.3; habit, 15.6.

How many people are in your party (wife, husband or escort) for whom you paid admission? Average number of persons in party, 3.96; percentage of adults in party, 69.1; percentage of children (under 18), 30.9.

How many hours do you plan to stay at the fair today? Average person planned to stay 2.1 hours. Average person stayed on fairgrounds 4.24 hours.

How did you get to the grounds? Automobile, 82.8; bus, 10.9; taxi, 5.6; walked, 6.

Did you attend this fair last year? Attended fair last year, 73.4.

Do you think you made a complete tour of the fairgrounds? Yes, 67.2; no, 32.1, don't know, 7.

Which of the following buildings or areas did you visit? Considering each as a whole, how would you rate those that you saw from the standpoint of interest to you? The response rated the features in the following order: commerce and industry, beef cattle, poultry, women's department, dairy cattle, farm implements, agriculture, State, swine, rabbit, sheep, 4-H and FFA.

Did you go into the midway area? Yes, 86.6; no, 13.4. Did you personally play any of the games, go on any of the rides or see any of the Side Shows? Games, 35.2; rides, 15.3; Side Shows, 23.1; no participation, 23.7.

Do you think you got your money's worth on the midway? Yes, 86.1; no, 4; no answer, 13.5.

Do you think Side Shows were (Continued on page 78)

## Douglas Revue Goes to Barn

DAYTONA BEACH, Fla., April 3.—"Circus Time," a Douglas Productions grandstand show, has closed its season following its showing the first three days of the revived Volusia County Fair, De Land, Fla., March 22-27. James E. Douglas, director and producer, and Madeline Douglas, business agent, report a successful season for the attraction which has been appearing in Florida schools and auditoriums under auspices.

At the De Land date the show offered Miller the Mystic and Company; Karzanas, trained birds; Kirk Adams, dogs; the Juggling Masters; Helen's performing ponies; Barker Ben and Billy, vent act; Limbo and Buddy, clowns, and an amusee. Before the grandstand the last three days was the Jack Kochman thrill show.

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The SNOKONETTE ice shaver can be had this year with folding doors that not only fold completely out of the way but form a handy working shelf. The SNOKONETTE offers you many advantages over any other shaver, buy this and save money.

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- SNOW CONES
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- CANDY APPLES
- COOK HOUSES
- GRABS

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## FOOD BUSINESS STEADY

# Eat and Drink Supplies, Gear Expected to Hold to '53 Levels

DESPITE signs of a tighter economy in some quarters, distributors and manufacturers of supplies and equipment for the eat and drink concession industry are optimistic about the season as a whole. While a natural difference of opinion exists on some items, the consensus appears to be that the current drop-off in business can and will be dissipated by the time the outdoor season swings into high gear.

A survey by The Billboard indicates most suppliers do not look for much improvement over '53 but figure it should pretty well match last season in most respects. As a result, most prices of machinery and food are being maintained at levels comparable to a year ago with a little easing in certain lines.

Normally a field where new products consistently make their appearance, the survey this year showed that many firms are sticking to their old proven lines and have come up with little in the way of new developments.

Firms covered in the survey included those manufacturing or distributing popcorn machines, roasters, barbecue equipment, grills, waffle molds, heaters, drink dispensers, paper cups and containers, condiment dispensers, concentrated flavors, floss machines and drive-in concession gear of all types.

### Optimistic Reports

One of the most optimistic reports came from C. R. Frank, St. Louis distributor, who anticipates a good season, based on his January and February business, which topped that of a year ago. Frank added, however, that competition is stiffer and one must go after business, both new and old.

Gold Medal Products Company of Cincinnati was one firm that introduced a number of new items this year. Dave Evans, sales manager, reported the firm had redesigned the cotton candy stand first displayed at the Chicago outdoor convention in November and this item, of aluminum and plexiglas with a sliding cover, is now being offered at \$125. Another new item is a triple head cotton candy machine which, according to Evans, greatly increases the output of floss. The latter sells at \$325.

Other additions to the line are a folding serving door for the firm's ice shaver, a complete line of ready-to-use sno-kone syrups and a maintenance kit for the firm's cotton candy machines. Also added, is a line of bottled gas burners for outdoor use. Prices on most items in the Gold Medal line remain unchanged, a few going up, while others have declined a little.

Evans further said that in his opinion, eat and drink concessionaires would be forced to give patrons more value for their money. The money is there, he said, but the job of getting it will be harder and some casualties will undoubtedly result.

### Prices Up

Prices of condiment dispensers for mustard, catsup and other semi-liquids have gone up this year due to the increased costs of raw materials and manufacturing. Miles N. Erbor, president of M-K-M Dispenser Company, Westerville, Pa., reports. Erbor said this was the first increase in five years and would bring the price of the dispenser up to \$20 from last year's \$18.50.

Prices of the comprehensive line handled by Concession Supply Company, Toledo, will average out about the same as last year, some up a little and some down, with the general trend upward, according to B. H. Brockaway, president. The concern this year is featuring its new Bar-B-Dog which sells at \$189.50.

A new pre-fabricated popcorn building, called Crazy House Bungalow, is being offered by Krispy Kist Korn Machine Company, Chicago. The entire building is of structural steel and equipped to go, takes up 10 by 14 feet and sells at \$5,000. S. T. Jacobson, head of the firm, is also handling custom built park equipment.

There's little or no change in the prices of equipment and food-stuffs handled by the Midland Popcorn Company, Minneapolis, with the exception of unpopped corn, which has dipped 20 per cent. J. L. Larson, owner, is

maintaining prices on his other items including cartons, bags, drink cups, syrups, popcorn machines and candy floss machines. It is Larson's contention that the market will have to be watched closely and margins trimmed somewhat, but that as a whole '54 will be a reasonably good year.

### Minor Increases

Prices on products handled by Long Eakins Company, Springfield, O., will be unchanged to 10 per cent higher, minor upward adjustments having been made on some items due to increased costs. H. W. Eakins, owner, announced. Business the first two months of this year on popcorn equipment, and potato chip and nut roasters, has been ahead of last year, Eakins said.

Easier prices will prevail this season on concentrated flavors and root beer concentrate, according to F. W. Parks, general manager of the Ohio Chemical Products Company, Canton. Their price list has been lowered up to

25 per cent but the firm is still optimistic about business, figuring the lowering trend will be halted come spring.

### Dispensers Up

Slightly higher prices on drink dispensing equipment have been announced by Derr Bros., of Boonville, Ind., but the firm's line of snow ball flavors and supplies will remain on a par with last year.

Two firms reporting unchanged prices this year are the Walky Koffee Company, Wichita, Kan., which manufactures movable and portable concession equipment, and Excell Manufacturing Corporation, Muncie, Ind., which handles a line of electric popcorn machines.

Multiplex Faucet Company, St. Louis, is another drink dispensing outfit that reports prices are slightly higher, in this case by 4 per cent. The firm recently added a new line of refrigerated root beer kegs, according to G. J. Travis.



No Matter  
Where You  
Land...

You'll sell MORE popcorn  
with Popsit Plus

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!

### More Profits, Too

- ★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.
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AND local warehouses renew your stock quickly, gallon size cans are easy to handle and carry, easy to use anywhere.

Write for Names of Distributors Along Your Route



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ALL USERS OF PREPOPPED  
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SEND US YOUR NAME AND ADDRESS  
YOU WILL BE DELIGHTED WITH OUR  
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RUSSELL'S KORN KRIBS—Hartsville, Tenn.



## SITUATION UNCHANGED

## Prices on General Show Equipment Being Maintained at '53 Levels

PRICES on general show equipment, which leveled off last year after a steady upward postwar trend, will continue to hold to '53 levels according to a survey by The Billboard. With the exception of shooting galleries and supplies and some show printing, dealers and manufacturers report 1954 prices are no higher than last year.

H. W. Terpening, Ocean Park, Calif., supplier of long-range shooting galleries and supplies, reports his prices have increased by 5 per cent this year. Altho business has been slow thus far in '54, Terpening expects the season to be okay for his line of products.

## Games Unchanged

The picture of games remains unchanged in most quarters, both as to prices and supply. Ray Oakes & Sons, which recently moved its base of operations from Chicago to Tampa, reports its line will hold to last year's price levels. Oakes recently added a new line of pitch-till-you-win frames with blocks, rings and the inside frame for any concessions. These are made in natural finish and sell at

\$300. The general business outlook is good in Oakes' opinion, as he believes many games operators will be in the market for new equipment to better flash their booths.

Amusement Industries, Dayton, O., suppliers of bingo equipment, cards, blowers, flashers, number boards and plastic markers, report no changes in prices.

A number of new Arcade products are being introduced this year by International Mutoscope Corporation, New York. Good reception has been accorded their 3-D coin-operated viewers, available in two models. Another new addition to their line will be a drivemobile that will be suitable for both youngsters and adults. Officials of the firm report their present sales records point to an all-time high as a result of new equipment that is priced at levels that are considered reasonable.

Little new in carnival supplies is reported by the Cleveland Merchandise and Novelty Company, Cleveland. Prices will be unchanged on present merchandise with a few exceptions and the organization looks for as good a year as in '53.

A new design for mirror mazes

is being introduced by Al Nichols, of Clearwater, Fla., who designs and produces glass houses, fun-houses and rides. By using the old original four-foot triangle and two-foot mirrors six inches high, the model saves considerable on glass costs. Plastics are being used more in the manufacture of glass houses and this has cut down manufacturing costs in many instances.

Power plants are unchanged in price according to J. N. Rowell, of Cummins Engine Company, Inc., Columbus, Ind., manufacturers of Diesels. This Hoosier firm has a new lightweight Diesel in its line, turbo-charged, developing 600 horsepower at 2,100 revolutions per minute. It weighs 10.4 pounds per horsepower with all accessories adaptable to 250-kw. generators.

More demand for stadium seats of the folding variety have pushed prices up on this item, according to Thomas A. Scott, owner of Scott Port-A-Fold Seat Company, Archbold, O. Also figuring in a 10 per cent price increase on some models is the higher market on metals, plus increases in freight and labor. The firm is adding a new line of metal stadium seats and metal folding chairs that will be available in time for the outdoor season.

The outlook for astrol charts, palm and graphology charts, Buddha papers and the like is just fair, Frank Ledoux, proprietor of Joseph Ledoux & Son, Brooklyn, reports. As a result, prices will hold to last year's levels, he said.

## Price Up

A slight increase in the price of circus, carnival and fair printing is now in effect, according to William C. King, of King Show Print, Estevan, Sask. King does not expect as brisk a circus business north of the border this year but feels the firm will keep its volume up by expanding its fair and carnival business.

Neal Walters, head of the Eureka Springs, Ark., printing firm bearing his name, is holding to unchanged prices on his line of show posters, window cards, dates, tack signs and heralds. Business so far this year indicates the volume should match last year.

No slackening in demand for roll tickets, folded machine tickets, coupon books and other types of tickets is looked for by H. E. Doolittle, manager of the Kansas City (Mo.) Ticket Company. Prices remain on a par with a year ago, he said.

Despite a sharp drop in prices on popcorn, bingo corn will sell at approximately '53 levels, according to N. B. Johnson, of T. W. Wood & Sons, Richmond, Va., suppliers of this product.

Despite a sharp drop in prices statutes are holding to firm levels despite increased manufacturing costs, Nilo Pellegri, of Pellegrini Bros. Statuary Company, Old Forge, Pa., reports. The firm is introducing a number of new items this year but has priced them in line with last year's merchandise.

A gradual improvement in business on rink and skating equipment is reported by Curvecrest, Inc., of Muskegon, Mich. Perry B. Giles, president, reports, however, that prices show no change.

## L. D. HARRIS POPCORN CORP.

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Complete line of Concession Equipment &amp; Supplies

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## PEANUT ROASTERS

10 to 125 per roast Pop Corn machines. New deep poppers. Counter models and portable outfits. Low prices. Write

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Mrs. Since 1882—Vineland, N. J.  
Formerly Peoria, Ill.

## Popcorn, Oil Prices Slump Below 1953

• Continued from page 54

weakness is in the offing, figure that before the slide is arrested prices may drop as much as 40 per cent.

## Large Holdings

Large stocks of corn are currently held by processors who last fall paid comparatively high prices. This has resulted in a certain amount of distress selling by some who found it necessary to turn over corn at bargain prices in order to gain needed operating cash. As a result, dealers in popcorn are buying on a hand-to-mouth basis until some market solidity is indicated.

A similar situation exists in both peanut and coconut oils, major sources of seasoning for the popcorn trade, the survey indicated. The government, which has over a period of years accumulated huge stocks of peanuts, is releasing supplies of the goobers and they're going into the oil trade rather than into regular peanut channels. As a result, not only have prices of peanut oil slumped but the decline has also been felt in coconut oil, and some trade leaders see even further dips before the market again regains its equilibrium.

The general outlook for the popcorn business, as reflected in the survey, however, indicates that most expect stiffer competition but a good season as a whole. In some areas, where unemployment is a problem, the outlook is less optimistic. Most expect outdoor business, however, to be good with a possible increase in theater consumption of corn.

## Down 10-25 Per Cent

Irving Zussman, of Interstate Popcorn Company, Chicago, in line with trade opinion, figures the market on corn is 10 to 25 per cent lower, according to quality. His firm, which handles both popcorn supplies and machines, has introduced a new item in Puffy Pete Popcorn in 100-pound moisture-proof sacks at \$8.50. The company also expanded its line of popcorn boxes in all sizes.

A 30 per cent decrease in prices was reported by R. J. Kem, owner of the Indiana Popcorn Company, Muncie, who, nevertheless, ex-

pects outdoor business to be as good as last year. On a Southern trip this winter Kem contacted a number of machine operators in outdoor show business and reported that many of them were turning to better quality corn which produces more boxes or bags per hundred weight.

The dip in seasoning prices is indicated in a report by James Ryan, vice-president of C. F. Simonin's Sons, Inc., Philadelphia manufacturers of oils under brand names. Their Popsit Plus is 20 per cent under last year's levels due to the big supply of peanuts while their Seazo brand of butter flavored and colored coconut oil is 25 per cent under a year ago.

## Peanuts Up

Prices of popcorn handled by the Virginia & Spanish Peanut Company, Providence, have declined 30 per cent, according to Leon P. Kaloustian. On the other hand, peanuts, not affected by any large over-supply, are currently priced at 20 per cent above last year, he said.

Shelled corn prices in the Minneapolis area are off 20 per cent, according to J. L. Larson, owner of the Midland Pop Corn Company, which services that section of the country. Larson, who also handles a line of cartons and bags used by popcorn concessionaires, says prices on these are holding firm.

Britzius Manufacturing Company, Dover, Minn., supplier of popcorn cones, also reported prices on its product remain on a par with last year.

Agnes G. Sieg, of the Ramsey Popcorn Company, Ramsey, Ind., was one of the most bearish of the suppliers, reporting prices of shelled corn as 40 per cent under a year ago. Her contention is that the outlook is for lower prices during the coming season.

The bumper crop of corn has dipped prices 25 per cent, according to Lee Stine, manager of Popcorn Processing Company, Inc., Hagerstown, Md. The over-all picture, however, is not gloomy. Stine said, pointing out that the consumption of popcorn, particularly in the home, is steadily increasing.

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Low-cost floor model with big 12-oz. popping capacity. Steel kettle with automatic cover lift. Also available in counter model.

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Popcorn Machines!

MODELS FOR  
ALL LOCATIONS

## GIANT GAS POPPING UNIT

Pops 2 lbs. of raw corn per charge. Burns natural, manufactured, or bottled gas. Gasoline equipment also available. A giant for profits everywhere.



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All Electric Action Dispenser, Refrigerated, Capacity 12 Gallons  
**\$379.50**



Kool-Aire Dispenser With 5 Gallon Jug  
**\$37.50 each**



Approved by "Pure Food Laws"



THE SNO-KONETTE **\$135.00**  
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ECHOLS APPROVED ICE SHAVER  
With Case **\$312.50**  
Without Case **250.00**

- COLD DRINK DISPENSERS**  
Priced from \$37.50 to \$379.50
- COLD DRINK SUPPLIES**  
Orange Crush Syrup, with or without pulp, Per Gal. \$ 2.25  
Syrups—All Flavors, Case 4 Gallons, **8.40**  
Syrups—All Flavors, Single Gallon, **1.90**  
Concentrates: All Flavors 1 Qt. **1.75**  
4 Qts. **6.50**  
Cups— 9 Oz. Per Case of 2500, **16.50**  
12 Oz. Per Case of 2500, **21.00**  
16 Oz. Per Case of 2500, **27.50**  
Mason-Jira Syrup Dispensers, Each **12.50**  
Hot Drink Cups—4 Oz., Per M **13.50**  
8 Oz., Per M **13.50**  
Flatwood Spoons 5 inch, Per M **1.75**

**SNOW CONE SUPPLIES**

- 6 Oz. Sno-Kone Cupst. Per Case of 5,000, **\$18.75**  
Per Case of 10,000, **35.00**  
Less than case lots—Per 1,000, **4.00**  
Wood Spoons, 3 1/2", Per 1,000, **1.25**  
Per Case of 10,000, **12.50**  
Syrups, Per 4 Gal. Case, **4.40**  
Single Gallon, **1.80**  
Concentrates, Per Qt., **1.75**  
4 Qts., **6.50**  
Snow Cone Dippers, Each, **1.50**  
Snow Cone Fluorescent Sign, **19.50**  
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Measures One Ounce of Syrup  
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Carts—Automatic—Dime Size, Per M, **9.10**  
Regular—Dime Size, Per M, **8.75**  
Small Size (5c), Per M, **7.50**  
Bags: 1/2 Lb. Size, Per M, **2.00**  
1 Lb. Size, Per M, **2.25**  
1 1/2 Lb. Size, Per M, **2.50**  
Salt: Case of 18—3 Lb. Boxes (54 Lbs.), **2.75**  
PEANUTS: Jumbo, Roasted, Packed 96 Lbs. to Bags, Per Lb., **28 1/2c**  
Raw, Per Lb., **27 1/2c**  
Circle-Type Peanut Bags, Per M, **\$ 1.75**  
Per Case 10 M, **13.00**

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- Ready Boiled Floss Cones, Per Case of 4,000, **\$15.00**  
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Wrapping Wax Floss Tissue, Per 1,000, **2.00**  
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1/4 Lb., **1.75**  
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1/4 Lb., **2.25**  
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Floss Bands, **5.00**  
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Complete Floss Stand, All Aluminum, **125.00**

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Case of 10,000, **12.50**  
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Case of 10,000, **22.50**  
Topping—Shredded Coconut, 25 Lb. Can, **\$10.00**  
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Lollypop Zoo, opened in 1950 in Syosset, N. Y., clicked from the outset. Not the least of the reasons is that the spot's founder-owner, Harry Sweeney, retained the atmosphere of an old farm and sylvan retreat. The picturesque pond at upper right is a natural for ducks. Corn shocks and punkies, lower right, accent the rural appeal. Domesticized barnyard creatures, plus one llama, are in zoo area at upper left. The Jack and Jill House, shown at right, enables the kiddie zoo to accommodate many birthday parties for the small fry.

## LOW-PRESSURE PROMOTION WINS

# Suburbanites Beat Path to Door Of Long Island Children's Zoo

SYOSSET, N. Y., April 3.—One of the difficulties encountered by Harry Sweeney is convincing people that building up and running a kiddie zoo is not a short cut to retirement.

"They keep asking for advice with the idea that all they have to do is fence in a couple of ducks and they're in business," he says. "There's plenty of work to do, some of it enjoyable but all of it hard."

Sweeney is former assistant general director of the New York Zoological Society, who made a successful thing out of his pioneering attempt at a privately owned children's zoo. His Lollypop Farm Zoo, on the Jericho Turnpike in this Long Island suburb, has been clicking since it opened June 16, 1950.

### Long, Hard Work

Altho Lollypop exhibits by and large the same variety of barnyard animals and fowl as does the garden variety of kiddie zoos, Sweeney's enterprise is notable in several ways. For instance, there is the lavish use of pastel-shaded paints and decorative structures which provide a setting for the inhabitants of Lollypop. This is the product of arduous hours by the owner, who has performed virtually every form of construction task on the four-acre compound.

This is especially evident in the wintertime, when zoo activity is confined to the interior of its picturesque steeple house. A landmark noted as a former stagecoach stop, it has had its interior transformed into a children's wonderland. Colorful enclosures decorate the walls and fill the rooms, with numerous animals on display, ready to be fed and fondled by the moppet visitors.

Lollypop opened with an entrance charge of 25 cents—21 plus 4 cents tax. The traffic was so heavy throught the first three seasons that admission was raised last year to 30 cents. There was no decline in patronage.

This ticket price is charged everyone over 18 months old. Schools and institutions get a rate of 20 cents for 20 or more children. Other income is obtained at a souvenir stand, Jack & Jill House restaurant with patio, and the half dozen old vending machines Sweeney took with him from the Bronx Zoo, where he designed that park's children's zoo. His venders dispense popcorn for a dime, to be eaten by the kids and urged as a food for the animals. Four venders are in a battery against a building wall. The other two stand alone.

Birthday parties bring in added revenue. For \$1.25 per child and \$1 per adult there are cloth-covered tables, inscribed cake, three train rides per child, balloons, ice cream, favors, candies and lollypops. Parties are held in the little Party House. One week's notice and one-half deposit are required.

Sweeney says he was lucky in obtaining his location, admitting that he had preferred setting up closer to New York City. Choicer spots were priced too high or made unavailable to his type business. "One day I was passing by and saw this fellow posting a sign on this property. I bought it, and here we are."

Beside the old steeple house, which is an eye-catcher as well as a historical structure, there is a picturesque pond which fits ideally with the zoo operation, as it is a natural for the use of ducks.

### Staff of Six

Parking space for about 250 cars has been set aside right off the highway, and from the lot, the patron obtains tickets from a decorative cashier's building. The cashier is one of the six full-time Lollypop employees, five of them being women. Sweeney, his wife and two daughters also add their services. Sweeney's headquarters are upstairs in the steeple house, where he has the attic walls decorated with paintings he has produced, and where he does whatever planning and office work is necessary.

A former architect, he has applied his fine artistic talents in

the design of Lollypop's figured decorations and animal enclosures. Flagpoles lining the parking area sport animal banners hand-made by Sweeney. Last season 20 talent shows were performed on a stage he built.

The professional entertainment is being discontinued this year since patronage was held too light to warrant the shows being put on again. The format consisted of a cowboy and horse, story-teller, ventriloquist and magician.

### Train Is Sole Ride

There are no riding devices at Lollypop other than a Rensselaer Miniature Train, owned and operated by a concessionaire. Every other function at the zoo is owned and run by Sweeney. Adding more rides, he feels, would detract from his place's appeal as a zoo. Ride tickets are 9 cents each, three for a quarter.

"A zoo is a zoo, and an amusement park is an amusement park," he opines, and the separation of the two has produced results at Lollypop.

There are about 300 animals there, many of them unpenned and almost all born and raised at the zoo. All are domesticated barnyard creatures except a llama. At one time there was the intention of operating a pony ride, and Sweeney invested \$2,400 in ponies.

"Then the State classified the ride the same as it did golf ranges and outdoor movies. I had to pay my pony boys 75 cents an hour. At that rate I couldn't make more than \$8 a day on a pony," Sweeney recalls.

### Pony Ride Dropped

"I sold the whole kaboodle that fall, and told the State, in effect: 'Thanks boys, you just put me out of the pony ride business.'"

He regards his enterprise as a sort of grind show. "It's a constant show here, with the animals as the actors. They are untrained so their actions are always spontaneous. Kids like that."

So do grownups, apparently, because with his extreme low-pressure promotional endeavors Sweeney has netted a fabulous amount of free publicity. Much of this results from word-of-mouth testimonials, he assumes, since professional writers and photographers are always dropping by.

"We don't care how many photographers show up," he philosophizes. "Anyone who wants to is perfectly welcome to unlimber his



camera here. The place is set up to be photogenic."

As a result of the plugs given by the thousands who have been to Lollypop, Sweeney and his animals have appeared four times with Arthur Godfrey on TV, once on the "Howdy Doody" show, and on 12 other programs. Stories on the zoo have appeared in the Saturday Evening Post, McCall's, Cue and Good Housekeeping magazines. Sweeney says he did nothing to solicit these appearances and stories, but that they just happened. His only advertising is in local Long Island weekly newspapers.

Lollypop can accommodate 3,500 paying guests. To enable an easy traffic flow around the grounds, the management has constructed winding paths decorated by country log fences and corn shocks, the latter from outlying farms. Here, too, are obtained some of the young colts, donkeys and kids, and here they are returned when they grow too large for the entertainment of children.

These good days, on which the top crowds are drawn, do not occur during cold weather when the animals are confined to the steeple house. Even so, winter business is more than sufficient to warrant

the house being kept open. All the year around, in fact, the zoo is in operation, with the exception of Christmas Day. And the hours are 10 a.m. to dusk daily. During Christmas season there is a special house set aside for Santa, and other seasonal display is set up at Easter time.

### Displays Altered

There is constant addition and alteration going on at Lollypop. Since Syosset is a suburb surrounded by more suburbs of New York City, there is much repeat patronage. The area is in the midst of Long Island's postwar building boom, where many thousands of young families are settling. To retain a constant patronage Sweeney and his staff continuously alter the displays and switch items around to maintain interest.

Having built his zoo into a successful business, Sweeney now plans on erecting a home for his family on the property. A former aid to Robert Moses, New York City parks commissioner, at the World's Fair, Sweeney went from there to the zoological society. Side achievements in addition to his painting have included the authoring of a book on naval tactics, his pet subject.



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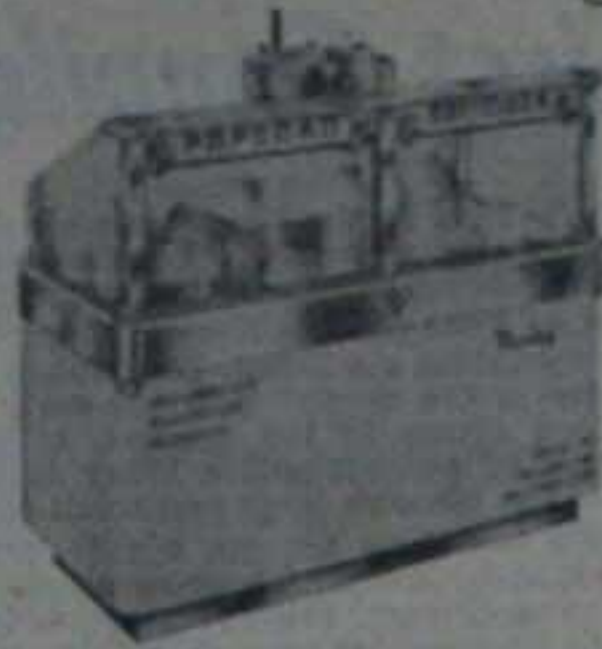
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# Who's Who in Circus

## First Compilation Names 3,000

Who's Who in the Circus, an all-time compilation of circus people, is presented as the first of its kind in the two-century history of circuses.

Nearly 3,000 persons from all departments of circus operation are listed. They range from the "founder of the circus" thru the early years of American shows to the present. Included are hundreds of persons active today in the operation of the nation's large and small circuses.

There are show owners, agents, performers, trainers and clowns. There are boss hostlers, long-string drivers, calliope players, fat ladies, midgets, Siamese twins, legal adjusters, 24-hour agents, inside lecturers, cannonball jugglers, glass blowers, tattooed men, brigade bosses, bill car managers, human cannonballs, a lightning ticket seller, a lion breeder, 40-horse drivers, wagon builders, snake charmers and dealers, the keeper and the taxidermist for Jumbo and the keeper of Gargantua.

The biographical list was compiled by the Harry Hertzberg Collection at the San Antonio Public Library. This is one of the prime sources of circus information and history. Each listing here means that some information about the person is on file at the library. In some cases the data adds up to highly detailed biographical material; in some cases it is limited.

The Billboard has augmented the library's list thru the addition of scores of names and

supplied information about most of them. More names are to be added as they become available.

The aim of the library is to amass data about everyone who has been with circuses. The ultimate file will include many additional names. Some of the prominent names of circusdom have not yet been added to the list. The absence of any circus person's name here does not mean that he or she has been excluded, but only that details about their circus careers have not yet been received.

The library and The Billboard request that biographical material about circus people not named here be sent to the Hertzberg Collection, San Antonio Public Library, San Antonio, Texas.

In addition to names and details about the seasons and shows of trouping persons, one should include nicknames or professional names, family connections, birth date, unusual or outstanding incidents while with circuses and any other pertinent information. All biographies will be added to the Hertzberg Collection. Corrections and additions to present information also are invited.

This listing and the additional information at San Antonio were compiled by Vivienne Mars, head of the Hertzberg Collection, and her assistant, Goldie Steel, under the direction of Julia Grothaus, librarian at the San Antonio Public Library.

**A**

Abomah, glanless  
 Abilam, Ben, 1948, elephant man  
 Abarro, Pedro, tight wire  
 Acevedo, Alex, 1903-1950, acrobat  
 Adair, Pete, 1928-1951, acrobat  
 Adams, Albertino, 1900-1948, clown  
 Adams, George H., owner  
 Adams, Gertrude (Mrs. James), 1873-1952, acrobat  
 Adell, Ben, 1887-1951, dog and pony trainer  
 Adkins, Jess H., 1886-1940, manager, owner  
 Adler, Felix, 1901, clown  
 Admire, Gladys, publicity  
 Admire, J. C., 1889, general agent  
 Adolph, Rudolph, Side Show  
 Ager, John, 1890-1951, equestrian director  
 Agnew, Myrtle, 1888-1943, Side Show  
 Agra, Zaluma, Side Show  
 Ahlhart Jr., H. W., general agent  
 Aiken, George A., agent  
 Aikens, Carrie, Side Show  
 Alberts, Herr, animal trainer  
 Alberti, acrobat  
 Albright, E. H. (Deacon), 1880-1949, calliope player  
 Aldrich, Dee, Side Show manager  
 Alexander, Edward, 1880-1938, acrobat  
 Alexander, Roy, acrobat  
 Alexander, Spruener, boss hostler  
 Alfonso, Side Show  
 Ali, Hassan, 1876, giant  
 Allapaw, Fred C., elephant superintendent  
 Allen, Edward T., clown  
 Allen, Jean, equestrienne  
 Allen, Jolie Rand, 1937, trainer  
 Allen, W. Walter, equestrian director  
 Allen, Whiting, press agent  
 Almond, Jethro, owner  
 Althoff, Franz, elephant trainer  
 Alvarez, Paul, 1878-1948, acrobat  
 Alzhan, Harold, wire walker  
 Ambrose, Gaullierro, 1803-1852, acrobat  
 Ambrose, Joseph, 1892-1951, clown  
 Amelia, Madame, glanless  
 Ames, Col. C. T., owner  
 Amok, Chief, Side Show  
 Anders, Frank (Kokomo), -1948, legal adjuster  
 Anderson, Bud E., 1950, owner  
 Anderson, John, 1864-1922, animal trainer  
 Anderson, John Murray, 1954, producer  
 Anderson, Mrs. Belle, wardrobe mistress  
 Anderson, Mrs. Onida Nelson, acrobat  
 Anderson, Norman, 1918, owner  
 Anderson, Oscar, perch act  
 Andress, Charles, 1852-1923, owner, adjuster  
 Andrew, animal trainer  
 Anker, Captain, 1882, horseman  
 Annato, Mlle. Palmire, equestrienne  
 Antiale, Anna, perch  
 Antes, William, 1908-1953, publicity  
 Anthony, Bumpy, clown  
 Antoni (Umberto Guilleaume), 1936, clown  
 Antonio, Adolina, acrobat  
 Antrim, Doran K., band leader  
 Appolo, Albert, acrobat  
 Arns, Joseph Donnelly, 1873-1938, contortionist  
 Arley, William, 1886-1941, acrobat  
 Arlington, Edward, 1874-1947, owner, agent  
 Arlington, George, 1850-1923, owner, manager  
 Armstrong, Earl  
 Armstrong, James, clown  
 Armstrong, George, animal trainer  
 Arumia, Singh, 1927, elephant trainer  
 Artigas, Jesus, owner  
 Ash, leopard boy  
 Ashe, William J., 1871-1953, acrobat  
 Ashton, Tony, owner  
 Askin, Gordon C., 1891, calliope driver  
 Asley, Philip, 1743-1813, father of circus  
 Atkinson, George, owner, press agent  
 Atkinson, Spafford, 1844, Oklahoma Bill  
 Atom, Major (Kahn), 1866, midget  
 Atterbury, Robert Lee, 1868-1941, owner, manager  
 Atterbury, W. A., owner  
 Atwell, Harry, photographer  
 Auger, Capt. George, 1893-1922, giant  
 Aukings, Clarence, agent  
 Austin, John Benedict (Ben), 1873-1947, executive  
 Aury, Douglas, cowboy  
 Aury, Omar, cowboy  
 Avery, Leslie, -1931, doorman  
 Aylerworth, Leonard, boss canvasman  
 Ayotte, Foster (Young), 1886-1942, acrobat

**B**

Babault, Mme. Virginia, 1870, Side Show  
 Babusio Sr., Eugene, 1936, clown  
 Bachard, Rosa Lee, 1886-1953  
 Backman, Golds S., 1885-1951, equestrienne  
 Backman, John T., 1867, owner, trainer  
 Baddley, W. Bill, manager  
 Bagg, Horace Webb, clown  
 Bagonghi, Johnny, clown  
 Bah, Chone, Burmese priest  
 Balle, King, Side Show manager  
 Bailey, George F., 1818-1903, owner  
 Bailey, Hackalah, 1778-1845, elephant owner  
 Bailey, James A. (McGinness), 1847-1906, owner  
 Bailey, M. H., supt. lights  
 Bailey, Marjorie, acrobat  
 Bailey, Mollie A. K., 1844-1918, owner  
 Bailey, William, 1818-1899, family of Hackalah Bailey  
 Baker, Johnny, 1870-1931, marksman  
 Baker, Myron (Buck), clown  
 Balkentine, William, 1910, artist, writer  
 Ballard, Cora, dwarf  
 Ballard, Ed M., owner  
 Ballinger, T. W., 1873-1926, agent, manager  
 Banks, Sam J., press agent, poet  
 Barnes, Emmett E., 1891-1921, magic  
 Barbette (Van der Clyde Broadway), 1859, producer  
 Barlow, Erma, animal trainer  
 Barlow, William W., tight wire  
 Barnes, Alphaus George, 1863-1931, owner  
 Barnes, Delle (Mrs. A. G.)  
 Barnes, Harold, 1920, tight wire  
 Barnes, James, 1878, clown  
 Barnes, Jane H. (Mrs. A. G.)  
 Barnes, Robert, 1897, owner  
 Barnes, Sarah J. (Mrs. A. G.)  
 Barnett, Bobo (Chester), clown  
 Barnett, Harry E., owner  
 Barnett, Joseph  
 Barnett, Luther  
 Barnett, Nancy Pish, 1850-1927 (Mrs. F. T.)  
 Barnett, Phineas Taylor, 1810-1891, owner  
 Barrera, Jose (Mexican Joe), 1877-1949, cowboy  
 Barrett, Cecelia (Mrs. John W.), 1949  
 Barrett, Roy, clown  
 Barrett, Sheldon, 1945-1900, owner  
 Barron, Sam, 1890, bandman  
 Barry, Charles, equestrian director  
 Barry, Thomas, 1829, singing clown  
 Barrows, Richard (Dick), producer  
 Barton, Eric, 1897-1951, acrobat  
 Bartlett, L. A., calliope player  
 Barton, James O., 1881-1952, acrobat  
 Bartola-Maxima, Aster children  
 Barton, George, rider, owner  
 Barton, John A., 1921, owner  
 Barton, Phil, 1918, acrobat  
 Barry, Howard T., promoter  
 Basile, Joe, bandmaster  
 Baschler, George H., 1827-1913, owner  
 Baschler, John P., owner  
 Basch, Anne L. W. (Mrs. Martin), glanless  
 Basch, Anne Swan (Mrs. Martin), glanless  
 Basch, Maria Van Buren, 1846-1912, giant

**C**

Bates, George N., animal trainer  
 Bates, Jacob, horseman  
 Battersby, Hannah Perkins (Mrs. John L.), 1842-1889, glanless  
 Bauman, William, 1892, rider  
 Bayless, Alma (Mrs. William), 1887-1951, performer  
 Beach, James M., agent  
 Beale, Barbara, performer  
 Beattie, James W., concessionaire  
 Beatty, Clyde Raymond, 1904, owner, trainer  
 Beatty, Harriett (Mrs. Clyde), 1950  
 Beatty, Loraine Abel (Mrs. Clyde)  
 Beaulieu, Felix, 1869-1938, acrobat  
 Beck, Al, press  
 Beck, John, property man  
 Beckman, Fred, 1854-1941, owner  
 Beckman, Edward, 1890-1952, owner  
 Beckman, Thomas J., 1892-1928, owner  
 Bedini, Adele (Lady Victor), 1868-1948, rider  
 Bedini, Flora, rider  
 Bedini, Victor, 1863-1938, rider  
 Bedow, Henry, 1907-1953, clown  
 Beebe, Frederick, Wild West rider  
 Beekler, Clayton, acrobat  
 Beers, George, 1877, owner  
 Beers, Mrs. George, owner  
 Beeson, Beria (Herbert), wire walker  
 Begar, Marie, 1884-1950, Reno & Begar troupe  
 Below, Merrill, horse trainer  
 Bedford, George W., 1866-1937, acrobat  
 Belknap, William L. Sr., 1884-1942, acrobat  
 Bell, Charles, clown, owner  
 Bell, Gus, acrobat  
 Bell, Jack, bandmaster  
 Bell, Rita, 1890-1934, acrobat  
 Belmont, Avery, circus owner  
 Belmont, Daisy, 1871, equestrienne  
 Beneditt, Guglielmo, 1891-1935, clown  
 Bennett, Melvin, acrobat  
 Bennet, Manfried, boss trainer  
 Beno, Ben, high act  
 Benson, John Thomas, 1871-1943, wild animal dealer  
 Benum, Bench, high diving  
 Berg, Lou, circus financier  
 Berger, Irene, 1911-1922, acrobat  
 Bernard, Charles, 1861-1938, treasurer  
 Beronini, Otto, 1828-1950, acrobat  
 Berris, Joseph, horse trainer  
 Berry, Arthur, 1861-1952, performer  
 Bert, Harry, ticket superintendent  
 Bewick, William Richard, 1843-1923, leaper  
 Bevin, Mrs. Mary Ann, Side Show  
 Bible, Roy, owner, trainer  
 Bihrowski, Stephen, 1892, Side Show  
 Bigsby, Robert A., property man  
 Billett, Eddie, rigger, wire walker  
 Black, George, legal adjuster  
 Blackstone, Harry, 1885, magic  
 Blair, Dr. W. Reid, soo veterinarian  
 Blacklee, Joseph, bill poster  
 Blazek, Rosa-Josepha, 1878-1922, Side Show twins  
 Blencoe, William, show printing  
 Blitch, Alpine, 1892-1922, fat woman  
 Blitt, Francis H., magic  
 Bloomberg, William, 1931, horse trainer  
 Blondin, 1824-1897 (Emile Gravelot) tight rope  
 Blood, Archie, 1905-1951, steward  
 Blood, George J., 1903, steward  
 Blue, Michael, promoter  
 Blumenthal, George, 1862-1941, showman  
 Blumfeld, Emil, -1902, ring master  
 Blumfeld, Herman, 1868-1952, booker  
 Bockus, Curtis, owner  
 Bodkin, Fred, owner  
 Bodkin, Otto, owner  
 Boet, O. B., 1931, clown, owner  
 Bognany, Ety (Mrs. Joseph), 1948, Riskey act  
 Bogardus, Capt. A. H., Side Show  
 Bonavia, Capt. Jack, 1917, animal trainer  
 Boneck, Lou Ann, acrobat  
 Bonetta, C. C., balloonist, parachute jumper  
 Bonfil, Frederick Oltner, 1861-1922, owner  
 Bonheur, Amos G., owner  
 Bonheur, Howard A., owner  
 Bonheur, James R., owner  
 Bonhomme, J. W., 1878-1949, performer  
 Bonneau, Proper, 1845-1950, acrobat  
 Bonno, Billy (Jesse Slater), 1879-1904, giant  
 Booth, Samuel, showman  
 Borella, Arthur, 1860-1948, clown  
 Boruawski, Joseph, 1739-1827, midget  
 Boothell, Louise (Mrs. Frank Melville), slack wire  
 Boetock, Edward Henry, 1858, manager  
 Boetock, Francis, 1868-1948, manager  
 Boetock, Frank Charles, 1866-1912, animal trainer  
 Boston, Fred, clown  
 Boudinot, F. A. (Nabe), general agent  
 Boudins, Alicia, Side Show  
 Bourne, Patricia, 1914, animal trainer  
 Bowen, Eli, 1842-1924, Side Show  
 Bowers, Art, Side Show manager  
 Bowers, Bert C., 1878-1926, owner  
 Bowman, Harry P., 1874-1951, agent  
 Bowman, J. E., elephant man  
 Bowman, Prof. Sam F., 1935, magician  
 Boyce, Edwin, 1822, clown

**D**

Boyle, William (Hopalong Cassidy), 1898, cowboy  
 Boyhan, Dennis, acrobat  
 Boyle, Edward Elsworth, 1889-1951, clown  
 Boyton, Capt. Paul, 1884  
 Braatz, Margarethe, 1862-1941, acrobat  
 Brachard, Paul Sr., 1878-1948, contortionist  
 Braden, Frank W., publicity agent  
 Bradley, A. C., financier  
 Bradna, Ella (Mrs. Fred), equestrienne  
 Bradna, Fred (Levebre), 1875-, equestrian director  
 Brady, Charles, canvasman  
 Brady, James J., press agent  
 Bradley, A. C., agent  
 Bradley, A. C., adjuster  
 Brand, Anna Goudron (Mrs. Frank), 1880-1941, trapeze  
 Brannon, Ed L., agent  
 Branson, F. N., agent  
 Braun, Eric, acrobat  
 Brazil, John, car manager  
 Breitenkreitz, Otto, circus owner  
 Brewer, William, 1864-1931, rider  
 Brice, John, detective  
 Briggs, Bert, -1942, animal trainer  
 Bright, Ellen, animal trainer  
 Brock, Alex, bar act, clown  
 Brock, Edna (Brockmeyer), -1931, acrobat  
 Brock, Will, long-string driver  
 Bronett, Herman, -1949, owner, clown  
 Bronett, Tini, 1895-1952, manager  
 Brooks, C. S., bandmaster  
 Brooks, Robert, acrobat  
 Brown, A. C., -1931, animal trainer  
 Brown, A. E., 1891-1952, circus musician  
 Brown, Frank, comic  
 Brown, Grace Wilber, elephant trainer  
 Brown, Helen, 1845-1904, fat woman  
 Brown, Henry Donald, bandmaster  
 Brown, J. Ed (James Edward Buck), 1888-, showman  
 Brown, Joseph, 1906-1936, advance man  
 Brown, Mollie, equestrienne  
 Brown, Robert, treasurer  
 Brown, W. E. (Dad), 1868-1922, acrobat  
 Brown, William A. (Stogie), 1869-1936, advance man  
 Browne, Charles Farrar, 1824-1867, showman  
 Brownell, Charles F., animal trader  
 Bros, Edward, 1901-1945, bandman  
 Bruce, Leo, clown  
 Bruce, Vera, 1906-1927, acrobat  
 Brunen, John (Honest John), owner  
 Brunn, Francis, juggler  
 Brun, Jacoby, 1892-1951, equestrian director  
 Brunner, Fritz, animal trainer  
 Brydon, Ray Marsh, owner  
 Buchanan, Fred, owner  
 Buchanan, Thomas, promoter  
 Buck, Frank, 1884-1950, wild animal hunter  
 Buck, Nettie, 1842-1922, equestrienne  
 Buckinger, Matthew, 1876-1922, dwarf  
 Buckley, Bert J., 1892-1951, owner, animal trainer  
 Buckley, Harry, circus owner  
 Bullock, Bill, Wild West show  
 Bulwan, Rose, acrobat  
 Bump, James S., nephew of Mrs. Tom Thumb  
 Bunker, Eng and Chang, 1811-1874, Siamese twins  
 Burk, Anne, 1923-1947, albino  
 Burdett, Panny, 1859-, twin midget  
 Burdett, Major, 1859-, twin midget  
 Buresova, Edward, midget  
 Buresova, Kristina, midget  
 Burke, Billy (William Ethelbert), -1906, clown  
 Burke, E. M., -1939, owner  
 Burke, John M., press agent  
 Burkhardt, Harlan, -1949, front door supt.  
 Burkhardt, Noyelles D., manager, adjuster  
 Burns, George, -1940, acrobat  
 Burroughs, La Belle Tina (Mrs. William), 1879-1942, acrobat  
 Burslem, Lillian, -1924, acrobat  
 Burson, Arthur, wire act, clown  
 Busch, Paul, 1849-1937, owner  
 Busch, Paula, equestrienne, owner  
 Bust, clown  
 Butler, Al, contracting agent  
 Butler, Frank E., sharpshooting  
 Butler, Roland, publicity  
 Butler, Dewey, 1899-1934, horse trainer

**E**

Calverly, Clifford, tight rope  
 Cambal, Highland, -1871, giant fat man  
 Cameron, Robert, billposter  
 Cameron, James, owner 40-horse driver  
 Camille, clown  
 Campbell, Allen O., 1868-1937, owner  
 Campbell, Ed, 1871-1950, owner  
 Campbell, J. F., showman  
 Campbell, Jane, glanless  
 Campbell, Virgil, owner  
 Campbell, W. P. (High Grass), owner  
 Campbell, W. P. (Low Grass), owner  
 Cantor, Arthur, press agent  
 Capell, H. N. (Doc), owner  
 Capell, Mily, equestrienne  
 Cardenas, General, dwarf  
 Carey, John, 1837-1921, press agent, manager  
 Carl, giant  
 Carl, Zora, animal trainer

**F**

Carlotta (Mrs. Lottie Aymer Cousins), -1949, performer  
 Carmo, equestrian  
 Carney, William J., 1861-1936, performer  
 Carr, James R., 1874-1952  
 Carr, Willie, 34-hour agent  
 Carreon, Carlos, horse trainer  
 Carroll, Charles, ticket seller, calliope  
 Carroll, Norman, equestrian director  
 Carson, John M., 1883-1952, head usher  
 Carson, Kit Jr. (W. F. Fleming), cowboy  
 Carver, Dr. W. F., marksman  
 Caslang, Pearl (Mrs. Charles Phillips), 1875-1951, animal trainer  
 Caslang, Reuben, 1879-, animal trainer  
 Caslang, Sidney, -1941, animal dealer  
 Casle, Fred R., leaper  
 Casle, Robert (Hal Silver), wire walker  
 Castella, Dan, clown, owner  
 Cavanagh, Pete, 1866-1921, advertising agent  
 Cavils (Don), 1848-, clown  
 Cedar, Lew, lion trainer  
 Celeste, Olga, 1891-, cat trainer  
 Chambers, John T., 1873-1953  
 Chambers, John, 1850-, Side Show  
 Chambers, William W. (Star Kid), -1923, driver  
 Chandler, Ernest, boss canvasman  
 Chang-Yu-Sing, 1847-1892, giant  
 Chapman, Blanche, singer  
 Chapman, Ella, singer  
 Chapman, George Bruce, -1935, owner  
 Chase, Clayton, clown  
 Chase, Louis, manager  
 Che Mah, 1828-1926, dwarf  
 Cheney, David Dudley, 1880-1942, owner  
 Chester, Paul, clown  
 Chesworth, George, 1885-1949, midget  
 Chiarini, Giuseppe, 1823-1907, owner, equine director  
 Chidester, Robert W., -1951  
 Chief, DeRo, dwarf  
 Chipman, Bert Jesse, 1867-1952, Side Show manager  
 Chipman, Harry B., press agent  
 Chipman, Marge (Mrs. Harry), 1898-1950  
 Chisler, L. Ray, calliope player  
 Chiquita, Norma, midget  
 Christman, L. K., 1901-  
 Christiansen, Jorgen M., horse trainer  
 Christiansen, August, animal man  
 Christy, George W., owner  
 Christy, Mrs. George W., -1922, owner  
 Christy, Harold, manager  
 Chissey, Jan, prima donna  
 Cimijotti, Eberhard, 1863-1943, rider  
 Cinqreval, Paul, rope walker, juggler  
 Claire, Prof. Carl, hand master  
 Clark, Carl M., 1876-1952, owner  
 Clark, Christopher A., 1866-1951, medicine show operator  
 Clark, Josephine, equestrienne  
 Clark, Mary Eva, 1814-1941  
 Clark, M. L., owner  
 Clark, W. W., owner  
 Clark, Willie, juggler  
 Clarke, Adeline Fitzroy (Mrs. Charles), acrobat  
 Clarke, Alfred, Side Show  
 Clarke, Charles, 1878-1951, acrobat  
 Clarke, Elizabeth Hanford, rider, acrobat  
 Clarke, Ernest John, 1877-1941, acrobat  
 Clarke, Ernestine (Mrs. Parley Naer), rider, acrobat  
 Clarke, John, Side Show  
 Clarke, John Smith, 1885-, animal trainer  
 Clarke, "Kit" (Birchet), 1824-1918, press agent  
 Clarke, Kitty (Mrs. F. Harold Van Orman), acrobat  
 Clarke, Percy, acrobat  
 Clauson, Samuel J., publicity  
 Clawson, Ralph, manager, adjuster  
 Clay, Richard, -1926, with Russell Bros.  
 Cleary, Marsha, -1944, acrobat  
 Clegg, William, 1842-1923, clown  
 Clemens, Dick, lion trainer  
 Clements, Steve, knife thrower  
 Cleo, Roy, 1877-1949, clown  
 Clicko, Side Show  
 Clifton, George F., 1872-1951, clown  
 Cloutman, Josephine Fortune, bearded lady  
 Cloutman, John C., press agent  
 Coo (George Hubert Herbert), clown  
 Coo (Nicolas Polakows), 1906-, clown  
 Coo (Raoul Jolin), clown  
 Codona, Alfredo, 1893-1937, acrobat  
 Codona, Edwardo, 1860-1924, father of acrobats  
 Codona, Hortense Dulisay (Mrs. Edwardo), 1867-1921  
 Codona, Lalo (Abelardo), 1896-1951, acrobat  
 Codona, Victoria, 1891-, acrobat  
 Codreano, Emilio, acrobat  
 Codreano, Rene, acrobat  
 Cody, Louisa F. (Mrs. W. F.), 1843-1921  
 Cody, William Frederick, 1846-1917, Buffalo Bill  
 Coe, George, 1889-, owner  
 Coe, Harry (Doc Murray), 1893-1951, Side Show manager  
 Coen, Donna, -1934, elephant worker  
 Coffey, Dr. James W., 1833-, Side Show  
 Cohn, Charles (Butch), 1874-, treasurer  
 Colburn, Mel, agent  
 Cole, James M., owner, trainer  
 Cole, Albert H. (Bert), 1828, announcer  
 Cole, George S., 1834-1910, owner

**G**

Cole, Mary Ann, owner  
 Cole, Walter, 1823-1898  
 Cole, William H., 1807-1848  
 Cole, William Washington, 1847-1915, owner  
 Coleman, Robert, 1897-1950, inside lecturer  
 Collat, Leon, 1839-1948, acrobat  
 Colliano, Con (Sullivan), wire walker  
 Colliano, Winifred, performer  
 Collins, Frank, property man  
 Collins, Patrick, 1860-1944, owner  
 Colman, Fred A., Octman circus  
 Colvin, E. D., 1843-1901, partner  
 Comstock, John, 1865-1933, acrobat  
 Compton, Cy, cowboy  
 Conroy, Myrtle, equestrienne  
 Conroy, Lee S., 1894-1951, car manager  
 Conzelle, Antoinette, acrobat  
 Conzelle, Arthur, acrobat, owner, manager  
 Conkey, Leroy, 1890-1949, calliope player  
 Conklin, George, 1845-1924, animal superintendent  
 Conklin, James Wesley (Paddy), 1878-1929, owner  
 Conklin, Pete, 1842-1924, clown  
 Conners, George, 1866-1934, equestrian director  
 Connor, George Vincent, 1861-1944  
 Connor, Max, 1878-1926  
 Conzoly, Charles H., 1871-1947, financier  
 Constantine, clown  
 Constantine, Captain, tattooed man  
 Conway, Sam, boss canvasman  
 Conway, William J., 1885-1932, agent  
 Cook, D. C., owner  
 Cook, Frank A., 1872-1937, legal adjuster  
 Cooke, Delbert E., -1945, clown  
 Cooke, Edna Marie, 1838-1951, midget  
 Cooke, James (Patrick Hoey), 1824-1888, clown, acrobat  
 Cooke, John Henry, 1837-1917, owner  
 Cooke, Louis E., 1850-1922, general agent, manager  
 Cooke, William, equestrian  
 Cooper, Courtney Kyley, 1886-1940, press agent  
 Cooper, Dr. E. L., 1902-1933, Liberty horse owner  
 Cooney, James Eberger, 1823-1892, owner  
 Cooney, Sir Henry, giant  
 Corbin, Myrtle, 1888-, Side Show  
 Cornwall, Hilda, 1897-1933, acrobat  
 Corria, Marietta, equestrienne  
 Corriello, George (Turner), 1883-1932, dog trainer  
 Cory, C. E., manager  
 Costello, Dave Jr., bareback rider  
 Costello, Dave Sr., 1862-1922, bareback rider  
 Cotter, Patrick, 1760-1806, giant  
 Coup, William Cameron, 1836-1895, owner  
 Courral, Frank, 1878-1951, advance man  
 Court, Alfred, animal trainer  
 Courtney, Robert, 1878-1945, acrobat  
 Coxe, Willard D., -1943, press agent  
 Coyle, Hugh, 1843-1908, press agent  
 Coyle, Michael Cassius, 1838-1918, owner  
 Craley, Elmer Vernon, 1876-1949, trapeze  
 Crandall, Margaret, -1848, equestrienne  
 Crandall, William Lee, 1802-1836, equestrian  
 Cravat, Nick  
 Craven, Stewart, 1821-1896, elephant man  
 Crawford, Bertha (Mrs. Vern Crawford), -1951, concessionaire  
 Crawford, W. H., animal trainer  
 Crigger, Harry, 1867-1942, bandman  
 Crippen, Jack, -1953, clown  
 Cristiana, Chita, equestrienne  
 Cristiani, Corralia, equestrienne  
 Cristiana, Lucio, bareback rider, owner  
 Crockett, James, 1820-1865, lion tamer  
 Crome, Michael, 1876-1943, owner  
 Cronin, John E., -1946, owner  
 Cronin, Sylvester L. (Buster), 1882, owner, manager  
 Crook, Leo E., concessionaire  
 Cross, William Simpson, 1883-, animal dealer  
 Crouch, Wesley Addison, 1879-1951, equestrian  
 Crowninshield, Capt. Jacob, elephant importer  
 Crum, W. C., press agent  
 Cummins, Col. Frederick, 1859-, Wild West  
 Cuniff, M. T., Wild West  
 Cunningham, Robert Marion, 1873-1951, magician  
 Curren, Walter (Dutch), 1886-1931  
 Cusson, Robert, 1896-1951  
 Cutler, George, cannon ball juggler

**H**

Dalley, Thomas A., 1855-1935, owner  
 Dalvin, Charles, trapeze  
 Dalmajanta (Emley Ponpon), 1861-, Side Show  
 Damon, Howard, steward, owner  
 Daniels, Frank, clown  
 Dann, Harry (Harold), clown  
 Dante, Beatrice, chimp trainer  
 Darrough, Don, elephant trainer  
 Darrow, Ellice (Mrs. Don Darrough), acrobat  
 Darrow, Mrs. Eleanor Kissell, 1903-1938, sword-ladder  
 Davene, Lizzie, catapult act  
 Davenport, Benjamin C., owner  
 Davenport, Ella (Mrs. John L.), 1855-1924, equestrienne  
 Davenport, Eva (Mrs. Ben), owner  
 Davenport, May, equestrienne  
 Davenport, Norma, 1930-, performer  
 Davenport, Orrin, owner, equestrian  
 Davenport, Stick (Albert M. J. rider  
 Davidson, Victoria, acrobat  
 Davidson, Mayme (Mrs. H. H.), 1886-1908, Side Show  
 Davis, Arthur, 1875-1922, producer  
 Davis, Charles, steward  
 Davis, George, steward  
 Davis, Hartley, staffer  
 Davis, James, steward  
 Davis, Larry, elephant trainer  
 Dawson, Clarence J., advance ticket agent  
 Dawson, Stanley F., 1877-1946, ticket seller, founder of CPA  
 Dawson, Thomas (Skinney), agent  
 Day, Charles H., 1842-1907, press agent  
 Deacon, Lily, equestrienne  
 DeAlma, John, 1822-1922, owner, trainer, acrobat  
 Dean, Clarence L., press agent  
 Dean, Raymond B., press agent  
 DeAro, Bert, acrobat  
 DeAro, Corinna, acrobat  
 Debaugh, Dan, 1881-1946, mgr. Ringling office  
 DeBerg, Madame Carlotta, equestrienne  
 Debergh, Frank, tattooed man  
 DeCastro, John, 1758, comedian  
 Decker, Charles Roland, 1855-, midget  
 DeCoupe, Col. Phil, owner  
 DeForest, James, 1897-1952, contracting agent  
 DeGnan, George, agent  
 DeHaven, Claude, 1839-1889, advance agent  
 DeHaven, George, owner  
 DeKos, Jenn, 1898-1934, leaper  
 DeKos, Eveline, animal trainer

**I**

DeLotto, Loretta (Mrs. Charles Phillips), 1875-1951, animal trainer  
 DeLotto, Reuben, 1879-, animal trainer  
 DeLotto, Sidney, -1941, animal dealer  
 DeLotto, Fred R., leaper  
 DeLotto, Robert (Hal Silver), wire walker  
 DeLotto, Dan, clown, owner  
 DeLotto, Pete, 1866-1921, advertising agent  
 DeLotto (Don), 1848-, clown  
 DeLotto, Lew, lion trainer  
 DeLotto, Olga, 1891-, cat trainer  
 DeLotto, John T., 1873-1953  
 DeLotto, John, 1850-, Side Show  
 DeLotto, William W. (Star Kid), -1923, driver  
 DeLotto, Ernest, boss canvasman  
 DeLotto, Chang-Yu-Sing, 1847-1892, giant  
 DeLotto, Blanche, singer  
 DeLotto, Ella, singer  
 DeLotto, George Bruce, -1935, owner  
 DeLotto, Clayton, clown  
 DeLotto, Louis, manager  
 DeLotto, Che Mah, 1828-1926, dwarf  
 DeLotto, David Dudley, 1880-1942, owner  
 DeLotto, Chester, Paul, clown  
 DeLotto, Chesworth, George, 1885-1949, midget  
 DeLotto, Chiarini, Giuseppe, 1823-1907, owner, equine director  
 DeLotto, Chidester, Robert W., -1951  
 DeLotto, Chief, DeRo, dwarf  
 DeLotto, Chipman, Bert Jesse, 1867-1952, Side Show manager  
 DeLotto, Chipman, Harry B., press agent  
 DeLotto, Chipman, Marge (Mrs. Harry), 1898-1950  
 DeLotto, Chisler, L. Ray, calliope player  
 DeLotto, Chiquita, Norma, midget  
 DeLotto, Christman, L. K., 1901-  
 DeLotto, Christiansen, Jorgen M., horse trainer  
 DeLotto, Christiansen, August, animal man  
 DeLotto, Christy, George W., owner  
 DeLotto, Christy, Mrs. George W., -1922, owner  
 DeLotto, Christy, Harold, manager  
 DeLotto, Chissey, Jan, prima donna  
 DeLotto, Cimijotti, Eberhard, 1863-1943, rider  
 DeLotto, Cinqreval, Paul, rope walker, juggler  
 DeLotto, Claire, Prof. Carl, hand master  
 DeLotto, Clark, Carl M., 1876-1952, owner  
 DeLotto, Clark, Christopher A., 1866-1951, medicine show operator  
 DeLotto, Clark, Josephine, equestrienne  
 DeLotto, Clark, Mary Eva, 1814-1941  
 DeLotto, Clark, M. L., owner  
 DeLotto, Clark, W. W., owner  
 DeLotto, Clark, Willie, juggler  
 DeLotto, Clarke, Adeline Fitzroy (Mrs. Charles), acrobat  
 DeLotto, Clarke, Alfred, Side Show  
 DeLotto, Clarke, Charles, 1878-1951, acrobat  
 DeLotto, Clarke, Elizabeth Hanford, rider, acrobat



Chick, Harry, Walter John, 1912, midjet  
 Collins, Adolph, equestrian  
 Col. Gen. Fitch, acrobat  
 Col. Verbo, John, 1903, college player  
 De Leo, Leo, 1900-1901, manager of  
 troupe  
 Ginnery, Lou C., 1896, Side Show manager  
 Ginnery, Joseph, 1896, clown  
 Ginnery, Fred, 1893-1901, clown  
 Ginnery, Les, 1897-1901  
 Ginnery, Josephine, 1896-1900, equestrienne  
 Ginnery, James, 1896, clown  
 Ginnery, James, 1896, rider  
 Ginnery, William A., 1897-1901, clown  
 Ginnery, acrobat  
 Ginnery, Billy, 1895, clown  
 Ginnery, Tony, clown  
 Ginnery, George (Deafy), 1897, elephant  
 trainer  
 Ginnery, William H., 1872-1925, porter  
 Ginnery, Mary Larkin, 1900-1904, tight wire  
 Ginnery, Fred, equestrian  
 Ginnery Family, acrobats  
 Ginnery, Rex, spec. producer  
 Ginnery, Anna, 1894-1901, elephant trainer  
 Ginnery, Charles (Dingley), 1896, clown  
 Ginnery, Marie, 1874-1941, sword swallower  
 Ginnery, Mollie (Mrs. Wm.), 1890, acrobat  
 Ginnery, Fred, treasurer  
 Ginnery, Emma, 1892, animal trainer  
 Ginnery, Frank W., 1897-1901, capt. ring clock  
 Ginnery, Tony, owner  
 Ginnery, Claude K., 1891-1900, acrobat  
 Ginnery, Frank, 1890, carterman  
 Ginnery, Nellie, equestrienne  
 Ginnery, Samuel B., 1890-1923, owner, man-  
 ager  
 Ginnery, James Meade, 1889-1926, handman  
 Ginnery, Paul, 1948, Side Show  
 Ginnery, Dan, cowboy, agent  
 Ginnery, R. L. (Fats), 1851, handman  
 Ginnery, Frank, acrobat  
 Ginnery, Joseph, 1892-1951, acrobat  
 Ginnery, Samuel, 1894-1951, owner  
 Ginnery, Eliza (Mrs. R. H.), equestrienne  
 Ginnery, H. H., 1843-1923, equestrian  
 Ginnery, Cleta Louinda, midjet  
 Ginnery, C. Guy, 1884, clown  
 Ginnery, Dolly, midjet  
 Ginnery, Grace, midjet  
 Ginnery, Harry, midjet  
 Ginnery, Tony, midjet  
 Ginnery (Mrs. James C. Buck), midjet  
 Ginnery, Frederick, animal trainer  
 Ginnery, Joseph C., 1894-1944, general  
 agent  
 Ginnery, Frank  
 Ginnery, Washington Harrtson, 1873,  
 ballroom  
 Ginnery, William, The Billboard, 1926  
 Ginnery, James, minstrel  
 Ginnery, Paul (Ace), 1897-1948, train-  
 master  
 Ginnery, Joseph, 1874-1941, drummer  
 Ginnery, Side Show  
 Ginnery, Harry (Irish), 1821, owner  
 Ginnery, John Hunter, 1848-1912, manager  
 Ginnery, Agnes, acrobat  
 Ginnery, Delbert, acrobat  
 Ginnery, William B., 1831, owner  
 Ginnery, Admiral (Leopold Kahn), 1828-1918,  
 midjet  
 Ginnery, Emmett, 1873-1937, Side Show man-  
 ager, college player  
 Ginnery, Sylvia, performer  
 Ginnery, Andrew (McPhee), 1883-1930,  
 clown  
 Ginnery, Martin, owner  
 Ginnery, Sir Hugh Gerrard Tyrwhitt, ani-  
 mal keeper  
 Ginnery, Sterling B. (Duke), 1897-1946,  
 Side Show manager  
 Ginnery, Charles, clown  
 Ginnery, Arnold, performer  
 Ginnery, Charles E., musician  
 Ginnery, Cesar, 1896-1956, midjet  
 Ginnery, Andrew, 1793-1843, equestrian

Chow, Dan, 1888-1938, clown  
 Chow, Tom, clown  
 Chubb, John, 1921, animal trainer  
 Chubb, Mrs. Alice (Daisy Alice), 1887-1938,  
 fat girl  
 Dugan, Daniel, 1895-1936, acrobat  
 Dugan, W. F. (Dubi), owner  
 Dugan, W. F. Sr., 1851, clown  
 Duke, Raymond E., agent, clown  
 DuMont, Major (Frank Lewis), lion trainer  
 Dunbar, Alton, property man  
 Dunbar, (Charles Price), Side Show  
 Dunlap, Claude F., 1901-1921, acrobat  
 Dunsmuir, Joseph, magician  
 Durand, W. W., 1827, press agent  
 Duray, V. L., clown, trainer  
 Duran, Arminie, clown  
 Dugan, John F., band director  
 Durlan, Delle, 1850, midjet  
 Dutton, Eddie Jordan (Mrs. Wm. Haus-  
 man) 1850, rider  
 Dutton, William, 1843-1907, equestrian  
 Duval, Herbert, legal adjuster  
 Duval, James (Morph), 1876-1914, acro-  
 bat, clown

E  
 Eager, Edward P., 1860-1923, Buffalo Bill  
 show  
 Eagle, Chief Sylvania, Wild West performer  
 Eagles, Paul, 1894, general agent  
 Earle, Jack (Jacob Blitch), 1906-1933,  
 giant  
 Earle, Lady Tiny, midjet  
 Earle, Nate, Side Show manager  
 Easter, Leroy, 1888-1925, manager  
 Eckhart, Clarence G., 1896-1949, ballroom  
 trapeze  
 Eckhart, John C., fat man  
 Edgar, James, clown  
 Edwards, George, 1845, Side Show  
 Edwards, James, 1917-1933, show property  
 dealer  
 Edwards, Joseph, animal dealer  
 Edwards, Justice, press agent  
 Eckenberg, Albert, 1884-1932, equestrian  
 Eckenman, Joseph, 1911-1948, high wire  
 Eckenman, Marie  
 Eder, Mrs. Ray, owner  
 Eider, Oll N., owner, clown  
 Eidsvold, Arthur, capt., owner  
 Eidsvold, Walter, 1891-1950, owner  
 Eidsvold, man, 1893-1896, Side Show  
 Eile, Mrs. Ella Nowlan, 1851, acrobat  
 Eilsworth, Col. Phil, 1828-1931  
 Eilsworth, John, property man  
 Eilvra, Mlle. (Mrs. Richard Hemmings),  
 equestrienne  
 Emery, Benjamin F., 1867-1851, glass blower  
 Emery, Bill, elephant trainer  
 Engesser, George, equestrienne  
 Engesser, Gae Gee (Vate Lois), 1927,  
 equestrienne  
 Engesser, George Ed, 1898, owner  
 Engos, Mary Knutilla (Mrs. Gene), acro-  
 bat  
 Ernesto, Ernest, equestrian  
 Escalante, Chaitia (Mrs. Weber), owner,  
 performer  
 Escalante, Yolanda, 1928-1930, performer  
 Eschman, J. H., owner  
 Eskew, Jim, cowboy  
 Esquivel, Tony, Wild West rider  
 Eslinger, Otto, 1880-1932, advance man  
 Eshard, Naomi (Francis Webster), equilib-  
 rist  
 Ethridge, Maurice, superintendent  
 Evans, Hughie (Sig Lawanda), 1849-1934,  
 strong man  
 Evans, Jean, acrobat  
 Evans, Lily, midjet  
 Evans, Margaret (Mrs. Merle), 1887-1920  
 Evans, Merle, 1892, bandmaster  
 Ewing, Ella K., 1877, gladiator

F  
 Fagan, John P., traffic manager  
 Fair, Ella (Miss Elber), animal trainer  
 Fairbro, Sig (J. W. Stimpert), 1846-1924,  
 clown  
 Faircliff, Gillerman A. (Leonard Hunt), 1829-  
 1923, tight wire  
 Faircliff, Frank M., 1877-1901, Side Show  
 musician  
 Fairer, Mrs. Cecil (Sylvan), 1900-1902,  
 performer  
 Fairing, Vera, 1949  
 Fairman, 1881, midjet  
 Fay, Thomas E., rickshawman  
 Fellows, Dexter, 1871-1877, press agent  
 Fellows, Homer, 1872, wagon builder  
 Felton, Roy, 1877-1904, agent  
 Ferari, Col. Francis, owner  
 Ferari, James, owner  
 Ferari, Joseph G., owner, trainer  
 Ferguson, Roy C., 1893-1923, drummer  
 Fernandez, Edward K., owner  
 Ferry, Nicholas (Bebe), 1741-1784, dwarf  
 Ferry, Clint W., general agent  
 Fick, Charles W., 1848-1890, equestrian  
 Fichter, Man., lion trainer  
 Fichter, J. E., owner  
 Fichter, Minnie, 1876-1921, iron jaw  
 Fichter, William Jerome, 1838, clown  
 Fick, Dede, 1888-1941, owner  
 Fickpatrick, Edward, 1823-1922, ticket seller  
 Fick, Theodora, acrobat  
 Fick, Eugene, 1845-1928, high wire  
 Fickling, Thomas, 1865-1901, high wire  
 Fickman, Al, 1930, clown  
 Fie, Mlle., tattooed woman  
 Fierline, Martha, trainer and performer  
 Fie, Harold (Gabe), 1894-1931, handman  
 Fie, Otto, 1843-1828, title origin  
 Fie, William F.  
 Flynne, Sherry, clown  
 Foote, Commodore (Charles Nestle) 1848-  
 1937, midjet  
 Foote, George, clown  
 Foote, Harry, clown  
 Foote, John, 1921, clown  
 Forber, James L., 1911, high wire  
 Ford, Richard (Dick), clown  
 Forepaugh, Adam, 1821-1890, owner  
 Forepaugh, Adam Jr., owner  
 Forepaugh, Charles, 1837-1928  
 Forepaugh, George M., 1870-1941  
 Forepaugh, Lily Deacon (Mrs. Adam Jr.),  
 1859-1946  
 Forepaugh, Mary Ann Baker (Mrs. Adam),  
 1872  
 Forstall, William, animal trainer  
 Forstall, Theodora, 1853, treasurer  
 Fortuna, Cecelia, performer  
 Fossell, Sir Robert, 1875-1948, equestrian  
 Foster, Clem, Side Show  
 Foster, C. W. (Doc), 1883-1949, Side Show  
 lecturer  
 Foster, Frank, 1892, juggler  
 Foster, John, clown  
 Fountain, Bobby, 1920, Side Show man-  
 ager  
 Fowler, Bessie, agent, musician  
 Fox, Bessie, performer  
 Fox, Betty, performer  
 Fox, George, 1823-1877, clown  
 Fox, John E., 1888-1951, midjet  
 Fox, Eddie, 1856-1928, clown  
 Fraijo, Hope (Mrs. Michael Kent), acrobat  
 Francis, Mammie, sharp shooter  
 Francini, Antoine, 1738-1836, owner, per-  
 former  
 Francini, H., owner  
 Francini, Victor, owner  
 Francini, Horace H., 1882-1946, performer  
 Franklin, W. E., 1853-1826, agent  
 Franks, Jessie  
 Fraser, Carl, 1896-1949, advance man  
 Fratellini, Francois, 1878-1951, clown,  
 owner  
 Fratellini, Paul, 1877, clown, owner

G  
 Gabriel, Helen, equestrienne  
 Gabriel, James, arena director  
 Gabriel, Madame, horse trainer  
 Gage (Oakley Gage), 1888-1908, equilib-  
 rist  
 Gailer, George, 1875-1931, strong man  
 Gailer, Heinrich, 1906-1931, manager  
 Gallagher, George W., 1888-1943, European  
 rep.  
 Galloway, Gene, equestrian  
 Gardner, "Cheerful" (Frank), 1864-1902,  
 elephant trainer  
 Gardner, Frank A., leaper  
 Gardner, Louis H., 1923, acrobat  
 Gardner, W. H., 1842, agent  
 Garland, Grace Orr, 1846, wardrobe mis-  
 tress  
 Garnella, Richard, acrobat  
 Garnella, Robert, acrobat  
 Garrett, J. H., owner  
 Gates, John W., 1847-1923, billposter  
 Gaultier, Louis, 1828-1949, animal trainer  
 Gay, Charles, 1887-1906, lion breeder  
 Gay, Fred L., 1936, clown  
 Gebest, O. E., musician  
 Geddes, Norman Bel, producer  
 Geddes, Frank, 1823, acrobat  
 Genders, Curtis, performer, deer supt.  
 Gennell, Fred, owner  
 Gentry, Frank, 1874-1951, owner  
 Gentry, Henry B., 1868-1946, owner  
 Gentry, James William, 1866-1896, owner  
 Gentry, Thomas, elephant owner  
 Gentry, W. W., owner  
 Gerstlitz Brothers, clowns  
 Gerlach, Charles, handmaster  
 German, Luigi, 1826-1901, juggling horse-  
 man  
 Gerretti, Pauline (Mrs. Bebe Quillaume),  
 1859-1948  
 Gerry, Frank J., 1883-1956, tattoo artist  
 Gessley, Rudolph, 1853-1941, ticket seller  
 Geyer, Edgar, 1866-1932, Van Amburgh  
 Gibb, Mary-Margaret, Siamese twins  
 Gibson, Anne (Shepherd), 1826-1768, dwarf  
 Gibson, Richard, 1825-1890, dwarf  
 Gigg, Mabel P., 1877-1952, rider  
 Gillard, Ginger (Gus), 1886-1949, clown  
 Gilbo, Hiram H., 1870-1952, musician  
 Gilfoyle, J. C., animal trainer  
 Gill, John, 1871-1951, handmaster  
 Gill, Vance, 1922, acrobat  
 Gillette, Hedda, acrobat  
 Gillett, Gladys, lion trainer  
 Gillette, L. C., agent  
 Gilson, O. A., handmaster  
 Ginnett, Frank, 1903-1953, owner  
 Ginnett, Poppy, 1902, performer  
 Ginnings, Harry, 1882-1949, business agent  
 Giostina, Prof. C. A., trainer  
 Giostina, La Gay, acrobat  
 Glascock, Fred O., 1881-1937, owner, per-  
 former  
 Glascock, Walter Alexander, 1874-1932,  
 owner  
 Gleason, Prof. Oscar R., horse trainer  
 Glenroy, John H., 1828, bareback rider  
 Glew, George W., 1877-1931, performer,  
 pitchman  
 Godino, Lucio, 1908-1936, Siamese twin  
 Godino, Simplicio, 1908-1936, Siamese twin

Goe, Skinny, handmaster  
 Goerke, Herbert, 1896-1931, billposter  
 Golden, Michael E., owner  
 Golden, Horace, 1929, acrobat  
 Goldstein, Abe, clown  
 Goldstein, strong man  
 Gollmar, Alberta Will (Mrs. Charles),  
 1869-1928  
 Gollmar, Charles A., 1829, owner  
 Gollmar, Walter S., 1868-1932, owner  
 Gollmar, Ben, owner  
 Gombert, Leon, clown  
 Goodhart, George W., advance agent  
 Gordon, Edward G., 1836, with King  
 Brothers  
 Gordon, Thomas, 1827-1923, owner  
 Gordon, Bud, equestrian director  
 Gosh, Byron, clown  
 Goshan, Col. Booth, 1827-1888, giant  
 Goulet, Lotie, clown  
 Goussot, Walter James, 1886-1943, clown  
 Goulet, Frank, wrestler  
 Gould, Jay, 1822, owner  
 Gould, Rose, performer  
 Grabb, Louis, college player  
 Graham, John C., 1869-1923, attorney  
 Graham, Lew, 1862-1923, announcer  
 Graham, Stanley, midjet circus  
 Graves, Arnold A. (Mickey), property man  
 Graves, Mamie, iron jaw  
 Gray, Harry, Side Show manager  
 Gray, Gil, owner  
 Gray, Ida, Side Show  
 Gray, William A., reptiles  
 Green, Nathaniel Sexton  
 Gregory, Chester, 1853, Side Show man-  
 ager  
 Grenier, Thomas L., owner  
 Grenier, Louise, equestrienne  
 Griebing, Otto, clown, rider  
 Griffin, Charles, 1863-1914, Side Show  
 manager  
 Griffin, Prof. John, handmaster  
 Grimaldi, Joseph, 1778-1827, clown  
 Grijnes, Jack, 1944, press agent  
 Grock (Adrian Wettach), 1820, clown  
 Grogan, Eddie, 1904, elephant trainer  
 Grow, Clara, acrobat  
 Gruber, Max, animal trainer  
 Guice, Flora (Mrs. Walter), 1860-1912,  
 equestrienne  
 Guire, Walter, rider, clown  
 Gumpert, Samuel W., 1868-1952, manager  
 Guy, Mike, handmaster  
 Guy, Murray, sharpshooter

**H**  
 Haag, Alice (Mrs. Ernest), 1878-1951,  
 owner  
 Haag, Ernest, 1866-1933, owner  
 Haag, Helen, performer  
 Haag, Roy, owner  
 Haag, Harry, performer  
 Haagenbeck, Carl, 1844-1913, owner  
 Haagenbeck, Carl Lorenz, 1868-1948,  
 owner  
 Haagenbeck, Florenz, owner  
 Haagenbeck, Outilfried, owner  
 Haagenbeck, John, 1866-1941, owner, trainer  
 Haagenbeck, Lorenz, 1882, owner, manager  
 Hahn, Roy M., Side Show  
 Haight, Andrew, 1831-1886, owner  
 Hale, Harvey (A. E. Maggitt), 1848-1916,  
 handman  
 Hale, William J., 1875-1951, acrobat  
 Hales, Robert, 1820, giant  
 Haley, Aubrey (Mrs. James A.), owner  
 Haley, William Preston, 1864-1937, owner,  
 dealer  
 Hall, Frank E., 1883, owner  
 Hall, (Poppo George), 1826-1930, owner  
 Hall, Thomas, 1741-1745  
 Hall, Mabel (Mrs. W. F. Campbell), ele-  
 phant trainer  
 Halliburton, Fred W., 1885-1951, handman  
 Hamid, George A., 1856, owner  
 Hamill, Harry, 1894, owner

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Hamilton, Aloysius, -1948, horse  
 Hamilton, Richard F. (Tody), 1943-1916, press agent  
 Hamilton, William, owner  
 Hammit, Nobel, animal trainer  
 Hammom, George, clown, dwarf  
 Hammond, B. C., property man  
 Hampton, Charles R. (Red), 1899-1942, trainer  
 Hanley, Rosa Lee, 1904-1952, rider  
 Hanlon, Adolph, performer  
 Hanlon, Charles, performer  
 Hanlon, Edward, performer  
 Hanlon, Thomas (Tom), aerialist  
 Hanlon, William, aerialist  
 Hanneford, Edwin (Poodles), 1896, rider  
 Hanneford, Elizabeth, rider  
 Hanneford, George, rider  
 Hanneford, George Jr., rider  
 Hanneford, Grace, rider  
 Hanneford, Helen, rider  
 Hanneford, Kay Frances, rider  
 Hanneford, Thomas, rider  
 Hannum, David, equestrian  
 Hansen, Joseph (Joe), animal trainer  
 Harger, Bert, aerialist  
 Hargreaves, Thomas, 1860-1914, owner  
 Harell, Paul W., 1888-1925, manager  
 Harriman, Jerome T., press agent  
 Harris, Eddie, 1906-1952, clown  
 Harris, Orville (Whitey), 1892-1951, clown  
 Harris, Dr. Robert Peter, 1887-1951, physician  
 Harris, Rodney, 1892-, band leader  
 Harris, William H., 1841-1901, owner  
 Harrison, Hugh, Side Show manager  
 Hart, Joe H., 1890-1932, manager  
 Hart, Thomas Bernard, 1874-1936, clown  
 Hart, William, 1895-1932, groom for Cristiana  
 Harter, Donald D., auditor, banker  
 Hartnell, George, 1894-1941, clown  
 Hartzell, Mrs. George, -1935, performer  
 Harvey, Robert Mitchell, 1871, general agent  
 Hashimoto, Osei, -1949, equestrian  
 Hassan, Ali, 1876-, giant  
 Haswell, James, 1850-1936, trapeze  
 Hatch, Col. James A., 1836-1912  
 Hathaway, Carl T., 1870-1938, manager  
 Haucke, J. J., horse trainer, manager  
 Havemann, Richard, 1875-1943, animal trainer  
 Hawks, Wells, press agent  
 Hawn, Darwin C., 1875-1950, owner, manager  
 Haworth, Joseph, adjuster  
 Hayes, Albert B., 1880-, cyclist  
 Hayes, Thomas, 1889-1953, aerialist  
 Hayes, William, 1888-1931, legal adjuster  
 Head, P. Bernard, 1893-1947, contracting agent

Haaley, James (Frenchy), 1885-1950, can-  
 vassan  
 Heckman, L. H., general agent  
 Hedjaania, Side Show  
 Helios, Claire (Mrs. Frank Hall), lion  
 trainer  
 Heinsmann, Franz, 1915-1950, equilibrist  
 Heller, Mack, bandmaster  
 Hellott, John, trainer  
 Helms, Dennis, superintendent  
 Hemingway, Gene, -1949, sword swallower  
 Hemmings, Richard, 1934-1919, owner  
 Henderson, Dr. J. Y., 1908-, veterinarian  
 Henger, Charles, manager  
 Hengler, Milton, legal adjuster  
 Hennessey, William J., -1938  
 Henry, Mabel C. (Mrs. J. E.), owner  
 Henry, Thomas, 1890-1936, bandman  
 Herbert, Dorothy, equestrienne  
 Herbert, George Herbert, 1873-1949, clown  
 Herbert, Thomas, 1907-1932, aerialist  
 Herman, Lucien, trapeze  
 Hermann, Mme. Adelaide, magician  
 Hermann, Carl, mesmerist  
 Hermann, Frederick (The Great Trisco),  
 aerialist  
 Hernandez, James (Mickey Kelly) 1832-1861,  
 performer  
 Heron, James, manager, owner  
 Herriott, Mill, horse trainer  
 Hertzberg, Harry, 1893-1949, collector  
 Herz, Ludwig, Zoo keeper  
 Heth, Joice, 1756-1836, Barnum attraction  
 Heyer, William, horse trainer  
 Hibbard, C. M. (Happy H.), 1872-1942,  
 boss canvassan  
 Hickman, Tom  
 Hickok, James Butler (Wild Bill), 1837-  
 1876, owner  
 Hickey, Robert, press agent  
 Hiestand, Col. Frank L., 1900-1952, bal-  
 loonist  
 Higgins, John B., 1870-1942  
 High Bill (Ralph Madsen), 1897-, giant  
 Hill, George Jr., 1903-, cowboy  
 Hilliard, M. M., owner  
 Hilton, Capt. Harry, animal trainer  
 Hilton, Daisy-Violet, 1919-, Siamese twins  
 Hines, Albertina, elephant trainer  
 Hinkle Mill, cowboy, owner  
 Hirschhorn, Barbara, 1876-1948, acrobat,  
 high wire  
 Hirschhorn, Lorenz, 1862-1948, acrobat,  
 high wire  
 Hobson, Estella (Mrs. H. D. Sr.), rider  
 Hobson, Herbert, rider  
 Hobson, Homer D. Sr., 1880, rider  
 Hobson, Homer Jr., rider  
 Hobson, Juanita, equestrienne, rider  
 Hockwald, Arthur, agent  
 Hodges, Dee  
 Hodgini, Albert, rider  
 Hodgini, Albert Jr., rider  
 Hodgini, Eleanore, rider

Hodgini, Harriet (Mrs. V. Orman), 1916-,  
 rider  
 Hodgini, Joseph (Hodges), 1875-1950, rider  
 Hodgini, Joseph Harry Sr., rider  
 Hodgini, Joseph Harry Jr., 1934-1944, rider  
 Hodgini, Mrs. Joseph, rider  
 Hogan, Larry S., 1890-, general agent  
 Hoffman, Arnold C., 1909-1951, clown  
 Hoffman, Arthur, Side Show manager  
 Holland, W. J., owner  
 Hollis, Melvin (Pinky), 1898-1949, rider  
 Hollis, Orin L., 1856-1926, rider  
 Hollingsworth, Bert P., general agent  
 Holloway, James, 1848-, vaulter  
 Holmes, John J., 1886-1951, owner  
 Holt, Doris (Mrs. Walle Ross), eques-  
 trienne  
 Holt, Edmund P. R., -1948, musician  
 Hoogewoning, William, financier  
 Hope, Samuel B., 1892-1942, aerialist  
 Hopper, Arthur, general agent  
 Hopper, DeWolf, 1858-1935, clown  
 Horan, Irish, 1909-, press agent  
 Horis, J. B., 1848-1912, owner  
 Horus, I. Sherman, owner  
 Horton, William H., 1874-1923, general  
 agent  
 Horwath, Joe, animal trainer  
 Houcke, Gilbert, trainer  
 Houdin, Jenn Eugene Robert, 1895-1871,  
 magic  
 Houdini, Harry (Erich Weiss), 1874-1926,  
 magic  
 Houghton, Major S. E., dwarf  
 Houston, Danna, museum owner  
 Houston, J. Sam, museum owner  
 Howard, Annie, tattooed woman  
 Howard, Frank, 1857-, tattooed man  
 Howard, Gary (Stingaree Joe), 1901-1951,  
 rider  
 Howard, Leonine, Side Show  
 Howard, Ma. Joseph, 1815-, dwarf  
 Howe, Fred, Side Show  
 Hewes, Seth Benedict, 1815-1901, owner  
 Howell, Helen (Mrs. Burt Harger), aerial-  
 list  
 Hoxie, Jack, cowboy  
 Huckell, Amy, equestrienne  
 Hudson, Sir Jeffrey, 1619-1682, dwarf  
 Huff, Charles A., 1868-1952, clown  
 Huff, Laura, 1860-1950, rider  
 Hughes, Charles, equestrian  
 Hughes, Edielson, 1891-1951, juggler  
 Hughes, Jennie, singer  
 Hughes, Joseph, owner  
 Hugo, Max (Noris Bernard), 1850-1928,  
 clown  
 Hugo, Victor, owner, Side Show manager  
 Huling, Frank E., 1877-1936, seal trainer  
 Huling, Mark A., 1884-1951, seal trainer  
 Humke, Albert J., 1900-1949, agent  
 Humphrey, Marmaduke, Side Show  
 Hunt, Carrie T. (Mrs. Charles T.), 1875-  
 1948

Hunt, Charles T., 1875-, owner  
 Hunt, Charles Jr., performer  
 Hunt, Eddie, performer  
 Hunt, Harry, performer  
 Hunt, Mrs. Jane, 1859-1936, owner  
 Hunt, Mrs. Rose, 1875-1943, equestrienne  
 Hunter, Charles M., 1885-1951, showboats  
 Hunting, Robert, 1848-, clown, owner  
 Hunley, Spencer F., 1902-1943, elephant  
 trainer  
 Hutchinson, Charles C., 1809-1901  
 Hutchings, Prof. William G., 1833-, magic  
 Hutchinson, Charles R., 1868-1934, treasurer  
 Hutchinson, Fred B., owner, manager  
 Hutchinson, James L., 1845-1910, manager  
 Hutchinson, Woods, giant  
 Huxter, Percy, clown  
 Hyatt, Franklin, 1842-1927, superintendent  
 Hydralgo, Signor, animal trainer

I  
 Ingalls, Clyde, 1878-1940, Side Show man-  
 ager  
 Ingalls, E. J., 1849-, father of Clyde  
 Ingraham, Howard, trainmaster, owner  
 Ingraham, H. E., owner  
 Inman, Leo, 1882-, musician  
 Irons, Walter B., adjuster  
 Irving, George H. (Punch), 1868-1925  
 Isely, William (Upit), 1904-1952, conces-  
 sionaire  
 Ivy, Mlle., 1883-, Side Show  
 Ivryane (Mrs. James W. Coffey), Side  
 Show

J  
 Jackson, Eddie, 1874-, press agent  
 Jackson, Gaynell M., -1949, equilibrist  
 Jacobs, Dolly, animal trainer  
 Jacobs, Lou, clown  
 Jacobs, Terrell, animal trainer  
 Jacobson, Charles, owner  
 Jacobson, H. W., owner  
 Jacot, Jules, lion trainer  
 James, Mrs. Everett, 1888-1941, performer  
 James, Everett, bandmaster  
 James, Will (Roderick), 1892-1942, Wild  
 West show  
 Janette, Naida, 1903-, tight wire  
 Jarrett, David, 1876-1943, car manager  
 Jeal, Linda, 1852-1941, equestrienne  
 Jeanette, Mlle., equestrienne  
 Jenette, Jack, 1900-1950, clown  
 Jenkins, Ed, driver  
 Jennier, Walter, sea lion act  
 Jerome, Arthur, 1879-1944, magician, tumb-  
 ler  
 Jerome, Paul, clown  
 Jensen, Dorothy, 1909-1952, Side Show  
 Jessop, Edward, 1862-1942, concessionaire  
 Johannin, Paula, animal trainer  
 Johns, Art, scenic painter  
 Johnson, Ab, rider  
 Johnson, Billy, clown  
 Johnson, Col. W. Thomas, rider  
 Johnson, Marshall, financier  
 Johnson, Samuel, 1852-, rigger  
 Johnson, Silvers, clown  
 Johnson, Spader, clown  
 Johnson, Thomas, equestrian  
 Johnson, William Henry, Side Show, Zip  
 Johnston, R. K., owner  
 Johnston, William Allen, animal trainer  
 Jones, Annie, 1866-, Side Show  
 Jones, Ben R., 1894-, owner, treasurer  
 Jones, Charles (Buck), 1895-  
 Jones, Elee, 1876-1951, equestrian  
 Jones, Elmer H., 1873-, owner  
 Jones, Frank, -1931, animal trainer  
 Jones, John Jenkins, 1874-1930, manager  
 Jones, J. Augustus, 1869-1918, owner  
 Jones, Robert (Smockey), elephant trainer  
 Jones, Yvette-Yvonne, 1949-, Siamese twins  
 Jordan, James P., 1844-1917, boss canvass-  
 man  
 Jordan, Louis, 1913-, aerialist  
 Jordan, Mrs. Mary, 1872-1950, aerialist  
 Josefsens, aerialists  
 Joseph, Herman, 1890-, clown  
 Josephson, Johannes, athlete  
 Joyce, Jack, camel, horse trainer  
 Joyce, John Edward, 1876-1934, trainer  
 Judge, Larry D., 1878-1951, acrobat, clown  
 Judge, Todd, aerialist  
 Julian, Daille (Mrs. John R. Andrew), rider  
 Julian, Linda Jeal, 1852-1941, rider  
 June, Lewis, agent, owner  
 Jung, Carl, clown  
 Jung, Paul, clown

K  
 Kaner, Walter, 1916-1950, property super-  
 intendent  
 Kannady, Charles, 1879-1934, secretary  
 Karr, Dr. Frederick, 1892-1952, magician  
 Kasano, Joe, midget clown  
 Kayda, Al, promoter  
 Kayes, Priscilla, lion trainer  
 Keaton, Buster, performer  
 Kearton, Cherry, 1871-, animal trader  
 Keble, Frank, 1869-1949, musician  
 Kreier, Philip, -1936, clown  
 Kellar, Harry, 1849-1922, magician  
 Kellems, Happy, clown  
 Keller, George, animal trainer  
 Kelley, Francis Beverley, 1905-, press agent  
 Kelley, George M., 1841-1921, trapeze  
 Kelley, John M., Ringling attorney  
 Kellogg, W. R., adjuster  
 Kella, Billie, Side Show orator  
 Kelly, Daniel T., 1882-1952, Side Show  
 orator  
 Kelly, David, 1886-1931, clown  
 Kelly, Ed, executive  
 Kelly, Emmett Leo, 1896-, clown  
 Kelly, Eva, aerialist  
 Kelly, J. H., circus singer  
 Kelly, Mildred Ritchie (Mrs. Emmett)  
 Kelly, William, canvassan  
 Kennard, Florence (Mrs. Frank Schlei),  
 1878-1941, equestrienne  
 Kennedy, Edward A., 1866-1950, circus  
 agent  
 Kennedy, Jack, 1887-1949, clown  
 Kennedy, William H., 1870-1952, owner  
 Kennedy, William, clown  
 Kent, Michael, aerialist  
 Kenyon, Omer, promoter  
 Kern, Henry, bandmaster  
 Kerno, Kenneth, 1918-1953, driver  
 Kerlake, Seabourne, 1860-1949, animal  
 trainer  
 Ketrov, William (Peters, Sr.), 1874-1951,  
 owner  
 Kiefer, Frank (Ktrafo), 1871-1933, clown,  
 juggler  
 Killian, Rose, owner  
 King, Allen, 1896-1951, animal trainer  
 King, Austin B., horse trainer  
 King, Dixie, 1878-1951, animal trainer  
 King, Floyd, 1888, owner  
 King, Howard, owner  
 King, John A., 1866-1952, elephant trainer  
 King, Karl L., bandmaster  
 King, Mannel, 1923-, animal trainer  
 King, Mary, 1898-1938, equestrienne  
 King, Mickey, performer  
 King, Phil, aerialist  
 King, William, aerialist  
 King, William Abraham (Snake), 1875-  
 1953, reptile dealer  
 Kingsley, Omar (Ella Zoyara), rider  
 Kinko, clown  
 Kirafo, Gus (Joseph Kiefer), clown, juggler  
 Kitzall, Imry, spec producer  
 Kitzendall, Mark T., 1872-1942, ticket seller  
 Kizner, Heinrich, 1951, animal trainer  
 Klische, Si, 1843-1930, trapeze  
 Kitzman, Francis, car manager  
 Klippel, Jack, clown  
 Kline, Otto, 1887-1915, equestrian  
 Kline, Tiny (Mrs. Otis), equestrienne  
 Klippel (Archie) Herman, 1880-1953, acrobat  
 Knapp, Edward A., 1893-1951, acrobat  
 Knig, Eugen, owner  
 Knight, Abner K., -1934, acrobat, wire  
 walker  
 Knibely, Russell G., 1887-, manager

