

***On an average day she sees
41 TV Commercials***

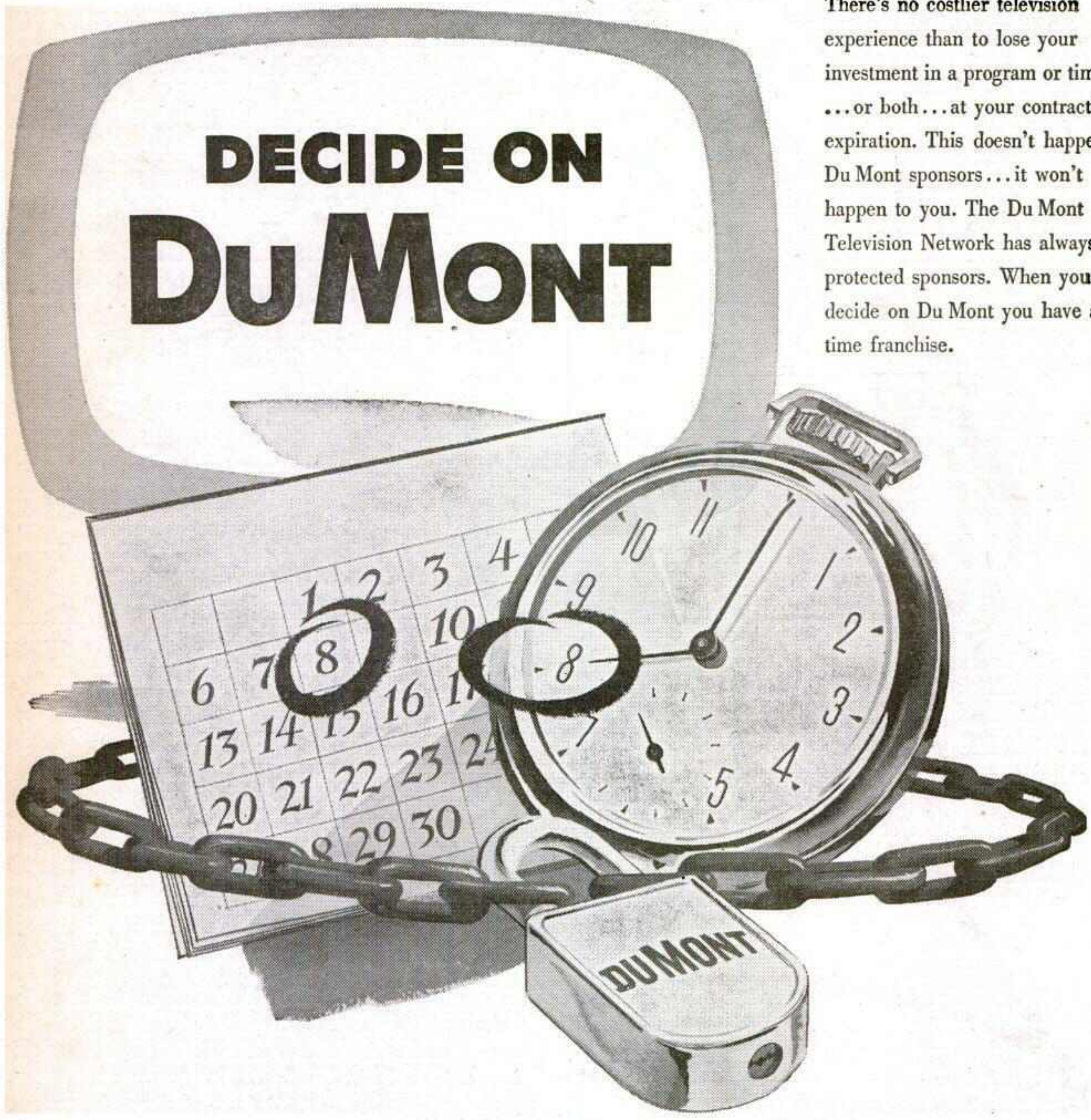
*Some make a
← bigger dent
than others*



YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco
Los Angeles Hollywood Montreal Toronto Mexico City London

Decide on the Network that Protects Your Time



There's no costlier television experience than to lose your investment in a program or time ... or both ... at your contract's expiration. This doesn't happen to Du Mont sponsors ... it won't happen to you. The Du Mont Television Network has always protected sponsors. When you decide on Du Mont you have a time franchise.

● **LOWER TIME COSTS**

You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 12% to 41.5% more!

● **LOWER PRODUCTION COSTS**

Your savings at Du Mont on production facilities result in more money available for time buys.