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Lackey, Joseph O., -1950, electrician  
 La Fleur, Joseph, -1941, acrobat  
 La France, Jose, 1907-1953, aerialist  
 La Mont, Dave (S. D. Parker), 1891-1950,  
 Side Show  
 La Pearl, J. H., 1862-1936, owner  
 La Pearl, Rita (Mrs. Jack), 1891-1953  
 La Pearl, Harry, 1884-1946, clown  
 Lafferty, George (Sparkey), -1948, elephant  
 trainer  
 Laird, Horace, clown  
 Lake, Agnes (Mrs. William), 1826-1907,  
 owner, rider  
 Lake, William, 1869-, owner  
 Lakola, Harry, 1861-, juggler  
 Laloo-Lalla, 1874-1905, Siamese twins  
 Lambert, Daniel, 1870-1889, giant  
 Lamont, Arthur (Boso), clown  
 Lancaster, John, 1858-1936, clown  
 Landolf, Bluch (Adolf), 1879-1952, clown  
 Landrus, Jack, midget clown  
 Landrus, Ruby, midget clown  
 Lanigan, Alice Graham (Mrs. P. T. Bar-  
 num)  
 LaPearl, Jack, clown  
 Lauber, Elfriede, 1930-1950  
 LaVann, Harry V. (Pops), 1867-1952,  
 aerialist  
 Lavata, Louis, equestrian director  
 Lawrence, Charles (Dud), 1896-1949, gen-  
 eral agent  
 Lawton, Happy Jack, 1837-1887, Side Show  
 clown  
 Lazarenko, Vitalii, 1890-, clown  
 Lazell, Fred  
 Lazell, John  
 Leamy, Hugh, performer  
 Leaven, Fred, 1846-1889, contracting agent  
 Lee, Frank J., press agent  
 Lebar, Frank, 1854-, performer  
 Lebeau, Marie Alvin Amy, 1874-1949,  
 aerialist  
 LeBlanc, Charles, steward  
 Ledgett, Fred, 1877-1938, equestrian direc-  
 tor  
 Ledgett, Irene Montgomery (Mrs. Fred),  
 1892-1939  
 Lee, Harry A. (Doc), 1895-1950, pitchman  
 Lee, James E., 1887-1951, press agent  
 Lee, Thomas Victor, 1865-1931, Side Show  
 owner  
 Lee, Vance, 1862-1933, owner  
 Leers, Luilata (Mrs. Geerhard Glage),  
 trapeze  
 Lehrter, Whitey, boss canvassan  
 Leinert, Ernest, 1899-, human projectile  
 Leitzel, Lillian, 1892-1931, aerialist  
 Lello (Luigi Riccoboni), 1874-1753, clown  
 LeMaire, Charles, spec designer  
 Lemen, Allen J., press agent  
 Lemen, Frank V., 1847-1921, owner  
 Lemen, Frost, owner  
 Lengel, Herr, owner  
 Lenette, Mary, equestrienne  
 Lent, Lewis B., 1813-1887, owner  
 Lentini, Francesco A., 1889-, Side Show  
 Leon, Mlle., equestrienne  
 Leonard, Fred K., horse trainer  
 Lentini, Jack Andelsson, manager  
 Leopold, John, athlete  
 Leopold, Frederick, athlete  
 Leopold, William, athlete  
 LeRoux, Hugues, acrobat  
 LeRoy, Servais, aerialist  
 Lester, Allen J., 1900-, press agent  
 Lester, Allen J., press agent  
 Lester, Bill (William Schultz), 1880-, act  
 teacher  
 Lester, John, 1870-1950, producer  
 Levantine, Frederick F. (Proctor), equill-  
 rist  
 Levasnor, Louis E., magic  
 Lewis, Charles G., 1881-1935, owner  
 Lewis, Dick, clown  
 Lewis, Frank, showman  
 Lewis, Harry V., 1903-, Shadow Harry  
 Lewis, John Adrain, owner  
 Lewis, John T., 1894-, owner  
 Lewis, Paul M., 1892-, owner  
 Libbera, Jean-Jacque, 1884-1932, Side Show  
 Lighthall, James I., -1886, Med Show owner  
 Lighthouse, William, 1861-1949, aerialist  
 Lillie, Mae (Mrs. Gordon "Pawnee Bill"  
 Lillie), 1879-1936  
 Lillie, Gordon W. (Pawnee Bill), 1869-1942,  
 owner  
 Lind-Goldschmidt, Jenny Maria, 1830-1897,  
 singer  
 Lindemann, Al., 1895-1954, owner, car  
 manager  
 Lindemann, Pete, owner, agent  
 Lindemann, William P., 1882-1943, owner  
 Lindner, Oscar, acrobat  
 Lindsay, John, 1894-1932  
 Linton, rope walker, clown  
 Linton, Ella, bareback rider  
 Linton, Hank, cowboy  
 Liukowska, Gena, equestrienne  
 Little, Curtis E., billposter  
 Littleton, Ouis, equestrienne  
 Lizette, Madame (Elizabeth McIntyre),  
 1850-1936, performer  
 Livingston, Chris H., 1857-1949, clown  
 Lloyd, James, circus owner  
 Lloyd, Robert Blackwell, 1883-1953, slack  
 wire  
 Logan, Fred, elephant trainer  
 Logan, James A. (Blackie), 1876-1952  
 Loisset, Emilie, 1885, equestrienne  
 Long, Harry K., 1856-1931, acrobat, trapeze  
 Lopez, Jack, 1917-1949  
 Lorenzo, Jack, equestrian director  
 Lorenzo, Roe, 1904, magic  
 Lorette, William, clown  
 Louis, Joe, 1914, boxer  
 Loving, Orville (Jack), 1883-1951, Side  
 Show  
 Lowande, Agnes, owner, performer  
 Lowande, Julia (Mrs. Edward Shipp), per-  
 former  
 Lowande, Marietta (Mrs. John Correia),  
 performer  
 Lowande, Martinho Jr., 1829-1927, rider  
 Lowande, Oscar, 1877, rider  
 Lowande, Sig (Hughie Evans), 1849-1934,  
 strong man  
 Lowande, Tony, rider  
 Lowery, Joseph T., 1882-1936, giant  
 Lowery, P. G., 1873-1943, bandmaster  
 Lowlow, John, 1841-1910, clown  
 Loyal, Alfred, rider  
 Loyal, George J., rider  
 Loyal, Giustino, rider  
 Loyal, Madame Amanda, animal trainer  
 Lu Hong Fu, Maggia, 1894, chinese troupe  
 Lucky, Charles, prop boss, builder  
 Lucken, Gus, 1877-1926, acrobat  
 Lundin, Hjalmar, 1871-1941, strong man  
 Lundgren, George, 1864-1951, equilibrist  
 Lunble, Ben, 1839-1894, lightning ticks  
 seller  
 Lyles, Jack V., 1893-1938, general agent



Irish, Thomas, 1896-1928, horse breeder  
Irish, Tom F., calling player  
Irons, Harry Leonard, manager

M

McAdister, Craig, clown  
McCadden, Joseph Terry, 1880-1928, owner  
McCafferty, Jerry, 1880-1931, magi  
McCafferty, Walter, 1887-1931, acrobat,  
clown  
McCain, George, 1894-1932, bandleader  
McCarty, Patrick J., 1895-1934, blacksmith  
McCaughy, Walter, 1890-1942, elephant  
trainer  
McCalland, John, owner  
McCallister, Frank F., general manager  
McCallister, Joseph, 1-1938, ticket seller  
McCall, Col. Tom, cowboy  
McCracken, Samuel, 1871-1933, manager,  
agent  
McCracken, Paul, 1881, acrobat  
McDaniel, W. H., 1-1938, steward  
McDonald, George, 1881-1949, teamster  
McDonald, John, agent  
McDonald, Max, elephant trainer  
McDonald, Cliff, press agent  
McFarlan, Harry J., equestrian director  
McFarland, W. H. (Pop), 1908-, Side Show  
manager  
McFalls, John P., 1896-, promoter  
McHenry, Basil, 1887-1939, manager  
McIntosh, Dave, musician  
McIntosh, Deacon, mechanic  
McIntosh, Francis, wire walker  
McIntyre, Dr. Thomas C., 1878-1931, head-  
master  
McKinney, Charles (Zed), 1871-1942,  
human frog  
McLaughlin, John, 1880-1934, teamster  
McLaren, James, 1883-1942  
McLaughlin, Earl, 1890-1934  
McLaughlin, Thomas (Tom), agent  
McLean, Charles, 1837-, boss carterman  
McMahon, John, owner  
McMullen, Ray, 1839-1942, treasurer  
McPherson, Robert (Bob), animal trainer  
McPhee, Danny (Dan M. Pierce), clown  
McNeavy, Vernon L., promoter  
McNis, Ed, owner  
McNis, Jyr, owner  
McNis, Ann, performer  
Macneis, Melanie (Mrs. Lewis), 1888-1935,  
feverboard  
Machnow, gait  
Mack, Harry M. (March), 1887-1932, agent  
Mackey, Dr. J. Frank, 1-1931, med show  
owner  
Mack, James H., comedian  
Madigan, James, owner  
Madigan, William, equestrian  
Madison, Edward C., 1-1942  
Madison, Jo (Mrs. Rivers), performer  
Madison, James (Silver), elephant trainer  
Madison, Luigi, trainer  
Magg, Paul, 1907-1936, concessionaire  
Magr, Baron Ernesto, -1915, midget  
Magr, Coual Primo, 1890-1929, midget  
Mah Phoon, Side Show  
Mahery, Frank, 1891-1948, car manager  
Mait, Walter L., 1882-1938, owner  
Mait, William, owner  
Maitland, Harry, 1-1941, Buffalo Bill show  
Mait, Max, magician  
Maloney, Timothy J., 1887-1931, groom,  
teamster  
Manders, Bobby (Cagrove), 1882-1932,  
equestrian  
Mangum, Golden Willard, 1-1941  
Manning, Timothy J., 1849-1943, bandman,  
eyebrow  
Maquila, Mlle. Mirabel, 1887-1931, 1  
Marsalette, Emma Peck, 1849-1922, eque-  
strienne  
Marceline (Marceline Orbes), -1877, clown  
Marcell, Nicholas, 1-1921, trapeze  
Marcellina, Loretta (Mrs. W. H. Slows), owner  
Marlo, Pete, clown  
Mardo, Florence Harris, equestrienne  
Mark, James A., 1893-1931, equilibrist  
Markham, Minnie, 1-1923, clown  
Marks, Clarence, 1874-1931, acrobat  
Marks, George, carterman  
Marks, Hiram, rider  
Marks, Minnie, rider  
Marks, Sallie, rider  
Marley, John, 1884-1931, bandman  
Marquis, George, agent  
Maraden, William, clown  
Marin, Al, owner, concessionaire  
Martin, Marie, Side Show  
Martin, Thomas A. (Tom), owner, clown  
Martin, William K., 1884-1949, acrobat  
Martina, Big (John H. Cleary), 1882-1940,  
trapeze  
Marvin, Russell B., 1898-1936, clown  
Marwood, Prof. latinedo man  
Masteyne, Jasper, manager  
Mastey, Al, bandleader  
Mata, Juan Bartra, 1924, bar set  
Matauch, Frank, 1878-1938, acrobat  
Matauch, George, 1871-1932, acrobat  
Mathews, Harold P., 1897-1931, coachhouse  
Maxima, black wire walker  
May, Jabel, acrobat  
Mayer, Joseph, publisher  
Mays, Bert, rider, horse trainer  
Meadows, Adam, Franklin, 1901-1931  
McCall, Joe, elephant trainer  
Medica, Capt., sea animals  
Meach, Edward R., 1823-1932, Wild West  
show  
Meers, Hubert William, 1844-1911, eque-  
strian  
Meers, Lillie (Mrs. Moses Daphney), acro-  
bat  
Meers, Marie (Mrs. Theodore Dahm), 1-  
1942, acrobat  
Meighan, George F., 1873-1931, general  
agent  
Meisak, Zoe, 1896-, Side Show  
Melrose, Billy, 1873-1934, rider  
Melville, Bert (Marvins), acrobat  
Melville, Frank, rider  
Melville, James, rider  
Melville, Mrs. James, equestrienne  
Melville, George J., 1880-, press agent,  
treasurer  
Memon, Antoine, 1885-, Side Show  
Mendon, Ada Bertha Isaacs, 1835-1888,  
equestrienne  
Merrill, John, wire walker  
Meredith, Julia, carterman  
Merlet, Anna (Mrs. Janette Klankas),  
acrobat  
Meyer, Russ Kilian (Mrs. Cunt V.), 1898-  
1934, owner  
Meyers, Annie, 1883-, midget  
Meyers, Claude, bandleader  
Meyers, George, equestrian director  
Meyers, Henry, owner  
Meyers, Mary Estlin, equestrienne  
Mimi (Mimi DeGris), 1892-, clown  
Minnahan, Brazilian wire walker  
Minn, Alvin Prince, 1844-1932, clown  
Minn, Steve, 1-1813, clown  
Minn, Thomas (Thomas Eastlake), 1841-,  
equestrian  
Middletown, George, 1-1929  
Middletown, J., acrobat  
Miller, Albert (Frenchy), 1878-1949  
Miller, Art, general agent  
Miller, Art (Doc), billposter  
Miller, D. R., owner  
Miller, Frank B., horse trainer  
Miller, George L., 1890-1929, owner  
Miller, George Washington, owner  
Miller, Harry E. (Paw), 1882-1931, performer  
Miller, Hilda A., 1889-1938, snake charmer  
Miller, Joseph, owner  
Miller, Col. Joseph C., 1871-1937, owner  
Miller, Kelly, owner  
Miller, Mabel, cowgirl  
Miller, Lydia, owner  
Miller, Oberl, manager, owner  
Miller, Paul, 1902-1941, elephant trainer  
Miller, Robert, 1895-1939  
Miller, Zachary Taylor, 1881-1932, owner  
Millette, Ira, acrobat  
Millette, Mildred, acrobat  
Milwaukee, Henry, property man

Mills-Christine, 1881-1912, Siamese twins  
Milling, Martin, 1894-1928, advance agent  
Mills, Mabel M. (Mrs. Otto J.), owner  
Mills, Bill (Mrs. J. C. Thomas), wire  
walker  
Mills, Jennie (Mrs. Dyle Millman),  
1880-1941, performer  
Mills, Norman W., 1874-1938, owner  
Mills, Carl, owner  
Mills, Harry, concessionaire  
Mills, Jack, 1880-, owner  
Mills, Jala, owner  
Mills, Jala, owner  
Mills, Woody Baby, 1887-, Side Show  
Mills, Dan, 1880-1931, owner  
Mills, Mr. J., 1948-, child prodigy  
Mills, Daniel Charles, 1894-1942, clown  
Mills, James, cowboy  
Mills, General Frank (Pinky), 1888-, midget  
Mills, Major (Clarence Haverstick), 1898-  
midget  
Mills, Eddie, 1884-1948, bandmaster  
Mills, Tom, 1888-1948, owner, cowboy  
Mills, August, 1871-1931, animal trainer  
Mills, Henry C., 1878-, wagon builder  
Mills, Ernest, equestrian  
Mills, Chester, ticket seller, owner  
Mills, Louise, beauty queen  
Mills, David Craig, clown  
Mills, Aaron, 1881-, giant  
Mills, Harry, agent  
Mills, George, Side Show  
Mills, Lucy, Jersey Lily  
Mills, W. M. (Bill), owner, agent  
Mills, Conch (Mrs. Martin), 1885-1932,  
owner  
Mills, Teresa, acrobat  
Mills, Madame, nat. trainer  
Mills, E. J., concessionaire  
Mills, Prof. Arthur (The Yankee Whittier),  
Side Show  
Mills, Claude, director of advertising  
Mills, Harry L., 1885-1938, Side Show  
Mills, Harry B., 1872-1933, acrobat  
Mills, James, 1883-, Side Show  
Mills, Milton, owner  
Mills, Frank, press agent  
Mills, Pollock, clown  
Mills, Robert H., owner  
Mills, Henry, 1883-1932, advance agent  
Mills, Phoebe, Side Show  
Mills, George, general agent  
Mills, Jeremiah Joseph, 1874-1938, owner  
Mills, Charles, cowboy  
Mills, George, cowboy  
Mills, Louis, cowgirl  
Mills, Mildred, cowgirl  
Mills, Col. Zack, 1847-1931, Wild West  
show  
Mills, Edward Francis (Nemo), 1880-  
1942, clown  
Mills, William A., 1881-1932, owner  
Mills, Dave, announcer  
Mills, David, 1893-1931, director and  
announcer  
Mills, Francis, Side Show  
Mills, Frederick J., 1880-1948, giant  
Mills, Carl Hugh, 1880-, owner  
Mills, John H., 1829-1881, owner  
Mills, Joseph, 1893-1932, trainer  
Mills, Ken, agent  
Mills, Lester W., advance agent  
Mills, Peter, -1930, lithographer  
Mills, Gerry, 1905-1938, rider  
Mills, John, 1887-  
Mills, L. Claude, bandmaster  
Mills, Madame, -1921, bearded lady

N

Nackley, Natalie, 1903-, midget  
Nadilo, Nio (Nio Neuburger), wire walker  
Nadski, John (Cameo Dutch), animal supt.  
Nathan, John J., 1891, owner  
Naylor, Bill, press agent  
Nathan, John H., O., Side Show  
Nelson, Adelle, elephant trainer  
Nelson, Arthur, 1846-1941, Nelson family  
acrobat  
Nelson, Barney, 1878-, Side Show  
Nelson, Bert, animal trainer  
Nelson, Carmencita (Mrs. A. J. Humke),  
1896-1934, acrobat  
Nelson, Harry, 1878-1949, acrobat  
Nelson, Harry, clown  
Nelson, John Moffat, 1881-1931, clown  
Nelson, Paul, 1914-, horse trainer  
Nelson, Prince, 1880-1941, acrobat  
Nelson, Ruth, acrobat  
Nelson, Theat, acrobat  
Nestle, Eliza (Queenie), 1837-1937, midget  
Nethkin, William V. (Buckskin Bill), 1864-  
1949, owner  
New, Bert (Hense), -1932, concessionaire  
Newland, T., 1849-1932, veteran circus man  
Newman, C. A. George, 1881-1933, mentalist  
Newman, Jacob D., 1878-1948, agent  
Newson, James, 1834-, equestrian  
Newson, Pauline Hennie, 1828-1904, rider  
Newton, Clyde, owner  
Newton, William E., 1850-1937, owner  
Newton, William Jr., 1879-1933, owner  
Noble, Roy, 1901-1949, acrobat  
Nicholas, Law D., 1887-, manager  
Nicol, Count Philippe, 1887-, midget  
Nicol, Countess Philippe (Rose Dufresne),  
1887-, midget  
Nicol, snake charmer  
Noble, Ralph, 1887-1948, superintendent  
Noonan, Dan (Curly), 1869-1933, animal  
trainer  
Norris, Ralph, 1894-1949, owner  
North, Elizabeth Palmer (Mrs. Henry)  
North, Henry Ringling, 1898-, owner  
North, John Ringling, 1883-, owner  
North, Mrs. John Ringling  
North, Levi James, 1814-1883, rider, owner  
Noyes, Bert, elephant superintendent  
Noyes, Charles W., 1823-1883, owner  
Nutt, Commodore (George W. Morrison),  
1845-1881, midget

O

Oakley, Annie (Mrs. Frank Butler), 1869-  
1928, sharpshooter  
Oakley, Frank, 1881-1948, clown  
Olsen, Munnie, 1884-, midget  
O'Bayne, Frank, 1878-1932  
O'Brien, Annie, gladiolus  
O'Brien, Dan, trapeze  
O'Brien, Jack, Irish giant  
O'Brien, Jerry, 1872-1938, clown  
O'Brien, John V. (Pop), 1838-1889, owner  
O'Brien, Mrs. Patrick, gladiolus  
O'Connell, John Francis, 1886-1936, boss  
concessionaire  
O'Connell, Mlle., 1881-, snake charmer  
O'Dale, William, 1849-1883, rider  
O'Dell, Crys, acrobat  
Odem, C. D. (Danny), 1882-1944, owner,  
manager  
Odem, Dick Donovan (Mrs. C. D.), rider  
O'Donnell, Frank J., 1869-1941, press agent  
O'Donnell, James, 1890-, acrobat  
Ogden, John E. (Doc), 1878-1898, Side  
Show manager  
O'Grady, Jack, elephant trainer  
O'Hara, William F., 1862-1947, animal  
trainer  
Oiler, P. A., 1826-1898, owner  
Oiler, Princess, bear trainer  
Oiler, William, bill car manager  
Oiler, Betty Hoffmann, -1941, rider  
Oiler, Hal, press agent  
Oiler, America, acrobat  
Oiler, Julia, acrobat  
Oiler, Mrs. Lucy, equestrienne  
Oiler, John Barwell Jr., 1846-1880,  
Texas Jack  
Oiler, Thomas E., 1883-1948, clown  
Oiler, Hilda, bear act  
Ord, John, 1829-1939, equestrian  
Ord, Thomas, equestrian  
Ord, Marnie, lion trainer  
Orin, Count Ivan D., Side Show  
Orman, Frank, manager  
Orin, Edward, owner  
Orin, George F., 1818-1936, owner  
Orin, George Washington, 1846-1891, owner  
Orin, Claude, owner, hostler

Olsen, Oliver, owner  
Olsen, J., Side Show  
Olsen, Charles, Side Show  
Olsen, Henry, 1823-1887  
Olsen, Willie (Donnan MacArthur), 1898-  
1933, rider  
Olsen, Harrison, 1888-1932, trapeze  
Olsen, Mrs. H. W., concessionaire  
Olsen, Joseph, acrobat  
Olsen, Mlle. Yvette, rider  
Olsen, Perry, -1931, midget strong man  
Olsen, J. H., owner  
Olsen, Arthur Lincoln, -1948, acrobat  
Olsen, William B., 1821-1931, owner  
Olsen, Claude (Dusty), 1879-1938  
Olsen, C. F., Wild West owner  
Olsen, Walter H., snake trainer  
Olsen, Carl (Straw Jack), owner  
Olsen, Jay, 1892-1938, press agent  
Olsen, Richard (Dutch), animal trainer  
Olsen, August, midget  
Olsen, Dan, 1821-1898, owner, clown  
Olsen, Herman, midget  
Olsen, John Henry, agent  
Olsen, Richard, owner  
Olsen, W. C., 1885-1935, owner  
Olsen, John Bill, -1898, owner, rider  
Olsen, Bert E., equestrian director  
Olsen, Mitchell, equestrienne  
Olsen, Hania, equestrienne  
Olsen, Lillian, acrobat  
Olsen, Michael, -1898, clown  
Olsen, Albert C., 1856-1916, owner  
Olsen, Alfred T., 1861-1916, owner  
Olsen, Anna (Mrs. August), -1931  
Olsen, August G., 1855-1907  
Olsen, Charles Edwin, 1863-1928, owner  
Olsen, Della (Mrs. Alfred T.), -1931  
Olsen, Edith Conway (Mrs. Charles),  
1869-1932  
Olsen, Eliza Morris (Mrs. Albert), 1851-  
1941  
Olsen, Elizabeth (Mrs. Alfred T., II),  
1868-1948  
Olsen, Henry, 1869-1918, owner  
Olsen, James, advance ticket, seller  
Olsen, John, 1866-1936, owner

P

Parker, Thomas H., 1895-, owner  
Parks, George, 1894-1938, promoter, con-  
cessionaire  
Parks, Otto, 1890-1948, cyclist  
Parks, Ira, 1837-1885, marksman  
Parks, -1832, owner  
Parks, Catherine (Mrs. Emil), bear  
trainer  
Parks, Emil, bear trainer  
Parks, Henry J., staffer  
Parks, W. F., Side Show manager, owner  
Parks, James (James), -1878, clown  
Parks, Mary, 1891-, acrobat  
Parks, George (Manfield), -1931, acrobat  
Parks, Alfred, 1873-1932, animal trainer  
Parks, Anthony Walker, 1881-1949, rider  
Parks, Harry A., 1883-1942, Side Show  
owner  
Parker, Mrs. Mary Bell, 1894-1952, daugh-  
ter of Lewis Bell  
Parkhurst, Harry P., -1930, elephant man  
Parks, Orr A., press agent  
Parr, Lulu B., protegee of Pawnee Bill  
Partridge, Clyde, 1893-1938  
Partridge, Maud, animal trainer  
Partridge, William A. (Shifty), 1874-1942,  
performer  
Pascor, Antonio, 1827-1908, owner  
Patrick, Willie, 1890-1931, high wire  
Paterson, Anne, acrobat  
Paterson, James A., 1868-1948, owner  
Paterson, John, clown  
Paterson, Lester, 1887-1935  
Patel, Adeline Juana Maria, 1942-1918  
Paucel, Baron, Side Show  
Paul, J. W., 40-horse driver  
Paul, Frank (Piano Frank), -1923, owner  
Payne, George, 1884-, Side Show  
Payne, Oliver, -1931, drummer  
Peare, Henry Hank, 1878-1942, acrobat  
Peare, Sam, 1923-, clown  
Peck, William K., agent  
Pederson, Victor Emmanuel, 1884-1931,  
acrobat  
Pelikan, Mrs. Eleanor, -1953, performer  
Pence, Tom, 1888-1953, owner  
Pennington, James Farmer, 1858-1943,  
agent  
Pennock, Murray, agent  
People, Thurman Dwight, 1887-, general  
agent  
Perdue, Elmer, 1902-1944, press agent  
Peres, Luptia, acrobat  
Perley, Frank L., 1857-1952, press agent  
Perry, Charles Henry, 1895-1931, owner  
Perry, Malvina Emily, bearded lady  
Perry, O. F., owner  
Perry, Paul, -1949, owner  
Peters, Aloys (The Great Peter), 1858-  
1943, acrobat  
Peters, Frank 1883-1950, performer  
Pettit, Nicholas J., 1869-1922, contracting  
agent  
Pettus, Bert, elephant trainer, general  
superintendent  
Phillips, Jack, band leader  
Picard, Alex, 1883-1952, acrobat  
Pichiani, Anthony, 1891-1939, acrobat  
Pierce, Vernon E., dwarf  
Pierrot, (Deburau Gaspardi), 1796-1848,  
clown  
Pils, Dr. Arnulf R., circus physician  
Pilgrim, Alfred, Side Show  
Pimpo, clown  
Pinkney, Richard, -1930  
Pipifax, clown  
Pirama, and Sami, Side Show  
Pirri, Mohammed, 1926, elephant man  
Pizzo, John P., 1897-1932, clown  
Piamondon, Louis, 1862-1934, clown  
Pisak, Thomas, agent  
Pisat, William, 1884-1939, magician  
Plummer, W. H. (Jack), bandleader  
Plunket, Arthur, clown  
Polack, Besse, owner  
Polack, Harry R., 1871-1919, owner  
Polack, Irving J., 1888-1949, owner  
Poncio, Ruth (Baby Ruth), -1941, fat girl  
Poplin, T. H. (Tommy), circus electrician  
Porter, John, 1881-1946, fat man  
Portillo, Frank, 1899-, clown  
Posey, Jack, 1863-, 40-horse driver  
Potter, Elia, acrobat  
Potter, Harry, acrobat  
Potter, William L., 1889-1948, clown  
Powell, A. B., horse trainer  
Powell, Albert Sr., 1877-1950, tight wire  
Powell, Albert Jr., acrobat  
Powell, Frederick Eugene, magician  
Powers, John H., 1885-1941, manager  
Pratt, Vernon, owner  
Prescott, Charles F., 1867-, owner  
Preston, Frank, property man  
Pretzman, Charles Raymond, 1889-1932,  
clown  
Price, Alvin J. (Happy), -1939, circus  
trainmaster  
Price, Thomas E., acrobat  
Primrose, C. R., agent  
Prince, Paul, 1912-, clown  
Prince, Tiny Mite, midget  
Princess Chignia (Mrs. Tony Woeckler),  
1889-, midget  
Prisset, Roy, 1896-1949  
Proctor, Phyllis, 1890-1932, acrobat  
Proudfit, Merle George, 1895-1949, steward  
Pudlunas, Antonio V., -1918, owner  
Purdell, John, carterman  
Purvis, Billy, 1874-1892, clown  
Purvis, John, 1844-1928, clown  
Purvis, Alberta (Little Nell), 1908-1931  
Pysat, Harold, 1898, midget

Q

Queen, Montgomery, owner  
Quier, Clark, press  
Quigley, John, 1858, midget  
Quincy, Margaret, diver  
Quinn, W. H., agent

R

Ragnow, Len, 1884-1956, agent  
Raney, Alphonse, director  
Raney, Napoleon, director  
Ransome, Prince, -1893, Side Show  
Ransome, Ceta, -1892, performer  
Ransome, Eugene, 1886-1948, clown  
Ransome, Maria Gregorivna, animal  
trainer  
Rastell, Enrico, rope walker, juggler  
Rattlemate Bill (Vasil Lungovitch), horse-  
man  
Rastvich, Charles, 1878-1951, clown  
Ravetta, The, acrobat  
Raymond, Ed, 1893-, clown  
Raymond, James, -1894, owner  
Raymond, Willie, owner  
Reaver, Vernon, 1890-1931, agent  
Reid, Lewis Edward (Palat), 1894-1941,  
Side Show  
Reid, Jack, cowgirl  
Reid, Prof. P. H., ballroom  
Reid, A. H., 1861-, owner, agent, musician  
Reid, Charles F., 1843-1924, rider, acrobat  
Reid, Elizabeth, midget  
Reid, Joseph, elephant trainer  
Reid, Lewis E., elephant trainer  
Reid, Napoleon, steward  
Reid, Harvey (Newton Young), 1873-1930,  
acrobat

Ringling, Mabel (Mrs. John), 1876-1928  
Ringling, Mabel (Mrs. A. Anderson), grand-  
daughter of A. J.  
Ringling, Mabelle  
Ringling, Mrs. Emily Buck, (Mrs. John, III)  
Ringling, Otto, 1888-1911, owner  
Ringling, Paul, 1898-  
Ringling, Richard Theodore, 1885-1931  
Ringling, Robert Edward, 1897-1936, owner  
Rink, Sidney, 1853-1941, animal trainer  
Rink, John, high wire  
Rink, Richard (Carlisle), 1814-1874, owner,  
acrobat  
Rink, A. Telfair, 1885-1936, magician  
Rink, Harry, clown  
Rink, Charles, clown  
Rink, Mrs. H. W., concessionaire  
Rink, Frank A., 1814-1893, owner  
Rink, Mlle. Mlle. Show manager  
Rink, Mlle. Mlle. handmaster  
Rink, Mlle. Mlle. merrymen  
Rink, Harry, acrobat  
Rink, George, clown  
Rink, Adolph, 1888-1938, clown  
Rink, Mabelle, -1930, owner  
Rink, Alex, owner  
Rink, Clarence, rider  
Rink, Danny, owner, executive  
Rink, Payetta (Tanee), 1818-1894,  
owner  
Rink, George E., 1874-1932, general  
agent  
Rink, Orl, 1843-1928, owner  
Rink, James (Pittsburgh), 1825-1917,  
rider  
Rink, Jenn, 1871-1938  
Rink, John I., 1887-1938, owner  
Rink, John P. (Governor), 1843-1921,  
owner  
Rink, John IV., -1934, elephant owner  
Rink, John G. III, 1872-1935, owner  
Rink, Josephine De Mutt, 1863-1948  
Rink, Margaret Ann, 1917-, midget  
Rink, 1883-, clown  
Rink, William M., press agent  
Rink, Maximo, performer

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Roebuck, Goldlieb, canvas boss  
 Rogers, Brownie, 1895-1950, treasurer  
 Rogers, Charles J., 1817-1880, owner  
 Rogers, Lester, -1852, concessionaire  
 Rogers, Nellie, 1849-1935, equestrienne  
 Rogers, Ray W., 1887-1946, owner  
 Rogers, Will, 1879-1935, cowboy  
 Rojak, Roberto, aerialist  
 Roland, Madame Caroline, rider  
 Rolland, William, equestrian director  
 Rooney, Charles, 1874-1938, performer  
 Rooney, Charles, boss hustler  
 Rooney, Corinne Hodgini, aerialist, rider  
 Rooney, Ed, aerialist  
 Rooney, Jennie, aerialist  
 Rooney, Minnie  
 Rooney, Nettie (Mrs. Frank), 1886-1950  
 Root, Al, -1953, owner  
 Rosco, Sawyer (Buck), 1876-1943, handsman  
 Rose, Frank, -1948, Side Show operator  
 Rose, Harry, aerialist  
 Rose, William K., 1906-1950, press agent  
 Rosini, Carl, magician  
 Ross, Joseph Edward, 1885-1932, boss canvasman  
 Ross, Willie, elephant trainer  
 Roth, Louis F., 1883-1949, animal trainer  
 Rowe, H. S., owner, agent  
 Rowe, Joseph Andrew, 1819-1887, owner  
 Royal, Rhoda, 1898-1948, owner, horseman  
 Royer, James, clown  
 Ruess, H., owner  
 Rubie Sisters, acrobats  
 Rudyoff, Erna (Gebhardt), equestrienne  
 Rudyoff, Rudy (Gebhardt), equestrian  
 Ruhe Heino, 1908-1952, animal dealer  
 Rumbaugh, Harold J., owner  
 Rumbley, Walter E., 1909-1949, purchasing agent  
 Rumlins, Fred, equestrian  
 Ruppert, Karl, bear trainer  
 Russell, Charles, 1865-, cowboy  
 Russell, George, 1880-1952, juggler  
 Rutherford, Bert, 1952, agent, manager  
 Rutliff, Frank, owner  
 Ryan, Danny, performer

Salter, Edward Russell, 1884-1928, press agent  
 Salter, James M., -1951, musician  
 Saluto, Frank, clown  
 Salvati, Prof. Al., balloonist  
 Samwell, Mrs. Charlotte, 1813, equestrienne  
 Sanders, Burlleigh L., 1889-1951, owner  
 Sandow, Eugene, strongman  
 Sands, Al., 1887-1943, manager  
 Sanders, Richards, 1814-1867, owner equestrian  
 Sandwina, Katie, 1885-1952, strongwoman  
 Sanger, George, 1827-1911, owner  
 Sanger, George Jr., 1868-1947, owner  
 Sanger, James, owner  
 Sanger, John, 1853-1929, owner  
 Sanger, John, 1810-1868, owner  
 Santos, Fable, owner  
 Sapp, W. T., Side Show  
 Sario, George, 1894-1956, magic  
 Sartin, Erika (Mrs. Giuliano Loyal), equestrienne  
 Sarrarano, Hans Block, -1938, owner, elephant trainer  
 Saul, P. Robert, 1863-, press agent  
 Saunders, Clark, elephant keeper  
 Sautelle, Sig (George B. Batterlee), 1848-1928, owner  
 Sawade, Richard, animal trainer  
 Scanlan, James, 1906-1936  
 Scanlon, Patrick J., 1864-1948, clown  
 Scatterday, R. O., advertising rep.  
 Schaffer, Frank, 1863-1934, boss butcher  
 Schaffer, Simon, 1850-1926, trapeze  
 Scharick, Joseph (Walter Joe), 1907-1947  
 Schichholz, Bedini Umberto, European agent  
 Schmidt, Capt. Henry, strongman  
 Schmidt, Mrs. Elbel, -1936, owner, manager  
 Schmidt, Alfred, owner, trainer  
 Schnell, Madame, animal trainer  
 Schnell, Edward, animal trainer  
 Schneiders, Feder, 1865-1933, callope player  
 Schreck, Joseph S., magician  
 Schreiber, Daglisle, elephant trainer  
 Schreiber, Madame, equestrienne  
 Schuler, Charles B., press agent  
 Schumann, Albert, owner, horseman  
 Schumann, Ernest, animal trainer  
 Schumann, Oscar, owner  
 Schumann, Willy, -1936, owner

Schuyler, Walter (Annabelle) clown  
 Schwab, August (Nony), 1888-1940, press agent  
 Schwarz, Harold A., 1902-1951, magic  
 Schwyer, Emil, animal trainer  
 Scott, Arky (Eugene), elephant superintendent  
 Scott, Dr. Arthur, 1851-, press agent  
 Scott, John B., 1863-1941  
 Scott, Matthew, 1864-, Jumbo's keeper  
 Scott, Oliver, 1838-1915, agent  
 Scribner, Sam, owner, hostler  
 Seals, Archie, canvasman  
 Beaver, Vernon C., Wild West owner  
 Sebastian, Romeo, owner, equestrian  
 Seeley, Charles W., 1844-1917, acrobat, stuffer  
 Seeley, Clinton Barnum, Barnum's nephew  
 Seeth, Julius, lion trainer  
 Seiden, Aronno Eugene, 1850-1951, high wire  
 Seitz, Allen E., 1863-1904, owner  
 Seitz, Charles W. (Red), -1942, clown  
 Seitz, Ephraim, 1824-1898, owner  
 Seitz, Harry, property man  
 Seitz, Lewis, 1841-1967, owner  
 Seitz, Peter, 1845-1904, owner  
 Seitz, William (Willie), 1865-1908, owner  
 Seltzer, George (Shrimp), monkey and dog trainer  
 Seymour, Fred B., agent, steward  
 Shannon, Walter A., 1845-1831, owner  
 Shere, Edward M., 1866-1950, owner  
 Shepard, Frank Arthur, aerialist  
 Sherman, Chester, 1895, clown  
 Sherman, Joseph, 1913-, clown  
 Sherwood, Madame, giantess  
 Sherwood, Robert Edmund, 1864-, clown  
 Shields, Dr. William J., doctor  
 Shipley, Edward, 1865-1943, owner  
 Shipley, Earl, clown  
 Shipley, Richard, elephant trainer  
 Shores, Mrs. D. B., agent  
 Showles, William, 1857-1924, rider  
 Shuberl, Gertrude, acrobat  
 Schubert, John, acrobat  
 Siebel, Peter, 1884-1948, trapeze  
 Siebert, Alex, acrobat  
 Siebrand, Pete, equestrian  
 Siegrist, Bebe, aerialist  
 Siegrist, Charles (Patterson), 1880-1952, aerialist  
 Siegrist, Edythe (Mrs. Charles), 1878-, aerialist  
 Siegrist, Frances Florine (Mrs. William), aerialist  
 Siegrist, Joanne, aerialist  
 Siegrist, William, 1914-, aerialist  
 Siems, Marius John, 1863-, clown magician  
 Sibon, Charles, 1881-1935, aerialist  
 Sibon, Cornelius, aerialist  
 Sibon, Edward, aerialist  
 Sibon, Eugene (Mrs. Edward), aerialist  
 Sibon, Kate, aerialist  
 Sibon, Walter, aerialist  
 Sik, Harold, concessionaire  
 Silvers Top (Col. Sam Chambers), 1887, equilibrist  
 Simpson, Edward, 1869-1941, aerialist  
 Simpson, Jennie (Mrs. Edward), with Hunt Bros.  
 Simpson, William, canvasman  
 Sims, Emmett, agent  
 Sinclair, Karl Bruce, 1887-1951, acrobat  
 Sing Hoo, Smaun & Palma, Siamese midgets  
 Singer, Leopold, 1877-1951, troupe director  
 Singh, Aroklaxwami Arumal, 1928-, lion tamer  
 Singleton, George, 1942, boss canvasman  
 Singleton, George, boss canvasman  
 Skelly, Joseph Harold, clown  
 Skulthorpe, Violet, rider  
 Slater, John, 1870-1931, clown  
 Slaton, Richard (Dick), Side Show manager  
 Sloan, Harry, acrobat  
 Sleas, Millie, acrobat  
 Smith, A. Morton, manager  
 Smith, C. C., treasurer  
 Smith, Edwin, Fritz, 1849-1931, clown  
 Smith, Avery, 1814-1876, manager  
 Smith, Fletcher, press agent  
 Smith, George Washington, 1865-, manager  
 Smith, John, horse trainer  
 Smith, Joy, message set  
 Smith, Joseph (Young Buffalo Bill), cowboy  
 Smith, Joseph, 1827-1952, ballconist  
 Smith, Lillian T., 1871, sharpshooter  
 Smith, Mark, equestrian  
 Smith, Simon, 1860-1943, press agent  
 Smith, William B., 1868-1943, Side Show  
 Small, Clara, Side Show  
 Smellen, John H. (Happy Jack), 1829-1932, boss canvasman  
 Snyder, Hattie, 1891-, animal trainer  
 Snyder, John Owen, 1887, Side Show  
 Snyder, Leo (Tiger Bill), Wild West, owner  
 Snyder, Thomas (Boss), clown  
 Snyder, William, animal man  
 Sohn, Alice, singer  
 Solomon, Felix Sol, 1910-, high diver  
 Soliro, Frank, 1878-1952, acrobat  
 Spalding, Dr. Gilbert R., 1812-1880, owner  
 Sparks, Carl, 1875-1951, mechanic  
 Sparks, Mrs. Charles, owner, equestrienne  
 Sparks, Charles, 1882-1948, owner  
 Sparks, Clifton Robert Sr.  
 Sparks, Clifton Robert Jr., 1925-  
 Sparks, John (Wiseman), 1863-1903, owner  
 Spaulding, Gilbert R., owner  
 Spear, O. A., boss billposter  
 Spellberg, William, 1950, bandaman  
 Spellman, Frank, promoter, owner  
 Spencer, G. Raymond, 1885-1951  
 Spences, John D., 1951, clown  
 Spencer, Sylvester, equestrian  
 Sperry, Harry C., manager  
 Spiegal, Carl (Bill), trainmaster  
 Spissell, Joe, 1936, clown  
 Sprague, Isaac W., 1843-, Side Show  
 Springs, James A., 1873-1938, clown  
 Springer, Andrew, 1826-1888, owner  
 Squires, Madam A. P. (Sarah Lewis), 1827-, Side Show  
 Staley, John, steward  
 Stanhope, William, 1883-1889, owner  
 Starr, George O., manager

Stark, Mabel, tiger trainer  
 Stark, Peter, aerialist  
 Stebbins, Si (M. H. Coffey), 1866-1950  
 Steele, George, legal adjuster  
 Steele, Jess, equestrienne  
 Steer, Colonel, midget  
 Steer, Mrs., midget  
 Steeys, Roy James, 1864-1941, advance agent  
 Stein, Louis, 1856-1949, leaper  
 Steinwall, Siegfred, aerialist  
 Stelling, Fred, 1868, clown  
 Stephan, Sol, 1849, elephant trainer  
 Stephens, Leonard J., 1867-1936  
 Stierch, Ernest Bradford, 1891-1950  
 Sterling, Ted, 1936  
 Stern, Louis, owner  
 Stenzenbach, L. A., 1883-1951, handsman  
 Stevens, Dennis, 1914, clown  
 Stevens, George, canvasman  
 Stevens, Robert (Bonham), owner  
 Stevens, Robert (Little Bob), owner  
 Stevens, Mrs. Caroline Robinson, 1922  
 Steward, Clyde H., 1871-1953  
 Steward, William H. (Cap), 1840-, owner  
 Stickney, Clyde, equestrian  
 Stickney, Emma Resac (Mrs. Robert) 1878-1923, rider  
 Stickney, Emily, rider  
 Stickney, John H., rider  
 Stickney, Robert Daniel, 1872-1841, owner, rider  
 Stickney, Robert Theodore, 1846-1928, owner, rider  
 Stickney, Robert III, still walker  
 Stickney, Samuel E., 1845-1921, owner, rider  
 Stickney, Samuel Peck, 1808-1840's, owner, rider  
 Stiles, Emory, 1865-1942, supt. of animals  
 Stiles, William (Billy)  
 Stires, Fred W., 1876-1932, animal show  
 Stirk Family, bicycle riders  
 Stokes, C. W., -1932, aerialist  
 Stokes, Emma, equestrienne  
 Stokes, Spencer Q., 1815-1888, rider  
 Stone, Denison W., 1824-1892, clown  
 Stone, Eaton, 1818-1864, equestrian  
 Stone, Fred Andrew, -1873, clown  
 Stone, Roy C., 1887-1941, executive  
 Stonehouse, William J., 1831-1941, animal trainer  
 Stout, Frank, 1931, clown, trainer  
 Stowe, Charles, press agent  
 Strausburger, Karl, owner  
 Stratton, Charles Sherwood (Tom Thumb), 1828-1883, midget  
 Stratton, Mrs. Charles Sherwood, 1841-1915, midget  
 Stratton, Sam, press agent  
 Striebig, Ike, agent  
 Strik, Elsie, 1933, Side Show  
 Stuart, Frank A. (Doc), 1887-1949, press agent  
 Street, Franklin (Doc), Med. Show  
 Stuart, Walter Herbert, 1850-, Side Show  
 Stubbs, Eleanor, 1913-1937, midget  
 Sturmak, Arthur, owner, manager  
 Sturges, Benjamin (Ben) trainmaster  
 Sues, Howard, owner  
 Sullivan, Rev. Edward S., 1898, chaplain  
 Sullivan, Mrs. Cornelius, 1878-1953, mother of Colleen  
 Sullivan, Rose, aerialist  
 Sun, George J., 1862-1917, owner  
 Sun, Gus (Gustave Klots), 1866-, owner  
 Sun, Peter, manager, owner  
 Sunbrock, Larry, promoter  
 Swami, Nayara, 1950, Negro lion trainer  
 Swanson, The Great, rope act  
 Sweeney, Charles H., 1857-1932  
 Sweeney, William, hand leader  
 Sweet, Rev. George L., 1829-1949, Side Show  
 Sweet, Georgia, equestrienne  
 Sweet, Ony Fred, clown  
 Sweetwater, Chief, Wild West Shows  
 Syamouite, Capt. Rudolph, Side Show  
 Sylbaris, Ludger, 1874, Side Show

Talbot, John, adjuster, manager  
 Tammen, Harry Heye, 1856-1924, owner  
 Tarkington, W. O., agent  
 Tarver, James G., giant  
 Tatz, Carl J., 1950, band leader  
 Tavlin, Jack (Able), owner  
 Taylor, Alma, animal trainer  
 Taylor, Buck (William Levi), 1851-, cowboy rider  
 Taylor, Dan, boss canvasman  
 Taylor, J. Albert, 1875-1941, lithographer  
 Taylor, Milt, 1894-1941, clown  
 Taylor, Minnie, equestrienne  
 Taylor, F. J., owner  
 Tassani, Robert E., human cannon ball  
 Teeler, Jackie, 1909-1952, equilibrist  
 Tennyson, Florence, singer  
 Terrell, Col. Zack T., 1875, owner  
 Terrell, Estrella Nelson (Mrs. Zack), acrobat  
 Texas, Captain G., sharpshooter  
 Thayer, Dr. James L., 1820-1882, owner, clown  
 Thilman, Louis D., manager  
 Thomas, Col. Harry Leska, 1899, announcer  
 Thomas, Gertrude, animal trainer  
 Thomas, James, 1851-, driver  
 Thomas, J. C. (Tommy), agent  
 Thomas, Leroy, musician  
 Thomas, Melzer R., 1894-1951, aerialist  
 Thomas, Paul, tickets  
 Thompson, C. N., 1856-1918, business staff  
 Thompson, Fred, press agent  
 Thompson, Katherine, equestrienne  
 Thompson, Margaret, animal trainer  
 Thompson, Ray, horse trainer  
 Thompson, William Carter, 1871, press agent  
 Thomson, Ann E. Leak, 1856, Side Show  
 Thornton, Robert, trainer  
 Thumb, Mrs. Tom (Countess Magri), 1841-1919, midget  
 Thumb, Tom (Charles Sherwood Stratton), 1828-1883, midget  
 Thurber, Prof. P. H., Side Show  
 Thurston, Rae, magician  
 Tiebor, John, 1859-1945, seal trainer  
 Tiebor, LeRoy J., seal trainer  
 Tiebor, Roland, seal acts  
 Tight, Larry, canvasman  
 Tocci, Giovanni Giacomo, 1875, Siamese twins  
 Togare, lion trainer  
 Tomaini, Al, 1918, giant  
 Tomaini, John, 1906-1950  
 Tomlinson, George A., 1866-1943  
 Toops, Charles E., 1859-1930, circus band  
 Torrence, Frans, perch act  
 Torrence, Victoria, 1945, aerialist  
 Toto (Armando Novello), 1868-1938, clown  
 Tournour, Jules, 1851-1931, clown  
 Tournour, Madame Louise, equestrienne  
 Tournour, Millie, trapeze  
 Trees, Edwin, -1954, animal superintendent  
 Trefflich, Henry, animal dealer  
 Treway, Monteur, juggler  
 Tripp, Charles B., 1855, Side Show  
 Tripp, Johnny, clown  
 Tripp, Larry, clown  
 Trostle, Ely, 1934-1951, high wire  
 Trubka, Vogtech, cat trainer  
 Truzzi, Maximiliano, juggler  
 Truzzi, William Franconi, horse trainer  
 Tucker, Tom, general superintendent  
 Tupper, Waldo T., 1883-1951, general agent  
 Turner, Aaron, owner  
 Ty-Bell Sisters, aerialists  
 Tye, John R., 1884-1949, trick rider  
 Tyler, Tobias, clown

Valentine, George, aerialist  
 Valentine, George, aerialist  
 Valentine Sisters, aerialists  
 Van Albert, Jan, giant  
 Van Amburgh, Isaac A., 1868-1863, owner  
 Van Leer, Bernard, owner  
 Van Tassel, Prof., 1849-1888, aeronaut  
 Vagno, Frank, 1888-1958, phone man  
 Veal, John, 1930-1922, owner  
 Vead, Charles (Brady), 1876-, superintendent  
 Vess, Lawrence, 1912-1951, aerialist  
 Vieg, Doris, midget  
 Villa, Alicia, daughter of Pancha Villa, rider  
 Vincent, Peter A., 1880-1930, magic  
 Violet, 1878-, giantess  
 Vitalo, Erico, 1895-1850, acrobat  
 Vogel, Cecil, executive  
 Voice, Harold, aerialist  
 Volta, Ted, aerialist  
 Vonderheld, Henry, manager  
 Von Dalsarski-Orloff, Yvonne W., manager, 1864-1903, Side Show  
 Voys, Charles Arthur Theodore, musician

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6	3	14x 21	Good	126.75
7	5	14x 28	Fair	160.85
8	4	16x 32	Good	198.70
9	1	20x 40	Fair	240.10
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U  
 Uons, (Frans Prutner), equilibrist  
 Unkie, J., 1868-, Side Show  
 Unrath, Barney, owner  
 Uyeno, Masanostuke, 1915-1938, acrobat  
 Valdo, Pat (Fitzgerald), clown, personnel director  
 V







MULTI-PURPOSED

# Dallas Fem Bldg. Gets Wide Usage

DALLAS, April 3.—The new Women's Building at the State Fair of Texas has been designed so that its highly flexible interior arrangements can be adapted to serve a multitude of purposes—not only at different times of the year but at the same time—especially during the annual fair in October.

For example, during the 1954 exposition, October 9-24, the building will house an array of commercial exhibits of interest to women, the usual Women's Department entries, a series of fashion exhibits, a tea room and an auditorium-in-the-round.

To Cost \$450,000

The building, which is now under construction is expected to be completed in July. Final cost is expected to total around

\$450,000, including air conditioning and other equipment. Approximately 50,000 square feet of exhibit space is provided in the rectangular structure which measures 440 by 120 feet. It is believed to be one of the largest completely air-conditioned buildings on any fairgrounds.

The structure is basically a windowless concrete shell of the so-called tilt-up type. The walls are poured flat and then tilted-up and anchored to steel columns. There are no partitions, except for those that seal off the restrooms and air conditioning equipment. The interior is designed so that, for trade shows and other exhibitions, each supporting column provides electrical outlets for four standard exhibit spaces. Ceiling height is 12 feet.

Outside walls will be decorated with unique "brick mosaic" panels illustrating phases of women's activities during fair. The treatment is said to be a completely new technique.

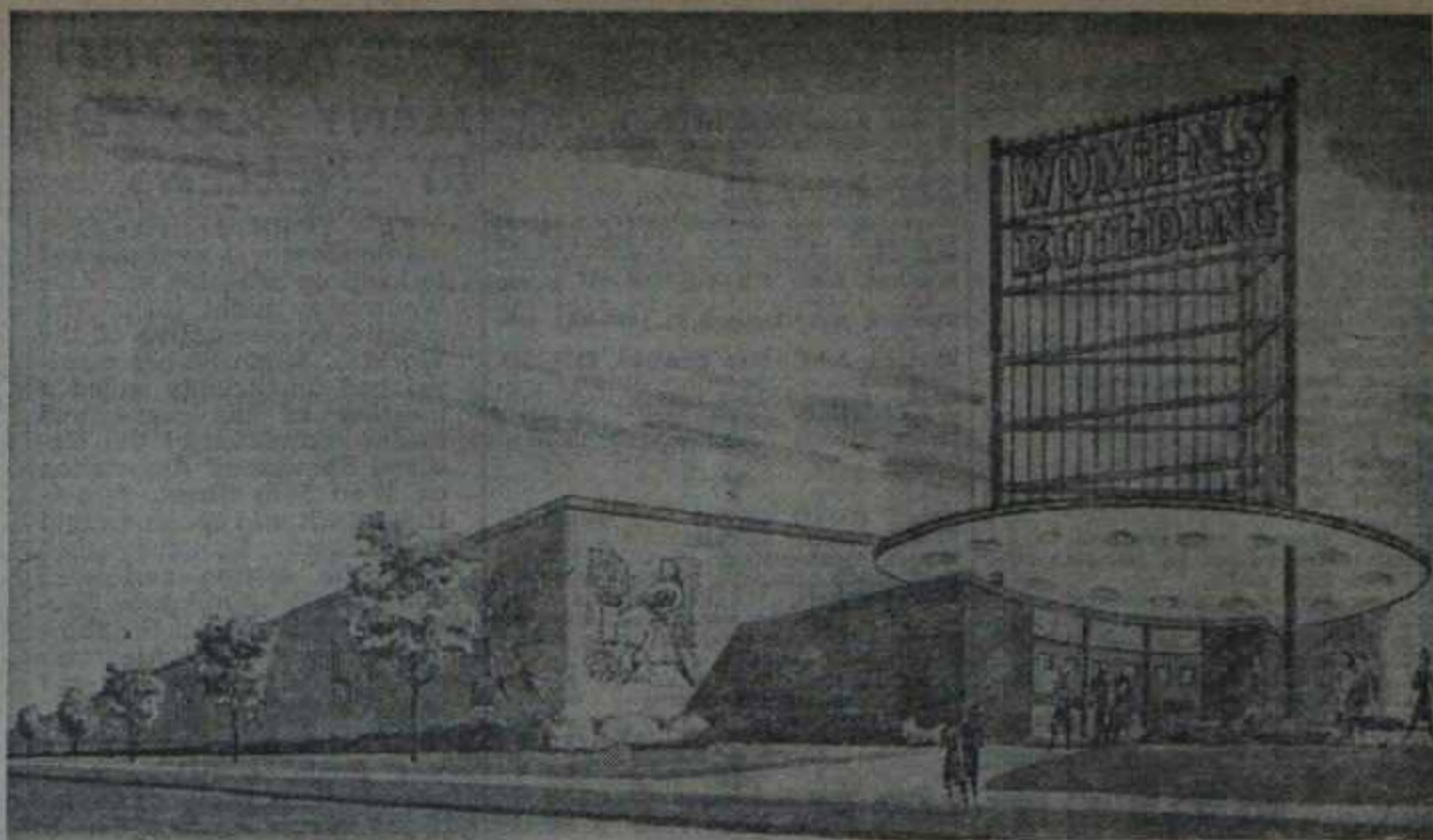
In Line of Traffic

The building is located parallel to food-and-game stands which extend for a block along the street leading to the main midway entrance. It is directly across the street from the Electric Building and also across from the stage where free entertainment is presented during the fair. The structure is thus considered to be in line of the greatest traffic during the fair.

A tower at the entrance will be 50 feet high and will be constructed of steel open latticework with "Women's Building" spelled out in huge letters. Space will be provided on the tower so that additional letters can be used to spell out the name of the show or activities being held in the building at specific times. The tower will be spotlighted at night.

Aud-in-the-Round

During the 1954 fair, fashion shows will be presented in the auditorium-in-the-round, which will be constructed adjacent to a tea room. On the other side will be exhibits of Texas fashions tying in with the fashion shows. These areas will blend in with the ex-



New \$450,000 Women's Building, now under construction at the State Fair of Texas, Dallas, is designed to serve a wide variety of purposes, not only thruout the year but simultaneously during the fair. Basically a windowless concrete shell, the building, which is to be air conditioned, will include an auditorium-in-the-round, a tea room and about 50,000 square feet of exhibit space.

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hibits of entries in various categories of Women's Department competition.

In the front part of the building, near the main entrance, an unusual array of commercial exhibits will be displayed. They will be shown in a kind of "island" arrangement, rather than in the usual type of corridor-and-booth exhibits. Each will have an "island" unto itself.

Only products and services believed to be of interest to women will be featured in this commercial exhibit space. Exhibits have been broken down into categories such as cosmetics, fabrics, apparel, children's clothing, jewelry and so forth.

For Year-Round Use

The Women's Building will be available for trade shows and other activities during the year. The old Women's Building, a much smaller structure, along with some of the grounds surrounding it will be turned over to the Dallas Garden Center for its activities.

Mrs. Leah Jarrett is manager of the Dallas Fair's Women's Department. Gill & Harrell, Dallas architectural firm, designed the building, which is being built by Peterson Construction Company of Dallas.

## MAKE-UP POSES TOUGH HURDLE FOR KRONKITE

NEW YORK, April 3.—CBS personality Watler Kronkite was made up by Felix Adler for the clown walk-arounds at Ringling's benefit premiere Wednesday night (31) in Madison Square Garden, but Adler was nowhere to be found when Kronkite was ready to shed his makeup and return to civilian garb. The following morning he jokingly wired Charley Schuler, of the R-B radio-video publicity staff, that he had a great time, but "how do you get the stuff off?"

## Woodville, O., Sets Cele

WOODVILLE, O., April 3.—Woodville's 12th annual July 4 celebration has been set for July 1-5, Henry Jerkel, president, announced. The American Legion and volunteer fire department will again sponsor the event and the Gooding Amusement Company will supply the rides.

## Chrysler Show Plays Atlanta

ATLANTA, April 3.—The Chrysler Corporation is telling the story of how a car is built in its \$1,000,000 "New Worlds in Motion" show which closed an 11-day run here in the Administration Building of Southeastern Fairgrounds on March 29. The show has visited 39 cities in the U. S. in three years.

"New Worlds" contains more than 100 displays which may be operated by the spectator. It also features the appearance of a Chrysler advance-design "idea" car. Thirty-three semi-trailers are necessary to transport the show. Three of the trailers had to be specially built to carry the Plymouth transparent chassis. The trailers must be air-controlled to prevent extreme changes in temperature from affecting the 1,250 plastic parts of the operative chassis. It takes three days to re-create the display which operates under black light. Accompanying the show is an automotive engineer who demonstrates engineering principles applied in the manufacturing of the automobile. Other divisions of Chrysler are also represented in displays.

At the local show Henry Jerome's orchestra played the date. With the orchestra were songstress Pat O'Connor, who recently won an Arthur Godfrey talent award; singer Allan Dawn, Eddie Shaw, Gordon Dooley, the Three J's and the Glee Club. Jerome played afternoon and evening concerts during the show.

## Chas. Swain Dies at 59

CAMBRIDGE, O., April 3.—Funeral services were held here Monday (29) for Charles L. Swain, veteran food concessionaire, who died Thursday (25) at the age of 59. He was well known for his innovations in serving food at Ohio fairs. Starting with a hot dog stand, he parlayed his business into a modern cafeteria on wheels.

He was a member of the Ohio Showmen's Association. Survivors include his widow, Elizabeth; five sons, Richard, Robert, Clark, Charles Jr. and James; four daughters, Mrs. Gertrude Robey, Misses Patricia Anne, Nancy and Linda Sue.

## Jones Chairman Of Clinton Fair

CLINTON, Mo., April 3.—Rolla Jones was elected chairman of the 1954 Henry County Fair at a recent meeting of the board of directors this week. Other officials elected were Tom Kinyon, vice-chairman; Mrs. Elizabeth Gaines, secretary; Elmo Kreisler, treasurer, and Charles Mills, business manager.

Jones said dates of the 1954 fair were set for August 8-12 and that several bookings had already been made, among them the Pete Bailey thrill show.

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# List Ringling Bow Program

NEW YORK, April 3.—Twenty-five displays were put on by the Ringling show at its season's premiere Wednesday night (31), including four spectacles. In order of appearance, the program went as follows:

Display 1. Three animal acts, with Trevor Hale working seven tigers in the center ring, flanked by Paul Fritz working nine bears and Albert Rio working seven bears.

Display 2. Free world act, Miss Hubini, single trapeze, the Poles and the Benedys, double trapeze, the Great Logans, contortionist, and the Two Risks, unsupported ladder on trapeze.

Display 3. Three wire acts, with Don Collins working the tight wire in the center ring, flanked by Leo Moran, and Benoit Taiton, slack wire.

Display 4. Elephants, with Hugo Schmitt working seven baby elephants in the center ring, and five big hunchos with a girl atop each, in the outside rings.

Display 5. Clown walk-around.

Display 6. Baseball riders, with Tomka Karsy performing in the center ring, flanked by Miss Vivian and Miss Annabelle.

Display 7. Holly & Arry, knockabout team.

Display 8. Three groups of Liberty horses, with Olga Lipowska working 15 and Miss Marion working seven in the outer rings. Chaslan Mroczkowski (eq) worked 13 in the center ring, followed by five in white ivory, and exited beneath an arch formed by two horses on hind legs.

Display 9. Spec, "Rocket to the Moon," featuring Pinia Del Oro, swing trapeze. Wife held 34 girls, swung by 24 hunched men in space costumes. Pinia entry atop motorized rocket float.

Display 10. Mad Back Soapnuts, clown G. I. drill routine.

Display 11. Three juggling acts. Outer rings held the Capers Troupe, two men and two women, Indian clubs; and Halmoth Ounter, hoops, balls and candlesticks. Dieter Tasso on center ring stack wire, kicking cups and saucers onto his head, lopping stack with coffee pot, then with spoon into pot. Tasso and side began routine on ground with Indian clubs.

Display 12. Clown walk-around.

Display 13. Uuna, finger balance.

Nursery Rhyme Spec.

Display 14. Spec, "Dreamland." Profession with nursery rhyme format employing girls, horses, elephants, clowns and floats, decorated and costumed to illustrate children's fables. Included were walkers costumed as wooden soldiers and blind mice, and elephants decked out to represent Aladdin, Humpty Dumpty, the Arabian Nights, Mother Goose, Celeste & Babar. Topped with suspended bubble-making rings showering bubbles onto arena.

Intermission.

Display 15. Three flying return acts, each with three men and one woman, costumed in cotton-sandy pink.

Display 16. Clown walk-around.

Display 17. Four animal acts, with center ring empty except for apparatus of Burton & Seo in following display. Outer rings each had two of Tibor's Beas, with empty center ring flanked by De Joughe's Chimps (5) and Victor Julian's Dogs (17).

Display 18. Clown walk-around.

Display 19. Center ring had Barton & Bob, balancing on blocks atop ladder. Other acts were Felix-Erromi Duo, man and woman, Bella-Bella; Ky & Evert, bicyclists, and Tell Tlegen, balancing on stacked chairs.

Display 20. Clown band.

Fiesta

Display 21. Spec, "Fiesta." Production featuring Alexander Konyot, dressage rider in center ring, flanked by dressage riders Marion Siefert and Nadia Houcke. Forty-two girls, including six costumed as bulls and six as señoritas. Four male capewriters. Also featured are Guadalupe Partida and his eight native Mexican Charro trick ropers.

Display 22. Josephine Beronini, high wire.

Display 23. Five acrobatic acts, with the center ring containing the Yong Sisters & Brothers, three girls, one man, gymnasts. Flanking them are the Tumbling Whirlwinds, four girls; and the (5) Predonita Family, riddle. Outer rings hold the Bully Trio, knockabout comics, and the Bokara Troupe, five men and one girl, teeterboard.

Display 24. Three Nocks, sway poles, one girl and two men atop three poles. Performers grapple when two poles meet, and exchange poles. They do this twice, enabling all three to occupy different poles from those at start of number.

Display 25. Finale spec, "U. N." All participants decked out in United Nations

# WHIP NEARLY GOT TAG OF FLINGMOBILE

NEW YORK, April 3.—What's in a name? The wrong tag might have seriously curbed the success of the Whip ride invented in 1914 by William F. Mangels. The inventor-builder said this week his Whip came mighty close to being called the Flingmobile. "Peter Meyers of old Luna Park, said I'd kill the ride by giving it such a name," stated Mangels. "Meyers then suggested that that I call it the Whip. There's no telling how successful a Flingmobile might have been and 'I'm glad I took his advice.'"

# This Whale Has Cooler

LONDON, April 3.—A whale claimed to be a 69-tonner is slated to be shown here this summer after touring France. Labeled Jonah, the mammal is 85 feet long and is being exhibited by a Norwegian doctor, Rolf Hinrichs. Hinrichs is said to have built a refrigerating plant inside the carcass.

# Lompoc, Calif., Drops July Rodeo

LOMPOC, Calif., April 3.—The Lompoc Rodeo Association's July 4 event is being dropped in favor of the Lompoc Flower Festival. It was announced by a committee representing the Chamber of Commerce and other civic organizations.

The Flower Festival will cover two or more days during the July 4 weekend. It will feature a floral parade. Heading the Festival committee are Vince Dixon, C. of C. secretary, and Bert Romano, local businessman.

# Fernie Arena Buys Ice Equipment

FERNIE, B. C., April 3.—Artificial ice equipment has been installed in the Fernie Arena at a cost of \$64,000. Arena was built at a cost of \$113,000 and opened in November, 1952, but, because of a mild winter, was used only three weeks during the season.

The ice surface is 186 feet by 80 feet. Seating capacity is 1,200 and there is standing room for 800. There is space to provide seating accommodation for several hundred more. Arena was built as a community enterprise.

colors, pale blue and white. Thirty-eight drummer girls followed by Roman chariot and baton twirler. Twenty-four marching men bearing shields and spears and wearing Orrek warrior helmets. Twelve marching girls. Eleven sequined and mounted elephants. Rising spheres in outer rings representing globes and trailing flags of U. N. nations. Large, rising three-sided banner showing Dwight Eisenhower as cadet, general and President, in center ring surrounded by Merle Evans and 22-piece band wearing gladiator costumes. —Irwin Kirby.

# Saints-Sinners Meet in Miami

MIAMI, April 3.—Circus Saints and Sinners tent here, named for Clyde Beatty, held its first "fall guy" party on Saturday (30), with U. S. Sen. George A. Smathers as fall guy.

Acts appearing included Winnie Colleano, trapeze; Niatta, dogs; Nio Yu, wire; Bob Ketrow, hand balancing; Luciana and Freidel, menage horses; Bob and Jackie, rolling cylinder; Howard Munn, chimps; Fredonias, Risley, and an elephant act.

Show was booked by Frank Wirth and staged by David Endy and Oscar Buck. Music was by Charles Shay's band, with Earl B. Hansen at Henry Hutchinson's calliope.

# New Chi Aud Gets Million

CHICAGO, April 3.—The construction of a new multi-million dollar convention hall here moved a step closer to realization this week with the turning over of \$1,100,000 in State funds to Chicago Park Fair, Inc., corporation formed to build the structure.

The money was the first installment of a total of \$5,700,000, which will come from the Fair and Exposition Fund of the Illinois Department of Agriculture. This fund, originally set up to finance a lake-front fair here, was derived from a tax on pari-mutuels at Illinois racetracks.

Site of the new hall is expected to be announced within 30 days.

# Wolf Manager Of Texas Hall

SAN ANTONIO, April 3.—Sol Wolf has been named new manager of the San Antonio Municipal Auditorium. Former manager R. D. "Dude" Skiles resigned December 1. Wolf will also manage the San Pedro Playhouse and Colored Library Auditorium, with a salary of \$450 a month with a \$40 a month car allowance.

# Macon Misses Icer

MACON, Ga., April 3.—Macon is going without an ice show for the first time in many years. Long a winning six-day engagement for "Ice Vogues," in March, the date is being skipped because of inability to arrange suitable dates at the Macon auditorium, promoters Virgil King and Jimmy Waites Jr., announced. Basketball tournaments had the auditorium booked for the dates wanted.

# Mix-Up in Celebration

OLNEY, Ill., April 3.—It was erroneously reported in the March 13 issue that a July 2-5 Centennial will be held here. That event will be held in Sumner, Ill., according to Phil H. Heyde, in charge of entertainment. However, on those same dates the Olney American Legion Post, Vincent Van Cleve, commander, is staging a celebration in Olney, said Heyde.

# OUT IN THE OPEN

Mary K. Sarlow, who is associated with her sister, Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, is trying to have her song, "Water Wonderland," adopted as the official Michigan song by the Legislature. The title is being nationally plugged this year by means of the new car license plates, for the first time. Mary wrote the lyrics, with music by Lloyd Lamar.

Sam Lewis, president of the York (Pa.) Interstate Fair and Mrs. Lewis are vacationing in the Virgin Islands. Lewis celebrated his 80th birthday in Miami, February 17. While in Miami he visited with Mr. and Mrs. Frank Wirth. Tentative plans for the York grandstand show, which Wirth books, were discussed.

George Hamid, in England, seems to be running into reporters every time he turns around. The British press is running numerous articles about the American impresario's views on entertainment and the effect of television thereon.

A son, Bruce Sheldon, was born March 26 to Paul Goldfarb, of the Belle Arbor Novelty Company and novelty concessionaire in Eastern kiddie parks.

Bob Hammond Amusement Company has been signed for the Cinco De Mayo Celebration, Staf-

ford Oaks, Tex., May 1-8, reports Leon Broughton, celebration secretary. Also set for the event are Alonso and His Rancheros to play for dances.

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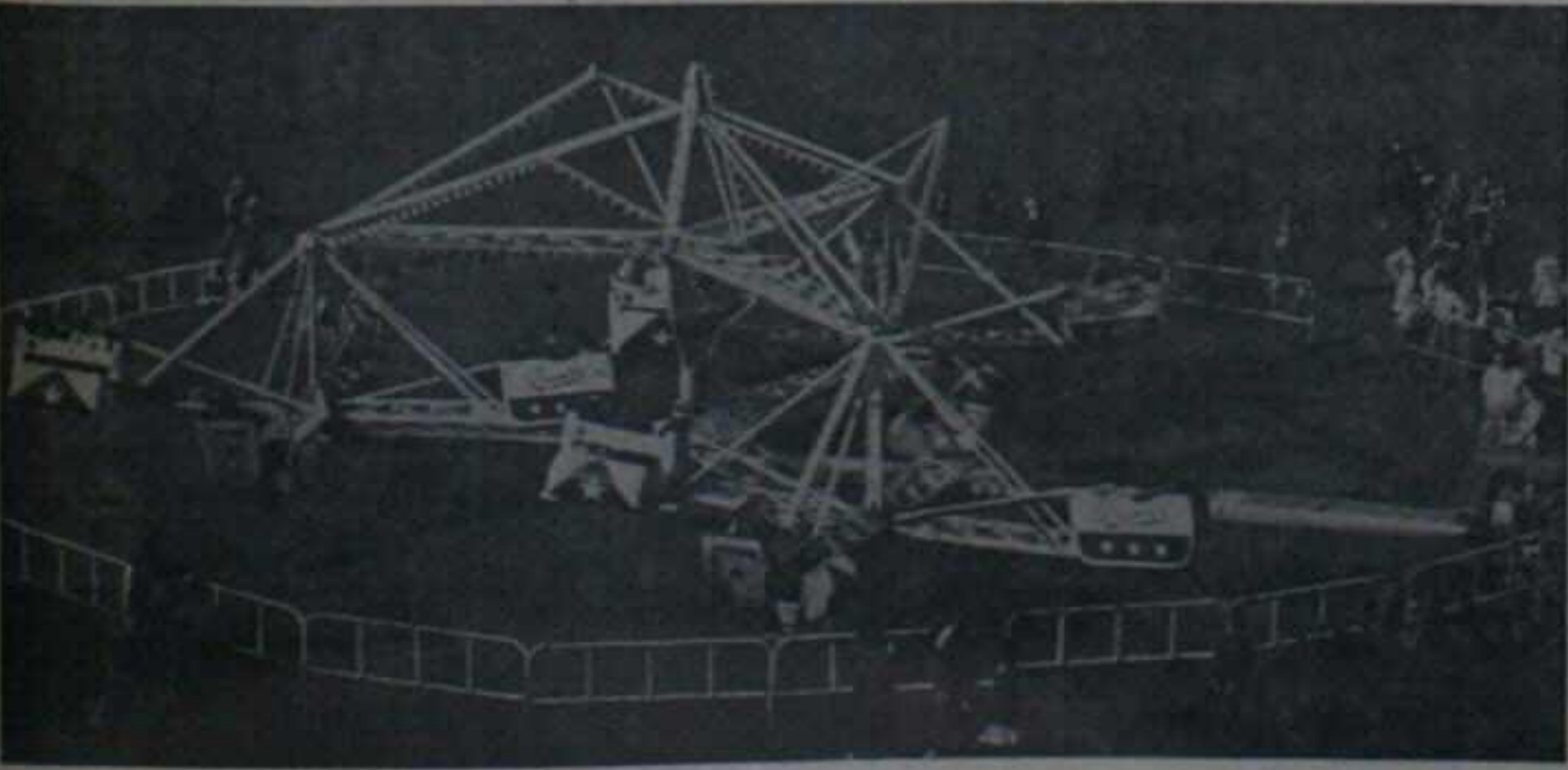
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THE BIG ELI SCRAMBLE, new ride brought out by the Eli Bridge Company, Jacksonville, Ill., after several years of engineering and experimentation, is set up during a test run. Priced at \$14,500 f.o.b. Jacksonville, the portable device, with its 12 cars, has a capacity of 24 adults or 36 children. It requires an operating area with a diameter of 51 feet (56 feet, with fencing and ticket office included). In operation, each car moves from starting position to the outside, across center and to the opposite outside position in less than one revolution. Action gives the appearance of cars scrambling with one another, yet cannot collide or touch each other. The entire ride rotates clockwise at 9 to 12 revolutions per minute, while the unit poles, each with four cars, move counter clockwise. The ride is designed to load on a 28 by 30-foot standard width, open top semi-trailer. Production schedule for this year has been set at 10 units, all of which are committed to buyers. The first five units to be turned out will go to Sam Solomon, Miami; N. K. Cresson, Montgomery, Ala.; C. S. Peck, Kankakee, Ill.; Ferris (Buster) Wilson, Astoria, Ill., and Byers Bros., Texarkana, Tex.



# CLUB ACTIVITIES

## Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 3.—Vice-President Maurice Ohren was in the chair at the regular Thursday (1) meeting. Also at the table were Vice-Presidents Ned Torti and Al Sweeney; Joe Streibich, secretary; William Carsky, treasurer; Walter F. Driver, treasurer emeritus, and Past President Lou Keller.

Paul Bouchard and Pat De Carlo are new members, bringing the total since the first of the year to 39. Membership was saddened by the death of Wallis Waldron, who died March 30 in San Antonio. Vince (Red) McCabe was reported seriously ill in Baptist Hospital, Memphis. Others on the sick list included J. C. McCaffery, Harry Atwell, Louis Drillick, Russell Johnson, Sam Manganaro, Fred Potenza, Frank Daniels, Ray Balzer and David Swarthout.

The ways and means committee is making plans to carry on with the Miss Outdoor Show Business contest this year. Finance committee has recommended that all excess cash in various funds be invested in government securities.

Walter D. Neeland letters he is on the job with Ross Manning Shows. John Rogers, Irving (Hom) Zolun, Sam Solomon, Andy Kasin and Frank Sienk back after absences.

Clubroom callers included Jake Shapiro, Jack Duffield, Harry Duncan, Chick Schloss, Morris Brown, Dave Malcolm, Jess Jordan, Al Holzman, Chick Bohdan, Henry Polk, Louis Schafer, Walter F. Driver, William A. Hettlich, Joe Welles, Petey Pivar, Charles Owens, Bing Bernstein, Al Sweeney, Andre Dumont, Dave Picard, Joe Murphy, Sam Arenz, Chester Chapp and George W. Johnson.

## Pacific Coast Showmen's Association

1235 South Hope Street, Los Angeles 15, Calif.

LOS ANGELES, April 3.—A brief business meeting of the Pacific Coast Showmen's Association was held Monday night (29) as the group honored advance men and billposters at a dinner. Hunter Farmer, president, conducted the session, with Joe Mead, secretary, on the rostrum.

About 100 members and guests attended. The dinner was served by club members along with a committee from the Ladies' Auxiliary.

Among the guests who were called upon were Francis Kitzman, of the Clyde Beatty Circus; Larry Nathan, and Eddie Rood, of the Crafts Shows.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, April 3.—A severe storm caused the cancellation of the March 29 meeting. The final meeting of the season will be held April 12 with the Ladies' Auxiliary joining in the program.

Marvin Keys, first vice-president, has returned from Florida. Ben Miller, third vice-president, is back from California. Charles Schimmel, second vice-president, now in Florida visiting his son, will return for the club's last meeting.

Robert Morrison, secretary, will leave April 14 on a three-week vacation and will start remodeling the clubrooms upon his return. Harry Stahl, president, is readying his park.

### Ladies' Auxiliary

Despite a severe snowstorm, the last social of the season March 29 was well attended. Prize winners were Grace Ziegler, Bobby Schulz, Dotty Miller, Edith Schulz, Clara Silber, Marion Fodal, Gerry Barber and La Verne Taylor. The door prize was won by Frances Moran.

Lunch was donated by Grace Zeigler, Marion Todal and Bobby Schulz.

Maisie Pence brought her donation for the event to the club tho she has not recovered from her long illness. Peggy Cohn has moved to California. Back from a vacation in the same State, Dotty Miller was enthused over her trip.

## Arizona Showmen's Association

106 E. Washington, Los Angeles

PHOENIX, Ariz., April 3.—President W. R. Siebrand was in the chair at the last meeting of the season. Attendance was light as most members already had left to join shows.

The building committee, appointed by the president, has been discharged because it was found that the price of ground suitable for a new club was too high. It was decided to remain in the present quarters until a site can be obtained at a price the club can afford.

Sick committee reported Nora Clucas as improving.

Harry L. Gordon, retired veteran circus-carnival trouper, met with some old-time billers here to join the Clyde Beatty Circus, among them being Francis Kitzman, crew manager, and wife, Elsie; Walter Lawrence, Larry Nathan, Kid Koster, George Carron, Ed Sprague, Ben Fink and Herb Wilson.

Don Hanna, Jack B. Austin and Curly Hayes, members of the stage-hands union, have finished work on the Paramount picture "Big Top" at the State fairgrounds here.

Mickey Lloyd Wilson is in Europe. He sailed March 19 from New York. Walter Fleck joined the Clyde Beatty Circus, where he will be employed in the promotion department under Mel Smith.

## National Showmen's Association

1564 Broadway, New York

### Ladies' Auxiliary

Native members recently returned from Florida vacations are Ann Halpin, Midge Cohen, Flora Elk, Cele Forman, Rae Gruberg and Ethel Shapiro, Dorothy Pachtman is leaving on a vacation. Letters from Mr. and Mrs. George A. Hamid, visiting in Europe, were read. Leslie Andrew is entertaining troops in Korea.

A testimonial dinner will be tendered Past President Dolly McCormick April 5 at Rosoff's restaurant. Mrs. Hamid is expected back in time to attend. Sylvia Stern's father died recently. Fredi Coleman was welcomed back after a long absence due to illness. Dode Allen donated a box of costume jewelry for our elephant table. Hean Weisman won the dark horse.

## Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

### Ladies' Auxiliary

Harry and Alice Hennies hosted 50 showfolks Sunday (28) at their home for a sparerib and spaghetti dinner cheffed by Harry. The affair honored Mrs. Pearl Weydt, who is leaving for her quarters in Wisconsin. Accompanying her will be Doc O'Kelly. Also slated to leave soon are Charles and Grace Goss for Long Beach, Calif., and Bill and Jackie Wilcox for Mills Bros.' Circus in Ohio.

Attending the Hennies affair were the Hennies' niece, Sherry Lou; Doc O'Kelly, George and Elsie Powell, Daisy and Carl Fritts, Eddie and Virginia Gamble, Paul and Odette Olson, Bill and Jackie Wilcox, Steve Mandraix, Boots and Ethel Booth, Charles and Grace Goss, Noble Fairly, Joanne Waers, Harry and Bell Roberts and son, Clint and Marion Shuford, Pete and Sally Mazepa and daughter, Mr. and Mrs. Ted Anthony, Shirley and Dwight Bazinet, Clayton and Caroline Holt, Harry and Vivian Zimdars, Jack and Carolyn McJunkins, Lee and Tina Moss and their son and daughter, Bill Durant and Lou Barber.

## Greater Ohio Showmen's Association

36 West Gay Street, Columbus

COLUMBUS, O., April 3.—Annual spring dinner-dance Sunday (28) was attended by over 200. Included among those present were Harley Swain, concession manager of the Ohio State Fair, and Roy Watts, of the Ohio Department of Health. The latter spoke on and answered questions about changes made in the licensing and inspection of restaurants.

Entertainment following the dance was provided by E. L. Whitacker Variety Shows. Nick Giannini auctioned articles donated by the ladies.

The committee in charge of the evening consisted of Mrs. Nellie De Bell, chairman; Mr. and Mrs. Ralph Downey, Mrs. Betty Downey, Mr. and Mrs. John T. Mere, Buck De Bell, Mr. and Mrs. Gabe Sterling, Mr. and Mrs. Dominic Albanese, Mr. and Mrs. Robert Keener and daughter, Jacqueline; Mr. and Mrs. F. C. Cook, Don Stewart and Mr. and Mrs. Jack Woods.

The committee expressed thanks to Nick Giannini, Mrs. E. W. Hutchinson, Mrs. Don Stewart, Mary Triano, Nate Cohen, Mr. and Mrs. Roger Duncan and Mrs. De Bell's daughter and granddaughters.

Only sad note to the dinner was the death of Charles L. Swain, club trustee.

## Miami Showmen's Association

1799 N.W. 28th Street, Miami

More than 150 members attended the final meeting of the vacation season Monday night (29). With President William B. Moore presiding, others on the dais were Sam Prell, first vice-president; Cliff Wilson, secretary; J. D. (Eddie) Edwards, assistant secretary; William R. DeCostas, club attorney; Robert K. Parker, past president, and Sam Solomon. (Continued on page 115)

## Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- American Midway: Edna, Tex.; Luling 12-17.
- A. M. P.: Albemarle, N. C.
- Becht, Leo: (Dooly By Pam) Cincinnati, O., 9-18; (Liberty & John) Cincinnati 20-25.
- B&H: Orangeburg, S. C.; Great Falls 12-17.
- H. & M. Amusements: Lacrosse, Va., 9-17.
- Big State: Duncan, Okla.
- Regle, F. C.: Pittsburgh, Kan., 8-14.
- Burke, Harry: Baton Rouge, La.
- Burkhardt: Hoxie, Ark.; Poplar Bluff, Mo., 12-17.
- Byers Bros.: New Boston, Tex., 10-17.
- Capital City: Valdosta, Ga.; Hartselleville 12-17.
- Cavalcade of Amuse.: Pennsylvania, Fla.
- Cavalcade of the West: Yreka, Calif.
- Crafts Expo.: San Gabriel, Calif., 8-18.
- Drew, James H.: Gaffney, S. C.
- Dumont, Edenton, N. C.
- Ferris, Carl O.: Savannah, Ga.
- Franklin, Don, No. 2: Poteet, Tex.
- Gentsch, J. A.: Laurel, Miss.; Gloster 12-17.
- Gladstone Expo.: Kosciusko, Miss., 12-17.
- Gold Medal: Atlanta, Ga.
- Great Wallace: Shelby, N. C.
- Groves Greater: Lake Charles, La., 8-17.
- Helman United: Catahoula, La.; New Iberia 12-18.
- Lane, Leo.: Belle Glade, Fla.; Savannah, Ga., 15-25.
- Mighty Page: Camp Lejeune, N. C.
- Miller Bros. Amuse.: Indianapolis 9-17.
- Milliken Bros.: Alma, Ga.; Douglas 12-17.
- Moore's Modern: Durant, Okla.; Ardmore 12-17.
- Orange Bowl: (Fair) Apopka, Fla.; Onieida 12-17.
- Pan American: Henderson, Tenn.
- Pan American Amuse.: (Fair) Yuma, Ariz.; Bell Gardens, Calif., 14-18.
- Penn Premier: Baltimore 5-17.
- Perry, Wack J.: Saluda, S. C.
- Raley, Harold: Beaufort, S. C.
- Red Ribbon: Greenville, Miss.
- Rocky Mountain Empire: Plainview, Tex., 8-17.
- Royal Midwest: Paragould, Ark., 15-24.
- Shan Bros.: Maryville, Tenn., 15-17.
- Southern Valley: Magnolia, Ark.
- Spartan Greater: Hamburg, Ark.
- Stephens, C. A.: Homerville, Ga., 8-10; Nashville 12-14.
- Tennessee Valley Amuse.: Europa, Miss.
- Tidwell, T. J.: Sweetwater, Tex.
- Tinsley, Johnny T.: Greenville, S. C., 16-24.
- 20 Century: Eldorado, Ark., 10-17.
- United Expo.: Newport, Ark.; Silerton, Mo., 12-17.
- Virginia Greater: Suffolk, Va.
- Vivona Bros.: Emporia, Va.
- Wolfe Amuse.: Seneca, S. C.

## Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Winchester, Calif., 6-7; Los Angeles 8-18.
- Beck, Edgar B.: Danglefield, Tex., 7; Pittsburg 8; Kigore 9.
- Cristiani Bros. & Bailey Bros.: Corpus Christi, Tex., 7-18; Texas City 12-13; Beaumont 14-15; Fort Arthur 16-17; Marshall 19.
- Davenport, Orrin: Duluth, Minn., 18-25.
- Haven Bros.: Austin, Tex., 6; Georgetown 7; Waco 8; Cleburne 9; Grand Prairie 10; Sulphur, Okla., 13; Ada 13; Shawnee 14; Norman 15.
- Kelly & Morris: New Smyrna Beach, Fla., 6; Euclid 7; Port Orange 8; Palatka 9; Kingsland, Ga., 10; Brunswick 12; Savannah 13.
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## PARLOR PRANKS PAY OFF

### Old-Time Games Lure Biz To Kelly Clan's Chez-Vous

PHILADELPHIA, April 3.—Attendance at Chez-Vous Roller Rink in suburban Upper Darby has been increased considerably with introduction of familiar parlor games for skaters, according to the Kelly family, operator of the spot for the past 20 years. The favorite is "musical chairs," which is exciting when played on skates. Usually there are about 24 chairs. When the music stops, there's a mad scramble for chairs with the victors continuing until there are only five chairs. The game concludes with the four lucky ones receiving a prize—generally a box of candy.

"Circles" is similar to "musical chairs." There are six to eight

circles containing a number chalked on the floor. When the music stops, the couple in the lucky number circle is awarded the prize. This is repeated until there are three or four winning couples.

Another popular game is "letters." Each participant is given an envelope containing a set of five cards with a letter of the alphabet marked on it. Only three letters are used; for example, X, Y and Z. The object is to skate around and exchange cards until a set of similar letters is matched.

Almost any child's game, card or parlor game can be adapted for roller rink use. The addition of skates adds not only a novel touch, but new zest to them. Holding games at various stages of the evening creates an enthusiasm unequalled among the Chez-Vous skaters, who have a variety of programs. The management has set up a simple format that appeals to every age. There's an "all-skate," a "couples only" and a "singing trio" alternated throughout the evening and peppered with various games on skates.

The attraction of the evening spotlights the experienced couples in exhibitions of difficult skating routines. The evening is topped off by the favorite congo line.

Chez-Vous has found that most people enjoy an evening that is completely planned for them. With the help of a p.-a. system, skaters co-operate fully by clearing the floor after every number so that the next feature may be introduced. The floor manager explains the rules of the games. Floor attendants are present to assist him and instruct beginners.

## DRIVIN' 'ROUND THE DRIVE-INS

THE Smith Drive-In Theater has been opened at Carthage, Tex., by Seth and Wilton Smith, co-owners. . . The Surf Drive-In Theater at Port Arthur, Tex., made its facilities available to the Port Arthur American Legion post for a nondenominational religious meeting when four of the Port Arthur ministers spoke to the audience from atop the concession booth. . . A large 80x40-foot all-purpose fiberglass screen was introduced at the Chief Drive-In Theater, Austin, Tex. A large number of exhibitors and theater managers from Central Texas attended the special showing. This was the second large screen installation in the State by Ezell & Associates, owners of the drive-in and operators of a large drive-in theater circuit throughout the State. . . Reopenings this coming week include the Highway Drive-In, Frackville, Pa., by Paul Kerrigan; the Brandywine Drive-In near Wilmington, Del., by Mel Geller and Sam Taustin. . . Michael Delfino, co-owner of the Maple Drive-In, Carbondale, Pa., took as his bride Gwen Calabro, also of Carbondale.

## TAKES A BOW

### Coopersmith Honored by Civic Leaders

CHESTER, Pa., April 3.—Jack W. Coopersmith, local civic leader who numbers among his business enterprises the Great Leopard Roller Rink, was honored recently in being tendered the First Fellowship Award on behalf of the Chester Fellowship House. The award, presented by the Rev. William A. MacLachlan, was made on the basis of Coopersmith's outstanding work in the field of human relations.

The award was made at the annual luncheon of the Chester Fellowship House at the Hotel Clubhouse, attended by many local civic, educational and business leaders. Miles Horst, State agricultural secretary, delivered greetings for Governor S. Fine, and Mayor Ralph F. Swarts offered the official greetings of Chester.

Among guests at the affair were former State Sen. John J. McClure; Dr. Paul N. Yivisaker, Swarthmore College; William D. Delehanty, secretary of the Chambers of Commerce of Chester and Delaware County; Rt. Rev. Msgr. Adolph Baum, principal of St. James High School; Kenneth L. Smith, associate professor of Christian ethics, Crozer Theological Seminary, and Mrs. Cicilie M. Smith, director, Chester Fellowship House.

Coopersmith sponsors an annual Thanksgiving dinner for over 300 orphaned and underprivileged children of Chester and Delaware County.

## ROADSHOW REP

ALTHO his feet get itchy once in a while, Billy Wehle, the former tent rep impresario, says that he is quite contented with his lot in Miami and has no intention of hitting the road with a show in the near future. Since 1944 Wehle has been successful in the insurance business there, but indicates that the possibilities are strong that he may go on tour with a show at some time in the future before he retires and takes a trip abroad which he and his wife have planned. The Wehle clan is reported in good health, including the four grandchildren.

Jack Kelton, who formerly worked with rep shows in the Middle West, is now appearing in pictures and television, he reports from Glendale, Calif. . . From Reno, Nev., W. W. Talbot writes that he plans to move east before long with his stroller show. "It's been tough going in Nevada for the past three months and there appears little likelihood for improvement in the next few months," says Talbot. He plans to use a wall tent on his trek after the weather moderates. . . Arthur Robbins writes from Cleveland: "Was glad to see a mention of Bert Stoddard in a recent roadshow-rep column and would like to learn whether any

### Oakes Duo Draws At Portland Spot

PORTLAND, Ore., April 3.—An exhibition by Skipper Oakes, 1952 U. S. senior men's free style champion, and his wife, Phillis, drew a good crowd to Oaks Roller Rink here Saturday night (27).

Oakes was well received in his free style solos, as was the couple in dancing numbers. The Oakeses appeared here in the course of a tour in the interests of Fo-Mac Enterprises, Tulsa, Okla.

members of the old Ginnivan show are still active. The column brings back memories of many old-timers, such as Hi Henry and his cornet, and the Freeze brothers, best of all tamborine spinners, who were featured with many old cork oprys. . . Despite the cold weather, A. A. Flemmer says he got in a fair season with his three-person school and sponsor show in the Duluth, Minn., area. Flemmer is mulling a wall-tent set-up for the coming summer season in the hope of cutting the nut. He plans to play Idaho territory during the warm weather.

## 80G Loss to Kish In Toledo Collapse

### 10 Inches of Snow on Coliseum Roof Too Much; Op Undecided as to Future

TOLEDO, April 3.—The Coliseum, one of Toledo's two skating rinks, was wrecked Monday (29) when the roof collapsed under the weight of a 10-inch blanket of soggy snow. No one was in the building as the concrete block walls burst asunder shortly before 2 p.m. and more than 10,000 square feet of the roof area crashed.

At least 125 feet of the 260-foot long structure caved in. The building was 80 feet wide.

A witness to the collapse, John Anderson, project engineer for a meter station being built just back of the Coliseum, said: "I heard what I thought was thunder. I looked up and saw the sides of the Coliseum just blow out, like there was an explosion inside. It all happened in a period of about three seconds."

Concrete blocks and timber hurled in the air by the collapse destroyed 50 feet of chain link fence between the meter station and the rink and wrecked a garage on a property adjoining the Coliseum.

Al W. Kish, owner-operator of the Coliseum, was in Pennsylvania attending the second annual convention of the Participating Sports' Association of America. On his return Wednesday he estimated damage at \$80,000. Included in the loss was the organ. Kish had redecorated the interior only last year. He was undecided as to the future of the property, but said the entire building would be razed if he should decide to construct a new rink at the site.

The rink was built in 1940 and had wooden trusses supporting the roof. It was first operated by

Joseph Jarwiecki and later by John E. Free before Kish took over.

The crash came as Toledo was getting its heaviest snowfall of the winter. Rain early in the morning turned to snow and fell for six hours before the roof gave way.

Professionals at the rink were Mr. and Mrs. George McCann, formerly with Skateland, Buffalo.

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## 984G Indianapolis Plant Improvement Plans Are Approved

### Cattle, Sheep Barn Additions, New Farmers' Bldg. Are Chief Projects

INDIANAPOLIS, April 3.—The Indiana State Fair plant is to get \$984,500 in new construction and plant improvements as a result of the approval by Gov. George N. Craig of a \$600,000 bond issue following a meeting with the fair board at which the latter submitted a long-range expansion program.

The bond issue will be supplemented by \$384,500 in the fair's surplus to make the program possible, Gilman C. Stewart, Greensburg, president of the board, pointed out.

Major projects will include the enlargement of the cattle and sheep barns, revamping of the women's building, construction of a new farmers' building and the erection of a new restaurant in the farm machinery exhibit area.

#### Barn Addition

The cattle barn addition, to cost about \$150,000, will be 390 feet long by 55 feet wide with a full basement. The basement will be used to house nurse cows which in the past have usually been tied out. The addition will house 444 head of cattle, enabling the fair to provide housing for all cattle entries and eliminate the use of rented tents for this purpose.

The sheep barn addition will be 330 feet long and 75 feet wide, constructed along the south side of the existing barn. The addition will accommodate 700 sheep and have a capacity of 2,200. At the west end of the building a 60-foot long addition, to house a wool room and facilities for personnel in the sheep department, will be

built. Total cost of the two additions will be about \$250,000.

#### More Exhibit Space

The women's building will undergo interior structural changes to provide additional exhibit space. Such alterations, which will include converting an existing restaurant into an exhibit area, will cost about \$25,000.

The present farmers' building, believed to be one of the oldest on the grounds, is to be relocated and a new farmers' building will be built in the area once used by the conservation department, west of the women's building. Probability that the building will have an auditorium and a restaurant and will cost about \$450,000.

The new restaurant in the farm machinery exhibit area is to cost about \$20,000.

## 3 Adult Rides Up at Queens Kiddie Park

NEW YORK, April 3.—Three major rides were installed during the past two weeks at Fairyland in Queens. A week ago a new Eyerly Octopus and Rock-o-Plane went up and this week a new Tilt-a-Whirl was installed.

One Ferris Wheel was removed from the kiddie park last month, leaving the funspot with one adult wheel and a kiddie Ferris Wheel. Park's line-up now consists of 13 kiddie rides and four adult rides.

Funspot currently is operating weekends when weather permits. Daily operations will begin sometime this month but the date has not been set, according to Manager Al McKee.

## Mineola Eyes Cut In Operating Days

WESTBURY, N. Y., April 3.—The Mineola Fair probably will cut its running time from the nine days attempted last season for the first time, according to Manager Charles Bochert. The move is among "several pages" of suggested changes by Bochert that the 17 fair directors will take up at a forthcoming meeting.

Held at Roosevelt Raceway for the first time last year after its old fairgrounds was claimed by the county for municipal construction, the annual ran for two Saturdays and two Sundays.

Bochert said his recommendation to decrease the running time would probably be adopted, but the number of days would have to be decided by the directors. Six days is the probability, he added, with the likelihood of no fair being held on Sunday.

"Nine days is much too long," he commented. "We drew as many patrons in only five days at the old location."

#### Race Days Muddled

The directors were meeting through the week on whether to adopt the provisional harness race meet days set last week by the Racing Commission. The dates are August 16-September 25, and since approval by the raceway is probable, it appears that Mineola will again run during mid-October. Last year's dates were October 10-18, after the racing season ended September 25.

Bochert said there was a possi-

## Calif. Annual Plans 100,000 Cut-Rate Ducats

### Two-for-Ones To Be Put Out By Angels Camp

ANGELS CAMP, Calif., April 3.—New promotional experiment will be tried this year by the Jumping Frog Jubilee of the Calaveras County Fair when Manager Carl Mills will seek to jump his 20,000 gate by distribution of more than 100,000 discount tickets thru a major oil company and a supermarket chain.

A project proposed by publicity men Dick Washburne, of Los Angeles, and Leon Hughes, of San Francisco, this first mass pre-sale distribution of tickets for a California fair will be made only outside the normal drawing area of the Jumping Frog Jubilee. Each ticket will be good for a \$1 admission free when accompanied by one paid dollar admission.

Located in the Mark Twain gold legend country of the Mother Lode about 100 miles from populous San Francisco, the exposition has authorized the release of the 100,000 free tickets as a lure to tourists. The gimmick is designed to increase attendance despite recession psychology.

#### Promotion Plan

Two hundred gasoline service stations of the Texaco Company and four supermarket chain outlets, known as the Green Frog Markets, will offer the tickets, backing the offer with contributed radio, press, magazine, house organ, billboard and television promotion.

Agreement with the fair provides that tickets will be distributed from outlets located 80 miles or more from the fairgrounds to insure that they go only to new visitors not previously in close proximity to the exposition. Special housing service is being set up for overnight visitors.

Manager Mills was led to co-operation with the Texas Company because of its current 24-sheet board featuring a giant green jumping frog and to the Green Frog Markets for obvious reasons.

bility of a professional grandstand attraction being offered this year. Mineola in the past has offered medium-sized rodeos and circus shows.

Promotion of this year's edition, he said, would be done by the fair manager's office and there is also a possibility he will assume advertising tasks as well.

## JACKSON, TENN., CENTER BUYS MINIATURE TRAIN

JACKSON, Tenn., April 3.—A G-16 "Suburban" Miniature Train, manufactured by the Miniature Train Company, Rensselaer, Ind., is to be installed in the Recreation Center operated here by the Veterans of Foreign Wars.

Ground has already been prepared for the track. Train will be provided with trackage for a 1,000 foot run. Layout will include a full-sized train station and a tunnel. Besides the engine, train order includes two coaches and an observation car.

#### To Straighten Road

The Recreation Center is situated at the center of Hollywood Drive. City fathers have agreed to straighten out the Arlington avenue curve near the center and to give the now-gravel street dust-proofing treatment.

The V. F. W. took over the operation of the center and its swimming pool two years ago. A

## '53 Raleigh Event Nets \$17,935 Surplus

### Has 57G Gross Before 41G Deduction Additions, Improvements to Plant

RALEIGH, N. C., April 3.—The '53 North Carolina State Fair yielded an operational surplus of \$17,935.40 after the expenditure of \$41,770.65 for plant improvements.

Official figures released by J. S. Dorton, manager, and State Agriculture Commissioner L. Y. Ballentine showed a gross profit of \$57,831.05 before deductions for permanent additions and improvements. Revenue for the calendar year was \$302,566.79, highest on record.

#### Increased Premiums

"We are particularly proud," Dorton said, "of the progress we have been able to make in improvement of facilities while increasing our premiums each year, trying constantly to bring better and more entertainment to our patrons, and still not having to call upon the General Assembly for operating capital."

He added that "the North Carolina Fair is one of the few State fairs in the nation without annual appropriations for operating expense."

#### 113G From Gate

According to Manager Dorton, the annual audit showed that the chief revenue-producing items were: general admissions, \$113,477.22; grandstand admissions, \$47,898.50; carnival privileges, \$43,499.05; other privileges and concessions, \$30,850.16; sale of exhibit space for commercial displays, \$18,040.75; and auto parking fees, \$15,897.50.

The principal expense was \$176,200.57 listed as "operation of annual fair." This included premiums, \$41,979.35; salaries and wages to temporary employees, \$55,418.51; thrill shows, auto and horse races, revues, fireworks and other acts in front of the grandstand, \$39,164.82.

"All profits of the fair are spent for permanent improve-

ments," Dorton stated. "We wish the profits were greater because we need many things, especially a larger grandstand and more paved streets and roads to avoid mud or dust."

## Percells Prep For 2d Season

SOUTH WILLIAMSPORT, Pa., April 3.—Mr. and Mrs. Mickey Percell, who are disposing of their road equipment, are preparing for their second year of operation at Percell's Amusement Park here.

The Percells plan to again operate under a free show-free gate policy and currently have crews at work painting and repairing all physical properties of the park. New this year will be a stage, several concessions, dance pavilion, picnic tables and four rides. A beach and picnic area adjoins the park, which is to operate daily.

This year's staff will be composed of Al Delbert, publicity; George Wendell, promotions; Mr. and Mrs. C. Thompson and Mr. and Mrs. James Mahaffey, concession department; William Mitchell, superintendent, and Frank Lynch, Eugene Sifers, George Bilby, Ralph Sands, John Hall, Bill Dailey, Bob Tinley and Ralph Jones, ride department.

## Atlantic Rural Improves Big Exhibit Hall

RICHMOND, Va., April 3.—The floor of the main exhibit building at the Atlantic Rural Exhibition here is being macadamized. The covering of the dirt surface will make the building suitable for all display purposes.

Many other improvements, including new buildings, are being planned for the event before its September run by J. A. Mitchell, general manager, and the directors.

## Bangor Adds Extra Saturday

BANGOR, Me., April 3.—The Bangor Fair will add an extra Saturday to its run this year. The event, which will open and close on a Saturday, will feature a rodeo for the opener.

The World of Mirth Shows, which supplies the midway units for the event, will truck in some equipment to make the opening day. A feature for the fairs, "Dancing Waters," will be opened here by the shows.

## Sked Cape Cod Revival

CENTERVILLE, Mass., April 3.—A Cape Cod group is in the process of reviving the old Barnstable County Fair here and has tentatively set the three-day event for the week of August 9, reports Charles J. Meyer, realtor, who was in charge of commercial exhibits last year at the East Blackstone (Mass.) Fair and returns to the annual in that capacity in 1954.

## Charter Va. Race Group

RICHMOND, Va., April 3.—The State Corporation Commission has approved a charter for the Cavalier Speedway, Inc., a firm that plans to operate an automobile race track in Albemarle County, near Charlottesville. Glenwood C. Maupin is president of the corporation and capital stock was listed at \$50,000.

## Set Mich. Fair School Dates

LANSING, Mich., April 3.—The annual Fair School of the Michigan Association of Fairs and Exhibitions will be held at the Porter Hotel here Friday and Saturday, May 7 and 8, Harry B. Kelley, association secretary, announced this week. Round table discussions will be held in the afternoon and evening of the first day, with one session, a forenoon meeting, scheduled for the second day.

## Hamby Named By Ala. Org

FLORENCE, Ala., April 3.—Riley L. Hamby, Attalla, was elected president of the Association of Alabama Fairs at the group's annual meeting held recently in the Reeder Hotel here. Elected with him were J. D. Warren, Childersburg, vice-president; Marie Dickson, Huntsville, secretary-treasurer, and these directors: D. C. Finney, Huntsville; R. H. McIntosh, Birmingham; Christie W. Summers and L. J. Lunsford.

Following noon luncheon delegates heard talks by Pat W. Kerr, Knoxville; Martin Zook, Memphis; James M. Savery, Tupelo, Miss., and Otis F. Hughes, Macon, Ga.

York, S. C., Plans More Accent on Agriculture

ROCK HILL, S. C., April 3.—A major revision of the York County Fairgrounds to emphasize agriculture at the 1954 fair is now under study, according to Secretary Herbert Black.

The York County Fair Association recently named a special agricultural committee to work up plans to relocate livestock exhibits in a more prominent place, near the entrance. It is planned to house the cattle in large tents, Black stated. A show ring for contests is also planned.



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WITH 21 MORE TO GO

Booking Now for Future Dates

**FRANK SENNES**  
NEW AND FABULOUS  
**MOULIN ROUGE**  
HOLLYWOOD

You, too, will love these acts

Permanent Address: The Billboard, Hollywood 28, Calif.

CLOSE-UP: HARRY COOKE

# Versatility Marks Booker's Career

By JIM McHUGH

COME hell or high water, Harry Cooke will probably do all right—and even make a profit. Bring on the flames, and the versatile performer-booker-promoter will probably uncover a stockpile of deep freezes. Let the waters rage and he'll probably turn up on the bridge of a comfortable house boat with a roll of boarding tickets slung from a cord around his neck, leaving his hands free to make change.

From infancy, 56 years ago, Harry has been an opportunist, often from necessity, and always a full-fledged trouper. He was

however, made the business a howling success, sticking mostly to the booking of folk talent in the begging, adding a partner, Harry P. (Tex) Rose, in 1947 because of the press of business, and expanding successfully thereafter into the fair booking field.

Registering gains each year, the bookings already set for the coming season are well ahead of last year. The record billings are not a goal, but rather a beginning, and Harry even now is visualizing further gains a year from now and expects to go on building in the future.

Harry was born in Illinois when his father was with the Scott Park Minstrels. At 10, he was cranking by hand a motion picture camera in a black tent. The 30-minute movie presentation was further embellished with vaude turns, small animals, etc. He later played tab shows, playing second comic to his dad's lead. They toured with Al G. Field's and John Vogel's Big City Minstrels.

**Enters Carnival Business**

By 1921, Harry had turned to the carnival business. He operated a Merry-Go-Round on Fred Miller's carnival on percentage. He bought a truck with a chain drive, advertised for someone to pay for the gas in exchange for transportation, and took off for Kansas City Mo. Altho Harry had to furnish two men in return for 8 per cent of the gross, he wound up with enough money the first week to purchase a new Ford. He prospered, became assistant manager, and invested in a 120-foot Side Show. However, on Labor Day in Republic, Kan., the show grossed only \$12, and Harry exited that end of the business, selling the equipment for \$500.

In Mohegan, Colo., with only 10 cents left after buying gas, Harry booked his act into a local theater, spent the dime for white-wash to ballyhoo the appearance, and split the \$237 gross with the theater management.

There were many times during



HARRY COOKE

cradled in the proverbial trunk until he was old enough to join in his father's act. From then on he carried his weight, but in terms of bulk this could never have been a serious problem for even today Harry is as slim and as slight as a teen-ager.

**Opens Lancaster Agency**

Energetic, and with a mind that apparently functions thruout his sleeping hours, Harry set up a booking agency in Lancaster, Pa., about 10 years ago. Apart from the fact that Lancaster is on the main line of the Pennsylvania Railroad, the location would seem to have little to offer. Harry,

**PARKS---FAIRS---CELEBRATIONS!**

We have a big variety of Standard Circus Acts and crowd compelling Thrillers available. Can always use good Acts.

**JEAN CARR AGENCY**  
200 Werner Bldg. Pittsburgh 22, Pa.

**Exhibit Show DECORS—MANAGERS**

Will sacrifice splendid condition 57 painted Exhibit Booths (Redwood), 6'x12', 44" Front eols., 30" Division Rails, Back Cols. Drapes 7'x11" Dec. Tops, Counter Legs. Set U.N. Flags 4'x6', 10' Staffs, String 2'x9", Elk, Legion, Lion, Rotary, etc., 3'x5", like new.

**Robt. Rehm Parades**  
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**STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE**

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Phone: Forest 8-9538

**WANTED**

Good clean show for one of the best County Fairs in the State of VIRGINIA for week July 26 to 31, or August 2 to 7.

**ROCKY MOUNT FAIR, INC.**  
Rocky Mount, Virginia.

**DISPLAY FIREWORKS of Distinction**

Whether your Fair, Celebration or Event calls for a \$30 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best, for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone

**Continental Fireworks Co.**  
R. R. 26 Jacksonville, Ill.  
Phone 8-4913 or 1251



**SHIAWASSEE COUNTY FREE FAIR**

Corunna, Michigan, August 16-21.  
Booking Exhibit Space, also Root Beer and Concessions other than games and souvenirs Contact:  
**CLARK ROSS, Chairman**  
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**WANTED**

ADULT AND KIDDIE RIDES

## VERMILLION COUNTY FAIR

July 22-25, 1954, Cayuga, Indiana

Advise in first letter your equipment and percentage.

Write

**CRAIG JONES, Supt.**

**Dana, Indiana**

**CARNIVAL**

August 27-29-29

**WESTERN LINCOLN COUNTY FAIR**

A quarter million dollar pay roll—4,000 drawings. Contact

**CLARENCE MOODY**

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**HIGH DIVE**

Featuring Suicide Pool, World's Smallest Diving Tank, Fire, Spears, etc. Featured by Fox Movietone.

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CHICAGO

Distinctive Revues • 105 Ranch Rodeo • Thrill Shows

Wonder Bros.' Circus • Radio and TV Stars



his career when genius sparked Harry to make it possible for him to eat or to tackle some new phase of the business. Once he made money to open an office by buying old gold teeth on country routes and selling them to a refinery. The gold was worth about \$17.50 an ounce and Harry paid about \$2 to \$3 for it. Between towns he would buy fresh butter and eggs and sell them to the hotels for enough money to pay his rent and give him a profit besides. A knack for upholstering has often come in handy, and Harry reckons that he'll always be able to hustle a buck covering old loveseats.

About 1925, Harry joined Bud Anderson's Circus. He got the exclusive on privileges, sold the grab for \$40 and the juice joint for \$35, and then got 1,000 boxes of candy on consignment. He borrowed another \$25, bought a Ford and in a week's time, pitching candy, he made enough to buy a better car. The show folded July 4 but Harry was able to send \$5,000 home.

**Varied Career**

Harry and his dad were clown cops in the silent movies. With the advent of the talkies, however, they lost their place in the dazzle city and returned to vaude bookings, showing for some time under the Pantages banner. Harry was an accomplished performer, working contortion, wire walking, trampoline, iron-jaw, high wire and revolving ladders. At various times he worked with the Wallace Bros., Ringling, Sells-Floto and Walter L. Main circuses.

After Hollywood, Harry went to Canada and worked his act with Garden Bros.' Circus. About 1935, they wild-catted, showing the Orangeburg (S. C.) Fair for Judge Hughes and the Anderson (S. C.) Fair for J. A. Mitchell. They played Tampa for Pa Strieder, and it was there that the act earned its biggest money—\$450.

Leslie Weaver, of the Lexington (Va.) Fair, joined Harry, and they spent six winters in Florida. In 1942, Harry went to Lancaster and worked for the OPA while managing Rocky Springs Park for Joe Figari. He handled the park for two years, saw the booking need, and went to Nashville and tied up the "Grand Ole Opry." At present he claims to control about 90 per cent of the hillbilly booking in the East. He made quite a bit of money, became busy to the point that he had to quit the park, and soon took on Tex Rose as a partner.

**Hillbilly Impresario**

Last year, Harry booked 142 "Grand Ole Opry" dates. The talent flew to Lancaster from Nashville each Sunday morning, and Harry had cars lined up to take the talent to the parks where they were to appear. Additionally, last year, Harry had acts appearing with 34 firemen's carnivals. His partner, Tex Rose, has indoor dates going weekly thruout the year with banquets making up a big percentage of the business.

Harry has never married, and so few things other than his business are given much of his time. His mother, who did a song and dance act with his father, keeps house for him. She is his biggest

booster and, having been in the business herself, she is accustomed to his many and lengthy absences from home on booking trips.

Harry has one of the few, if not the only, ground-floor booking offices in the nation. Located in the heart of the Lancaster business district, the store window space is decorated with photos and literature on the acts he is handling. The natives are in the habit of strolling by to view the weekly changes.

Talk to Harry and he'll tell you the future for talent in outdoor show business is bright. Too often, he says, a defeatist attitude is encountered. Good talent, priced right, will always find a market, he says.

One rule for success, he preaches, is don't let a fair board get overenthusiased and spend more than they should on a show.

**Troy Hills to Revise Space Rent Policy**

TROY HILLS, N. J., April 3.—The Morris County Fair Association is going back to its policy of leasing concession space itself, as against an exclusive arrangement with any midway organization. The "ex" policy was given a trial last year.

Manager Swante Swenson said this week that an April 15 deadline has been set by which local community and civic organizations must indicate their intentions to operate midway games. The fair reported last winter that it would not allow any professionally managed games to operate on the grounds, but it has been reported that local groups have been lax in responding to the offer.

Swenson said that I. T. Shows, holder of the midway contract, probably will get several hundred feet of midway space, the exact amount not yet determined, but that remaining concession space will be let out by the fair group, with himself as concession manager.

The horse show, revived in 1953 as a successful free attraction, will be expanded this year. As was the case last year, the only charge will be for reserved seats around the show ring.

Emphasis will be on free attractions, Swenson said, with plans so far calling for at least one attraction daily. It is intended to present free acts, puppet shows, the horse show, and band concerts. Admission price will remain at 85 cents for adults and 40 for children, with the opening day being children's day.

Dates this season for the five-day event are August 17-21.

**Pomona Adds Wine Class**

POMONA, Calif., April 3.—A new classification under the heading of "Experimental" is being added to make the wine show at the Los Angeles County Fair here, September 17-October 3, more comprehensive and beneficial to the industry. This, said C. B. (Jack) Afferbaugh, president and general manager, will allow wineries over the State the opportunity of entering new wines upon which they may have been experimenting during the year.

Wines entered in this classification will be judged with particular attention on acceptability by the public. This should afford the exhibitor unbiased opinion of experts as to the probable success.

Last year's wine show here drew nearly 1,000 entries. With the new classification it is expected that the show will be larger and establish another record.

**McMinnville, Tenn., Elects McClain Prexy**

McMINNVILLE, Tenn., April 3.—Clifford McClain, Pleasant Knoll, is the new president of the Warren County Agricultural and Livestock Fair—the County Court-sponsored free fair organization. Other officers are Joe H. Womack and P. D. Grissom Jr., vice-presidents; Robert W. Smartt Jr., secretary, and Leonard Smith Jr., treasurer.

A committee, appointed by the County Court, is working on possible sites for the fair and the selection will be made final by the court April 12.

**WORLD'S MOST PUBLICIZED AERIAL THRILLER!**

*The Sensational*  
**ORTONS**



**D**ue to unprecedented popular demand—the Sensational Ortons are now available for limited 1954 bookings in the United States . . . following two seasons of smash successes in Europe.

This outstanding aerial attraction guarantees to please and thrill crowds at Fairs, Parks, Celebrations and events of all kinds.

For Information on 1954 Dates

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Hotel Bradford,  
Boston 16, Mass.

FOR WESTERN BOOKINGS

**E. O. Stacy**

Music Corporation of America  
2102 North Akard, Dallas, Texas

PERMANENT ADDRESS

Box 4037 — Station A — Dallas, Texas

**Cardston, Alta., Elects J. S. Low New President**

CARDSTON, Alta., April 3.—J. S. Low was elected president of the Cardston Agricultural Society at the org's annual meeting. He succeeds the late C. B. Cheesman, president for many years, who helped make the Cardston rodeo a successful annual event and who revived the Cardston fair three years ago. Ellesworth Bevans and Herman Linder are vice-presidents and Bert Gibb is secretary-treasurer.

The rodeo will be held July 12 and 13.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**ACTS OF MERIT**

We have many 1954 affairs lined up for placement of good acts. Let us hear from you.

**FAIR SECRETARIES**

for New York, Ohio, Pennsylvania and Canada.

**PARK MANAGERS**

Our selection of Shows is complete. It ranges from the smallest act to Giant Productions. We also feature special fireworks displays with full insurance. You are always sure of Satisfaction when you do business with

**RAY S. KNEELAND**

Amusement Booking Service  
75½ W. Chippewa, Buffalo 2, N. Y.



## TOPS IN PUBLIC SERVICE EXHIBITS

**ATOMIC ENERGY SHOW****Capitalize on Today's Headlines**

Oak Ridge has two major atomic energy shows for the 1954 fair season. 4,000 sq. ft. and 7,500 sq. ft. Designed to appeal to the layman. Both a complete atomic energy story.

Attracted 1,250,000 at 7 fairs in 1953. Bookings now open. Choice dates still available. Complete promotions kits provided.

For rates and information call or write

**CHARLES G. WILDER**

American Museum of Atomic Energy

Tel. Oak Ridge 5-5658

Oak Ridge, Tenn.

(The American Museum of Atomic Energy is operated for the ATOMIC ENERGY COMMISSION by the Oak Ridge Institute of Nuclear Studies.)

**YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES**

**ONE FAIR'S PUBLICITY****Rolling Out Carpet  
For Press Pays Off**

HAMBURG, N. Y., April 3.—The Erie County fair gets long mileage out of its modest publicity budget, according to Richard C. Allen, publicity director. Besides a proverbial raft of printed and broadcast plugs, the annual also benefits from a constant good-will campaign carried on by all its officials.

The elevation of this fair in five years to one drawing 300,000 persons for its six days and nights—more than a 100 per cent increase—is credited directly to the press and radio. Allen includes daily newspapers, weeklies, trade publications, radio and television.

"Without the co-operation of these mass media, our fairs would be lost," he says.

Altho Erie County Fair is as generous and helpful as any fair can be to the press during its running, it keeps itself in the public eye all year long and is permanently mindful of possibilities for publicity.

**Budget of \$7,000**

The fair uses advertising of virtually all conventional types. "We keep our total advertising budget, which includes any printing or other production costs, at about 3 per cent of the fair's gross annual income. This gives us a

budget of about \$7,000," Allen estimates.

In advertising, the fair employs the services of a professional ad agency. In the 28 community and suburban weeklies of Buffalo and Erie County, the annual buys a total of 48 inches of display ads the week before and the week of the fair. Paid daily newspaper ads include large ones the Saturday and Sunday prior to the fair's opening, with small daily ads on the amusement page.

Radio spot announcements are bought on the more popular local programs of the area. "And on every station," Allen reminds. "In this way we are buying not only the time, but a fixed audience which is sold on the personality involved."

**Bus Ads Used**

"We also take full 24-sheet billboard displays thruout Buffalo and Erie County with a large outdoor advertising firm. We also have outside dash cards on all Buffalo city busses and the suburban lines of the county. These go up the first to the middle of the week before the fair."

In rural areas the fair depends on sheriff's departments and farm groups to tack up silk screen posters on various fair themes.

The fair buys itself any 24-sheet posters it uses rather than use

paper offered by special attractions. Allen says this is viewed by the annual as sounder business since it sells the entire fair rather than one special event. Special event people, however, are looked to for small posters for telephone poles or store windows. And with the thrill show, the county automobile agencies whose product is used buy substantial advertising space on the sports pages, besides using posters or window paintings in their showrooms, depicting the performances.

**Spot Plugs Offered**

Daily newspaper publicity begins 10 days prior to the fair's opening. It consists of rotogravure pictures, feature stories, and live news breaks on preparation for the opening. The radio schedule follows much the same pattern as the dailies, in terms of timing. In addition to interviews being worked out in co-operation with the fair, the fair gives public service spot announcements to all Western New York stations, written for 15, 30 and 60-second duration.

"In our relations with press and radio, we observe certain cardinal principles," Allen says. "First, we make certain that each newspaper or station gets a different story if the release is not simultaneous." This avoids chances of anyone feeling he is being offered something stale, altho weeklies are usually sent the same story for the same day of issue.

With the daily newspapers, Allen has adopted the attitude that anything on a given day which occurs before 3 p.m. belongs to the evening paper of that day. Anything taking place after that time belongs to the next

**Bill Atterbury's INCOMPARABLE****SKY-KINGS****New Orleans Item**

N. O., LA.—Performers passing within inches of each other amazed the crowds.

**Evening World Herald**

OMAHA, Neb.—Ak-Sar-Ben "Fifteen Top Circus acts . . . biggest thrills of the show was provided by the "Sky-Kings."

**Daily Oklahoman**

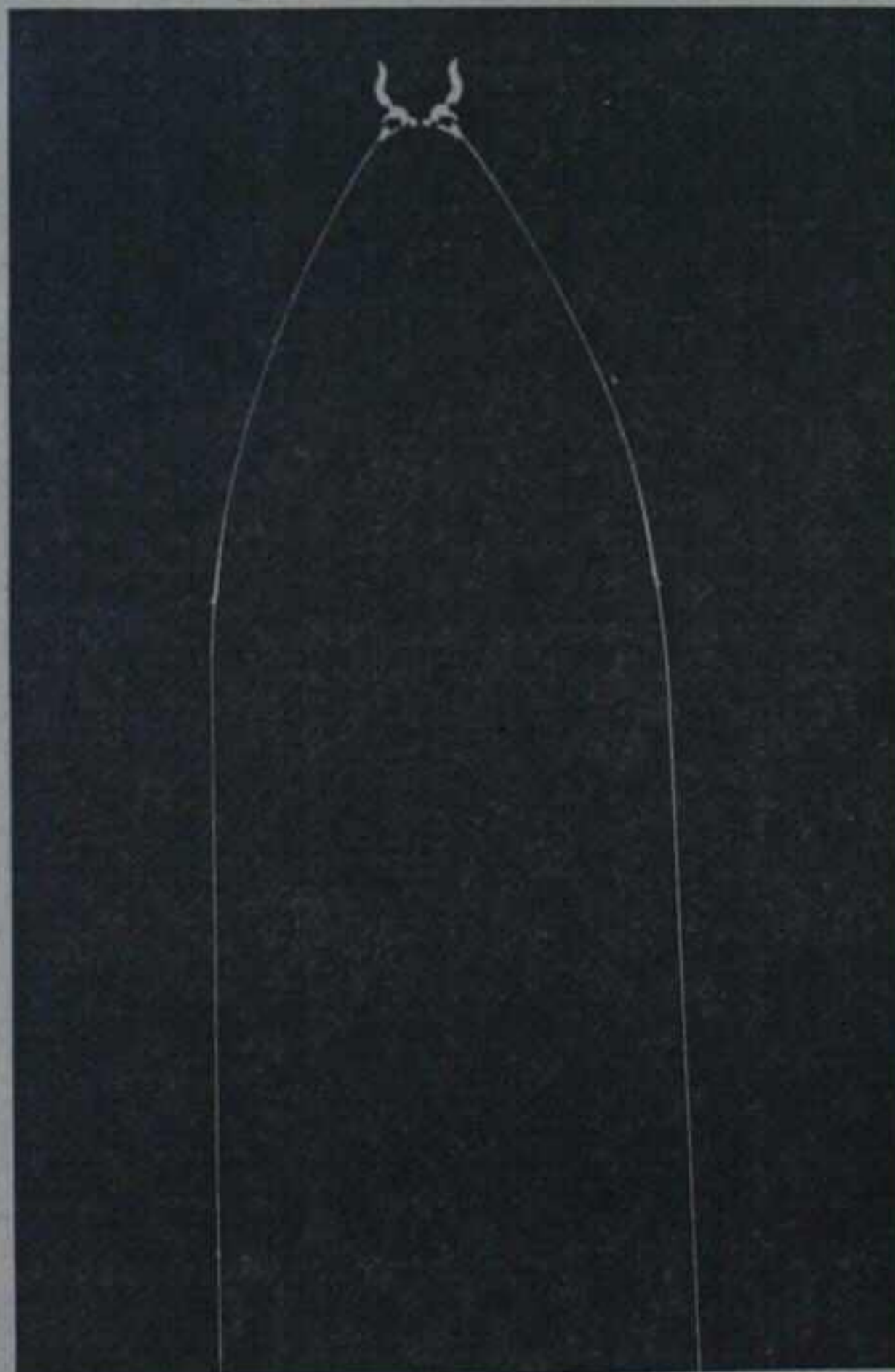
OKLAHOMA CITY—" . . . their dizzy antics make even the stoutest heart skip a beat."

**Daily Argus Leader**

SIOUX FALLS, S. Dak.—(Sioux Empire Fair) . . . plenty of thrills were presented by the "Sky-Kings."

**Dallas Morning News**

STATE FAIR PARK (Dallas, Texas) " . . . daring act . . . unique."

**A NEW AERIAL ATTRACTION**

★ ★ ★

For many years a feature attraction at fairs, circuses, celebrations, amusement parks and carnivals, Bill Atterbury, the "SKY-KING," has thrilled audiences throughout the world.

In 1953, after two years of training and intensive practice, the SKY-KING devised a way to more than triple the thrills packed in his own seven-minute routine of aerobatics. Using two identical riggings situated thirty feet apart, and with a daredevil atop each lofty pinnacle, the "SKY-KINGS" execute the most daring of aerial gymnastics . . . but that isn't all! These rulers of the ethereal empire perform while they sway to and fro atop 125-ft. poles in an arc of 60 degrees until they touch in the center. This tremendous sway places the "SKY-KINGS" almost sixty feet apart at the outer ends of their sway. Designed solely for thrills, this original presentation of the incomparable "SKY-KINGS" is brand new, without peer and unparalleled in the history of aerialdom.

Acclaimed in 1953 by all users to be the ultimate in swaying pole daredeviltry.

PLAN NOW to use this awe-inspiring stratospheric thrill act.

— FOR OPEN TIME —

**ERNIE YOUNG Agency**

203 NORTH WABASH AVE., CHICAGO 1, ILL., or SKY-KINGS, c/o BILLBOARD



morning's paper. During the run of the fair the publicity department releases result in various competitions as rapidly as they can be secured.

To generate current news during fair week, the department makes certain that press and radio representatives meet any visiting officials.

**Press Workers Aided**

"And we search out human interest stories from among our exhibitors. If a daily newspaper gets wind of a story it wants, we will help it get the story and protect it from its competition. This paper thought of the idea first."

The department's office contains typewriters, tables, paper and telephone which are available to press people. When any members of the working press are on the grounds at mealtime, Allen contends, "we make certain they are our luncheon guests. We always try to have some special facilities for reporters. It need not be elaborate, but if an effort is made to assist them, they will be more than appreciative." Part of this concept is a special parking section blocked off near the fair's executive offices.

Allen's concept of public relations is that it is an all-year proposition. His program for the coming event begins in June at the annual press-radio dinner to which the working press and local personalities of all local stations and papers are invited—with their husbands and wives.

"It's simply a 'thank you' dinner. No long-winded speeches,

no particular program other than a few words from our president, secretary and press department."

**Press Help Needed**

"We say, in effect, that without them we are nothing and that with them we can do everything. Our year-round relationship with them is so conducted as to build confidence and affection for our cause," Allen says.

Erie County Fair has found thru experience that press and radio were far more receptive to its needs and problems once they realized the annual was a not-for-profit organization.

"They know now that none of our directors or officers holds a full-time job with our fair, and they also know that we have no full-time administrative official other than our superintendent of grounds. For these reasons, and perhaps for their liking of us as men and women, the words 'Erie County Fair' have become an open sesame for publicity stories."

The press department sells the packaged fair as a unit or as separate aspects in its news treatment. The fair's exhibits include the general run of midway attractions, a grandstand show of talent selected to appeal to all ages, automobile thrill shows, fireworks, and big car auto racing, as well as the commercial and competitive displays.

Allen says: "We have the press-radio dinner in June, then go to work selling the Erie County Fair on a short-range basis. News releases which cover departmental and general fair activity begin in the weekly press six weeks before fair's opening. Each separate story talks of single or allied departments and each carries an over-all summary of fair activities."

"The press and radio have become our partners, so to speak, a relationship we regard with pride and affection."

**Names New Prexy**

DECATUR, Tenn., April 3.—Earl Gunter, county farm agent for Meigs County, is the new president of the Meigs County Fair Association, succeeding N. D. Wade, who resigned.

• McCAFFERTY-HUNT PRODUCTIONS •  
Present  
**"STARS OVER ICE"**  
... A REAL ICE SHOW!  
\* GLITTERING PRODUCTION  
\* STUNNING COSTUMES  
\* THRILLS-COMEDY  
\* ALL STAR CAST  
\* BEAUTIFUL SKATING CHORUS  
A FEATURED GRANDSTAND ATTRACTION  
CALIF. MID-WINTER FAIR-1954  
**WRITE-WIRE-PHONE**  
• HUNT-WEBB AGENCY •  
305 TAFT BUILDING - HOLLYWOOD & VINE -  
HOLLYWOOD 28, CALIF. PHONE HOLLYWOOD 2-7328

**THE ORIGINAL CIRCUS-REVUE PRODUCER**  
It's Different!  
**Kyle's TOPO THE WORLD CIRCUS REVUE**  
All Others Are Imitators.  
Address by mail for open dates.  
**CHARLES KYLE**  
185 Church St.  
Rm. 311 c/o Edwin Brown,  
New Haven, Conn.

Miss BeBe Says . . .  
**FAIR OPERATORS SECRETARIES CONCESSIONERS**  
AND ANYONE INTERESTED IN THE FAIR BUSINESS—  
**NEEDS THE BILLBOARD EVERY WEEK!**  
Make Money—Save Money. Subscribe NOW—This Easy Way.  
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 .....

**WANTED** **WANTED**  
**THRILL SHOW ACTS**  
(No Circus Acts)  
BUS JUMPS — CRASHES — ETC.  
Approximately 45-minute Show in conjunction with Championship Rodeo.  
ST. LOUIS, MO., AUGUST 24-29, incl.  
**THOMAS N. PACKS AMUSEMENTS**  
ARCADE BUILDING Chestnut 1-3788 ST. LOUIS, MO.

GIVE TO DAMON RUNYON CANCER FUND

Fair secretaries and concession managers—  
**A word about the new Pepsi-Cola bottle**



Serve the drink that's growing fastest in popularity . . . Pepsi-Cola  
Now in the new 8-ounce single drink bottle, designed for special events.



There'll be prizes for the best and biggest produce.  
Bigger sales are your prize when you sell Pepsi . . . the light refreshment





## Disney-ABC-TV Pact Points To Start of \$10 Million Spot

Los Angeles Amusement Park Looms as Most Imaginative, Costly

NEW YORK, April 3.—Confirmation this week of a television pact between Walt Disney Productions and the American Broadcasting Company included references to the famed cartoonist's long-planned multi-million dollar amusement center in Los Angeles.

The fabulous fun center, which will dwarf every other similar unit in imaginative effort, grandeur and dollar investment—the initial outlay is pegged at \$10 million—will serve both as a film production center and as a tourist attraction to which admission will be charged.

The pact with ABC, reported to run into the multi-millions, is known to have had some bearing on the final adoption of plans. Its consummation will likely lead to the building of the project without curtailment of any of the grandiose ideas.

### A Year to Build

The first Disney shows are expected to be aired by ABC in October. The park will not be completed by then since building was scheduled to start about June and take approximately one year to complete. Every detail of the construction phase is reported worked out and a number of preliminary contract negotiations have been completed.

The fairyland presentation planned by Disney will encompass some 100 acres, about half of which will be set aside for parking, and include imaginative scenes typical of those seen in his

pictures. The project will not be an amusement park or a kiddieland in the true sense of these terms since the only standard mechanical riding devices planned for inclusion are a Miniature Train which will encircle the playground, and which Disney has owned for some time, and a Merry-Go-Round.

A number of other rides will be included but these will be of special design and construction, including miniatures of stern-wheeler river boats to travel on a lake and mono-rail units which will allow riders to look down on the Disney-imagined and created world of tomorrow.

### Publicity Potential

With Disney slated to contribute an hour of entertainment each week to the ABC network and the likely setting of the shows for the preferred Sunday night eight-to-nine slot, Disneyland will certainly become one of the best-

known tourist attractions in the nation.

While most of the units in Disneyland will be permanent, a part of the area will be used for film production and so undergoing change constantly. Special talent plans are being studied.

Several sites in the Los Angeles area have been studied. Surveys conducted by Stanford University deal with population, accessibility and weather factors.

There are plans for the inclusion of exhibits by national manufacturers. These will be working exhibits—perhaps the kind in which patrons can participate—and, according to plan, their entertainment and instructive value will rate high.

A number of major food manufacturing concerns are reportedly interested in sponsoring the Disney shows on TV and participating in Disneyland with tie-in exhibits.

## Rotor Ride Slated For Rocks' Line-Up

NEW YORK, April 3.—Plans were completed this week for addition of a Rotor ride to the line-up at Rockaways' Playland. Room on the compact seaside midway will be obtained by scrapping an old Caterpillar and by moving a couple of stores so that the new ride will fit near the oceanside entrance and Circus Bar.

The Rotor will be the highest priced ride at the Queens funspot, Dick Geist said, and tickets for it will be priced at 50 cents, the limit under new federal tax exemption policy. Inventor Ernest Hoffmeister has had the unit built in England and will place it at Playland on a percentage basis. Delivery is expected shortly with installation to be completed within six weeks.

Playland has been running partially on a year-round basis and will reopen its daily operations May 5. The free gate will be retained as will ticket prices on major rides. These include 35 cents for the Roller Coaster, 30

cents for the Scooter and 25 for other rides. It has not been decided whether to alter the 9-cent kiddie tickets or 14-cent Carrousel price, which have been constant since 1942.

### Weekly Contests

Geist said the advertising and promotion budget has been increased and that plans call for one-sheet billposting and weekly contests with U. S. Savings Bonds as prizes. Contests slated so far, aimed at amateurs as contestants, include Miss Rockaways' Playland, Beautiful Legs, Miss WNBT, Mr. Muscles, and pet and photo competitions.

There will be no aerial acts again this year, the last free acts having been offered three years ago. Playland will not go into this phase of promotion without sponsorship, it was said. Fireworks will again be offered under Schaeffer beer backing.

The park this season will finish installing rolling aluminized steel doors for store fronts, doing away with the last of the wooden shutters.

Rebuilding of one structure has made room for two stores. A nickel glass pitch will be operated by Richard Sheppard who also has the Greyhound Racer, and Harry and Evelyn Currie will run a ball game in addition to their three other stores. The penny pitch area may be cleared for another operation, with a possibility Edwin F. Corrison will operate four Bullpen coin machines there.

Playland got a publicity boost on the "Janet Dean, Registered Nurse" video show Tuesday night (30) over WNBT. The drama's final scene took place in the amusement park, having been filmed last winter.

## 3 Kid Parks Add Herschell Ride Devices

NEW YORK, April 3.—Three kiddie parks have purchased Allen Herschell rides recently, according to President Lyndon Wilson of the Tonawanda, N. Y., manufacturers.

In Brooklyn, William Sluyder will be running shortly at 3001 West 29th Street with his new six-rider, including a Herschell three-abreast 36-foot Carrousel, Sky Fighter and Tank Ride.

In Lake George, N. Y., Charles R. Wood has bought a kiddie Merry-Go-Round, Sky Fighter, Boat Ride and Tank Ride.

In Huron, O., Harry Suhren will open Easter Sunday with several second-hand rides and the first of Herschell's eight-seat big Jolly Caterpillars.

## Palisades to Run With Same Prices

Two New Rides; Two Eliminated; Outing Bookings Up as April 17 Preem Nears

CLIFFSIDE, N. J., April 3.—Palisades Amusement Park will open for the season on Saturday, April 17, with two new major rides on the midway. A Roto-Jet has been imported from Germany and a Big Eli Wheel is already in place next to the office. The Flying Scooter has been moved next to the main entrance and will be decked out with a new color scheme for flash effect.

Missing from the line-up this season will be the Chairplane and a 40-year-old Ferris Wheel which has been scrapped.

The park will continue its policy of free parking, dancing and acts, owner Irving Rosenthal said, and will also continue its structure of prices, absorbing any difference made available by federal tax relief.

### No Price Change

"Our prices have remained the same for so long," Rosenthal said, "that the public will never object to our continuing them unchanged. With free attractions and the expense parks go to in revamping, operators are entitled to the 20 per cent added revenue."

Palisades will again get 20 cents at the gate on weekdays and 25 on Saturdays and Sundays. Ride tickets will again be 15, 20 and 25 cents for major rides and 12 cents apiece (five for 50) for kid rides.

## Charles Brown Preps for Kid Spot in Minn.

SANDSTONE, Minn., April 3.—Charles A. Brown, Minneapolis, returned here this week after a trip thru Michigan, Ohio, Indiana and New York, where he visited manufacturers and suppliers of rides and other park equipment preliminary to launching a Kiddieland and roller skating rink here next month.

Plans are being pushed, Brown said, to construct an underpass under the highway that divided the 10-acre track on which the roller rink and kid funspot will be built.

Plans for a combination roller rink-dance hall have been revised, Brown said, with the new plans calling for a larger building than originally scheduled. The structure will be 175 feet by 220 feet.

Brown said that he and George L. Cummings, Chicago, his associate in the enterprise, are prepared to buy new rides to supplement those that are booked in on percentage.

## N. J. Park Adds Big Eli Wheel

PENNSVILLE, N. J., April 3.—A new No. 16 Big Eli Wheel has been added to the ride line-up at Riverview Beach Amusement Park, along the Delaware River.

The park is under new management of A. W. Wallace and F. C. Morton Jr.

## Park Held Liable For Damages in Coaster Accident

HARTFORD, Conn., April 3.—The State Supreme Court has approved a \$1,900 judgment against Savin Rock Amusement Park. The woman plaintiff charged neglect and failure to warn of a dangerous situation; she suffered a leg injury in stepping thru a decayed board on the ramp. The park said it could not issue warning because it did not know of the danger, but the jury ruled "an inspection would have disclosed the defective condition."

Nickel days will be offered for the fourth straight year, with rides going at a nickel thru 7 p.m. and a dime from then thru closing.

The George A. Hamid agency has contracted to supply free acts for the season, and Bert Block, of Associated Booking Corporation, is offering the dance bands. The bands, generally about 11-piece orks, will be varied with the standard music being replaced on certain weeks with name Latin orks.

Opening week features will be Al Lombardy and his band, and the Two Barretts, high act. Rosenthal is also booking in a Jersey musical Dixieland combo to alternate with the ABC ork. Also on hand opening day will be Ray Heatherton, video's Merry Mailman.

### TV Show Planned

It is expected that Palisades will again offer a weekly televised program from the grounds, on the same line as the "Strawhatters" regular Wednesday show, which was networked by DuMont in 1953, but plans for the program have not been completed.

Outings being booked by four men who started on that phase of activity have been increasing as opening day approaches, Anna Halpin reported. The firms approached are offered package deals consisting of box lunches, picnic facilities, transportation to and from the plants and ride tickets for "X" dollars per person.

Most groups signed so far are of the 500 to 3,000 class, and the park is juggling dates so as not to overload the picnic area. Four or five 500-person outings can be handled on a given day; it was reported, or two larger groups. All the outings are for Saturdays or weekdays. Firms put down separate deposits for food and rides.

Roughly 800 extra miles were traveled by the Roto-Jet by the time it was unloaded. Originally destined for New York, the spreading pier strike found ports tied up as the ship plied to Baltimore, New Haven and Philadelphia, where it was finally taken off and trucked to the park.

## Nu-Pike Hopes For Nation's Top Gate Mark

LONG BEACH, Calif., April 3.—Now ranking among the top five amusement spots of the country, both from the standpoint of attendance and number of concessions, Nu-Pike is expected to lead the nation's funspots in attendance this year, stockholders of the Long Beach Amusement Company and Virginia Park Amusement Company, operators of Nu-Pike, were told at the firm's recent annual meeting and election of officers.

Re-elected were Mason E. Knight, president; Dr. Frank E. Stanton Jr., vice-president and treasurer; Cliff Hubbard, secretary, and C. C. Marlette, Samuel J. Crawford, Elmer C. Velare and F. Henry NeCasek, directors. L. P. (Pat) Murphy, general manager for the past six years, was reappointed to that post.

At present there are 218 concessions operated by the company and more are to be added this year. A new ride, the Roundup, is expected to be in operation within two months. Also new this year is a Freak Show. Murphy told directors that the zoo area will soon have many additions, including birds. A collection of myna birds has been purchased and many small animals are being acquired.

Knight told stockholders that improvements during the past year included an increase in parking area to accommodate 2,000 cars. Nine rides have been added to the Kiddieland. The improved plunge drew record patronage last year.

## Chain of Rocks Bows April 18 With Egg Hunt

ST. LOUIS, April 3.—Chain of Rocks Amusement Park will unveil the results of a \$100,000 renovation program when the spot opens Easter Sunday with an egg hunt. Park will launch its regular season May 2, according to Carl Trippe, president.

Two new rides have been added to the line-up, a Moon Rocket and Tub of Fun in addition to new cars for the dark ride. The park's dining room and bar has been completely renovated at a cost of \$30,000 and new stands have been completed for frozen custard, hamburgers, snow cones, novelties, popcorn and refreshments.

Rest room facilities have received a thoro going-over. Tile has been installed in both men's and women's rooms and a new first aid room has been built.

At the April 18 egg hunt the Easter bunny will arrive by helicopter and prizes will include live rabbits, chickens and varied colored eggs. Free rides and balloons will be given the small fry.

## Dorney Sets 50th Year Under Plarr

ALLENTOWN, Pa., April 3.—Dorney Park in suburban Dorneyville is slated to open Decoration Day week-end for its 50th year under management of Robert Plarr. Civic groups have slated a testimonial for Plarr for Tuesday, May 18, honoring him for service to the community.

The park's Carrousel horses are being painted all-gold this year, and Plarr will continue his policy of free high acts, kiddie and variety attractions booked in by Abe Feinberg of New York City, who has been supplying talent here for the last 15 years.

Dorney Park is a mecca for area civic and industrial organizations as an outing spot. It offers kiddie and adult rides, swimming pool, Castle Gardens ballroom with name and local dance bands, and a stock car race track.

## New Gruberg Kiddie Park Nears Finish

NEW YORK, April 3.—Work is nearing completion on Max Gruberg's new Kiddie Wonderland, at Kings Highway and 49th Street in Brooklyn. It has not been decided what the ticket price structure will be, he said. At his Long Beach kid park, tickets on weekdays go for 9 cents each, three for a quarter.

Saturdays, Sundays and holidays in the past have seen Gruberg's tickets priced at 14 cents each, nine for a dollar. The Roller Coaster is 15 cents any day.

Kiddie Wonderland will offer a Philadelphia Toboggan Merry-Go-Round, Big Eli Wheel and Caterpillar, all refurbished, and kiddie rides made by Gruberg's Standard Kiddie Rides firm, including the Coaster, Whirl-a-Round, Kiddie Ferris Wheel, Locomotive Train, Rocket Fighter, Circus Ride, Jet Aeroplane, Chair-o-Plane, Elephant Ride, Tank Ride and Water Boat Ride.

Kiddie Wonderland will give rides free on opening week to charitable institutions and will hand out lollypops and printed balloons.

Gloria Nord returned from England March 26 after starring in the variety show, "Humpty-Dumpty," at Wembley Stadium pool. It is expected that she will go back soon to play in another Tom Arnold show. Gloria is managed by Harold Steinman and performed many years in his Skating Vanities.



# SILBERMAN RE-ELECTED BY CONEY IS. CHAMBER

By UNO

NEW YORK, April 3.—Coney Island's Chamber of Commerce held its annual pre-season meeting at the Seven Seas eatery March 25.

Guest speaker was the local magistrate, Charles F. Ramsgate, who, in his talk, brought up several issues for the good of the resort. He stressed in particular that smaller concessionaires should become members; that the Aquarium (construction will get under way the end of the 1954 season) is bound to become an important part of Coney and will attract a better class of people; that more public relations is a necessity; that more courtesy be extended visitors; that peddlers on the beach are a nuisance and should be eliminated to give merchants who pay rent protection; that the Mardi Gras fete be made a regular Coney institution; that phloges and their selling devices be banished, and, for a windup, guaranteed full co-operation from all magistrates.

### Silberman Re-Elected

The nominating committee then proceeded with the election of officers and appointment of directors for the ensuing year. President Moe S. Silberman is to serve for a second term. The others are Chris G. Fucht, Fred Moran, W. Kenneth Bourke, Edward Watson and Murray Handwerker, vice-presidents; Victor Bonomo, treasurer; Leonard F. Tris, assistant treasurer, and Charles A. Felman, secretary. Directors to serve for a term of three years are James McCullough, L. Kraus, I. H. Klein, C. J. Hilbert, Alfred Garms, Thomas H. Teasuro, Mrs. Helen Steers, Harold Kirsch, Jacob Reiben, Nathan Faber, Allan Kramer, George F. Kister, Fred Sindell and A. W. Weiss.

Connie J. Hilbert, of the dinner committee, urged more participation by members in behalf of the 31st annual dinner-dance and installation of officers to be held at the Hotel St. George, Brooklyn, April 27, when the Hon. Abe Stark will represent Mayor Wagner as the special guest of the affair. Joseph Goldstein, attorney for the Chamber, and his assistant, Dave Finkelstein, both spoke on water pollution and the Neptune Avenue sewage assessment, dwelling mainly on the fact that cost of the project be borne by the city and that the sewer construction involved was more of a city than a

local benefit. I. H. Klein, on fireworks, said that shows would be presented every Tuesday evening as before but that no extra exhibits were skedded due to July 4 and Decoration Day falling on a Sunday. Also that the F&M Schaefer Brewing Company would again sponsor all 12 shows. It was also brought up that membership is just as important to under-Boardwalk merchants as it is to those over the Boardwalk. Monroe Ehrman, public relations chief, disclosed his office to be way ahead of previous seasons in its annexation of newspaper space and publicity; also that the two pix, "The Fugitive" and "By the Beautiful Sea," now on the screen, contained many Coney scenes.

### News Notes

Sidelights: Fred Moran, who operates rides with his dad, George, begged to be released from his job as chairman of the Promotion Committee, saying that he had served for five years, too long for one man to hold down such a berth. . . . Attorney Dave Finkelstein suggested a preview Mardi Gras parade up Fifth Avenue in Manhattan the day before. . . . President Moe Silberman, after the pow-wow, played host to members who remained to celebrate his 41st birthday. . . . Joe Bonsignore, operator of the Roller Coaster and the Bob Sled, related his harrowing experience with two armed thugs, dressed as Western Union messengers, who stuck him up in his Sea Breeze Avenue home on March 23 and relieved him of \$65. . . . Tenants on the site of the Aquarium will not be exiting until after the season. Construction won't start until September. An addition will be an overpass from the West Eighth Street station of the B.M.T. to the Boardwalk entrance. . . . William A. Nicholson, executive secretary, prior to the sound of the gavel, distributed copies of the annual report of the Chamber in which the accomplishments of the past year are reviewed and discussed.

# Hughes Readies N. J. Hot Rods

NEW YORK, April 3.—Mickey Hughes returned from Germany this week with a scooter-type ride to install at Seaside Heights, after which he will finish refurbishing his Hot Rods operation at Palisades (N. J.) Amusement Park.

Hughes will manage the park's Magnetdrome, according to park owner Irving Rosenthal, and will import a new kiddie ride for the funspot in July.

# Skidd Is Awarded Concession for Connecticut Beach

NORWALK, Conn., April 3.—Following the recommendation of its park committee, the City Council this week awarded the operation of the Calf Pasture Beach concession to Maurice J. Skidd. His sealed bid was \$3,650. Andrew Mitaly offered \$3,700. Councilman Malcolm D. Roberts, chairman, said his committee favored Skidd on the basis of his past performance at the municipal bathing resort over several years.

# Compounce and Riverside Open

HARTFORD, Conn., April 3.—This area's major amusement parks, Riverside Amusement Park at Agawam, Mass., and Lake Compounce, Bristol, Conn., resumed operations for the season today with both planning weekend schedules until arrival of warmer weather.

Both Riverside and Compounce used extensive pre-opening advertising and promotion to remind Connecticut Valley amusement patrons of facilities.

# Plan Kid Spot At Anchorage

ANCHORAGE, Alaska, April 3.—Plans for opening a Kiddieland here have been made by a new corporation, Kiddieland of Alaska, Inc., and its prime mover, Harold L. Bodenheimer, has been in Indiana, New York and Oklahoma to buy equipment.

His purchases included a number of rides from Allan Herschell Company, Inc., North Tonawanda, N. Y., and a large-size kiddie train from Miniature Train Company, Rensselaer, Ind. The train was equipped with two extra cars. Bodenheimer visited several spots where kiddie equipment was in operation.

He and the business men with whom he is associated in the venture have a site 1,200 by 2,600 feet. It is partially roofed. The company reportedly is starting with a capital of \$175,000.

# I. Q. Units Set At Funspots

NEW YORK, April 3.—Chuck Henderson, sales manager of the I. Q. Baseball Pitching Machine Company, reports new installations at a number of spots throughout the country.

Included are five units scheduled for the new fun center, Funland, at Las Vegas, five on a highway location near Cincinnati and units for location at East Pittsburgh and Uniontown, Pa. Nearing completion is a mammoth seven-unit installation at Palisades (N. J.) Amusement Park.

# Hamid Urges

Continued from page 54

federal admissions tax, Hamid predicted relief along the achieved lines before sailing. He said he was in constant touch with officials in Washington during his absence and with Bob Coyne, strategist for the Council of Motion Picture Organizations, a group that has spearheaded the battle from its inception.

Coyne cabled Hamid, aboard the S. S. Vulcania, en route to Halifax, N. S., that success had been achieved after the joint House and Senate group had finalized the details of the bill.

Hamid said special thanks were due COMPO by the outdoor industry. He also credited the showmen's organizations and their membership, the fair and park groups and the many other industry leaders who spent much time and money to aid the effort.

Understandably happy, Hamid said the savings to operators should lead to more and better equipment, production and shows.

Altho the success is current and it will be some weeks yet before the benefits are realized by most, Hamid said plans are already being formulated now to secure total exemption next year. Keeping faith with the public by passing on some savings will be proof of the right intent when Congress is next asked to aid, he said.

# Race Car Builder Intros Kid Ride

INDIANAPOLIS, April 3.—Pop Dreyer, veteran auto race car builder, and head of the Dreyer Racing Equipment Company, has introduced a new midget automobile designed for the amusement trade. The new racer, the Dryerette, is 77 inches long, weighs 185 pounds and is powered by a 2½ horsepower Continental motor. Dryerette is equipped with a V-belt drive.

# Pepsi Steps Up Pitch For Vending at Parks

NEW YORK, April 3.—Pepsi-Cola's campaign to foster the coin-operated cup vending of beverages—particularly its own—at amusement parks will be stepped up in the next couple of weeks.

Tried experimentally at one park last year for the first time, Pepsi reported the project highly successful with 1,500 extra drinks being sold on the average day. At 10 cents a cup a five-month gross of \$22,500 was reported realized.

# City Park in Bridgeport Razing Rink

BRIDGEPORT, Conn., April 3.—The skating rink building at municipally owned and operated Pleasure Beach Amusement Park here is being torn down, to make room for expansion of the picnic grove and the children's amusement area. Cost of demolition of the rink is \$2,118.

A Kiddie Boat Ride was purchased from the Allan Herschell Company and will be installed soon.

The skating rink, built many years ago, had deteriorated and constituted a fire hazard, city officials stated.

# San Antonio Opens

SAN ANTONIO, April 3.—Playland Park, opening here on St. Patrick's Day (17) as is its custom, will launch its series of promotions this year with an egg hunt on Easter Sunday.

Rides include a big Merry-Go-Round, new this year, and Ridee-O, Tilt, Rocket, Ghost Train, Flying Scooter, Wheel and Rolloplane. There are concessions, archery and golf-driving course.

Apart from the potential earnings, the Pepsi lure is a special plan to assist the park owner in the acquisition and operation of cup vending equipment or in cementing a pact with an established operator.

### Choice of Units

Along with easy financing, Pepsi will offer park operators their choice of 1, 2, 3, 4, 5 or 8-flavor machines made by the leading manufacturers. The only stipulation is understood to be that the machines be painted Pepsi blue, and carry the company's famed shield. Additionally, the one cola drink dispensed in each machine must be Pepsi. Any other sirup flavors of the operator's choice may be used if the machines contain more than one column.

Pepsi is pushing the novel dispensing of beverage at amusement parks on the basis that no attendant is required and that the machines will earn profits over more working hours and in locations that do not now justify the erection and staffing of a refreshment booth. The use of the cup venders is being plugged strictly as a supplemental servicing of patrons.

Paul T. Little, manager of Pepsi's cup vending division, also says the venders will absorb the overflow when refreshment counters become jammed, capture a great deal of "stimulus buying" that would otherwise be lost and make fringe areas, such as picnic groves, ball fields and low traffic areas productive.

### Special Canvas

Under the Pepsi plan the vending units will be equipped with decorative canvas roofing for eye appeal and weather protection. Pepsi sirup will be offered at a special low price. A free Pepsi survey will determine the need, if any, and the number of machines that can be profitably employed.

Little and his associates turned to the amusement park field as a potential for building Pepsi sirup sales after long experience in the carnival, circus and fair fields.

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# Detroit's Bob-Lo Schedules Cruise to Start New Season

DETROIT, April 3. — Plans to open on May 29 have been set for 56-year-old Bob-Lo Park on Bois Blanc Island at the mouth of the Detroit River.

Shakedown Cruise pre-opening on May 27 for a thousand invited guests is being built up into a tradition, with guests ranging from Michigan's governor to lesser dignitaries and newspaper, radio and television personalities. It includes a steamer cruise down river to the island, a banquet and free rides for the evening. The next day, May 28, will be a series of cruises for crippled children.

Two new major rides are being installed this spring, according to park manager Harold E. Gorry—an Overland Roller Coaster and a Round-Up, the latter built by Hurbertz Company, of Salem, Ore. This makes the 10th major attraction installation since the Brownings interests took over the management five years ago.

The Scoota ride is being converted from gasoline to electric drive this year, and the Arcade is being enlarged. A number of new attractions are being added in the

Fun House. A force of workmen has been engaged on a full-year basis to keep up park maintenance.

Bob Lo is accessible only by excursion boat out of Detroit, with two 2,500-passenger steamers, "Columbia" and "Ste. Claire," making six daily trips from the city, with occasional stops at other ports on the river.

Excursion bookings for the season are 25 per cent over a year ago, according to Ray Scheetz, passenger agent. The events booked include school, church, organization and industrial groups ranging from 50 to 10,000 each.

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# Kelmans Sets Plan to Fashion Rock's Kid Spot

NEW YORK, April 3. — E. D. Kelmans, operator of Indian Point Park, Hudson River shore spot 40 miles from New York City, is framing a new Kiddieland at Rockaway Beach.

The old name of Seaside Amusement Park will be retained for the seashore enterprise, Kelmans said. Bookings and cut-rate tickets will be pushed to stimulate week-day interest.

Concessionaires already booked include Rocco Tripani, who will have a Ferris Wheel and two kiddie rides; Charley Olms, who will have two kiddie rides and four games, and Dorothy Booth, who will operate a refreshment stand.

Kelmans said that other kid rides and concession operations would be booked in. He will divide his time between his two enterprises and integrate the booking activities of his staff.

# Palisades Free Acts Listed

NEW YORK, April 3.—Eleven acts have been scheduled by the George A. Hamid agency as free attractions for Palisades (N. J.) Amusement Park, beginning with the Two Barretts, high act, on opening day April 17. They will perform above the outdoor stage thru the 25th. Those set for the park also include the following:

April 26 to May 9, Winnie & Dolly, aerialists; 10-23, the Sky-tones, high wire; May 24 to June 6, Bob Top & Lauren, skating on platform; 7-20, Gautier's Steeplechase, animal act; June 21 to July 4, the Diving Sensations, high dive into water; 5-18, the Amazing Hoger, high balancing; July 19 to August 1, Watkins' Chimps; 2-15, La Blonde Troupe, novelty bar act; 16-19, Molton Troupe, elevated motorcycle drome; August 30 to September 6, Sensational Albon, sway pole.

# Atlantic City Eyes Opener

ATLANTIC CITY, April 3. — The resort's 1954 spring convention season will roll into high gear with a total of 101 meetings and exhibits slated for the next three months. Twenty-six are scheduled for April, 45 in May and 30 in June. Seventy-two others are slated for the remainder of the year. Five gatherings with average attendance upward of 1,000 will be held in April, 12 in May and seven in June.

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## \$80,000 FOR CHARITY

### R-B Preem Draws Notables Galore

B. IRWIN KIRBY and FRANK LUPINO JR.

NEW YORK, April 3.—An estimated \$80,000 will be netted by United Cerebral Palsy of New York City as a result of the Ringling show turning over the house to that organization on premiere night, Wednesday (31).

Billed as "The Greatest Night of the Greatest Show on Earth," the event raised the curtain on the circus's 1954 season and also gave numerous stars of radio, film, TV and the legit stage a chance to strut their stuff on the arena floor. An estimated 15,000 persons were in attendance, and while some of the highest priced seats were vacant, they had been paid for by persons unable to attend. The \$30 boxes were full.

It was a wonderful show for society, which was out in full force. The mink-coat set eyed each other as much as they did the performers, and dug into the popcorn, floss and ice cream as tho they were still kids.

#### Celebs Galore

Pianist Artur Schnabel was there. So were Gloria Vanderbilt, Stokowski, Elsa Maxwell, the Igot Cassinis, Skitch Henderson, Marlene Dietrich, Dennis James, Ben Grauer and Rudolph Halley. Leonard Goldenson and Bob Whiteman of ABC, Frank Folsom of RCA and Ted Cott of NBC participated, as did the galaxy of entertainment world figures.

Brandon de Wilde led the Ringling band in the overture. Costumed and made up for the clown walk-arounds were Red Buttons, Art Carney, Ernie Kovacs, Paul Winchell and Jerry Mahoney. Walter Kronkite, Morey Amsterdam and son Gregory, Jack Carter, Leonard Lyons and his sons, Jerry Lester, Ray Heatherton, Charlie Applewhite, Robert Q. Lewis, Sam Levenson and son Conrad, James Lipton, Herb Sheldon, Bob Schuler, Mike Wallace and Maria Riva.

Riding the elephants were Rita Gam, Jane Wyatt, Buff Cobb, Geraldine Brooks, Dolores Gray, Phyllis Kirk, Kathryn Murray, Patrice Munsell, Bess Myerson, Mary Sinclair, Lisa Ferraday and Lady Hardwicke.

### Set Speakers, Program for Mills Opener

GREENVILLE, O., April 3.—Mayor Marion Perry and John Boyle, president of the CFA, will head the speakers' list at the annual opening day banquet of Mills Bros. Circus, to be held here April 17. The dinner in the local high school gymnasium will follow the opening matinee performance.

Activity continues at a good pace here in winter quarters. Latest arrivals include George Davis, steward, and Bill Maack, 24-hour man. E. E. Kanouse joined John Keefeauver, Mae Hong and Chuck Schwantz, who are already at work under George Hodgson and Fred Stafford on the press staff. Virgil and Rita Seagraves became the parents of a daughter Tuesday (30).

### Apr. 14 Opening For Carson Show

HUGO, Okla., April 3.—An April 14 opening has been set for the Tex Carson Wild Animal Circus. Manager Jack Moore and General Agent Sam Price announced here this week.

New this year will be a Liberty horse act and an elephant act. All-new press material and paper to be used, Price said. Moore's daughter, Wanda, is to ride manege in the show.

Sloan Simpson pranced on horseback. Floats were decorated with Faye Emerson, Eileen Barton, Nancy Guild, Betty Furness, Virginia Graham, Juliana Larson and Claudette Thornton.

#### Legit Stars Parade

Heavy applause greeted Oscar-winner Audrey Hepburn, who rode by with Mel Ferrer. A parade of automobiles bearing other Broadway legit performers included Henry Fonda, "Caine Court Martial", Burgess Meredith, "The Remarkable Mr. Pennypacker"; Tom Ewell, "The Seven-Year Itch"; Franchot Tone and Betsy Von Furstenberg, "Oh Men! Oh Women!"; Louis Jourdan, "The Immoralist"; Hermione Gingold, Billy De Wolfe and Carleton Carpenter, "Almanac"; David Wayne and John Forsythe, "Teahouse of the August Moon"; Gwen Verdon and Lilo, "Can-Can."

It was hard to believe that any New York newspaper, newsworld outfit or magazine could have dispatched a spare cameraman to any other event of importance. From their sheer numbers at this performance it appeared the city's

(Continued on page 125)

### Morton Slates Tax Savings For Kid Trade

MIAMI BEACH, April 3.—Kid patrons of the Hamid-Morton Circus will reap the full benefit of the cut in admissions taxes gained this week, Col. Robert Morton, managing director, said here this week.

Actually, they may do even better since Morton was thinking in terms of a 40-cent admission fee for the moppets instead of the usual 60-65-cent price tag at the time it appeared that the tax would be eliminated on all tickets costing less than 60 cents. In its final form the tax bill exempts all admissions thru 50 cents.

"Instead of making money on tax savings we'll pass the benefits on to the kids," Morton said. "It would be a mistake to gobble up the savings of which at least a part was meant to be passed on to the public."

Morton's attitude is not entirely unselfish. Lower prices will build bigger patronage, he says. Then, too, the more kids brought to a circus means more adults to accompany them and the money will be made on the adult tickets.

#### GOOD START

### Four Stands Repeat Pacts With H-M Unit

NEW YORK, April 3.—Four principal dates have been resigned for the Hamid-Morton Circus, Col. Robert Morton, managing director, announces. They are Memphis, Milwaukee, Kansas City and Wichita, Kan.

Morton said the early parting of these dates was virtual assurance of a good route for the 1955 season.

The circus, which closed last Saturday (27) in Washington will resume in two weeks at Pittsburgh. The Washington business was reported good, despite considerable unemployment in the area.

Tommy and Sylvia Thompson plan to leave their Fordyce, Ark., home April 11 to join the Kelly-Miller show in plenty of time for its April 18 opener. The Thompsons have been playing dates around Fordyce recently, including a TV appearance and a Kiwanis doings in Pine Bluff.

### HUNT SETS UP ADVANCE SALES THRU JULY 5

NEW YORK, April 3.—Weeks before Hunt Bros. Circus was ready to pack up its equipment for another tour of the road a pretty good line was had on the potential grosses right thru July 5. The Hunts have had window cards and advance ticket sales at work for them in virtually all towns scheduled thru that date and the results are reported encouraging with sell-outs looming in a number of spots.

### Siebrand Acts Named; Combo Opens in Ariz.

PHOENIX, Ariz., April 3.—Siebrand Bros. Circus & Carnival opened at Mesa, suburb of Phoenix, with the circus performance included in the gate charge for the midway. Attendance and weather was good during the nine-day run.

Circus this season includes Captain Clark, Erikson Troupe, Loretta LaPearl, Vern Colbert, Rudy Mueller, Pancho and Danita, Willy Whitehouse and the Hodgini Trio. Winnie Hensley, vocalist; Ida Dean Brayman, organ, and Whitehouse, drums, are the music department. W. J. Bryan has the props and Danny Kelly handles the lights. Frank Roche is circus manager again.

Visitors included Laurence Cross, Eddie Dullum, Shorty and Mingo, of the Beatty show. Siebrand people visited the Beatty show at Phoenix and talked with Phil and Betty Escalante, Joe Kuta, Dick Shipley and Bones Brown.

#### MORTON'S VIEWS:

### Blames Show Woes On Act Import Limits

NEW YORK, APRIL 3.—Col. Robert Morton, managing director of the Hamid-Morton Circus, in Washington last week for the annual staging of the show there under Shrine auspices, spent much of his time trying to convince members of Congress of the inequities of the McCarran Act as it pertains to the importation of circus talent.

Claiming that there should be exceptions made for the circus industry which cannot survive without the importation of novelties from Europe, Morton claimed that the addition of a few imports each year to circus programs actually served to increase the work available to American artists.

Morton reasoned that without new thrill and novelty importations to talk about and sell each year the decline of the circus would be accentuated and all acts would lose this source of employment.

Actually, Morton claims, some 90 per cent of the circus-type at-

## Clyde Beatty Show Rated Better-Paced Than 1953 Edition

### Harvest of Word-of-Mouth Plugs Expected; Equipment Is Striking

By SAM ABBOTT

LOS ANGELES, April 3.—The Clyde Beatty Circus, opening here Thursday (8) for 11 days on the lot at Washington and Hill, should be well ironed out. Opening in Tucson March 20, by the time the show arrives here it will have played 35 performances in 15 towns and cities.

The show caught in Pomona on Thursday evening (25) was the eleventh performance. It had been changed around several times since the debut in Arizona city and was reported to be about what will be offered here.

The show makes a striking appearance with the pre-opening paint jobs still glowing. The big top, used slightly last season, appears new and the auxiliary tops, the pad and cookhouse, are up for the first time. Wagons and other rolling stock are in top condition, giving the organization a sparkling appearance.

#### Better Pacing

The performance is not unlike that of 1953. It does, however, have a better pace and Beatty should reap a good harvest from word-of-mouth advertising. The show, when caught, ran one hour and 55 minutes. This may be shaved a few minutes, which would be done by pacing and thus enhancing the show.

Vic Robbins is back with the band. He combines pop tunes in circus tempo with the oldies, relying principally upon the latter during the menage and Beatty cat

act. Robbins, a past master at cueing, has stepped up his outfit's performance, turning in a job with ample lilt.

The spec has been tried in several places this year. When caught, John Cline, equestrian director, had shifted it into fifth spot.

The choreography as well as costuming is handled by Mrs. Jane Beatty. Tommy Hanneford, who doubles in the Hanneford Family turn, does a creditable job of announcing.

#### Hannefords in Opener

The displays follow:

1. Trampoline turn with the Hannefords in Ring 1; Escalantes in 2 and the Henrys in 3. Altho it is usual trampoline turn, it gives a flash starter and there is sufficient serious acrobatics along with the comedy to hit both adults and kids. 2. Colleen Alpaugh takes the elephant and ponies in Ring 1 with Milonga Cline and trainer Dick Shipley in Ring 3 for neatly paced routines. Gals are lookers and add to the sequence. 3. Clown walk around. Beatty is using nine this year. They've cooked up better routines than last year. Laurence Cross and Eddie Dulleme are arranging the alley's antics. Walter Schuyler is particularly funny to

(Continued on page 102)

### R-B Side Show Showing Two New Imports

NEW YORK, April 3.—The Ringling Side Show, with two new imports, opened to nearly 2,000 persons Wednesday night (31) in the Madison Square Garden basement exposition hall. The large crowd pressed close around the platforms as the lectures were delivered without benefit of a loud-speaker system.

Talkers this year are Scott Hall, assistant to Side Show manager Dick Slayton and veteran Don C. MacIver. Also in the huge hall is the menagerie managed by C. R. Montgomery, which sports new, brilliantly colored wagon fronts designed by Bill Ballantine. Interiors of the animal cages are in pastel shades.

On the Side Show platform are MacFadden's Highlanders consisting of a drummer, two Scottish pipers and two dancers, and Chandu the Magician, both acts new to the show.

Former Ringling attractions back again are Sealo, the Seal Boy; Freda Pushnik, armless girl; Musical Harold, playing tunes on drinking glasses; Baby Thelma, fat girl; the Doll Family, midgets; Johnny Kirk, whip cracking; Lady Beth, sword swallower; Fred Bancrofts, knife thrower; Senorita Carmen, snake handler, and Musa Kutty Singalee, fire eater. Addition of a tattooed lady from Germany is expected during the New York run, which ends May 9.

### George W. Cole Bros.' Opening Set for Apr. 15

HUGO, Okla., April 3.—The George W. Cole Bros. Circus will open April 15 at Antlers, Okla. Herb Walters, manager and co-owner, announced here this week.

Make-ready in quarters continues at a brisk pace. Wayne Sanguin recently completed the new air calliope body. Luke Anderson and his hippo show and equipment arrived this week.



# Clyde Beatty Staff Made Up Of Vets in Biz

LOS ANGELES, April 3.—Clyde Beatty, owner of the Clyde Beatty Circus, has surrounded himself with veterans in the field. Many of the key men returned to the show this year.

Personnel includes: William Moore, general agent; Frank Orman, general manager; W. M. Petty, auditor; H. L. DeWitt, legal adjuster; Jane Beatty, choreographer; Ed Mortarity, front door; Harry Golub, Side Show manager; Ralph Lockett, secretary; Al Moss, boss reserve seal ticket seller; Phil Escalante, boss props; Mel Smith, promotional director; Frances Kilman, advance car manager; Tommy Hanneford, announcer; Vic Robbins, bandmaster; John Cline, equestrian director; and Karl Knudson, 24-hour man.

Press: Harry Chipman, general press representative; Golub, radio and press; Norman Adams, press agent; Mrs. Shirley Carroll, radio and television; Ticket sellers: Merle (Shreveport) Elberidge, white wagon; Agnes D'Addario, downtown tickets, and George Hanneford, tax box. Clowns: Laurence Cross, Eddie Dullum, Walter Schuyler, Rube Simons, Charles Hildara, Merle Hinkel, Scotty Davis, Mingo, Liz and Larry Bastian. Band members: R. C. Hillen, Sam Bass, Clarence Swanger, trumpets; Bill Lewis, Andy Anderson, trombones; Mac McDonald, bass; Carl Ostrand, baritone; Henry Paulsen, Bill Farmer, drums, and Tommy Comstock, cello.

Side Show: Golub, manager; Charlie Cox, announcer; Harry G. Seber, concert; Victor Lopez, inside talker; Norman O. Wolf, Gale Dunbar, ticket sellers; Glen Gerard, ticket taker; Jersey Schank, boss canvasman, and Merle Hinkel, sound technician. Acts: Percilla (Bejano), monkey girl; Emmitt (Bejano), alligator boy; the Great Victor (Lopez), magic; Alec Linton, sword swallower; John Backman, glass blower; Dolores Caronade and Ernesto Sobrino, strangest married couple; Frank Coleman, armless wonder; Babloo, snake dancer; Chief Waa-Poo, fire eater and implement; Zandu (Johnny Gilmore), quarter boy, and Takayama, top spinner; Tommy Comstock, organist.

Concessions: Harry Sebel, manager; Don Lakin, secretary.

# Polack, AGVA Agree on Schedule

NEW YORK, April 3. — The AGVA here has announced an agreement with Polack Bros.' Eastern unit which provides extra pay for performers if more than two performances are given on any day.

It had been charged that the show was booking two-day stands with three shows daily in place of three-day stands with two shows daily. The agreement, according to AGVA, calls for two shows daily, 14 per week or 50 per cent of a day's pay for each extra show.

# R-B A.M. SHOW GIVES BOSTON 3 ON SATURDAY

NEW YORK, April 3.—New show time experiments by Ringling will make it more convenient for patrons in New York and Boston to attend the circus, according to General Agent F. A. (Babe) Boudinot. The first time for 7 o'clock Sunday evening shows here is expected to achieve a threefold purpose: catch some of the normal Sunday afternoon turnaway crowd, entice city residents who shied away from keeping children up for 8:15 shows, and draw suburbanites who face long homeward hauls on commuter trains. In Boston the Big One will try its first morning matinee and first three-a-day. The added 10 a.m. show will be on Saturday, May 15, next-to-last day of the six-day run. Boston attendance is usually slow at first, building up to where the Saturday shows are frequently turnaways.

# Clyde Beatty Better Paced

Continued from page 101

his femme garb with the flare up skirt.

4. Single traps in Rings 1 and 3. Rafael Marquee, working in blue garb, over Ring 1 with pert Tiny Gallagher over Ring 3. Her head stand and swings okay.

5. Spec. There is no particular theme. However, this serves to flash up the spot. 6. Clyde Beatty is on for a fast 12 minutes in the center arena. Ushering in four lions, Beatty warms up by putting them on high pedestals and follows it with a barrel roll. The spinning tiger, and work of Sabre, the rollover cat, build the act to a finale with Beatty slamming the safety gate in a runaway. Tommy Hanneford takes advantage of the spot to make a pitch for the Wayne-Fellows production of "Ring of Fear," starring Beatty with Pat O'Brien and Mickey Spillane.

7. The Kentor Four, four guys, doing acrobatics over Ring 1 on a trap shaped as an anchor. Bird's nest and other holds impressive. Escalante bar act in Ring 3 pleases the patrons in the other end of the tent. Arena is being struck during these turns. 8. Clown walk-around. 9. Eight pony drill handled by Henry McGraw in Ring 1 and Milonga Cline with John Cline in Ring 3 with dogs and ponies. Ponies are well trained and follow cues. Cline dogs act particularly lively with dog doing walk over pony in the finale. Robbins adds to the zest with his circus tempoed "How Much Is That Doggie in the Window?"

10. Joanides Company in Ring 1 with boy-girl turn of hand-to-hand work; Kay and Tommy Hanneford in Ring 2 with roly-poly and Kay's one-foot-to-head stand on roly, and the Kentors, two guys and a gal, in Ring 3 make the

entire turn outstanding. The Hannefords' youthful appearance and smooth work capture the eyes with those catching the other rings also being well entertained. 11. John Cline with 12-horse Liberty in Center Ring. Using six browns and six palominos, Cline checkerboards for a good hand. 12. The bally girls take over with 16 over the track and two each over rings 1 and 3 for the swinging ladder turn. Milonga Cline warbles "Indian Love Call" exceptionally well in the face of acoustics. 13. Clowns in the safe blower, washerwoman, and stolen pie gag in the rings and on the track.

14. Wire routine with Robert Atterbury and Pablo Rodriguez in the outside rings and Joanides on the slack in the center. The center ring needs black light to pick up the color in the many hoops that Joanides juggles while on the slack wire. 15. John Cline takes over announcing chore to free Tommy Hanneford for his appearance with the George Hanneford Family in the center ring. Using six horses, five whites and one grey. George Hanneford Jr. plays it straight while Tommy clowns it up. Ground-to-horseback leaps and backward somersaults from one horse to another win applause. Tommy Hanneford's leap over a moving horse and into a floss butcher gets riotous applause and laughter. This is truly an outstanding act.

16. Color book pitch. 17. Milonga Cline back again for vocals on "Glowworm" as the bally girls line up for the iron jaw turn. Spinning contraption with gals holding on as lighted skirts are accented in the darkened tent pleases. However, turn is remindful of Barrette's work. 17. Clown walk-around. 18. The Two Victorians (Victoria and George Hanneford Jr.) take over the center ring for high perch. Finish off with the trap to back spin. Turn fills in exceptionally well. 19. Milonga Cline works two baby elephants in the center ring with Colleen Alpaugh and Gladys Fox working three each in the outside ring. Girls handle the pachyderms well and the turn finishes with a top mount on the hip track. 20. The Skytones (the Atterbury Family—3) are over the center ring for their tight wire high act. Wire walking and bicycle balancing, outstanding. On night caught, standards were anchored in soft ground, causing a shaky wire. However, the Atterburys turned in a commendable performance. They work both above and below the wire to top mitting results.

# UNDER THE MARQUEE

George Keller and his mixed wild animal group opened with Polack Western at Phoenix, Ariz., April 3-4 and will remain with Polack for the rest of the season. The act closed with Orrin Davenport at Sioux Falls, S. D.

Clarence Bell, former Ringling tub-thumper and press agent for many other outdoor endeavors, was incorrectly referred to as an ex-billposter in a recent issue of The Billboard. Bell who recently completed 20 weeks on tour with Blackstone, the magician, joined in the promotion effort of the New York showing of Mrs. Haroy, mammoth whale, for a few days. He is now setting plans for future work.

Father Ed Sullivan missed the Ringling opening in New York as he was confined to a Boston hospital with a broken shoulder, Mary Jane Miller infos. Early visitors to the big show included Mr. and Mrs. Everett Smith, of Boston, Madeline Parks, Mr. and Mrs. Tomlinson, Zoppes, Claire and Tony Conway, Kathy Kramer, Connie and Bruce Anderson, Ike Vern, Mary Seifert, Lorraine Russo, Sheik Grinnell, Mike and Libby Hollander and Tuffy Genders.

Hunt Bros.' Circus is featured in an illustrated story appearing in The Lamp, a house organ published by the Standard Oil Company of New Jersey and circulated to its employees and nearly 270,000 stockholders.

Percy Turner, sign man and circus enthusiast, is working on a band wagon that will be used in the Cub Scouts' Circus in La Jolla, Calif., where Turner lives, May 15. Turner painted the Ed and Sue Lundgren's Midwest Shows some years ago and for several seasons did signs and banners for Midwest carnivals, among them the Morris & Castle Shows, when Bob (Bonham) Stevens was there. Turner, a native of Grand

Forks, N. D., recently entertained Lou W. Johnson, Hollywood showman and former callopie player on the Norris & Rowe Circus. Johnson tried his hand on the callopie Turner recently purchased. It will be featured in the Cub Scouts' parade preceding the afternoon show.

The Brinley Miniature Circus was presented Sunday (4) on ABC-TV's "Super Circus" out of Chicago. Dick Scatterday, well-known bannerman, will be confined to St. Joseph's Hospital, Louisville, for the next three or four weeks and would appreciate hearing from friends.

George (Spot) Harris is retiring from the road to open a candy and ice cream store in Newark, N. J., according to Charles Mankin. . . . Lou and Peggy Hall left Philadelphia recently and are now in the plaster novelty business in Jeannette, Pa. . . . Mrs. Claude (Connie) Jones, whose husband is a concessionaire on 20th Century Shows, was confined to a hospital in De Land, Fla., recently with pneumonia, reports Mrs. James Flake.

Charles J. Meyer, Centerville, Mass., relator and agricultural fair associate, recently returned from a three-month trip thru New Jersey, Texas and Oklahoma. He reported visiting with Obert and Art Miller, Herbert Walters and Lee Bradley at circus quarters in Hugo, Okla. Meyer's former showbiz connection was with the late Namy Salih, agent for the Hunt show and general agent for the James M. Cole Circus.

Recent circus spreads have included a biography of Emmett Kelley in The American Weekly supplement, starting Sunday (21); an R-B quarters scene on the

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**TWO ACTS WITH RINGLING BROS. BARNUM & BAILEY CIRCUS**  
 Presented by:  
**ROLAND TIEBOR, Jr.**  
 and  
**FRANCIS HOGAN**

# King Staffers, Acts Arrive

MACON, Ga., April 3. — Staff members, acts and other personnel of King Bros.' Circus were arriving here in growing numbers as the show made ready for its April 10 opening.

Staffers on hand this week, in addition to co-owners King and Arnold Maley, include Mr. and Mrs. Howard King, Malcolm M. Fleming, Paul Hall, Cliff Shell and Dr. Hugh Barnhart.

Performers on hand were Conley Family, Great Eugene, Mr. and Mrs. Walter Jennie, Flying LaForms, Jackson Troupe and Dorothy Herbert. Early Side Show arrivals included Mr. and Mrs. Dee Aldrich, the Thompsons, Sam Alexander, Betty Broadbent, Duke and Carlos Leal, Mr. and Mrs. Duke Kamakua, Ted Porter, Frank

# Beatty Scores Good Biz at Early Stands

LOS ANGELES, April 3.—The Clyde Beatty Circus will open its annual 11-day stand here Thursday (8) on the Washington and Hill streets lot. Opening in Tucson March 20, the show moved into California at El Centro March 22. The dates in this State, with the exception of one, have turned in good business for the circus.

The smallest attendance was at Pomona Thursday (25). However, Victorville with a matinee on Friday gave the show a strong three-quarter house. Saturday and Sunday the circus got good houses for both performances on the first of the two days. The afternoon show of the second day was a straw house with a three-quarter night crowd.

In Barstow the show encountered high winds that allowed only the Side Show, menagerie and cookhouse tents to get up. Side-walling the main show, radio was used about 5:30 in the afternoon to assure the public that despite rain the night performance would be given. Patrons were urged to bring blankets. Beatty chalked up a full house and could have given three shows had it not been for the intermittent showers.

Hemet on Tuesday (30) was satisfactory for both shows but not as strong as last year. Whittier the following day gave the show three-quarter houses for the two performances.

Beatty opens here following a strong press, radio and television campaign. Local dailies have been hit consistently with editorial text and pictures.

Approximately 300 film colony celebrities are scheduled to appear at the opening performance. Public address system will be used to announce the arrival of the various stars.

The show has followed its parade policy with the events being staged in all the towns except Pomona. As no parades are permitted on the streets here, it will be held in the Coliseum on Satur-



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cover of This Week Magazine (21), and an article in the house organ of the Goodyear tire dealers.

Herm Linden, chairman of the Illinois CFA, reports that plans are in the making for a State-wide meeting as part of the revival of CFA action in Illinois and Chicago. . . The Flint (Mich.) Journal recently carried a feature about Glenn Silver and the old Silver Bros. Circus. Silver is living in Bellaire, Mich.

Visitors at the first couple of stands of the Plunkett Stage and Tent Show included Ben and Eva Davenport, Norma and Pete Cristiani with Larry, Donna Pyle and Fred and Martha Landrus. Show opened at LaGrange, Tex. (15), and moved to Yoakum (16).

George W. Gardner, former trouper and musician, says he misses seeing the phrase "Must cut it or no notice" in the ads. . . Elmer Waldo is doing his clown cop at conventions and home shows in Wisconsin.

While playing the Minneapolis Shrine date, Ernie Wiswell was made an honorary member of that Shrine temple. He visited the Ward-Bell Flyers in Chicago. The Wiswells play the Buffalo Shrine date and Canadian fair dates for Hamid. This week they worked the sports show at Grand Rapids, Mich.

Emanuel and Beatrice, slack-wire artists, and Eddie Frisco, midget car performer, completed 12 weeks for the International Harvester Company recently.

The Bouncing Bodos, with Bobby Ashe, recently visited Ringling Sarasota, Fla., headquarters and renewed acquaintances with friends. They also visited the Bill Bailey Minstrel show in time to view a blowdown in St. Petersburg, Fla., which cost a matinee.

Frenchie La Monte, clown, letters that he is all set for West Coast fair dates, rodeos and circuses. La Monte will remain at Watsonville, Calif., until April 15, when he'll head north.

Altho hurt in falling on his back from atop four teetering tables, Harry (Happy) Holmes of Cole Bros. indoor circus, and Donald Taylor, a co-worker who noticed the accident, exited laughing. The mishap occurred March 22 in an Oneonta, N. Y. gymnasium. Holmes, a 27-year circus veteran, revised his clown routine down to three tables.

Writing from his home base at Fryburg, Pa., Mal M. Fleming nominates Walter B. Fox as chairman of the Bureau of Missing Persons. Fleming had heard indirectly that his only brother, Arthur C., whom he had not seen or heard from in 25 years, was residing in or around Mobile, Ala. He wrote Fox about it and after searching the city directory and making many phone calls, the latter finally located Mal's brother in Spring Hill, Ala., a Mobile suburb.

Robert D. Good, Allentown, Pa., is winding up a two-week vacation in Florida that included a four-day stay in Sarasota. He and Mrs. Good visited the Ringling-Barnum quarters, the John Ringling mansion, the John and Mabel Ringling Art Museum and the Museum of the American Circus. Good said he had a fine visit with John L. Sullivan, curator of the circus museum, and while there met a number of fans, including Col. B. J. Palmer, George Barlow, Ed Ruppert, Paul Rusk, Garland Potterfield, Richard Reynolds, Bob White and John Arter. Good also visited with Fred and Ella Bradna, Red Sonnenberg and the Mrockowski, William Heyer and Unus families.

Walter Harter reports that he has added a pony to his act. The new member is 28 inches high and weighs 84 pounds. . . Robert D. Good cards that on his recent trip to Florida he visited the Loyal-Repsky Circus on the lot at Melbourne. He adds that they had a two-day stand there to good business.

Les Rosettis will sail April 24 for a summer Scandinavian tour. Rosettis bought a Buick for the tour. . . Yorkie the Clown, New England representative of the Circus Clown Club of America, reports that membership is steadily growing. He recently signed Frank Claes, circus photographer and clown. . . Happy Bellala is up and around on crutches. He hopes to be able to lay them aside soon. . . Don Marckes caught the Frank O. Howard American Legion Circus in San Mateo, Calif., March 20-21. He also caught Kaye Bros.

Circus in Oakland March 27, and in Berkeley March 28.

Carl R. Balmer, currently in Los Angeles, is doing advance phone work for the Clyde Beatty Circus.

Tommie Randolph, long-time friend of show people, has sold the Irving (Tex.) Citizen to D. R. (Ray) Duke, of Irving, brother of Ralph Duke, circus performer, and Kermit (Bill) Lofton, of Garland, Tex. The sale, Randolph observed, was forced by his recent ill health. Peggy O'Neal, serialist with the Gainesville (Tex.) Community Circus, will continue as city editor, a post she has held for several months. She and her husband, Charles, are part of a new high act with the Gainesville circus this year.

James W. Young writes from his Chino, Calif., home that he caught the Clyde Beatty Circus in Pomona, Calif., and enjoyed renewing an old friendship with J. A. Jewel, with whom he had trouped many years ago on the old Cole Bros. Circus. . . Joseph T. Bradbury infers from his home base, Chamblee, Ga., that he spent several days at Sarasota before the Ringling show hit the road.

Ray Dean, press agenting the Orrin Davenport-Shrine Circus date at Columbus, O., scored a smash newspaper hit Saturday (27) when he landed a two-page picture spread in The Columbus Star's tab feature section. . . Norman Hawley, band leader, whose mail address is Box 863, Raleigh, N. C., asks readers to supply the answer to where he can buy a copy of a band march titled "Anti-Freeze."

Purcell's Dogs and Monkey act will close at Alexandria, La., April 10 after a successful winter season playing schools thru Missouri, Kansas, Arkansas, Oklahoma and Louisiana. The act will return to action in the middle of this month with the Cole Bros. Circus, F. B. Purcell infers.

Pete Smith, general superintendent of the Al G. Kelly-Miller Bros. Circus, has every department in high gear at the Hugo, Okla., winter quarters. Fred and Shirley Logan checked in after finishing winter dates and will open with the show before leaving for the St. Louis Police Circus. Paint crew, directed by Larry Carlton, is working nights. Art Miller is back from a two-week business trip. Ditto Sid Stevenson, in from Cleveland. Recent visitors included the Smith sisters of the Mills Bros. Circus. Jimmy Clark, billposter, arrived from his Kokomo, Ind., home.

The Siebrand Bros. Circus caught four night rainouts during its 15-day engagement in Phoenix, Ariz., normally an arid spot. Tom Hodgini and Frank Roche were kept busy, trying to finish a new baggage trailer. Danita Roche is recovering from her pre-season auto accident. The Clarks have added three colts to their string. Winnie Hensley and her mother are pleased with their new trailer. The season and the celebration department opened simultaneously. First party was for Peter Siebrand, with Janelle and Louise Siebrand as hosts. Guests included Hiko and Inga Siebrand, P. W. and Louise Siebrand, Little Bill and Shirley Siebrand, Don and Margaret Hanna, Marlene and Adris Hanna, Big Bill Siebrand, Dolores Gordon, Mrs. Harry Clark, Oskie Locken, Chuck Cooper, Peanuts and Ruby Freeman, Bud and Chubby Jewett, Tom and Betty Hodgini, Frank and Danita Roche, Joe Hodgini, George and Lola Saxton, Lee and Cora Ritter, Ralph and Ann Horstman, Johnny and Billy Hicks, Mr. and Mrs. Jackson, and Mr. and Mrs. Jack Lambert. Second party was for Hans Erikson, with all personnel on hand to enjoy food and refreshments served by Carl and Concha Erikson. Visitors at Phoenix included Gladys Fox, Glenn Diller, Cliff Henry, Babe and Dorothy Clatterbuck, and Roy Golden.

Al Fairbrother, old-time circus band leader and also with the old Irwin Bros. Real Days of Cheyenne Circus Rodeo, has retired to La Jolla, Calif. Prior to moving there, he was ranching near San Diego. He is the former publisher of the La Jolla Light, a picture weekly. His son, Bert, is now the co-publisher. Fairbrother was also the leader of the San Diego Al Bahr Shrine Band and recently turned over his music library to that temple.

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## WOM Postpones Season Preem Until Late May in New Jersey

Bergen Maneuvers to Beat Weather; Predicts Okay Season With Tax Cut Aid

RICHMOND, Va., April 3. — Frank Bergen will hold off the opening of his World of Mirth Shows this year until the latter part of May in a move calculated to beat the gross-killing early spring weather that has affected the shows more often than not thru the years.

Bergen has analyzed the advantages of a later opening for

the past several years but it was not until this winter that he definitely decided to forego the approximate four weeks of additional spring dates usually available to his organization.

In recent years the show has wallowed thru rain and mud that has effectively washed out earnings, and even put it in a financial hole, during its first few weeks out. Bergen says that the later opening should result in the avoidance of a big percentage of the bad weather the show has encountered during the first half of its tour.

### Washington Out

The decision made it necessary to relinquish its Washington date, a second-in privilege that it has held for several years. The date was passed on to Prell's Broadway Shows. Other towns often routed in the opening weeks were Wilmington, Del., and Chester, Pa., both heavy industrial centers.

Bergen said that he would move the show train from winter quarters here straight into New Jersey for the opening. Altho the opener is unnamed, it may be Plainfield, a Decoration Day spot played by the World of Mirth for some two decades.

Richmond will be passed up,

altho the show has opened here a number of times in the past. One reason for by-passing its home town may be that by the time WOM is ready to open some three or four shows will have played some six weeks within the city limits. Showing here is limited only to the securing of a license.

### Personnel Pleased

Bergen said that show operators with his unit were unanimous in approving the plan. They see in it a means of cutting down the losses that they have had to face in bad weather with their heavily populated and expensive units.

Bergen hailed the tax relief voted this week by Congress saying that the monies saved would go a long way toward minimizing deficits registered in the past. He looks for a good season with an upswing in the economic situation due before his show gets underway. Attendance and business at fairs will also be good, he says.

The show wagons are being hauled out of storage in the principal exhibit building on the grounds of the Atlantic Rural Exposition and refurbishing of equipment will be started shortly.

## WEISS PREDICTS

# Tax Cuts Will Aid Concession Ops

MIAMI BEACH, Fla., April 3.—Concessionaires will stand to benefit, along with the owners and operators of riding devices, as a result of the sharp drop in admission taxes voted by Congress and signed by President Eisenhower this week, according to Ben Weiss, noted bingo operator.

The elimination of federal tax on tickets costing 50 cents and less and the halving of tax on amounts above 50 cents to 10 per cent will mean more money to be spent by patrons at will, Weiss says.

Another benefit for the concessionaire, Weiss says, is the halving of excise taxes on home appliances, many of which are used for prize merchandise. Lower costs for these crowds-attracting items can lead to the buying of more and better merchandise, he says.

Weiss, recuperating at his home here after a week's stay in a hospital as a result of four broken ribs caused by a fall in his home, says he is looking forward to a good season and expects grosses to at least equal those of last year.

As a matter of fact, the season for the Weiss family should be better this year than last with addition of units on two carnivals, the Gold Medal and the I. T. Shows.

Gold Medal, a dark horse winner in the race for the Canadian B Circuit of fairs this year, also acquired a number of solid American annuals and should wind up with a fine season. The I. T. Shows have their usual compact route with all dates located in comparatively high income areas.

Besides his alignment with these shows Weiss will have units operating independently at a number of top Eastern fairs. Included are the events at Middletown, N. Y.; Ronceverte, W. Va.; Center Hall, Pa.; Timonium, Md.; Flemington, N. J.; Lehighton, York, Reading, Allentown and Bloomsburg, Pa.; Trenton, N. J.; Spartanburg, S. C.; Macon, Ga., and Orangeburg, S. C.

The Weiss' son, Jackie, is out of the Marines and completing his final term in law school. He will take his bar exams in June and then again join with his parents in the operation of their multiple bingo units.

## Hugo's Novelty Regains Time Lost Thru Fire

KANSAS CITY, Mo., April 3.—Hugo's Novelty Exposition Shows have recovered from the winter quarters fire that damaged some show equipment but none of the rolling stock, and is back on schedule on its make-ready for the season's opening May 6.

Capt. E. H. Hugo, co-owner-manager, pointed out that all of the fire loss was fully covered by insurance. Exceptionally good weather enabled the winter quarters crew to regain lost time. Much of the painting has been completed, with a red and white with green trim color scheme.

Opening stand here will be on the Hercules Powder Company lot and is scheduled to catch the huge payday of the Hercules plant.

The unit will carry 5 major rides, 2 kiddie rides, 3 shows and will have about 25 stock concessions. Playing territory will be confined to Western Missouri and Eastern Kansas.

Co-Owner Loreli Hugo, supervises winter quarters when Hugo goes on booking trips.

## PRELLS READY PLANS FOR 50TH WEDDING CELE

NEW YORK, April 3.—"Y'all Come" is shaping up as the theme song for the celebration of the Sam E. Prell's golden wedding anniversary timetable to coincide with the annual banquet and ball of the Miami Showmen's Association next January. The Prells, owners-operators of Prell's Broadway Shows, will actually round out their 50 years of wedded life on July 4 but it is thought that the celebration, even now being planned, can be brought off in much better style when the season is over. The Prell sons and their families alone would make a sizable gathering. Additionally, literally dozens of friends in and out of show business are on the invitation list.

## Strates Names Key Staffers As Bow Nears

Clarice Schleifer To Direct Public Relations-Publicity

ORLANDO, Fla., April 3.—Clarice M. Schleifer will direct publicity and public relations for the James E. Strates Shows, it was revealed this week when James E. Strates, the show's owner-manager, announced his executive staff.

Other key staffers will be Allan Travers, general representative; Dick O'Brien, manager; Edward G. Keck, personnel manager; George Whitehead, business manager; Harry I. Tong, vice-president and general counsel, and J. F. McDevitt.

Activity at winter quarters is in high gear as finishing touches and repairs are being made in anticipation of the season's opening April 10 in Washington, D. C. The Washington stand will run thru Easter Monday, April 19. The show train is scheduled to leave winter quarters April 2.

Strates continues to push efforts to make the show's home base self-sufficient thru the installation of the show's own railroad siding and a water system.

A drainage system is being installed on the site, which is just outside Orlando's city limits.

## Heart of America Club Ladies Wind Up Season

KANSAS CITY, Mo., April 3.—The Ladies' Auxiliary of the Heart of America Showman's Club held its final meeting of the season here Friday night (26). A short business meeting was followed by bingo.

## FINAL MEETING HELD

# MSA Gets Liquor License, Sets Next Ball for Hotel

MIAMI, April 3.—Two announcements were received happily at the Miami Showmen's Association's closing meeting of the season Monday night (29). With President William B. Moore presiding, it was told that the club has gotten its liquor license, and the new De Lido Hotel will house the next banquet and ball.

No time was lost getting the bar in operation with a supply of liquid and other refreshments brought in for the final meeting. The bar, it was reported, will be in full operation when members return from the road. A professional steward or bartender will be hired to run the bar, which will be operated by the organization.

Robert K. Parker, chairman of the banquet committee, said this will be the first time for the club to hold its big annual affair in

## Goree Returns To State Fair Shows Title

To Play All New Spots Except Two; Will Open May 2

AZLE, Tex., April 3.—C. A. Goree, veteran show operator, who in recent years has operated under the title of the C. A. Goree Shows, will take to the road this season under the title of the State Fair Shows formerly used by him.

The unit will play new spots, except for two—on the streets of Blue Hills, Neb., and the fair at Bristow, Okla. The opening stand will be May 2-7 at the Cleburne (Tex.) Centennial, for which equipment will be set up on the courthouse square.

Included among other dates set are an Italian celebration at Omaha, June 19-27; Red Oak, Ia., July 3-5; a Labor Day week celebration at Henryetta, Okla., and fairs at Geneva, Neb.; Pratt, Osborn, Blue Haven, Hardtner, all in Kansas, and Holdenville and McAlester in Oklahoma. The show will close October 27 at Stephenville (Tex.) Centennial, a date that will follow three Texas fairs.

Eight rides, 6 shows, about 30 concessions and a light plant will be carried. Trucks and trailers have all been painted red and yellow. Omar Davis, who will have two kiddie rides and the popcorn and snow cone concessions on the show, is in charge of winter quarters.

## 20th Century Preps Shows For Opening

EL DORADO, Ark., April 3.—Personnel of 20th Century Shows were putting the finishing touches on back-end units this week to get the shows whipped into shape for the Saturday (10) opening here.

Sam Lowery and his Motor-drome crew have been here for two weeks building a new front for the show. Claude Bentley has all new attractions for his Side Show and Grace Williams has her gal revue rehearsing for the bow.

Fred Hamilton has the rides and shows in good shape. George Gallo and his crew finished billing the first spot and are on their way to the second stand. Staffers here in winter quarters include Mr. and Mrs. E. D. McCrary and Jess Wrigley, co-owners; Art Signor, assistant manager; Keith Chapman, business manager, and Mr. and Mrs. Red Brunk, mail and agents for The Billboard.

## Brodbeck & Schrader Set To Open Apr. 16 in Okla.

KINSLEY, Kan., April 3.—Brodbeck & Schrader Rides, with winter quarters here, will open their season at the '89-ers Celebration in Guthrie, Okla., April 16.

After that date, the unit will swing into a series of celebrations in Kansas. Fairs again will include the Colorado State Fair, Pueblo; the Kansas State Fair, Hutchinson; the Kay County Fair, Blackwell, Okla., and the annual Watermelon Day-Arkansas Valley Fair, Rocky Ford, Colo., plus the Central Wyoming Fair and Rodeo, Casper, Wyo., a new one to its routes. The unit also will play fairs in Nebraska and Texas.

Mr. and Mrs. Ralph Forsythe and son, Jack, of Boulder, Colo., and Mr. and Mrs. Duane Seck, of Fort Worth, have rides booked on for the season.

Ride foremen already at winter quarters include Loren Henson, Forrest Whelan, Lloyd Whelan, Donald Taylor, Charles Crane and Charles Nahalea.

Concessionaires joining for the opening include Mr. and Mrs. Tom Simpson, Mr. and Mrs. Andrew Crandall, Mr. and Mrs. John Ernest, Mr. and Mrs. Eddie Young, Mr. and Mrs. Wilbur Potts, Mr. and Mrs. R. W. Rich, Mr. and Mrs. Chuck Holcomb, Mr. and Mrs. Joe Stevens, Joe LaMont, Phineas Bess, Mr. and Mrs. W. H. Kuhns, Mr. and Mrs. Earl Proberts, Mr. and Mrs. C. W. Johns, Mr. and Mrs. Jerry Borum and Mr. and Mrs. Cliff Knox.

Sally Rand recently renewed her booking agreement with the unit. She is slated to appear in her own show on the midway at the Casper Fair and Rodeo.



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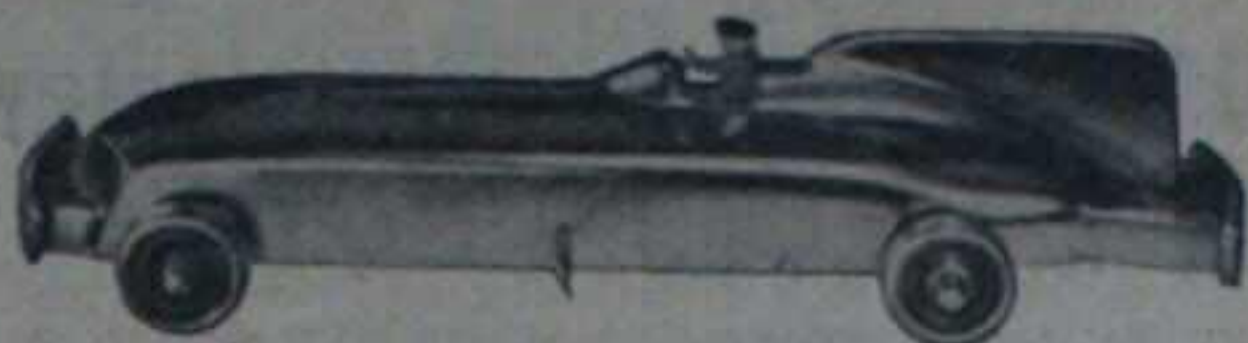
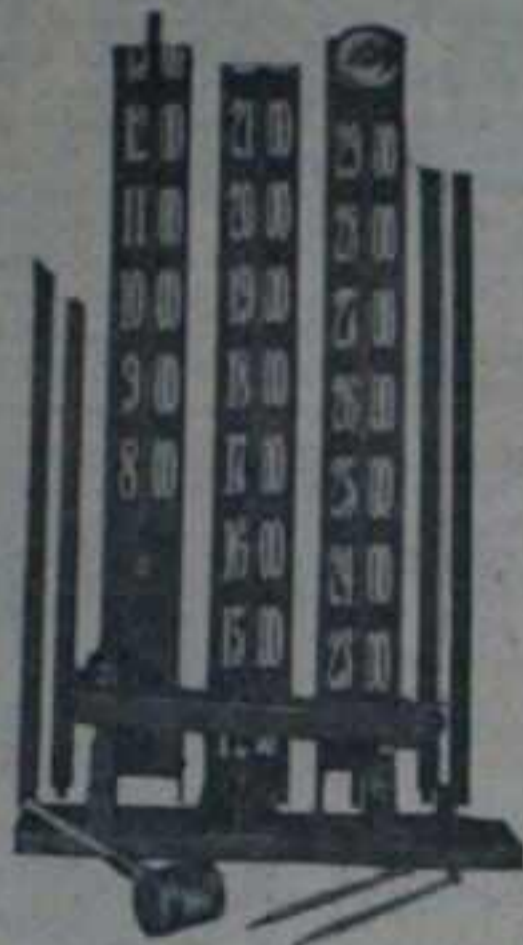


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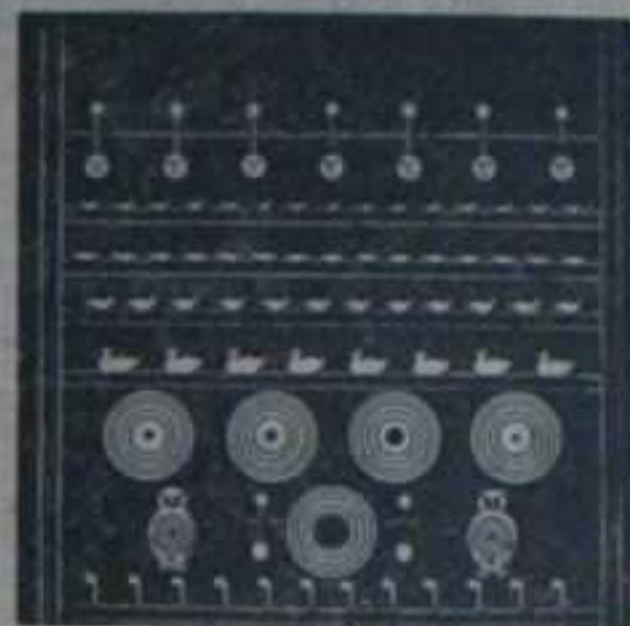


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Now booking for four weeks of various Catholic Churches in Savannah, Ga., opening the first one April 19.

Major Rides, Shows and Legitimate Concessions of all kinds. Everything open except Bingo, Grab and Percentages. Then into my regular territory in and around Washington, D. C. Can use Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl or any other major ride not conflicting. Wire this week.

New Beach Blvd. and Love Grove Rd.,  
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## JAMES H. DREW SHOWS

Statesville, N. C., week April 12; Northern Industrial Cities to follow

WANT SHOWS—Monkey, Animal, Glass, Mechanical or any Grind or Bally Show not conflicting. WILL PLACE legitimate Concessions. Sell X on Novelties, Arcade, Custard, Praline, Pup, African Bobo, High Striker and Long Range. NOTE: Robert Buffington can place experienced Bingo Help. All address:

JAMES H. DREW SHOWS  
c/o WESTERN UNION, CAFFEY, S. C., THIS WEEK.

## LAST CALL — PAGE BROS.' SHOWS — LAST CALL

OPENS SPRINGFIELD, TENN., APRIL 17.  
Want Cook House, Arcade, Custard, Slum Concessions, Ride Help on all Rides, Foremen on Wheel, Jumbo, Tilt, Spiffers, come see, winter quarters open. Want Operators for Fun House, Monkey Show, Want Side Show and Zig Show Operators, we have all equipment. Agents for Concessions.

"SHOTGUN" PAGE, Mgr. CHAS. GRIFFS, Business Mgr.  
BOX 244, SPRINGFIELD, TENN.

## WANT WANT WANT

RIDE FOREMEN for Merry-Go-Round, Screw-Ball, Ferris Wheels (two men), Kiddie Ride, SECOND MEN for all Rides. Yes, we still pay top wages to sober, reliable men who know how to handle good equipment. All men report now, we open April 17.  
CONCESSIONS—Can use five more on our second unit. Stock only. Agents for office-owned Concessions. Coke Bottles, Blanket Wheel, Break Out, Milk Can, Gallery, TQB SALE—Allan Herschell Boat Ride in perfect condition. We open April 17.

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Opening May 2, McKeesport, Moran Field  
Can place Ride Help, Bally, Cater, Agents for office owned concessions. Best of treatment, no drinks or chasers tolerated. Will book for the best route in Western Pennsylvania; Photo, Hi-Striker, Age and Weight or any Concessions not conflicting. Want Side Shows of merit, Mafordoms, Wildlife, Snake show or any Side Show. Attractions that cater to family trade. Curly Shoemaker, Blackie, Jim Flair, get in touch with me.

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## Side Show Attractions

To open on April 10th for a long season

Feature Freak, Sword Swallower, Male or Female Knife Act, Bag Puncher, Ticket Sellers who can make second opening, Jimmie Davis, drop a line. Write, all letters answered.

MANSION-BARBAY  
c/o JAMES E. STRATES SHOWS  
Washington, D. C., April 3-19.

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### WANT

Wheel Man, and other Ride Help. Concessions that work stock, Fun House, good Side Show.

Winter quarters 2413 Franzen Road  
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Late model Roll-o-Whirl in good condition. Also Kiddie Rides.

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For SILAS GREEN SHOW at once Tenor Sax and first Trumpet; must read. Wire

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WRITE OR WIRE: c/o Hillman Hotel, Birmingham, Ala. After May 1, Contact Me c/o Veteran's United Shows, Hutchinson, Minnesota.

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SILVER LINING

Work Decline May Ease Help Picture

NEW YORK, April 3.—Every cloud has a silver lining, it's said, and the operators of outdoor show units, particularly the traveling kind, are hopeful that the slackening of work thruout the nation which may result in fewer dollars for fun may also mean an easing in the tight help situation that has bedeviled them for years.

As of this week government surveys showed that no single area in the nation was in short labor supply. In a number of areas a surplus of labor has existed for some weeks and the trend is continuing in this direction altho government leaders are predicting an end to the decline in jobs this month followed by an upward swing that will lead to a jobs-labor ratio judged near normal for these times.

A falling off of jobs in industry does not necessarily mean more help availability for the carnivals and circuses. Amusement parks and other show business endeavors permanently located can naturally look for relief from this problem as more persons within their communities become in need of jobs. The requisite of traveling for employment with a circus or carnival, however, is a forceful brake on enthusiasm when this end of the industry goes looking for help.

Wages Remain High

Wages still remain high in industry and likely will to the point that outdoor show business management will find it near impossible to compete for help as long as the hope for other jobs continues. The skilled employee knowledgeable in the operation of

outdoor show business units is worth and gets good money.

It is the solid core of foremen and other key personnel who have kept the trucks and wagons rolling, and as long as there are sufficient of these the problems of operation are considerably minimized. Most shows have managed to adequately fill these ranks of responsibility and then hired the extra muscle needed as they went along, and on a day-to-day basis if need be.

The best hope for ease in the help situation lies in the category of extra employees. It is logical to assume that with fewer jobs in industry more persons in every community will be willing to work as extras in getting equipment up or down for a day's pay. In recent years, with the level of employment at a record high and overtime available to hundreds of thousands, the search for extra help was often almost fruitless. As a result, thousands of potential dollars were lost as equipment was slow in getting up, particularly on opening days at fairs.

Some operators already report that the help situation appears as tight as it was a year ago. Others predict that it will remain that way. Others, of course, see an easing in the situation.

Strangely enough, reports of a decline in jobs thruout the nation doesn't seem to have clouded the prospects of a good year, as far as most operators are concerned. Some few even say that their business might be bettered, reasoning that people will have more time to seek and enjoy entertainment.

Beam's Attr. Lists First Dates in NC

WINDBER, Pa., April 3. — Beam's Attractions will open its season shortly at the D Street lot in Johnstown, Pa., under auspices of the Lower Yoder and Westwood Fire Departments. The premier will be lived by a parade and other special events. Prize date of the celebration season, according to owner Merle A. Beam, is the Clearfield County Sesqui-Centennial in June.

Also awarded has been the firemen's celebration on the Butler, Pa., fairgrounds starting Memorial Day, which will include a week of special activities. July bookings include the firemen's conventions in Fayette and Somerset counties.

Other good early season schedulings, Beam reported, are the Oil City (Pa.) Community Week and the Clarion (Pa.) American Legion Fair.

The regular fair season begins in August at Bel Air, Md., and will run thru the final week in October. Repeat dates are Gaithersburg, Md., and Chesterfield Court House, Brookneal, and Leesburg, all Virginia. The show will go into North Carolina for the first time, Beam said, having booked the Tri-City Fair at Leaksville and the Person County Fair, Roxboro. Two other fair dates are pending.

Sacramento Fair Contract Let to Mike Krekos

SACRAMENTO, April 3.—West Coast Shows, the Mike Krekos organization of the West Coast Shows and West Coast Exposition Shows, were awarded the midway contract to play the California State Fair here. The deal was signed Monday (29) with Bobby Cohn, general representative, acting for the shows. The bid was on a per capita basis of 10.51 cents.

The contract award was delayed following the March session of the fair's board of directors when Frank W. Babcock's United Shows and Crafts Shows combined to enter a figure of 9 cents. The fair group ordered the committee in charge of this part of the event to seek higher bids, and authority to award the contract was given.

The bids submitted by Crafts and Babcock were tentative. Cohn said that the West Coast show would use only its own equipment and do little or no outside booking. The projected complement calls for 19 major and 12 kid rides. The org will also supply 30 light towers. Cohn added that nine shows were already on the two units but that one more featured attraction may be added.

West Coast Shows will revamp their route slightly, it was said. Lakeview, Ore., Cohn added, had already been taken care of and the exposition date in Daly City, near San Francisco, may be altered. West Coast Shows, the No. 1 unit, will jump from the Multnomah County Fair in Gresham, Ore., to this city, with one date in-between.

Continental Readies for Conn. Opener

LOWELL, Mass., April 3. — Winter quarters work here is nearing completion on Continental Shows equipment, as the show readies for its April 19 opener in Winsted, Conn. The opening date was recently erroneously reported to be in Massachusetts.

A new color scheme is being applied to the fleet of trucks and show folks are drifting into quarters. Owner Roland Champagne, general manager, says he has spent more to beautify the show in expectations of a pretty good season.

Paul La Cross, general agent, has finished work on his wife's three new concessions and leaves his home Tuesday (6) to start promotion in Winsted for the opener.

MIDWAY CONFAB

Rita Raye took delivery on a house trailer and Buick recently. She has signed to appear with the Bill Chalkias Side Show on the Don Franklin Shows this season, her second straight. Chalkias will have five shows, two grabs and the midway diner, with all new fronts and canvas.

Hanna Green and Zora Blaire were guests at a surprise party given them recently by Vicki La Page upon their return from Nassau. Friends attending included Julene and Ralph P. Tuttle, Mr. and Mrs. J. D. Weir, Mr. and Mrs. Cartwright and Jean Mercer. Zora and Hanna are preparing to tour with two girl shows, both on trucks and semis. They are skedded to open in April. . . . Patti Kuczynski is returning to showbiz after a two-year layoff in East Liverpool, O. She and her son, Michael, will join her mother and dad, Mary and John Fone, in Washington on the James E. Strates Shows. She will work as Tangle Lee in Pat Gordon's Girl Show.

28, Aaron Hymes; 29, Clyde Warbritton; 30, Jim McHugh and Louis Perry; April 1, William H. Ritz; 2, Sam Glickman, T. B. Holloway and Thomas E. Williams; 3, Emanuel Jackowitz, Eugene Kornberg, Michael Menzalla and Joseph Prell.

Mrs. M. J. (Anne) Doolan has returned to her home, 931 New York Drive, Altadena, Calif., following several days in the hospital. Her physician ordered strict rest for several months. She would like to hear from her friends.

Charlie Lueder has closed his electric shop in Long Island and is currently in winter quarters of the I. T. Shows where he is working on the diesels and framing new lighting for the season. Mrs. Lueder will have two kid rides on the I. T. org this year.



Mr. and Mrs. Jack Levine of Miami celebrated their 25th wedding anniversary Sunday (28). Mrs. Levine is past president of the Miami Showmen's Association. Her husband has been connected with the carnival business for 40 years. The Levines have one son, Richard, an ensign in the Navy, now stationed aboard the U.S.S. Lake Champlain at Norfolk, Va.

Vince McCabe, prominent concessionaire, is in Baptist Hospital, Memphis, where he is undergoing extensive medical treatment. McCabe expects to be hospitalized until about April 15 and would appreciate hearing from friends.

A son, John William, was born March 16 to Charles and Ruth Dunn at Lubbock, Tex. Dad is a cookhouse operator formerly with the H. P. Hill Shows. . . . Jimmy Howard, son of concessionaire Virginia Barnes on the Bob Hammond Shows, sustained leg injuries and a fractured jaw in an automobile accident near Phoenix, Ariz., after spending a 30-day leave with his mother in Houston. He will be hospitalized for at least six weeks and asks that friends write him as follows: James L. Howard, A.O.A.N. 318-92-85, Ward 10-1, U. S. Navy Hospital, San Diego 10, Calif.

Hom Zolum, Pete Smith and A. C. Hill were visitors to the James H. Drews Shows operation at Eastman, Ga., where the show was operating a ride unit. The Drew aggregation opened its full-scale operation Friday (2) at Gaffney, S. C. . . . Mr. and Mrs. Santilla, Mr. and Mrs. Myron Colegrove, Mr. and Mrs. Mickey Larmar and family; Prince Kigore, animal trainer; J. Stover, circus agent; John Sweeney, Jerry Higgins and family; Mrs. C. B. Murray and Gertrude Murray were recent visitors to Percell's Park, South Williamsport, Pa., according to Mickey Percell.

Ethel and Earl Purile are back in Richmond, Va., their hometown, after a vacation trip to Mexico. Ethel is in Stuart Circle Hospital, Richmond, undergoing tests. The Puriles will have the Motordrome they operated at Palisades (N. J.) Amusement Park for a number of years with the Cellin & Wilson Shows this year. Another drome unit owned by them will be sold.

National Showmen's Association members who celebrated their birthdays recently included, March

HANKY PANKS

- Six Cats, sewed with wool, packed with hair, straight tops, these are beautiful. Ea. \$15.00
Polka Dot Six Cats, packed solid as a rock, \$10 heavy Sail Dicks on all our canvas goods. Ea. \$12.00
Punks for Punks, made of fine heavy wool, these are beautiful, 15 various designs. Doz. 34.00
Aluminum Bottles, heavy cast, 1 1/2". Each 2.60
Aluminum Bottles, over 3". Ea. 2.50
Wooden Bottles, Heavy North-ern Maple, 1 1/2". Each 1.00
Hoop-La Boxes, one of the old reliable center joints, 3 various sizes in a set. Set of 30. 50.00
Bear Blocks, Each 3.00
Lamp Blocks, 48 blocks in all with 12 extra holders. This is a center joint for a 14x14", can be flashed beautifully with a lot of protection as you have 2 heights in this Per Set 100.00
Add a Ball Game a counter Hanky Pank working 4 Balls for a quarter. We give you free charts with this game, playing surface highly decorated. Each 25.00
Buckets, 3-ball mechanical. Ea. 55.00
Whole Dam Family Ball Game. Each 40.00
Three Legged, Bottle Stands, made of masonite top and bottom, made to outwear anything ever used in the line of bottle stands. Each 20.00
Huckley Buck Kegs, 6-kg. set. Set 30.00
Punks Pick Baskets, Each 40.00
34" Slot Ball Down Tables, Ea. 95.00
Spot the Spot, masonite squares, 12x12, 3 boards with 15 zinc discs. Unit of 3 25.00
Jewelry Spindles, chrome pegs, wooden spindles with bumper attachment. Each 65.00
Plywood Carry Case for same 20.00 extra
We are very busy so send a deposit with all orders.

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WE MANUFACTURE SHRINE CIRCUS FEZ Novelty Fuzzes for all occasions. Perfectly blotched—looks like real Fez. Also PENNANTS for all occasions. THE G. B. FELD CO. 2127 E. 96th St. Chicago 17, Ill. Phone: Elix 5-4884

Porter's Colored Beach Opening April 9th. Want Ferris Wheel and Merry-Go-Round Foreman, come and put up, as tear down until end of season. You can have Cuprumen if you have someone to run it. Good joy and treatment. E. PORTER Perfect Beach Rushville, Va. Phone: Smithfield 4322

THE ONLY ORIGINAL "TAYLOR" MADE CATS, DOLLS, TENTS AND BOTTLES BE READY FOR SPRING OPENING. ORDER NOW—SHIPPED ANYTIME. Specializing in Queen A, Queen B, Hit and Miss and all sized Punks and Cats. Also Sea Cats and complete outfits. All securely made and hand painted. Same employees for 29 years. Send for free catalogue. THE TAYLOR GAME SHOP COLUMBIA CITY, INDIANA 609 E. VAN BUREN ST. CARL H. and GERTRUDE L. SNEPP—Owners

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**MOTOR CITY SHOWS  
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A great Internationally heralded Show built up over 23 years to a climax in Windsor's Centennial Year. Among many celebrities coming in 1954 are Mrs. Eleanor Roosevelt, Miss Elizabeth Scott and the famous sports figures, "Jersey Joe" Walcott and Joe Louis. The Opening Parade is the largest held in Canada and the Program is the best ever!

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**WINDSOR, CANADA,  
CENTENNIAL MARDI GRAS**

In addition to the Emancipation Celebration, Mr. Arthur Gilboe also has a full week in downtown Windsor celebrating the Centennial and Old Boys' Celebration, plus 17 Fairs throughout Ontario. Brand new Rides for this Show feature the "Round-Up" and an "All Steel Roller Coaster." This year's Show will double the 16 Rides and 4 Side Shows of former years.



**ART GILBOE**      **WALT PERRY**  
Art, owner, Motor City Shows, and Walter, promoter, of Emancipation Day, talk over plans.

**250,000 CANADIANS AND AMERICANS WILL ATTEND**

- ★ July 31st—Youth Day  
Program features Talent Discovery with \$600.00 in prizes.
- ★ Aug. 1st—Spiritual-Cultural  
Congressman Adam Clayton Powell, Jr., guest speaker. "Aida" presented by a cast of 125 in costume.
- ★ Aug. 2d—International Beauty Contest  
All Star Professional Grand Stand Show
- ★ Aug. 3d—"Ethiopia at the Bar of Justice"  
Mrs. Eleanor Roosevelt  
Guest Speaker of Day
- ★ 30 BANDS—54 MARCHING UNITS FROM CANADA & U. S. A.



**DON GILBOE**      **WHITEY MORGAN**  
Don, General Manager, Motor City Shows, and "Whitey," Show Manager, discuss the lay-out of the lot.

attention  
**CONCESSIONAIRES**

Anyone interested in playing these two large Celebrations contact Mr. Gilboe at 2875 Duggall Road, Windsor, Ontario.

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- SHOWS** Have openings for Grind Shows and Ding Shows, especially Jungle Animals, Monkey, Big Snakes, Freak Animal, Mickey Mouse and Monkey Drome. Can place Fun House and Glass House Operators, good proposition.
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- CONCESSIONS** Hanky Panks, Especially Long Range Gallery, Hi-Striker, Basket Ball, Penny Pitch, Watch-La, Cigarette, Photo-Gallery. Have opening for First Class Cook House for season.
- HELP WANTED** Foremen for following rides: Wheels, Spitfire, Rollo-Plane, and Ridee-O. First, second, and third Men on all rides. Must be licensed drivers. Want Workingmen for winter quarters. Hotel accommodations and salary while in quarters. Want Carpenters, Blacksmith, Painters and Neon Blower. Winter Quarters now open.
- OFFICE HELP** Can Use Office Auditor and Secretary.

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Fairs start latter part of June.

All replies to  
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**NSA Auxiliary  
Set to Honor  
Past President**

NEW YORK, April 3.—The National Showmen's Association Ladies' Auxiliary will honor immediate Past President Dollie McCormick at a testimonial dinner next Monday night (6) in Rosoff's.

About 50 members of the auxiliary and of the Troupers, to which Mrs. McCormick also belongs, will attend, and Bess Hamid will present a gift.

Others to say a few words honoring Mrs. McCormick will be President Maggie McKee of the Ladies' Auxiliary and Anna Halpin. Mildred Ford will provide entertainment.

Chairlady of the event is Mollie Rosenthal, assisted by Silvia Stern, Ann Brown and Eileen Weisman.

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**Concessions Wanted**—Custard, Candy Floss, Hanky Panks, Long and Short Range Gallery, few choice Concessions open. Tony Augustonia, contact. Want Foremen on two Ferris Wheels, two Merry-Go-Rounds, two Chairoplanes, one Octopus, one Spitfire, one set Swings and seven Kiddie Rides. Also Second Men, top wages and long season, for Units No. 1 and No. 2. Also experienced Manager for No. 2 Unit. Cliff Carter, Roy Stone, Ivan Paxton, L. T. McLaughlin, phone Orange 4-5447. Write  
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**MILLIKEN BROS.' SHOWS**

Week April 5th, Alma, Ga.; week April 12th, Douglas, Ga., both main street locations in the heart of town. Always open midway. Will book any Major Ride not conflicting, two or three Grind Shows. Sell "X" on Photos, Custard, Bingo, Scale & Age, French Fries, Class Pitch, Fish Pond, Want Agent for Crab and Bottle Game. Need three or 4 sober Workingmen. We have 7 Rides at present. All address as per route.

**JOHN H. MARKS SHOWS**



Opening April 19th, Richmond, Va.

**SHOWS:** Have complete outfit for Monkey Show, except animals. Can place any money getting grind Show in keeping with the standards of our midway.

**RIDES:** Octopus, Rock-a-Plane or any other Ride not conflicting. **CONCESSIONS:** Legitimate Merchandise Concessions. No wheels or flat stores. All wats and drinks already sold. **HELP:** Capable Man to handle searchlights and towers. Useful Carnival Help in all departments. **EARY MEYER** wants Side Show Acts.

Address: **JOHN H. MARKS, Mgr.**

BOX 771 RICHMOND, VIRGINIA

**LAST CALL ROYAL AMERICAN CIRCUS SIDE SHOW LAST CALL**

All people contracted be in Memphis not later than May 6th. Can use one more Novelty Act. Also Magician who can assist lecturing, no pitching. Have opening for two good Ticket-Sellers who can make openings. Give full details in letter. Don't wire. Florida address until May 1st.

**BOB HASSON**

200 NORTH TAMiami TRAIL SARASOTA, FLORIDA

For Sale—Wardrobe in sets or singles for Revue, Girl or Rhumba shows. Write for full particulars.

**CAN PLACE**

Cookhouse, Mug Outfit, Fish Pond, Scales, Balloons and any Hanky Panks. Athletic Show with own outfit. Sammy Craden wants Agents for Buckets and Six Cats, must be sober and work as told. Proven route Oklahoma Still Spots, Fairs in Wyoming including Cheyenne, Wyo., Fairs.

**Moore's Modern Shows**

Durant, Okla., this week; then Ardmore

**ADOLPH HITLER'S ARMORED LIMOUSINE**

A complete Exhibition Unit—including Tractor Trailer—must be sold at once. On tour now. Priced for quick sale.

**PROSPECT ASSOCIATES**  
Box 163 Souderton, Penn.

**FOR SALE**

Two 33 ft. Schultz Trailers. Special built Aluminum bodies. Tandem axle, brakes on all wheels. Suitable for Arcade, Walk-Thru, Cookhouse or Concessions of all kinds. 3 sides raise for awnings. Can be changed to 4-Way. Price, \$1,250.00 each. Write: 1411 E. Main, Taylorville, Ill. (Phone: 5031)

**"A LOTTA HOOEY"**

Opening April 17—nearby. Want Hanky Panks, Shows with own outfit, Foreman on Tilt, Merry-Go-Round, Second Men on all rides; drivers preferred. Sell Athletic Show complete, Sunshine Train, Tractor, farmers, switch, K5 International Van Trailer. Contact  
**Dyer's Greater Shows**  
Searcy, Ark.

**WANTED—CARNIVAL**

FOR THE BIGGEST ITALIAN CELEBRATION IN THE MIDWEST!

3 BIG DAYS AND NIGHTS 2 — JUNE 12-JUNE 13  
IN DOWNTOWN CITY PARK, BENLD, ILLINOIS

This is one of the best ride spots in the state. Carnival can set up June 8th and work "200" HR event starts. Write or phone chairman:  
**Albert Bertagnoli, Mgr., Co-operative Store, Benld, Ill.**





# BROADWAY SHOWS INC.

## 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for opening date April 19-24 Automobile Show and Festival, Marine Pay Day, New Bern, N. C.; Richmond, Va., to follow April 26-May 1; then Washington, D. C., May 3-12.

**CONCESSIONS**—Age and scales, novelties, palmistry, hanky panks, Derby Races, long and short range shooting galleries, will book P. C. for season.

**SHOWS**—Fun House, Glass House, Unborn, Midget Show. Will build show for unit of merit. Wild Life (Irene Barton, answer). JACK GALLUPPO wants dancing girls.

**RIDES**—Want Dark Ride, Rocket or any ride not conflicting.

**HELP**—Want Ride Help, Semi Drivers preferred—salary and bonus. All Ride Men with us last season come into winter quarters. Would like to hear from all who worked for me. PAUL PRELL, 4344 S.W. 13th St., Miami, Fla.

All answer: **SAM PRELL** Kissimmee, Florida

### FAIR ROUTE:

Kent-Sussex County Fair, Harrington, Del., July 26-31; Nazareth, Pa., Aug. 2-7; Bedford, Pa., Aug. 9-14; Carlisle, Pa., Aug. 16-21; Cumberland, Md., Aug. 23-28; Fredericksburg, Va., Aug. 30-Sept. 4; Buford County Fair, Washington, N. C., Sept. 6-11; Lane County Fair, Goldsboro, N. C., Sept. 13-18; Mount Airy, N. C., Sept. 20-25; Rocky Mount, N. C., Sept. 27-Oct. 2; The Great Frederick Fair, Frederick, Md., Oct. 4-9; Pitt County Fair, Greenville, N. C., Oct. 11-16; Halifax County Fair, So. Boston, Va., Oct. 18-23; South Carolina State Colored Fair, Columbia, Oct. 25-30. Three other dates to follow.

### Want for the GREAT BLOOMSBURG FAIR BLOOMSBURG, PA.

SEPT. 27-OCT. 2

- CONCESSIONS of all kinds. First come, first served, space limited.
- SHOWS—Independent shows of all kinds—Girl Shows, Girl Revue (HODGES, ANSWER), Minstrel Show, Midget Show, Motorcade with own equipment.

All address: **JOE PRELL** 1545 Unionport Road, Bronx, New York

## BEAM'S ATTRACTIONS

OPENING FIREMEN'S CELEBRATION—JOHNSTOWN, PA., APRIL 29

CONCESSIONS: Want Age and Scales, Water Games, Pitches, Hi-Striker, Cigarette Gallery and Novelties. SHOWS: Any Show appealing to family type business. HELP: Foreman for Merry-Go-Round and Dipper. Second Man who can drive for all rides. Winterquarters open. Concession Agents for Ball Games, Bingo Help, SHOW MECHANIC.

CONTACT

**BEAM'S ATTRACTIONS**

BOX 367 WINDBER, PA.

TEL. 784-1

### "RED HOT" MONEY MAKER—RUSSIAN "POBEDA" EXHIBIT AUTO

Only one in America, and in only 20 showings on West Coast earned over \$40,000. Only shown twice in the East, has no competition.

Write or Wire

**ISAAC F. WHITE**

3 Oxford Circle Harrisstown, Pa.

### FIREMEN'S FAIR—10 BIG NIGHTS JUNE 16 TO 26

Will book Monkey, Animal, Mechanical, or any Grind Show. Also any legitimate Concessions that don't conflict. What have you? We have a large closed-in building 25x50 feet on Fair Ground. Could be used for Penny Arcade or a Show. Having plenty of Fireworks, Car going off the last night of the Fair. Free Acts every night, also Gate Prizes and plenty of parking space. FREE Gate and FREE Parking.

Write or wire to chairman:

**BEN STEVENS, c/o FRIENDSHIP FIRE CO. #2, Phoenixville, Pa.**

## STANDARD SHOWS

DOC SNOW, General Agent

V. C. JOHNS, Owner

WANT FOR BIG OPENING MAY 3-8, POWELL, WYO.

Wide Route of Fairs and Celebrations. Shows with own equipment, will make you a good proposition. Golden's Side Show, call Wyoming Hotel. Want Girl Show Operator, must have own Wardrobe. Flashy frame up. Have 30 ft. top and banner line. What do you have to put in it? D. Blom (Pete and Punk Show), Jack Riley, contact Doc Snow.

Want Foreman for Octopus and Ferris Wheel; must drive. Can use two Rides not conflicting Tilt-a-Whirl and Kiddie Ride. Want Electrician, must handle front gate. Useful People in all departments. A few Hanky Panks open, write, might use you. Doc Snow wants Hanky Pank Agents and two Capable Agents for Grind Shows.

All Address: **Box 537, Powell, Wyo.**

### CARNIVAL WANTED with 3 or more rides VALE, OREGON

ANNUAL RODEO AND CELEBRATION July 2, 3 and 4

Know of no other planned Celebration or Rodeo for these dates within 70 miles. Will make attractive offer to good outfit. Can use few good Concessions.

C. E. LEWIN, Chairman

VALE RODEO ASSN. VALE, OREGON

### FOR SALE

Cookhouse and 25-foot closed Semi in extra good condition. 22 by 22 feet, extra good top, side walls, awnings, finest stainless steel grill, French fryer, steam table, fish pan made to order in one unit across front, 82 stools, complete with hot water system, kitchen, sinks, hot plates, pots, pans, dishes. Three almost new G.E. fifteen-cube Pop Coolers (last new \$640 each); in fact, a complete up-to-date Cookhouse ready to go for \$1700. I acquired this equipment to get a location at one of the largest State fairs for my Salt Water Taffy Stand. Cash or trade for Candy Equipment.

ED SUTTER

R. D. 4, Ashland, Ohio (12 miles east of Mansfield, Ohio, at Ranch Motel, Route 38)

### FOR SALE TRAILER GRAB

20 ft. Living Quarters, good condition. Suitable for Drive-In. Address

T. ALLEN

11425 Florida Tampa, Fla.

### WANTED

Girl Song and Dance Act, good Talker and Three-Piece Orchestra for Girl Revue. Have scenery attraction. Top salary paid. Show opens first week in May. Write or wire

LESLIE KIESTER

Hotel Neville Rochester, Minn.

### AGENTS WANTED

For well finished Hanky Panks. "Red," can use you. Frank Shetty is with me if you care to join. Open latter part of April, contact at once. Good route of 6000 States and twice Fairs.

HERB PENCE

15327 S. Park East Detroit, Mich.

### DODGE VAN TRUCK

Two large, Buick, Buick mounted. Quantity 900-998 wire, standard, neoprene rubber coated, Pecky Junction Seats, 20x20 Main Entrance Maroon; 20x20 Ring complete; 22 ft. drop frame Semi-Van, like new; other Van and Rack down side Trailers, Water Boat Ride and Chairplane.

PERCELL'S PARK

So. Williamsport, Penna.

## GRAND AMERICAN SHOWS

12 Rides — 8 Shows — 30 Concessions

Want for 1954 Season. Opening April 23 at Moberly, Mo., for 2 Saturdays; Chillicothe, Mo., May 3-8; Ottumwa, Iowa, May 10-15. 20 Celebrations and Fairs in Iowa starting in June.

WANT: Grind Shows with own equipment. Want Arcade, Motor Drome. WANT: Concessions—Scales, Age, Hanky Panks that put out stock. WANT: Second Ride Help who drive trucks. All help come into Queen City or Moberly, Mo., April 19. Kirby, contact me. Celebration and Fair Secretaries, we have open dates July 19-24, Aug. 9-10, Aug. 29-Sept. 6. Write

L. O. WEAVER, Mgr. Tel. 2524 Fairbank, Iowa

## BILL HAMES SHOWS

WANT FOR BIG BUCCAMEER DAYS CELEBRATION, CORPUS CHRISTI, TEXAS, APRIL 27-MAY 2.

Shows of all kinds. Foreman for Tilt-A-Whirl and Roll-O-Plate. Second Man on all rides.

HAVE FOR SALE:

CATERPILLAR, OCTOPUS, LITTLE DIPPER (Almost New)

6 Steel Flat Cars, 1 Steel Stock Car, All 70 Ft. Long and in Good Condition

Address: **BILL HAMES**

Box 1377, Fort Worth, Tex. (Phone: North bluff 5512)

## GIRLS—WANTED—GIRLS—WANTED—GIRLS

Show Girls and Dancers. \$75.00 per week. Six months' season. Best of living accommodations. State age, weight, height and send photo. Rehearsals start April 20th in Tampa, Florida. Address

LEON MILLER

ROYAL AMERICAN SHOWS TAMPA, FLORIDA

### WANT TO BOOK

For Proven Route of 15 Fairs and 10 Celebrations.

Shows of all kinds—Small 18-in-1, Illusion, Life, What is It?, Girl, Monkey, Big Snake, Fun House or what have you? Will give back end to anyone who can furnish 4 Shows. Celebrations—Basket Ball, Scales, Age, Bowling Alley, Sport, Bomper, Novelties or anything else. We book one of a kind. Dale Parrish, write: Louis Johnson, write: Michelle money and his unit. Address: April 12-13; Natchitoches, La. (Big Rodeo and Poultry Show); then Celebrations and Fairs in Ark., Mo. and Iowa.

ROGERS BROS.' SHOWS

PELICAN RAPIDS, MINN.

### WANTED—HELMAN UNITED SHOWS—WANTED

CONCESSIONS: Kidney Grab that caters to show people. Will sell "EX" on Candy Apples, Popcorn, Photos, Sou-Sou. We book top of a kind. A few more Hanky Panks open now with P.C. later. Also 5-Cats, Buckets, Swinger for stock. Good proposition for Agents for Hanky Panks. RIDES: One Major Ride and one Concession for Live Pony Ride. SHOWS: 2 small Grind Shows with own transportation for Columbus, La. (Church Fair, April 5-11); New Iberia, La. (V.F.W. Spring Festival, April 12-13); Natchitoches, La. (Big Rodeo and Poultry Show); then Celebrations and Fairs in Ark., Mo. and Iowa.

SIMON KRAUSE

76 PARKER HOTEL, 13TH & SPRUCE ST. PHILADELPHIA, PA.

## QUAKER CITY SHOWS

Will open April 22nd under strong auspices. This Show does not have a gate admission. RIDES—Want Foreman for Ferris Wheel and Merry-Go-Round. Also want Major Rides not conflicting. Want Kiddie Rides. CONCESSIONS—Want Hanky Panks, 100 tickets. Want to lease or buy 50 or 75 kw. transformer on truck. John Ord, contact, 1011 11th St. N.W., Washington, D.C.

SIMON KRAUSE

76 PARKER HOTEL, 13TH & SPRUCE ST. PHILADELPHIA, PA.

10 FAIRS	BOONE VALLEY SHOWS	10 CELEBRATIONS
10	Now Booking Concessions for Season. Opening Boone, Iowa, April 30. Want Ride Help — must drive. Will book Shows of merit. No Ding. Address General Delivery, Boone, Iowa.	10

### PEDERSENS' DAIRY STATE SHOWS

CAN PLACE FOR 1954 SEASON

Shows: Fun House, Monkey Show, Mechanical or what have you. Concessions: All Legitimate—no flats or gyptios. Help: Experienced Wheel Man.

**E. N. & K. R. PEDERSEN, Waupaca, Wisconsin**

### FAIRWAY SHOWS

Opens in Bismarck May 22. Have 22 Fairs and Celebrations booked in North Dakota, South Dakota and Montana. Want Concessions—Grab, Lead Gallery, Fish Pond, etc. No Mitt Camp. Shows—Mechanical, Illusion, Funhouse and other Grind Shows. Foreman for Wheel and Octopus and other Help who can drive trucks.

**EMIL J. ZIRBES** Box 122, Bismarck, No. Dak.

### Cookhouse and Dining Car Help On ROYAL AMERICAN SHOWS

Following people contact me at once: Jack Richmond, Tom McKinney, "Smoker" and all former Canadian employees, write regarding Canadian tour. Dining car help, jobs in Memphis, Tenn., May 5th. Cookhouse help, St. Louis, Mo., May 8th. Other help needed in all departments. No collect calls.

**DON MCGIMPSEY**  
215 SO. DELAWARE, TAMPA, FLA. PHONE 84-7271



# Sunset AMUSEMENT CO.

OPENING THURSDAY, APRIL 29, EXCELSIOR SPRINGS, MO.

The following route starts in June and ends October 10

Fairfield, Iowa, Centennial.  
Montevideo, Minn., July 2-5.  
Winona, Minn., Steamboat Days.  
Caledonia, Minn., Centennial.  
Beardstown, Ill., Fish Fry.

Webster City, Iowa, Fair.  
Rochester, Minn., Free Fair.  
Decorah, Iowa, Fair.  
Manticello, Iowa, Fair.

Bethany, Mo., N. W. Mo. Fair.  
Lamar, Mo., Industrial Fair.  
Dexter, Mo., Free Fair.  
Newport, Ark., Fair.  
Carthageville, Mo., Legion Fair.

OTHER JUNE CELEBRATIONS PENDING

Exclusives open: Cookhouse, Age and Weight, Custard or Ice Cream, Long Range, Foot Longs and Photos. Concessions open: No Ball Games booked yet, can use Milk Bottles, Pank Rack, Cake, Dip and Milk Cans. Can use Hanky Panks, including Cook Gallery, Pitch-Till-Win, String Game, Slow Bowling, Nickel Rail and others. Want Operator for Motordrome. Will book Fun House or Glass House now, other shows after opening week, lot too small.

701 N. MAIN STREET

EXCELSIOR SPRINGS, MISSOURI

# W. T. COLLINS SHOWS

#2 Unit opens April 9—#1 Unit opens April 16—Both in Queens and Brooklyn

**WANTED:** Foreman on Roll-o-Plane, Octopus, Ferris Wheel and Chairplane. You can start right now at Winter Quarters located at 3 Gombert Place, Roosevelt, L. I.

No. 2 Unit starts on regular tour of Long Island the end of May. Both units combined at Haverstraw, N. Y., for 100th year Centennial Celebration sponsored by Chamber of Commerce and the city. After that the first fair is Middletown, N. Y.; Morris County, N. J.; Flemington, N. J.; Bridgeton, N. J.; Cratz, Pa.; Danbury, Conn.; (2 Saturdays and 2 Sundays); then Mineola Long Island.

**SHOWS WANTED:** Snake Show, Fun House, Arcade, will furnish complete unit for capable Magician who has handled road show.

BURNS, get in touch with me. Write you at Texas care of show. No reply.

All answer: PHIL ISSER, Gen. Mgr., 1539 East 29th St., Brooklyn 29, N. Y. Phone: Navarro 8-8960

# WM. T. COLLINS SHOWS

**FIRST CALL** WANT FOR THE CREAM OF THE CROP IN THE MIDDLE NORTHWEST. OPENING MAY 1st IN MINNEAPOLIS. WINTERQUARTERS NOW OPEN. **FIRST CALL**

**FAIRS**

Rugby, North Dakota  
Langdon, North Dakota  
Hamilton, North Dakota  
Minot, North Dakota (State Fair)  
Fairmount, Minnesota

Cedar Rapids, Iowa (All Iowa Fair)  
Alta, Iowa  
Sioux Falls, South Dakota (Sioux Empire Fair)  
Lincoln, Nebraska (State Fair)

**STILL DATES**

Austin, Minnesota  
Rochester, Minnesota  
Owatonna, Minnesota (Centennial)  
Fargo, North Dakota  
Devils Lake, North Dakota  
Williston, North Dakota

WILL BOOK SET OF KIDDIE RIDES, ALSO LOOPER, SPITFIRE AND COASTER.

SHOWS—Grind and Ding Shows, have 20x30 top, 60 ft. bannerline, also two large wagon type fronts with 35x75 tops. What do you have to put inside? Want Man to manage Funhouse and Glass House, built on semi. Will give good proposition.

CONCESSIONS—WILL BOOK ALL KINDS OF HANKY PANKS.

WANT RIDE HELP—Foreman for Twin Wheels, Roll-o-Plane, Octopus and Caterpillar, Second Man for all rides. Must drive semi and have chauffeur's license. Best of pay and good treatment. Man to handle towers and front gate. All replies to

WM. T. COLLINS, 801 E. 78th Street, Minneapolis, Minnesota

# WORLD'S LARGEST MIDWAY

# ROYAL AMERICAN SHOWS

Has again been awarded the contract to furnish all Attractions and Concessions for the South's Greatest Spring Festival—the Memphis Cotton Carnival (on the Streets), Memphis, Tenn., starting May 8 and ending May 15 (2 Saturdays & 1 Sunday)

**WANTED** CAN USE STARTING AT MEMPHIS AND FOR THE ENTIRE SEASON **WANTED** **WANTED**

Working Men in the Concession Department, Rings Agents, also Agents and Sub-Agents on Slow Shows, such as Ball Games, Pitch Games, Shooting Galleries, Dart Games, Glass Pitch, Cake Bottles, Fish Ponds and many others. Also want Custard Machine.

WILL BOOK FOR MEMPHIS ONLY

Any Game of Skill that will pass inspection, also Pitchmen of various kinds, small Crab Stands, Demonstrators, or anything new and novel suitable and in keeping with our policy.

Contact: SAM GORDON, Concession Mgr.

3317 Morrison, Tampa, Fla., until April 24; then c/o Claridge Hotel, Memphis, Tenn., on and after May 1.

# Tatham Bros. Shows

"THE SHOWMANSHIP SHOW"

K. W. Tatham, Owner

## AND WILD ANIMAL CIRCUS MENAGERIE

10 NEW RIDES — 4 BIG SHOWS — FREE ACTS — FREE GATE

Featuring Billy Shaffer Death Defying Sway Pole Act—The World's Highest Performer, 150 Ft. High.

Big Show Opens April 24, White Hall, Illinois. All Downtown Street Locations Till Fairs.

WANT CONCESSIONS—Hanky Panks only. Want Minstrel Show. Want one or two Major Rides. Want Ride Help, sober and reliable, must drive; salary best on road. Want Cook for Cookhouse.

BILL TATHAM

Illinois State Fair Grounds, Springfield, Illinois, till April 18; then White Hall, Illinois.

## OLD-TIMER AT 46

# Hunter Farmer Cut Eye-Tooth When 16

By SAM ABBOTT

HUNTER G. FARMER, president of the Pacific Coast Showmen's Association in Los Angeles, was destined for show business when he was named as a Mississippi fair manager. He started in at an early age, before he finished high school. Now at 46, he has been with it for at least 30 years and with his wife, Margaret, operates bingo, clothes pin games and hoop-la on the West Coast Shows and bingo and fish bowl games on the Ralph Meeker Shows.

Farmer earned his way to the PCSA chair after long-time membership and service on practically every committee. His wife was president of the Ladies' Auxiliary

the new edifice, which would be paid for thru the sale of the club's present location, which has increased greatly in value. But even he admits that this plan is some time away and a move that cannot be made in a day.

The PCSA president is considered a hard worker. It is also established that he has the club's progress at heart. While he will be out of the city during much of his tenure of office, Farmer will leave the work in capable hands and will do what he can for the organization while on the road.

During the upcoming season, which marks Farmer's 15th year with West Coast Shows, he will talk up membership, plans and the shows-within-shows. There is little doubt that he'll be on the ball, just as he has always been in his own operations.

### Mississippi Born

Actually Farmer's show business activities started in Meridian, Miss., where he was born in 1907, the son of a merchant whose general mercantile store was located across the street and behind the local fairgrounds. His parents were close friends of the fair's manager and this affection accounts for the PCSA president's name of Hunter George Farmer. He carries the name of the fairman, A. Hunter George.

The friendship that existed between the Farmers and A. Hunter George gave Farmer an entree into the fair that his youthful companion envied. And Farmer used the courtesy extended by his namesake. After school during the fair, he made a few pennies picking up balls in the cat rack. But he wanted to travel so joined a show operated by a Mr. Oliver out of St. Louis. When it closed late in the season in Louisiana, Farmer found himself broke and hid himself home where he remained until he completed high school.

Immediately upon graduation, however, the young Mississippian again hit the road with the Morris & Castle Shows and in 1928 took a cue from Horace Greeley and joined Pacific State Kline Shows in Seattle. His first job on the Coast was working bingo for Walton DePellaton in Montana, Washington, Oregon and Idaho.

Things weren't moving fast enough for Farmer so in 1929 he jumped to Los Angeles to work the early season with O. N. Crafts but returned to the Kline organization, then managed by Harold Mook and Sam Brown.

### Hop Scotching

The next few seasons found Farmer on a hop-scotching routine. In 1930, he and Bill Davis joined forces to operate a grind store and ball game on the Glenn Miller Shows, but spent part of the season jumping from show to show. In 1931, the young concessionaire invaded the Midwest where he toured Minnesota, Iowa and Michigan. The westward pull was strong and in mid-season he jumped back to Great Falls, Mont., where he worked with Dodson United Shows. This move proved to be a smart one as the Montana annual was the only big winner that Farmer played during the year.

In 1932, Farmer recalls, things were rough all over but his fall business in Vancouver, B. C., Yakima, Wash. and other Northwest spots exceeded expectations and he wound up okay for the year.

Farmer settled down in the West the following year after making the Montana and Texas circuits with the John Worthman Shows and California spots with Levitt, Brown & Huggins. In the mid-30's, he teamed up with Spike Huggins to work for M. M. Buckley and the next year moved with the latter show owned by Doc Zieger. His hop-scotching continued thru the summer of 1937 when he spent time on both the Crafts Shows and Pete Siebrand's organization.

By 1939, Farmer had his own stands and joined the West Coast Shows with a cigarette shooting gallery and clothes pins. He left the show to work the Golden Gate Exposition in San Francisco and after finishing the season with White City Shows returned the following year to West Coast Shows where he has since remained. In addition, he has spread



HUNTER G. FARMER

in 1942 and that enabled him to gain added insight on club problems and operations.

Last year, Farmer, altho on the road during the summer, served as the club's vice-president and probably kept in closer touch with PCSA affairs than some members who were constantly in and out of the clubrooms.

### Sets Goals

Farmer has made himself clear as to what he proposes to do as president. One major goal is increased membership. Thus, he has offered a year's free dues to any member who brings in four new applications. He feels that more people can benefit from a program of this kind and the more people working for new members, the more the club will profit. A second point in his plan is the staging of events to raise money. He ruled out the spring hi-jinks and is setting it for fall, when he believes that more tickets will be sold because of the longer selling period and the better condition of the showmen's bankrolls.

Farmer is switching the year book from its usual purpose as a souvenir book and menu for the banquet and ball, to the role of a directory. He has named Harry Seber chairman of the committee and Arthur Hockwald co-chairman. There will be a menu and booklet—but it will be separate from the year book.

Another point taken under consideration by Farmer is broadening of the duties of the sick and relief committee to better serve ailing members and expand its charitable work.

During the weeks that Farmer has guided the club, he has already stepped up the post-meeting lunch program. He wants to see the organization active thru-out the year and figures the lunches will draw additional members to the rooms during the summer. Aware of the cost involved, he plans to increase the number of shows-within-shows to help defray the increased expenditures.

### New Quarters

These projects are either in force or well on their way to being put into action. There is one plan, however, that is still in the talking stage. In fact, it is being practically whispered. It is a new home for the PCSA. The whispers indicate the new home will be larger, constructed to meet the club's requirements, and will be one story high to satisfy the requests of some members who complained of the stairs in the present quarters. Farmer may be able to start the ball rolling for



his operation to include games on the Meeker Shows.

**Gains a Partner**

Altho Farmer spent most of the mid-30's moving from show to show, he didn't travel so far or so fast that he couldn't attend to one of the most important events in his life. While in Phoenix in 1935, he took time off to marry Mary Margaret Lee, who had come to the Arizona city from Springfield, Ill. for her health. The bride knew nothing of show business, but Farmer has since changed that and Margaret now is in charge of the bingo game on West Coast Shows.

Shortly after they were married, Margaret, in addition to learning the games business became the official chauffeur for the firm and was also named treasurer. On the score of keeping money, Farmer jokingly admits that the job is not too well done. But he fails to tell that Mrs. Farmer was not assigned this difficult chore until Farmer had lost the family bankroll in Vancouver for the simple reason that the right dots didn't come up on the cubes at the proper time.

The Farmers are considered today among the best games operators on the Pacific Coast altho neither came from show business families. Farmer did have a brother, Bill, who tramped with the Bells-Floto and Al G. Barnes circuses and had concessions at Long Beach during World War II, but he is now working for the Elks Club in the latter city.

During his long outdoor show business career, Farmer has had the bad with the good. Under the good category he includes meeting old friends and he was never happier to see a long-time acquaintance than when Harold Mook came to visit him in Phillipsburg, Mont., while both were with the Pacific States Kline Shows.

It seems that en route from Bozeman to Missoula, the show train paused a few minutes in Phillipsburg. Coincidental with the train's pause, was the robbery of a safe. Without too much investigation the authorities blamed the carnival and put Farmer in the link. He remained there for five or six days until Mook could leave the show and return to spring Jim.

There's little wonder that Farmer likes old friends best.

**Illions-Pomona Line-Up to Add Babcock Rides**

POMONA, Calif., April 3.—The Frank W. Babcock United Shows have been signed to augment the Harry A. Illions directed World's Fair Midway at the 1954 Los Angeles County Fair here. C. B. (Jack) Afflerbaugh, president and general manager, announced.

Contract for the show was signed here Tuesday (30) following a conference attended by Afflerbaugh, Illions, Babcock, Phil Shepherd of the fair, and Larry Ferris, general manager of the Babcock unit.

Illions said that the Babcock rides would be used to supplement the permanent ones he has installed on the fairgrounds. The shows' rides also will be used in the two Kiddielands.

Babcock told The Billboard that the ride complement would be larger than that used in 1952. Blueprints for new devices were shown Illions at the conference. Among the new rides to be featured are a dark ride, Round-Up and Caterpillar. The show will build new neon towers for the midway.

Ferris declared that the show would move on the fairgrounds about 12 days ahead of the opening date September 17. The fair runs 17 days.

**Show Framed By R. H. Chance; Plan May Bow**

WICHITA, Kan., April 3.—R. H. Chance, owner of the Ottaway Amusement Company, manufacturers here of the Ottaway Steam Trains, this week announced that he was forming a new carnival which he will manage. Unit, to be titled R. H. Chance Amusements, will take to the road in early May and will cater to group picnics, civic celebrations and fairs.

Five major rides, two kiddie rides and about a dozen stock concessions will be carried, Chance said. He plans to recruit most of the operating personnel from vacationing college students.

**Motor City Buys Coaster**

WINDSOR, Ont., April 3.—Motor City Shows have purchased a new intermediate all-steel Roller Coaster from the Overland Amusements. Delivery has been promised in time for the show's spring dates.

Arthur Gilboe and his son, Donald, have the show booked solid for the season. Harry (Whitey) Morgan is manager.

The show will play the Windsor Emancipation Celebration this year, a big doings that will be staged in conjunction with the city's centennial celebration in July.

**Manning Org Set for Bow**

KINGSTREE, S. C., April 3.—Workers were putting the finishing touches on the equipment of Ross Manning Shows here this week in anticipation of the org's season opener Friday (9) at Blairs Field, midway between High Point and Thomasville.

The schedule called for the caravan to leave here Sunday (4) to give plenty of time for the initial set-up. A. R. (Dutch) Whiteside was on hand here this week with his concession crew. Clifford P. Henry, advertising agent, has billed the area heavily. Tommy Carson, legal adjuster, reported in this week fully recovered from a recent illness.

Owner Manning is optimistic about the season, especially in view of the federal tax cut. Org's fairs start early in August and run thru mid-November, he said.

**The World of Mirth Shows**

Acknowledges with deep appreciation the untiring efforts of Mr. George A. Hamid, Sr., the many Showmen's organizations and the representatives of the Amusement Park and Agricultural Fairs fields, in their successful fight to secure a reduction in the excessive Federal Admissions Tax.

The World of Mirth Shows are grateful for the easement in the tax schedule which will make it possible to further enhance the attractiveness and entertainment value of the Largest Midway on Earth and bring to the patrons of its Fairs an even greater measure of value.

**STERLING CROWN Shows**

THE BEST OF STILL DATE ROUTES WANT FOR AND 20 FAIRS  
WARRINGTON CIVITAN CLUB FAIR AND SPRING FESTIVAL, PENSACOLA, FLA., APRIL 16 THRU 24  
DON'T BE MISLED — THIS IS THE ANNUAL PENSACOLA SPRING FAIR  
NAVY PAYDAY APRIL 20

<b>CONCESSIONS</b>	Arcado, Novelties, French Fries, Custard, Ice Cream and Hanky Panks of All kinds. Also want Hanky Pank Agents.
<b>RIDES</b>	Caterpillar, Octopus, Spiffier, Rock-a-Plane and 2 or 3 Kid Rides other than Auto or Airplane. Also live Pony Rides. People that have written, please contact again.
<b>SHOWS</b>	Any well framed Show not conflicting, with own transportation. (No more Girl Shows). Want Fun House and Glass House.
<b>SHOW MANAGERS</b>	Have complete Side Show, Monkey Show (or Trained Animal), Snake Show and Fun House. Will turn over to capable Managers. (McCrory, answer.) Also have complete Jig Show. Small Jig Show for Still Dates.
<b>RIDE HELP</b>	Want First and Second Men that drive trucks and do not drink. Must report here in winter-quarters not later than Saturday, April 10.

SHOW LEAVING WINTER QUARTERS SUNDAY, APRIL 11. NO TIME TO WRITE.

Wire or Call: E. L. YOUNG, Mgr.

(PHONE: VICTOR 2-4141) TARPON SPRINGS, FLA.

(NO COLLECT CALLS OR WIRES)

**RANEY UNITED SHOWS**  
"MINNESOTA'S FINEST MIDWAY"

WANT! FOR A HAND PICKED ROUTE OF MINNESOTA'S BEST CELEBRATIONS AND COUNTY FAIRS

<b>SHOWS</b>	Fun House, Side Show, Snake Show, Animal Show, Monkey Show, Motor Drama or any other meritable show. Johnny Howard, please get in touch. Want first-class Girl Show with plenty of flesh. A-1 route for Girl Show.
<b>CONCESSIONS</b>	Class Pitch, Milk Bottles, Custard, Cork Guns and other Hanky Panks that don't ConMat. What have you?
<b>RIDES</b>	Saber, reliable help for twelve office owned rides. Must drive semi. Concession help, get in touch. Mike Sivan, write.

Opening still in St. Paul, Minnesota, May 8 for two weeks; then County Fairs and Celebrations until last week in September.

If you are tired of "second guessing," Get With This One

All answers to: ROY RANEY, 3650 Humboldt Ave. No., Minneapolis 12, Minn. Telephone Cherry 0238. No Collect Calls

**FOR SALE**

#5 Ferris Wheel, excellent condition, gas engine, new ticket box, nice front, factory made star, Fruehauf semi, 1947 super Roll-a-Plane, lift motor, with or without semi, 1953 Whirla Kiddie Ride, Dark Ride complete, 30x50 top, 60 foot front, 14x24 foot Show Top, 50 foot front, 4-8x10 Turtle Banners.

**FAITH WOLF**

c/o Mayberry Trailer Pk., Route 4, Box 61  
Hot Springs, Ark.

**RIDE HELP WANTED**

Passmen for Tilt-a-Whirl, Whip. Second Men all Rides. Shoney Gooding would like to hear from Tex Baker, Big Red, Rustwood, Jack Burns, Tilt Red and others. Long season around New York. Preference given to Men over 40. Angel, where are you?

**E & B Amusements**

New playing Westchester & Filley Amuses. Bronx, N. Y.  
John A. Bass, Owner.  
Tel.: Fiolitan 7-0457

**GIRLS — GIRLS**

WANTED NOW FOR UNIT #1  
WARNER ROBBINS, GA.  
INTERSTATE SHOWS  
Dancers of all types. Send photo if possible. State salary.

**UNIT #2 OPENS APRIL 12**

COLUMBUS, GA.

**GEM CITY SHOWS**

Experienced Dancers, Good Candy Man, Ticket Sellers, double on razzas. Want to hear from Diana Ross, Pat Murphy, all other old hands. Don't wire or call, write me, such Shows to

**RAY MARSH BRYDON**

c/o Gem City Shows, Phenix City, Ala.

**AGENTS WANTED**

Cats, Burkets, Pitch-Tilt-You-Win and Solidays.

Opening middle of April with John Parks Shows, Ruston, Florida, till April 31 then Richmond, Virginia.

**ROY T. DUFFY**



# Morris Hannum Shows

One of the Great Eastern Shows

OPENING APRIL 22, 2 BIG SATURDAYS, BEST LOCATION IN BALTIMORE, RINGLING CIRCUS LOT AT LAWRENCE PARK, ESSEX.

FEATURING LEO "SUICIDE" SIMON

- RIDES** Can place Rockplane, Caterpillar, Whip, Dark Ride.
- CONCESSIONS** Hanky Panks of all kinds, Break Plates, Fish Pond and Duck Pond, Darts, Ball Games of all kinds. Ben Herman can place two Wheels and two Grind Stores. Telephone Orleans Hotel, New York City, ENdicott 2-5500.
- SHOWS** Capable people to handle our new office-owned Side Show, Tiny Cawan, telephone me. Want to hear from Man and Wife Riders for Drama, Want Wild Life, Fun House, Illusion, Snake Show and Mechanical City.
- HELP** Report to Winter Quarters, Reading, Pa., Fairgrounds, April 15. Can place Foremen for Octopus and Chairplane and capable Help on all Rides. Prefer drivers.

All replies to MORRIS HANNUM, 934 Murdock Road, Philadelphia, Pa. Telephone Philadelphia, Chestnut Hill 78176

## ANNUAL NORTHWESTERN CITY PARK FESTIVAL

12 DAYS AND NIGHTS STARTING THURSDAY, APRIL 15  
24TH & NORTHWESTERN STREETS, INDIANAPOLIS, INDIANA



All persons and equipment contracted for our regular May opening can join here or when previously planned. Please confirm by Western Union when you want to join.

CAN PLACE

- RIDES** Octopus, Rock-o-Plane, Spitfire, Fly-o-Plane or other non-conflicting major rides. All season's work.
- CONCESSIONS** All Hanky Panks such as Ball Games, Balloon Darts, Fish Ponds, etc. All outright sales privileges open. Novelties, Gadgets, Floss, etc.
- SHOWS** Mechanical City, Monkey, Monster, Fat, Drome, Reptile, Monkey Speedway or Drome. Excellent show territory.

DON'T MISS THIS OUTSTANDING SPRING EVENT. A PROVEN WINNER.

All answers to W. G. Wade Shows, c/o Western Union, Tampa, Fla., until April 10, then Indianapolis, Indiana

# C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT

LAST CALL

WANT

OFFICIAL OPENING, THURSDAY, APRIL 22, OWENSBORO, KY.

9 Big Days—2 Big Children's Days—Bigger than a County Fair

First and Second Men on all Rides. Must be licensed semi drivers. Men for Marquee, Fence and Towers. Can place Painters and Scenic Artists, as we are decorating show from front to back. Prize-Every-Time Concessions and Hanky Panks of all kinds. Derby Racer and all types of direct sales. Will also book Glass Pitch and Pottery (if you have Hanky Panks to go with same. (Mr. Taylor no longer connected here.)

All address C. C. GROSCURTH, Mgr., P. O. Box 478, Owensboro, Ky. (Residence Phone: Owensboro 3-5221) (Winterquarters Phone: No. 9, Hatfield, Ind.)

# BUFF HOTTLE SHOWS

WANT FOR TWO UNITS PLAYING 38 FAIRS & CELEBRATIONS

UNIT #1

OPENING MARRERO, LA., SATURDAY, APRIL 17

Want Concessions that work for stock. Especially want Custard, Lang and Short Range, Penny Arcade. Can place Shows with own outfits that do not conflict. (Girl Show, Mac, get in touch). First Celebration—Centennial on streets, Effingham, Ill. May 12 thru 15.

UNIT #2

OPENING BOGALUSA, LA., SATURDAY, APRIL 17

With straight sales only. Then Ponchatoula, La., April 26, with Stock Concessions of all kinds. Will book a few more Hanky Panks. Need Shows with own outfits for season.

ALL PEOPLE CONTRACTED FOR SEASON, GET IN TOUCH. RIDE HELP BE IN COVINGTON BY APRIL 10. All Replies to: BUFF HOTTLE or ROMEO DUNN

BOX 833 (PHONE 9141) COVINGTON, LA.

## WANT ADVANCE AGENT

Must be thoroughly experienced booking mobile exhibits on streets. Car essential. Can also use good Semi Driver to work on Hitler Car Exhibit. Contact

JACK W. BURKE

at Maryville, Tenn., April 8, 9, 10, or write General Delivery above or permanent address 26 Riverside Ave., Baldwin, N. Y.

## BIG STATE SHOWS

WANT

WANT

Rides for all season. Concessions—All Hanky Panks \$10.50 a week. Photos, Jewelry, Fish Pond, Balloon Dart, Hoop-La, Coke Bottle, Short Range. Book a Blower. Want Agent for Skills. Shows—Book Monkey Show or any show that doesn't conflict. Have a complete outfit, top and frame banners. What have you to put in it? Rides—Book Kid Rides or any Ride that doesn't conflict. This show goes to Oklahoma, Kansas, Missouri, South Dakota. FOR SALE—No. 3 Kid Wheel, \$3,200.00 cash. This Wheel is in San Antonio, Tex. In charge, W. J. Williams, contact me. Wire BROWNIE BISHOP, DUNCAN, OKLA., THIS WEEK.

## STEEL BLEACHERS AND STEEL GRANDSTANDS FOR RENT OR SALE

LOUIS FIGARI

1175 Fifth Ave., East Northport, L.I., N.Y. Phone: Forest 8-9538

## V. F. W.

Will Sponsor Circus or Reliable Carnival With Strong Backend. Contact

DR. W. H. LYONS

Rogersville, Tennessee

## Josephine Lynch Wins 'Miss PCSA' Contest

SAN BERNARDINO, Calif., April 3.—Josephine Lynch was crowned "Miss PCSA of 1954" here Tuesday night (30) at the Showmen's Day celebration at the National Orange Show. Runners-up were Clara Andersen and Fern Redmond. The event, at which the Pacific Coast Showmen's Association and Ladies' Auxiliary members were guests of Orville N. Crafts, earned more than \$3,600 for the two clubs.

The awarding of the crown ended five weeks of spirited vote selling by a dozen members of the Auxiliary, which directed this portion of Showmen's Day. The final tabulations were made at the Orange Show with the announcement coming as a highlight of the show-within-a-show festivities in the 80 by 100-foot big top Crafts had erected for the occasion.

Mrs. Lynch received many awards for her work in the contest. Among them was a free trip to Las Vegas during May when the Crafts Shows will be playing the Hellsorado Days there. She requested that the money for the trip be given to the Shrine Hospital for Crippled Children in San Francisco.

Following the usual custom, Crafts went all out to entertain the visiting showmen. In the tent erected for the headquarters, the club and the Auxiliary set up a '49-er Club. Drinks were served, with supplies being donated. When the carnival closed for the day, "Grandfathers' Follies" was presented on the stage. Dancing was enjoyed thruout the afternoon and evening.

### Surtees Emceed

George Surtees emceed the show. The costumes were made by Esther Carley. The Gay '90's bathing suits were furnished by the Jantzen Company. Members of the chorus were Marosa Herman, Doris Stolze, Julia Smith, Emily Bailey, Maree Rhodes, Margaret Farmer, Madison Hopes and Ruth Ostrov. Peggy Forstall was to have been in the line but suffered a broken wrist in a fall during the Sunday (28) rehearsal. A specialty was offered by Maree Beaudet Rhodes. Music was by Ramon (Joe) Aguilar, trumpet-playing orchestra leader. Orchestra members included Andy Schweinfurter, piano; Luther Becker, sax and clarinet, and J. Gianera, drums.

Other acts included a harmonica solo by Ted Metcalf and a pantomime bit by Alice Blash and Doreen Dykes. Surtees was on for a monolog and songs.

During the awarding of the large number of door prizes, Matt Herman was the emcee. Among the winners were Isabel Hessler, E. J. Gilbert, F. Fisher, Rachael Bullis, Bert Fisher, W. B. Clark, Jimmy Busby, Earl Varney, Mae Mortenssen, Betty Coe, Sam Wexler, Rusty Fisher, Leona Cook, Alex Freedman, Pearl Archer, Doris Stolze, Clara Andersen, J. B. Shepherd, Joseph Friday, M. Elliott, Dick Castole and M. Marshall. W. C. (Brud) Shay, head of the National Orange Show concession committee, was awarded a wrist watch valued at \$100 and donated by Frank Warren, manager of the Crafts 20 Big Shows.

Telegrams wishing success to the event were received from Peggy Steinberg, Ladies' Auxil-

ary president; Jack Eyerly, of the Eyerly Aircraft Corporation in Salem, Ore., and Al Flint, executive PCSA secretary. Flint, who was recently discharged following 11 days in the hospital, was unable to attend on doctor's orders.

### 1,000 Turn Out

Crafts set an estimate of 1,000 on the number of showmen visiting the tent during the afternoon. A prize was awarded for the Auxiliary member selling the most refreshments, with Maria Bernardi receiving a beverage cooler. Prizes for this division were given by Mrs. Eddie Harris and Nina Rodgers Levine.

The envelopes bearing the names of the winners in the "Miss PCSA of 1954" contest were delivered to the stage in the big top by Grace Merkel, past president of the Auxiliary. On the stage at the time were Hunter Farmer, PCSA president; Frank Warren, Showmen's Day committee chairman, and Sam Dolman, co-chairman. Announcements were made by Crafts. After making the awards Crafts delivered a brief talk praising the efforts of Roger Warren, Crafts Exposition Show manager; Jimmy Lantz and Frank Sutton for their co-operation.

Lucille Dolman, also a past president of the Auxiliary, was general chairman for that group at the day's festivities. Mrs. Merkel headed the Auxiliary-directed queen contest, with Mary Taylor and Charlotte Cohen also serving. Lillian Schue directed the '49 camp, and the serving of the food furnished by the Crafts organization.

The figure of nearly \$3,600 was given after a preliminary check. Of this, approximately \$2,500 may have come from the queen contest for which 1 cent per vote was received. Tickets were 50 cents each, with books available at \$10.

## NSA GOLD CARD DERBY IS LED BY PETERSON

NEW YORK, April 3.—Sam Peterson leads the National Showmen's Association gold card derby by having gained 17 members for the club this year. Max Tubis and Louis Light have each gotten 14 new members, as a rise in applications is anticipated with the arrival of the spring season. The gold life membership cards are given to those who obtain 50 members in the space of one year. There are currently 49 such card-holders.

## WANTED AT ONCE

Capable and experienced Fun House Operator for the most outstanding Ghost Boat Creation. Must be able to join not later than April 15 at Hernando, Fla., on your own power to drive ship on canal to Ocala, Fla. Opening April 22. No drunks or jerk book readers. Very liberal salary and percentage to right party.

D. REX BARNES  
Box 47, Hernando, Fla.

## FOR SALE

No. 12 El Ferris Wheel, complete in A-1 condition, priced for quick sale, \$4,000.00 cash. Write or Phone

J. W. Mahaffey, Erie, Kan.

## CONCESSION TRAILER FOR SALE

Seven by 12 ft. long 2 wheel trailer, all nicely painted white; also Signs equipped with neon inside and outside, well lighted. Has Candy Floss in back, double faucet Root Beer and Orange Br., all new electrical refrigerated last spring. Need no ice, also Deep Freeze for ice cream, electric Roaster for hot dogs, also Coffee Server. This unit is a money maker, maybe booked on Boone Valley Shows, if you act quick. Phone or write BEN J. MESENBRINK, Boone, Iowa.

## MECHANICAL SHOW FOR SALE

All in operating condition. Newly painted and ready to go. 2 Apex Loud Speakers, One Record Changer, 120 ft. Top, Stakes and Lights. Also 1946 2-Ton Truck. Will take \$1000.00 for all. If interested contact

Mrs. Cliff H. Dunlap  
Rt. 4, Brownsville, Tenn.  
(Phone: 77884)

## NORTH STAR SHOWS

Opening May 12 in St. Paul, Minn. (Cromwell & Bayless Sts.) Want legitimate Concessions, Agents for Pop Corn, Apples, Novelties, Floss, Bingo. Opening for Mechanical Show, Fun House, etc. Foreman for Wheel. Help who drive Semi.

LEO CTRBOR  
2424 Fairview Ave., St. Paul, Minn.

## Ken-Penn Org Bows May 3

NEW KENSINGTON, Pa., April 3.—Ken-Penn Amusement Company will open its season among the smokestacks of McKeesport, Pa., May 3, Ralph D. Sanders, manager, announced. Plans are to bow with 10 rides, 3 shows and upwards of 30 concessions.

Mrs. Olga Sanders will again manage the office and Rita Lavin will handle the office-owned concessions. Front-end personnel will include Bud Schultie with 4; Jim and Mildred Flakes, derby racer; Bob Zamperini, custard; Al Selli, floss; Stan and Ethel Kissler, jewelry; Pete Lavin, French fries; Blackie Cameratta, glass pitch; Jack Gillespi, long and short range galleries, and Curley Shoemaker, Funhouse.

Ray Walls is ride superintendent with a crew that includes John Turner, Perry Hetrick, Calvin Fleeger, Dale Machin, Gene Hetrick, Howard Hillman and Ed Ruckie.



MEET THE PROF.

# George Loos Looks, Acts Part to Many

By HERR DOTTEN

**J** GEORGE LOOS, at 74, might well be taken for a college dean—or, at least, a professor. Distinguished looking, conservatively dressed, unhurried, soft of speech and with eyes that twinkle, he not only looks but acts the part of one who has devoted many years to the business of education. And, in a real sense—the Loos himself doesn't make the claim—he qualifies as an educator in the field of carnival operations. Proof of this is given by the huge number of current and past show



J. GEORGE LOOS

owners who spent time on a Loos-owned show before moving up to owner status.

**Impressive List**

This alumni list is notable not alone for its size but because of the stature of many of the showmen on it. J. C. McCaffery, Orville Crafts, George Dorman, Frank Sutton, Jack Ruback, Archie Clark, Max Goodman, Al Baysinger, T. J. Tidwell, Don Brashear, Pete Kortis and Harry Hennies are among the graduates from the Loos ranks.

And deceased members of the Loos alumni include Rubin Gruber, John M. Sheesley, John R. Krouse, Denny Pugh, Phil Little, C. W. Nailla, J. C. Macy, Orville Hennies, Dave Lachman and Mel Vaught.

Thus, he learned of the money then to be made with girl shows

on carnivals. After hearing quite a few of these stories, he added up his cash, along with his experience as a good road manager and as a theater manager, and decided to stride out as a midway show operator.

He framed a 10-girl show which was rated outstanding at a time when such revues generally were of high quality, and he booked the unit on the Morris & Berger Shows. In his first year out his experience was so heartening that he decided he would bring out a carnival of his own—or if not his own, then in association with someone.

**Lachman Was Partner**

The following year, 1902, he teamed up with Dave Lachman to launch the Lachman & Loos Shows. Emphasis was on shows, not rides then, Loos recalls, and "we had excellent shows."

The Lachman-Loos partnership lasted three years, at the end of which Loos launched his own show, a gilly show that used five cars and was routed thru Illinois, Missouri, Indiana, Oklahoma and Kansas.

The Loos aggregation prospered. And Loos added to it. The show finally outgrew gilly operation and was transformed into a railroad show. Some of its equipment was obtained from C. A. Wortham. By 1925 Loos had developed his operation into a 25-car railroad show.

Its route meanwhile was extended. To Missouri, Indiana, Illinois, Oklahoma and Kansas, two other States—Louisiana and Texas—were added. Some of the top fairs in the area, including the Missouri State Fair, were snafed.

For a half century Loos was prominent in the carnival world. During that time he parlayed a girl show into a 24-car carnival, then cut it back to a gilly operation to prosper during the lush World War II years. He withdrew from the road only three years ago after sustaining a blood clot.

**Operates Kid Park**

His doctor's orders then did not preclude him from continuing in the business and he turned his attention to the operation of a Kiddieland in Laredo, Tex., where he and Mrs. Loos have made their home for the past 25 years. Meanwhile, he continued—and still continues—to head up the midway operation for Laredo's big annual George Washington's Birthday Celebration.

Loos had six years of show business experience behind him when at the age of 22 he first stuck his toe into the carnival field. At 16, he had been a ticket seller at Baltimore's Monumental Theater. From that he graduated to a job as treasurer of a touring burlesque company at a time when burlesque was in full flower.

His winning ways in turn led to the position of business manager of Chicago's Trocadero Theater in 1898 and for three years he continued in that spot. His post kept him in Chicago and he became the intimate associate of many carnival people who gathered in that city.

**Long Laredo Repeater**

One of the dates Loos lassoed early was the eight-day George Washington's Birthday Celebration at Laredo. He first played the date 30 years ago and he has filled it ever since. And his present Laredo contract runs thru 1957.

During his early visits to Laredo he developed a great liking for the city, a Mexican border town, and as a result he and his wife made it their permanent base.

The Looses, who recently celebrated their 26th wedding anniversary, have two children, 24-year-old George Jr., now with the Southwest Research Institute, and a daughter, Mrs. Douglas (Betty Jane) Loos.

**aments Big Percentages**

The elder Loos is not one who lives in the past. He is enthusiastic about his Kiddieland, Laredo's George Washington Birthday Celebration, the work he has in booking in midway attractions into that event, and his family.

His one lament, in noting the changes in carnival operations, is that carnivals give up "too big percentages" to fairs and sponsoring committees. "That's why," he observes, "they can't carry the high quality shows that they did when fairs weren't so demanding."



# LAGASSE AMUSEMENT COMPANY

12 WHITCOMB STREET  
HAVERHILL, MASS.

Telephone 4-6461

EVERYTHING IN AMUSEMENT  
ANYWHERE IN NEW ENGLAND

# TWO-DAY EXPOSITION SHOWS

GRAND OPENING APRIL 24, JOPLIN, MO. BIG CENTENNIAL CELEBRATION SECOND WEEK OUT. SHOWING FROM CANADIAN BORDER TO GULF OF MEXICO.

Kansas, Minnesota, Wisconsin, Illinois, Arkansas, Mississippi and Louisiana. 19 Fairs and Celebrations beginning in June and ending November 1st (19).

CONCESSIONS: Want Custard, Penny Arcade, String, Bumpers, Ballgames, Basketball, Huckley Buck and other Hunky Panky. What have you? Sam Greco and Frank Spina want agents for Hunky Panky and Grind Stores; write c/o Shows, G. K. (Shorty) Densmore, get in touch with Steve immediately.

SHOWS: Can place Wild Life, Monkey Show, Funhouse, Motordrome, Snake, any Grind Show of merit.

RIDES: Want to book Octopus and Rolloplane, or any other major ride not conflicting.

RIDE HELP: Can Place Foreman for Tilt-a-Whirl.

All Show People who are contracted please acknowledge this ad as for date of opening. Contact

H. V. PETERSEN, Box 742, Joplin, Mo.

## BAKER UNITED Shows

"A Clean Modern Midway"

OPENING W. TERRE HAUTE, IND., APRIL 29th, MAY 8th  
10 DAYS—2 SATURDAYS AND 1 SUNDAY. LOCATION—9th ST. AND ROUTE #40.

SPONSORED BY POLICE AND FIRE DEPARTMENTS.

ALL PEOPLE CONTRACTED PLEASE ACKNOWLEDGE CALL.

CONCESSIONS—Can use a few clean legitimate Concessions, Custard, Penny Pitch, Pronto Pups, Cigarette Pitch, Pitch Till U Win, Six Cats, Buckets, Short Range, Over Twelve, Fish Pond.

RIDE HELP—Can use Second Men on all Rides, must drive and have license. Drunks and chasers stay where you are.

SHOWS—Ten-In-One, Snake, Fun House, Illusion or any Show with worth-while merit.

FOR SALE—1. 12-ft. Duck Pond, good Top and Frame, some stock, \$150.

All Wires and Replies to Ernie Allen, 669 Swan St., Terre Haute, Ind.

# ALAMO EXPOSITION SHOWS

NOW BOOKING FOR THE BIGGEST SPRING CELEBRATION  
"THE BATTLE OF FLOWERS"

ON THE STREETS OF SAN ANTONIO, APRIL 19 TO 24 INCLUSIVE

CAN PLACE AFTER THE "BATTLE OF FLOWERS" CELEBRATION FOR SEASON: PENNY ARCADE, SIDE SHOW, ATHLETIC SHOW AND GRIND SHOWS. Starting at Abilene, Texas, May 5 to 9; then into New Mexico for some choice Still Dates.

Want good Man to handle Kiddie Auto and Kiddie Plane ride, who can drive Semi. Can use Second Men on all Rides. Can place a good Man to handle Kid Matinees (Must understand Phone Sales.)

All contact JACK RUBACK, Mgr.

c/o Alamo Hotel, Austin, Texas, this week; then Permanent Address: 2240 E. Houston St., San Antonio, Texas (Phone: Fannin 1812).

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

END CLUTCH TROUBLE

**V-Belt Clutch**

Mount direct on gas engines or motors. Complete with pulley. Easy to install. No adjustments. No wearing parts. Low cost.

PROVEN ON RIDES

See your engine dealer or write direct.

**V-BELT CLUTCH CO.**  
415 N. Western Ave.  
Los Angeles 4, Calif.

WANT CARNIVAL

Some time in May or June. Contact  
**CECIL ASHLOCK, Post Adjutant**  
The American Legion, Vern R. Glick  
Post #25, Chillicothe, Mo.

GOLD BOND SHOWS

NOW CONTRACTING FOR 1954  
Rides — Shows — Concessions  
**MICKEY STARK, Owner**  
P. O. Box 339 Mt. Sterling, Ill.  
Winter Quarters at Fairgrounds.

ROD LINK

WANTS AGENTS  
Hanky Panky, Buckets, Swingers.  
Open second week in April.

**ROD LINK**  
FREMONT, OHIO



# ART FRAZIER

— CAN PLACE AGENTS —

FOR COUNT STORE, PEEK STORE, BUCKETS, SIX-CATS AND SLUM CONCESSIONS  
(No Heads and No Ten Per Cent)

FOR ENTIRE 1954 SEASON OF STRONG STILL DATES AND CHOICE FAIRS, OPENING AT VICTORIA, TEXAS, APRIL 18, WITH

## DON FRANKLIN SHOWS

"Providing Modern Midways for the Better Fairs Thruout the Midwest, From the Texas Gulf Coast to the Canadian Border."

Address ART FRAZIER, c/o Faust Hotel, New Braunfels, Texas  
Until April 14; then care of Show, Victoria, Texas.

JOIN  
NOW



\$10—Initiation—\$10 Dues

Low Rate of \$20

Entitles new members to all club facilities

Send your application TODAY

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 So. Hope St.  
HUNTER FARMER, Pres.

Los Angeles 15, Calif.  
AL FLINT, Exec. Sec'y

### DRAGO AMUSEMENTS

No. 1 Unit opening Kokomo, Ind., April 29, for 10 big days, including 1 Saturday and Sunday. No. 2 Unit opening following week. Both Shows have excellent routes with lots of Fairs and a big 4th of July at Hoopston, Ill., and Walkerton, Ind.

WANTED and WANTED

Legitimate Concessions of all kinds—small Cookhouse, Short Range, Buckets, Pitch-Till-U-Win, Hoop-La, Cork Gallery, Novelty, Ball Game, String Game, Penny Arcade, African Dip, Addem Up Dart, Hi-Striker, Popcorn. Want Motordrome for small per cent or any other Show with own outfit. Neil McTaggart, write. Want reliable person to manage "Lord's Last Supper" on per cent. Want Manager for Athletic Show, must be sober and reliable. For Sale—Lo-Boy 24-Ft. Semi-Trailer (Fruehauf), D. R. Gowin, Rt. 2, Bellefontaine, Ohio, has complete 14x16 Cookhouse for sale, including new top, deep freezer, mfr., Eat bottles, dishes, silverware, 24 stools, 1949 Chev. truck, all for \$700.00. Purchaser of this Cookhouse can book with show for season. NOTICE—Slim Long, Buddie Sibley and Painter Red, write me. Jimmy Burns, write Bingo Randolph. All replies—write or call PAUL DRAGO, 1711 E. Markland, Kokomo, Ind. Phone 4997.

### COUNTY AMUSEMENT CO.

USING GANGLER BROS.' CIRCUS FREE ATTRACTION. PLAYING ALL CITIES IN CONNECTICUT INCLUDING WEST HARTFORD CENTENNIAL CELEBRATION

Want Hunky Panks of all kinds. Jimmy Connors, contact. Rides not conflicting. Shows—Can use one or two more.

Phone: Stamford, Conn., 3-5379—daytime only. Write or wire 207 Atlantic St., Stamford, Conn. Call weekends: Chapel 7-5043, Hartford, Conn.

## GOLD MEDAL Shows

Playing America's strongest spring route, followed by 27 outstanding fairs. Can place account of disappointment two high-class Girl Shows. Must have own equipment in keeping with standard of this show.

Can place live Pony Ride, Long Range Gallery, Scales and Age, Custard, Hunky Panks of all kinds.

Want A-1 Mechanic with tools, Merry-Go-Round Foreman, Second Men who drive semis for all rides.

Address Johnny J. Denton, Gold Medal Shows, Atlanta, Ga.

### AGENTS WANTED, ALSO HELP FOR AMERICA'S FINEST RAILROAD SHOW METROPOLITAN SHOWS

Can use a few more good Grind Store Agents. Need one good capable Wheel Man. Will give head of Bucket Store to man with capable crew; also can use Percentage Dealers. Will give the head of 3-man Skillo to capable man. Can also use a few more up and down Help to take care of A-1 concessions. All those already contacted please report not later than April 15. Those who have worked for me before, please contact. Opening Bessemer, Ala., April 17.

REDMONT HOTEL Address: MAX SHARP BIRMINGHAM, ALA. P.S.: Would like capable Man to handle 3 Hunky Panks.

### WANT CARPENTER BROS.' SHOWS WANT

Opening May 11 thru 16, St. Marys, Ohio. Sponsored by J. C. of C. Want to hear from Free Acts for week of May 31 thru June 6 for Centennial, seven days, afternoon and evening. Jim Mallette, Boyle, write. Will book any Ride or Show that does not conflict for this date. Will book any legitimate Concession that does not conflict for opening date. Flowers or Knapp, can place you. Write or wire

NORMAN CARPENTER  
CITY 3, ST. MARYS, OHIO

### C. A. STEPHENS SHOWS

WANTED

Playing Two Spots Per Week, No Gate, Downtown.

Want Slum Stores, Age & Scales, High-Striker, Novelties, Ball Games, Balloons, Bumper, Long and Short Range and Jewelry, straight sales. RIDES: Can use sober Merry-Go-Round Foreman who drives.  
Homerville, Ga., Apr. 8, 9 and 10; Nashville, Ga., 12, 13 and 14.

### DICK WILCOX SHOWS

Opening Sanford, Maine, May 1 thru May 8.

Want Shows—Monkey, Snake, Fun House, Glass House, Girl Show (will give complete back end to man that can produce), small P.G. Want Foreman for Tilt, Foreman for Wheel, Foreman on Merry, Truck drivers, Help in all departments. This is a Hunky Pank Show, get with it; 14 Still Dates, 3 Celebrations, 5 bona fide Fairs. Winter-quarters now open, come on, write; no phone calls, please.

DICK WILCOX, RT. 24, WELCHVILLE, MAINE.

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Silodrome, loads on two wagons or trucks. Five neon signs plus plenty flash. Motorcycles, performing lions and three cubs. All ready to go. Beautiful Drome, new top, has been on Cettin & Wilson since 1948. Will sell as complete unit or piecemeal. A real buy if sold at once.

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### WANT CONCESSIONS FOR SAINT SEBASTIAN CELEBRATION

MIDDLETOWN, CONN., MAY 6-7-8-9

Have reservations for all Concessionaires who were there last year. Write in and verify the same to

DOMENICK-FANTASIA

205 Main St., Thomaston, Conn., or phone Thomaston, Atlas 3-4836.

### WILL LEASE MUG JOINT

to party with own cameras.

PAUL JUHLIN

will book or buy Derby Racer.

Contact

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Largest ass't of Plaster in the East.

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For JOHN MARKS SHOW

Billy Girls, Fire Eater, Pin Cushion and Working Acts. Also Feature Annex Attraction for best line of Fairs in the country. People who have worked for me before, answer at once; no time to dicker.

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General Delivery Richmond, Va.

### CHOO-CHOO TRAIN OWNERS!

We have all New Parts for Choo-Choo Trains, small and large Wheels, Bearings and Axle, Rear End, Track, etc. Immediate Delivery—25% with order.

STANDARD KIDDIE RIDES MFG. CO.

201 East Broadway, Long Beach, L. I.

### PILOT GROVE, MO., FAIR

August 6-7

Needs Carnival with 3 Rides and Concessions. All replies to

BYRON BECKNER

Pilot Grove, Mo.

### MOTORDROME OWNERS NOTICE!

No Parts, Motors or Motorcycles will be sold after May 30, 1954. Stock up now for 1954 season. Complete Scout Motorcycles, \$75.00 each. No junk. Also good running spare Motors ready to drop in your frame, \$45.00 each. Have good stock used parts, kick starters, cylinders, forks, wheels, flywheels, short rockers. Send at once for Free Price List.

GEORGE THIEBAULT

721 Plain St. Brockton, Mass.

### WANT KIDDY RIDES

For

JULY 3-4-5 CELEBRATION

RADISSON VOLUNTEER FIRE DEPT.

Radisson, Wis.

GIVE TO DAMON RUNYON CANCER FUND

## Motor City Sets Windsor, Ont., May 6 Opening

WINDSOR, Ont., April 3.—Motor City Shows, Ltd., 10-year-old Canadian organization, which is readying equipment at winter quarters in South Windsor, opens its season here May 6.

A crew of eight men is busy in quarters. Merry-Go-Round and Flying Scooter have been rebuilt and eight new ticket boxes have been built. New G.E. transformers have been mounted on a truck.

Additions to the ride line-up will include an Overland All-Steel Roller Coaster, a Round-Up and three new kiddie rides. Show line-up will consist of five units.

One of show's major engagements will be the Old Boys' Reunion at Dresden, Ont., where equipment will be set up on streets. Ontario fairs contracted include Owen Sound, Collingwood, Tilsonburg, Dresden, Aylmer and Woodstock.

Staff consists of Arthur J. Gilboe, owner-general manager; Jerry Bondar, concession manager; H. L. Morgan, show manager; H. Emerson, Kiddieland superintendent, and A. Johnson, electrician.

Ride foremen will be Joe Corbett, Tilt-a-Whirl; Louis Marcoux, Caterpillar; Sammy Giroux, Flying Scooter; Art Berry, Merry-Go-Round; Blacky Fraser and Curley Hanna, Ferris Wheel; Oliver Diezel, Hi Ball, and Paul LaLonde, Kiddieland.

S. Dimitrie will operate the cookhouse and J. Kozak will have the candy floss and chips concession.

## Brashear to Play Battle of Flowers

VICTORIA, Tex., April 3.—American Midway Shows has been signed to play one lot in San Antonio during the annual Battle of Flowers, April 19-24. Don Brashear, manager, announced. Pact was closed with Jack Ruback, owner of Alamo Exposition Shows, who provides all midway attractions during the San Antonio celebration. Brashear org will play at Haymarket Plaza.

## Hames Preems New Miniature Train

FORT WORTH, April 3.—Bill Hames, veteran owner of the show bearing his name, put a new Miniature Train into operation here in Forest Park, Sunday (28). The new train, a Suburban model, is painted in the colors of the Santa Fe Railroad and operates on approximately 1,250 feet of track. Ride is going at 10 cents for both adults and children.

## Mike Smith Renamed

WORTHING, S. D., April 3.—Mike Smith, owner, announced the reappointment of Lawrence LaLonde as manager of the Northern Exposition Shows here. Smith said LaLonde would double this year as general agent of the organization.

Show was awarded the Montana "B" circuit for the eleventh year.

Smith also said that 1953 was one of the best years for his show since the war. He added that he saw no reason why 1954 with proper routing and publicity could not surpass or at least equal last season.

### Independent Showmen

THE TWO LATE BIG FAIRS

MEMPHIS Sept. 25th DALLAS Oct. 9th

to Oct. 3rd to 34th

A few good locations left—What can you offer? I hold exclusive at both Fairs. Can use Office Man, above dates.

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(Phone 7-6336)

35 Ft. Custom-Built Low Boy Trailer

4000 Watt Light Plant, Chev. Tractor. Ideal office or walk-thru show. This is the finest outfit of its kind ever built. Driven less than 7000 miles. Very cheap, must sell.

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This Season!

Made of sturdy oak, highly polished, very attractive. Designed to withstand the most rugged use.

\$55 each

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## DIXIE AMUSEMENTS

Opening April 14—First Call

Need a few more legitimate Concessions. All people contacted; answer or come in. Foreman for #5 Wheel, good pay, good equipment. No collect calls or wires.

Clifford (Pete) Davis, Bus. Mgr.

Phone 352J, Box 53, Bentonville, Ark.

## NOVELTY CONCESSION AVAILABLE

Straight Sales

Open Dates: Aug. 29-Sept. 4, Sept. 19-25, Sept. 26-Oct. 2. Booking with County Fairs in Indiana, Ohio, Michigan.

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## FOR SALE—COOK HOUSE

20x30 strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. Van body stock truck. 2 deep freezers, electric plant. Booked on Michigan's largest show. Can be seen in action at 8 Mile & Gratiot, Detroit, Mich., April 17-May 1. Write M. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich. P.S.: John Dercott, answer.

## Eastern Amusement Co.

Want for 1954 Season

Concessions: Photo, String Game, Bumper, Cork Gallery, Glass Pitch, Jewelry, Nickel Roll, Custard or any Hunky Pank not conflicting. Want: Agents for Ball Games, Cat Rack, Dart Game, Coke Bottle, Hi-Striker, Scales, Pea Pool, Popcorn, Candy Floss. Want: Penny Arcade, Motordrome, Mechanical City, For a Bigger and Better Season contact M. S. EARL or C. R. ROSS, General Delivery, Litchfield, Maine.

## WANT AT ONCE

Long Range Gallery, Basketball, Milk Bottle, Heart Pitch, Hoop-La, One of a Kind. Want Bingo Manager to operate Bingo on 50-50 with office. Can use Ride Men who drive semi. Want Snake, Animal and Mechanical Shows.

## BURKHART SHOWS

Hoxie, Ark., this week; Poplar Bluff, Mo., next.

## WANTED CARNIVAL

With Rides, Shows and Concessions to play

## Colored County Fair

Week of September 1-4, 1954. Write or see BEE MADDOX, Cookeville Golf and Country Club, Cookeville, Tenn.

## Back in Business

WANT

For colored lots, Beaumont, Port Arthur and Orange, Tex., three months, good business. Hunky Panks of all kinds. Especially want Hunky Pank Gallery Agents for office Grind Stores. Will book Wheel, and Thrill Ride. Wire

Great Southern Exposition

Western Union Beaumont, Tex.

## LAST CALL! OPEN APRIL 9 TO 17 H. & M. AMUSEMENTS

At Lacrosse, Va.

Wanted—Ball Game, Dish Joint, High Striker and any clean legitimate Concessions, come on. Want to hear from Dewy Rupert and Arkey.

C. A. HANNAH S. D. McMASTER

W. R. PRICE, Business Mgr.



### WINTER QUARTERS

#### Lew'chuk's Midway

CANORA, Sask., April 3.—After operating with Saskatchewan for many years, Owner-Manager N. P. Lew'chuk plans to take the show outside the province for the first time this year. The organization carries a Ferris Wheel, Aero Ride, large-capacity kiddie car ride and four shows.

The shows consist of a stage attraction in which Manager Lew'chuk presents magic in conjunction with hillbilly acts and trained goat and horse offerings; a freak exhibit housed in a 33-foot fluorescent-lit walk-thru trailer showing over 80 oddities, Wildlife and monkey exhibit with special scenery, and a Jungle Warrior Show, an attraction with novel bamboo front containing shrunken heads, head hunting regalia and other jungle curios. The show also carries several game concessions.

Free use of a powerful p.-a. system will again be offered sponsors, and a new line of multi-color posters have been ordered, along with pamphlets for mail distribution. Lew'chuk's son, Ernie, is slated to hit the road before long to set up the tour. Show will move on four trucks and five trailers.

#### County Fair

CHAMBERS, Neb., Jan. 3.—Personnel under the direction of Bob Hurlbut have been renovating equipment. Mechanical work is being directed by Eddie Physnek, assisted by Elmer McClough. Painting and decorating has been under Oscar Gray.

Hurlbut and his wife returned from Athens, Greece, recently where they visited their daughter and her husband, who is attached to the American Mission there. The Hurlbuts have an apartment near winter quarters and are overseeing operations.

New tops have been added to kiddie rides and fluorescent lighting has been added to major rides, including the new Cattle hydraulic Ferris Wheel. The rest of the regular ride help are expected in quarters soon.

#### RIDE OPERATORS SHOWMEN CONCESSIONERS

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### Miami Showmen

Continued from page 30

past president of the Showmen's League of America.

Among the visitors were Circuit Court Judge Marshall C. Wischart and Senior Circuit Court Judge George E. Holt. It was Judge Holt who granted the club its charter in December, 1943.

It was announced by the blood bank committee that there are 10 pints in the bank and \$870 in cash with which to buy blood if and when needed. Three pints have been given to member Bob Hunter, well-known concessionaire, who is seriously ill in Jackson Memorial Hospital. A drive to increase the size of the blood bank will be made on the shows this summer.

The board of directors voted to retain Mrs. H. B. Davidson on a year-round basis for general office work, due to the large membership and volume of work required.

Alton Pierson reported for his entertainment committee that the March 27th dance netted \$221, and that the Saturday night dances held thru the season showed a grand total profit of \$1,435.72.

Another \$1,000 was paid off for debentures, making a total of \$5,000 repaid to date. President Moore said he has high hopes of paying off the debentures in full this coming winter.

The sick list includes Bert Rosenberger, 3170 S. W. Eighth Street, Miami; Frank (Popeye) Blatsky, James Ewing Hospital, New York City; Dutch Ross, Veterans Hospital, Augusta, Ga.; Max Kimerer, at home; Steve Homan, Lantana Hospital, Lantana, Fla.; Ed (Spot) Cooper, Sampson County Memorial Hospital, Clinton, N. C.; Pete Richardson, McGuire Hospital, South Richmond, Va.; Robert C. Hazzard, Veterans Hospital, Ward 7, West Haven, Conn.; Henry C. Sylow, Municipal Hospital, Tampa; Frank Silverman, Trailer Village, Tampa; W. G. Wade, St. Joseph's Hospital, Tampa; Harry (Murphy) Foreman, Pennsylvania University Hospital, Philadelphia; Bob Hunter, Jackson Memorial Hospital, TB Ward, Miami; Ed Shaffer, 2102 S. W. Third Street, Miami.

An emergency committee was named by President Moore to handle the club during the summer months. He appointed Fred W. Holtzman, chairman, and Cliff Wilson, Mel G. Dodson, William J. Tucker and Sol Solomon, with Louis Shafkin as alternate. This committee has already met and decided to move the office back to the TV Room, and the front part of the building will be made into a huge reception and lounge. It is also planned to install a lunch counter.

Members are beginning to leave town in large numbers to report to their various shows and units. Recent departures have been Harry (Whitey) Byus, Sid Goodwall, Frank Caravella, Danny Dell, William Cowan, Tommy Carson, Sol Solomon for Panama, William Helman, William J. Sullivan, Louis Pava, Carl Kalansky, Ben Glasberg, George Regan, George Langley, Julius Wagner, Hymie Stone, Pete Norman, Ben Stone, Harry Schreiber, David E. Fineman, Amos Saltus, Kenny Meyers, Ben Levine, Ed Horwitz, and Jack Ressel.

## BARGAINS IN SHOW EQUIPMENT

### ELECTRIC POWER CABLE

- 2—Cond. No. 1, 0, 75 ft. \$ 40.00
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- 3—Cond. No. 6, 150 ft. lengths with connectors 100.00
- 3—Cond. No. 10, 225 ft. lengths with lugs 67.50
- 4—Cond. No. 10, 75 ft. lengths with lugs 29.50
- 3—Cond. No. 10 Submarine Cable, Underground or Overhead, per foot .25
- 3—Cond. No. 14, Underground, Tar Jacket, per foot .12
- 2—Cond. No. 14, Rubber Jacket, per foot .14
- For Scooter & Dodgem Rides—125 amp Magnetic make and break contactors with start and stop buttons, General Electric Ball Clutch for Kid Rides, 5/8 and 1 inch bore V Pulley 8.00
- Speed Reducers, 80 to 1, 54 to 1, 1/2 H.P. to 1/4 H.P. 28.00
- Gearhead Motors, 1/4 H.P. 30-36-56-115 R.P.M., 115 volts 37.00
- Gearhead Motors, 1/4 H.P., 9.5 R.P.M., 115-220 volts 65.00
- Motors, New, 110-220 volts, 1/2 H.P., \$20.00; 3/4 H.P., \$32.00; 1 H.P., \$39.00; 2 H.P., \$90.00; 3 H.P., \$145.00; 5 H.P., \$210.00
- Ext. Trouble Cords, 25 ft. \$1.50; 50 ft. \$2.50; 100 ft. \$3.95.
- Hand Winch, 700 lb. cap. 16.95
- Aircraft Cable 1/4" 16c ft., 3/16" 12c ft.
- Loroi Gas Engines D 140, Surplus, new 195.00
- Electricians' Amprobe Tester Volts or Amps Snap On, 10-25-50 & 100 amps with case 19.85
- Engine Radiators, Brass Shell Copper Tubes, 14x18 & 17x23, 4 1/2 deep, 7/8 and 1 1/4 outlets 8.00

- Exhaust Fans for house trailers, 7", 115 volts \$ 6.00
- Magneto Telephones for Parks or Lot, set of two 15.00
- Hand Trucks, 10" Ball Bearing Rubber Tires, 22" W. 48" H. Steel 12.00
- Electric Motor Driven Horns or Howler, Navy Type, 115 volts 22.00
- Rubber Tires, 10x2.75, ball bearing, 1/2" or 5/8" bore across hub. Made to order for Kid Rides, Each 3.00
- Air Compressor Automatic, 1/2 H.P. Elec. on Wheels, 12x24 tank with spray gun, 20 ft. hose, \$84.00; Gas Job, \$108.00.
- Gas Engines, Air Cooled, Briggs & Stratton, 6 to 8 H.P. 99.00
- Gas Engines, Briggs & Stratton, 6 to 1 Reduction, 6 to 8 H.P. 99.00
- 1000 Watt Gas Driven Generator, 115 volts, A.C., Compact 165.00
- 2500 Watt Gas Driven Generator, 115 volts, A.C., Compact 310.00
- 3000 Watt Gas Driven Gen., 115 volts, D.C., on Wheels, Direct Connected; just right for tear down site 220.00
- Circus or Carnival quick plug-in box with 20 amp Twist Lock Male and Female Plugs, with fused circuits, 4 Circuits, \$24.00; 6 Circuits, \$32.00; 8 Circuits, \$39.00.
- Fire Extinguishers, 1 qt. carbon tetrachloride with bracket size 12"x3 1/2" for the truck, ride or tent 5.00
- 3 Pole 60 amp Male & Female Connectors, Crouse & Hinds 9.00
- Carnie & Circus Water Pumps, got on the lot, make it high and dry.
- Marlow Self-Priming, 6000 gallons, \$125.00; 7500 gallons, \$137.00.
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Contact Norman Wimpy, Secy., Jonesboro, Arkansas

HOWARD COUNTY FAIR, Week Sept. 20

Contact Jay Toland, Secy., Nashville, Arkansas

CRAWFORD COUNTY FAIR ASSN., Sept. 23-24-25

Contact Joe Kirby, Pres., Mulberry, Arkansas

SEARCY COUNTY LIVESTOCK SHOW & FAIR, Marshall, Arkansas

Will set dates to suit your route in September.

Contact M. J. Seeger, Pres., Leslie, Arkansas

If you have dates open contact above list or CLYDE E. BYRD, Secy.-Treas., Arkansas Fair Managers' Association, Post Office Box 907, Little Rock, Ark.

## Want—SOUTHERN VALLEY SHOWS—Want

CONCESSIONS OF ALL KINDS. Fish Pond, Six-Cats, Swinger, Nail Store, Balloon Darts, Cork Gallery, Pitch-Tilt-You-Win, Bumper, Scales and Age, Novelties, Whiskey Bottles, Ball Racks, Hoop-La, etc. SHOWS: Grind Shows of all kinds with own outfits, Girl Show, Big Snake, Monkey, Fat Show, Animal Show, Want to book Rodeo for season. HELP: General Show Help in all lines. Men on Rides, RIDES: Will book Chair-o-Plane for season.

Address **EDDIE MORAN, Mgr.**

MAGNOLIA, ARK., THIS WEEK; THEN PER ROUTE.

P.S.—Have for Sale: Good set of wooden Eli Ferris Wheel Seats.

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WANT FOR SEASON:

CONCESSIONS of all kinds. SHOWS of all kinds, especially good proposition. RIDES: Will book any Ride not conflicting. Excellent deal. RIDE HELP on all Rides. CONCESSION AGENTS: Bob Allsup, last your letter. Send address again.

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## AMERICAN BEAUTY SHOWS

Wants for Opening, April 26, De Soto, Mo.

SHORT RANGE GALLERY, GLASS PITCH, PENNY ARCADE, GIRL SHOW AND SNAKE SHOW (Joe Richard, answers). SECOND MEN ON ALL RIDES.

P.S.: Billie Bell—if coming, contact at once.

All replies H. W. Bartholomew, Box 29, Perryville, Mo., until April 24, then De Soto, Mo.

## WANT—UNITED EXPOSITION SHOWS—WANT

HANKY PANK AGENTS FOR SET JOINT, BOWLING ALLEY AND OTHER CONCESSIONS. ATHLETIC SHOWMAN WITH TALENT. Great know how. Ring built on trailer. New business! GIRL SHOW OPERATOR with talent. Two or more girls. Have Move-ups for hanners. WANT SIDE SHOW ACTS. 12 weeks of weekstalls around Chicago and four weeks around St. Louis.

Address **C. A. VERNON, Mgr.**

Newport, Ark., next week; then Illinois factory towns.

## GREAT WALLACE SHOWS

Want legitimate Concessions of all kind. Will sell ex on Age, Scale, Photos, Long and Short Range Galleries, Buckets & Cat and Swinger, also Penny Pitch. Good opening for FLASHY BINGO. Will book Side Show. Have complete outfit or will book party with their own. Will book any non-conflicting Shows and a few non-conflicting Rides. This show is playing proven route of pay-roll towns.

All answer to **AL WALLACE, Mgr.**, Shelby, N. C., this week.

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"WORLD'S CLEANEST MIDWAY"

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MENANDS, N. Y.

(near Albany)

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—2 BILLPOSTERS—

Can place, starting April 12th, two union Billposters-Lithographers-Cardmen. Man with own car preferred. \$100 per week plus gas and oil. Other man union scale.

—RIDE MEN—

Foremen for Twin Wheels, large Merry-Go-Round, Tilt-a-Whirl, Octopus, Chair-Plane, Caterpillar, Rocket. Also real useful Second Men. Wire collect at once or report April 12th. We positively pay TOP WAGES to TOP MEN.

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Can place CUSTARD, Novelties, Jewelry, Hanky Panks. NO FLAT STORES. Charles Roth, please write. Lady Agents for Penny Pitches, Glass Pitches, Hi-Striker.

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"Most Complete Assortment in the Middlewest"  
Carnival Plaster, All Brightly Tinted With New Unfading Tinsel.  
LARGE ROUND ..... \$2.50 Per Doz. MEDIUM ROUND ..... \$14.00 Per 100  
LARGE FLAT ..... 2.40 Per Doz. MEDIUM FLAT ..... 10.00 Per 100  
SMALL FLAT ..... \$3.00 Per 100

You Can Order Direct From This Ad or Send for FREE ILLUSTRATED CATALOGUE.  
ST. LOUIS ART NOVELTY CO.  
4526 MANCHESTER AVE. (Phone Jefferson 1-0510) ST. LOUIS 10, MO.

## MEXICAN

Feather Bird Cargis, Palm Figures, Hats, Caps, Mexican Heavy Rings, Miniature Leather Texan Boots, Boxing and Baseball Gloves, Maracas, Dolls, Mother Pearl and Horse Hair Earrings, Hats, Baskets, Bamboo Baskets, hand-carved Convention Canes, Pottery, etc. Request price list.

FRANCISCO L. DE ARKOS, 904 Scott St., Laredo, Texas

# CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

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 (no illustrations or cuts) are charged for by the agate line, 14 lines to the inch. RATE: \$1 a line—\$14 per inch.

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

ANOTHER COMEDY BUY — PARODY Song Titles, Sold Yaka, \$2; one hundred Heckler Stoppers, \$1; amazing Comical collection, \$2; free Comedy Guide with each order. Showbiz Comedy Service, 1613 East 28 Street, Brooklyn 29, N. Y. ap17

EMCEE ARSENAL (3RD SERIES) — NEW slurs, digs and insults; sock quips, prime rib-tickers and sure-fire yuckolas; also lusty verse and gusty wisecracks, all tested side-splitters, \$2. Buster Bolthman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. m51

FREE CATALOG: PROFESSIONAL COMEDY Material! Every phase of showbiz introductory collection, including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif. if

LAUGH OUT LOUD—OR MONEY BACK! (10) "Laugh-Tested" Professional Comedy Scripts, only \$1 postpaid. The Comedians, 4932 Elcith, Philadelphia.

PICKER'S PROFESSIONAL PARODIES—"Oh, My Papa," "That's A Moore," "Changing Partners," 3 for \$1 Harry Picker, 4746 1/2 North Sacramento, Chicago, Ill.

STAG LINES  
The Smart Comedy File for nite club acts. Nos. 1 & 2, each \$1. Numbers 3-6 (with added stories), each \$3. ALL SIX, if ordered together, \$16. SHOW-BIZ COMEDY SERVICE, 1613 East 28 St., Brooklyn 29, N. Y.

### AGENTS & DISTRIBUTORS

AAAAA-1 BURLESK "STRIP-TEASE" Queens' Kodachrome Photograph Sets of 12 (Peaches, "Irma," Rita, etc.) All headlines! \$6.50 dozen sets; samples, \$1. "Burlesqueens," Box 1332, Philadelphia.

ADVERTISED TELEVISIONS, REFRIGERATORS, ranges, laundry equipment for resale. Specify requirements. Jeanne Enterprises, Denver 27, Pa.

AGENTS, SALESPeOPLE, DISTRIBUTORS Cash in now with the fastest selling \$1.00 retailer we've ever seen. It's the "Senorita Van-Purse," ladies' billfold with built-in mirror, comb and emery board. Features also picture album, guest change purse and key chain! Tremendous Christmas potential! Complete line includes many styles inexpensive men's, ladies' billfolds. Commissions to 40% and everything sold on money-back guarantee! Rush card, letter today for sample and approval and complete sales plan. MODERN SALES, 71-28 Fan-shaw, Yonkers, New York.

AGENTS! DISTRIBUTORS! GREATER profits for you. New household product; ideal for pitchmen and demonstrators. 254 brings samples and prices. Land G. Sales, 1045 Huntington St., Watertown, N. Y.

AGENTS, STORES, NOVELTY DEALERS—Sell Novelty Card Sets, Samples, 10c. List free. National Specialty Sales, 15 E. Third, Dept. B-B, Cincinnati 2, Ohio.

AGENTS, JOBBERS AND DISTRIBUTORS—Lowest prices on hosiery. Ten doz. pr. full-fashioned nylon, \$12.50; ten doz. pr. men's dress sock, \$7.50; ten doz. pr. boys' or girls' sock, \$7.50; imperfections. Nelson Hosiery Sales, Greenville, Ala.

AGENTS—SELL RICH LOOKING 3x6x6 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. m51

ALL METAL RETRACTABLE BALL PENS, handsome, slim styling. Dollar retailer, \$4.20 dozen postpaid; regular retractables, \$3 dozen, guaranteed first quality; samples 2 regular, 1 all metal, \$1; refills 10¢ each. Crescent Sales Co., 150-B Broadway, N.Y.C.

ALUMINUM AWNINGS—ALL SIZES, 75¢ square foot; 50 inch Door Canopy, special, \$12.50. Herb Bridges, Decatur, Ala.

### AMAZING CLOSEOUTS

Tailored Earrings, assl. gr. .... \$15  
Tailored Pins, assl. gr. .... \$15  
Stone Earrings, assl. gr. .... \$18  
Stone Pins, assl. gr. .... \$18  
Stone Pin & Earring Sets, boxed ds., \$ 9  
Sample dozens reg. price, 25% deposit  
Balance c.o.d. No catalog. NEW ENGLAND JEWELRY, 9 Empire St., Prov., R. I.

AMAZING PLASTIC SIGN LETTERS—Stick like magic, merchants buy fast. Write for free samples today. Gary Enterprises, Universal City 1, Calif. ap17

"APACHE QUEEN" DRAWSTRING POUCH. Beaded, finest cowhide, dressy, guaranteed. Ideal money-maker! Retail \$4.50. Sample order, two handbags, \$6.75. Spanish Spur Trading Post, Mesilla, New Mexico.

A PITCHMEN'S DREAM COME TRUE—Anyone can sell "Putzie," the miracle Fiberglas dishwasher, does away with soaking hands and dishes, everyone needs "Putzie." Send \$1 for sample. Putzie, 4321 Indian Rd., Toledo, O. ap16

BARGAINS—LARGE STOCK OF CHINA, Glassware and Pottery; closeouts and specials. Large TV Lamp, assorted, \$24 doz; 22-piece Diner Sets, \$3.50 each. Brinn's China & Glassware Co., 2014 Penn Ave., Pittsburgh 22, Pa.

BASKET EARRINGS, HAT BASKET, GLASS Basket, Fruit Basket, Straw Basket, new Flower Earrings, colorful Fruit Earrings, Necklaces, Bracelets. All \$6 doz. Lastuka Products, Box 10249, Tampa, Fla.

BEAUTIFUL "WESTERN PONY" STICK Horse, red, brown, yellow plastic heads; beautifully screened, reins, mane and jingle bells. "Kids love 'em," send for jobbers prices. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. ap17

BINGO BLOWERS—RETAILING \$1.00, selling out, \$49.50. A.C. Electric Balls, Lipka Mfg. Co., 417 East 11th St., New York 9, N. Y. m51

CANADIAN COMPANY FEATURING Terrific fast selling specialties for Carnivals and Exhibitions, needs pitchmen with connections to act as representative. United Sales Promotions, 5145 Decarie Blvd., Montreal, Canada.

CARDED CANDIES, NUTMEATS, MUSH-rooms, Garlic, Chilis, Coconut, Saffron, Salted Nuts, Breathlets, Shrimp, Sausages, Grated Cheese, Coffee, Tea, Pepper, Spices, Peanuts, Peartess, 538W Central Park, Chicago 24.

CASH IN ON LARGE PROFITS—EVERY woman a prospect! best selection Earrings, Bracelets, Pins; sample order, dozen assorted, \$5; money back within 5 days if not fully satisfied. Gem Distributing, Box 1265, Kingston, Pa. ap17

### AGENTS Terrific \$1.00 Seller SENSATIONAL FOOT AID!

Like Walking on Clouds!  
BIG Spring and Summer Seller!  
Free descriptive Circular and Price.

### H-S DISTRIBUTORS

4421 Tenth Ave., Brooklyn 19, N. Y.

(Continued on page 118)

## To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- |   |   |
|---|---|
| <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 Supplies | <input type="checkbox"/> Personals                        |
| <input type="checkbox"/> Formulas                           | <input type="checkbox"/> Photo Supplies and Developing    |
| <input type="checkbox"/> For Sale—Secondhand Goods          | <input type="checkbox"/> Printing                         |
| <input type="checkbox"/> For Sale—Secondhand Show Property  | <input type="checkbox"/> Salesmen Wanted                  |
| <input type="checkbox"/> Help Wanted                        | <input type="checkbox"/> Scenery, Banners                 |
|   | <input type="checkbox"/> Tattooing Supplies               |
|   | <input type="checkbox"/> Wanted to Buy                    |

3 Indicate below the type of ad you wish:  
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 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 .....

# BEAUTIFUL CROSS



## MIRACLE CROSS

When you place the center to your eye you can see the

A REAL  
MONEYMAKER

LORD'S PRAYER  
clearly and distinctly.

2799-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

\$4.25  
Dol.

\$48.00  
Gross

2799-G. Same as above, heavier chain in beautiful gold finish.

\$6.00  
Dol.

\$66.00  
Gross

Sensational Profits  
!! EVERY DAY !!



Gold finish. White brilliant center. Red sides.

No. 185-W  
Full of Life!  
Fire!  
Brilliance  
\$3.85  
Dol.  
\$45.00  
Gross



Gold finish, mounted with imi. hematite. Rhinestone on each side. FLASH!

No. 710  
Full of Fire  
Brilliance!  
\$3.85  
Dol.  
\$45.00  
Gross  
Gold finish



White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

## TREMENDOUS SELLER!



THE ROSARY BRACELET  
IS A TREASURED RELIGIOUS GIFT

Filigree Design on Faceted Color Beads. Beautifully Boxed in Clear Lucite Display Case.  
No. 3337 as illustrated. \$5.75 Dol. \$66.00 Gr.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

## PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.



# For De Luxe Service... Come to Wisconsin De Luxe!

## TOP SPRING SPECIAL ITEMS FOR ALL YOUR NEEDS



### EKCOWARE

Stainless Steel with Copper Bottom

All sizes Covered Pots, Sauce Pans, Skillets, Percolators, Chicken Fryers, Double Boilers, Egg Poacher, etc. Write for prices.



No.	Description	Pkg.	Each Price
4	Saddle Horse	12	\$ 30
52	Circus Horse	12	30
60	Indian on Horse	12	30
69	Cowboy on Horse	12	30
14	Two-Gun Tim	12	30
62	Majorette	12	30
5	Ship	12	30
53	Duck	12	30
51	Hula Girl	24	30
75	Saltorette	48	15
34	Dog Assortment	48	15
61	Sailor	48	15
59	Circus Horse	48	15

We manufacture our own plaster, packed to ship by any carrier. Besides the above we have many more items. IF YOU ARE NOW using plaster or contemplating an using some this season, let us know and we will be happy to refer you to the jobbers in your territory that carry our line.



### BEACON BLANKETS

No.	Description	Each	Each
140	Tuba Indian, 66x80	\$2.79	\$3.90
144	Midway Plaid, 66x80	2.79	3.80
143	Leopard, 54x72	2.89	3.95
145	Magnet Plaid, 66x80	3.15	3.25
146	Mingo Indian, 66x80	3.15	3.25
151	Alton Plaid, 54x72	1.80	1.90
152	Mohawk Indian, 54x72	1.90	1.90

\*Case Lots of 30    †Less Than Case Lots



### 1954 GENTLEMAN BEAR

No. 4619 - All plush, well made with Chain, Ribbon, Tails, 32 in. high, pld. 12 to ctn.

**\$40 doz.**

Sample \$4.25 postpaid    **\$36.00 doz.**

F.O.B. Milwaukee    F.O.B. East



### BUBBLING BABY

No. 3893-3 in. high. Squeeze bulb for real laugh-action.

**\$20 gr.**

**\$2 per doz.** (no less sold)



### BASHFUL MONKEY


No. 4995-\$14 gr.

**\$1.50 doz.**

Other squeeze items:

No. 3927 Snake Bow Tie \$14 gr. **\$1.50 doz.**

No. 3936-Spider Girl \$17.50 gr. **\$1.75 doz.**



### SOFT BODY DOLLS

No.	Size	Description	Pkg.	*Des.	†Dol.
4541	21"	Bear Face	12	\$14.00	\$16.00
4539	21"	Crown	36	18.00	12.00
4706	14"	Maier	72	8.48	9.35
4729	14"	Standing Doll	72	5.75	6.40
4881	23 1/2"	Standing Doll	36	8.65	9.40
4747	20"	Standing Doll	36	8.40	9.35
4520	19"	Standing Doll	36	5.75	6.40
4514	15 1/2"	Standing Doll	48	4.80	5.35
4741	25"	Sitting Doll	12	12.00	20.00
4523	13"	Sitting Doll	12	14.00	14.00
4773	17"	Sitting Doll	48	8.65	9.40

\*F.O.B. East    †F.O.B. Milwaukee



### NO. 1024 PLANTER LAMP

Brass plated filigree base and arm. 15 in. paper shade. Polyplastic liner in base. Furnished bulb in base and removable 7 in. bowl. Separate switches control bulbs in shade and under planter. (Plant not furnished.) Height 22 1/2 in. Wt. 4 lbs. each. Packed 6 to carton.

Each **\$5.50**  
Per Dozen **\$57.60**



### NO. 1014 TABLE LAMP and SHADE

Brass plated base, with 15 in. Polyplastic shade. In the new, modern styling. Overall height 24 in. Wt. 3 lbs. each. Packed 6 to carton.

Each **\$5.80**  
Per Dozen **\$61.60**



### NO. 1072 MODERN BULLET LAMP

Wrought iron filigree stand. Fibre glass bullet shade in white only. Filigree liner in polyplastic, red or green. Overall height 14 in. Individually packed. Wt. 1 1/4 lbs. Packed 12 to shipping carton.

Each **\$2.85**  
Per Dozen **\$31.20**



### NO. 1044 HURRICANE LAMP

Has 3/4 in. frosted shade with clear crystal crimp top and six full-cut 3 1/2-in. long non-breakable prisms. Base and column of clear crystal glass, with crystal crimp chimney. Height 13 1/4 in. Individually boxed. Wt. 2 1/8 lbs. each lamp. Packed 12 to master carton.

Each **\$1.45**  
Per Doz. **\$14.40**

### NO. 1047 HURRICANE LAMP

Same as above but with ruby crimp chimney.

Each **\$1.45**  
Per Doz. **\$14.40**



### NO. 1093 COMPOSITION FIGURINE LAMP

Composition base with removable figurines and 7 1/4" fibre glass shade in matching colors. Base 9 1/4 x 4 1/4 in. Colors: Red, Chartreuse or Black. Individually boxed. Wt. 3 lbs. Six to master carton.

Each **\$3.20**  
Dozen **\$35.20**



### NO. 1078 MODERN BOUDOIR LAMP

Wrought iron base, with 9 1/2 in. white shade. Overall height 16 inches. Weight 1 1/2 lb. each. Packed 12 lamps to carton, 12 shades to carton.

Each **\$2.10**  
Per Dozen **\$22.40**



### SLEEPING DOG

No.	Size	Pkg.	*Des.	†Des.	‡Dol.
4699	19"	12	\$10.00	\$12.00	\$22.00
4641	19" with hat	12	\$12.00	\$12.00	\$22.00
4644	17"	12	\$11.00	\$11.00	\$20.00
4622	12"	12	\$14.00	\$14.00	\$18.75

\*F.O.B. East    †F.O.B. Kansas City    ‡F.O.B. Milwaukee



### BALLOONS

No.	Size	Dart	Gross
4224	6"	Dart	\$ 30
4225	5"	Dart	30
4226	4"	Round	1.18
4229	3"	Round	2.79
4203	14"	Cat Head	4.90
4210	15"	Cat Head	4.90
4205	48"	Zig Zag	6.35
4292	45"	Airship	7.25

Complete line of all sizes on Round, Airship, Aqate, Multi-Color, Decorated, Special Impriated Balloons. Write for special quantity prices on Dart Balloons.



### PLUSH BEARS

No.	Height in Inches	Packing	F.O.B. East	F.O.B. Kansas City	F.O.B. Milwaukee
4684	18	36	\$ 7.00	\$ 7.85	\$ 9.65
4647	13	36	5.65	6.50	7.35
4606	14	36	10.60	11.50	11.80
4608	15	36	11.50	12.50	12.80
4628	20	12	18.40	20.00	20.40
7365	26	12	26.00	28.00	28.00
7278	28	12	29.00	31.00	31.00
4658	29	6	28.00	30.00	32.00
4615	29	12	27.00	29.00	30.00
4623	30	12	24.00	26.40	28.00
4706	30	12	24.00	26.40	28.00
4731	36	6	45.00	48.00	52.00

These and many other bears, in all sizes and priced right, are available in Pandoes or assorted colors.



### NOVELTY HATS

No.	Description	Dozen	Gross
9222	Banana or Pan Cake	\$5.30	\$48.00
9223	Be Sop Waffle	1.90	\$4.00
9228	Be Sop Large	3.70	41.20
9214	Check w/Pom Pom	7.30	82.50
9218	Crew Hats w/Pom Pom	4.00	67.50
9217	Crew Hats Striped w/Pom Pom	4.35	71.20
9217	Felt Campus w/Pom Pom	3.40	34.35
9234	Felt Jockey w/Pom Pom	3.70	41.20
9205	Felt Rah Rah	2.25	24.40
9224	Felt Derby	1.50	40.00

Complete stock of Straw, Felt, Cloth, Cellulose and Crepe Paper made into Western, Derby, Tyrol, Yachter, Felt, Firmen, Cowboy, Crew, Spanish, Yacht and Coolie. (Sewing machine operators write in for special quantity prices shipped from our Eastern Stocks.)



### BOUDOIR DOLLS

No.	Description	Pkg.	*Des.	†Dol.
4304	Lee, Rainbow	24	\$29.00	\$43.20
4324	Small Rainbow	36	29.90	32.65
4326	Lee, Solid Color	36	37.90	41.20
4308	Small Solid Color	36	38.00	31.20
4340	Lee, Glamour	36	39.90	43.20
4399	Small Glamour	36	32.40	34.00
4514	Flower Girl	24	27.00	30.75

\*F.O.B. East    †F.O.B. Milwaukee

Our 1954 Catalog will be ready for mailing on or about May 1st. Are you on our mailing list? If not, write in for copy NOW. Be sure to state your BUSINESS in FIRST letter (our catalog, with wholesale prices, will not be mailed to any one who does not state business).

# WISCONSIN De Luxe COMPANY

1902 N. Third Street    Milwaukee 12, Wisconsin

Phone: LOcust 2-5431

We also manufacture our own Plastic Novelties, and are in a position to quote you on special articles, novelties, or advertising numbers. Advise us what you are interested in, we may be able to help you.



### New EXCLUSIVE Trick Match Assortment



They do the DARNDEST things  
SMOKE — SQUIRM — SPARKLE — BANG!  
50 Leading 10c Sellers  
**BIG PROFITS FOR YOU!**

### SMOKERS' FUN SHOP



**9 KINDS TRICK MATCHES & CIG. LOADS**  
53 Popular 10c items.

#### NOTICE!

These Big Sales Display Cards of Many Colors Are America's FASTEST SELLING Novelty Assortments. Thousands Sold to News and Novelty Shops, Arcades, Pool Halls, Lounges, Souvenir Stands, Resort Centers, Army Camps, Cigar Stands, Roadside Cafes, etc. Year Round Repeat Sellers.

Wagon Jobbers, Specialty Salesmen, Business Firms, order these from your favorite Novelty Jobber, in all principal U. S. Cities or write me for name of nearest Supplier.

### LYLE DOUGLAS, Mr. Joke Novelties

238 W. DAVIS, DALLAS 8, TEXAS

### AGENTS & DISTRIBUTORS

Continued from page 118

**CIRCULATION MEN—SOME GOOD TERRITORIES AVAILABLE.** Write Gasoline News, 3134 N. High St., Columbus 2, O. ap17

**CLOSEOUTS—43 ALUMINUM LIGHTERS.** 2oz. Cigarette Case and Lighter, 300; samples 30¢ each. Ideal for showmen. N. DeWitt, Kalamazoo, Mich. ap17

**COMIC POST CARDS—CONTAINING LATEST** 888, printed in colors on krome stock, 10¢ each, to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 708 Fifth St., Sioux City, Iowa. ap17

**CONCESSIONAIRES—QUALITY EARRINGS.** three dozen introductory assortment, latest styles, \$6 postpaid. Abbey Jeweler's Products, Church Street, Box 176, New York 8. ap17

**DECALOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples "Balco," X-L, Boston 19, Mass. np

**EARRINGS DIRECT FROM MANUFACTURER.** gross, \$18; 3 dozen different samples, \$6 postpaid; cash with order. Jacob, 1715 E. Mercer, Seattle 2, Wash. ap10

**EXTRA MONEY! "NEW ALL-PURPOSE Silverplating Polish"** (cloth applied). Franchise; exclusive; profitable; starting bonus free. Write NuSilver, 506-BB-4-A, Aurora, Ill. ap17

**FAST SALES AND BIG PROFITS WITH Decals, Comic, Girlie, Souvenir Decals;** also very witty plaques. Enclose 25¢ for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. my1

**"FUZZY FUN" TWISTS INTO 10,000 Fascinating** shapes; decorative, colorful, comical. Dozen packages, \$2; gross, \$19.44. Fast sweeping country, cash incl. Ross, 41 Union Square, N. Y. C. ap17

**GORGEOUS ALUMINUM SPIRAL STREAMERS.** Amazing quality, low prices, lush profits. Fast colors. Samples only \$1, postpaid; returns free. Cox, 3555 N.W. 36th St., Miami 42, Fla. ap10

**HUGE SAVINGS ON NATIONALLY ADVERTISED Merchandise** two big illustrated catalogs, \$1 (refundable as \$2 credit). Satisfaction guaranteed. Roscoe Heavener Jr., 116 Walnut, Colmar, Pa. ap17

**INDIAN BEADWORK, COSTUMES, HEADS.** Feathers, Mosses, Wigs, supplies; buying direct from Indians; prices reasonable. Free list. Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. my1

**JEWELRY AT FACTORY PRICES!** Pins, Earrings, Carded ..... \$ 1.25 Doz. Flower Earrings, Asst. .... 5.00 Doz. Earring Display, 12 pr. on Easel ... 3.75 Doz. 3 Pc. Men's Set (Boxed) ..... 6.75 Doz. Pin, Earrings Set (Boxed) ..... 5.75 Doz. Musical Charm Bracelets ..... 4.75 Doz. **JEWELRY OF SEASON CO., Dept. B, 703 Industrial Trust Bldg., Providence 3, R. I.** ap17

**JEWELRY BOXES—GOVERNMENT SUPPLIES** for Sets, Pearls, Brooches; leatherette, 6 1/2 x 3 1/2 x 1 1/2, rayon plush lining. Cost \$1.50 each; sell \$1.50 doz.; 36, \$4.50; gross, 7 1/2¢. Am-Stand, 1208 N. 13th, Philadelphia 22. ap17

**JOKERS FUN SHOPS—FULL CREDIT ALLOWED** on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap24

**LADIES' FULL FASHIONED NYLONS.** 100's, \$1.25 doz.; Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$36 doz.; 20% deposit on e.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. ap17

### LUCKY YOU!

You can get all your Souvenir, Sports and College PENNANTS from

### HART'S

P.O. Box 25 Marine City, Michigan  
Write for information.

**MAKE \$100 DAY SELLING NEW COLOR Filter Screens.** Put your television in colors. Jobbers wanted. Contact Moody Supply, 3028 Mesquite Rd., Fort Worth, Tex. Phone Valley 9017. ap10

**MAKE EXTRA CASH OR USE AS GOOD-will gifts** with your regular line. Formulas for two needed household products, easily made, inexpensive to make, selling tips included. \$1. L. Chappell, Box 1069, Wichita, Kansas. ap17

**MEXICAN FEATHER BIRD PICTURES—Sensational** sellers, terrific profits; direct from importer. Mexican Importing Co., 1190 Pacific Hwy., North Albany, Ore. ap10

**MEXICAN DIRECT IMPORTS—HATS, ALL types** (palm leaf), heavy Rings (chrome-plated and plain), dangling Earrings, Hunting Knives, miniature Boxing Gloves, Novelties, etc. Sales to distributors or jobbers exclusively. S. Nepus, 1218 So. Grand Ave., Los Angeles 15, Calif., or N. Nepus, Sonora 164, Mexico D. F., Mexico. ap17

**NECKLACES, PINS, BRACELETS and Earrings.** Discontinued line, good selection, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 6 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 180 Whitmarsh St., Providence, R. I. np

**NEW PROCESS—EVERY CAR OWNER** buys Lightning demonstrator, profits 100% up; attachmen, wagonmen, big money. Wonder Glass, Bay Port 13, Mich. ap17

**NEW INVENTION, NOT ON MARKET YET.** Emergency Rain Cape, durable vinyl, folded to size of pack of cigarettes, \$4.00 doz.; sample \$5. Latest best sellers: Flower Earrings, Hardwood Earrings, asst. doz., \$6.75; glamorous Costume Rings, 36 different rings, tray, \$28.25. Jobbers inquiries invited. Immerstick & Co. Mfg. Jewelers, 108 N. State St., Chicago 2, Ill. ap17

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Assorted sizes with any print.  
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Made of woven straw in natural color. Sells on sight. 18" from brim to brim.

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**SENSATIONAL ITEM**

Pearlized Crucifix. Gold tone Corpus. 6"x12" Beautifully boxed.

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**\$52.00 Gr.**  
WITH POMPONS, \$55.00 Gr.  
The hats all have taped seams



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Checked bo-bop hat with Pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

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**FELT CREW HATS**

BRIGHT COLORS. With trimmings and Pompons.

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**LADIES' GABARDINE PEAK HAT**

With eyelets and cord, with button on top. Flashy number. Sells like wildfire!

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With Pompons. Assorted beautiful colors and sizes.

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With Pompons. Assorted sizes and colors.

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Sample \$1.50. 4 sets minimum order.



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With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box.

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Ideal for Men & Women.

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In beautiful leathette case, gold finish frame and adjustable and flexible ear piece.

**\$5.50 doz. complete with case.**



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Necklaces Bracelets Rings \$1.75 Per Dozen

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ANACONDA—ALL SIZES GIANT 30 FT. Anaconda on hand for immediate shipment; Catbaras, Slotha, Agouti, Pacas, Tayras, Gibbons, Jaguarundi, Ocelots, Red Squirrels, Porcupines, Monkeys and Birds of all kinds. Tegu Lizards, Chinese Dragons, Boa Constrictors, Snake Dens, 225 and up; and complete Reptile Exhibits, 500 up. This week's special, "Lovable Baby Spider Monkeys for pets, \$30." Tarpon Zoo, Tarpon Springs, Fla.

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CHIMPANZES, MONKEYS, LEOPARDS, Hippo, Elephants, Reptiles delivered direct from African Jungle. Jungle Jack Lagoon, Box 59, Monrovia, Liberia, West Africa. ap24

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LARGE RATTLESNAKES—FIXED OR HOT. From \$5; Cantals, \$4; Boa Constrictors, Indigo Snakes and Whips, Rock Pythons from 8 feet. Black Leopard and Green Iguana Dragons. Try one of our \$25 Snake or Lizard Dens; Flying Squirrels, \$12.95 pair. Pan American Reptile Compound, Box 6038, Tucson, Ariz.

PINKY DUCKLINGS—LATEST CONCESSION premium; just send route list, dates and number wanted; order direct from this ad, a card or letter will do; we'll ship anywhere. \$25 per 100, e.o.d. DeWitt's Zeeland Hatchery, Zeeland, Mich. 1f

RHESUS MONKEYS, \$25 each, F.O.B. OUR place; all top monkeys, none thin from ocean voyage; no culls, strictly first class monkeys, Meems Bros., and Ward, Sparkill, N. Y. ap17

SENSATIONAL VALUES for ENGRAVERS

No. 1115—Ladies' Aluminum Idents \$3.40 Gro.

No. 1115/1—Ladies' Aluminum Idents \$4.00 Gro.

No. 1115/2—Men's Aluminum Idents \$7.95 Gro.

No. 1115/3—Double-Heart Idents \$7.95 Gro.

No. 1140—Heavy Nickel Silver Idents \$3.95 Dz. (Gold or Chromium Finish)

No. 1118—Aluminum Expansion Idents \$3.95 Dz.

We carry a complete line of jewelry and carnival goods. Phone Jackson 4115

ORIENTAL TRADING COMPANY 1115 Farnam St. Omaha, Nebraska

SNAKES, SNAKES, SNAKES, SNAKES, Snaked Larger dens than ever, \$25; three dens, \$50. C. C. McClung, Laplace, La., Telephone 3411.

TWO CHIMPS—ONE FEMALE, THREE years old; one male, 4 1/2 years old. Wears clothes, highly trained for act; smokes, plays piano, roller skates, etc. Have appeared on television and night clubs. Perfect manners. Call Randolph 6-0495, Washington, D. C. after 8 p.m.

WANT SEVERAL EUROPEAN DEER, OR what have you for cold climate park. Write 1000 Island Bait Store, Alexandria Bay, N. Y.

WE OFFER ALL TYPES ANIMALS AND Birds for Showmen; let us know your needs for spring delivery. Specials: Flying Squirrels, \$15 pair; Ocelot, \$75; Parakeets, assorted colors, \$38 dozen. Charone Animal Ranch, Burlington, Wis.

3 BLACK BEARS, 1 YEAR, CHOICE Snow Specimens, \$25 each. N. P. Lewchuk, Canora, Ont., Canada.

5 FIVE PURE BRED DALMATIAN PUPS—Ten weeks old; first hundred dollars or will trade for young Puma. Also pair three year old Dalmatians and near new PDQ Photomaster. Allen Trading Post, Fredericktown, Mo.

1954 BEAR CUBS ON HAND FOR IMMEDIATE shipment; Lion Cubs, tame Centis, Badgers, Eagles, Chase Wild Animal Farm, Egypt, Mass.

BUSINESS OPPORTUNITIES

ALL SNOWBALL FLAVORS AND SUPPLIES. \$0.50 buys Ice Shaver that shaves into paper cup with cups and flavors for thousands; snowballs, outfit \$2.50 to \$75. Free illustrated catalog. Snowball Company, 5524-B Lemlarner, Jacksonville 9, Fla. ap24

ALUMINUM AWNINGS—BAKED ENAMEL colors, factory prices, any size. Write All Weather Comfort, Box 10254, Tampa, Fla.

ANALYZE HANDWRITING FOR PROFIT! Complete outfit, \$1, including charts, signs, instructions. (Extra Illustrated Charts, \$10 100's.) Graphologists, Box 971-B, Philadelphia.

BARGAINS FLOOR SAMPLES—STAR Weiner, Sandwich Kind, Peanut Butter, French Fry, Counter Popcorn Machine, used Creators 41, Peppers Supplies, 148 Walton St., Atlanta, Ga. my1

BEAUTIFUL FARM FOR LONG TERM lease to right party. Year round living quarters, concession stand, tables, fireplace, running water, lots of shade, parking, and, etc. One block off U. S. 21 in City limits. Outdoor dance pavilion; good possibilities; to appreciate, come see. Sagart Deer Park and Zoo, Phone 33, Rochester, Ind.

BUY NATIONALLY ADVERTISED MERCHANDISE wholesale! 60 wholesalers supplying free catalogs, \$1; 3 manufacturers any product. 254 Sherry's, Box 11-A, Miami 27, Fla.

BUYING? SELLING? DATING? LIST IN "Business Opportunities Guide," 20 words 50¢; quick action sets "Outdoor Opportunities" booklet from National Bureau, Box 270, Lockport, Wis.

COMPLETE KIDDIELAND, SOUTHERN California, established eight years. Franchise to sell; long lease; present owner retiring. Toy Town Park, 1314 East Olive Street, Compton, Calif.

CUSTOM BUILT, DELUXE, ALL STEEL, Electric Street Car; track, motors, complete; like new. Cost \$1750; will take \$900 for quick sale. Audien Distributing Co., 2025 Jackson St., Dallas, Tex.

DOLLAR A MINUTE PROFIT—RUN your own machineless, heatless, waterless, 100% profit plastic-laminating business. No training needed. Complete outfit, instructions, 25 sales plans (locally and mailorder) plus terrific money accumulation project all for \$1 postpaid return mail. Permaco, POB 8344/BB, Philadelphia 39.

EARN \$50 WEEKLY SPARE TIME—Sharpen Lawn Mowers, Wax Cars. Write Herb Bridges, Decatur, Ala.

FLORIDA ATTRACTION WHOLESALE TROPICAL BIRD BUSINESS AND A RENTED GIFT SHOPPE WE MUST SELL, or we wouldn't. The ATTRACTION is almost ready to open and stocked with everything from African Love Birds to African LIONS. OVER 60 CAGES, PENS AND FITS systematically displayed along 350 feet of gravel walk. THIS THING IS A SURE FIRE TO HIT. THE WHOLESALE PART OF THE TROPICAL BIRD BUSINESS IS WELL ESTABLISHED and possibly the LARGEST IN THE SOUTH-EAST. We ship to Gibraltar (New York), Allied (New York), etc. The WHOLESALE figure to UNCLE SAM WAS OVER \$49,000 (gross). MAIN BIRD AVIARY is a BUILDING of 19,000 CU. FT. Four more Aviaris add another 3,500 Cu. Ft. NERVE CENTER for everything is a beautiful office furnished, including TV and rest room. This ad costs \$25. GIFT SHOP. This entire layout is enclosed by a SIX FOOT LOG SLAB FENCE. OH, YES! THIS IS A DOUBLE CORNER TRACT WITH CURB ON SIX LANE BLVD., PRACTICALLY ON ST. PETERSBURG BEACH. PARKING FOR OVER 60 CARS. Authorities estimate (unofficially) \$2,000 CASH DAILY FROM THIS PROPERTY. PERMANENT POPULATION OF THIS AREA OVER HALF MILLION. SUMMER TOURISTS FLOCK HERE. A 14x40 FT. SIGN is all assembled. We have not publicized as yet. WANT MORE? There is a NICE FREE LOT outside the fence (OVERLOOKING BOCA CHICGA BY and THE HOLIDAY ISLES). This would handle 2 or 3 Trailers OR a nice home. ALL THIS FOR JUST A LITTLE MORE THAN THE VALUE OF THE BARE GROUND. \$29,000! TERMS, SURE. Get a partner or go it alone, but CONTACT US IMMEDIATELY AT "THE TROPIC EARTH," 1481 Pasadena Blvd., South, ST. PETERSBURG, FLORIDA.

KARN \$50 WEEKLY SPARE TIME—Sharpen Lawn Mowers, Wax Cars. Write Herb Bridges, Decatur, Ala.

FLORIDA ATTRACTION WHOLESALE TROPICAL BIRD BUSINESS AND A RENTED GIFT SHOPPE WE MUST SELL, or we wouldn't. The ATTRACTION is almost ready to open and stocked with everything from African Love Birds to African LIONS. OVER 60 CAGES, PENS AND FITS systematically displayed along 350 feet of gravel walk. THIS THING IS A SURE FIRE TO HIT. THE WHOLESALE PART OF THE TROPICAL BIRD BUSINESS IS WELL ESTABLISHED and possibly the LARGEST IN THE SOUTH-EAST. We ship to Gibraltar (New York), Allied (New York), etc. The WHOLESALE figure to UNCLE SAM WAS OVER \$49,000 (gross). MAIN BIRD AVIARY is a BUILDING of 19,000 CU. FT. Four more Aviaris add another 3,500 Cu. Ft. NERVE CENTER for everything is a beautiful office furnished, including TV and rest room. This ad costs \$25. GIFT SHOP. This entire layout is enclosed by a SIX FOOT LOG SLAB FENCE. OH, YES! THIS IS A DOUBLE CORNER TRACT WITH CURB ON SIX LANE BLVD., PRACTICALLY ON ST. PETERSBURG BEACH. PARKING FOR OVER 60 CARS. Authorities estimate (unofficially) \$2,000 CASH DAILY FROM THIS PROPERTY. PERMANENT POPULATION OF THIS AREA OVER HALF MILLION. SUMMER TOURISTS FLOCK HERE. A 14x40 FT. SIGN is all assembled. We have not publicized as yet. WANT MORE? There is a NICE FREE LOT outside the fence (OVERLOOKING BOCA CHICGA BY and THE HOLIDAY ISLES). This would handle 2 or 3 Trailers OR a nice home. ALL THIS FOR JUST A LITTLE MORE THAN THE VALUE OF THE BARE GROUND. \$29,000! TERMS, SURE. Get a partner or go it alone, but CONTACT US IMMEDIATELY AT "THE TROPIC EARTH," 1481 Pasadena Blvd., South, ST. PETERSBURG, FLORIDA.

FOR SALE—20 POPCORN WARMERS, slightly used; extra heater cable included; \$10 each. Henry Onken, 1121 Howell, Peoria, Ill. ap17

FRENCH FRY TRAILER—1/2 TON A DAY, complete, \$1,200. Can be lived in. G. Fraser, 131 Brinton St., Buffalo, N. Y.

HOW TO BECOME A MAIL ORDER MILLIONAIRE; ideal mail order home study course sold, rented. Details free. Scott Spencer, Mokena, Ill.

INVEST \$2, MAKE A PROFIT OF \$20—Complete plans and full information on this profitable home business, \$1. Howard Gibson, Distributor, 1332 Ark, Memphis 9, Tenn.

KIDDIE PARK—6 RIDES, STEAM TRAIN; large lot, room for more; low rent; 4000 sq. ft. operation on Highway 81 near Lakewood, 12345 E. Carson, Artesia, Calif. \$5000 down.

LATEST A.B.T. SHOOTING GALLERY, complete; 8 guns, heavy duty compressor, 2 sets moving targets with H.D. motors, 2'x10' double neon sign. Cost \$3000 new; sacrifice for \$1500. Box 143, Nantasket Beach, Mass.

LOCATE FOR ATLANTIC CITY'S CENTennial—Top spot for children's Amusement Park; golf course, rides, outdoor bowling, over 10,000 square feet, 170 foot boardwalk frontage. Good lease available. Albert M. Greenfield & Co., 1618 Pacific Ave., Atlantic City, N. J. Phone 5-1121.

MANGELS KIDDIE RIDE—3 ABREAST, newly painted, electric driven, A-1 condition ready for immediate operation. Interstate Coal Co., 132 Avenue "E", Bayonne, New Jersey.

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll earn money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 2605 S. 15 Ave., Minneapolis 7, Minn.

NEW LOW PRICE 17-POCKET PASS CASE. Includes Flip-A-Pass, 17 Views Plus Extra Pockets, All in One Purse. Price \$4.75.

17-POCKET PASS CASE FOR MEN & WOMEN. \$4.75 PER DOZ. Includes Salesmen, Agents, Stores, Concessionaires, Pitchmen. Cards, Licenses, Photos. Free with 6-Dozen Order.

SPRING SPECIALS. Single Deck Pinochle Playing Cards, doz. \$4.80. Double Deck, Plastic Coated Pinochle Cards, Double Decks, per doz. 18.00. Straw Fishing Hats, 1 doz. minimum, doz. 7.00. 9" Round Balloons, min. order 1 doz. 4.20. Assorted Stum, 1,000 pieces, some items \$1.00 retail value, per 1,000 20.95. Binoculars, with Compass, per doz. 6.00. Camera and Film, uses 828 Kodak Film, per doz. 4.80. Miniature Gold Plated Trophy Cups, 2 doz. min. per doz. 1.00. 25% deposit with order, balance C.O.D.

ORGANIZATION SERVICES. 8061 GRAND RIVER, DETROIT 4, MICH.

ELGIN-BULOVA-BENRUS Watches. For men and women... Brand new 7-Jewel 1954 model (lots of 3) cases with rebuilt movements, guaranteed like new. \$8.95 EA. (Sample, \$9.95) 15-J—\$10.95 17-J—\$12.95 Gold Filled Expansion Band, \$1.35 add. Plastic Gift Box, 49¢ add. FINEST ON THE MARKET TODAY. AAI White sem. clear as a diamond and with more sparkle and brilliancy. 3.25ct 1 carat and up. Per carat \$8.95. Gent's new \$8.95 yellow gold mountings, additional, \$12.50 and up. The same 14k in ladies', \$9.50 and up. Sold for Free Value-Packed Spring Flyer Wholesale only—25% with order, balance C.O.D. Open account to rated houses. Midwest Watch Co., 22 S. Wabash Ave. Chicago 3, Ill.

RETRACTABLE BALL POINT PENS ASSTD. COLORS—GUARANTEED BANK APPROVED \$19.50 GROSS \$25.00 HUNDRED THREE LINE IMPRINT. F.O.B. \$3.00 SAMPLE DOZEN \$7.50 HUNDRED REFILLS. EDWARD'S MERCHANDISING CORP. 106 C. 23rd Street New York City

CARNIVAL PLASTER. Anything in Plaster Product. Complete line of Slum and Lawn Ornaments. DeLUCA'S ARTCRAFT R. D. 1, Sharpsville, Pa. Phone: 2825

MAKE BIG MONEY WITH SPECIAL TABLECLOTHS! NO-RISK, NO-COST BASIS! Our beautiful Religious and special occasion Plastic Tablecloths are sweeping the country! That's because our prices are lower, our commissions greater, our Tablecloths more beautiful, and our quality is best in the country! Seeing is believing, so we invite you to try our Tablecloths on a NO-RISK, NO-COST BASIS! Order any amount of Tablecloths at special, low Wholesale prices. If after ten days you're not more than delighted, return to us and we'll refund purchase price PLUS postage! We feature the FOUR most outstanding, deeply beloved and revered Tablecloths—with more to come! These are: (1) MOTHER'S DAY—illustrated at right; (2) LORD'S LAST SUPPER; (3) RESURRECTION; (4) BIRTH OF CHRIST. Our Tablecloths are huge BANQUET SIZE—6 feet long, 4 1/2 feet wide, with gorgeous picture measuring 40x27 inches in center of each tablecloth. We use world's finest Plastic—rich linen finish. Tablecloths have hemmed edges all way around. Guaranteed to last for years. Will not crack, tear, peel or fade under normal use. Wipes clean in a second. Our Tablecloths sell for \$1.98 each instead of \$3.00 or more, because these are wholly owned copyrighted designs made exclusively for us—no fact we buy Plastic in tremendous quantities—we feature sensational commissions to you. Order DIRECT from this ad. One sample of any design, \$1.25 each; 1 doz., \$13.50; 6 doz., \$73.40 per doz. 12 doz. or more, \$11.40 per doz. You can order same style or any number of any style. But be sure to order TODAY as supplies are limited at these low prices. Money-back guaranteed. RELIGIOUS MASTERPIECES, 510 St. Charles St., Dept. 522, St. Louis 1, Missouri

PICTURE EXPANSION IDENTS No. 900 Domestic photo ident with imported band Nickel Plated \$7.20 Dz. Gold Plated \$8.40 Dz. Bulk Imported photo ident Chrome Plated \$5.00 Dz. Boys' or Girls' Styles, Delivery June 1st. 1954 catalog ready April 20th. DEXECO, INC. FOR ENGRAVERS & DEMONSTRATORS Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 3, R. I. State your business



# PARIS-INSPIRED

## THE MOST EXQUISITE, LOWEST PRICED SETS EVER CREATED! LUXURIOUSLY GIFT BOXED!

FEDERAL TAX SLASHED IN HALF! YOUR SALES WILL SOAR! CUSTOMERS ARE BUYING NOW!



Easter Sales and Mother's Day Sales are guaranteed with this new line. Never before a more sure-fire selling item for YOU! Fashion's favorite jewelry sets . . . superior quality PLUS your choice from a variety of stylings. Order now! Each set is a positive money-maker! An outstanding auctioneer's number.

FIRST TIME EVER!

- Attractive Gift Box
- \$19.95 and \$29.95 Price Tickets Included
- Finest Quality Imported Stones
- Self-Adjusting Neck Chain
- Gleaming, Imported "Stones" Hand-Set
- Paris-Inspired Styling

Sensational Profits for you if you act now! Cash in on this spectacular offer! This value will not be matched anywhere!

NEW, EXCITING HEART SHAPED BOX

4801  
**30.00**  
doz. lots

4807  
**30.00**  
doz. lots

4803  
**21.00**  
doz. lots

4806  
**21.00**  
doz. lots

4801  
**29.95**  
doz. lots

4808  
**30.00**  
doz. lots

3806  
3802  
3804  
Samples of the three sets shown will be shipped for \$7.50 postpaid.

**\$21.00** doz. lots plus postage

4807  
4803  
4806  
4801  
'808  
Samples sent of five sets shown, \$15.00, postpaid.

**\$30.00** doz. lots plus postage

JOBBERs, DISTRIBUTORs 10% discount on all orders of 1 gross or more.

REMITTANCE IN FULL OR 25% DEPOSIT REQUIRED WITH ALL ORDERS\*, Balance C.O.D. AVOID CONFUSION—ORDER BY NUMBER PLEASE.

\$20 minimum on all orders from Canada and other foreign countries!

# STERLING JEWELERS

44 E. Long Street  
Columbus, Ohio  
Phone  
ADams 4621



# BRODY'S CARNIVAL, PREMIUM and AUCTION MERCHANDISE VALUES!

#200 COMPOSITION FIGURINE LAMP



The newest number in a TV lamp. Base is 9 3/4 x 4 1/2—removable figurines. 7 3/4 Fibre Glass Shade. Asst. Colors.  
**\$2.85 ea. lots of 6**  
Samples \$3.00 ea.

#95—WROUGHT IRON BALL FLOWER LAMP



White 8 1/2" paper shade with plastic flowers in glass pot. All metal part is in black.  
**\$1.75 ea. lots of 6**  
Samples \$2.00 ea.

#29 TROPHY DESK LAMP



Brass finish base and figure. 7 1/2" reflector holder in Chartreuse, Red, Green or White. Figures of Golfer, Mole Bowler, Baseball Player and Female Bowler.  
**\$2.50 ea. lots of 6**  
Samples \$2.65 ea.

#125—NEW ELECTRIC TV VASE LAMP



Mounted on smartly styled metal filigree base with poly-plastic line to light up in Red or Green. Base colors: Brass plated or Black. Complete with water resistant artificial flowers. Decorators glass block, 8x8x3 3/4". Height 10 1/4".  
**\$2.00 ea. lots of 6**  
Samples \$2.15 ea.

FRENCH POODLES



#2710—24" HI. Asst'd bright pastel colors. Finest Plush, has long chain from neck.  
Price Each ..... \$ 3.50  
Per Dozen ..... 39.00  
#2810—Same as #2710, except 18" HI.  
Price Each ..... \$ 2.50  
Per Dozen ..... 27.50

PLUSH BEARS

#1116—PANDA BEAR  
30" Tall. Finest Plush in pastel colors. A real winner!  
Price Each ..... \$ 2.75  
Per Dozen ..... 30.00  
#1115—PANDA BEAR  
Finest Plush in asst'd colors. 30" tall, two-tone color comb.  
Price Each ..... \$ 2.75  
Per Dozen ..... 30.00  
#1009—PLUSH BEAR  
Asst'd colors, 19" HI. Of new pastel shades.  
Price Each ..... \$ 2.25  
Per Dozen ..... 25.00  
#75—PLUSH BEAR  
14" HI. Asst'd pastel shades of finest plush.  
Price Each ..... \$ 1.25  
Per Dozen ..... 14.00



BALLOON SPECIALS!

#5 SPEC. DART BALLOON  
Per Gross ..... 85c  
In 10 Gr. Lots ..... 80c

- #15—Paddle Mottled. Per Gr. .... \$6.00
- #NA—10 Long Spiral & Serp. Balloon. Gr. ... 6.00
- #11R—Animal Print Mottled Balloon. Per Gr. ... 6.00
- #10—Cal Pastel Colors Balloon. Per Gr. ... 4.50

We Carry a Complete Line of RAY OAKES & SONS HANKY PANKS

- Punks and Cats • Six Cats • Huckley Buck Kegs • Pitch-Til-You-Win Blocks • Dart Boards • Penny Pitch Boards • Add-A-Ball Games • Mechanical Buckets • Dam Family Ball Game • Hoop-A-La Boxes • Bottles (wood and aluminum)

OUR NEW 80 PAGE 1954-1955 CATALOGUE

Will be ready for mailing April 25th. Please send for your free copy at once. Thousands of items. Serving the trade for over 30 years, in Chicago on the same stand. TERMS: 25% Deposit, Balance C.O.D. Chicago.

VISIT OUR DISPLAY ROOMS

When in Chicago . . . always plenty of close-out merchandise on hand for immediate delivery.



#896 PLUSH STANDING ELEPHANT  
Colorful, well-shaped stuffed body in asst'd colors, long-pile plush. Celluloid eyes w/round black pupils that roll when moved. Height: 18".  
Price Each ..... \$ 3.75  
Per Dozen ..... 42.00

NOVELTIES!

- #7386—Brand new #, Dancing Clown  
Per Dozen ..... \$ 2.00  
Per Gross ..... 22.50
- #8570—New Dancing Devils  
Per Gross ..... \$9.00
- #8569—New style Dancing Skeleton  
Per Gross ..... \$9.00
- #7626—New 9" long Bobbing Monkey  
Per Gross ..... \$8.50
- #50064—Inflated 2 Chicken On Sled  
Per Dozen ..... \$ 1.50  
Per Gross ..... 17.50
- 4" tall assorted styles China Salt & Pepper Shakers  
Per Dozen Pr. .... \$ 1.00  
Per Gross Pr. .... 10.80
- #323—3 1/2" assorted China Figurines, beautifully decorated  
Per Gross ..... \$4.50  
Assorted Slum  
75c and \$1.00 Per Gross  
#711—Assorted Key Chains  
Per Gross ..... \$2.50

We Carry a Complete Line of TOASTERS—Kitchen Utensils ALUMINUMWARE—Iron—GRID- DLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glass-ware—ASSORTED NOVELTIES—Household Goods—Lamps.

## BUSINESS OPPORTUNITIES

Continued from page 120

### TWO FROZEN CUSTARD MACHINES

One ten gallons per hour, one twenty-five gallons per hour. Can be bought separately or together; both Electro Freeze Machines, are in excellent condition. For complete information contact JAKE PREZALAR, c/o Larry's Diner, 1355 South Main St., Fall River, Mass. Telephone 2-917.

PHOTOGRAPHERS! WOMEN CRAZY about Auto-Photo "The Driver's Guardian Angel." Fast seller; guaranteed plan, 31 trial dozen frames, mats, plan, \$7. Ideal for Midway Photographers. Guardian, 4011-H, Tulsa 8, Okla.

ROLLER RINK—LARGE LAKE RESORT. Fully equipped, low overhead, can grow \$7,500 year. Must sell, price 1/2 real value, \$6,500 cash. Jack Laurie, Reading, Mich.

START VENETIAN BLIND LAUNDRY—Profitable, lifetime business, new machine; free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan.

THE "CHUCK WAGON" FOR SALE. "Grab Joint." Ideal for circus, carnival; 6x12 Four Wheel Trailer, fully equipped, Buick Griddle, Steam Table, Electric 4-hole Deep Freeze, two 7-case Drink Boxes. Operate 1 to 3 man. Cash \$2500. Charles Moose, Morrilton, Ark. ap17

"Twirlwind"—Eye Catching Spinner Signs. Sensational eye catching action; brilliant changeable plastic letters. Fast seller, quick profits. DESCO DISTRIBUTORS, 3242-M Van Nuys Boulevard, Van Nuys, Calif.

WANTED—ONE OR MORE PARTNERS. Am seeking \$20,000 to equip a 110-ft. Government Hull using famous Leffel propellers, steers, drives, 15 knots per hour on auto or Diesel engines. A profitable, luxurious cruise to South America, playing in theaters, carrying a company of 15. Investigate. Frank Leffel, 814 St. Paul St., Baltimore 2, Md.

WHAT'S YOUR FIELD OF INTEREST? Whatever it is, specialized magazines will help you get ahead; examine current copies of those covering your field thru our easy-to-get-acquainted service; choose from 4,387 covering all fields, business, trades, agriculture, professions, insurance, real estate, music, educational, hobbies, sports, etc. Current list free. Commercial Engraving Publishing Company, 34H North Ritter, Indianapolis 19, Ind.

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors of thousands of nationally known products: Jewelry, Clothing, Bicycles, Vitamins, Electric Appliances, Fireworks, etc. Buy for resale or personal use. Literature free. Carter, Box 6011-88, Chicago 80.

WOMEN! MAKE BIG MONEY AT HOME. sew ties for us. It's fun; earn \$10 day easy; no selling, no experience, no machine necessary; we supply everything. Help us fill huge demand; exciting details free. Nathan Ties, P. O. Box 2066K, Inglewood 4, Calif. ap10

YOU LUCKY TRAVELING MEN! WITH Sewing Machines everywhere needing minor repairs, 30 minutes' work often brings \$5; inexperienced, make money first day. Write: Purdy's Guaranteed Instructions, 1416B North Rusk, Weatherford, Tex.

\$8000 PROFIT IN 5 MONTHS, PRACTICALLY no investment, no selling. Curious? Mail card. Rex Products, 1128BB S. 9th, St. Louis 4, Mo.

## COSTUMES, UNIFORMS, WARDROBES

BALLYHOO CAPES, STRIPTEASE, HINDU Turbans, Ghost Show, excellent Hartman Wardrobe Trunk, Suitcase, Orchestra Coats, blue-white, bargains; Tuxedo Trainers; Curtain (7x50), Floral Designs, \$30; big bundle Clown Odds, \$7; Tights; Minstrel, Free lists. Wallace, 3453 No. Halsted, Chicago.

CLOWNS' AND BURLESQUE COMICS' PROPS. Wigs (free lists), Bouffant ediments, \$3. "Happy" Morgan's Clown Headquarters (New Address): 1748 Market, Philadelphia.

LESTER'S REMOVAL SALE—AMERICA'S most complete theatrical establishment is moving to larger quarters. Sale starts April 10. Some of our stock must go! Spangles, bangles, beads, trimmings of all kinds, materials, accessories, sets of costumes; we cannot list all the different types of items that are going on our sale tables and racks. Cash and carry; sorry, no mail orders on this merchandise. All excess stock must go at once! Don't hesitate, come in now! Lester, Ltd., 14 W. Lake St., Chicago, 3d floor.

## FOOD AND DRINK CONCESSION SUPPLIES

A-1 POPCORN SPECIAL—LOW PRICES in 5 bag lots, generous popping sample, \$1 postpaid. E. G. Conklin Co., Normal, Ill. ap24

New Multiplex Roof Beer Barrel. Large size, factory guarantee, low price. Write today. OHIO CHEMICAL, 1111 Daugherty, N.W., Canton 2, Ohio

POPCORN—SPECIAL DELIVERY SERVICE for you when you work Illinois. For details write E. G. Conklin Popcorn Co., Normal, Ill.

PRE-POPT POPCORN "READY TO EAT," shipped everywhere. New popcorn corn chiles, warmers, suppliers, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap17

SOMETHING NEW IN POPCORN CONFECTIONS. Theaters and concession operators write for full details. P. B. Phillipy, P. O. Box #73, Peru, Ind. ap10

## FORMULAS & PLANS

ANY FORMULA, \$3; CATALOG, CHEMICAL Instruction Sheet, 10c. Joseph H. Bedford, 192 N. Clark, Rm. 620, Chicago 1, Ill.

BOOK OF GREAT SECRETS—HANDY reference book for making drugs, cosmetics, liquors, inks, foods, dyes, industrial processes, etc. 96 pages, price \$1 postpaid. Chester A. Wittesell, P. O. Box C-51, Reynoldsburg, O.

JOKER NOVELTY—SPITFIRE, EASILY made at home; formula \$1. Free information. Bernard Hanley, Box 155, Sta. A, Boston 18, Mass.

USED BY TELEVISION, MOVIES, HOTELS, etc. "Two Way Mirrors." Made from any window or door glass; you can see them. They can't see you! Instructions for making, \$1. Doc, Box 12, Phillipsburg, N. Jer.

## FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Plova Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jc5

ALL SNOWBALL AND CONE DEALERS—List your used equipment with us and write for free catalog of flavors, supplies and equipment. Snowball Co., 9534-A Lem-turner, Jacksonville 8, Fla.

FLORES MACHINE DEMONSTRATOR, \$150 (new machine guarantee); double spinner-head, direct drive, counter mounting switches, stainless steel pan, 7th year. Good machines; used machines, \$75 up. New heavy duty Nickrome Ribbons, fit all standard heads, 4 for \$10; \$21 dozen; other used equipment. Jones Equipment Co., 330 Madison Ave., Ambler, Pa.

HOUDINI HARDEEN HANDCUFF COLLECTION for sale. Houdini Books, Keys, Fixed Handcuffs, Stamp for list. Nugent, 12 North Third, Richmond, Va.

LATE MODEL KISS WRAPPING MACHINE sells new for \$2,000; will sell for half price; 16 foot closed semi, \$375, good condition. William Coffelt, 515 Kramer Rd., Springfield, Ohio.

LONG-EAKINS CORN POPPER, LARGE Electric, Crisp or Cheese Mixer, Apple Slices, Pans, Coleman's Stove, Copper Kettle, 10 Gallon pressure Tank, Cheap. E. Wain, 430 Argyle Road, Brooklyn 18, N. Y. BU 4-5754.

MANLEY FLOOR MODEL POPCORN POPPER, good running order. Also popcorn cartons cheap. Approved Co., 1516 East Willard St., Muncie, Ind.

25 MINUTE PHOTO MACHINE, 8 CAR Kiddie Auto Ride; priced right for quick sale. Watson, 17 Grand, Norwalk, Ohio.

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM SOUND — \$10-\$15 WEEKLY; postage prepaid. Complete programs rented; Westerns, Features, Serials. Robinson, State Theater Building, Pittsburgh 22, Pa.

AMUSEMENT PARK OWNERS: DO YOU have a Whip Ride? If you do, you'll want this one for spare parts. Six-car adult Whip, fair shape, now \$600, not junk. No trades or terms; Don't let the low price fool you; act now. Box 665, Erie, Pa.

BARGAIN PRICES ON TRUCKS, TRAILERS, Stakeholder, Poles, Stakes, Sidewalk Chairs; a find for dramatic show or circus. Going out of business; everything for sale, cash deals only. Slout Show, Vermontville, Mich.

BARGAIN—16MM RCA PROJECTOR—two Speakers, complete. Microphones, Screen, Feature Film, six Shorts. Beden-bender, 144 North East Oak, Paris, Tex.

BELM AND HOWELL 16MM SOUND Filmone's (matching pair), complete with Rectifiers, Lamphouses, \$3 wait. Amplifier, 3 large Speakers, Rewinds, etc. Overhauled by Bell-Howell Factory December 7th, 1953; stored ever since; first \$1200 takes all. Jack Curry, 919 North Sixth St., Phoenix, Ariz.

BIG BARGAIN FOR QUICK SALE—KID-die Ferris Wheel, Cable drive, open seats, built like an Ell ride; in good shape, will sacrifice for quick sale. Park Kiddieland, Arnoide Park, Iowa.

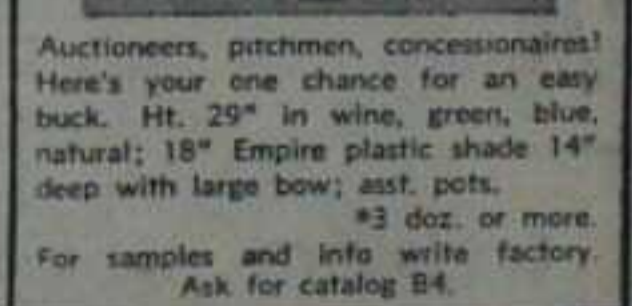
BIG DISCOUNT SALE! 16MM SOUND Films; new, used; Shorts, Features; dime brings big listing. Waverly Films, 3707 So. Christians, Chicago 25.

BLEACHERS, FOLDING CHAIRS, THEATER Chairs, Outdoor Chairs, Stadium Cushions, Sidewalk Tents, Screens. Lone Star Seating Co., Box 1794, Dallas, Tex.

CHAIRPLANE, 24 SEAT, 18' TOWER; Loop, Kiddie Ferris Wheel; Auto Rides; Money Counters, Frozen Custard Trailer; Transformer Trailer; new and used Popcorn Machines; 8' Glass Grill; 25 kw. Light Plant; AC and DC Motors, 1 to 5 horse; 3 Semi Trailers; Big Six, etc. Buy or trade for good rides or show equipment. D. Van Billiard, Oaka, Pa. Phone Valley Forge 9-4561.

(Continued on page 124)

## BEST SELLER on the midway FOR 2.75



Auctioneers, pitchmen, concessionaires! Here's your one chance for an easy buck. Ht. 29" in wine, green, blue, natural; 18" Empire plastic shade 14" deep with large bow; ast. pots. #3 doz. or more. For samples and info write factory. Ask for catalog B4.

VOLKAN Lamp & Shade Co. 7 Second Street, Gilsum, N. H.

## FISHING SEASON IS JUST AROUND THE CORNER

60" GLASS ROD THE CORNER Solid Fibre Glass Rod Stainless Steel Guides & Tiptop Two-Tone Windings Dura-Plastic Handle Positive Reel Lock Collet-Type Nose Piece Specially priced at \$15.25 ea. (11 ea. minimum order)

OTHER SPECIALS MIGHTY MINNOW BAMBROO FISH SET (boxed) \$30.00 ea. sets

DEVIL FISH SETS ..\$8.50 per set 3-pc. bamboo pole, glass rod, reel, hunting knife with scabbard, scaler, stringer, Pflueger hooks, etc.

All Metal Yackle Boxes, 2 drawer ... \$2.50 ea. Visit our modern displays of Fishing Sets, Reels and Rods. 25% dep. with order, bal. C.O.D., P.O.B. Chicago.

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

M. K. BRODY 1116 S. HALSTED STREET, CHICAGO 7, ILL. L. D. PHONE: MONROE 6-9520 In Business in Chicago for Over 38 Years



# TOP VALUES — BEST BUYS

## Hi Hat Feather Dolls

6" ..... \$ .90 Doz. \$10.00 Gross  
 7" ..... 1.20 Doz. 13.50 Gross  
 8" ..... 1.50 Doz. 16.50 Gross  
 9" ..... 1.90 Doz. 21.00 Gross  
 12" ..... 3.00 Doz. 33.00 Gross  
 Featherbacks ..... 9.00 Gross  
**Special Closeout**  
 10" Feather Dolls \$21.00 GROSS

## Celluloid Head Fur Monkeys

with Goggles and Pipe  
 7 1/2" ..... \$ .75 Doz. \$ 8.50 Gross  
 9" ..... 1.20 Doz. 14.00 Gross  
 12" ..... 2.50 Doz. 28.00 Gross  
**Special**  
 10" Fur Monkey with Four Cornered Collage Cap. \$2.00 Doz. \$21.60 Gross.

## Rayon Parasols with Floral Designs

24" Spread \$2.50 Doz. \$28.80 Cr.  
 28" Spread 3.60 Doz. 42.00 Cr.  
 32" Spread 4.80 Doz. 54.00 Cr.  
**Plastic Parasols**  
 Floral Design Rainproof  
 20" Spread ..... \$3.50 Doz.  
 24" Spread ..... 4.50 Doz.  
 32" Spread ..... 6.00 Doz.  
**Closeout**  
 24" Rayon Parasols with crook handle ..... \$24.00 Gross

## ASSORTED Rubber Animals

Inflates With Voice  
 12" ..... \$3.60 Doz. \$40.00 Cr.  
 18" ..... 6.75 Doz.  
 21" Rubber Clown w/voice inflate ..... \$3.00 Doz.  
 18" Rubber Clown w/voice inflate ..... 6.00 Doz.

## Rubber Monkey INFLATE w/voice

Small ..... \$2.25 Doz. \$24.00 Cr.  
 Large ..... 3.60 Doz. 40.00 Cr.

## Mexican Novelty Wuzzy Straw Hats

\$15.00 per 100  
 \$35.00 for bale of 250  
 terrific item for ball games, etc.

## Cloth Covered Zebras

on elastic \$14.40 Gross

## Composition Dangling Clown

\$15.00 Gross

## Break Action Pop Gun w/White Handle

\$3.25 Doz. \$36.00 Gross

## Break Action, 18-inch Metal Cork Rifle

decorated wood handle \$3.50 Doz. \$39.00 Gross

## Rubber Horse Inflate

10 inch ..... \$ 1.80 Dozen  
 12 inch ..... 2.25 Dozen  
 15 inch ..... 3.25 Dozen  
 18 inch ..... 5.50 Dozen  
 63.00 Gross

## Rubber Elephant Inflate

19 inch \$3.25 Doz.  
 \$36.00 Gross

## Balloons

#10 Mousehead ..... \$6.00 Cr.  
 #15 Mousehead ..... 8.50 Cr.  
 #14 Cat Head Balloons 7.00 Cr.  
 #11 Circus Print Balloons ..... 5.00 Cr.  
 #15 Paddle Balloons ..... 5.50 Cr.  
 Paddle Worker, each ..... .50  
 Large Spiral Balloons ..... 6.50 Cr.  
 Spiral Workers, each ..... .50

## Cinderella Dolls



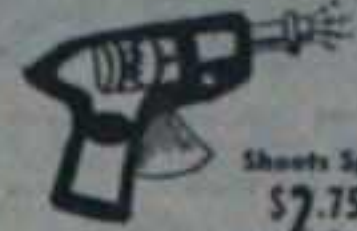
In clear view carrying case. \$6.00 Dozen

## Chirping Bird in Cage

\$2.00 Doz. \$21.60 Gross



## Cowboy Spark Pistol



Shoots Sparks when trigger is pressed. \$2.75 Doz. \$31.50 Gross

## Rocket Jet 300-Shot Water Pistol

\$2.90 Doz. \$33.00 Gross



## FAST SELLING ITEMS

RWB batons w/bell ..... Crs. \$14.40	12 inch rag dolls (Polish dressed) ..... Doz. \$2.50
27 inch long lash whips ..... Crs. 13.50	Wetting rubber pup w/bulb ..... Doz. 1.80
24 inch long lash whips ..... Crs. 12.50	Wincer girl telescope key chain ..... Doz. 1.29
Imported flying birds ..... Crs. 6.00	Wiggling Mermaid ..... Doz. 3.00
American made flying birds ..... Crs. 7.50	Squirt boy ..... Doz. 1.00
Rubber swords w/sheath & strap ..... Doz. 2.00	Puss in boot w/sneak ..... Doz. 1.00
American swords w/sheath ..... Doz. 3.50	Rubber hot dog w/snake ..... Doz. .80
Plastic bird cages ..... Doz. 3.75	Salt & pepper living cups, each set in window box ..... Doz. 3.60
10 inch pop guns ..... Doz. 1.50	Acrobatic monkey on bar ..... Doz. 1.25
17 inch rifle cork guns ..... Doz. 2.00	Trophy loving cup on base, silver & gold ..... Doz. 2.00
Heavy maple walking canes ..... Doz. 3.50	Wetting dog at pump ash tray ..... Doz. .80
Heavy bamboo canes ..... Doz. 2.00	7 inch hula doll on elastic w/bell ..... Doz. 1.50
Medium weight bamboo canes ..... Doz. 1.50	Wind up walking bear ..... Doz. 2.75
Light bamboo canes ..... Doz. 1.00	12x18 skeleton flags ..... Doz. 2.50
Jap doll canes, per 100 ..... Doz. 1.50	8x12 skeleton flags ..... Doz. 1.60
Hatchet walking canes ..... Doz. 3.00	12x18 U. S. flags ..... Doz. 1.75
Parachute jumper w/tube ..... Crs. 9.00	8x12 U. S. flags ..... Doz. .90
Small parachute jumper ..... Crs. 4.50	
Plastic backscratchers ..... Doz. 1.75	

## BADGEBOARD ITEMS

4 1/2 inch cub hunter knives w/ sheath ..... \$1.75 Dozen	\$19.20 Gross
5 1/2 inch stag handle cub hunter knives w/ sheath ..... 2.50 Dozen	28.00 Gross
Bullet key chains ..... \$1.00 Doz.	
Celluloid cowboy & girl ..... 1.00 Doz.	
5 inch telescope w/compass ..... .75 Doz. \$ 8.50 Cr.	
7 1/2 inch telescope w/compass 1.50 Doz. 16.50 Cr.	
1 inch brass back compass ..... .65 Doz. 7.20 Cr.	
Compass w/spy glass ..... .75 Doz. 8.50 Cr.	
Musical gold trumpets, assfd. .... .75 Doz. 8.50 Cr.	
Small plush bears ..... .75 Doz. 8.50 Cr.	
Seller dolls ..... .75 Doz. 8.50 Cr.	
Midget knives w/key chain ..... 6.00 Cr.	
Midget harmonicas w/key chain ..... \$ 6.00 Cr.	
2 1/2 inch jack knives ..... \$ .80 Doz. 9.00 Cr.	
4 inch dressed dolls ..... .75 Doz. 8.50 Cr.	
Plastic rifles ..... .75 Doz. 8.50 Cr.	
Roger puzzle pistols ..... .75 Doz. 8.50 Cr.	
Small fish glasses ..... 1.75 Doz. 19.20 Cr.	
Jumbo rabbit feet, per 100 4.50	
4 inch gold crucifix ..... .75 Doz. 8.50 Cr.	
Plastic whistles ..... 2.50 Cr.	

## GIVEAWAY ITEMS

1000 assorted slum. \$6.00  
 includes combs, rubber daggers, masks w/ elastic finger traps, patience games, rosette fans, razors

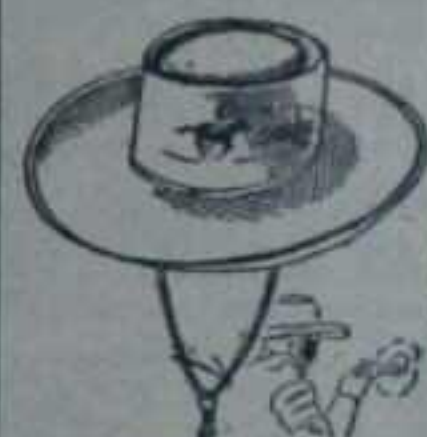
Comic hat bands ..... Per 100 \$1.50	Dangling skeletons ..... Crs. \$2.50
Cigar fans ..... Crs. 2.75	Dangling devils ..... Crs. 2.50
Ass't key chains w/ornaments ..... Crs. 2.50	Dangling Zulu ..... Crs. 2.50
Shell flower ..... Crs. 1.00	3 section telescope ..... Crs. 6.00
Feather balloon squawkers ..... Crs. 2.00	Plastic cigarette holder ..... Crs. 1.80
Celluloid bird w/suction cup ..... Crs. 3.60	Pocket mirrors ..... Crs. 1.80
3 1/2 inch harmonicas ..... Crs. 3.00	Hawaiian leis ..... Crs. 1.25
4 1/2 inch harmonicas ..... Crs. 6.00	Clown whistles ..... Crs. 1.00
Strung beads ..... Crs. 2.00	Boat fog whistles ..... Crs. 3.60
Dangling ducks ..... Crs. 3.60	Rubber jack knife ..... Crs. 3.00
Dangling spiders ..... Crs. 3.00	



18-Inch, 2,500 Shot Automatic Repeating Water Machine Gun \$7.20 Doz.

## Plastic Ukuleles

w/ colorful shoulder string, each in box \$4.80 Doz.  
 Plastic Bugles, Clarinets, Hunter Horns, Saxophones, Trombones, \$1.80 Dozen \$21.00 Gross  
 Plastic Fiddle w/ bow ..... 2.25 Dozen  
 Metal Trombones ..... 2.50 Dozen  
 Gold Bugle ..... 3.50 Dozen  
 Gold Saxophone ..... 3.50 Dozen  
 Gold Hunter Horn ..... 3.50 Dozen  
 Gold Fiddle w/ bow ..... 4.00 Dozen  
 Silver 3 Finger Trumpets ..... 2.00 Dozen



Western Straw Hats w/chin cord and band, White, Black or Assorted Colors, packed 3 dozen to a carton. \$4.50 Doz. \$50.00 Gross

## Gold Crucifix

Each in attractive box. 6 inch ..... \$2.00 Doz. 8 inch ..... 3.75 Doz. 12 inch ..... 4.80 Doz.



## Pearline Field Glasses

w/compass & shoulder strap. Large \$3.00 Dozen \$33.00 Gross. Medium \$2.50 Dozen \$27.00 Gross



Tri Motor Planes w/24 inch stick. \$16.50 Gross

## Barking Fido

He walks and barks. \$8.00 Dozen



Plush Bears w/sneak \$3.50 Dozen

## LARGE FIELD GLASSES

w/compass & shoulder strap. \$5.35 Doz. \$60.00 Gross



## 24 inch Western Double Cork Rifle

\$6.75 Doz. \$78.00 Gross



## MEN'S OR BOYS' YACHT HATS

Ass't Sizes \$3.25 Doz. \$36.00 Gr. SPECIAL FREE IMPRINT of town or resort on 2 gross order.



## 9 INCH Plush Monkey

w/Pipe on Elastic. \$3.60 Dozen



## Kiddie Felt Pompon Caps

\$2.25 Doz. \$25.00 Gross

## WHITE SAILOR HATS

Ass't Sizes \$2.25 Doz. \$24.00 Gr. FREE IMPRINT of town or resort on 2 gross order.



## HUNTER KNIVES

w/sheaths. 9 inch plastic handle ..... \$4.20 Doz. 7 inch stag handle ..... 3.00 Doz. 5 inch stag handle ..... 2.50 Doz. 4 inch cub knives ..... 1.75 Doz.

## Bee Bop Caps

w/Elastic Back. Fits all sizes. \$4.00 Doz. \$45.00 Gross





# QUALITY BEAUTY VALUE STYLE MODERN

Within the period June 11, 1953 (date when Ronson's patent and monopoly expired) until now, thanks to your continued patronage, sales of our Modern lighters have now reached 500,000 pieces. Therefore we are happy to announce

**APPRECIATION SALES**  
(only three months from date of this ad)

**FREE PREMIUM OF ONE GOLD & ENAMEL FINISH "QUEENLITE" (JEWEL OF BEAUTY AND PRECISION) LIGHTER, WORTH \$35.00, WILL BE GIVEN TO EVERY PURCHASER FOR HIS PERSONAL USE WITH THE ORDER OF 6 DOZ. OF ANY MODERN LIGHTERS. LIMIT 3 PREMIUMS FOR ONE GROSS. ABOVE THIS LIMIT ORDERS WILL BE ACCEPTED BUT WITHOUT PREMIUM.**

"MODERN"—WORLD'S SMARTEST FULLY AUTOMATIC LIGHTER is styled for maximum sales appeal and priced for maximum sales volume. It's new, it's hot, it's great, it's 75% cheaper and yet thousands of dealers, jobbers and distributors say, it's the same as nationally known lighters with the multi-million \$\$\$ advertising background.

It's precision built, assembled in U.S.A. of finest imported material, and smartly styled in graceful finishes of chrome, enamel, leather, piquein, gold, silver and Mother of Pearl.

It's an outstanding gift to "him" or "her," a treasure for Easter, Mother's Day, Father's Day, graduations, and prizes in sport, games or business. Impressive for birthdays, superb for weddings, distinctive for the year-round, and gifts for all occasions the year round.

Generous national advertising, plus precision quality and popular prices helps you pocket terrific profit. MODERN can be found on the counter of most exclusive stores as well as in coin machines. So, those of you who did not have a chance to benefit enormous profits from this remarkable product, rush your "appreciation sale orders" and put yourself on the road to prosperity not for a day or month but for year round easy and pleasant profit.

During "free premium, appreciation sale" inquiry and orders from new patrons will be welcomed. Gift and novelty retailers, specialty safesmen, auctioneers and concessionaires, store demonstrators, price users, wagon jobbers, bingo and coin machine operators, do not overlook the opportunity of buying something for practically nothing.

MANUFACTURER • DISTRIBUTOR  
**S. J. CHARIA & CO.**  
723 CARONDELET BLDG.  
New Orleans, La.

All prices include 15% Federal Tax. Postage prepaid on gross lots. Send payment with order. Credit only to well rated D & B firms. Samples must be paid in advance at prices of:

\$1.00 each #3112, 6885, 3115, 7813 & men  
\$1.50 each #16892, 17293, 14358  
\$1.75 each #16723, 14323  
Full set of samples, 19 pieces \$35.00

Ask for free catalog. Many more table and cigarette case and pocket lighter combinations available.



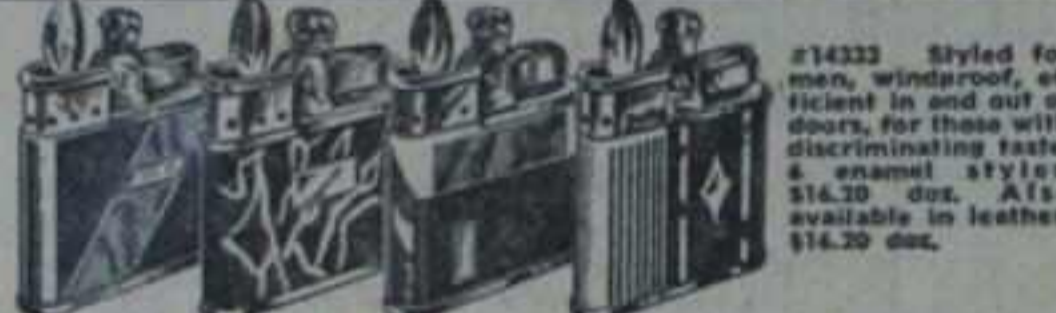
Guaranteed to out-perform world's most expensive lighters.



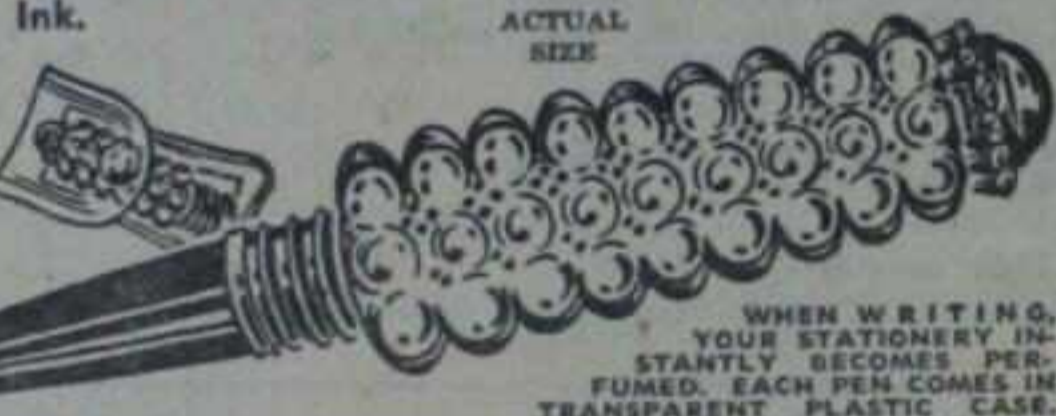
#16893 Two in one, windproof for excellent "in and out" service. Assorted gleaming chrome finishes. \$12.25 doz.



#18555 Most graceful "Thin-like Beauty." Expensive finish delights most fastidious taste. \$12.25 doz. Available also in assorted leather, \$14.20 doz.



#17293 Every smoker will fondly treasure or proudly give. High polish chrome assisted finish. Super quality lighter, \$10.75 doz.



#14323 Styled for men, windproof, efficient in and out of doors, for those with discriminating taste. \$16.20 doz. Also available in leather, \$14.20 doz.

**Pearl and Rhinestone Ball-Point Pen with Perfumed Ink.**  
ACTUAL SIZE  
WHEN WRITING, YOUR STATIONERY INSTANTLY BECOMES PERFUMED. EACH PEN COMES IN TRANSPARENT PLASTIC CASE. NO LONGER A DREAM BUT A REALITY. GIRLS AND WOMEN WILL ENJOY WRITING THEIR LOVED ONES WITH PERFUMED INK. EACH PEN CONTAINS 63 IMPORTED PEARLS AND 12 FRENCH RHINESTONES EMBODIED ON METAL CASING AND LARGE HALF PEARL ON TOP. PACKED ONE DOZ. TO A BOX. DISPLAY CARDS AVAILABLE. REFILLS AVAILABLE. PRICE \$9.50 PER DOZEN. GROSS \$100.00. REFILLS \$2.00 PER DOZ.

## FOR SALE SECOND-HAND GOODS

Continued from page 122

**COMPLETE WAX SHOW—THIRTY-NINE** figures, fully dressed in excellent condition, priced for quick sale. Palace Amusement Corp., Old Orchard Beach, Maine.

**CONCESSION TRAILER — ALUMINUM,** glass all around, aluminum awnings, bottle gas range and grill; carburetor root beer barrel; Concession Tents, 8412 Mrs. William G. Johnson, Box 547, Hennepin, Minn.

**CORRECTED DIRECT POSITIVE PORT-** able Diana F.D.Q. photo boots, practically new, must sell, price \$1500. L. Singer, 1430 Canal St., New Orleans, La. #10

**CHIME SHOWS, CRIME PHOTOS, SPECIAL** displays life size cut out figures of all gangsters; used Amplifiers, Recorders, Electric Fans; Singer Sewing Machine for canvas; ten gallons Hoberson's Flame-proofing; Showman's Art Service, 1472 Sutton, Cincinnati 30, Ohio.

**CUSTOM BUILT, DeLUXE, ALL STEEL,** Electric Street Car, Track, Motors, complete, like new. Cost \$1750, will take \$800 for quick sale. Audien Distributing Co., 2025 Jackson St., Dallas, Tex.

**DRAMATIC TENT SHOW—COMPLETE,** 50x120, 250 Chairs, 5 length 7 high Seat, Stage, Scenery, 7 kw. Light Plant, Lights, Wiring, etc. Phillips, 5717 Harkins Ave., Los Angeles 34.

**EIGHT REAL FREAK FARM ANIMALS** mounted on trailer—Caddillac to haul same, 45 ft. Banner Line, Amplifier, Tape Recorder, Mike, Ticket Box. Entire show, complete, nearly new; takes two people to operate; big success anywhere; terms, \$5,000 cash. Can be placed good territory 25 weeks this season; show just concluded 9 days at sport show to capacity every day. Edward N. Mark, Mighty Hoosier Shows, Clarksville, Ind.

**FACTORY BUILT ADULT CHAIR SWING—** 12 seats with transportation, \$800; also Aluminum Marquee. Write to Elmer Vetter, 1137 So. 25 St., Manitowish, Wis.

**FLEA CIRCUS—FULL INSTRUCTIONS,** made by Prof. Brahm, Long Beach, Calif. 1st 1100. Harry Cummings, Old Orchard Beach, Me.

**FOR SALE—SHORT RANGE, FACTORY** built on trailer, two guns, like new, \$500; two Miniature Basketball Games, cost \$400, used six weeks, will sell complete, \$100. Carlin, Fr. 2449, Buckeye Lake, Ohio.

**FOR SALE—16 SEAT FERRIS WHEEL,** complete; other items. Frischlight, Omar Thompson, 263 E. 8th, Tulsa, Okla.

**FOR SALE—BUS, EQUIPPED FOR LIV-** ing. 22 ft. inside, 10x10 Tent and Frame, reasonable. Charles Wilson, 81 North Ave., Oswego, N. Y.

**FOR SALE—DONKEY BASEBALL GAMES,** one man operation; Mike, traps, things, price \$100 on request. Seymour Mackson, 1312 Ave. N., Brooklyn 30, N. Y. #24

**FOR SALE—PORTABLE SHOOTING GAL-** lery on Ford Truck, \$2500; Photo Gallery, \$150; High Striker, \$50. Earl J. Wright, 4616 12th Ave., Sacramento, Calif. #17

**FOR SALE, SMALL CARNIVAL—TEN CAR** Allan Hershell Kiddle Ride, Bolla Place, King Amusement Fun House, No. 5 Ell Ferris Wheel, Little Beauty Allan Hershell Merry-Go-Round, 30 kw. Diesel Light Plant in Trailer with Van Truck, Tractors and Van Trailers for all rides. \$30,000 complete, will not separate. Earl J. Wright, 4616 12th Ave., Sacramento, Calif. #17

**FOR SALE—2 KIDDIE AUTO RIDES,** about one-half completed, ears and motors to complete same. H. H. Picklesimer, No. Vernon, Ind.

**FOR SALE—1 TRAIN RIDE, IN GOOD RUN-** ning condition, consisting of 1 engine and 2 cars, 22 gauge, 2,100 ft. track, 1 pair switches and ties. Reasonable. Call or write Michael Ferris, 435 4th St., Brooklyn 15, N. Y. Sterling 8-3671.

**FOR SALE—PORTABLE SKATING RINK,** 40x100, maple floor, Public Address System, Record Changer, 100 pr. asst. size Chicago Skates, Electric Drink Box, good condition. Everett Wilson, R. 2, Paducah, Ky. Phone 3-2189.

**FOR SALE—FREAKS, ALSO SHRUNKEN** Heads, Death Masks, Anatomy Models, Wood Carvings, etc. Write A. E. Beaster, 14820 Euclid, Cleveland, Ohio.

**FOR SALE—LONG RANGE SHOOTING** Gallery, mounted on 1934 Ford truck; formerly operated by the late Chester M. Van Horn. Write to Percy C. Van Horn, R. R. #4, Martinsville, Ind.

**FOR SALE—3 ABREAST AMERICAN** Beauty Merry-Go-Round and Ferris Wheel, El 212, Edward Murty, 52 Broadway, Raynham, Mass. #1

**FOR SALE, CHEAP—TWO RIGGINGS, 80** foot ladder, 16 foot night club. Write Ann Howe, Lee's Trailer Park, Revere, Mass.

**FOR SALE—SURPLUS FREAK ANIMALS,** Side Show Tent, Front, etc. Mechanical Show, Flashy Magic, No junk. Deimar Harridge, Queen City, Mo.

**FOUR KIDDIE RIDES — ALLAN HER-** shell Merry-Go-Round, Airplane, Jump, and Lucas Boat, L. B. Ross, 3035 Wash. Blvd., Ogden, Utah. #17

**G-12 MINIATURE STREAMLINED TRAIN—** Excellent condition, with trailer, twenty-five hundred, Charles Farnack, 3433 North 3rd St., Milwaukee, Wis.

**GIRL IN FISH BOWL ILLUSION (LENZ** \$20 M.O.) with free directions to make. Now with all that publicity on, under sea marriage, giant whale, frog men, this fish girl should go over big. Beautiful 8x10 banner, \$65; parade truck, mirrors, 5500 miles, sides let down for stage, \$850. Home Co., 97 Arch St., Butler, N. J.

**HONEST TO GOODNESS SAVINGS—NEVER** operated Popcorn Machines, formerly \$750; while they last, \$350. Other makes, many models, also carnivals equipment. Write your needs, ready for spring. Star Sales, 1506 7th St. N.W., Canton, Ohio. Phone 4-6822. #17

**ICE CREAM MACHINE — (TWIN HEAD** 8 qt. cap.) and Ice Cream Cabinet, also other equipment, like new. J. Pastore, 1262 Merry Ave., Bronx, N. Y. Ta 2-1749.

**JUGGLING CLUBS, 11 to 12 OUNCES, 86** each, made of tough fiberglass plastic; professionally balanced; fiberglass plastic rolling globes. Al Nichols, 1505 S. Fort Harrison Ave., Clearwater, Fla. #24

**KIDDIE BOAT RIDE—24 PASSENGER, IN** like new condition, includes portable tank. Priced to sell. Earl Pratt, Lime Lake Park, Delevan, N. Y. #10

**KIDDIE ELEPHANT SWING RIDE—14** capacity, fluid drive, perfect condition, \$620. Picture on request. Hurwood, Box 503, B. F. D. 1, Norfolk, Va.

**KIDDIE CAROUSEL — 16 HORSES, 2** abreast, all jumpers; like new, used 3 seasons ready to go. E. S. Brodley, P. O. Box 268, Magadore, Ohio. #17

**LOOPER LOADED ON TWO LOW-BOY** Trailers with tractors, ready to go; priced right; with or without transportation. Box 711, The Billboard, Chicago 1, Ill.

**MANGES KIDDIE BOAT RIDE, RUNS** on up and down track, like new, \$1500. Moore, 2250 Sarah St., Pittsburgh 3, Pa. #17

**MANUFACTURE, REPAIR, TRADE ANY** thing carnival, any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. #24

**MINIATURE TRAINS — ALL SIZES,** engines, new, used, custom built. Photos, details, \$1 bill refunded. Miniature Trains, 238 Winthrop, Rehoboth, Mass. #10

**MODERN ORCHESTRA SLEEPER BUS—** Two ton tractor, sleeps thirteen people. For particulars, inquire Dick Mango, 1640 Clarkson, Fremont, Neb. #17

**MONEY CHANGE APRONS, 10 OUNCE,** brown duck, two pockets, \$1; three pockets, \$2; four pockets, \$3. Knox, 21208 Walnut, Philadelphia 7, Pa.

**NEW TIGHT WIRE APPARATUS—PRE-** cision built, collapsible; full height, six foot, six, including 24 feet stainless steel, spliced cables; Bicycle, unicycle for wire. Many extras. Can be used for three foot practice. Sacrifice, \$150. Details, write D. Kundie, 1039 Springfield Ave., Irvington, N. J.

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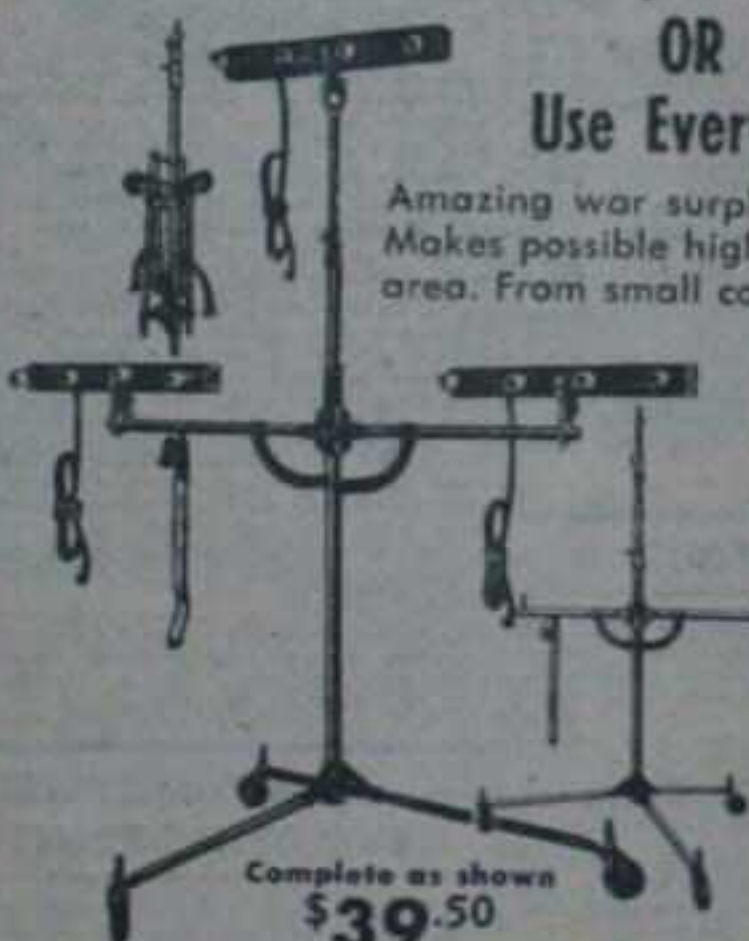
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**TRIO—ORGAN, GUITAR, DRUMS AND VO-** cals. Play anywhere; want summer location. Musician, 17 Lincoln St., Glenview, N. Y.

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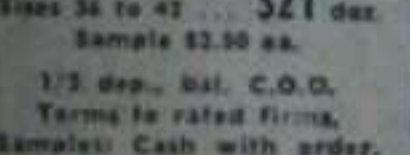
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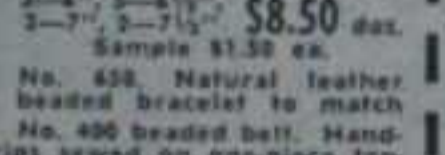
All over genuine Seed Bag Cigarette Case. Hand loomed in variety of colors, patterns. Zipper opening. \$24 doz. No. 800—Reg. size. No. 801—King size. Sample \$2.95 ea.



No. 425, 1 1/2" with 15 rows of beadwork. Natural embossed leather, hand faced, edged in white. \$33 doz. Sample \$3.95 ea.



No. 400. All over Beaded Bracelet, 12 rows solid beadwork. Beautiful hand-loomed beaded strips, Indian design. Dot fasteners. Packed 1 doz. ass'd sizes. 3-4", 5-6 1/2", 7-8 1/2". \$8.50 doz. Sample \$1.50 ea.



No. 408. Natural leather beaded bracelet to match No. 400 beaded belt. Hand-loomed beaded strips sewed on one-piece top-grain saddle leather. Beautifully embossed. Two edges hand-laced in white. Dot fasteners. Packed 1 doz. ass'd sizes. 3-4", 5-6 1/2", 7-8 1/2". \$6.75 doz. Sample \$1.00.

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32" TALL #102  
Beautiful Hand Painted. Complete with 18" Plastic Pagoda Shade. A \$39.50  
Retailer, Boy and Girl pair. \$5.50 Each

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STILL TAKING CARE OF MY CARNIVAL PEOPLE—AND I MEAN IT!  
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DON'T ENVY THEM — START ONE YOURSELF with our help.  
Ask for FREE letter samples in all colors

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BY AUTOMATIC AND ELECTRIC, INEXPENSIVE METHOD YOU VULCANIZE THE "NAMES" INTO MATERIAL IN A FEW SECONDS  
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### Roberts' Deluxe ELECTRIC BINGO BLOWER

- Will blow any weight Ping Pong Balls
- Made of Gum Plywood, covered with Maroon leatherette and trimmed with chrome
- Blower air pressure may be easily regulated
- Balls in Blower are always in full view of audience
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- Weight: 60 lbs. 34" high, 48" long, 16" wide

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America's Largest Manufacturer of Bingo Supplies & Equipment

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#### EXPANSION IDENT BRACELETS

Chrome Finish

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All \$4.50 doz. \$51.00 gross

Send \$15.00 for complete sample line. Also photo expansions, \$6.00 doz. and up, for Men, Women and Children. 20% deposit, balance COD.

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THE MOULI GRATER IS A PROVEN TOP MONEY MAKER

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Honest merchandise, well constructed means no beefs, big pass outs and repeat sales. Pleased customers help you sell. WRITE FOR PRICES and PROVEN PITCH FOR YOUR OWN SPOTS, or we will arrange bookings on good PC for good demonstrators Contact

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with it since 1907

- No. 100 Men's All Aluminum Idents \$13 Gr.
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Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8852  
Originators of the All-Aluminum Idents.

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DAY & NIGHT SERVICE

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Now for the first time you can obtain a Map Measure with built in magnetic compass on reverse side making it an even more desirable item for the motorist, camper, hunter and boating enthusiast who find a compass an indispensable unit of equipment. To use map measure simply trace along route and obtain reading by multiplying the miles per inch factor by your map measure reading. Each in sheath.

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BEN ADAMS has made up a catalog of jewelry and watches for dealers so that you may have a handy Sales Maker without too great an outlay.

#17633 \$15.00 doz., \$7.50 lots of 6, Samples \$1.50 each

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3 POWER GERMAN PRECISION FIELD GLASS DIRECTLY FROM EXCLUSIVE IMPORTER

3x38 Field Glass with 1 1/2" wide field of view, indistinctly blurred to retail \$3.95 for...  
Also available in 2, 2 1/2 and 3x power. Write for Price List and Jobber's Discounts.

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Top Quality Mottled Combs for Premiums, Prizes, Give-Aways of all kinds.

Terrific for:

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Service you can depend upon. All items stocked for immediate pick-up. All orders shipped same day as received.

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Hand painted mother of pearl set with beautiful Austrian rhinestones. **\$3.00** dozen boxed

Hand painted shoe earrings that are sweeping the country. Also available in pins. (Minimum Order 6 Dozen. We pay postage.)

We also carry hundreds of other styles of earrings—tailored and rhinestones. Two hundred styles of scatter pins in the new pink and black boxes.

25% deposit, balance C.O.D. New catalog will be ready May 15th; order yours now.

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OTHER SETS UP TO \$72.00 GROSS.  
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Barrel of 50,000 . . . size 9/16 \$49.00  
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Shipments made at once, F.O.B. factory. Freight or truck. FULL CASH WITH ORDER.

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Makes finished photos in 3 minutes. Takes and finishes 20 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 79% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

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TWIN TINY KEWPIE DOLLS. \$8.40  
All Dressed. Pair to Box. Gross Boxes

ROCKET SHIP, JUMBO SIZE. Plastic with sun dial, range finder, compass, ruler, pencil sharpener, pencils, indicator to multiply and divide. All in one. Attractive colors. Dozen . . . \$4.20

T. V. PACKAGE. 10 combs, assorted for entire family, cellophaned. Wrapped. New Colors. \$21.00  
Gross packages . . . . .

25% deposit, balance C.O.D.

**SUPER SALES CO.**  
25 E. 17th Street New York 3, N. Y.

### THE MYSTERY "JIGGERS"

Now for the first time! The hottest toy item in America Today! Jiggers! The mystery liquid with atomic action! Propels anything that floats! Proven sales more than 10 to 1 over any other action toy. Brand New! A terrific crowd pleaser! What makes it work? Attractive boxes, item containing two (2) plastic beads and two (2) plastic figures! Plus bottle of "Jiggers," the mystery liquid! Send \$1.00 for sample set or \$6.00 per dozen. Jobber inquiries invited!

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### BEAUTIFUL POCKET SECRETARY

\$6.00 dz. with retractable pen

- Three Pockets
- Detachable Note Pad
- Retractable Pen
- Heavy Gauge Plastic Imit. Morocco

Guaranteed Quality • Unusual value. Retractable Pens, \$25 gr.

Guaranteed FIRST QUALITY  
NEW FREE CATALOG OF NAME BRAND BARGAINS  
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That's what we give you in our 1954 catalogue. LOW PRICES — EXTRA PROFITS! Costume Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW!

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Cast Aluminum, 30 inches high, \$40.00 dozen. Size sample pair postpaid \$4.95

—Aluminum Red Birds, \$22.50  
—Woodpeckers, \$18.00 dozen.  
Samples \$2.00 each post paid.

**Blond Manufacturing Co.**  
All Birds True Life Color

# MERCHANDISE TOPICS

## From All Around

**Cutler & Company, New York,** says it still has a few hundred sets remaining after its special closeout sale featuring a three-piece plier set which contains one lineman's slip joint and one long-nose and one diagonal plier. These pliers, says Cutler, are made of the finest drop forge steel. The sets are being sold at a special price of \$16.20 per dozen. . . . Outstanding items featured in the new 64-page full-color catalog of the American Wholesale Premium Company, Brooklyn, are a waterfall clock with the action of a colorful waterfall, \$8.40; a chrome plated 12-cup automatic percolator, \$11.02, and a metal portable grill in Scotch plaid with oversize picnic basket to match at \$4.50 per set.

**Bell Engineering Company, Swampscott, Mass.,** announces an infra-red frankfurter rotisserie which it claims has the largest capacity for its size of any rotisserie on the market. Measuring only 17 by 20 by 27 inches, the Barbe-Cutie is able to barbecue 160 frankfurters at a time, with a capacity of 1,000 per hour. Construction is of heavy-gauge aluminum framework with glass on four sides to insure action-packed visibility. The firm claims the device maintains a frankfurter's freshness for hours and has the added features of economy of operation, minimum labor requirements and fascinating action that creates sales. Spits are also available for barbecuing of chickens, roasts, etc.

**Golf-Meter Company, Toledo,** has introduced the I.K.E. golf meter pencil, a mechanical pencil containing graduations on its barrel that tell a golfer the exact distance to the green when a player holds it before his eye and sights to the flag. This largely eliminates the possibility of using the wrong club, the firm states. The firm offers them at \$7.20 per dozen and suggests a \$1 retail price.

**Osborn Bros. Supply Company, Chicago,** claims it has perfected an inexpensive gold stylist electric pen set for the embossing of monograms, signatures, designs, etc. The set consists of an electric ball point pen, eight-foot cord with plug-in for AC outlet and small cylindrical condenser located along the cord. With each set is included a 50-foot roll of half-inch wide gold paper. Price for the complete set is \$2.50.

**S. M. Wax** has joined the sales staff of the Pico Novelty Company, Los Angeles, and will travel for the firm, calling on specialties and premium users. **Bob McDearmon,** one of the firm's owners, has left for Calexico, Calif., and Mexicali, Mexico, with a selection of new samples.

**Charlie Brand, New York,** "the rabbit foot king" is leaving for Los Angeles to process his rabbit foot. He is looking over the raw material market to enable him to make stuffed toys, stoles, capes and coats. Brand also plans to start catering to the advertising and jewelry trades with specialty tie-ins with the new mink foot and rabbit foot.

**Immergluck & Company, Chicago,** is featuring a new emergency rain rap which will appeal to housewives, office girls, businessmen, sportsmen, etc. It's an attractive, full-size poncho style rain cape and scarf fitting both men and women. Made of durable clear vinyl, it will not crack or tear and is always pliable. Compact, it is no larger than a pack of cigarettes when folded and is easily carried in purse or glove compartment. The rap is attractively packaged in a two-color sleeve with the owner's imprint.

Claimed to be two of the hottest items of the season are Smokie, the smoking pet, and Finicky Fido, the somersaulting dog. By inserting a "cigarette," 10 of which come with each Smokie, and lighting, he will actually smoke and blow rings. Smokie and the cigarettes come individually carded with complete instructions. An easy 49-cent seller. Smokies costs but \$2.25 a dozen. Extra packages of 12 cigarettes each may be had for \$1.60. Finicky Fido is called a toy, a trick and a game. Approximately three inches high and made of high impact plastic, Finicky Fido stands on a display card which has attached a small dish of "food." Press Finicky Fido's head into the dish, take your finger away, and a moment later

lands on his feet. Complete instructions are on each card and item, a 59-cent seller, comes in assorted colors. Both Smokie and Finicky Fido are handled by **N. S. Schlaifer, Silver Springs, Md.**

**Hobby Hill, Chicago,** announces a new night light for children's rooms that features a decorative three-dimensional shadow box plus a constant reminder to the kiddies to say their prayers. The light combats a child's fear of the dark yet does not interfere with sleep, since it may be dimmed to a faint glow, says Hobby Hill. The prayer, "Now I Lay Me Down to Sleep," is colorfully lithographed on a metal background in old English scripture calligraphy. The background is permanently varnished, making it washable. A three-dimensional imported china figurine (boy or girl) is mounted inside the shadow box in a prayer pose. It is handsomely decorated in full colors with lifelike detail. An on-and-off switch is easily accessible. Other features are non-glare light, six-foot cord and hardwood frame with hand-rubbed ivory finish. The night shadow box may be hung on wall or placed on a dresser, table, etc. Dimensions are 9 1/2 by 7 1/2 by 3 inches. Price, complete with standard seven-watt bulb, is \$4.95. It is also available in a plastic frame in coral, grey, chartreuse and natural wood for \$3.95.

A new all-purpose blue denim jacket is being offered by the **Sharkey Raincoat Company, Detroit,** as a seasonal special. This is designed for wear by men, women and children, and serves to meet demand for an attractive, low-priced jacket of serviceable quality. It comes with zipper front and two pockets, and is available in three sizes, small, medium and large, according to **Samuel Sharkey.**

**Organization Services, Detroit,** is promoting a handy item that should get big sales for salesmen, agents, stores, concessionaires, pitchmen, etc., a 17-pocket pass case for men and women. It is made of vinyl, having the appearance of expensive Morocco leather and will not stain or discolor. An attractive three-color display card comes free with six dozen order. It is priced at \$4.75 a dozen. . . . **Universal Electric Products, Madison, Wis.,** is featuring its Uni-Vap automatic electric insecticide vaporizer designed for sale to restaurants, amusement places, bars, etc.

**Eastern Sales Company, Akron,** is pushing its Quikoin, an attractive, fast-selling coin purse. Made of lifetime rubberized plastic this neat purse pops open merely by squeezing both ends. A big seller at 40 to 45 cents, two dozen of these purses may be had for only \$6.

The **House of Bronze** is now manufacturing various decorative and novelty clocks in an electric eight-day and 40-hour clock movement. They are featuring a horse clock with a self-starting Westinghouse license with sweep second hand to sell at \$6. . . . **Griffinlabs, Rock Hill, S. C.,** announces a line of photographic supplies that includes 3-D cameras and kits, dark-room equipment, photo frames, d.p. paper and chemicals. Also offered by the firm is a line of photo and souvenir jewelry. The firm seeks distributors and jobbers.

## Los Angeles

**Alan Hofberg** has returned from Korea and is again greeting friends at his father's store, **Murray Sales Company. . . . Gene Hoffman, of Wholesale Specialty Company,** is receiving shipments of stock that he purchased on a recent trip to New York. He has enlarged his headquarters to be in a position to display the merchandise properly. . . . **Ranch House** is now offering Hi-Shine, a new wax shoe polish that is said to dye as it shines. Hi-Shine comes in a plastic applicator that is leakproof. The product comes in black, brown and neutral, with a container, affording many shines without waste. . . . **Reo Products** announces the Swami Kloth, which is said to be permanently treated with special clearing agents, waxes and Silicone. By using the Swami Kloth, buyers are getting about 100 waterless car washes, for the Swami protects enamel, chrome and glass. It also absorbs dust. Constant use of the Swami gives a car brilliance, and makes chrome sparkle. . . . **Hema Shonner** has

come out with Stane-Off, a ne powder that is designed to remove oil drips from driveways. All that is needed is to sprinkle the powder on the concrete and wash away. Recommended for patio, too. . . . **Flip-Flop** stropper takes Gem, Eveready, Gillette and other makes of blades and sharpens them in a few seconds to give a smooth shave and save money. The stropper is designed so that the blades will not cut the stro while the blade is being sharpened. Item is plated and comes complete with pigskin stro. Available from **Speake Manufacturing Company. . . . A. B. Alexander** is offering a precision scissor sharpener that is aimed at giving a professional edge to sewing scissors or shears. It uses the same principle as a revolving carbide diamond stone. Item is equipped with a special metal guide that holds the scissors or shears to be sharpened at the correct level.

# LOOK

## AT THESE BUYS!

HOTTEST ITEMS! • LOWEST PRICES!

- 3-Pc. Rhinestone Jewelry Sets in Silk-Lined Gift Box, Doz. . . . \$ 6.00
- Retractable Ball Pens, Doz. . . . 2.00
- 5-Pc. German Saw Set, Doz. . . . 10.20
- 6-Pc. Magn. Screw Driver Set, Doz. . . . 9.00
- "Snazel Pocket" Wallf. Doz. . . . 2.00
- 52 Leather Wallet, Boxed, Doz. . . . 7.20
- \$1 "Mother of Pearl" Wallf. Doz. . . . 4.50
- U. S. Pocket Cig. Lighters, Doz. . . . 3.60
- Automatic Cig. Lighters, Doz. . . . 7.20
- 3-Pc. Carving Set, Boxed, Doz. . . . 12.00
- 3-Pc. Dresser Set, Boxed, Doz. . . . 4.20
- 5-Pc. Comb Set, Cellophaned, Gr. . . . 9.60
- 10-Pc. Jumbo Comb Set, Cellophaned, Gr. . . . 21.00
- \$1 Retail Earrings, 100 Styles, Doz. . . . 3.00
- \$1 Ret. Scatter Pin Set, Doz. Doz. . . . 3.60
- Locket & Bracelet Set, Boxed, Doz. . . . 12.00
- 3-Str. Pearl Necktie, Bracelet & Earring Set, Gift Box, Doz. . . . 12.00
- Brooch Pins, Carded, Gr. . . . 4.50
- Pocket Knives, Gr. . . . 7.20
- Needle Book w/Threader, Gr. . . . 3.60
- Salt & Pepper Sets, Gr. . . . 4.50
- Pocket Combs, Heavy, Gr. . . . 1.25
- Plastic Automobiles & Trucks, Gr. . . . .75
- Asst. Key Chain Charms, Gr. . . . 3.00
- China Figurines, Asst. Styles, Gr. . . . 3.75

MINIMUM ORDER \$15.00

25% Deposit—Balance C.O.D.

WRITE FOR LIST OF HOT SPECIALS!

## IMPERIAL MDSE. CO.

893 Broadway, New York 3, N. Y.

### DIRECTIONAL COMPASS FOR CAMPERS & HUNTERS

1 1/2" German Compass with cover, highly polished brass finish, priced to retail for . . . \$1.95

95c

**MAP MEASURE**

Imported German Map Measure, for measuring distances on maps. Fast selling lowest priced item on the market, priced to sell at \$1.75

24710

Inquire for jobber discounts and many additional models on both items listed.

**TACRO OPTICAL AND NOVELTY CO.**  
47 Irving Place New York 3, N. Y.

For . . .

### Rodeos, Circuses, Carnivals & Theatres

The Hottest

## 15c PRIZE PACKAGE

of the Century  
Candy will withstand all weather conditions.

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Domestic and imported, \$5.75 per 100-pkg. case. F.O.B. Los Angeles. 1 case free with each 10-case order to help cover freight.

25% With Order, Balance C.O.D.

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The most dazzling, the most brilliant, the greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Write for free information.

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Wholesale Distributors  
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# SPRING SPECIALS

**POLISHED ALUMINUM IDENTIFICATION BRACELETS**



**DOUBLE HEART IDENT**  
\$7.95 per gross



**MEN'S IDENT**  
\$7.95 per gross

## NOVELTIES AT NEW LOW PRICES

**FREE CHANGE APRON** HEAVY CANVAS—EXTRA LARGE POCKETS WITH \$25.00 ORDER.

ART BALLOONS	Cr. 5.75	ALUMINUM IDENTS—Ladies	Cr. \$3.60
HAWAIIAN LEIS	Cr. 1.50	BEACON MOHAWK BLANKET	Cr. 1.40
WAGGER CANES	Cr. 8.50	HORSE CLOCK	Cr. 4.00
INFANT CANES	100 1.80	LAZY BABY—16 inch	Des. 5.75
MONKEY—5 inch	Cr. 4.00	PEN SET—3 pc.	Des. 3.75
WHISKEY MUG	Cr. 4.50	CIRCUS BALLOON—11 inch	Cr. 5.00
AT BANDS	100 1.40	LASH WHIP—51 inch	Cr. 14.50
BASEBALL—Worth Special	Des. 2.75	POCKET LIGHTER—chrome finish	Des. 5.40

**SPECIAL**  
PLUSH POODLE Des. \$30.00  
Standing 19 inch, with chain leash  
PLUSH BEAR Des. 26.00  
30 inches tall  
Assorted colors—silk plush.

**SPECIAL**  
1000 PIECES OF SLUM ASSORTED FOR—\$6.75

SEND FOR FREE C54 CATALOG  
25% DEPOSIT WITH ORDER—BALANCE C.O.D.  
**OPTICAN BROTHERS**  
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# PIPES FOR PITCHMEN

By BILL BAKER

**THE PROFESSOR . . .**  
Jack Scharding, who hung up his pitcheroo cue a couple of years ago, wiggles one from his wigwam in Long Beach, Calif., where he is now in retirement and doing nothing more strenuous than winding his watch. Says Jack, "If I was 10 years younger I'd take out a kiddie carnival made up of all kiddie rides, some small kiddie shows and a few concessions and book auspices of the school boards. Why doesn't someone try this?" The professor says that he also has some pretty sharp ideas about framing some new shows that would jazz up the appearance of many a midway. He is willing to reveal his production secrets free to anyone who might be interested.

**HAPPY HELLER . . .**  
the Detroit oil huckster, comes thru with his periodical business analysis on the Motor City. "Things are still tight here in Detroit," Happy observes. The gloom bearers and the crepe hangers are beatin' on the wailing walls because they don't see anything getting any better. Those are the guys who merely took orders during the lush years. Now they find things a little rough because now they really have to sell the stuff in order to get the dough. Even my old friend and former competitor, Roberta Putti, is singing the blues. She's back in town with her rad layout." Heller wants to know if any of the boys can help him locate some Easter-egg dye. He's interested in the liquid item which should go pretty good in Sears.

**ACCORDING TO . . .**  
Husk O'Hare, the Chicago perfumer, the big automobile show which just closed there recently drew over 460,000 lookers and, altho the space available to demonstrators and pitchmen was the smallest in its history, everyone who was fortunate enough to get a spot did good business.

**"I WONDER IF . . ."**  
Madaline Ragan remembers the pitchman who helped her dispose of her trailer at High Point, N. C., in the fall of 1934? The one with the wagon wheels on it," muses George J. (Heavy) Mitchell from Grayslake, Ill. George says that he hasn't seen her since that time.

**A STORM WARNING . . .**  
is posted by Frank Curry for the benefit of any of the boys who might be thinking about parking in Tompkinsville, Ky. Frank wails that he was shaking the dust off his clodhoppers there recently when the chief of police put the snatch on him real quick like. He was carted off to the local bastille and, before he departed, some gavel knocker in a kangaroo court unraveled him to the tune of \$24.20. Need we say more? Curry says that he's opening his platform show around April 1 and will work thru North Carolina with colored talent. Pink Anderson will be producer. Curry also says that he'd like to read pipes from L. R. Earnest, Bishop Rowe, J. C. Miles and all the other boys.

**BILL BISHOP . . .**  
former gadget worker, who now manufactures the Chem-O-Cel sponge, rug and upholstery cleaner, has a newcomer working for him. The lad, Bill Bishop, is pushing the sponge to fair takes in the Detroit area.

**FRED LANDRUS . . .**  
the hawker of hocus-pocus, pens that upon his arrival home in Yoakum, Tex., he had a letter from an old friend of his, Maurice Cash, of Milwaukee. Fred says that he tramped all thru the State of Missouri with Cash in 1947 and that he was always impressed with the kind of entertainment that the latter tossed around. According to reports, Cash will take out his own med opry this summer. He bought the outfit from Mrs. Bartone, long-time devotee of the med pitch business. Mrs. Cash is now working up the itinerary and will book spots thruout Ohio. Fred also mentioned that he'd like to read a pipe from Jean Frantz, whose father was a med showman in Pennsylvania some few years back.

**SIMON WARNER . . .**  
a real med pitcheroo of the old school and his wife, Ruby, who

now spend much of their time on the river bank in the vicinity of the show grounds in Shelbyville, Tenn., observe that many of the old troupers have either gone astray or are in hiding somewhere. "All you see now are J.C.L.'s on the carnivals. Very few old pitchmen on the road," moans St. Warner says that the pitch dynasty even in his own family, appears to be terminated because his own son, Simon Jr., has been hypnotized by the magic lure of stagshows and TV cameras. There is every indication that junior is not going to follow in the footsteps of the old man's profession.

**CHICAGO MEMBERS . . .**  
of the pitch fraternity were saddened by the recent death in that city of Joe Hodgens, husband of Jane Bruce. Joe didn't work full time at the trade but, for many years, he wrote sheet and worked jewelry in quite a few spots. June is living in the Paulton Apartments, Chicago, and would like to hear from her friends.

**MADALINE RAGAN . . .**  
who has been lolling around the sands of old Miami shore for the past several months, interrupts her capricious capers long enough to pen, "Many people have asked me why I haven't piped in for such a long time, so here goes. Having lost my kid sister to cancer in Dallas last December, I have been under the weather for quite a while. Sister Mary has been here but is now headed west. We were all so shocked by the sudden passing of Leo Moriarity. He was well liked in pitch circles and our sincere sympathy goes to his widow, Mona. Ray an I had a real surprise visit from Hutch, of Hutchins Chemical Company, Chicago. We all went on a deep sea fishing trip and we really had a ball. During one of the weeks that we were here, a bunch of us took off for Cuba. We left our husbands in the States so you can imagine what a time we had with a gang that included Lil Hallstrom, Lil Tumini, Ruth Anthony, Louise Joyce, Bertha Dabney, Dottie Swartz and Mary Ragan. We plan on repeating this deal next year. Received a nice letter from Peggy Griffin, widow of the Mississippi Kid. She has been in Jackson, Miss., all winter, but has itchy feet to get back on the road. Sure glad to hear that Eunice Lance is out of the hospital after undergoing a major operation." Madaline then goes on to say that she visited the West Palm Beach Market and that it looked like a pitchman's convention. Here are just a few of the gentry who were seen hovering around the premises and cutting up jackpots: Jack Young, Frank Loger, Jack and Louise Joyce, Peco and his bride, Doc and Lillian Marvin, Doc and Mrs. Ed Ross, Chet Nerliere, Bing and his wife, Tex and Bertha Dabney, Mr. and Mrs. Buttons, Charlie McClare, Bill Boyce and Mr. and Mrs. Ray Garver. According to the Ragan gal's report, Myrtle Hutt is still holding down a Newberry spot in Los Angeles with her punch needles. Now that Madaline has set the example and given us the low down, she's anxious to read pipes from some of the folks on the West Coast—Ed Kennedy, Ronnie Payton and Dody Cody.

**AS REPORTED . . .**  
here a few weeks ago, Mr. and Mrs. Bob Noell, of Noell's Ark Gorilla Show, are now operating a full-fledged zoo near Tarpon Springs, Fla. Mrs. Noell has just sent the pipes desk a batch of newspaper clippings which indicate that their zoological venture is getting plenty of publicity and that it is going over big with the natives in and around Tarpon Springs. We might also mention that, included with the clippings, was a winsome picture of young Robert E. Noell Jr., aged about four years, in the fond embrace of David, papa and mama Noell's pet chimpanzee. It seems that some of the natural love for animals is brushing off on junior.

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### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St., Cincinnati 22, O.

Adams, Wm. F.  
Aldrich, Sam  
Allard, Maurice  
(Very Important)  
Alexander, Fay  
Allen, Capt. Frank  
Allison, Marietta  
Anderson, Rudolph  
Andreano, Frank  
Annin, Ralph J.  
Arbogast, John R.  
Ara, Bill  
Armstrong, Chuck  
Ayers, Maurice C.  
Ayers, Trouble & Ruth  
Bailey, Ira G.  
Baker, Fred  
Barfield, Willie  
Barlow, Eugene (Coat)  
Barnes, Charlie & Basu Walker  
Barnett, Joe  
Barnhart, Clyde E  
Barron, Freddie  
Beale, Fred  
Beard, Al  
Beck, Ralt E.  
Bemars, Willard H.  
Berall, Ronnie  
Bernier, Little Joe (Jew)  
Berryhill, Mrs.  
Bert, Bertha  
Bimbo, Johnny N.  
Bishop, Chas. E.  
Blackley, John Robt.  
Blueslein, Rauben  
Blumstein, Horace  
Boudreau, Ernest  
Boudreau, A. A.  
Bowen, Clyde  
Bowens, Homer Lee  
Bradford, Knoch  
Bradley, Thos.  
Bredens, Wm. Donald  
Bredwell, Paul  
Brough, Geo.  
(Metore High Art)  
Brown, Carl L.  
Brown, Emily  
Brown, Mr. Jesse  
Brown, Mrs. Lee  
Budd, Charlie  
Bullock, R. T.  
Burke, John  
Burke, Jim  
Burns, Richard K.  
Burr, Clarence  
Burrage, Frank & Mrs.  
Burridge, Mrs. Jewel  
Burris, L.  
Butler, Josephine  
Campbell, Mike  
Cassano, Sam  
Cattie, M. A.  
Carr, Kenneth W.  
Carras, Ross  
Carris, Nelson  
Cassano, Louis  
Chapman, Paul  
Chicarella, Matthew  
Clatterbaugh, J. R.  
Cockin, Calvin  
Cole, Paul R.  
Conlon, Pat  
Conover, Wm. Conway  
Conatser, Mrs. L. C.  
Conlon, P. J.  
Cooper, Mike  
Cora, Jack  
Coutrell, Mr. Gene  
Cramer, Fred  
Crouch, Barney  
Crouch, Del (Mr.)  
Crowe, Mr. Jesse  
Crowe, Ned (Heavy)  
Curles, Irene W.  
Curles, Mrs. Ruth  
Culler, Adrian F.  
Dacy, Edw.  
Davis, Jimmie (Talker)  
Davis, John Ruby  
Davis, H. C. (Cy)  
Deason, Ione (Big Bend Show)  
Deitrich, Francis  
DeLancy, Thos.  
DeLaney, Doyle  
DeLaney, Buddy J. (Pvt.)  
DeRite, Carmen  
Demes, Thos.  
Demetri, Dewey  
Deming, John Duich  
Demutrial, Archie  
DeWashory, Geoff.  
Dingus, Les  
Dinnie, Mrs. Beadie  
Doherty, Mr. Pat  
Donahue, Bobby  
Doto, Phillip  
Dowsey, A.  
Drew, Eula  
Duff, Dennis  
Dugan, J. H.  
Dunder, Mickey  
Dunn, Mrs. Elva  
Elder, Chas. Waldo  
Elliott, Mrs. Alice  
Elliott, Martha (Martha's Tent Show)  
Elliott, Ralph  
Elliott, Mrs. Ralph  
Ellis, Buster (B. E.)  
Ertinger, Jerry  
Evans, Mrs. Annie  
Evans, Sam  
Feinstein, Abraham  
Feldman, Hyman  
Ferguson, William  
Fields, Harry B.  
Finkelstein, Harry  
Finnessel, Lefty  
Finerty, Dorothy & Pat  
Fiscentena, Anthony  
Flake, Mrs. Mildred  
Flickinger, James C. (w/o J. Joyce & Camelo)  
Flower, Mildred  
Flora, Phillip V. & A.  
Forster, August X  
Frank, Tama  
Friend, Don  
Gaddie, Glenn  
Gallagher, Jack

Gambino, Johnny & Mrs.  
Garrett, John M.  
Gerstner, Edw. J.  
Gillespie, Eddie  
Gillis, (Cash Joint)  
Gillier, Marvin  
Glass, Bennie F.  
Gleason, E. T.  
Goodwin, Joe Harlow  
Gramam, Sam  
Granham, B. O. (Tiny)  
Graz, Tawna Revere  
Greb, Walter  
Griffitt, Fanny & Frank  
Gross, Frank & A. S.  
Guilano, Charles  
Guthrie, Jack  
Guzza, Mrs. Frank  
Hager, Carl (Doc)  
Hale, D. D.  
Hall, Earl Emerson  
Hall, Gennie Preston  
Hamilton, Olin Wm  
Hanson, Al  
Harper, Marshall  
Harrington, Wm.  
Harris, Pfr. Manley S.  
Harrison, James R.  
Harrison, Johnnie  
Harrison, Mrs. Kitty  
Harwood, Geo.  
Hayes, John A.  
Hayes, Wm. James  
Hazelwood, Mrs. Beryl  
Hendy, Mrs. Robt. C.  
Hendson, G. K.  
Herrington, Lawrence  
Herrington, (Jim)  
Hildebrand, Nicky  
Hill, Jack & Ethel  
Hillhouse, Griffin  
Hillman, Louis  
Holmes, McKinley  
Holmes, Mrs. Peggy  
(Midway)  
Houston, Lee  
Hudson, Fred  
Hunter, Tex & Helen  
Huffie, Thos.  
Humphreys, Clifford  
Hunker, Louis  
Hunt, Michael  
Hunter, Miss Billie  
Hutton, Tex  
Hutton, Mrs. Barbara  
Jablonski, Francis  
Jackson, Geo.  
(Whitey)  
James, Jimmy D.  
Jeffrey, Edna and  
Johnson, Bud (Revere)  
Johnson, Fred  
Jones, Ana B.  
Jones, Curtis  
Jones, W. H. (Bill)  
Jones, Willie & Virginia  
Jordan, Whitey  
Joy, Mrs. Kathryn  
Joy, F.  
Karljolo, Peter  
Kane, Mrs. Marie  
Kearns, Jack  
Kegan, Ralph & Mrs.  
Keller, George J.  
(Wild Animal Trainer)  
Kelly, Earl  
Kelly, Jack Morrison  
Kelly, Ralph O.  
Kennison, Robert  
Kerlis, Harry  
Kilala, George  
Kirk, Gladys  
Kites, Gene (Slide Show)  
Kushl, Wilfred  
Kutman, Peter  
Lally, Raymond H.  
Lawrence, Bob  
Laska, Phyllis  
Lee, Jack  
Lee, Robert  
Leedy, Bob  
Leachke, Herman A.  
(Burt Leslie)  
Lester, Noel Howell  
Levinson, Mike  
Lizovsky, Norman  
Loder, Edward  
Loren, J. A. & M.  
Logan, Mary (w/o Mrs. Ethyl Logan)  
Legatan, Shorty (Five Eater)  
Lugdan, Ray  
Luter, Marie Palmer  
McAskill, Mrs. Marie  
McCarthy, Richard A.  
McGee, Mr. Gene  
McGowan, Frank  
McLean, Albert & Mrs.  
Madison, Harry  
Mahan, Jack or Jack Ambs  
Maha, Elizabeth  
Mansion, Francis J. (Mickey)  
Marbles, Eddie  
Martin, Carl Gene  
Martin, Hal Half  
Martin, Kurt  
Mason, Harry W.  
Mauck, Joseph Barton  
Middleton, Odell & Miller, L. S. & Mrs. Margaret  
Miller, R. E. (Bobby)  
Minton, Mrs. Peggy  
Minzer, Mrs. Dolly  
Mitchell, Fred  
Mitchell, George  
Moberly, Glen  
Mohe, William  
Munich, Tammy  
Moore, Eda Lee  
Moore, Mrs. H. E.  
Muroso Sr., Tito M.  
Murray, Edward Doty  
Morgan, Chas. or  
Morgan, Mahoney  
Morrice, Joe Ed  
Morrison, Melvin

Morse Jr., Vincent & H.  
Munroe, Wm.  
Murray, Antoinette  
Myers, R. D.  
Nadruve, Gene  
Nelson, William & Mrs.  
Nerwood, Edna Luc  
Nurwey, William  
O'Brien, Thos. J.  
O'Donovan, Lawrence Patrick  
O'Neill, Tom  
Osgood, John E.  
Palay, Vincent J. & M. M.  
Palmer, Joseph  
Parise, Jane  
Parise, Joe  
Parke, CURRY Mrs.  
(Business Agent)  
PARRY, D. & Mrs. A. Spei  
Patrick, Judith  
Patterson, Mrs. Paul  
Pattison, Kathie C.  
Paulus, Paul  
Peterson, Ernie  
Peterson, M. H.  
Petire, Johnnie  
Pivelli Jr., Sebastian  
Pratt, William John  
Frenchie, Dan E.  
Preston, Opa Tom  
Pronson, Sidney  
Pruiner, L. F.  
Qualls, Mrs. Bea  
Rafferty, Mrs. Carrie  
Rahmon, Vaughn G. & Mrs.  
Ralyva, Mrs. Gifford  
Raper, William (Bill)  
Reese, Barney  
Reiler, Mrs. Lucille  
Reiser, Jean  
Reiser, Judy (Girl Show)  
Reynolds, FRED  
Riew, Warren H.  
Richard, Earl  
Rigley, Klouise  
(Darlene Lynn)  
Riley, Dan  
Rivers, Curtis  
Robbins, Mrs. Jane  
Roberts, Jack Jay & Fred Sloum  
Rose, Martin  
Ryan, Thomas A.  
Ryder, Ralph M.  
Sabin, Henry  
Sanderason, Everett & Nanon  
Schafer, Frankie  
Schenck, Robert  
Schultz, Thomas A.  
Seiler, Frances  
Seiler, H. L.  
Shaffer, C. F.  
Skagness, Martin

Shaw, William  
Shelton, Marvin  
Sherrill, Louis  
Shields, Wilmet  
(Important)  
Slom, Morris  
Smith, Willie H. or L.  
G/O Eddie Marbles  
Sorensen, Mrs. Robert  
Southern, Oscar  
Sowden, Jack  
Specht, O. L.  
Stack, Peter  
Stalling Sr., Bert & Mrs.  
Stallin, A. N.  
Stapleton, Gene  
Stoneman, Joseph & Mrs. (Plaid Shows)  
Strouler, Robert  
Stullis, Thomas  
Sutton, Whitey  
Swart, Ernest Benar  
Sylvester, William A.  
Szeganski, Clarence  
Taylor, Buddy  
Taylor, Shirley  
Thomas, Dorothy & Thomas, Howard  
Tompson, Howard  
Till, Johnny G.  
Townsend, Lester  
Trahing, Chris  
Treadwell, James C.  
Trewa, Andre  
Trenkier, Freddie  
Tutlerow, George T. & Mrs.  
Van Houser, M. B.  
Vandergriff, W. E.  
Venable, Bill  
Verdier, Mrs. Louise  
Walker, Beola  
Waldron, Wallis  
Walls, C. W.  
Walsh, Mrs. Joseph  
Patrick (Fla)  
Ward, Carl & Mrs.  
Watts, James J.  
Watkins, John Joseph  
Watkins, Johnny  
Watkins, Ralph  
Watson, J. W.  
Weakley, C. H.  
Webb, William Mira  
Weiss, John C.  
Weiss, Ben E.  
West, Ivy (W. E.)  
Wick, Alfred Chalmers  
Wilde, David & Mrs.  
Wilkins, Cyril  
Willsander, John M.  
Williams, Orval  
Williams, Tex  
Williamson, Morris  
Wood, Pete  
Woodall, Harold  
Woodward, Earnie O.  
Vale, Chick  
Young Jr., Charles  
Zimm, George  
Zustini, Rudy & Emma (Ride Owners)

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1564 Broadway, New York 19, N. Y.

Alberta, Albert  
Andrews, Jack  
Blackstone, Harry  
Boren, G. A.  
Broadbent, Belts  
Burns, Kenneth  
Canitash, Conrad  
Dunbar, La Vern  
Fair-Cloud, Princess  
Kling, Rex  
Kurtz, Ronald  
Larson, Charles  
Linden, Henry  
Miller, Jack  
Miller, Tom  
Mentzer, Alfredo  
Nesbit, Evelyn  
North, Rexford  
Phawson, Jungia  
Congo  
Rommager, Tex  
Ryan, John  
Smith, Rita  
Stone, John B.  
Thurston, Jane  
Trueman, Rose  
Wolfson, A.  
Woodman, Carl  
Wright, Will  
Wright, Jack  
Woods, Harold

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St., Chicago 1, Ill.

Anderman, Hilda  
Averill, Garfield  
Bowen, Roy  
Bruger, Del  
Burke, Lila  
Carter, D. K.  
Delor, Marie  
Greitell, "Little" Jack  
Harper, R. N.  
Harler, Lewis  
Hottle, Bulf  
Hogg, George  
Kippel, J. J.  
Mayer, Paul L.  
Mike, Whittington  
Muller, V.  
Smith, Joseph  
Tullack, Harry  
Vetrano, Peter  
White, Carl  
Zelko, Madam

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Adams, Johnny  
Alexander, Mrs. Nimmer  
Allison, J. E.  
Anderson, Gene Lyle  
Anselin, Bobby  
Rabin, Johnny & Helen  
Barfield, Willie  
Bennett, Mrs. Charles  
Bernardi, Tony  
Bickley, Gordon H.  
Elders, Nathan  
Bowers, Clyde (Looky)  
Bowers, Roy W.  
Bozza, Tom  
Brown, Wm. E.  
Byer Sr., Ollie  
Byer Jr., Ollie  
Byer, Robert & Margaret  
Byrne, Liora  
Rush, Roy  
Carpenter, Keith L.  
Cassidy, Glass Pitch  
Chabry, Charles  
Campbell, H. J.  
Chapin, Charles P.  
Childson, Dave  
Clark, Mrs. Trixie  
Cawber Mac  
Cove, June  
Culler, Louis & Rose  
Davis, Mr. & Mrs.  
DeLano, Mrs. Julia  
DeLaney, Mrs. John  
Donohue, Jack W.  
Doto, Bert C.  
Dunn, Danny  
Egan, Chief Ed  
Egan, Ray  
Egan, Mrs. Odell  
Fraker, Charles  
Friend, Mr. & Mrs. J. D.  
Garner, Lewis & Gartrude  
Geber, the Magellan  
Lobby, Mrs. John L.  
Golden Side Show  
Gaidler, Frank  
Griffith, Twelie  
Grubb, M. E.  
Hagen, Viola  
Haley, H. B.  
Hall, Edward L.  
Halligan, Leona  
Hampton, Dudley  
Harris, Frank  
Harrison, James R.  
Hartfield, Mrs. Dale  
Hayes, J. W.  
Hoyler, William  
Hunkston, Charles R.  
Hood, Mary Evelyn  
Hunter, Roy  
Hyman, Harry J.  
Immeduglia, Vito  
Jennings, Harold  
Jett, Mr. & Mrs. Blackie  
Jordan, Donald E. & Mrs. R.

Melbye, Vizzo  
Miller, Liora A.  
Mitchell, William  
Moffield, James  
Morgan, Geraldine  
Morgan, Katherine S.  
Morgan, Mr. & Mrs. Lorne  
Morgans, Clarence  
Moorhead, C. W.  
Morrison, Harry  
Murphy, Ed  
Nash, Lawrence H.  
Nelson, George W.  
Neome Jr., Melvin  
O'Connor, Thomas J.  
Olson, Mary  
Osbourne, Walker  
Pannebaker, G. D.  
Patterson, Pat  
Pearl, Walter J.  
Peppers All States  
Pierce, Wendell  
Quillman, Grace  
Rawlings, Jennie  
Rice, Warren H.  
Rendon, Robert  
Rieda, Tony  
Ried, I. C.  
Riley, Jack  
Ridgely, Mrs. Pearl  
Riss, Mr. & Mrs. E.  
Rove, Anne  
Rove, Jack  
Rumelton, Emil B.  
Saunders, O. B.  
Sellers, Jack  
Sevier, Peter  
Shadel, Dick  
Shipley, Leonard L.  
Shores, E. N.  
Silverstein, Sidney  
Simpson, C. T.  
Smith, Alvin  
Smith, Charlie A.  
Snyder, J. W.  
Stanka, George  
Stevens, Johnny J.  
Stout, Joyce Doris  
Summers, A. T.  
Swan, Walter L.  
Taylor, Mr. & Mrs. Robert  
Thomas, K. B.  
Thompson, Marion  
Therman, J. E.  
Tippis, G. E.  
Towe, Mrs. Ida  
Trueman, Virgil  
Vaughn, John J.  
Vinson, Jack E.  
Vinson, Evelyn M.  
Walker, James  
Walsh, Raymond J.  
Wannish, Solomon  
Watson, J. W.  
West, Guy  
Whalen, Betty  
White, Oscar  
White, Tex  
White, Worth  
Whitson, L. W.  
Widman, Arzetta  
Williams, Dorothy  
Williams, Dorothy (Butch)  
Williams, Jewel  
Williams, Mrs. Leo  
Williams, Ray  
Williams, Ward  
Willis, Tommy  
Wilson, Harvey S.  
Woodward, Ernie  
Woodward, Ted  
Young, Alvin  
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## Notables at R-B Premiere

Continued from page 101

men must all have been covering the circus.

### Show Whistles Obeyed

The celebrities participating in the show this year showed marked respect for the whistles of Pat Waldo, general director, and of his assistant, red-coated Bob Dover, who returned this year after a two-year Army stint. In previous years the charity performance stars showed indifference to any attempts of control by the show's staff.

### Riding Act Spared

Czeslan Mroczowski, working his Liberty horses in the Display B center ring, was spared the flashing of bulbs while he put his steeds thru a flawless performance. The photos were drawn to the back door area by a grouping of stars who had finished a walk-around, and thus the entire pink-sawdust-covered tanbark area was clear.

### Gena Ignores Injuries

Mroczowski's wife, Gena Lipowska, followed her husband, working the center ring solo as she put a striking palomino stallion thru its paces despite the fact that in the final rehearsal at Sarasota winter quarters one of the horses had stepped on her foot, breaking two of her toes.

### Kelly Gimmick Clicks

Clown Emmett Kelly's golf bag gimmick was well received at the opener, as he plodded around the arena toting a bag of clubs and a huge "Wash. D. C." label. The reference to President Eisenhower was plain enough for anyone to understand.

### Clown Band Succeeds

The clown band, ranging from diminutive Prince Paul, Jackie Gerlach and Frankie Saludo to four stilted joeys, drew laughs not only for its appearance but for its ability to harmonize to some degree. Hardest worker of the group was Otto Griebling, who thumped the bass drum in the No. 3 ring.

### Kernan in Web Rescue

Newly appointed assistant manager Walter J. Kernan went aloft in shirtsleeves after the opening spec to free one of the ballet girls who had become entangled in the web rigging. With the production cast having exited, all eyes were on Kernan and he received a fine hand for his rescue.

### Show Breaks at 12:40

Many of the box-holders started to exit before the finale, promoted by impending last-train-of-the-evening departures on the commuter lines. The show broke at 12:40 a.m., about the same as last year.

### Sellout on Wieners

The butchers sold out their supply of hot dogs during intermission, and a short while later the large Nedick's counter adjacent to

the Garden sold out of coffee and orange drinks. The hustlers inside did a fair trade with floss, popcorn, novelties, ice cream and beverages, but the society set seemed to prefer peanuts while the show was in progress.

### Elephants in Demand

There was no shortage of celebrity "elephant girls" at the R-B preem, according to Fred Klein of United Cerebral Palsy. "Everyone wanted to ride an elephant," he said. "We never expected the girls to clamor for the job the way they did."

### 2 Vet Elephant Girls

For the most part, the jumbo-riders were tyros, with only two having tried the stunt before. Jane Wyatt rode in the 1953 opener, and Dolores Gray had ridden an elephant on last year's Joe E. Brown video show. Dolores, who had taken a fall from one of the animals last year, was nevertheless eager to try it again.

### Brings Own Costume

Of the dozens of high-priced performers who paraded and rode around the arena, Ray Heatherton seemed the most in character. Whereas the others donned their fights, sequined gym suits, hip-length mesh hose, or clown get-ups for the walk-arounds, Heatherton merely did what he has been doing every weekday night: He donned the Merry Mailman costume which he wears for his daily TV show.

### Cars Give Rain Hint

Those who trooped into Madison Square Garden in a gay opening night mood had their spirits dampened when the stars of legit shows were driven around in spanking new convertibles. The cars were glistening with moisture, a tip-off to all that it was raining outside.

### "Welcome," Says Trib

"Is it really the greatest show on earth?" The Herald Tribune asked. "Well, earth is a big place. Somewhere there may be a

### LITTLE ATOM

#### World's Smallest Pistol

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ACTUAL SIZE



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zebra which gives striped milk, or... a giraffe with a bow knot in the middle of its neck. But until these wonders are found, the circus seems to represent the ultimate in curious sights and spectacular doings. . . . It is a pleasure to welcome it back again."

### Marlene Charms All

Marlene Dietrich charmed one and all as she faced the flashbulbs and public in top hat, red coat, and long legs. With Dennis James emceeing the first half of the charity program, Marlene took over later to introduce the show acts in her husky, come-on voice.

### "North's Best"

Robert Coleman of The Daily Mirror was most effusive of the critics, all of whom lauded the Big One. This edition, he wrote, is John Ringling North's "masterpiece," and also said "North has outdone himself this season. . . . In our book, this is by all odds the best version of 'the greatest show on earth' that North has produced so far."

### Spec Singer in View

Vocalist Harold Ronk was in full view this year, after previous stints as behind-the-scenes singer for the specs. Ronk used a portable mike and positioned himself beside the center ring for his vocals.

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 Birmingham Alabama Home Show, May 11-16. Joe C. Williams, Box 706.

**California**  
 Bakersfield-Kern Co. Home & Sports Show, May 5-9.  
 Los Angeles-Sportsmen's Vacation Boat and Trailer Show, April 15-26.  
 Oakland-Spring Garden Show, April 28-May 7. A. D. Dodson, c/o Bank of America, Berkeley.  
 San Francisco-Grand National Junior Livestock Exposition, April 10-15. Nye Wilson, Cow Palace.

**Colorado**  
 Denver-Denver Home Show, May 2-15.

**Connecticut**  
 Bridgeport-Better Home Show, April 27-May 2. Fairfield Co. Home Builders' Assn., D'Elia Bldg.

**Hartford-Shrine Circus**, April 19-24. Harold K. Bonnick, gen. chrm.

**Idaho**  
 Emmett-Cherry Festival, June 21-28.

**Illinois**  
 Chicago-Expo. of Modern Living, April 3-11. Grover McDonald, Navy Pier.  
 Polo-Military Days & Homecoming, June 17-19.  
 Trenton-Annual Homecoming, July 2-4. Chamber of Commerce.

**Indiana**  
 Decatur-Spring Festival, May 17-22. Lyle Mallonee, 137 S. 2d St.  
 Milan-American Legion Homecoming, June 21-26. Howard Hempling.  
 North Webster-Mermaid Festival, June 28-July 2. J. G. Herrman.

**Iowa**  
 Cedar Rapids-Home Show, May 18-23. Paul Waters.  
 Des Moines-Iowa Sports and Vacation Show, April 3-11.  
 Ottumwa-Food and Trade Show, April 6-10. Charles E. Knoblauch.

**Kentucky**  
 Louisville-Kentuckiana Home Show, April 3-11.

**Louisiana**  
 Alexandria-La. Market Poultry Show, May 20-21. L. L. Walters.  
 Gonzales-East Ascension Strawberry Festival, April 24-25.  
 Hammond-Southeastern La. Dairy Festival & Livestock Show, May 14-15. C. R. Trahan.  
 Natchitoches-La. Broiler Festival, May 14-15. Coleman Martin.  
 New Orleans-La. Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. White.  
 Houston-La. Peach Festival, June 14-19. A. K. Coff.

**Michigan**  
 Ishpeming-Centennial Celebration, July 25-31. Howard Varsil, Woodworth Bldg.  
 Vermontville-Maple Syrup Festival, April 24. Lloyd Eaton.

**Minnesota**  
 Minneapolis-Northwest Sports, Travel & Boat Show, April 16-25. F. W. Nick Kahler, 1643 Hennepin Ave.  
 Owatonna-Centennial Celebration, June 11-22.

**Missouri**  
 Ava-Kiwanis Boy & Girl Livestock Fair, June 4-5. Bill Pettit.  
 Gallatin-Davies Co. Jr. Lamb Show, June 9. Geo. H. Schmitt.  
 Joplin-Better Home Show, April 19-23.  
 Maryville-Pan-Lamb Show, June 7. Kenneth Walkup.  
 Moberly-Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.  
 Morehouse-VFW Picnic, July 3-5. Post 3174, Sikeston.  
 St. Joseph-County Dairy Show, June 12. Webb Embrey.  
 St. Joseph-Interstate Jr. Dairy Show, June 18. Webb Embrey.

**Nebraska**  
 Omaha Sports and Vacation Show, April 4-11. 2305 Dodge St.  
 Omaha-St. Alfie Festival, June 19-27. A. J. Alexander, 3411 N. 16th.

**New Mexico**  
 Portales Dairy Show, April 5-10.

**New York**  
 Haverstraw-Centennial, June 14-19.  
 Ottawa-Ottawa Rotary Vacation & Sports Show, April 17-24.

**North Carolina**  
 Winston Salem-Home Show, May 5-9. Douglas Brooks.  
 Wilmington-Home Show, May 12-18. Douglas Brooks.

**Ohio**  
 Cincinnati Home Builders' Show, April 3-11.  
 Cincinnati-Home Service Fair, April 13-15.  
 Cleveland-American and Canadian Sportsmen's Vacation and Boat Show, April 2-11.  
 Garfield Heights-American Legion Carnival, June 15-20. Bill Stredl, 3841 Boscworth Road, Cleveland 11.  
 Middletown-Spring Festival, April 26-May 1. Chas. Childs.

Toledo-Home & Builders' Expo., April 3-11.  
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Dealer Wholesale Price \$3.00 dozen.  
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## State Supreme Court Split on Game Case

Ops Argue Oregon Licensing Law Conflicts With City Ban Ordinance

By BUFORD SOMMERS

SALEM, Ore., April 3.—The Oregon Supreme Court Wednesday (31) for the second time heard arguments in a case expected to determine whether any city in Oregon has the right to prohibit operation of pinball games for amusement only (The Billboard, March 27).

There was no indication as to when a ruling would be handed down by the high court.

The case involves the 1951 Portland ordinance banning games, which the city appealed after a Circuit Court had ruled the ordinance to be in conflict with State law.

Wednesday's arguments were heard by all seven justices of the State Supreme Court. Six justices, who heard arguments last November, were evenly divided as to the validity of the ordinance.

### New Arguments

Attorney David Fain, representing Stanley G. Terry, Portland game operator who contested the ordinance on behalf of himself and other operators, developed new arguments Wednesday aimed at showing the city exceeded its authority in banning games played for amusement only.

Altho the city council is preparing to enact an ordinance regulating operation of games and setting up a license fee schedule, the case has acquired significance of State-wide scope (Continued on page 152)

## Williams Bows Major League, Baseball Game

Distributors Start Showings of New Six-Player Unit

CHICAGO, April 3.—Distributors of Williams Manufacturing Company started operator showings this week of Major League, a new six-player baseball novelty game. Sam Stern, executive vice-president, announced Wednesday (31).

Major League features animated life-like players which actually run bases, novelty play with two kinds of bonus scoring. An electric pitcher throws the balls across the plate which the player bats. The player bats each pitch to one of three ramps on the playfield. Balls batted over the fence score home runs. Pockets in front of the fence score singles, doubles, triples.

Bonus scoring is the big new feature of the game. Hitting a home run after the second out in (Continued on page 156)

## Empire Coin Named Richman Distributor

CHICAGO, April 3.—Empire Coin Machine Exchange was appointed distributor for the Richman Products Corporation, Brooklyn, Gil Kitt, Empire Coin, announced.

Empire will cover Illinois and Michigan on Richman's Pitching Practice, Mighty Mike, Air Football, Air Hockey and Set Shot Basketball.

Samples of these Arcade pieces have already been shipped to Empire Coin for display. Kitt said.

**Game Details**  
Pitching Practice, a coin-operated baseball game, is an Arcade machine in which a player deposits a coin for nine balls, throws to a batter (painted in life-size), and has his score registered for strikes, balls high, low, high inside, high outside, low inside and low outside. A catcher is depicted in life-size on the can- (Continued on page 152)

## Mull Bill in Congress To Strengthen Slot Act

WASHINGTON, April 3.—Congress is mulling a request by Attorney General Herbert Brownell Jr. for legislative action to strengthen the slot machine act. Brownell made the request last week in identical letters to Vice-President Richard M. Nixon, senate presiding officer, and Speaker of the House Joseph W. Martin Jr.

Brownell wrote that on December 7, 1953, the Supreme Court had upheld decisions against the government in three cases brought under the slot machine act. He

said the decisions declared that section 3 of the act, which requires "manufacturers of and dealers in gambling devices to register with the attorney general and to file certain information with him each month," was "not applicable to manufacturers and dealers engaged solely in intrastate activities."

Brownell went on to say that in his opinion "Congress intended that the registration and filing provisions of the slot machine act shall apply to every manufacturer (Continued on page 156)

## COIN GAMES, ARCADE UNITS

# Variety, Improved Design Keynote Production Flurry

CHICAGO, April 3.—Variety and improved design keynote the current production flurry of new coin-operated amusement games and Arcade pieces so far this year.

The variety of new, top machines should spirit sales even beyond last year's enviable record, manufacturers and distributors agreed, a spot check by The Billboard revealed this week.

"Not in 10 years has there been the wide variety of new equipment in amusement games as there has been this year. All manufacturers and distributors—not to mention operators—should enjoy a fine spring and a good year."

Thus Frank Mencuri, sales

manager, Chicago Coin Machine Company, summed up the general attitude.

### Spring Blossoming

The spring blossoming of new machines started in full force well ahead of the official advent of spring, March 21.

Williams Manufacturing Company this week announced a new baseball game, Major League. Mexico, a colorful new five-ball game with in-line scoring was premiered by United Manufacturing Company.

Last week, Williams announced Dealer "21," a five-ball novelty game, and Bally Manufacturing Company announced its new Surf Club, an in-line scoring game.

Chicago Coin started shipping

Home Run, a new baseball game, about two weeks ago. Exhibit Supply started shipping a new gun game. Genco Manufacturing & Sales Company bowed its new upright two-player Basketball several weeks ago. J. H. Keeney & Company started producing Diamond Bowler, a new six- (Continued on page 156)

## Ban Free-Play Pinball Games In Conn. County

Op Group Will Consider Case To Test Edict

BRIDGEPORT, Conn., April 3.—The Coin Machine Operators' Association of Bridgeport may challenge the legality of a ruling this week by a State's attorney prohibiting the operation of pinball games which give free plays.

James V. Fitzpatrick, president of the coin group, said the situation will be discussed at the association's next meeting April 4. A test case, he said, was likely.

Fitzpatrick said that all free-play games were converted by the association's mechanics by Thursday (1), the deadline date set by city officials.

State's attorney Loren W. Willis ordered a ban on free-play games in Fairfield County. Bridgeport is the largest city in the county.

Willis ruled that machines giving free plays illegal in Fairfield County. His ruling, it was learned at the State capitol, was based on a decision by Judge John Dwyer of Bridgeport Common Pleas Court in August, 1941, in which Dwyer ruled that a machine giving free plays was illegal because the free games constituted an inducement to play.

The Bridgeport campaign was (Continued on page 152)

## Gray Preems 3 Coin Games; Seeks Distributors

PHILADELPHIA, April 3.—The newly organized Gray Company this week went into production of its three coin-operated games—Aqua-Duck, Aqua-Polo and Play Engineer. According to Jay Gray, president, monthly production capacities are 150 for the two first-named games and 100 for the last named.

Gray said the Aqua-Duck contains a cabinet and 15 ducks floating on water. Object is to knock down the duck with water shot thru a pistol. He said the water is emitted at a pressure of 22 pounds.

Each duck is marked with a score value—there is no electric scoring. There is no limit on the number of shots, but there is a one-minute time limit for a 10-cent play. The unit lists for \$395.

### 2-Player Game

Aqua-Polo is a two-player game, with three balls on water. Object is to shoot the balls thru the opponent's goal. This game also has a one-minute time limit and sells for \$395.

Play Engineer is a Shuffleboard-type game, with score kept by miniature railroad trains which move according to the shots made by the players. A New York to California map is the scoreboard, with the first player to reach his destination the winner. List price is \$295.

Gray said he is in the process of naming distributors, with Col. William J. Rollo already selected to handle Florida sales from his Hollywood, Fla., headquarters.

## ROUTE TO SUCCESS

# Game Op Lands 400 Spots in Five Years

By ROBERT LATIMER

DENVER, April 3.—A likely candidate for the title of "busiest amusement machine operator of the year" is Paul Brower, head of Amusement Machines Company.

Brower, who went into the coin machine industry almost immediately after his discharge from the Navy in 1946, operates a string of 400 machines, primarily five-balls and amusement devices, thru the greater Denver area. No location is more than 10 miles from his headquarters.

In covering this route, he spends long hours and in one month rang up 2,500 miles on his speedometer "without once leaving the city limits."

Well aware that with current operating costs and licensing difficulties, it requires a supermarket-like volume in order to show desired profit, Brower has carefully exploited every avenue in amusement machines, tested every new development on the market and thus has developed a route

which involves some 25 different varieties of coin-operated machines.

As this was written, Brower was handling his own repair, inspection, selling and placement responsibilities, after the loss of two men who had been on the payroll for several years. One, a top-notch electrician, was siphoned off by the government for construction work at Guam, while the other, a veteran of many years with pinball machines, passed away after a short illness. Currently, Brower is biding his time, awaiting the return of his "Guam representative" and looking for a likely trainee.

### Arcades First

Because of a peculiar chain of circumstances, Brower found Denver to all extents "virgin territory" when he first set his sights on an amusement enterprise. Due to the retirement of two Denver Arcade operators during the war, and dissolution of the companies involved, Brower found the way clear to set up Arcade installations as a starter.

His first triumph was the concession at Lakeside Park, one of Denver's largest summer amusement centers, which traditionally offers a Penny Arcade and several dozen developments in amusement machines to its patrons. Brower took this over without (Continued on page 152)

## BUSY JENNINGS FIRM

# Carroll Confirms Sale; Says 'I'm Sole Inventor'

CHICAGO, April 3.—The sale of O. D. Jennings & Company was confirmed this week by Wallace E. Carroll, of Simpson Electric Company, Chicago, who was reported to be the head of a group of investors making the purchase (The Billboard, March 27).

However, according to Carroll, he is the "sole inventor" in the Jennings firm. The purchase price, he stated, was "about \$1,500,000."

Carroll stated that the present Jennings organization and policies will continue as before. He said the name of the firm will be changed to Jennings & Company.

A milk vending machine, under development by Jennings for several years, is presently being field-tested in the Chicago area, Carroll disclosed.

No further details could be learned at the present time.

Carroll said that he is also owner of three other Chicago firms: Walsh Press & Die Company, Porter Manufacturing Company, and the Size Control Company.

## Truck Rate Hike to Hit Coin Mfrs.

CHICAGO, April 3.—An increase in trucking rates scheduled for April 7 will directly affect manufacturers and distributors of amusement games, juke boxes and vending machines who utilize trucking services to as far as Pittsburgh, Buffalo and Charleston, W. Va.

The Central States Motor Freight Bureau reports that the first hike will be a 10 per cent raise in "class" rates covering "less-than-full-truckload" shipments of manufactured articles. Another increase, due about a month later, would affect commodity rates covering goods like iron and steel that move in full loads.

## United Unveils Mexico, New 5-Ball Game

CHICAGO, April 3.—Mexico, a new five-ball game with in-line scoring, was announced this week by United Manufacturing Company.

Billy De Selm, sales manager, explained that the unit is equipped with a new double selection feature: Select-A-Number and Super-Selection. For Super-Selection, a player presses one of four buttons for his choice of extra ball, 4-in-line scoring 5-in-line, both Super cards or both Special cards.

Light-A-Name is also a feature of the new game. "Mexico" lighted scores four-in-line, "Mexi" scores three-in-line.

### Operation Features

There is a center card, two Special cards and two Super cards. A number-selection knob can be turned to light up the following numbers in the center card: 16, the center number, or 19, 20, 21, 22, the four inside corner numbers.

When Super cards are lit, three-in-line scores four-in-line, corners score five-in-line. When Special (Continued on page 152)



## NATD Convention: Jobbers Expand Vending Horizons

### Vending Session Hears Tobacco Jobbers Score Location Selling

CHICAGO, April 3.—Tobacco jobbers are expanding their vending horizons, going into packaged vending service and offering their accounts all types of automatic merchandising services.

That point was emphasized here this week during the annual convention and exhibition of the National Association of Tobacco Distributors.

To expose its membership to the opportunities in automatic selling, and to provide those already in vending with equal opportunities for exchanging practical know-how, NATD held a two-hour-long vending session Wednesday (31) which drew some 200 delegates.

A panel presentation, presided over by Charles J. Cooper, president of Cooper Tobacco Company, Inc., Lancaster, Pa., dealt with a wide range of vending topics from direct sales to the problem of handling an expanding number of brands.

On the panel were Robert Z. Greene, president of the Rowe Corporation; Burnhart (Bip) Glassgold, sales manager of Stoner Manufacturing Company; John C. Klosterman, president of John C. Klosterman Company; James Teahan, vice-president of Eastern Electric, Inc.; Dan Canalos, of the George Canalos Company, and Arthur Schultz, president of the Arthur Schultz Company.

Greene, Glassgold and Teahan represented companies producing automatic merchandising equipment; Klosterman, Canalos and Schultz are tobacco distributors with sizable vending machine operations.

In brief, the discussion developed these major points:

1. The tobacco distributor should be in vending even if he let the automatic selling.

(Continued on page 155)

## Pepsi Steps Up Drive To Back Park Spots

### Cup Vending Ops Can Pay 15% Down for Equipment, 24 Months to Pay at 5%

NEW YORK, April 3.—The campaign of Pepsi-Cola to make cup drink vending locations of the nation's amusement parks enters its second year this month, with the announcement by Paul Little, manager of Pepsi's cup vending division, that the drive will be stepped up in the next few weeks.

In most cases, Pepsi will work thru established operators in financing equipment for amusement park locations. When an operator is not available to handle the location, Pepsi will finance the equipment directly for the park operator.

Vending operators are required to put 15 per cent down and are given 24 months to pay the balance—at a simple interest rate of 5 per cent. Pepsi has agreements with the following vending machine manufacturers on the financing of equipment: Apco, Spacarb, Cole Products and Rudd-Mellikan.

#### Exclusive Cola

The operator availing himself of this plan agrees that the venders be painted Pepsi blue and carry the company's shield. He further agrees that Pepsi shall be the exclusive cola drink, tho there are no limitations on other sirup fla-

vors if the venders contain more than one column.

Last year Pepsi reported that an average of 1,500 extra cups were sold each day at one park, representing an additional five-month gross of \$22,500.

Pepsi's pitch to the park operators is that no attendant is required and venders will earn profits over more working hours and in locations that do not now justify the erection and staffing of a refreshment booth. They are plugged as a supplemental drink unit.

Little believes venders will absorb the overflow when refresh-

(Continued on page 154)

## Instant Coffee In New Gains; Boon to Ops

### Over 1 in 5 Cups Consumed in U. S. Now a Concentrate

NEW YORK, April 3.—Coffee concentrates, which have been increasing steadily in popularity since 1945, experienced a record upsurge in consumer demand during recent weeks as a result of climbing cost of the roasted product.

Soaring sale of the instant brands for home use means that even more Americans will develop the habit of using it as a steady diet; this will mean a constantly broadening plus-market for venter operators who find even more enthusiastic acceptance of their product.

Coffee industry spokesmen es-

(Continued on page 155)

## Resume Output Of Silver-King Coffee Vender

### Continue to Mfr. Coan Mach.; Ready 2 New S-K Models

AURORA, Ill., April 3.—Silver-King Corporation announced resumption of coffee vender production under its own firm name, at the same time continuing output of U-Select-It Jr. models for Coan Manufacturing Company.

Adolph Theis, Silver-King president, said that re-introduction of the S-K Coffee Pot in no way affects the agreement with Coan. Both units, identical in specification and price, come off the same assembly line. The Coan model, formerly \$499, has been reduced

(Continued on page 154)

## GREENE TELLS JOBBERS:

### Look to Cig Vending; Expand Present Routes

CHICAGO, April 3.—If the tobacco distributor is not in automatic merchandising, should he get in?

If already in vending, should he expand?

The questions, and their answers, keyed the talk by Robert Z. Greene, president of the Rowe Corporation, at the NATD convention here this week.

Greene's address, delivered at a

Wednesday (31) morning session devoted to automatic selling, was titled "The Adaptability of the Tobacco Distributor to Commercial Vending." He told assembled wholesalers: Tobacco jobbers were among the pioneers in automatic merchandising, and yet considerably less than one-half of all job-

(Continued on page 156)

## Vending's Biggest Consumer Promotion Now Underway

### Save-a-Match Plan Tests in Five Cities Set; Top Retailers, Ops Participate

By AARON STERNFIELD

NEW YORK, April 3.—The most ambitious consumer promotion in the history of vending—a plan involving thousands of venders, millions of consumer dollars, and some of the nation's top retail establishments—is underway.

Within the next few weeks, operators with 18,000 cigarette venders in five widely scattered cities will participate with leading retailers in their communities in the Save-a-Match plan. It works like this:

The operators stock their venders with matchbooks worth either a nickel or a dime (depending on the city) toward any purchase

made in a list of local retail establishments participating in the plan. The books may be used to apply to all purchases of \$1 and more, and up to 10 per cent of the total value of the purchase.

#### Greene Is Principal

The plan is the idea of the Save-a-Match Company here, headed by Larry Wurman, Reading, Pa., cigarette operator and tobacco distributor. Wurman is a brother of Harry Wurman, president of Bayuk Cigars, Inc. Robert Z. Greene, president of the Rowe Corporation, is a sponsor of the plan.

Boston was the first test city, with matchbooks being dispensed thru cigarette venders at the rate

of more than a million a week since early March. This week Worcester, Mass., is being added to the list, with Save-a-Match plans due to start in Houston, Providence and St. Louis in the next two or three weeks.

Wurman said the promotion is open to all operators, with nearly all the Boston cigarette venders participating.

#### Additional Revenue

The first chore of a Save-a-Match representative in launching the plan in a community is to convince leading stores in the area that participation will mean additional revenue to them. Each store participating in the plan is

(Continued on page 154)

## NATD 'VENDER SHOW'

### Bow New Models; Cig Mchs. Key Exhibits

By FRED AMANN

CHICAGO, April 3.—Cigarette venders, their selectivity range both brand and price-wise, automatically took precedence over the vending machine phase of exhibits at the NATD convention this week.

Closely following were candy and coffee machines. Cup and canned soft drink venders also drew attention, while one firm debuted a new line of bulk vending units for visiting tobacco-men. (See separate stories this section.)

Automatic merchandising displays leaned heavily toward new, improved and "just-in-production" cigarette equipment. Eight manufacturers keyed their exhibits to at least one to catch wholesalers' attention. One firm, National Vendors, conducted a special survey among visiting jobbers and non-wholesale operators to determine vender pack price range preference: Consensus

was that the two-price system was sufficient in States where the tax was less than 4 cents a pack; the three-price range was preferred where State levies ran higher.

However, the price reduction by one brand this week (see separate story) may result in similar moves by other cigarette makers, thus making a re-evaluation of the best pack price range necessary in different areas, National's Tom Hungerford noted.

#### Cig Models

Highlighting the cigarette displays was Smokeshop Corporation's brand new 18-column electric model; Rowe's 11-column electric Commander model scheduled for summer delivery; Stoner Manufacturing Corporation's new 7-column manual machine, and Eastern Electric's improved wiring panel.

Lehigh Foundries accented its Ad-A-Unit equipment for attach-

(Continued on page 156)

## Burry Buys Stock Of Le Roy Foods

### 12-Pack Ice Cream Vender Is in Works; Tests Underway; Drug, Mkt. Locations Seen

ELIZABETH, N. J., April 3.—The Burry Biscuit Corporation this week announced the purchase of all the capital stock of Le Roy Foods, Inc., Brooklyn, producer of an ice cream sandwich specialty line. Le Roy pre-packages and distributes sandwich wafers for filling by ice cream manufacturers.

President George Burry said that the move would be accompanied by an exploration of the vending field. A company spokesman added that Burry was currently working with a large vending machine manufacturer in developing an automatic merchandiser which would vend Family Treats, a box of 12 individually-wrapped sandwiches.

The package is six inches by four inches by three inches, probably the largest ice cream package ever to be automatically

merchandised. Field tests are currently being made, but the spokesman could not disclose how many venders were being tested and where the tests were being conducted.

#### Drugstores, Supermarkets

He explained, tho, that the Family Treat vend was designed primarily for take-home sale, with locations probably being drugstores and supermarkets. The firm is also experimenting with wrappings for its vending pack.

The Le Roy specialties are filled by the ice cream firm's patented Le Roy "fill-and-freeze" method.

The chocolate wafers are baked on 350-foot band Burry ovens, then pre-packaged thru a battery of patented machines. After suitable outer packaging, the pre-packaged sandwiches are shipped

(Continued on page 156)

## Can. Dry Buys Bottle Mchs. in Own Test Op

NEW YORK, April 3.—A pilot program of bottle vender operation was announced this week by Canada Dry as "another important step in a long-range campaign to widen the consumption of ginger ale as a refreshment beverage."

Willbur M. Collins, vice-president, in explaining his firm's aims, stated: "Bottle vending machines are by no means new, but in the case of ginger ale, we first had to cultivate a popular taste for it as

a soft drink. Now that we have gained . . . acceptance in the home market, the next step is to develop the large market of consumers away from home."

Collins pointed out that Canada Dry sirups have been used for some time in beverages vended thru cup machines. But the new program differs in that the vend-

(Continued on page 155)

## Stoner Features Cig, Coffee Mchs. At NATD Meet

CHICAGO, April 3.—Stoner Manufacturing Corporation showed its full line of in-production venders at the NATD convention. Drawing major attention were its recently introduced seven-column manual cigarette machine and the new Stoner Cafe coffee vender.

Also exhibited were the firm's six-column candy and Model 80 four-column pastry machines.

The cigarette unit, priced at \$155 including stand and fluorescent lights (base price of \$135)

(Continued on page 155)

## Union News V-P To Be Honored At Gotham Fete

NEW YORK, April 3.—John R. Kehoe, vice-president of the Union News Company, operator of venders in some of the nation's largest transportation depots, will be honored Thursday (8) at a Waldorf-Astoria dinner sponsored by the National Association of Christians and Jews as a salute to brotherhood for members of the tobacco and candy industries.

Ira Katz, president of the Metropolitan Tobacco Company, is chairman of the dinner. Principal speaker will be Francis W. H. Adams, New York police commissioner.

All proceeds from the \$100-a-plate dinner will go to the National Conference to promote good will and understanding among Protestants, Catholics and Jews.



FOOD FOR 500

VenDime Opens Second N. Y. Office Location

NEW YORK, April 3.—The VenDime organization Thursday (1) opened its second mid-Manhattan office feeding installation at the American Lumberman's Mutual Casualty Insurance Company at Madison Avenue and 44th Street here.

The insurance firm employs about 500 persons, most of whom work on the 17th and 18th floors. The automatic cafeteria is on the 18th floor, with 15 tables and a large banquet table and seating room for 100 employees. The cafeteria area is 30 feet by 44 feet. As in the opening of the Franklin Stores location in February, meals were on the operator opening day. The vending battery at Lumberman's consists of a Spacarb four-drink cup vender, a Bert Mills coffee machine, Fred Hebel ice cream vender, Stoner cigarette, pastry and candy vendors, and a changemaker.

Sandwich, Milk Units

On order are a Stoner sandwich vender and a Vendo milk machine. In the meanwhile, VenDime is using a refrigerator and the honor system to pinch hit for the milk machine.

Before the installation was made, a survey of 400 employees was taken, with 225 replies. Here are the survey results:

About 80 per cent indicated they would eat in several times a week. The following Canada Dry sirups were preferred in the following order: ginger ale, cherry, root beer and orange. Some 91 per cent said they would buy coffee from a vender, and 100 per cent said they would be willing to pay a dime.

40% for Milk

About 40 per cent said they would buy milk from a vender. Vanilla was selected as top ice cream choice, followed by chocolate, strawberry, banana and Fudgicles. In pastry, chocolate cup cakes were favored, followed by Danish strips, sugar donuts, Danish buns and pound cake.

According to Gerald McClosky, VenDime partner, supplies will be delivered directly from the bakery to the pastry vender every other day, with the delivery man having a key to the vender and servicing the unit himself. When the sandwich vender arrives, the same system will be used, with daily servicing.

Venders, dining tables and the dining room will be the responsibility of the cafeteria matron, a regular employee of the insurance company. The matron will clean the machine cabinets daily.

Loeffler to Supervise

Bob Loeffler, McClosky's partner, will supervise the location with daily visits. Supplies will be stored in the vendors and in the

Franklin Stores location, a 10-minute cross-town cab trip away. The operating company owns no vehicles, operating with direct supplier-location delivery and using storage facilities in one location as a central warehouse.

The Lumberman's location gets no regular commission, VenDime will contribute 2 cents of every cup drink sale (vending for a dime) to the firm's women's club treasury. Other contributions may be made to the organization, depending on the location's volume.

Guy A. Lee, head of the insurance firm's operation management department, said Lumberman once gave a 15-minute coffee break for employees, but discontinued the practice when the employees indicated they would prefer to dispense with the break if they could have a shorter work day.

2 Lunch Hours

The firm has two lunch hours, from 11:45 to 12:30 and from 12:35 to 1:30. In addition, company meetings will be held in the cafeteria mornings, with personnel free to use the vendors, and 600 persons in the course of a month will use the cafeteria room for evening meetings. Other than for lunch and company meetings, employees will not be allowed to go to the cafeteria for snacks.

Ice cream is currently stored in two carriers next to the vender, but McClosky said he would put in a freezer if the traffic justified it.

Al Glazebrook, Canada Dry sales executive, was on hand for the opening of the location.

National Slug In Production On Refunder

ST. LOUIS, April 3.—National Slug Rejectors, Inc., is now in production on a penny refunder which will enable automatic merchandising machines to dispense products at odd-cent prices.

The 6600 Series Electric Penny Refunder enables an operator to sell at odd-cent prices without requiring customers to insert pennies. The refunder features a hopper-load with an inventory of 2,000 pennies. The mechanism has a simple plug-in installation with front, side or inside mounting. Price change adjustments can be made on location.

The refunder can be used in connection with any other National electric coin mechanism. National said location tests showed machine sales increased a minimum of 10 per cent when the refunder was used.

Cig Ad-A-Unit Price \$45-\$50

CHICAGO, April 3.—Ad-A-Unit, in both cigarette and cracker models, keyed the Lehigh Foundries, Inc., exhibit at the NATD meeting this week. Robert DeWalt, assistant manager of the Vendor Division, said in the cigarette model the straight single-coin quarter machine lists for \$45, the two-coin unit, \$50. Both have a 69-Parliament or regular and/or king-size pack capacity.

According to DeWalt, between 2,000 and 3,000 cigarette Ad-A-Units have been shipped since their introduction. He said that an operation in Bethlehem, Pa., is currently experimenting with installations in large apartment building lobbies. The units are wall or stand-mounted, installed in groups of four or five to offer greater selectivity.

Lehigh's cracker model is now going into volume production. DeWalt stated that price of the unit, called Hav-A-Snak, has not yet been set. Capacity is 90 packs in two regular and two shift columns.

Both attach-on units come in right and left hand models, come with chrome finish doors for \$5 additional.

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 14, ILLINOIS

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

UNEEDA CIGARETTE VENDORS

Model E, 6 cols., 168 cap. \$ 75.00  
Model A, 6 cols., 180 cap. \$ 87.50

ROWE CIGARETTE VENDORS

Imperial, 6 cols., 180 cap. \$ 85.00  
Royal, 10 cols., 400 cap. \$ 110.00  
Royal, 8 cols., 320 cap. \$ 100.00  
President, 10 cols., 475 cap. \$ 135.00  
President, 8 cols., 380 cap. \$ 120.00  
Crusader, 10 cols., 475 cap. \$ 150.00  
PX CIGARETTE VENDOR, 10 COLS., 380 CAP. \$ 140.00  
DUORENIE CHAMPION, 9 COLS., 425 CAP. \$ 100.00

CANDY MACHINES

Rowe Candy Machine, 125 Bar Cap., 8 col. \$ 85.00

SPRING SPECIAL

Uneeda Candy, Wall Model, 120 cap. \$62.50

SODA and COFFEE MACHINES

Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors  
WRITE FOR INFORMATION  
Our Paints are VENERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.



SPECIAL! Uneeda Model 500 9 COLUMNS 350 cap. \$95.00

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW... RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

CONCESSIONAIRES

Closeout of non-coin operated, popular make Popcorn Machines in original cartons. Reliable and attractive. Original price \$79.50 Sacrifice \$22.50

Immediate Delivery on HMS Penny-Nickel Combination, \$16.50 Ea., 100 or more; \$16.95 Ea., less than 100 (Packed 4 to case)

Filled capsules for Victor's Baby Grand, \$22.50 per 1,000, f.o.b. Shipyn.

Write for our circular on Victor models. Also our complete charm and merchandise list.



Pioneer VENDING SERVICE

590 Albany Ave., Brooklyn 3, N. Y. Phone: PResident 4-5358



Have Newer CHARMS!

NEW DESIGN NEW IDEAS NEW FINISHES Send 35¢ Complete Sample Kit... National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2528 Mission Street Pittsburgh 3, Pa.

HERE AGAIN!!! VICTOR'S TOPPER

The world's finest bulk and charm vender \$50.00 per case of 4, less than 25 cases. \$48.00 per case of 4, 25 cases or more. We stock the complete line of Victor vendors.

H. B. HUTCHINSON JR. 660 North Ave., N.E. Atlanta 6, Ga. Tel.: Emerson 4300

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL New LOW factory prices

Bubble Ball Gum, 140-170 @ 210 ct. 24¢ lb. Chew-a-Vend Ball Gum, 140 @ 210 ct. 40¢ lb. Chew-a-Vend Chicks, 275 @ 45¢ lb. Chicle Chicks, 320 @ 520 ct. 36¢ lb. Bubble Chicks, 320 @ 520 ct. 30¢ lb. These LOW prices F.O.B. factory 130 lb. lots. AMERICAN CHEWING PRODUCTS CORP. 1000 Pine Street, Newark 4, N. J.

READY FOR DELIVERY NOW! 1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER Featuring the new Silver Streak BRUSH HOUSING

COIN MACHINE EXCHANGE 1012 Milwaukee Ave., Chicago 22, Ill.

GIVE TO DAMON RUNYON CANCER FUND

Nu-Matic to Be Sales Agent of Frank Vender

NEW YORK, April 3.—The recently organized Nu-Matic Machines, Inc., here, headed by Sam Manchel, Harry Gerstein and Joe Erens, has been named sales agent by McCann's Engineering, Glendale, Calif.

Production started this week on the unit; a tentative list price of \$1,214, f.o.b., Glendale, has been set, with first deliveries scheduled in 30 days.

The vender holds 78 hot dogs in vending position, with space at the bottom for a reserve supply. The franks are electrically cooked with two electrodes piercing the meat. They are wrapped in wax paper and placed in cardboard containers. According to Manchel, the heat is conducted only to the frank.

Weight, Dimensions

Dimensions are six feet high, two feet wide and two feet deep; weight is about 350 pounds. Construction is all steel. While the unit is electrically operated, it has a gravity feed.

Manchel said the vender has been field tested in Glendale and that a pilot operation of 15 or 20 units will be set up in the New York area. Plant capacity is about 500 vendors a month.

He added that an arrangement with a supplier is pending.



### Money-Making, Money-Saving IDEAS FOR OPERATORS!



## Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

# Northwestern



## L&M Drops Price; To Retail for 27c

NEW YORK, April 3.—The first major cigarette price break in a long time occurred this week when Liggett & Myers Tobacco Company announced the new manufacturer's price of L&M filter-tip cigarettes as \$10 a thousand, subject to the usual 10 per cent dealer discount. This is about \$2 a thousand less than the old price.

This means that in the New York area, the retail price of the brand will drop from 31 cents to 27 cents. The reduction was apparently brought on by the introduction of R. J. Reynolds' filter-tip, king-size Winstons in the New York and Boston markets last week.

The reduction could aid operators in this area. With L&M's

selling in the same price range as Parliaments and Kents, only multi-price venders can handle these premium-priced brands. The possibility of putting a premium-price brand into a single price vender and taking a beating, or splitting the beating with the location, was out of the question.

### 3 Alternatives

With a retail price of 27 cents for L&M, the operator has more room for play. These alternatives are open: He can vend for 25 cents, splitting the 2-cent reduction from 27 cents with the location. He can vend for a straight 30 cents if his equipment is able to dispense at two prices. He can also vend for 30 cents with pennied packs.

While the 2 cents over standard brands does present mechanical problems, the differential certainly presents less problems than a 6-cent differential.

L&M said the reduction reflects "nationwide demand" for the brand, which has been on the market for less than three months.

### Penny More

The price reduction has L&M's now selling for a penny more than the two lowest-priced filter-tips, Viceroy's and Winstons.

Officials of other cigarette companies would not comment on the price drop, the Philip Morris denied that it planned to make any price changes.

But whether or not cigarette firms plan immediate price changes, the possibility is strong that in the most-highly competitive markets, changes will come.

One official admitted that the industry is in a state of flux in regard to prices and that an eventual re-alignment may be in the offing.

### STOREY TELLS

## How Bulk Op 'Bottles' Up New Locations

DENVER, April 3.—New stops for bulk venders can be gained by keeping in touch with local bottling plants, according to William Storey, a local operator who has built up a route of 205 nut venders by maintaining such contact.

Storey, a physical education instructor during the day, operates a spare time route, described in a special feature in the April Vend, sister publication of The Billboard. He started with 10 penny nut machines which he bought as a "profitable hobby."

But like most other neophytes starting in a metropolitan area, Storey found many of the good potential locations "taken." A solution presented itself when, upon discussing the future with bottling plants thru the Denver area, he found there had been a sharp increase in placement of drink venders in the city.

The germ of an idea was born. Acting upon it, Storey found that most of the bottlers did not object to giving him the addresses of new vender locations. And in almost every instance, he discovered that there was no bulk venders of any sort in the spot.

Included in the string of new stops which Storey thus "bottled" up for himself were service stations, small neighborhood stores, confectioneries, industrial plants, small factories, warehouses, taxi stands and a long list of retail stores of every type.

The most unusual locations which Storey has sold are the shops of television repair organizations. Following recent trends, these are usually large, well-equipped "wholesale" repair organizations with from 12 to 30 employees.

Now seldom does a new beverage vender go into a Denver location without an immediate follow-up by Storey with the offer of a bulk machine installation.

## Lily Breaks Sales Marks

NEW YORK, April 3.—The Lily-Tulip Corporation, a major supplier of cups to the vending industry, broke all previous sales records last year, according to the annual report issued this week.

Sales for 1953 topped the 1952 figure by nearly \$8.6 million, with total sales of \$58,606,488, compared with \$50,017,905 the previous year.

The report pointed out that January and February sales this year were ahead of the previous year's total, that "spot checks by distributors generally indicate a healthy situation" and that "assuming seasonal summer weather, there is good reason to anticipate a satisfactory volume of business in the current year."

Net earnings in 1953 were \$3,077,865, compared with \$2,676,695 in 1952. The firm's current machine building program, expected to be completed early in 1955, will be centered principally in the Springfield, Ill., plant.

## Pepsi Net Rises 41% Over 1952

NEW YORK, April 3.—A 41 per cent increase in net income for 1953 over 1952 was reported for Pepsi-Cola this week by President Alfred N. Steele. Last year's net was \$5,476,882, compared with \$3,880,362 for 1952.

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 12 & 24 Comb.	\$12.00
N.W. 239 12 Perc.	7.00
N.W. 233 12 Perc. B.G.	7.00
Master 12 Bulk Perc.	7.00
Master 24 Bulk Perc.	7.00
Master 12 & 24 Bulk Perc.	7.00
Columbus 12 Bulk	7.00
Silver King 12 B.G. w/ Motor	7.00
Silver King 24	7.00
Exhibit Post Card (Metal)	15.00
Advance 20 12 B.G.	7.00
Advance 211 Mide	7.00

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5.00
Pistachio Nuts, Vender's Mix	5.00
Pistachio Nuts, Shell	5.00
Cashew Whole	5.00
Cashew Butts	5.00
Peanuts, Jumbo	5.00
Spanish	5.00
Mixed Nuts	5.00
Almonds 400 ct. 5 lbs. vac. pk.	5.00
Baby Chicks	5.00
Rainbow Peanuts	5.00
Boston Baked Beans	5.00
Jelly Beans	5.00
Licorice Luscious	5.00
M & M	5.00
Assorted Fruit Charms, 100 ct.	5.00

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stand, Glass, Brackets, Charms. Everything for the operator.

1/2 Deposit, Balance C.O.D.

## NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL  
446 W. 36th St., New York 18, N.Y.  
LOngview 4-6457

**18-Col. Apco Cig Mch. \$269; April Delivery**

**NORTHWESTERN 10 SELECTOR GUM VENDOR**  
Greatest Money-Maker  
**SPECIAL CHLOROPHANE BALL GUM**  
210 Count  
**28¢ per pack**  
LIMITED OFFER—ORDER NOW Immediate Delivery

Reconditioned Like New  
N. W. TAB GUM VENDERS..... \$12.  
N. W. 49ERS, 12 or 24..... 12.  
A.B.T. Challenger Gum..... 6.  
NEW N. W. 23, 25, 40 FORC..... 7.  
S.K. HUNTER BALL GUM GUM..... 5.  
SILVER KINGS, 24..... 7.  
N.W. Postage Stamp Vender..... 6.  
Write for prices of charms & supplies  
**BADGER SALES CO., INC**  
3231 W. Pico Blvd., Los Angeles 5, Cal.

### SACRIFICE

10 Weapon Hot Barbecue Food Machine new and slightly used. Electric steam with two drop pans and four heaters. Machine equipped with flickering light sign. Capable of dispensing 60 wicks every 15 minutes. Price open offers. Reasonable.

JOSEPH LEWAN  
471 West 142nd St. New York N.Y.

**HELP YOURSELF TO MORE VENDING PROFITS**

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of industry are using the money-saving money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings in that could mean a fortune to wide-awake vending operators, manufacturers, distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine  
2160 Patterson St., Cincinnati 22, O.  
 1 year \$4  2 years \$6  3 years \$9  
 Payment enclosed  Please bill  
(Foreign rate, one year, \$4)

Name .....

Address .....

City .....

State .....

Occupation .....

**BRAND NEW! NOVEL—COLORFUL DIFFERENT TUNG-GO**  
the first motor driven GRIP SCALE ever produced!

Funny—positive action—tongue registers from 100 to 1000—less strain on working parts—simplest

Superior construction design  
—Separate locked Cash Box  
—1c—5c—or 10c Universal coin chute  
—Head is cast aluminum  
—Base is steel  
—Plugs into any 110V AC outlet  
—Grip revolves for adjustment to individual's grip  
—Tension of grip adjustable  
—Resets before or after inserting coin  
Compact design fits any location—  
Write, Wire or Phone  
**Meteor Machine Corp.**  
75 West 45th St., New York 36, N.Y.  
Phone: Circle 6-2241

**SPECIFICATIONS:**  
Counter Model—15" wide by 12" deep, 17" high (to top of hat). Weight 20 lbs.  
Stand—Floor Space 17"x14"—Height 30". Weight—31 lbs.  
Distributors & Salesmen  
Territories Available! Be first in your territory with TUNG-GO!

**VICTOR'S MODEL HMS PENNY-NICKEL COMBINATION VENDOR**  
The Most Flexible Bulk Vendor Ever Constructed

**6 MACHINES IN 1**

The answer to "extra profits" from your present locations... and the perfect machine for opening new locations... You can change MODEL HMS over to ANY operation in a matter of seconds. Nothing extra to buy... no special tools needed... nothing to put on or take off.

**VENDING WHEELS**  
#104—For Chicle Treats or Chicle Treats—(3 pcs. each portion).  
#105—Merchandise Vending Wheel with adjuster plate.  
#106—Ball Gum Wheel vends 140, 170 or 210 count gum with or without Charms.  
CAPACITY: 7 1/2 lbs. 210 count ball gum.  
IMPORTANT: Specify Which Wheel You Desire.  
6 Decals furnished with each machine.

**PRICES:**  
Less than 100 machines ..... \$18.95 ea.  
100 or more ..... 18.50 ea.  
Packed and sold 4 machines per case. Minimum shipment: 1 case.  
Prices F.O.B. Factory. Patents Applied for.

SEE YOUR NEAREST VICTOR DISTRIBUTOR

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVENUE CHICAGO 29, ILLINOIS

**WANT SPECIALTY SALESMEN**

Only experienced vendor salesmen will be considered to sell the greatest vending machine deal ever offered. Exclusive patented machine, with customer leads furnished. State full particulars in your letter covering past experience and if employed at present. All replies confidential and our employees know of this ad. Write

Box No. 725, c/o The Billboard, 188 W. Randolph, Chicago 1, Ill.



# Rowe Console Cig Mch. \$275; Set Production

Step Up Output Delivery Sked of Candy Bar Vender

CHICAGO, April 3.—The 11-column electric console Commander cigarette vender, first shown by Rowe Manufacturing Company, Inc., at the 1953 National Automatic Merchandising Association convention, is now being placed in production, with delivery scheduled for early summer, it was reported at the NATD exhibit this week.

Price of the new model will be \$275. It has a total capacity of 572 packs, including regular, king-size, filter tips, and 600 book matches. One column is adaptable for Parliament type boxes. It vends at three different prices. Size: 46 inches high, 35 inches wide and 17.5 inches deep.

Rowe's manual and electric upright cigarette models were also shown, as were its ice cream and candy venders. The candy machine, ranging in price from \$207 to \$236 with stand (depending upon inclusion of extra gum-mint columns and fluorescent lighting), will receive larger production quotas this year, it was stated.

## Argue Blind Hurt By P. O. Venders

HARTFORD, Conn., April 3.—The Blind People's Association of Connecticut is protesting the installation of vending machines in post offices on the grounds that the machines take revenue from stands operated by the blind.

George Cone, of Hartford, association head, said additional venders, installed by postal welfare groups, would force blind people out of business.

The association has filed a protest with senators and congressmen from Connecticut and with members of the Congressional Education and Labor Committees.

## ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample	.....	\$24.35
2 to 11	....	19.50
12 to 49	....	18.25
Bracket	....	1.00
Floor Stand	....	5.00

1/3 deposit, bal. C.O.D., F.O.S. N. Y.

ORDER TODAY! J. SCHOENBACH Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

## IN STOCK VICTOR'S



ORDER TODAY! VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOwest 7-1442

# THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13
Acorn 1c			\$10.00	
Acorn Tab Gum (10 col.)	\$21.95	\$21.95	21.95	\$21.95
Advance Gum Vender (6 col.)		17.25 17.50	17.25 17.50	17.25
Advance Model D Ball Gum	7.45	6.95 7.45	6.95 7.45	7.45
Advance No. 11 Midge	5.95	5.95	5.95	5.95
Advance Strip Gum 1c	8.50	8.50	8.50	8.50
Alex (8 col.)	125.00	125.00	125.00 150.00	125.00
Athletic Scale (Mercury)			49.50	49.50
25c Ball Point Pen Vender	49.50	49.50	49.50	49.50
Bradley 2-Selection	275.00	275.00	275.00	275.00
C-B Electric	135.00	135.00	150.00	150.00
Calumet 1c	7.45	7.45	7.45	7.45
Columbus 5c Ball		8.50		
Craig Ice Cream Vender 10c	210.00	210.00	210.00	210.00
DuGreiner Candyman	49.50	49.50	49.50	49.50
DuGreiner Champion (9 col.)	97.50 125.00	97.50 125.00	97.50 125.00	100.00 125.00
DuGreiner Model W (9 col.)	95.00 115.00	95.00 115.00	95.00 115.00	95.00 115.00
Eastern Electric (C-B)		115.00		
Eastern Electric Cigarette Vender, 25c			115.00	
Exhibit Card Vender, 1c	15.00	15.00	15.00	15.00
Fast Eze	75.00 129.50(late)	75.00 129.50(late)	75.00 95.00 129.50(late)	75.00 129.50
Hawkeye Hot Popcorn	55.00	55.00	59.50 55.00	55.00
Hershey 1c (2 col.)	6.50	6.50	6.50	6.50
Hot Snack Bar (5 col.)	150.00	150.00	150.00	150.00
HotNet			59.50	
Hypo Cold Drinks	110.00	110.00	110.00	110.00
Keeley Electric (9 col.)	150.00	150.00	150.00	150.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Kalva 3 Selective Bottle Vender	125.00	125.00	125.00	125.00
Marlow Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	6.95 7.45	7.45 8.50	6.95 7.45
Master 5c	7.45	7.45	7.45	7.45
Mills Candy (8 col.)	198.50	198.50	198.50	198.50
Milli Tab Gum	27.50	17.50 27.50	17.00 27.50	17.00 27.50
Nations 930	130.00(2)	130.00(2)	130.00(2)	130.00(2)
Nations 950	145.00(2)	145.00(2)	145.00(2)	145.00(2)
Northwestern 33 Ball Gum	7.95	7.50 7.95	7.50(2) 7.95	7.95
Northwestern Deluxe 1c and 5c	12.00 17.55	13.95	12.50 13.95	13.95
Northwestern Model 39 1c	7.95	7.95 8.50	7.95 8.50	7.95
Northwestern 49 1c	12.50	12.50 17.35	12.50 17.35	12.50 17.35
Northwestern 49, 5c	12.50	12.50 17.35	12.50 17.35	12.50 17.35
Northwestern Stamp	69.00 69.50	69.00	69.00	69.00
Northwestern Tab Gum	18.95 25.95(2)	18.95 25.95	18.95 25.95	18.95 29.95
Phillips Cigar			59.50	
Pop Corn 5c	65.00	65.00	49.50 65.00	49.50 65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
PX (8 col.)	140.00	140.00	140.00	145.00
PX (10 col.)	140.00	140.00	140.00	145.00
25c Razor Blade	19.50	19.50	19.50	19.50
Revco Model 400 Ice Cream	150.00	150.00	150.00	150.00
Rowe Candy (8 col.)	82.50	82.50	82.50	85.00
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe Imperial (8 col.)	155.00	155.00	155.00	95.00
Rowe President (8 col.)	130.00 155.00	130.00	130.00 155.00	155.00
Rowe President (10 col.)	135.00	135.00	135.00	135.00
Rowe President (10 col.)	155.00(2)	155.00(2)	155.00(2)	155.00(2)
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Rowe Royal (10 col.)	110.00 145.00	110.00 145.00	110.00 145.00	145.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Silver King	8.50 13.95	8.50 13.95	13.95	8.50 13.95
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Bulk		8.50	8.50	8.50
Silver King 5c Bulk		7.50 8.50	7.50 8.50	8.50
Silver King 1c Midge	7.45	7.45	7.45	7.45
Silver King, 5c	7.45 7.50	7.45	7.45	7.45 7.50
Silver King Hot Net	29.95	29.95	29.95	29.95
Snow Brush Up			50.00	
S. K. Homer Ball Gum Gun	24.50	24.50	24.50 29.50	24.50
Smoke Shop La-Boy	249.50	249.50	249.50	239.50
Stoner Candy Machine (8 col.)				135.00
Super Vend Selective Drink Vender, 3 Drinks	325.00	325.00	325.00	325.00
Uneda Candy	65.00	65.00	65.00	65.00
Uneda Challenger (8 col.)	110.00	110.00	110.00	110.00
Uneda Electric (9 col.)	125.00	125.00	125.00	125.00
Uneda Model E (5 col.)			65.00	
Uneda Model A (6 col.)	87.50	87.50	87.50	75.00 87.50
Uneda Model E (6 col.)	90.00 75.00	50.00 75.00	50.00 75.00	50.00 75.00
Uneda Model E (8 col.)			85.00	
Uneda Model 500 (9 col.)	95.00 110.00	110.00	95.00 110.00	95.00 110.00
Unedapak Model 500 (9 col.)	135.00	95.00 135.00	135.00	135.00
Unedapak Select-It	49.50	49.50	49.50	49.50

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3-KIND MIXTURE GROCERY, BOOK AND MAGAZINE, AND CIGARETTE PACK \$11.25 per 1,000

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NEW QUICK CHANGE MOSE COMPARTMENT CUTS SERVICE TIME EXTRA MOSE DRUMS CLEANED & FILLED IN WORKSHOP CONVENIENT CARRYING HANDLE PORT-LIKE WINDOW SHOWS IF MOSE COLUMN IS EMPTY 1/3 dep., bal. C.O.D., F.O.S. Phila. BAKE COIN MACHINE EXCHANGE 1884 Sebring Garden St., Phila. 23, Pa. Phone: LAmbers 3-2674

The word to the "wise" is... **GUGGENHEIM** for **CHARMS** SEND FOR PRICE LIST **Guggenheim** 33 UNION SQUARE N. Y. C. N. Y. • AL. 5-8393

CHEWING GUM and CHLOROPHYLL TABLETS 330 to 1b. 36c lb. BALL GUM (all sizes), 28c lb. Also Body Conditioners—write for information. **SEA BRIGHT LABORATORIES** 1125 Ocean Ave., Sea Bright, N. J. Sea Bright 2-2224-J

5c ATLAS BANTAM 5c FULL SACRIFICE, 20 New, still crated, 5c ea.; 7 slightly used, \$10 ea.; better deal if all taken. Write: **PAT SLEET** Sweetwater Ave., Florence, Ky.

The Billboard classified RESULTS!

Oregon Bottlers Elect New Slate, Konshot President PORTLAND, Ore., April 3.—New officers of the Oregon State Bottlers Association are: President, Fred Konshot, Willamette Beverage Company, Eugene; vice-president, W. R. Moore, Portland Bottling Company, Portland; secretary-treasurer, Gerald L. Murray, T Up Bottling Company, Eugene. They were elected at the recent annual meeting at Eugene.

It's a dyna MITE! **ATLAS MASTER** penny-nickel PROFIT MAKER the modern Ball Gum and Charm Vender for Biggest Profits—more nickel sales—faster emptying! **ATLAS MFG. & SALES CORP.** 12220 Trubert Rd. (Phone GRand 1-7725) Cleveland 11, O. Also vends NUTS and CANDY Be first with the best in your territory! Get the facts! Write, Wire or Phone TODAY!



## Wurlitzer Bows '54 Models; Introduce New Disk Mechanism

Unveil 1700 Series and Restyled 1600's; Both Available in Hi-Fi

NORTH TONAWANDA, N. Y., April 3.—Music operators will have their first look at Wurlitzer's new 1954 phonograph models tomorrow morning (Sunday) when 40 Wurlitzer distributors throughout the country open their doors for "National Wurlitzer's Days."

What operators will see during the two-day event (April 4-5), and thruout the remaining week,

are two models—an all new 104-selection unit and a completely restyled 48-selection box.

The 104-selection model incorporates an entirely new record mechanism and will be known as the 1700 series. It plays 45 r.p.m. disks exclusively and is available in either high-fidelity (1700 HF) or standard (1700) models. The price of the high-fidelity model has been listed at \$1,095 with the standard unit slightly lower.

### Carousel Mechanism

The record mechanism, which is called the Wurlitzer Carousel, utilizes one tone arm, one needle, and one turntable direction. Records are lifted from the record carrier by one of two arms mounted on either side of the unit and are then engaged by a self-centering metal chuck. Records are played vertically and are never turned over. A record-now-playing indicator rises from a slot in the chassis shelf and points to the record being played. Each record has its own playmeter, which registers up to 60 plays.

Extensive tests of the record mechanism were conducted on locations in Florida, North Caro-

lina, Tennessee, Missouri and Illinois, giving the reaction of the mechanism under widely varying climates. The tests began as long ago as six months.

### Removable Mechanism

The carousel unit consists of four major assemblies and weighs 81 pounds complete with junction box and selector mechanism. The entire unit may be removed from the cabinet in one piece and can stand unsupported on its base for adjustments and service.

The record lift mechanism is located directly below the carrier and consists of a single-center cam and two clutches operated by a single, reverse rotation, direct current motor.

The cabinets on the 1700 HF and the 1700 are identical except for color. The hi-fi unit is in light limed-walnut and the standard in a dark walnut. Pilasters on both models are made of Plexiglas, behind which are inserted plastic shields with silver foil impregnated in their centers. Twenty-watt fluorescent lights illuminate the pilasters thru the foil.

The complete phonograph weighs 308 pounds and measures (Continued on page 151)



KING P. RAY, formerly with Raytheon Manufacturing Company, was appointed manager of phonograph sales by the Rock-Ola Manufacturing Corporation last week. In his new post, Ray will work with J. Raymond Bacon, vice-president of phonograph sales and promotion. Kurt Kluever is assistant phonograph sales manager.

## Chi Bowling League Near Final Stretch

CHICAGO, April 3.—With six weeks remaining, the Chicago Automatic Bowling League is in the final stretch of the season.

The team of Decca Corral gained first place honors a month ago from the Oomens Sons, increased in four games. However, games still to be played, half dozen teams were still running for coveted spots.

Following are the league's standings after 87 games:

Decca Coral	57
Oomens Sons	53
Paschke Phono	47
ABC Music	44
Melody Music	42
Atlas Music	42
Western Music	42
Star Music	41
B & B Novelty	41
Gillette Distribs	41
Mercury Records	37
Coven Music	33

John Oomens, secretary of the league and a member of the Sons, reminded bowlers that the annual banquet would be held May 22 at the Belvedere, 6012 W. Grand Avenue. He said that an estimated 150 bowlers were expected to attend.

The league bowls Monday nights at the Fireside Bowl.

## Ill. Op Assn. Names Sisney New President

PEORIA, Ill., April 3.—Les Sisney, of Peoria, was elected president of the Central Phonograph Operators' Association last Monday (29) at the organization's 18th annual convention. He succeeds Les Montoo, who served as president for six years.

Les Loudon was elected vice-president and John B. (Continued on page 151)

## Rock-Ola Lanes To Be Showed At Hotel Fe

BOSTON, April 3.—Premier Jerry Golumb heads Music and Television Corporation, Rock-Ola Lanes here, has come up with an idea for building better relations in the juke box business.

From April 28 thru 30, C will be displaying the Rock-Ola line at the New England and Restaurant Show in the Hotel Fe.

Music and Television Corporation will exhibit in booth

## Evans Distribs Plan Holiday Juke Showing

CHICAGO, April 3.—Les Rieck, phonograph sales manager of H. C. Evans & Company, announced this week that the firm's distributors would soon be holding operator showings of the new Holiday model.

He said that all the showings would be held by the end of April.

The Holiday, which was unveiled to operators and distributors at the MOA convention last month, is a 100-selection phonograph and lists for \$1,050.

First shipments of the Holiday began early this week and Rieck said that by the time the showings roll around, distributors will have an ample supply of both boxes and auxiliary equipment.

## Hand Dryers Gain Ground In Juke Field

PHILADELPHIA, April 3.—The American Dryer Corporation this week reported that the automatic hand dryer business was steadily gaining ground in the music industry.

Bill Kane, vice-president and general manager of the firm, said that juke box operators in nearly every State in the country were handling the machines on a service basis.

The dryer was first shown to the industry during the Music Operators of America convention held in Chicago last month. The unit measures 10 1/4 inches high, 11 1/2 inches wide and 6 1/2 inches deep, and is equipped with a General Electric O-Z lamp, operating on 20 ampere AC.

It is finished in porcelain and has chrome-plated exterior fittings.

Joe Young, who is both the American Dryer and the Wurlitzer distributor in New York, was reported to have received his 2,000th hand dryer this week, setting a record for the firm in the music field.

The unit, which has been offered to operators as a means of increasing profits on locations already being serviced, can be installed thru straight sales, leases, or contracts providing service charges.

## UP 100% IN 25 YEARS

### Trade Associations Still Young, Climb

NEW JERSEY, April 3.—The necessity of the trade organization to the music industry was pointed up recently with the realization of a 100 per cent increase in the number of general trade associations in the United States in 1954 as compared to 25 years ago.

According to Jay Judkins, chief, Trade Association Division, U. S. Department of Commerce, the 12,000 trade associations in the country are rapidly increasing in number, in sound usefulness and in responsibilities. Most of the nation's over 2,000,000 employing business firms now hold membership in at least one trade organization.

Despite the growing and inclusive character of the trade association movement at present, it is still in its youth. Association executives and active committee members need various types of practical aids to increase the usefulness of their organizations.

### Well Prepared

A well staffed trade association will be prepared to handle just about any type of problem which may be plaguing a particular industry. One exception, however, and one which the great majority of associations wisely keep out of, is any activity banned by anti-trust laws. Those laws prohibit "concerted action" in four main areas; price control, production control, sales areas allocations and monopolized channels of distribution.

An increasing number of trade associations are reaching high levels of service despite a widespread need for greater financial backing. American trade associa-

tions are encouraged by the government to develop sound ethics and self supervision so that they may be leaders in providing more jobs and more goods, at lowered prices.

Trade associations in the music industry build better relations between manufacturers, suppliers, and music operators, secure cooperation and assistance of the press, oppose detrimental national taxation and conduct annual meetings and conventions.

## Distribs Report Stage Set for Wurlitzer Days

CHICAGO, April 3.—The stage was set for the unveiling of Wurlitzer's two new model juke boxes. All week distributors were preparing for the two-day showing, April 4-5, and today the Wurlitzer Company announced that all 40 distributors had reported that they were ready.

During the past two weeks distributors mailed at least four promotional-type announcements to operators reminding them of the showings, and many lined up top recording stars to entertain.

A. D. Palmer, advertising and sales promotion manager of Wurlitzer, said that with more than a month's production of the new models, distributors were stocked with an ample amount of demonstration models. He added that additional shipments were on the way, some in car-load lots.

## Barber, McElhaney To Attend Showing At Young Dist.

NEW YORK, April 3.—Hank Barber, head of Wurlitzer's advertising agency, and John McElhaney, district manager, will be on hand Sunday and Monday (4-5) at Young Distributing, Inc., local Wurlitzer outlet, for Wurlitzer Days.

Joe Young, head of the New York firm, said from 150 to 200 operators are expected to view the new Wurlitzer juke boxes Sunday.

## Juke Exports Top \$6 Million Mark in 1953

CHICAGO, April 3.—Juke box exports hit \$771,218 in the month of December 1953, bringing juke exports for the year to a total of \$6,315,533, according to reports released by the Department of Commerce.

This \$6 million-plus figure for 1953 represents an increase of over \$2 million, compared to 1952, when the total hit \$4,248,173, an increase of over \$3 million compared to 1951.

Leading countries in this rapidly rising market are Belgium, Colombia, Mexico, Canada, Venezuela and West Germany. From the number of foreign operators and distributors present at the recent convention of the Music Operators of America it is reasonable to expect these countries to expand even more.

## Birmingham Ops Promote Country and Western Show

BIRMINGHAM, April 3.—Max and Harry Hurvich, of the Birmingham Vending Company, music and vending operators here, have hit on what looks like the biggest music promotion show that has come out of the State in many a day.

The show, called the "Alabama Jamboree," is a weekly two-hour country and western music production designed to make Birmingham the "Musical Capital of the Deep South." It is heard over Station WILD Sundays and, also only launched March 7, it is already a favorite of the town's people.

Along with producer Peter Doraine, Max and Harry Hurvich have lined up such country and

western stars as Happy and his band, the McTrio, Fred Henderson's Uncle Jim Atkins, the Hitters, Hardrock Gunter, dine Seay and her band, the Marlu Sisters, Jones, Ruth Woods, the Long band and many others.

The shows are held Birmingham National Gym and the price of admission is 75 cents for adults and 50 cents for children. Each has a cast of about 50 tainers, according to Doraine.

In addition to the weekly Hurvich brothers are up a recording company, booking agency for talent in the folk, gospel and novelty fields.

## 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:

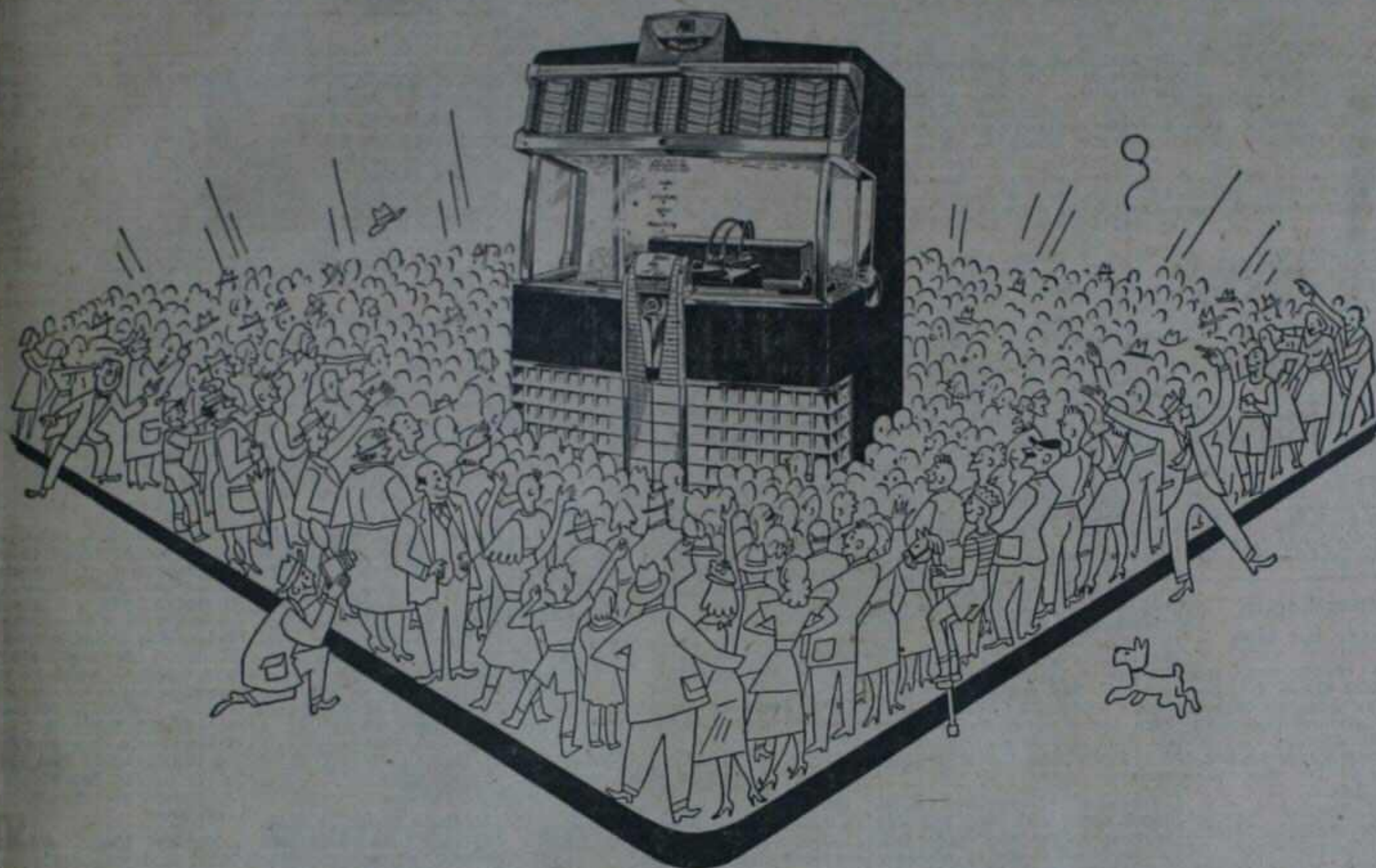
**GLENN MILLER IS TODAY'S TOP BAND NAME.** As a result of movie on Miller's life, and RCA Victor and Decca album releases, the late Glenn Miller remains most popular band name of the day (Music department).

**ASCAP AND OLD FOES BREAK BREAD.** Leaders of radio's bitter anti-ASCAP fight of years ago this week sat on the dais at ASCAP's annual dinner, but they were not announced to the ASCAP membership (Music department).

**ATLANTIC LAUNCHES NEW R.&B. LABEL.** Cat Records, new rhythm and blues label, will soon be started by Atlantic, currently one of the hottest r.&b. labels (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.





## The "Busiest Corner" in Any Location

The A M I spot inside a location may not be quite as busy a corner as State and Madison in Chicago, but there's always an active crowd around the "E" reading titles, dropping coins and listening to its thrilling new tonal perfection. The "E" is the juke box world's greatest show-piece because it's naturally a show all by itself!

**AMI** Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



# COINMEN YOU KNOW

## Chicago

**Avron Gensburg**, Genco Manufacturing & Sales Company, is now a proud papa of a bouncing boy born last Sunday morning in the Highland Park Hospital. The baby was named John in honor of Gensburg's uncle. . . . Also proud papa: **Judd Weinbert**, Judd Distributing, all smiles handing out seegars.

**Mel Binks**, Binks Industries, Inc., was bubbling over about an inquiry he got all the way from Casablanca about Zipper. . . . **Sol Gottlieb**, D. Gottlieb & Company, has been busy holding down the fort while **Nate and Alvin Gottlieb** bask in the Florida sunshine. . . . **Sam Lewis**, Genco, also in Florida soaking up old Sol for 10 days. . . . **Art Weinand**, Exhibit Supply, left for Toronto for four days.

**Ralph Sheffield**, Genco, just got back from Texas where he set up the deal with **S. H. Lynch** for Texas distribution. . . . **Jerry Haley**, sales manager, Buckley Manufacturing Company, back on the job in good shape after another tussle with his ulcers.

**Ed Levin** and **Frank Mercuri**, Chicago Coin Machine Company, happily rang the old bell to mark another production goal passed just one and a half days ahead of schedule. . . . **Fred Morris**, H. C. Evans & Company, busy as a Hornet. . . . **Herb Jones** and **Jack Nelson**, Bally Manufacturing tickled pink over Surf Club. . . . **Rex**

## Coven, Jones Report Stage Ready for Ops

CHICAGO, April 3. — Ben Coven, head of Coven Distributors, Wurlitzer outlet in Illinois and Indiana, announced this week that both the Chicago and the Indianapolis office were ready for the showings of the new Wurlitzer models.

Coven said that he expected a record breaking number of visitors at the Chicago office and that **Lew Jones**, who will show the boxes in the Severin Hotel, Indianapolis, also anticipated a large turnout.

Throughout the past week, Coven's offices were equipped with backdrops to set off the new models. Coven will be open on Sunday and Monday (April 4-5) from 10 a.m. to 10 p.m.

## JUKE CHARITY HAS NEW IDEA

MIAMI, April 3. — **Willie Blatt**, Supreme Distributors, has come up with a plan whereby he believes music machine operators could add to their generous contributions to national charity campaigns.

Blatt's idea would improve on past methods by having juke box operators attach an easily recognized box to each music machine during a charity drive. Interchangeable placards could be added to the box to conform with the particular campaign, such as the Heart Drive or Cancer Fund.

The locked boxes would be sent by the operators to the charity headquarters where the contents would be counted. The empty boxes would be returned to the operators.

**Schraver**, Evans, happily recalling his early days as a meteorologist running a weather post.

**Billy De Selm**, United Manufacturing Company, reported that many of the boys were expected in for the **Keed Gavilan-Bobo Olson** clash at the Chicago Stadium Friday night (2). . . . **Herb Oettinger**, **Lyn Durant** and **Ray Reihl** were undoubtedly at ring-side along with Billy.

**Pat, Bob and Ginny**, **Paul Huebsch's** (J. H. Keeney & Company) three beautiful kids, were spirited away from the sunny Florida sands, after a prolonged stay with Mama, by Papa, who went down several weeks ago to to pick them up. . . . **Sam Stern**, Williams Manufacturing Company, with his nose to the grindstone.

**Sam Gensburg**, Chicago Coin, is a man in a big hurry while **Sam Wolberg** is in Florida for a spell.

## Los Angeles

Heavy music operator turnouts expected at the showings of the new Wurlitzer phonograph at the **Paul Laymon** Company, and the **Rock-Ola** phono at the **A. P. Cane** Company here this week. A flock of recording stars are scheduled to attend the Laymon showing. . . . **Randy Elder** got the chore of redecorating the Laymon showrooms for the Wurlitzer unveiling.

**Al Silberman**, Badger Sales Company, reports heavy interest in the firm's new Genco Basketball game. . . . **Jesus Pedroza** now operating in Blythe, Calif., with his son, **Tony**, taking over the Pasadena route. . . . **Charley Gauger**, of Ventura, in town last week. . . . **Phil Robinson**, Chicago Coin's regional representative here, breathes a sigh of relief as the first shipment of the firm's new six-player baseball game arrives.

One-stop operators **Bill Leuenhagen**, along with **Mary and Kay Solle**, and **Sam Ricklin**, of California Music Company, attended the cocktail party for **RCA Victor's Dinah Shore** here this week. . . . **Charley Robinson**, of the firm of the same name, rapidly recovering from an eye operation, reports a good volume via **United's Team Shuffle Alley**.

## Miami

Among out-of-town coinmen vacationing here are two members of the **D. Gottlieb & Company** family—**Alvin** and **Nate Gottlieb**. They are spending considerable time fishing from the Gottlieb yacht, appropriately named **Flipper**. . . . Another visitor is **Sam London**, London Music Company, Milwaukee, who is the Seeburg distributor in that territory.

**Ozzie Truppman**, Bush Distributing Company, lost his mother, **Mrs. Pearl Truppman**. Mrs. Truppman, 64, had come to Miami six years ago from Minneapolis with her husband, **Isidore**, who is associated with **Advance Music Company**. Besides her husband and her son, she is survived by two brothers and two sisters. Services were held in Miami March 22, with burial in **Mount Nebo Cemetery** here.

**Marvin Novak**, King record distributor, greeted **Henry Stone** upon the latter's return to Miami from a four-week tour of the King branches in Georgia, Virginia, Tennessee, North Carolina and Alabama, and a visit to the home

office in Cincinnati. **Stone**, who is a & r. man for **De Luxe** records, a King subsidiary label, is preparing a big send-off for his newest artist, pop and hillbilly singer **Elaine Gay**. A feature of the promotion may be a tie-in with the **Amusement Machine Operators' Association** of Dade County.

**Helen Kane**, record clerk at **Brooke Distributors**, is engaged to **John Marion**, a legal stenographer. The marriage is slated for May 15 in **Gesu Catholic Church**. . . . **Maury Horwitz**, **Bishop Amusement Company**, is sporting a brand new truck.

**Arnold Rogan**, of **Juke Box Company**, injured his back lifting a juke and is confined to his home. His service calls are being handled by **Jack Lipsiner**, of **Coin-Operated Service**. . . . **Sammy Marino**, **Marino Music Company**, is expanding his music route.

**Ronny Shapiro**, whose mom, **Doris**, is secretary at the **AMOA** business office, is driving a cab in Miami. . . . The route of **Al Albertelli** and **Al Miller**, partners in **Super Vending Company**, is running so smoothly that the boys find time to indulge in their favorite hobbies. Miller is a fishing addict and Albertelli plays jai alai for kicks.

**Tony Martin's** three-week personal appearance stand at the **Clover Club** in downtown Miami apparently did plenty for his newest **RCA Victor** release, "Here." **Larry Bushey**, who is in charge of the record department at **Sea Coast Appliance Distributors**, which handles the **RCA Victor** line for Florida, comments that juke box operators and record dealers are "taking" to the disk.

**Bob Jones**, of **Southland Appliances**, caters to juke box operators as a one-stop for phonograph records. High on the list in popularity at this time, says Jones, is the **Al Martino** number, "Way, Paesano"; **Doris Day's** "Secret Love" and **Georgie Shaw's** "Till We Two Are One." Jones' boss is **Owner Mark Max**.

**Harry Goldberg**, **H & G Vending Company**, played host to coinman **Hoskle Goldberg**, of **Lexington, Ky.**, on a fishing junket in the Everglades. . . . **Steve Brookmire**, **Mercury Record Distributors**, returned from a trip to **Tampa and Key West** and he reports business is good. **Juke box operators** in those two cities, says Brookmire, are buying "Cross Over the Bridge," by **Patti Page**, and "Melancholy Me," by **Eddy Howard**, in large numbers.

**Joe Mangone**, **All-Coin Amusements**, says the newest **Gottlieb** game, "Mystic Marvel," is proving popular with operators due in large part to the double award feature. Mangone, besides being the **Gottlieb** distributor for Florida, Georgia, South Carolina and Cuba, also operates coin machines. He reports a drop in collections in Greater Miami and lays the blame principally to the rigid enforcement of the 11 p.m. curfew ordinance. "The best hours for a juke box, for example, are those between 11 p.m. and closing time, and if this play is denied to the operator, it makes quite a difference in receipts," Mangone commented.

**Jack Felber**, office manager at **Bush Distributing Company**, is "sold" on flying after only one lesson. His teacher is **Jimmy Lowrance**, of **Commercial Music**, who flew for several years as a pilot during **World War II**. Felber is going right ahead with his physical exams and other formalities necessary for pilot training. His goal is to become a licensed pilot and some day own his own plane.

**Eli Ross**, **Ross Distributing Company**, says the new **Williams** card game, "The Dealer," looks like a winner. . . . The South Florida friends of **A. W. (Art) Daddis** were pleased to learn of his appointment as **Southeastern district sales manager** for **Wurlitzer**.

**Erasmus U. Ramos**, export manager at **Southern Music Company**, and his wife, **Mercedes**, have become the parents of a second daughter, **Arlene**. "The name," says Ramos, "was selected in honor of **Bob Norman's** daughter, **Arlene**." Norman is manager of the Miami office of **Southern Music**, which handles the **AMI** phonograph line for Florida.

**AMOA Business Manager Jimmie Bonnie** knows things are running smoothly when the telephone calls by operators drop off. Such has been the case lately, thanks to Bonnie's skill in handling any situation that arises. As a former coinman himself and a resident of this area for some 30 years, Bonnie knows just about everybody even remotely connected with the coin machine game.

**Sam Gally**, who operated a route of juke boxes and games in **Kingston, N. Y.**, has moved to **Miami** and is anxious to set up shop here if he can purchase a suitable operation. . . . Another recent newcomer, **Irving Pearlberg**, is pleased with the business he purchased from **A & T Vending Company**. Pearlberg says **Miami's** climate can't be beat.

**Willie Levey**, of **W & L Amusement**, and **Mel Schwartz**, **Mello Music**, have merged their routes and will henceforth be known as **Mello Music Company**. Levey had operated music and games, Schwartz, music and shuffleboards. Now the company will put out all three types of coin-operated equipment.

**Morris Marder**, **M & M Amusement**, was observed at **Binkley Distributing** on a record-buying trip. His hands were loaded when he left the place, mainly rhythm and blues numbers which click best on his route. . . . **Ed Mercer**, **Orange Blossom Music**, is thinking of putting his route up for sale and going into semi-retirement so he can devote more time to his hobby of fishing.

**Al Denver**, president of the **New York Music Operators' Association**, flew to **Miami** with **Willie Blatt** upon conclusion of the **MOA** convention in Chicago. . . . **Mrs. Sid Levine**, wife of the attorney for the **New York** music operators, is in town vacationing and expecting her hubby any day. . . . **Miami's** delegation to the **MOA** conclave consisted of **Willie Blatt**, **Ted Bush**, **Sam Taran** and **Al Schlessinger**. **Schlessinger** operates a route in **Poughkeepsie, N. Y.**, but is spending the winter months in **Miami**.

**Owner Sam Taran**, of **Taran Distributing**, announced that **Sonny Lomberg** has been appointed to represent the firm in **Georgia** and **Alabama** in the sale of games manufactured by the **United Manufacturing Company**. **Taran Distributing** has just been given that territory by **United**. Formerly the firm had the right to sell **United** products only in **Florida** and **Southern Georgia**.

The **Hilltoppers'** version of "Poor Butterfly" on the **Dot** label is doing good business in the juke boxes, according to **John Grunwald**, of the **Pan American Distributing Corporation**. . . . **Sara Price**, formerly with **Pan American**, was married in **Miami**.

**Willie Blatt** says his **Bull's-Eye** gun game will be in distribution in about 60 days. "We have plenty of orders on hand," Blatt laughed. "All we have to do is build it." Actually, Blatt's mechanics are now putting the finishing touches on the game, which will operate on nickels. . . . **Mildred Marks**, **Brooke Distributors**, is sporting a new summer dress which has evoked many compliments.

**Harry Goldberg**, **H & G Vending Company**, returned from one fishing trip and is already planning another. Goldberg and a visiting coinman, **Hoskle Goldberg**, of **Louisville**, caught a mess of snapper and mackerel at **Flamingo** in **Everglades Park**. Now the **H & G Goldberg** is readying a bass fishing junket with **Pappy Cox**, of the **Flamingo Music Company**, **West Palm Beach**.

**Juke box operators** agree that collections are off about 20 per cent from the same period a year ago. Some of the blame continues to be placed on the growing inroads of television but the nationwide drop in spending and growing unemployment trend are also believed to be major factors in reduced juke box play.

**Paul Huebsch**, general sales manager of **J. H. Keeney & Company**, was in **Florida** on a combined business-vacation trip. . . . The big weekly turnout at the executive board and "grievance" meeting of the **AMOA** reflects the growing "democracy in action" trend evident among its members. Grievances are usually ironed out to the satisfaction of all concerned. At any rate, it has proved the most democratic way and certainly the best method for the operators to solve their intra-family disputes.

## B'WAY THEATER USES JUKE TO PLUG STAGE BILL

NEW YORK, April 3.—The **Loew's State Theater**, first Broadway house to return to flesh, uses a juke box to promote the move. The first stage-show, **Easter week**, will feature **Julius La Rosa**, **Ella Fitzgerald** and **Archie Bleyer**. Records of all three performers are played on a **Wurlitzer** placed in the lobby, near the sidewalk.

## New York

**Frank Schneider**, **Clicque Vending**, has moved to **Flushing**. . . . **Joe Rosenberg**, **Ace Music**, is in the hospital for observation. The mother of **Ben Chicofsky** died Sunday (20). . . . **Lester Music Company**, **Wallington, N. J.**, has joined the **Music Guild of New Jersey**. . . . **Play-Rite Music Company**, **Hoboken, N. J.**, has applied for membership in the **Music Guild of New Jersey**.

**Doc Shapiro**, **Shapiro Music Service**, entered the hospital for a knee operation. . . . The mother of **Sid Mittelberg**, **Progressive Music**, is in the hospital with a heart attack. . . . **Joseph Caparino**, **Play-Rite Music Company**, **Hoboken, N. J.**, has been elected to membership in the **New Jersey Music Guild**. . . . **Gerald Kaplus**, **Union Specialty Company**, has applied for membership in the **MGNJ**.

**Jack and Stella Small**, who recently bought **Harry Ross' Plaza Amusement** route, have joined the **Associated Amusement Machine Operators of New York**. **Ross** is in **Mount Sinai Hospital**. . . . **Ira Zuker** also joined **AAMONY** recently. . . . **Bernie Folkhard**, who was associated with his brother, **Jerry**, in a game route, died recently. . . . **Fran Lo Mauro**, secretary to **Bob Slifer**, **Seacoast Distributors** sales manager, is awaiting the discharge from the **Army** of her fiancée, **Bob Sanchez**, who is currently stationed in the **New York** area.

**Murray Kaye**, **Atlantic-New York**, said that export sales of second-hand juke boxes has been picking up recently. He added that sales of the **Seeburg Cooon** **Hunt** has been encouraging. . . . **Ben Rosenthal**, **AMI** distributor in **Mexico City**, was in town this week. . . . **Al Gilbert**, of the **Machine Employees' Union**, said that 350 tickets already have been sold for the union's dinner at the **Latin Quarter**, **April 25**. . . . **Howard Cleary**, **Leon Markowitz** and **Gerald Prager** recently joined the union.

## Detroit

**James Jeffrey**, of **Jeff's Music**, enjoyed the situation over at **Music Systems**, **Lou Nemesh's** **Seeburg** distributing organization, when some prankster hooked up a rival manufacturer's promotion record on **Nemesh's** p-a system. . . . **Dick Griffen**, of **Midwest Vending**, operating a juke box route out of **Farmington**, was in town Wednesday on a buying trip.

**Sam Willens**, who operates juke box route as the **Willens Music Systems**, has set up a rapidly growing sideline business, buying used records—45 r.p.m.'s exclusively—and placing them on sale. . . . **Ed Carlson**, of **Carlson Music**, secretary of the operators' association, is back from a three-month vacation in **Florida**. He spent a month in **California** in the fall.

**Fred Chlopan**, the much-traveled executive secretary of the **Detroit Shuffleboard Association**, has been tormenting his business friends during the belated spring blizzard with postcards from the sunny shores of **El Sombrero** at **Miami Beach**.

**Carl Angott**, head of **Angott Sales**, was busy prettying up his salesrooms and warehouse for the open house to be held Sunday and Monday (4-5) in celebration of the introduction of **Wurlitzer's** new models. Rounding up the guest list of operators and artists playing the territory was sales manager **Ted Parker**. Special guest of honor was to be **Bert Davidson**, district manager for the manufacturer.

**Benon Torossian**, owner of **Metered Service Company**, has recently incorporated his service firm, which installs and services home appliances, including coin-

(Continued on page 150)

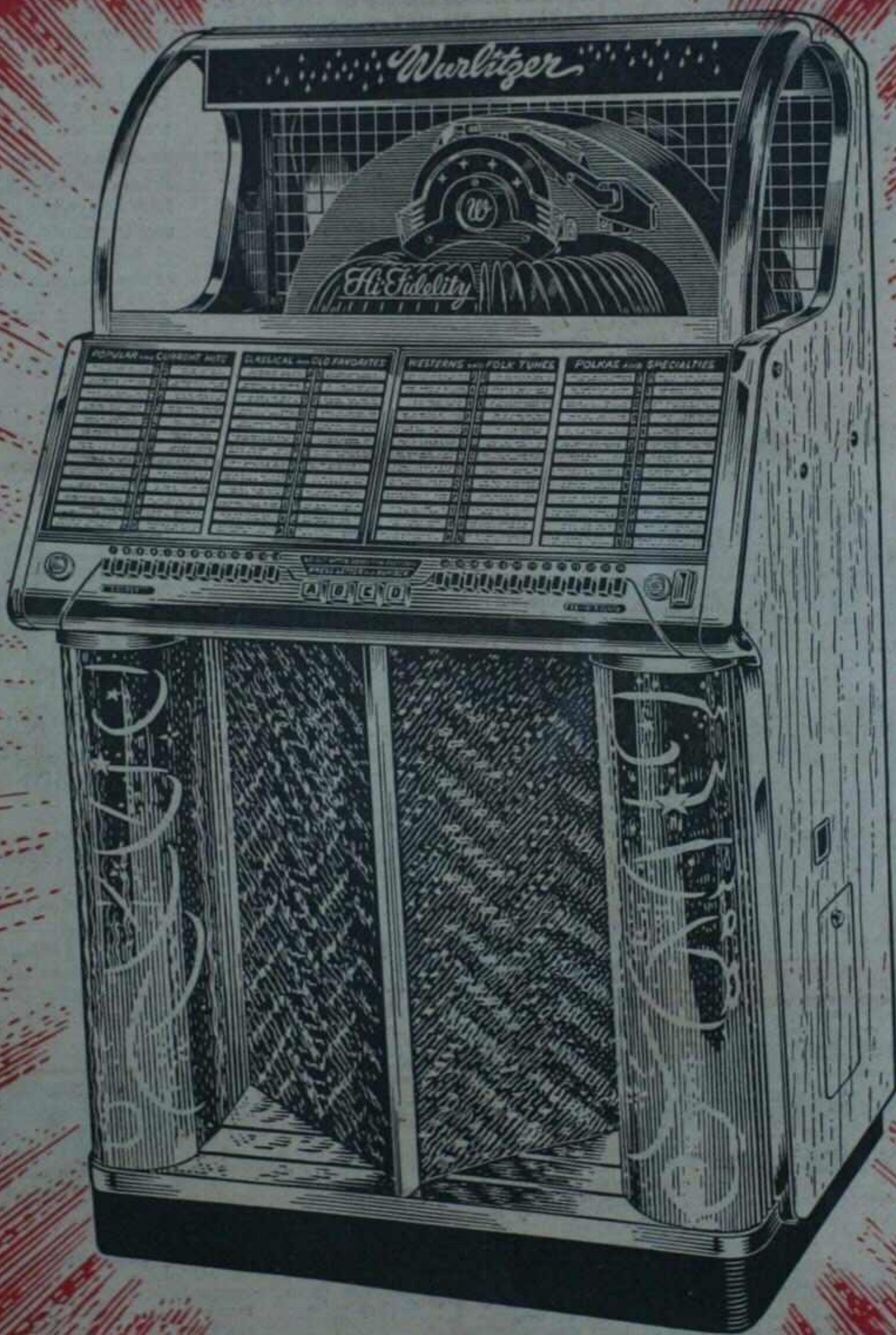
## HEINIE ROBERTS . . .

asks that you watch and get ready for the greatest development in music ever conceived!

IN NEXT WEEK'S BILLBOARD

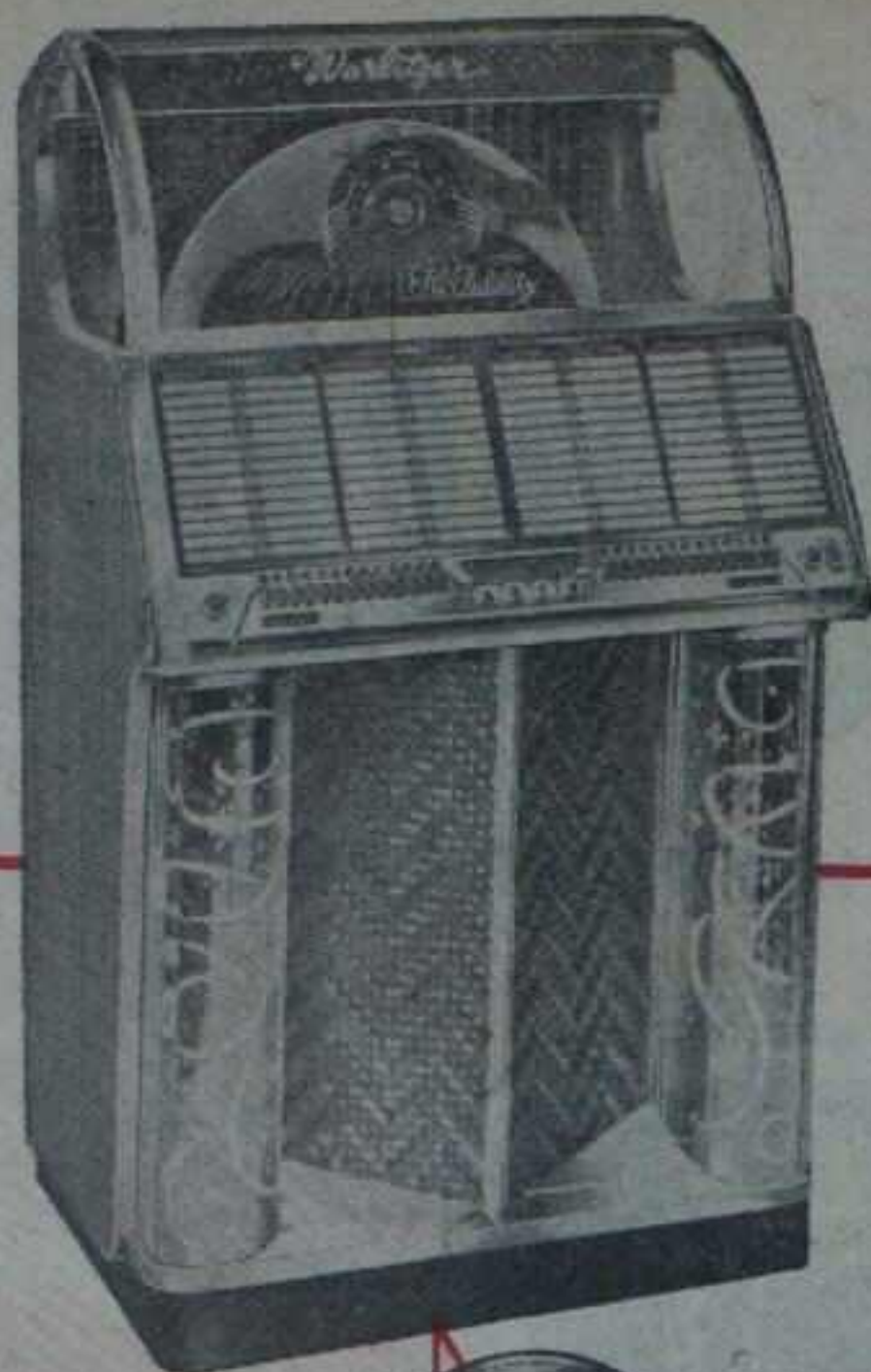


THE YEAR'S **BIG NEWS**  
IN PHONOGRAPHS



THE FABULOUS NEW WURLITZER 1700 HIGH FIDELITY





THE

# Wurlitzer 1700

FEATURING THE AMAZING NEW  
CAROUSEL RECORD CHANGER

Wurlitzer's sensationally new 104-selection, straight 45 RPM play, Model 1700 simultaneously introduces a brace of new developments that make it far and away the most phenomenal phonograph of all time.

The 1700 strikes a new high in styled-in eye-appeal—and it is eye-appeal that sparks the *start* of phonograph play.

The 1700HF introduces the most vivid version of High Fidelity music yet offered on a commercial phonograph—and it is ear-appeal that promotes continuous play.

But that's only the half of it. This new Wur-

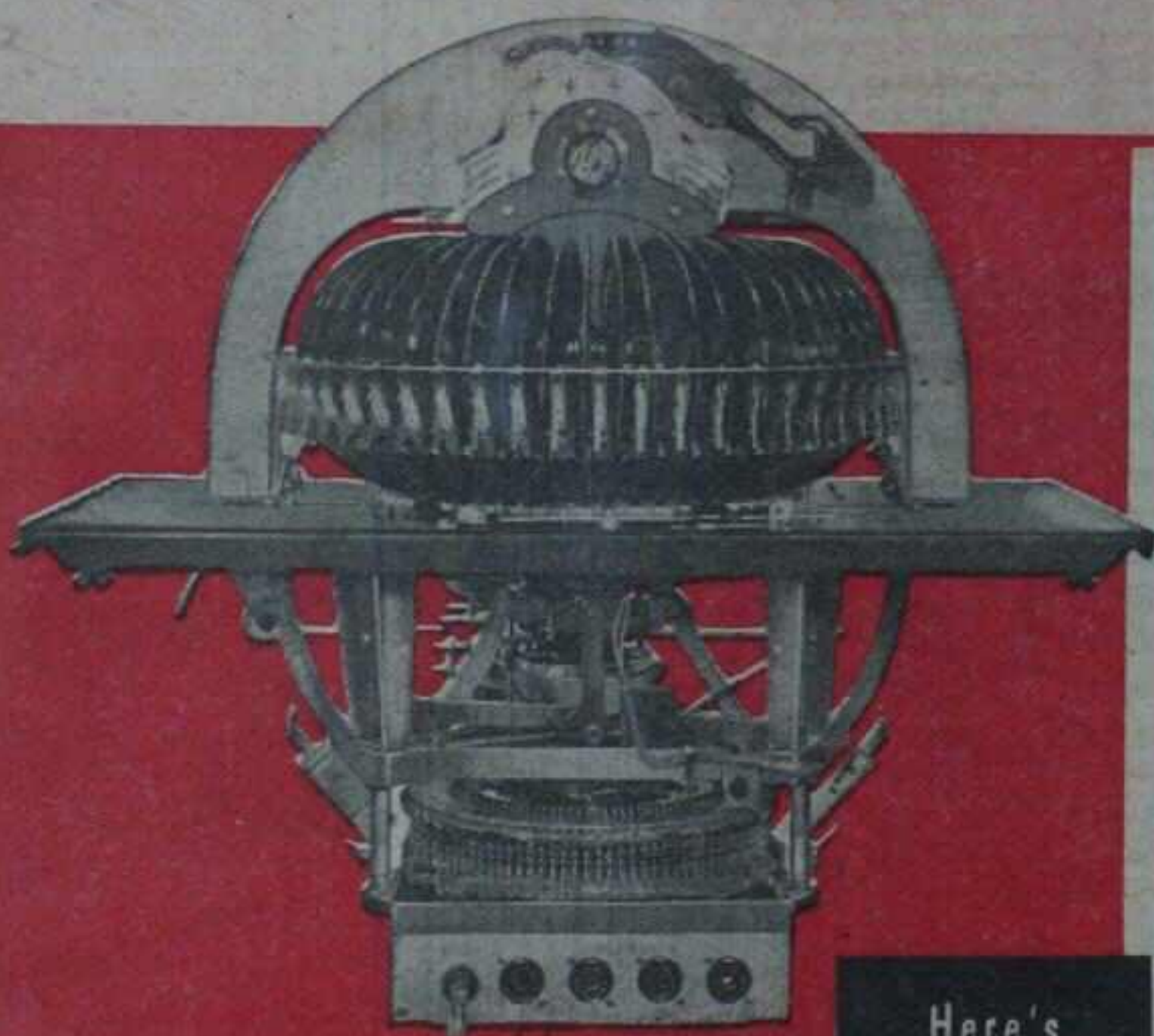
litzer introduces the most exciting advancement in simplified record handling in history . . . the revolutionary Wurlitzer CAROUSEL Record Changer. People will pay just to watch its fascinating action. Operators will find its foolproof features a tremendous contribution to profits.

And, finally, the Wurlitzer 1700HF with limed-walnut cabinet is not only masterfully designed to be the center of all eyes in any location—but engineered for earning power. Look at it! Listen to it! You'll buy it as the greatest Wurlitzer of all time.



Plus

BREATH TAKING HI-FIDELITY SOUND THAT TAKES THE MASK OFF THE MUSIC



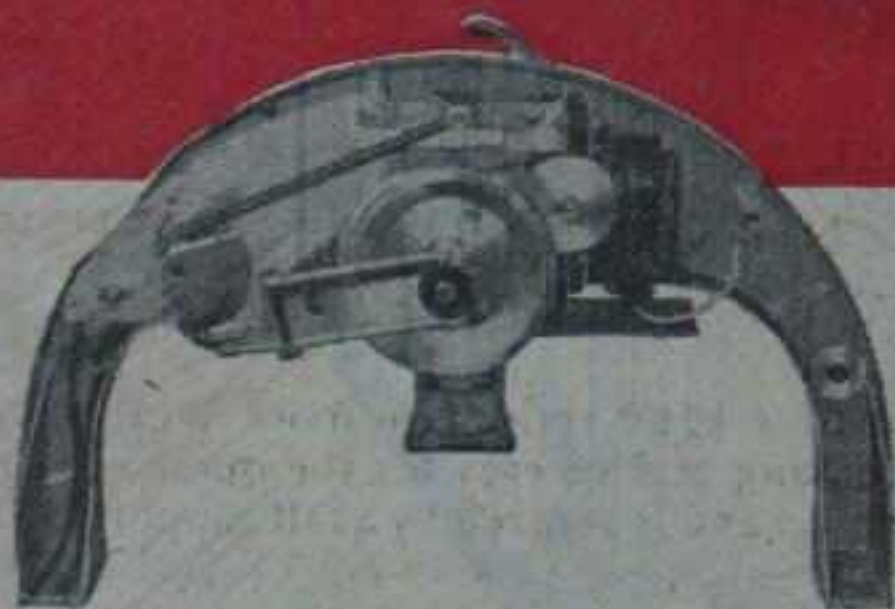
THE SENSATIONAL NEW

# Wurlitzer 104 SELECTION CAROUSEL RECORD CHANGER

SIMPLEST CHANGER  
EVER OFFERED ON A MULTI-SELECTION  
PHONOGRAPH

The Carousel Record Changer utilizes one tone arm, one needle and one turntable direction, yet it plays both sides of 52 seven-inch 45 RPM records! Records are not turned over, not picked up by any clamping device. They are gently raised by one of two arms mounted on either side of the circular record carrier, secured into position on a metal chuck by three metal fingers and played vertically. Record-now-playing indicators rise from slots either side of record player. The turntable is noiseless in operation. The entire mechanism is easily removable for adjustment or service. Composed of four major assemblies, the Carousel Changer may be easily disassembled as illustrated here.

Here's  
How It  
Works



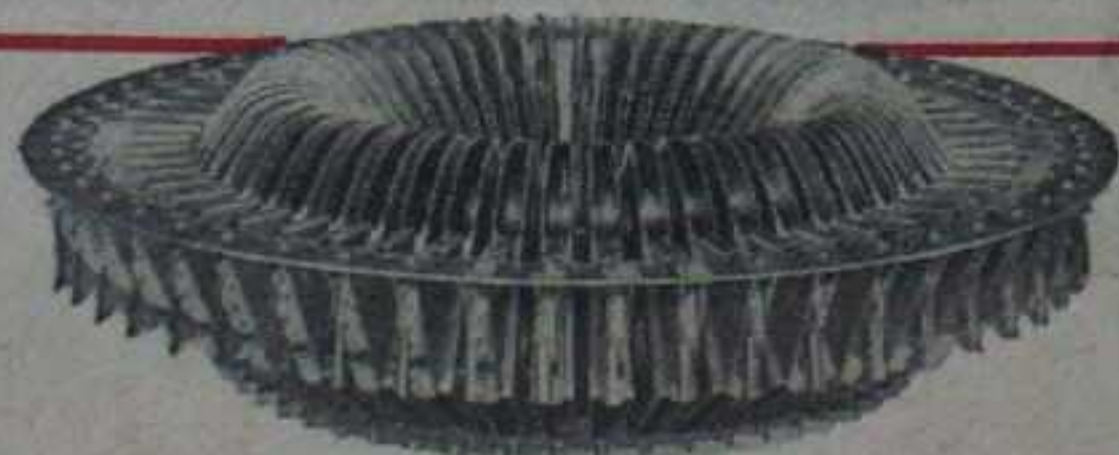
Semi-circular arch casting houses turntable motor, serves as a mount for tone arm and actuating mechanism. Turntable is flywheel balanced to assure accurate RPM.



Each record has its own Playmeter registering up to 60 plays.



The record lift mechanism is located directly below the record carrier. Consisting of a single cam and two clutches, which operate the record lifting arms and the tone arm position, this mechanism is actuated by a single reverse rotation direct current motor.



Carousel record carrier always revolves clockwise. Each of 52 sections holds a record and has its own Playmeter. It is mounted on the largest star wheel ever used on a juke box assuring accurate selection. Record mechanism has disengagement switch, making service easy. The Carousel free-wheels for loading or record changing.



Suspended horizontally below the record lift mechanism is the selector drum and junction box. This selector unit completes the simplest mechanism ever offered on a multi-selection phonograph.



WURLITZER'S HI-FIDELITY SOUND SYSTEM OFFERS  
**MORE SPEAKER CAPACITY**  
 THAN ANY OTHER COIN-OPERATED PHONOGRAPH

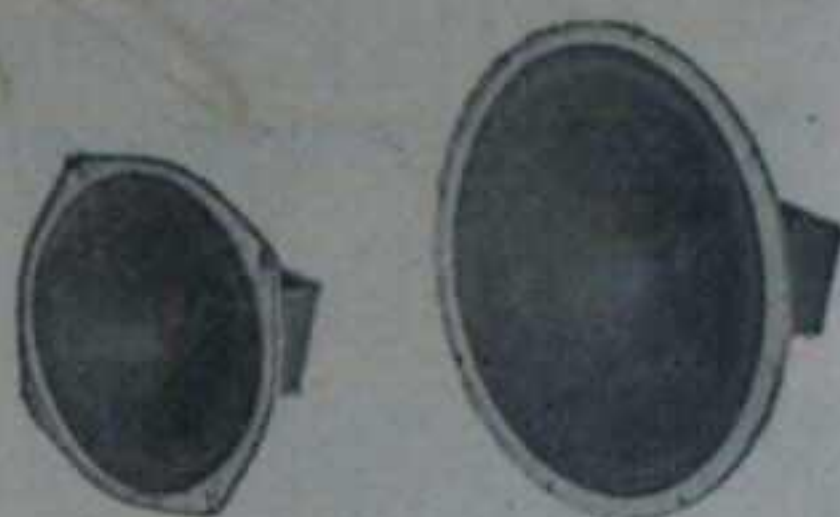
**Takes the Mask Off the Music**



Wurlitzer's High Fidelity Sound System incorporates twin speakers, a 15-inch bass Woofer and a 6-inch treble Tweeter—more speaker capacity than you'll find on any other juke box. Coupled with Wurlitzer's exclusive Zenith Cobra stylus and a built-in volume level control, it comprises the finest sound system in the industry. A system that literally removes the mask from the great range of music heretofore inaudible on or-

dinary phonographs. The delicacy of the flutes and French horns, the brilliance of the brass choir, the full impact of the percussion instruments are reproduced with live performance realism—and not as a sound beam emanating straight ahead of the speakers but diffused all over the location—a terrific play promoter.

Available without High Fidelity as Model 1700 at slightly lower cost in dark walnut finish.



6-inch Tweeter

15-inch Woofer



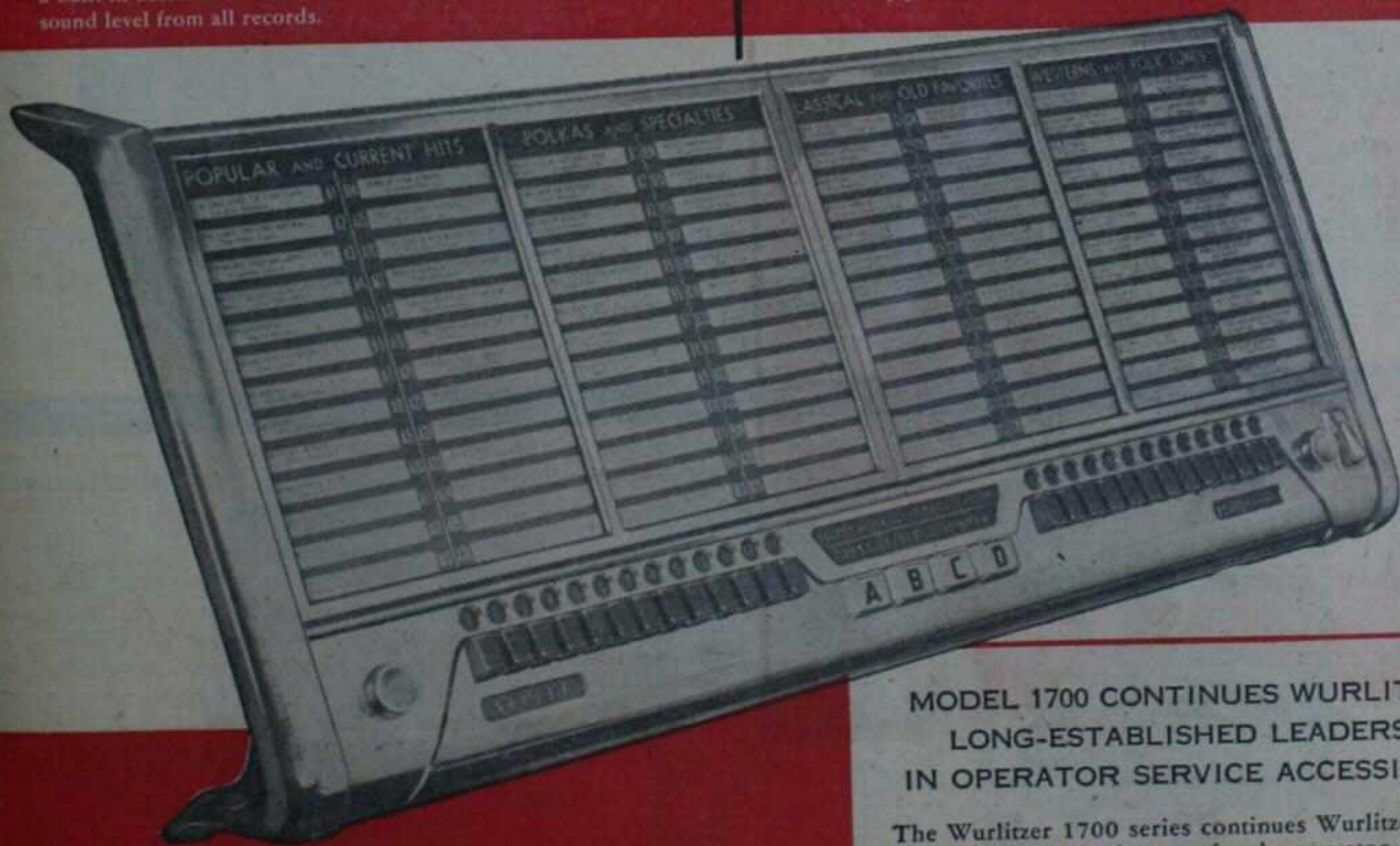
**NEW, IMPROVED  
 DYNATONE  
 AMPLIFIER**

Wurlitzer's famed dynatone amplifier has been further improved to incorporate full High Fidelity output. It includes a built-in automatic volume level control, assuring desired sound level from all records.



**SINGLE LOW  
 INERTIA TONE ARM  
 FEATURES ZENITH COBRA STYLUS**

Still Wurlitzer's alone—one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Gives you at least 1000 more plays per record without impaired fidelity plus many thousands more plays per stylus.



**NEW COLOR-STYLED, EASY-VISION  
 SELECTOR PANEL MAKES TUNE PICKING  
 ERROR-PROOF—PROGRAMMING SIMPLE**

The Wurlitzer Models 1700HF and 1700 program selectors consist of four panels, each offering 26 tunes. Patron selects by pushing one letter and one number. No errors are possible.

The selector panel is ideally positioned for easy reading and playing by people of all ages. It can be programmed into eight classifications to please every musical taste.

Program slip changing is easy. Frames holding 26 slips lift out in units. Top and bottom tune on each record are contained on a single line of the program holder. Each strip is held firmly in place—no light leaks.

**MODEL 1700 CONTINUES WURLITZER'S  
 LONG-ESTABLISHED LEADERSHIP  
 IN OPERATOR SERVICE ACCESSIBILITY**

The Wurlitzer 1700 series continues Wurlitzer's leadership in making service easy for the operator. The Astra-Dome lifts up and is secured by a fall support. Record slip replacement is fast and easy. Cabinet is accessible through two removable rear panels and the removable front section of the record changer shelf. Entire top casting lifts out by simply removing four screws and loosening two flexible cables. Remove one "C" washer and the entire record carrier lifts out for service. Wurlitzer's new Quick-As-A-Flash replacement units save time—and time is money for the operator.



**NEW STREAMLINED COIN EQUIPMENT  
 COMBINES SLUG  
 REJECTOR WITH COIN REGISTER**

Customers can insert coin of any denomination and make selections after the coin is inserted. Eliminates requests for refunds from patrons. Adjustable to 10 cent play, 3 for 25c, and other combinations.



SMARTLY RESTYLED FOR THE SMALLER LOCATIONS

# Wurlitzer 1600A

LOW PRICE ASSURES HIGHEST RETURN PER DOLLAR  
INVESTED OF ANY AUTOMATIC PHONOGRAPH



**48 SELECTIONS  
FOR 78 OR 45  
RPM PLAY**

**FEATURING  
WURLITZER  
HI-FIDELITY  
SOUND**

**TAKES THE  
MASK OFF  
THE MUSIC**

Here is Wurlitzer's 1954 version of its famed 48-selection phonograph. Immensely popular in the smaller location field, these phonographs are completely restyled for greater eye-appeal, and now, for the first time, offer Wurlitzer's sensational High Fidelity Sound that *takes the mask off the music!*

Available with High Fidelity in striking limed-walnut cabinet as the 1600AF playing 78 or 45 RPM records or the 1650AF playing 45 RPM records. Also available at slightly lower cost with Wurlitzer's standard sound systems are the Models 1650-A (45 RPM) or 1600-A (45 or 78 RPM) with dark walnut finish.



WURLITZER ALWAYS BRINGS YOU THE BEST IN REMOTE CONTROL



**3-WIRE 104-SELECTION WALL BOX  
MODEL 5205**

Features chrome plated, die-cast case, clear glass window, turquoise selector buttons and panels. Four rotating panels lettered A,B,C,D match selector buttons on Model 1700 Phonograph. Single 5-10-25c coin entry with magnetic slug rejector—convertible to 10c, 3 for 25c, or other combinations. Ace lock mounted on side. Size—12½" high, 11¾" wide, 7¾" deep.

**ALSO AVAILABLE**

**4-WIRE 48-SELECTION WALL BOX  
MODEL 5206 (SAME DIMENSIONS)**



**MODEL 5110 SPEAKER**

This beautiful 12-inch speaker is identified by the Wurlitzer name scrolled in silver. Like the 8-inch 5100, it has a matching transformer and may be used alone or with Model 5206 Wall Box and adjustable Wurlitzer Wall Plaque. Similar dual-cone speaker available for remote High Fidelity sound reproduction.

**ALSO AVAILABLE**

**MODEL 5100 EIGHT INCH  
WURLITZER SPEAKER**

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK



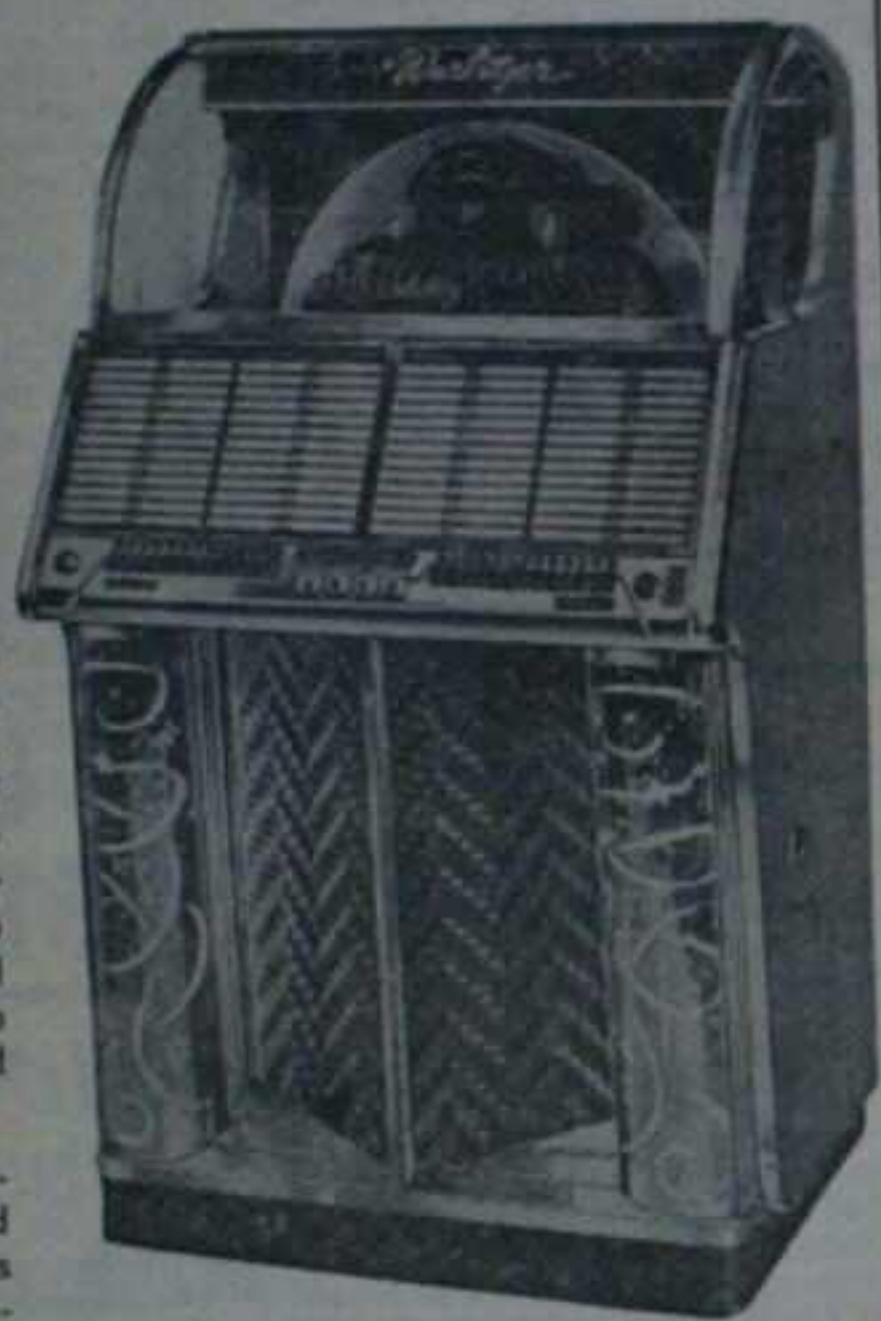
# the BIG NEWS in Phonographs is WURLITZER

We're the Newest Wurlitzer Distributors... With the Newest and Best Phonograph Available... the **NEW WURLITZER 1700**

Our first great showing of Wurlitzer phonographs during National Wurlitzer Days was tremendous... satisfactory to us because YOU showed tremendous enthusiasm for the New Wurlitzer 1700.

BUT... if you couldn't get close enough for a close inspection... or if you somehow missed our showing... you have our cordial invitation to come back and look it over.

If you're in music... you need Wurlitzer. It's the top phonograph for 1954!

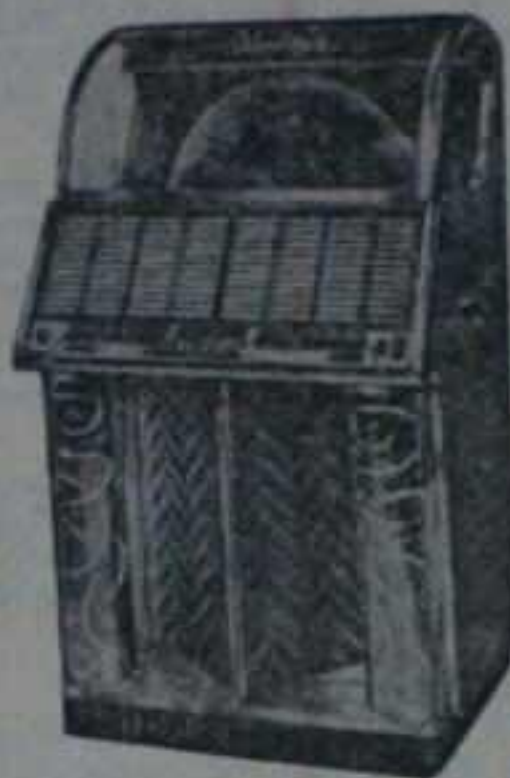


COME IN AND SEE US TODAY!

**United Distributors, Inc.** Mid-West Distributors  
332 East Central Wichita, Kansas 709 Linwood Blvd. Kansas City, Mo.  
Phone: HO-46111 Phone: WE-8776

... with the amazing new Carousel Record Changer!

It's the **WURLITZER 1700**



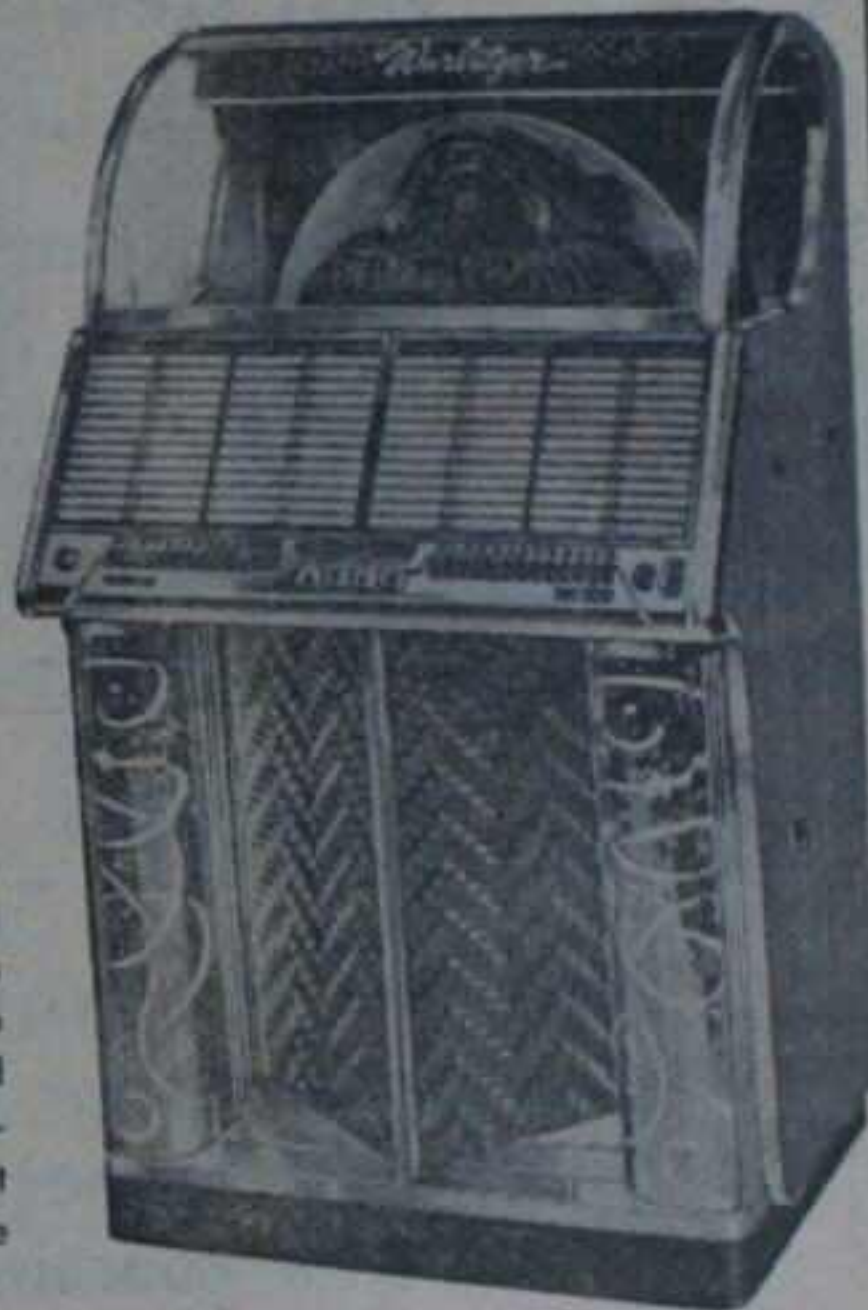
More words cannot describe the elegance of appearance... the fineness of mechanical perfection... the profitable aspects... of the new Wurlitzer phonograph. You owe it to yourself to see it today. Drop in to our showrooms and inspect it "inside and outside."

**CULP DISTRIBUTING CO.**  
614-616 West Grand Avenue  
Oklahoma City, Oklahoma  
Phones: Central 2-8084 & Regent 7-6381

**WE HAVE IT!**  
THE FINEST PHONOGRAPH YOU CAN BUY  
the **NEW WURLITZER 1700**

HI-FIDELITY SYSTEM  
MULTI-SELECTION  
PHONOGRAPH

Wurlitzer - "The Name That Means Music to Millions" now brings you a great new phonograph. So different it merits your attention! So beautiful that it will attract locations and patrons! So well designed and mechanically perfect that it means more profits for you!



DON'T WAIT!—If you are a Music Operator you should see the new Wurlitzer today

**WILLIAMS DISTRIBUTING COMPANY, Inc.**  
1117 Union Avenue, Memphis, Tennessee  
Phones: 36-1776 and LD-520

WE WANT YOU TO SEE THIS STARTLINGLY NEW & WONDERFUL

## WURLITZER 1700

Never before has any phonograph included so many marvels... of engineering... of electronics... of good "down-to-earth" sound operating principles. This is the "Wurlitzer Year" and if you are a music operator... you should see, hear and inspect this phonograph. See us today!



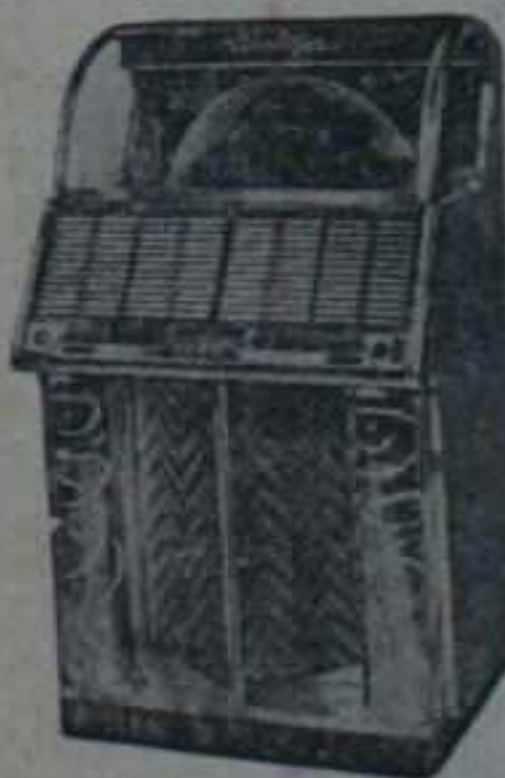
**ANGOTT**

DISTRIBUTING COMPANY

2616 Puritas Avenue, Detroit 38, Michigan  
Phone: University 4-0773

IT'S HERE...  
THE NEW SOUND  
IN PHONOGRAPHS

## WURLITZER 1700



Everything about this phonograph is a delight to the music operator. Fast operation on record changing, ease of servicing, appearance... yes, everything is in this new Wurlitzer!

**EMARCY DISTRIBUTING CO.**

348 Sixth Street, San Francisco, Calif.  
Phone: Hemlock 1-2323

THE FINEST PHONOGRAPH  
YOU CAN BUY...

## the NEW WURLITZER 1700

Not only the newest... but the finest and most profitable phonograph! Come into our showrooms and go over it yourself... you'll be amazed!



**Co-Operative Distributing Company**

224 West Jefferson Street Phone: Jackson 7003 Louisville, Kentucky

SEE IT... HEAR IT...

## the amazing new WURLITZER 1700

New fidelity in sound! In fact... a new phonograph in every way and bearing the name "Wurlitzer—the name that means Music to Millions." Come in today and see for yourself!



**Northwest Sales Co.**

3150 Elliott Avenue Seattle, Washington  
Phone: Garfield 0460

"Serving Alaska, Washington, Oregon, Idaho and Montana"

See the NEW "1700" at your distributor... today



**HURRY!**

**Reconditioned  
Music  
Equipment**

**SEEBURG - 147**

**\$75**

Clean — All Plastic Intact

Ready for Location

FIRST COME

FIRST SERVE

Wire—Write—Phone

**MUSIC  
SYSTEMS  
INC.**

DETROIT, MICH.—  
10217 Linwood  
Tulsa 3-3900

TOLEDO, OHIO—  
1302 Jackson  
Main 6192

**HEINIE ROBERTS . . .**

asks that you watch  
and get ready for the  
greatest development in  
music ever conceived!

**IN NEXT WEEK'S BILLBOARD**

**YOUR AMERICAN RED CROSS IS ALWAYS THERE  
AFTER TRAGEDY STRIKES**

**COINMEN YOU KNOW**

Continued from page 144

operated automatic laundry machines and dryers in apartment houses.

Frank Alluvot, of Frank's Music, has taken his son, Frank Jr., into partnership in the concern. Frank Jr., has been with the company a year, serving as assistant and learning the various operations.

Vincent Ames, a newcomer to the vending field, has established his own company, the Paramount Vending Company, in the northeast section of the city. He is an operator and distributor for cigarette vending machines.

Pedro J. Engardio, of Automotive Laundry Sales, has changed the name of his automatic laundry shop, which he established on the West Side seven years ago, to the Peters Self Service Laundry. He will continue operation at the same address.

Marvin M. Butler, another newcomer to the coin machine business, has established his own vending distributing company, the Marvin Butler Nut & Gum Company, on the far East Side. He handles the 5-cent coin machines for nuts and gum.

Jack L. Pike, of the newly established Grosse Pointe Vending Company, Grosse Pointe, is operating Detroit routes in candy, beverages, and nuts.

**Washington**

Sid Lotenberg, owner of Westway Vending, recently returned from a regional meeting of the NAMA at Hershey, Pa. Main points of discussion at the meeting, according to Sid, were 5-cent candy and coffee against 10-cent candy and coffee. Most operators feel that a 10-cent bar would not be well received, so long as good 5-cent bars remain on the candy counters. However, Sid believes that eventually dime candy will be the only way to offset rising costs to the operator. His firm is not too enthusiastic about the changeover, and so far only 20 per cent of his machines have been converted. Sid adds that he may buy another route soon, a type he has never handled . . . soft drink.

Roger and Evan Griffith, co-owners of Pioneer Novelty, attended the MOA convention in Chicago and really enjoyed the

show. They think it was one of the best ever. Evan says the outlook for increased sales this summer is good, and he looks forward to a prosperous business.

The local Dr. Pepper-Tru Ade distributors are doing a good business, says manager Norman Hayter. Warm weather always brings a substantial increase in sales, and Hayter and his staff are busy preparing for it.

Meyer Gelfand, of the G. B. Macke Corporation, reports that his firm has installed an automatic snack bar in the roundhouse of the Washington Railroad Terminal. The installation includes sandwich, soup, milk, coffee, beverage, ice cream, cookie and pastry machines.

Westway Vending, headed by Sid Lotenberg, is enjoying steady business and is building up ice cream routes for the advent of warm weather.

**St. Louis**

Ernest Browning, of Browning & Farber Novelty Company, has returned to work after an operation in Jewish Hospital, reports Mrs. Ben C. Moore.

**Los Angeles**

Motion picture recording personality Jeff Chandler visiting with the gang at Bill Leuenhagen's Record Bar last week with Mary and Kay Solle painted out autographed copies of his Decca record to music operators. . . Paul Laymon, of the Paul Laymon Company, back from that extended vacation with new Cadillac he picked up in Chicago.

Music operator Bill Yedlin on a week's fishing vacation. Lyn Brown reports excellent operator reaction to the new Exhibit Supply gun. . . Fred Shuler, Long Beach, returned from weekend at Las Vegas where he attended a Shriner's ceremony. . . Bill Leuenhagen joined the large segment of local coinmen who are members of the Shriners this past week.

Larry Flynn and Red Long in town from Visalia this week. . . A. P. Cane, recently appointed Rock-Ola distributor in this area has set an open-house showing of the Rock-Ola on April 3-4.

Jack Dolan reports a land-office business at the new Minthorne Music Company using games headquarters.

**THE BILLBOARD INDEX**

**ADVERTISED USED  
MACHINE PRICES**

**MUSIC MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard issues indicated below. All advertised used machines and prices are listed. Where more than one advertised the same equipment at the same price, frequency with which the price occurred indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13
<b>AMI</b>				
Model A . . . . .	\$139.50 195.00	\$139.50 195.00	\$139.50 195.00	\$139.50 195.00
Model B . . . . .	229.50 269.00 275.00(2)	269.00 275.00(2)	229.50 269.00 275.00 285.00	269.00 275.00
Model C . . . . .	249.50 299.00 325.00	279.50 299.00 325.00	279.50 299.00 325.00	279.50 299.00
Model D-40 . . . . .	395.00(2) 400.00	395.00 400.00	395.00 400.00	395.00
Model D-80 . . . . .	495.00(2)	495.00(2)	495.00	495.00
<b>CHICAGO COIN</b>				
Band Bar . . . . .	139.00	139.00	139.00	139.00
<b>EVANS</b>				
Constitution . . . . .	325.00	325.00	295.00	210.00
<b>ROCK-OLA</b>				
Fire Ball 45 RPM . . . . .	495.00	475.00	475.00	475.00
1422 . . . . .	89.00(2) 95.00	89.00(2)	89.00 99.50	89.00 99.50
1426 . . . . .			109.00	109.00
1428 . . . . .	225.00		375.00	375.00
1434 . . . . .			495.00	495.00
1435 Fireball 45 RPM . . . . .	495.00 695.00	495.00		
52-50 . . . . .	395.00		125.00	125.00
1947 . . . . .			250.00	250.00
1948 . . . . .				
<b>SEEBURG</b>				
Hiway . . . . .	125.00	125.00	125.00	95.00
47 . . . . .			450.00	450.00
100 A . . . . .			339.50	339.50
H M 100 A . . . . .			495.00(2)	495.00(2)
M 100 A 78 RPM . . . . .	419.95 449.50 495.00			495.00
M 100 B 45 RPM . . . . .	550.00			
146 . . . . .	99.00 135.00	99.00 99.50 135.00	99.00 99.50 135.00	99.00 99.50 135.00
H 146 Hiway . . . . .	75.00	75.00	75.00	75.00
1947 Hiway . . . . .		99.50		
147 . . . . .	129.00 150.00	109.50 129.00 150.00	109.50 129.00 150.00	109.50 129.00 150.00
H 148 Hiway . . . . .	95.00	95.00	95.00	95.00
148 . . . . .	195.00	195.00	195.00	195.00
148 M . . . . .	189.00	189.00	189.00	189.00
148 ML . . . . .	199.00	159.50 199.00	159.50 179.50 199.00	159.50 179.50 199.00
1946 Hiway . . . . .		89.50		89.50
1948 Hiway . . . . .		109.50 165.00		109.50 165.00
<b>WILLIAMS</b>				
Music Mite . . . . .			90.00	15.00 90.00
<b>WURLITZER</b>				
1015 . . . . .	79.50 85.00 135.00	99.50 135.00	99.50 135.00	99.50 135.00
1017 Hiway . . . . .	89.50		59.00	59.00
1017 A Hiway . . . . .			85.00	85.00
1080 . . . . .	95.00 99.00	99.00 125.00	99.00 125.00	99.00 125.00
1100 . . . . .	175.00 189.50 225.00 245.00	225.00	225.00	189.50 235.00
1217 Hiway . . . . .	199.00	219.00	219.00	219.00
1250 . . . . .	239.95 249.50 295.00(2)	249.50 295.00(2)	249.50 295.00(2)	249.50 295.00
1400 . . . . .	399.95 419.50	429.50	429.50	429.50
1450 . . . . .	419.95	429.50	429.50	429.50

**Beyond Belief!**

**120 SELECTIONS**  
in the world's smallest console phonograph  
with the world's newest mechanism!

**ROCK-OLA Comet 120**  
"The original phonograph with 120 selections"

MODEL 1438

MODEL 1546

the Original Wall Box with 120 Selections

ROCK-OLA MANUFACTURING CORPORATION  
501 North LaSalle Avenue Chicago 11, Illinois



## Wurlitzer Bows '54 Models

Continued from page 142

is high, 31 1/2 inches wide and 18 inches deep.

Program selector consists of panels, each offering 28 tunes are selected by two buttons—one from central series numbered 1 to 26 and the other from special series lettered from A to Z. Title strips may be lifted from units of 26.

Some of the unit is made of glass, protected by an iron corner. The dome is upward and catches, allowing easy access to records and tips.

15-11 model has a 15-inch speaker, mounted in the center of a large baffle board, a six-inch treble tweeter. Standard unit has Wurlitzer's new sound system. Both are equipped with arm that incorporates volume and both use Zenith Stylus tone arms.

**Two Service Doors**

1700's have two rear doors for service procedures. Through rear door, adjustments may be made on amplifier, stepper, register and fluorescent light. The upper door may be opened independently of the panel and allows access to record player.

For the high fidelity and the standard models will use any Wurlitzer speaker.

48-selection models to be available to operators are complete-styled 1600 series phonograph.

The new models are the 1600-A, which can play both 45's and 78's with the

use of adaptor trays, and 1630-A, which plays 45's exclusively.

Both units are available in either Hi-Fi or standard sound equipment. Colors of the cabinets are light limed-walnut and dark walnut.

Changes in the new models include a new coloring in the dome, a back-lighted "Wurlitzer" script in the valance, a new design in the pilasters, a grille of rigidized metal, and three chrome-plated bars in front of the grille.

The dimensions of the unit are 53 1/2 inches high, 29 1/2 inches wide, and 26 1/2 inches deep. The complete unit weights 315 pounds. Present Wurlitzer speakers can also be used on the new 48-selection models.

The Wurlitzer Company announced that it would continue to produce its present wall boxes—the four-wire, 48-selection model, and the three-wire, 104-selection model.

### Ill. Op Assn.

Continued from page 142

named secretary-treasurer. Elected to the board of directors were Les Montoot, Bill Fleming and Lawrence Carr.

Following the election, members discussed the recent MOA convention and made plans for a dinner meeting next month to welcome the new officers. The meeting date was set for April 26—place to be announced.

**NEW—ALL THE WAY THRU!**

EVANS'

# HOLIDAY

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Thrilling new beauty and utility blend in the superb cabinetry of Evans' Holiday. The magnificently impressive light diffusion and the brilliantly illuminated interior is truly a masterpiece of player attraction. Trim, compact, modern lines combine to harmonize in any type of location, whether "ordinary" or "plush decor."

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**H. C. EVANS & CO.** 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

# WHEN COIN MACHINES ARE EXPORTED TO MARS



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The Billboard

will be there first,

pre-selling the

Martian market.

Yes, you'll find The Billboard wherever and whenever there's a demand for coin machines.

Today, with U. S. coin machine exports circling the globe, the foreign market is extremely profitable for extra sales of new and used equipment.

Topping the most optimistic forecasts for 1953, the coin machine export market reached a \$10,657,844 total—a new high!

If you are a manufacturer or distributor of new and used coin-operated equipment don't miss out on plus sales to foreign buyers. Reach and sell the \$10,657,844 foreign market thru The Billboard SPRING EXPORT QUARTERLY, dated April 24, and, at the same time and at no extra cost, sell your complete U. S. market as well!

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The Billboard can help you in two ways:

(1) Delivers the foreign market—and your complete U. S. market as well—in the Spring Export Quarterly.

(2) Guides you to export specialists who can save you the trouble of paperwork and red tape—gets you payment in U. S. dollars.

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Take full advantage of the \$10,657,844 market for coin machine exports now.

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CEntral 6-8761

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOLLYwood 9-5831

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443



# Game Op Lands 400 Spots in Five Years

Continued from page 137

hesitation, secured excellent financing and the amusement park still represents his largest single location and, of course, one of the most profitable on a seasonal basis.

Scores of other locations were developed. Brower points out, merely by driving ceaselessly thru the city picking out what seemed to be worthwhile locations for all types of machines, and "selling himself." A young operator, only 36 years old, Brower has a manifold knowledge of the coin machine industry, is an adept judge of human reactions and thus has been able to create locations where "no possibility existed" before. New shopping centers, new taverns and bars, established stores and amusement centers, were all solicited one by one until Brower was surprised to find himself with more than 100 locations a few months after buying his first truck and starting in business.

### Service Anytime

As his reputation grew, particularly hinging upon the fact that Brower will cheerfully drop anything to service any machine at any location, new spots began to come more easily, with the result that in a little more than five years the Brower list shows a total of 400 machines over the city.

A large percentage of the locations are what he terms "multiples" in that they include a group of machines operating at one point. Typical is the Bandbox, a ballroom and club which serves no alcoholic beverages attracts square dancers, teen-agers and "over-30" people. In the club, Brower has some 17 machines in operation, most of them spotted in the Circus Room, a separate room which provides "between dance" amusement for hundreds of patrons thru the week.

"Probably the most unusual arrangement I ever worked out was with Ralph Batschelet, manager of Denver's Paramount Theater," the Denver operator pointed out.

"The theater at that time was usually overcrowded with patrons, with many waiting in the lobby and lounges for seats. By testing out the popularity of various machines, I convinced the theater management that coin machines would keep waiting movie patrons from growing restive and would keep them entertained. The upshot of that was the installation of no less than 27 machines in the theater at one time."

This experiment, incidentally, led directly to Brower's Bandbox installation.

### How He Gets Spots

When out calling upon prospective location owners, his calls sandwiched in between service calls night and day, Brower always carries along manufacturers' folders. These are photographs of new amusement machines of various kinds and he uses them to get spots. Often, the tavern owner, for example, who feels "I've got enough coin machines" will perk up and show interest in a newly developed five-ball, ski ball or some other machine, Brower has found.

Brower maintains a well equipped repair shop, with a big investment in refinishing equipment and repair parts. He never stints in the least on either of these aspects, feeling that his most important job is to keep the machines in service. As pointed out the Denver operator sees to it that no machine goes unvisited for more than a week at a time, and all complaints telephoned in from

## United Unveils

Continued from page 137

cards are lit, any two numbers score three-in-line, any three score four-in-line, all four score five-in-line.

Two sombreros light up also. When lit, a ball in either sombrero hole spots 2, 5 and 8 on the light-a-name feature. Those three numbers lighting up either "ME" or "XL"

Mexico also features an all ball return, and three extra balls each game.

United is also currently producing Team and League Shuffle Alleys, both six-player shuffle games.

location owners are answered just as fast as Brower can get his truck to the spot.

A good example of the forward thinking and enterprise of the Amusement Machine Company head is a plan worked out with the Junior Chamber of Commerce in Denver more than a year ago. In need of funds, the Chamber of Commerce was agreeable when Brower suggested that he place penny scales and ball gum vendors in prominent traffic areas, such as the Union Station, Airport Terminal and downtown stores, with the space being donated by the location to the Chamber of Commerce, which, in turn, would receive a percentage of the take of each machine.

### Unusual Approach

This unusual approach allowed Brower to win installations in many smart downtown Denver stores, public areas which had never before permitted coin-operated machines of any kind. Most of the machines placed were scales and almost before he knew it, Brower had invested \$3,000 in the operation. All of the scales were specially made up for the Junior Chamber of Commerce-Amusement Machines Company enterprise, including special decalcomanias—which were costly—but helped to get the locations desired.

Now, spending a lot of money to get new locations and to maintain his machines, Brower has been given sole rights to machine operation in such huge population centers as Fitzsimmons Army Hospital near Denver, baseball parks, amusement parks, theaters, sports centers.

"I made some mistakes with various kinds of machines," he said, "writing off more than \$3,000 on one line of amusement machines, for example. However, there is a good future in this business if enough work is put into it."

## Empire Coin

Continued from page 137

was backdrop of a cabinet against which the balls are thrown. The game automatically reloads itself for the next pitcher. The backdrop frame measures 6 by 7 by 5 feet; recommended distance from the coin box to the backdrop is 40 feet. The game includes all metal ball return and 25-cent coin chute. The game lists for \$795.

Mighty Mike, which is priced at \$1,150 including steel platform, is a mechanical sparring partner, with a clock which registers strength of each punch in points. A motor mechanism activates the life-size manikin, molded of latex and sponge. It moves in three dimensions, simulating the weaving, dodging and ducking of a boxer. It is available with dime or quarter coin chute or a combination of two nickels or one dime. Time cycle is adjustable from 15 seconds to one minute.

Air Football and Air Hockey are both console-type two-player games with two goals and two scoreboards. The games use compressed air jet guns to direct the balls. Featuring progressive electrical scoring, flashing lights, and bells, the games each measure 4 by 2 feet, are equipped with dime coin chutes. Air Football lists for \$499; Air Hockey for \$449.

Set-Shot Basketball is a one or two-player game equipped with a simulated basketball court with two baskets, two scoreboards. Time and scoring are adjustable. It is equipped for nickel or dime play.

## Ban Free-Play

Continued from page 137

prompted by a similar ban in New Haven County, where authorities have prohibited bingo-type games which give players odds, and with wins, merchandise prizes.

Willis ruled that machines giving free plays were illegal in Fairfield County. His ruling, it was learned at the State capitol, was based on a decision by Judge John Dwyer of Bridgeport Common Pleas Court in August, 1941, in which Dwyer ruled that a machine giving free plays was illegal because the free games constituted an inducement to play.

## COIN PIONEER

# F. W. Zogg Sets Up New Mfg. Company

CHICAGO, April 3.—A new manufacturing firm, the United Speaker Company, was announced this week by President F. W. Zogg, pioneer coin machine distributor and operator.

Zogg said his new firm is now in production on an improved speaker for drive-in theaters. The speakers are equipped with Jensen amplifiers. The housing is made of cast aluminum involving two castings which are sealed together with rubber insulation, assuring protection against the weather.

The company is located at 4134 W. Armitage Avenue.

## Supreme Court

Continued from page 137

in that the court ruling will determine whether any other unit of government lesser than the State (a city or a county) can legally prohibit games.

The issue as developed by Fain and Marian Rushing, deputy city attorney for Portland, hinged on whether the 1943 State law licensing games was purely a taxing measure or was a policing act and thus established the lawfulness of games for amusement only.

Fain argued that the act was not solely a taxing measure and supported his position by citing amendments made to the original draft of the act by the legislative conferees.

### State Vs. Privilege Tax

"When the conferees changed the words 'State tax' to 'privilege tax' they declared the Legislature's intent to make this act not merely a revenue measure," Fain told the court.

"What the State permits, a lesser unit of government cannot prohibit," he continued, pointing out that when the Legislature used the word "privilege" it moved to exchange a license tax for the granting of the privilege of displaying and operating games.

In support of his argument that the State law included policing powers, Fain quoted from the 1943 act by which "agents are given the power of police officers to enforce all provisions of this act." These provisions, he noted, included not only the taxation of machines but set forth other conditions, such as the placement of tax-receipt stickers.

When the law stipulated conditions by which games would be unlawful (such as non-payment of taxes) it thereby declared the lawfulness of games if the conditions were complied with, he argued.

Fain noted that altho the law gave cities the right to tax games it did not give them the right to prohibit games.

### City's Position

In developing the city's argument, Miss Rushing contended that apparent conflict—one that taxes and another that prohibits the thing taxed—can co-exist harmoniously. Thus she denied that the city ordinance conflicted with State law, which she said was the one issue involved. In support, she cited court decisions from other States in which the States had taxed what cities had prohibited.

In defending her contention that the Oregon law was essentially a revenue act, she said that in the exercise of taxing power the State must exercise some police power in the event of failure to pay the tax.

### Policing Power

Policing power to this extent does not, contrary to opposing contention, convert the revenue law into a policing law, she said. She argued that the taxing of a "privilege" confers no rights and that licensing can be a taxing action, a police action or both.

The fact that the law is silent on a city's right to prohibit does not deny it that right, she said. Thus, she argued, the State can tax and the city can prohibit.

Meanwhile, the Portland city council, of different makeup from that passing the 1951 ordinance, was drafting a game ordinance expected to set a \$50 game license fee in place of the \$20 fee in force before the city banned games.

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Index indicated below. All advertised used machines and prices are listed. Where more than one advertised the same equipment at the same price frequency with which the price occurred indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vending, only the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13
ABC (United)	\$50.00 75.00	\$50.00 75.00	\$50.00 115.00	\$50.00 115.00
All Star Basketball (Gottlieb)	115.00	115.00	115.00	115.00
Apacade (United)	39.00 59.50	39.00 59.50	39.00 59.50	39.00 59.50
Arizona (United)	79.50	79.50	79.50	79.50
Army-Navy (Williams)	210.00	210.00	210.00	210.00
Atlantic City (Bally)	150.00 165.00	150.00 170.00	150.00 179.00	145.00 170.00
	195.00(2)	179.00	195.00(2)	179.00
		195.00(2)	225.00	195.00
Bally Face (United)	39.00 49.50	39.00 49.50	39.00 49.50	39.00 49.50
Bandbox Champ (Chicago Coin)	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	275.00	275.00	225.00 275.00	275.00
Baroque Practice	89.50 95.00	89.50 95.00	89.50 95.00	89.50 95.00
Beach Club (Bally)	365.00	365.00	375.00 385.00	375.00
	375.00(2)	375.00(2)	395.00	385.00 395.00
	395.00 395.00	395.00 395.00		
Beauregard (Gottlieb)	149.50	185.00		
Beauty (Bally)	295.00	295.00 295.00	295.00	275.00 295.00
	315.00(2)	315.00(2)	315.00(2)	315.00
	325.00	325.00		315.00
Be-See (Exhibit)	65.00 84.50	65.00 84.50	65.00 84.50	65.00 84.50
Bermuda (Chicago Coin)	49.50	49.50	49.50	49.50
Big Top (General)	54.50	54.50	54.50	54.50
Boogie (Williams)	79.50	79.50	79.50	79.50
Boysie Champ (Gottlieb)	69.50	69.50	69.50 69.50	69.50
Bright Lights (Bally)	79.00 75.00	65.00(2) 70.00	75.00 89.50	85.00 125.00
	79.00 95.00	79.00 95.00	95.00 125.00	
	125.00	125.00		
Bright Spot (Bally)	95.00 115.00	95.00(2) 135.00	125.00 145.00	95.00 125.00
	125.00 135.00	145.00 175.00	150.00 175.00	145.00 225.00
	145.00 175.00			175.00
Buffalo Bill (Gottlieb)	69.50	69.50	69.50	69.50
Deluxe (United)	275.00 375.00	275.00 375.00	275.00 395.00	275.00 395.00
			375.00	375.00
Camel Caravan (General)	69.00	69.00	69.00	69.00
Camper (Exhibit)	84.50	84.50	84.50	84.50
Canasta (General)	99.50	99.50	99.50	99.50
Caroline (United)	39.00	39.00	39.00	39.00
Catalina (Chicago Coin)	35.00	35.00	35.00	35.00
Champion (Bally)	89.50	89.50	89.50	89.50
Chivalry (Gottlieb)	160.00	160.00	159.50 160.00	159.50 160.00
Circus (United)	225.00	225.00	200.00 225.00	200.00 225.00
	79.50	79.50	245.00	245.00
Citation (Bally)	150.00 119.00		79.50	79.50
Cozy Island (Bally)	125.00 130.00	95.00(2) 130.00	129.00 119.50	95.00 125.00
	145.00	119.00	129.50 130.00	125.00 130.00
		145.00	145.00 150.00	145.00 150.00
Control Tower (Williams)	109.50	109.50	109.50	109.50
Demolition (Gottlieb)	165.00	165.00	165.00	165.00
County Fair	95.00	95.00	95.00	95.00
Decade (Gottlieb)	139.50	139.50	139.50	139.50
Delta (Williams)	69.50	69.50	69.50	69.50
De-Lux (Williams)	89.50	89.50	89.50	89.50
Dee-We-Ditty (Williams)	49.50	49.50	49.50	49.50
Devil Feature (Gottlieb)	89.00 89.50	89.00 89.50	89.00 89.50	89.00 89.50
Double Shuffle (Gottlieb)	65.00	65.00	65.00	65.00
Dreamy (Williams)	89.50	89.50	89.50	89.50
Duke Jockey (Williams)	125.00	145.00		
Duke Ranch (Bally)	425.00(3)	425.00(3)	425.00(3)	425.00
Eight Ball (Williams)	119.50	119.50	119.50	119.50
Fairway	150.00	150.00		
Fighting Irish (Chicago Coin)	75.00	75.00	75.00	75.00
Fire Star (General)	49.50	49.50	49.50	49.50
Flamingo Power (General)	65.00	65.00	65.00	65.00
Football (Chicago Coin)	69.50	69.50 75.00	75.00	69.50
400 (General)	109.50	109.50	109.50	109.50
Four Carven (Williams)	109.50	109.50	109.50	109.50
Four Maroon (Gottlieb)	165.00 185.00	165.00 185.00	165.00 185.00	165.00 185.00
Frisk (Bally)	295.00 299.00	295.00 299.00	225.00 235.00	215.00 225.00
	225.00 235.00	225.00 275.00	245.00	235.00 275.00
George (Williams)	89.50	89.50	89.50	89.50
Globe (Williams)	35.00 89.50	35.00 89.50	35.00 89.50	35.00 89.50
Golden (Gottlieb)	149.50	149.50	149.50	149.50
Golden Tee (Gottlieb)	135.00	135.00	135.00	135.00
Gold Day (Bally)	99.50	99.50	99.50	99.50
Golden Nugget (General)	50.00 125.00	100.00 125.00	100.00 125.00	100.00 125.00
			264.50	125.00 264.50
Golden Crown (Chicago Coin)	69.50	69.50	69.50	69.50
Grand Award (Chicago Coin)	35.00	35.00	35.00	35.00
Grand Prix (Williams)	225.00	225.00	225.00	225.00
Grand-Dolls (Gottlieb)	175.00	175.00	175.00	175.00
Happy-Go-Lucky (Gottlieb)			149.50	129.00 149.50
Harvest Time (General)	65.00	65.00	65.00	65.00
Haystack	75.00	75.00	75.00 89.50	89.50
Hit & Run (Gottlieb)	140.00	140.00	140.00	140.00
Hong Kong				
Holiday (Kamey)				
Horshoes (Chicago Coin)				
Horshoes (Williams)	95.00	95.00	95.00	95.00
Hungry-Dumpty (Gottlieb)	49.50	49.50	49.50	49.50
Jackey (Williams)	75.00 120.00	75.00 120.00	120.00	120.00
Jackey Special (Bally)	54.50	54.50	54.50	54.50
Joker (Gottlieb)	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Jolly (Exhibit)	94.50	94.50	94.50	94.50
Jumping Jack (General)	60.00	60.00	60.00	60.00
Jan 21 (Gottlieb)	59.50	59.50	59.50	59.50
King Arthur (Gottlieb)	55.00	55.00	55.00	55.00
King Pin (Chicago Coin)	115.00	115.00 124.50	115.00 124.50	115.00 124.50
			123.00	123.00
Knock Out (Gottlieb)	69.00 89.50	69.00 89.50	69.00 89.50	69.00 89.50
Leader (United)	90.00	90.00	90.00	90.00
Lily Bell				
Live-a-Live (Kamey)	50.00	50.00	50.00 75.00	50.00(2) 75.00
Long Beach (Williams)	125.00(2)	125.00(2)	125.00	125.00
Lucky Landing (Williams)	84.50	84.50	84.50	84.50

67,000 ACTIVE BUYERS

The Billboard Classified columns each week



# Calendar for Coinmen

April 10—Music Guild of New Jersey, 17th annual celebration, Military Park Hotel, Newark, N. J.

April 26—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill. Place to be announced.

April 30-May 1—NAMA sectional meeting, covering Montana, Arizona, Washington, Oregon, Utah, New Mexico, Nevada, Wyoming, Idaho and California (Regions 10, 11, 12), Highland Hotel, Carmel-on-the-Sea (approximately 30 miles west of San Francisco).

May 7-8—NAMA sectional meeting, covering Arkansas, Louisiana, Oklahoma, Colorado, Kansas, Nebraska and Texas (Regions 9 and Western part of Region 8), Baker Hotel, Dallas.

May 18—Westchester Operators' Guild, annual banquet, Holiday Inn, Scarsdale, N. Y.

June 7-10—National Confectioners' Association, annual convention exhibit, Conrad Hilton Hotel, Chicago.

## Richman Preems Two New Games; Makes Four Others

BROOKLYN, April 3.—The Richman Products Corporation is now in full production on coin-operated games, two of which are being introduced to the market.

President George J. Richman said the firm's new Pitching Practice is primarily an Arcade piece, the player getting 10 bases for a quarter. Object of the game is to pitch to a silk screened

catcher 20 to 45 feet away (the regulation 60 feet, 6 inches may be substituted on request). An overhead scoreboard indicates balls and strikes and tells if the pitch is high, low, inside or outside.

The game lists for \$795. Richman said a shorter mound-to-plate distance is available for indoor locations.

### Mighty Mickey

Mighty Mike, a coin-operated Arcade and location punching machine, was introduced last year. This year Richman is making, in addition to Mighty Mike, a junior version called Mighty Mickey.

Both games list for \$1,150 each. Richman said his firm now uses a pre-vulcanized latex as a skin covering for the games. He explained that this covering stands up longer than the previous material.

In addition, Richman has bought the assets of the defunct Telematic Corporation, which made Air Hockey, Air Football and Super Shot Basketball. The manufacture of these games will continue.

## Buckley Ships 54 Bell Model

CHICAGO, April 3.—Buckley Manufacturing Company started shipping its 1954 model Criss Cross Jackpot bell to customers in Illinois, Nevada and foreign countries. Pat Buckley announced the week.

Buckley is now testing a seven-roller console in the Buckley Club in Las Vegas.

	Issue of April 3	Issue of Mar 27	Issue of Mar 20	Issue of Mar 13
Advertiser				
City of '44 (Chicago Coin)	45.00	45.00	45.00	45.00
City of '44 (Williams)	45.00	49.00	49.00	49.00
City of '44 (General)	125.00	125.00	125.00	125.00
City of '44 (Williams)	129.50	129.50	129.50	129.50
City of '44 (General)	49.50	49.50	49.50	49.50
City of '44 (Williams)	49.50	49.50	49.50	49.50
City of '44 (General)	145.00	145.00	145.00	145.00
City of '44 (Williams)	69.50	69.50	69.50	69.50
City of '44 (General)	45.00	45.00	45.00	45.00
City of '44 (Williams)	165.00	175.00	235.00(3)	185.00(2)
City of '44 (General)	235.00(2)	175.00(3)	235.00(3)	235.00(3)
City of '44 (Williams)	495.00	495.00	195.00	195.00
City of '44 (General)	95.00	95.00	95.00	95.00
City of '44 (Williams)	99.50	99.50	99.50	99.50
City of '44 (General)	45.00	45.00	45.00	45.00
City of '44 (Williams)	39.00	54.50	39.00	54.50
City of '44 (General)	65.00(2)	45.00(2)	65.00	65.00
City of '44 (Williams)	190.00	190.00	190.00	190.00
City of '44 (General)	99.50	99.50	99.50	99.50
City of '44 (Williams)	39.00	39.00	39.00	39.00
City of '44 (General)	89.50	89.50	89.50	89.50
City of '44 (Williams)	85.00	94.50	85.00	94.50
City of '44 (General)	135.00	135.00	135.00	135.00
City of '44 (Williams)	49.50	49.50	49.50	49.50
City of '44 (General)	35.00	49.50	35.00	49.50
City of '44 (Williams)	85.00	85.00	85.00	85.00
City of '44 (General)	120.00	120.00	120.00	120.00
City of '44 (Williams)	95.00	119.50	95.00	119.50
City of '44 (General)	150.00	150.00	150.00	150.00
City of '44 (Williams)	150.00	150.00(2)	150.00	150.00
City of '44 (General)	119.50	119.50	119.50	119.50
City of '44 (Williams)	69.00	69.00	69.00	69.00
City of '44 (General)	49.50	49.50	49.50	49.50
City of '44 (Williams)	119.50	119.50	119.50	119.50
City of '44 (General)	65.00(2)	65.00(2)	75.00	85.00(2)
City of '44 (Williams)	89.00	89.00	89.00	89.00
City of '44 (General)	115.00(2)	115.00(2)	109.50	115.00
City of '44 (Williams)	89.00	89.00	89.00	89.00
City of '44 (General)	99.00	99.00	99.00	99.00
City of '44 (Williams)	115.00(2)	115.00(2)	115.00(2)	115.00(2)
City of '44 (General)	89.00	89.00	89.00	89.00
City of '44 (Williams)	39.00	39.00	39.00	39.00
City of '44 (General)	125.00	125.00	125.00	125.00
City of '44 (Williams)	115.00	150.00	125.00	150.00
City of '44 (General)	145.00	195.00	145.00	150.00
City of '44 (Williams)	145.00	145.00	145.00	145.00
City of '44 (General)	79.50	79.50	79.50	79.50
City of '44 (Williams)	325.00	425.00	390.00	425.00
City of '44 (General)	49.50	49.50	49.50	49.50
City of '44 (Williams)	50.00	69.50	50.00	69.50
City of '44 (General)	45.00	45.00	45.00	45.00
City of '44 (Williams)	18.50	18.50	18.50	18.50
City of '44 (General)	79.50	79.50	79.50	79.50
City of '44 (Williams)	85.00	85.00	85.00	85.00
City of '44 (General)	35.00	35.00	35.00	35.00
City of '44 (Williams)	125.00	145.00	125.00	145.00
City of '44 (General)	35.00	35.00	35.00	35.00
City of '44 (Williams)	35.00	35.00	35.00	35.00
City of '44 (General)	80.00	80.00	80.00	80.00
City of '44 (Williams)	69.00	69.00	69.00	69.00
City of '44 (General)	325.00	335.00	345.00	335.00
City of '44 (Williams)	375.00	375.00	375.00	375.00
City of '44 (General)	74.50	74.50	74.50	74.50
City of '44 (Williams)	39.00	109.50	39.00	109.50
City of '44 (General)	29.00	84.50	29.00	84.50
City of '44 (Williams)	49.50	49.50	49.50	49.50
City of '44 (General)	145.00	145.00(2)	145.00	145.00
City of '44 (Williams)	99.50	99.50	99.50	99.50
City of '44 (General)	49.50	49.50	49.50	49.50
City of '44 (Williams)	250.00	275.00	250.00	295.00
City of '44 (General)	295.00	325.00	295.00	325.00

**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** (maximum \$2)

Usual masthead style, one paragraph, no display. First line set in 4 pt. bold, balance 6 pt. light.

Per word ..... \$ .20

2 or more CONSECUTIVE or 34 insertions, per word ..... .18

22 CONSECUTIVE insertions, per word ..... .14

**DISPLAY CLASSIFIED** (maximum \$4)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 18 lines or more.

Per space line ..... \$1.00

2 or more CONSECUTIVE or 34 insertions, per space line ..... .95

22 CONSECUTIVE insertions, per space line ..... .90

1 inch equals 14 space lines.

**IMPORTANT INFORMATION**

Cash must accompany all orders for less than 3 insertions. Count your name and address when computing ad cost.

If a box number is wanted, please figure 6 extra words. In addition there is a 25¢ service fee whenever a box number is used. This slight charge helps to cover cost of handling and forwarding your mail.

**ALL ORDERS AND INQUIRIES MUST BE ADDRESSED TO: BILLBOARD PUBLISHING COMPANY**  
188 W. RANDOLPH STREET, CHICAGO 1, ILLINOIS

### Business Opportunities

**Coin Radios and Television**—Buy direct from manufacturer and save. Steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

**Radar Hat Dog Machines**: will sell in lots of 5, 10 and 20, \$25 each or best offer. Leonard Kempworth, 648 E. 15th St., Indianapolis, Ind. FR 9965.

### Parts, Supplies & Services

**1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD**

Cash Iron Stands, \$4.25 ea.; 5 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1c or 5c, \$1.45 ea. prepaid. Tubular Coin Wraps, 1c or 5c, 85¢ per M.; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

**TAB GUM—MIN. 25 BOXES**

All Wrigley, 47¢; All American Chicle, 44¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1c), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.25.

**KING & CO.**

Direct Factory Distributors for North-western Venders and PX Cigarette Venders.

2702 W. Lake St., Chicago 12, Ill.

**Stamp Folders direct from factory at lowest prices.** Brown Manufacturing Co., 171 E. 92 St., New York, N. Y.

**Stamp Folders direct from manufacturer:** unlimited quantities, immediate delivery. Write for prices. Vendo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### Positions Wanted

**Mechanic, experienced, games, phones, vendors;** 30 years old, married, references. Prefer West. Southwest Box 722, The Billboard, Chicago 1, Ill.

### Routes for Sale

**Bowling Machine Route for sale in Chicago!** 70 pieces, Olympics, Classics, Royal's, Imperial, Chiefs, Leaders, Super Frames, Shuffle Post, etc. All licensed. Income \$800 week price \$35,000; will sell all or half of route. Box 715, The Billboard, Chicago 1, Ill.

**Cigarette Route for sale or trade for route in Eastern Phoenix, Arizona:** lots of room for expansion. Box 718, The Billboard, Chicago 1, Ill.

**Established Arcade, 28 pieces, and Bingo Route:** 7 pieces for sale, military town \$12,500. Amusement Arcade, Biloxi, Miss.

**Gigantic Phonograph and Shuffle Game Route:** latest equipment; solidly established 25 years Metropolitan N. Y.; excellent terms. 1/2 cash; \$50,000 to \$250,000 necessary for part or all; this route is the largest and best ever put on the market. Box M-51, c/o Billboard, Cincinnati 22, Ohio.

**Well established western route—Late model phonographs, bingo, bowlers, etc., \$70,000.** Priced at Billboard prices; will pay out in 10 to 12 months; will finance 1/2. Box 706, The Billboard, Chicago 1, Ill.

### Used Coin-Operated Equipment

**A-1 Cigarette and Candy Machines, \$25 up:** other vending machines, \$5 up; what have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago 18, Ill.

**Cigarette Machine, quarter operation** Uneeda latest model, \$45; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Uneeda 5-column Candy Machine, \$37.50; Stalter 9-column Cookie Machine, \$22.50; DuCresier Cigarette, \$40. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

**Cigarette Machines — Six column Rowe** Imperial, \$45 ea. nine column 9-30 Nationals, \$50 ea. Machines on quarter operation. Central Vending Machine Service Co. 3967 Parrish St., Philadelphia 4 Pa. EV 6-4244

**Falcon and Imperial Shoe Shiners, in good condition;** priced right; make offer. Box M-49, c/o The Billboard, Cincinnati 22, O.

**For Sale—Fifty 1¢ Silver Kings and Victor** Universals, \$9.95 each; one Mills Panzer Projector. Birmingham Vending Co., 540 2nd Ave. North, Birmingham, Ala.

**For Sale—Jumpin' Jack or Cold Nugget, \$50** each; Saddle & Turf, \$350 each; Bright Light, \$50; Bright Spot, \$65; send 1/2 deposit. Frank Guerrini, Burnham, Pa.

**Vender Bargain—Out of business, will sacrifice** 20 Mighty Midget 5¢ Nut Venders, good as new; cost \$600, make an offer. W. M. Possey, Palestine, Texas.

2 TAHITIS ..... \$390  
1 SPOT LITE ..... 75  
5 ABC ..... 40  
4 FIVE STAR ..... 35  
P. O. BOX 1912, BUTTE, MONTANA  
Phone 2-8147

98 Victor V Ball Gum and Charm with round hole ball gum wheels, or with adjustable mibe wheels for vending bulk nuts or candy, \$7.50 each. R. J. Raleigh, 3322 Nicholas Street, Indianapolis 18, Ind.

### Wanted to Buy

**Cigarette, Candy and other Vending Machines;** any make, size, model or condition; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill.

**Standard Metal Typers;** state condition mechanically and otherwise; your lowest cash price. A. T. Snyder, Wilton, Conn.

**PANORAMS WANTED**

Any quantity.

For Sacramento spot. Now in projection.

Other Western locations soon to follow.

Will buy film and replacement parts for Panorams.

**WRITE P. O. BOX 1864, Seattle, Wash.**

**CARL SHERMAN**

He has the cash.

**United Six Player Star Regulation Shuffle** Alleys with authentic scoring; please quote lowest price, condition and number you have. King-Pin Amusements, 213 So. Foster Street, Lansing 12, Mich.

**Victor Toppers Wanted—Any quantity;** give full details. Box 713, The Billboard, Chicago 1, Ill.

**Wanted Atlas Bantam, Acorns, Victor Toppers,** Radiant Vending, 5915 Carpenter, North Hollywood, Calif.

**Wanted: Counter games, late models** such as A.B.T. Challengers, Skill Gun, Model F, Target, Baker Kicker and Catcher, Hit a Homer, Champion Basketballs. Send quantity and lowest price wanted. Rake, 605 Spring Garden St., Philadelphia 23, Pa.

**Wanted—Kiddie Rides, used, as is;** state quantity, description, age, delivery and lowest cash price. Box 716, The Billboard, Chicago 1, Ill.

**Wanted to Buy! Skee Ball Alleys, Four,** fourteen foot, must be excellent; Cross Country Drive Mobile, Kissometer, Metal Typers, Want Pitch-Till-You-Win, Hoopla, must be nice. For sale—10¢ Astroscope machine, \$45; Exhibit Foot Ease, \$25; Periscope, \$35, Kelly Ingole, Route 9, Roanoke, Va.

**USE THIS HANDY FORM TODAY**

Farms Close Wednesday for the Following Week's Issue. Please use pencil when filling in this form.

1. Clip your ad to this form

2. Check classification you want your ad to appear under

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

**The Billboard** 4/10/54

Coin Market Place  
188 W. Randolph St.  
Chicago 1, Ill.

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed  Bill me (on 3 or more issues only)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Regular  Display



... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for... before they spend the money.



# NEW!

COUNTS & WRAPS



14 1/2 lbs.

**PORTABLE COIN COUNTER**

**PENNIES . . NICKELS DIMES . . QUARTERS**

**MORE ACCURATE & 15 TIMES FASTER THAN COUNTING & WRAPPING BY HAND**

**MACHINES STOCKED AND SOLD BY . . .**

- PHILADELPHIA 30, Pa.**  
Active Amusement Mach. Co.  
666 N. Broad St.
- ANCHORAGE, Alaska**  
Alaska Coin Machine Exch.  
241 Fourth St.
- ST. PAUL 3, Minn.**  
Automatic Games Supply Co.  
302 University Ave.
- LOS ANGELES 6, Calif.**  
Badger Sales Co.  
2251 W. Pico Blvd.
- LOUISVILLE 4, Ky.**  
H. M. Branson Dist. Co.  
811 E. Broadway
- CLEVELAND 15, Ohio**  
Cleveland Coin Mach. Exch., Inc.  
2025 Prospect Ave.
- SAN FRANCISCO, Calif.**  
R. F. Jones Company  
1263 Mission St.
- DENVER 3, Colo.**  
R. F. Jones Company  
1314 Pearl
- PORTLAND 12, Oregon**  
R. F. Jones Company  
1515 N. E. Broadway
- SALT LAKE CITY, Utah**  
R. F. Jones Company  
127 East Second St.
- SEATTLE, Wash.**  
R. F. Jones Company  
2600 Second Ave.
- MILWAUKEE 8, Wis.**  
S. L. London Music Co., Inc.  
3130 W. Lisbon Ave.
- DALLAS, Texas**  
S. H. Lynch & Co.  
2900 Gaston Ave.
- HOUSTON, Texas**  
S. H. Lynch & Co.  
910 Calhoun St.
- SAN ANTONIO, Texas**  
S. H. Lynch & Co.  
414 Dolorosa
- BOSTON, Mass.**  
Redd Distributing Co., Inc.  
298 Lincoln St.
- ST. LOUIS 1, Mo.**  
W. B. Distributors, Inc.  
1012 Market St.
- PITTSBURGH 19, Pa.**  
Banner Specialty Co.  
1508 Fifth Ave.
- OKLAHOMA CITY, Okla.**  
Copeland Distributors  
900 No. Western
- CANADA, Toronto, Ont.**  
E. A. Horton Sales Co.  
3071 Bloor St. W.

**GOOD TERRITORIES STILL AVAILABLE**

**KLOPP ENGINEERING, INC.**

35551 Schoolcraft • Livonia, Mich.

**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.

**GIVE TO DAMON RUNYON CANCER FUND**

## Vending's Consumer Promotion

• Continued from page 138

advertised on every Nickel-Saver or Dime-Saver book and on a placard which sits atop the cigarette vender.

In addition, radio, television and newspaper advertising can be utilized to tell the public of the plan, and which local retail establishments are participating in it.

The obligation of the retailer is to pay Save-a-Match only for those books used toward purchases, on the basis of so much per book. He pays only for results.

### Printing Costs

The operator, too, participates without investment. The only cost incurred by the operator is for the printing on the match books. Save-a-Match pays for the signs. In Houston, where coupons attached to cigarette packs rather than match books will be tried, the operator will pay for the coupons.

One purpose of the five-city tests is to determine the type retail stores which will benefit most from the promotion. Here's the Boston line-up:

Bell Shops, 24 women's specialty stores; Berman Radio & TV, six outlets; B&D Wallpaper, five stores; Clinton Clothing, six men's stores; Coolidge Dye House, 26 cleaning establishments; L. Grossman Sons, 18 lumber, hardware and electrical stores; Kanen Furniture Company, four stores; Mother Hubbard Diaper Service, seven trucks; Rogers Jewelry Stores, nine stores; Snider Fuel Corporation; Nugents, specialty store, and Sparkle Cleaners.

### Store Types

Wurman said that while the retailers will consist largely of large volume and chain outlets, various retail store types will be tried in the test cities.

He added that no outlets in primary, direct competition will be used in one area, unless their trade areas do not overlap. Outlets which do large single cigarette pack sales also will not be used. As in Boston, Worcester will have the Nickel-Saver plan. However, in St. Louis, Providence and Houston, the premium will be worth a dime.

### Worcester Outlets

The following Worcester outlets are participating in the plan: Bell

## Postpone Western Vending Hearing

LOS ANGELES, April 3.—Members of the Western Vending Machine Operators' Association were advised Tuesday night (30) at the regular monthly meeting that the hearing on the "show cause" order in the suit against the group was continued to April 21.

The association was named, as were four individuals in a complaint charging unlawful restraint of trade by the T. & B. Vending Company. The plaintiffs ask \$100,000 damages from the association and \$10,000 from each member, Preston Coombs, Phil Sreden, Sid Bloom, and Lew Feldman.

The association has employed Arnold Provisor, local attorney, to represent it in the suit.

The matter of the legal complaint was touched upon only slightly at the meeting. An informal discussion was held on business conditions. Reports from the Better Business house organ were read and discussed. Matter of location contracts were also discussed.

## Pepsi Steps Up

• Continued from page 138

ment stands are jammed and make sales in fringe areas, where such sales would normally not be made.

Venders will be equipped with decorative canvas roofing for eye appeal and weather protection. Operators will be given a special price on sirups, with free surveys offered to determine the need for venders and the numbers that can be placed profitably.

## Venders to Sell Tokens On Toronto's Subway

TORONTO, April 3.—Vending machines will be used to sell tokens for rides in Canada's first subway, a 4.6-mile line which was officially opened here Tuesday (20). The tokens will be vended at the rate of three for a quarter at the 12 stations on the line.

Shops, J. Baker's Shoes, S&K Cleaners, Domestic Fuels, Ben-Mac Sporting Goods, Stork Diaper Service, Lujon Men's Wear, Kranick Brothers' Jewelry, Flagler's Children's Shop, Grossman's Building Supplies, Cut-Rate Floor Coverings, Standard Paint and Hardware, Economy Meat Market, Alarie's Furniture, Walker Coal and Oil and Reliable Launderers.

Contracts with retail establishments are for a year, and it is felt in the trade that the continuous nature of the program will give the operator a hold on locations stronger than he is able to get by high commissions or loans.

The Save-a-Match books have more of an immediate than a cumulative effect.

That is, each book is worth a nickel and may be cashed in immediately. When a smoker has, for example, four books and wants to make a \$2 purchase at one of the participating retail outlets, there is no need for him to hold onto his match books. As the books can only cover 10 per cent of his purchases, his inclination would be to apply them to that purchase, then save more books for his next purchase.

Regarding the Boston experiment, Wurman said, "We found merchants enthusiastic, since it offered them the prospect of many new customers and increased sales. At the same time, it costs them nothing unless it produces sales, since matchbooks are redeemable only as part of a purchase."

### Operators Pleased

He added that "most of the important operators—who have to buy matches anyway—also were pleased with the idea of building up sales thru their venders. As a result, a large majority of cigarette venders in the five cities are in the plan."

"In each of the five cities, 14 to 16 merchants—some with chains of stores—are participating in the plan. In Boston, for instance, the books are redeemable in about 100 stores. Goods and services to which they may be applied range from clothing, radios, jewelry, fuel oil and furniture to laundry, cleaning and diaper services, beauty treatments, and—in Houston—an exterminating service. W. T. Grant is also participating in Houston.

"On the consumer level, we have discovered that Dime-Savers have no class consciousness, and that many persons who ignore trading stamps and premiums find it difficult to throw a way a matchbook worth 10 cents."

### Multiple Sales

Under the Dime-Saver plan, Wurman pointed out that a one-pack-a-day smoker can save \$36.50 a year. He reported that, in Boston, instances of multiple cigarette vender sales have been fairly common since the plan went into effect.

The Save-a-Match pitch to operators has six major points. They are:

1. To discourage direct sale of venders to locations.
2. To enable the operator to regain lost locations.
3. To enable him to utilize some of his older equipment on location because marginal locations will become profitable.
4. To increase cigarette sales.
5. To disprove the argument that cigarettes from venders cost more.
6. To enable the operator to get a better contract.

### Logical Extension

Wurman indicated that Save-a-Match plan variations may also be applied to vended products other than cigarettes. He explained, for example, that certificates in candy bars would be a logical extension of the promotion.

The backers of Save-a-Match expect their program to be national in scope, tho no plans beyond the five-city test have been announced. It is expected tho, that Texas will be the first State to be given a thoro testing.

## Resume Output

• Continued from page 138

to \$375, the price of the S-K machine.

Both units offer 400-cup capacity, weigh 115 pounds. Manual cup delivery is used by the two units.

This also reported that Silver-King was readying two new 500-cup coffee venders. To list in the \$400 and \$500 brackets, one will retain a manual cup stack, the other offer enclosed automatic cup delivery. Initial production is expected to get underway in about a month.

## THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard Index indicated below. All advertised used machines and prices are listed. Where more than one 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 vending, the single machine price is listed. Any price obviously depends on condition of the equipment, time on location, territory and other related factors.

	Issue of April 3	Issue of Mar. 27	Issue of Mar. 20	Issue of Mar. 13
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
All Star (Williams).....	75.00	75.00		
Atomic Jet Space Ship.....	265.00	265.00		
Barrel Rolls (Jennings).....	125.00	125.00	125.00	
Baseball (Bally).....		69.00		
Basketball (Genco).....		479.50		
Baseball (Scientific).....	79.50	79.50	79.50	
Bat-a-Score (Evans).....	150.00	160.00	160.00	160.00
	160.00(2)	275.00	275.00	
Big Bronco (Exhibit).....	165.00	275.00	475.00	500.00
	475.00	500.00	475.00	500.00
Big Tening (Bally).....	140.00	150.00	140.00	150.00
Blow Ball (Kirk).....	125.00	125.00	125.00	
Boomerang.....	45.00	45.00		
Ball-a-Ball (Chicago Coin).....	200.00	200.00	200.00	
Challenger (ABT).....	65.00	75.00	65.00	75.00
			25.00	65.00(2)
				25.00
Champion Horse (Bally)....	395.00	500.00	395.00	500.00
	525.00	525.00	525.00	500.00
Chicken Sam (Seeburg).....	75.00	110.00	75.00	110.00
Choo Choo Train.....	495.00	495.00	495.00	
Dale Gun (Exhibit).....	55.00	65.00	49.00	55.00
	69.50	94.50	65.00	69.50
			94.50	
Defender (Bally).....				125.00
Derby, 4 player Chicago Coin.....	125.00	150.00	125.00	150.00
	195.00	195.00	150.00	195.00
Drive Mobile (Mutoscope)....	225.00	195.00		
Electric Shocker (Monarch)...	34.50	34.50		
Field Hockey (Colony).....	75.00	75.00	75.00	
Field Goal (Scientific).....				25.00
Flip Skill.....				159.00
Flying Saucer (Genco).....	125.00	159.00	125.00	159.00
Goalie (Chicago Coin).....	75.00	95.00(2)	75.00	95.00
	100.00	119.50	100.00	119.50
Gripper (Mercury).....		18.50	18.50	24.50
Gun Patrol (Exhibit).....	165.00	175.00	165.00	185.00
	185.00	195.00	165.00	195.00
Heavy Hitter (Bally).....	40.00	45.00	40.00	45.00
Hit-a-Homer.....				45.00
Hockey (Chicago Coin).....	55.00	55.00	55.00	
Hot Rod Racer.....				55.00
Jack Rabbit.....	99.50	99.50	99.50	
Jet Gun (Exhibit).....	175.00(2)	175.00(2)	175.00(2)	175.00
	195.00	195.00	195.00	225.00
Lite League.....	75.00	99.50	75.00	99.50
Love Meter.....				20.00
Merry-Go-Round.....				125.00
Metal Typer (Grosche).....	375.00	375.00	375.00	
Midget Movies.....	185.00(2)	185.00(2)	175.00	185.00
	295.00	295.00	295.00	
Midget Skee Ball (Chicago Coin).....	165.00	165.00	165.00	175.00
Miss America Boat (Lane)...	375.00	375.00	375.00	
Night Fighter (Genco).....	310.00	325.00	310.00	325.00
Ocean Liner (Scientific).....	475.00	475.00	475.00	
Panoram (Mills).....	250.00	250.00	250.00	
Pea Wee.....			18.00	
Photomatic (Mutoscope)....	250.00	250.00	195.00	250.00
	650.00	650.00	650.00	650.00
			525.00	650.00
			650.00	650.00
Pilot Peak.....	18.50	18.50	18.50	
Pistol Pete (Chicago Coin)...	95.00	99.50	95.00	99.50
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	165.00	185.00
			185.00	
Pokerino (Scientific).....			85.00	
Pokerino Jr. (Scientific)....			75.00	
Pool Table (Edico).....	75.00	125.00	75.00	
Pop Up.....	18.50	24.50	18.00	24.50
Quizzer.....	95.00	95.00	95.00	
Rapid Fire (Bally).....			75.00	
Rifle Range Rcy Gun.....	75.00	75.00	75.00	
Rocket Ship (Meteor).....	195.00	250.00	195.00	250.00
Rudolph the Red Nose Reindeer (Exhibit).....	395.00	395.00	395.00	
Sea Jockey.....	75.00	75.00	115.00	
Shocker (Acme).....	24.50	24.50	24.50	
Shipman Art Show.....	45.00	49.50	45.00	49.50
Shoot the Bear (Seeburg)....	145.00	155.00	145.00	155.00
	179.00	179.00	195.00	179.00
	195.00(3)	195.00(3)	199.00	
Silver Bullets (Exhibit)....	135.00	135.00	125.00	129.50
Silver Skates.....	195.00	195.00	175.00	195.00
Six Gun Rifle Range (ABC)...	145.00(2)	145.00(2)	145.00	145.00
Six Shooter (Exhibit).....			95.00	
Skee Ball (Evans).....			150.00	
Skee Ball (Wurlitzer).....		150.00		
Skee Ball (Williams).....	150.00	95.00	95.00	
Ski Roll (Evans).....	25.00	25.00	25.00	
Skill Gun (ABT).....	125.00	195.00	125.00	195.00
Sky Fighter (Mutoscope)....			185.00	225.00
	150.00(2)	150.00	185.00	185.00
Space Gun (Exhibit).....	185.00	195.00	195.00	225.00
	225.00			
Space Ranger (Deco).....	365.00	365.00	395.00	395.00
Space Ship (Bally).....	75.00	75.00	115.00	
Spark Plug.....	75.00	139.50	75.00	139.50
Star Series (Williams).....	110.00	125.00	110.00	125.00
Submarine 'em (Vesney)....	175.00	195.00	165.00	175.00
Super Bomber (Evans).....	475.00	495.00	475.00	495.00
Super Jet (Chicago Coin)....		85.00	85.00	
Team Hockey (United).....	115.00	169.00	115.00	169.00
Tetragu.....			100.00	115.00
			169.00	
Ten Strike (Evans).....	65.00	65.00	65.00	
Three Way Gripper (Gottlieb)...	24.50	24.50		
3-Way Athletic Scale (Mercury).....	49.50	79.50	79.50	
Twin Pokerino.....			125.00	
Undersea Raider.....	150.00(2)	125.00	150.00	125.00
Voice-a-Graph (Mutoscope)...	525.00	595.00	525.00	595.00
			595.00	595.00
Voice Recorder (Willcox-Gay)...	195.00	195.00	195.00	



# SHUFFLE GAMES

	Week of April 3	Week of Mar. 27	Week of Mar. 20	Week of Mar. 13
4 player	185.00	185.00	185.00	185.00
Chicago Coin	125.00	125.00	125.00(2)	125.00
General	345.00	345.00	345.00	345.00
Chicago Coin	99.50	99.50	99.50	
6 player				99.50
Chicago Coin	45.00			
General	325.00	325.00	325.00	325.00
Chicago Coin	295.00	295.00	315.00	315.00(2)
General	315.00	325.00(2)	325.00(2)	325.00(3)
8 player	340.00	345.00	325.00	340.00
Chicago Coin	365.00(2)	345.00	365.00	340.00
General	375.00	365.00(2)	375.00(2)	375.00(3)
Chicago Coin		375.00		
10 player	295.00	320.00	285.00	320.00
Chicago Coin	335.00	350.00	325.00	350.00
General		350.00		
12 player	275.00	275.00	295.00	195.00
Chicago Coin	295.00	320.00	295.00	320.00
General		325.00		295.00
14 player	325.00	325.00	350.00	150.00
Chicago Coin	40.00	40.00	40.00	40.00
General	275.00	285.00	275.00	300.00
Chicago Coin	295.00		295.00	295.00
General	150.00	185.00	185.00	
16 player	75.00(2)	109.00	75.00	90.00
Chicago Coin	115.00(2)	109.00w/7	109.50w/7	115.00
General	119.50	115.00(2)	119.50	135.00
Chicago Coin		119.50		
General	75.00	75.00(2)	85.00	85.00
Chicago Coin	65.00	95.00	75.00	95.00
General	109.50	115.00	109.50	115.00
Chicago Coin		115.00		
General		69.00		
18 player	105.00w/7	107.00w/7	105.00w/7	105.00w/7
Chicago Coin	135.00w/7	135.00w/7	135.00w/7	120.00
General	159.50	159.50	159.50	159.50
Chicago Coin	125.00	125.00	125.00(2)	125.00(2)
General		69.00		50.00
20 player	415.00	415.00	415.00	395.00
Chicago Coin	425.00(2)	425.00(2)	425.00(2)	425.00(2)
General	99.50	69.00	99.50	99.50
Chicago Coin				120.00
General	175.00	275.00	175.00	275.00
Chicago Coin	225.00		185.00	275.00
General		195.00		215.00
Chicago Coin	325.00	335.00(2)	335.00	325.00
General	305.00(2)	350.00(2)	350.00(3)	350.00(3)
Chicago Coin				375.00
General			95.00	95.00
Chicago Coin	360.00	399.50	399.50	395.00
General	95.00	110.00	110.00	115.00
Chicago Coin	140.00	149.50	140.00	149.50
General	165.00	149.50	150.00	175.00
Chicago Coin		165.00		
General	90.00	95.00	95.00	159.50
Chicago Coin				185.00
General	95.00	99.50	95.00(2)	99.50
Chicago Coin	100.00	125.00	115.00	125.00
General				115.00
Chicago Coin	85.00	129.50	109.00	129.50
General		135.00		135.00
Chicago Coin				100.00(2)
General	150.00	195.00		129.50
Chicago Coin		79.00		
General				99.50
Chicago Coin				49.50
General	200.00	195.00	200.00	220.00
Chicago Coin	295.00	295.00	295.00	295.00
General	225.00	235.00	225.00(2)	175.00
Chicago Coin		235.00		175.00
General				200.00
Chicago Coin	245.00(2)		225.00	245.00
General	265.00	275.00(2)	265.00	275.00
Chicago Coin				279.50
General	165.00	165.00	165.00	165.00
Chicago Coin	215.00			
General	150.00	165.00	165.00	175.00
Chicago Coin	195.00	209.50	195.00	209.50
General	195.00	209.50	215.00	215.00
Chicago Coin				268.00
General	250.00	250.00	285.00	250.00
Chicago Coin	175.00	225.00	225.00	259.50
General		259.50		259.50
Chicago Coin	175.00	195.00	179.00	195.00
General	365.00	295.00	365.00	310.00
Chicago Coin	335.00	345.00	345.00(2)	345.00
General	365.00	365.00	385.00	385.00
Chicago Coin				50.00
General	50.00	79.00w/7	50.00	50.00
Chicago Coin				50.00
General	125.00			

# Instant Coffee

• Continued from page 134

imate that currently, more than one out of five cups consumed in the U. S. is made from the instant type. In 1953, retail sales of concentrates amounted to \$200,000; for 1954, a \$250 million market is predicted.

This will mean, say trade circles, that this year instant coffee will account for at least 30 per cent of all coffee sales. This, it was pointed out, compares with about 6 per cent, or \$30 million, spent for concentrates in 1946.

James G. Montague, president of Borden Company, stated that "instant coffee has made terrific gains since the war (1945) and shows no signs of letting up. Eventually, it may account for 50 per cent of the country's coffee consumption."

H. J. Wolfisberg, Nestle Company president, said that his company had noted a rise of more than 20 per cent in sales of its instant coffee since prices began climbing in recent months.

The increase in demand experienced by instant coffees has been paced by a like gain in quality. In 1945, most instant types consisted of half coffee and half carbohydrates (dextrins, dextrose and malt). Derivations of corn sirup, they were used to hold the flavor. In refining their products, however, manufacturers have now almost entirely shifted to the "pure" instant type.

Contrary to common opinion, coffee concentrates are not a new nor even a recent beverage invention. However, they did gain prominence only in recent years.

Bars of compressed soluble coffee were issued during the Civil War; earlier, in 1856, Gail Borden, who founded the Borden Company, patented a concentrated liquid coffee with milk and sugar added.

Currently, there are more than 100 brands of instant coffee on the market. From 85 to 90 per cent of total sales, however, are being made by four companies: Standard Brands, with its Chase & Sanborn brand; General Foods, with Maxwell House and Sanka; Borden Company, and Nestle with Nescafe, Nestle and Decaf.

# Canada Dry

• Continued from page 138

ing equipment used is being purchased and in the main, operated by Canada Dry. A substantial number of bottle venders will be used in a broad test in selected cities across the nation, he said.

The bottle venders will be placed in factories, office buildings, schools and colleges, youth centers, supermarkets, bus terminals, etc.

The majority of the venders will be owned and serviced by Canada Dry in "full service" routes (with a commission being paid the location). Other methods of placement will "also be employed to get a complete distribution pattern," Collins said.

He indicated that no one make of bottle vender would be used. While most will be single flavor units, some will be selective; they will range from 55 to 240 bottle capacity. Included in the test will be some new, experimental types of machines.

"All will be in operation in time for the summer season," Collins emphasized.

The test operation will be carried thru September with results expected to "produce the information necessary to . . . develop a sound, tested plan for expansion into this field," Collins declared.

He indicated the plan would be implemented more widely by both the parent company and its licensed bottler in 1955.

# NATD Studies Jobber's Role

• Continued from page 134

boat pass him by in former years.

2. Direct-to-location sales in the long run hurts the jobbers' business and should be discouraged.

3. The best way for a tobacco distributor to get a foothold in vending is to buy out an existing operation, hire the operator to manage the routes.

The distributors spent considerable time discussing the growing share of the market captured by king-size and premium-priced cigarette brands.

Chairman Cooper, who also heads NATD's Vending Machine Division, pointed up this problem. "A drastic change," he said, "in the cigarette brand picture has recently occurred. For 25 years cigarette vending machines consistently offered smokers an assortment of only seven leading brands. In but a few scant months, the smoker now demands a choice between regular and king-size, filter-tipped and premium-priced brands."

Later Greene, whose remarks were covered in a separate story in this section, said he was convinced the battle of the brands would simmer down, leaving only seven or eight top contenders. Greene said he felt, however, that these brands would be king-size and that the regular-size brands would be taken off the market.

Teahan told the jobbers that his company's experience indicates location ownership of cigarette machines is impractical and uneconomical. He said "no one is more suited to give prompt, efficient (vending) service than the tobacco jobber."

But he added that the jobber who thinks direct sales are the way to get into vending is making a mistake.

Klosterman described his company's entry into vending 10 years ago, urged distributors to set up their vending operation as a separate business enterprise. Klosterman pointed out that the tobacco distributor, who is also a vending machine operator, has a competitive edge over other types of operators.

"For example," he said, "our field salesmen are constantly on the lookout for potential vending machine locations. Since these men are basically wholesale tobacco distributor salesmen, the variety of products in their line give them entry into an unusually large number of diversified potential vending machine locations."

# New Locations

Klosterman said his firm encourages its salesmen to find new vending locations by paying them 5 per cent of the first month's gross sales of the new location.

The fact that a distributor has an established name in his community provides still another edge over other vending companies, Klosterman said.

Glassgold told the group that the day of the specialized vending machine company is ended. "An automatic merchandising vender, whether he is an operator only or a wholesaler and operator, must now think in terms of vending all commodities—candy, cigarettes, gum, pastries, coffee, soft drinks and other foods."

This idea was confirmed by Dan Canalos who said, "One of the largest (vending) potentials is the smaller industrial plant which previously had no type of in-plant feeding. Today it can provide its employees with a vending cafeteria that includes sandwiches, coffee, pastries, fresh

fruit, ice cream, candy and cigarettes. The same situation applies to schools, colleges and hospitals."

# Selling Growth

Canalos cited statistics from the annual census of the vending machine industry conducted by Vend magazine to show the growth of the automatic selling industry.

"The fact that more new operators entered the automatic merchandising field in 1953 than in any other year since 1946," said Canalos, "is telling testimony of the growth and potential of the vending machine business."

Schultz, one of the pioneer tobacco distributor-operators, warned his fellow wholesalers of the dangers in selling machines direct to locations.

"Six months on location is the average life of the machine bought by a location," Schultz said. "Automatic merchandising is an industry performing a real service. You couldn't sell that service over a period of 25 years unless there was a real need."

Schultz told the group that his company has been selling retailers all types of products for many years. "If there had been a need for selling them machines we would have done it 20 years ago," he stated.

# Warns Mfrs.

Manufacturers owe it to the industry to be careful of the kind of customers they sell, Schultz warned. He referred particularly to the sale of machines to "gamblers and racketeers" in some areas currently under investigation by a congressional committee.

In the question and answer period which followed, Greene elaborated on his personal opinion of the future cigarette market. In answer to the question, "Where are we going to end in the matter of king-sizes in machines?" Greene said:

"This is one of those dog fights. It will be resolved and it won't take too long. If king-size and regulars sold at the same price, would it make any difference to you? If king-size ever gets to the same price as regulars there won't be any more regulars."

"For the time being," Greene concluded, "we (machine operators) will be paid to put some brands in our machines." He referred to this week's price cut in L & M's (see separate story in this section) and added that "one smart manufacturer will make a filter for the same price as regulars."

# Stoner Features

• Continued from page 138

accommodates regular and king-size packs. It has 321-pack capacity in its four dual, three regular columns. Book match capacity is 326. Quarter-nickel coin mechanism is standard.

Clarence Adelberg, vice-president, and Burnhart Glassgold, sales manager, confirmed earlier price announcement for the coffee unit: \$375, plus \$35 for its newly developed penny cup dispenser. Latter, which lists for \$45 if purchased separately, is attached to the left side of the machine, comes in matching colors to complement the cabinet. It holds 225 cold-type cups.

The Stoner Cafe has a 300-cup capacity, uses dry coffee, sugar and cream ingredients. Production was started in late March, delivery made in order sequence.

# Coinmen Show Thanks, Give To Polio Drive

PHILADELPHIA, April 3.—Councilman Victor H. Blanc, chairman of the polio campaign here, received a long distance contribution of \$80 from the Association

# des Operateurs de Machines d'Amusement de la Province de Quebec.

Joe Silverman, business manager of the Amusement Machine Association of Philadelphia, went to Montreal a few months ago to help form a similar association there. The Canadians wanted to show their appreciation by giving him a gift. He told them he would be happier if they made a contribution to the polio campaign.

# fun n' profits

COINMEN! Coming Your Way . . . the greatest bargain sale issue you've ever seen.

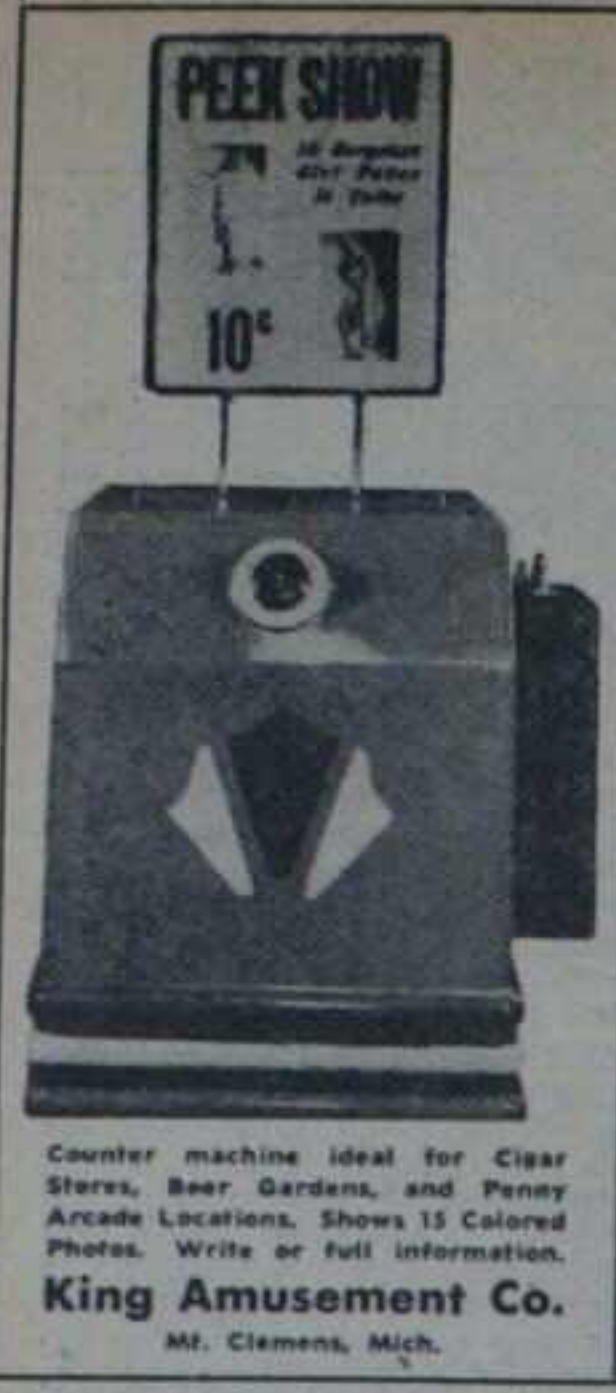
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**PEEK SHOW**  
10¢

Counter machine ideal for Cigar Stores, Beer Gardens, and Penny Arcade Locations. Shows 15 Colored Photos. Write or full information.

**King Amusement Co.**  
Mt. Clemens, Mich.

## Look to Cigs; Expand Routes

*Continued from page 138*

bers today operate vending machines.

The jobber not already in vending received Greene's initial attention. He stated: "I don't think it can be denied that the tobacco distributor rightfully has an important place in vending, particularly the cigarette phase. Since distributing and selling cigarettes is your business, cigarette vending machines would seem to be a natural part of that business."

**Cites Advantages**

Greene pointed out that the tobacco distributor "has several advantages in starting in automatic merchandising. He has . . . an existing business . . . warehouse facilities . . . against which he can write off much of his overhead. Buying direct . . . he had a slight profit edge . . . these are factors on the credit side."

The other, or debit side, presented another picture, Greene said. "While there is no question . . . to quote a recent survey by the Harvard Business Review . . . that opportunity still exists for men of ability to enter the vending industry, both in fields which have become reasonably well established and in those where new types of machines are creating new markets, there is also no

## Variety

*Continued from page 137*

player shuffle game, and D. Gottlieb & Company brought out Mystic Marvel, a five-ball game.

The J. P. Seeburg Corporation about six weeks ago unveiled its new coin-operated gun game—Coon Hunt—which features two vertical targets instead of a single rotating horizontal target, their first new gun game since Shoot the Bear, introduced in 1950.

Binks Industries, Inc., started up as a new firm and introduced its first game—Zipper, a counter model five-ball game with in-line scoring.

An important move in the sale of Arcade equipment was the appointment of Empire Coin Machine Exchange as distributor of Richman Products Corporation's Arcade pieces Pitching Practice, Mighty Mike, Air Football, Air Hockey and Set-Shot Basketball.

Here are the manufacturers and the equipment they are currently offering:

Bally—Surf Club, in-line scoring game.

Binks—Zipper, counter model five-ball game with in-line scoring.

Chicago Coin—Home Run, six-player baseball game; Criss-Cross and Super Frame Bowlers, shuffle games, and Around the World Trainer.

Evans—Saddle & Turf, club model spin table.

Exhibit Supply—Twin Pete the Rabbit and a new gun game.

Genco—Match Pool and Shuffle Pool, shuffle games played like regulation pool; the Invader and Sky Gunner, gun games and Two-Player Basketball.

Gottlieb—Mystic Marvel, five-ball game.

Keeney—Diamond Bowler and Mainliner Bowler, six-player shuffle games with bowling object.

Seeburg—Coon Hunt, a Ray-O-Lite skill gun game.

Williams—Major League, baseball novelty game; Dealer "21," five-ball novelty game.

United—Mexico, five-ball game with in-line scoring; Team and League Shuffle Alleys, six-player shuffle games.

## Mull Bill

*Continued from page 137*

and dealer, whether or not engaged in interstate commerce." He added that application of the act's provisions to such intrastate manufacturers and dealers in gambling devices would "insure the effective enforcement of what is concededly a valid ban on the interstate transportation of gambling devices."

To strengthen the act, Brownell suggested a bill to amend section 3 of the act so that it would require every manufacturer of or dealer in gambling devices, "whether or not engaged in interstate commerce" to register his name or trade name, the address of his principal place of business, and each of his other places of business with the attorney general upon engaging in business on or before July 1 of each year. The bill also would require manufacturers and dealers to file a detailed inventory and record of sales and deliveries on the last day of each month to cover transactions of the preceding month.



**BINKS "ZIPPER"**  
FAST BINGO HIGH SCORE COUNTER GAME..... \$79.50

NEW "SAFES" CLOSEOUT PRICES—ALL REVOLVING AROUND

- 2 SINGLE UNIVERSAL
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- 1 SINGLE HEAVY STEEL
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- 1 TRIPLE HEAVY STEEL

Write—Phone—Wire  
**CENTRAL OHIO COIN MACHINE EXCH.**  
125 High St., Columbus, Ohio  
ADams 7254

## Burry Buys

*Continued from page 138*

to ice cream companies for filling.

Current Le Roy customers include Beatrice Foods, the Borden Company, Carnation, Dairylea, National Dairy Products and Pet Milk. The bars are filled by introducing ice cream—at 22 degrees fahrenheit—between the wafers.

**12,000 an Hour**

A new Le Roy automatic ice cream filling machine—designed to turn out pre-packed sandwiches at the rate of 12,000 an hour—will soon be introduced.

Burry will continue to maintain Le Roy's stock and service outlets at Elizabeth, Chicago, Atlanta, St. Louis and Long Beach, Calif.

A concentrated coast-to-coast promotion will be launched this summer, with particular attention given to take-home supermarket sales, much of which may be thru vendors.

**"Not New Development"**

By Badner, Le Roy president, pointed out that "our association with Burry is not a new development, since chocolate wafers for our sandwiches have been packed in Burry's huge Elizabeth plant for past several years."

He added that the purchase would result in "better service, plus stepped-up promotional programs designed to spur sales in all areas of the ice cream market." Particularly, the supermarket and vending machine possibilities will be explored and cultivated to the utmost, he pointed out. Le Roy also makes Nickel Treat, a vending ice cream sandwich item.

**Burry Buys**

Turning to the distributor who is established in vending, Greene asked, and answered, the question: Should he spread out in this (cigarette vending) field?

"The answer is 'yes,'" Greene said. "He should watch for new location and new types of locations."

But should he branch into vending fields, or stay put with cigarettes? The distributors' own history offers an important lesson, Greene pointed out.

"This is the lesson of diversification. Back in the old days, tobacco distributors handled tobacco products. Period. To make their operations more profitable, they added other lines until today tobacco jobbers handle some 5,000 different products."

**Applies to Vending**

This lesson and its attendant profits applies as well to vending, Greene declared.

"Today," he pointed out, "cigarette machines still remain the backbone of automatic merchandising, with candy machines in second place. And this pattern promises to hold for the foreseeable future. If you are not already in candy vending, you might . . . survey your cigarette locations and see what possibilities they held for candy. . . ."

The same applies to other vendors, such as pastry, cookies, ice cream, etc., he said.

"I suggest . . . that you investigate the potentialities of other types of vending, particularly if your territory is an industrial area offering expansion into plants."

Greene said he did not intend to slough off the problems in the vending field today . . . the growing number of cigarette brands . . . what to do with older machines . . . direct sales to locations.

"Some jobbers have unsuccessfully tried it (direct sales) in the past. While a few sales have been made, the volume has never developed and most jobbers have come to realize that it is no more practical for the average location to own a cigarette machine than to generate its own electric power. Concluding, Greene emphasized: "I am positive that the golden opportunities of automatic merchandising lie ahead."

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SEEBURG HIDEAWAY	8125
SEEBURG 1-48	135
SEEBURG 1-47	150
SEEBURG 1-48 BLOWN	195
SEEBURG WOM (W-48)	35
WURLITZER 1015	135
WURLITZER 1080	135
WURLITZER 1100	225
WURLITZER 1250	295
WURLITZER 1500	595
WURLITZER 1450 WOM	395
WURLITZER 3020 WOM	21
ROCK-OLA 1435 (128 Sel.)	495
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Send check with order. Prompt shipment.

**ALABAMA VENDING CO.**  
A. L. KROPP  
Tuscaloosa, Ala.

## 'Vender Show'

*Continued from page 138*

on service, while National and DuGrenier displayed their regular line of cigarette machines. Rumored inclusion by National of a flat pack column had no basis in fact; DuGrenier announced the addition of simulated wood finishes at \$6 per machine extra. Smallest floor model cigarette unit shown was DuGrenier's \$125 five-column vender with 218-pack capacity.

Superior Manufacturing Company, as in other recent NATD shows, was present with its eight-column electric machine which is marketed direct to location owners.

Candy venders were exhibited by Stoner, James H. Martin and Rowe. Tom King & Company debuted Northwestern Corporation's new line of ball gum and charm machines, while the single soft drink unit shown was Apco's 6-flavor SodaShoppe.

Cantrell & Cochrane occupied a suite for off-the-exhibit-floor display of its canned soft drink vender, and an Apco cup unit to demonstrate its sirup line.

Competing for cigarette vender attention in the Stoner booth was the firm's new coffee machine. In the Rowe display, ice cream equipment was shown along with firm's candy and cigarette line.



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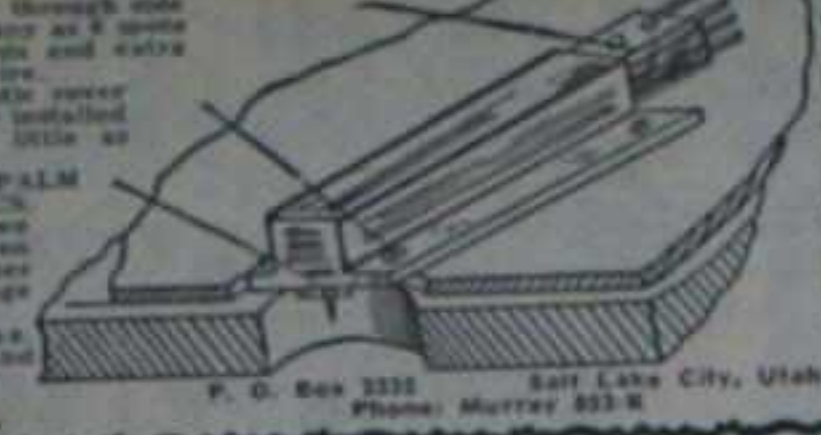
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Target Button lights for Replay when 10—Jack—Queen—King—Ace are made in Rotation—OR four "8's"—OR four "9's."

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