● **NO "MUST-BUY" PROGRAMS**

Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

IT'S TIME TO DECIDE ON THE

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MUrray Hill 8-2608
435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262
A Division of The Allen B. Du Mont Laboratories, Inc.





MEMO

from: MOLLY BEE

to: *Pinky Lee*

Thanks! You're the most!!

P.S. Thanks to all you cats at NBC-TV for your wonderful help.

CURRENT RELEASE

"STUFFY"

b/w

"IN THE PYRENEES"

with VAN ALEXANDER'S ORCHESTRA

Record No. 2790

ON TELEVISION DAILY . . .



The PINKY LEE Show
NBC-TV

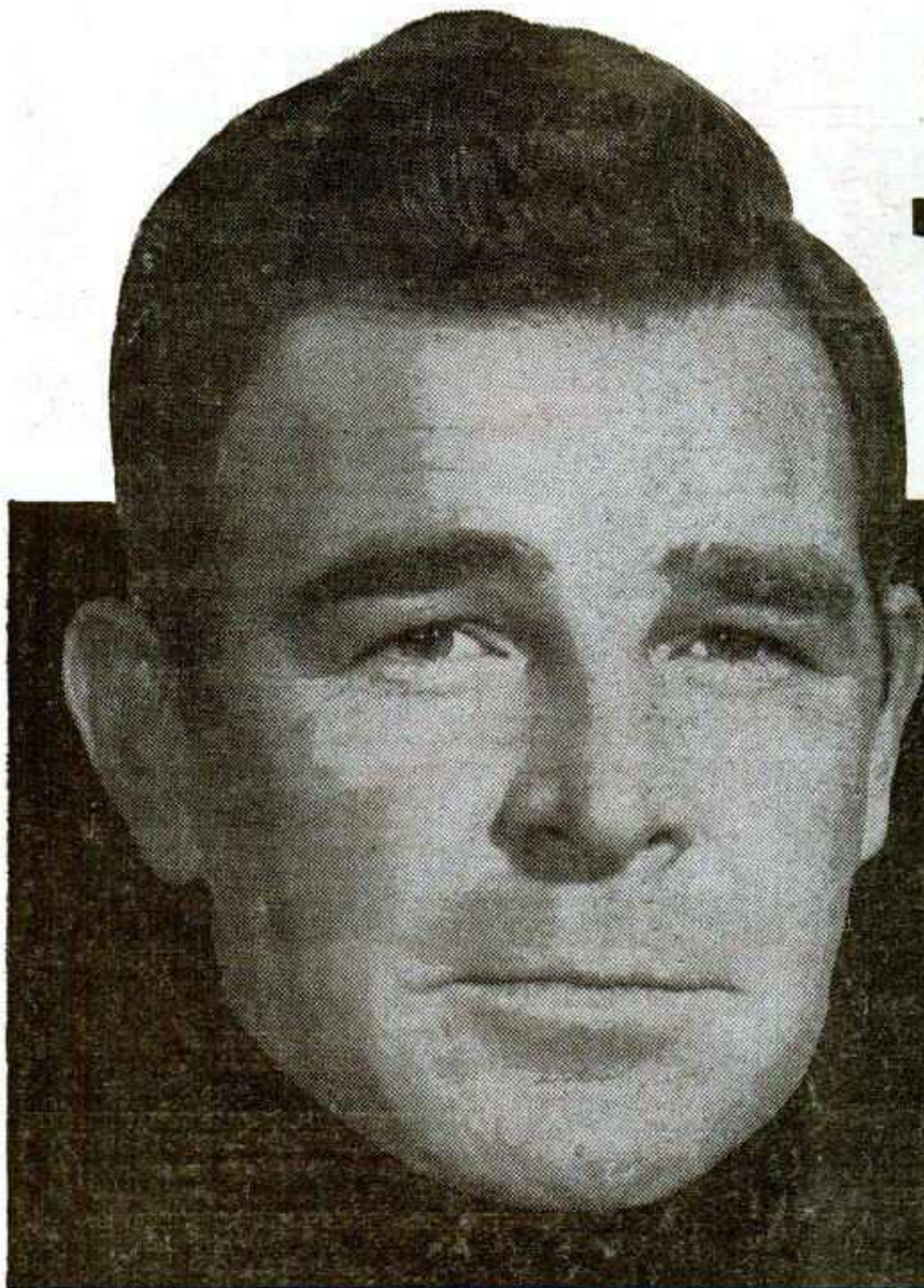
5-5:30 P.M.—P.D.S.T. coast to coast

Personal Management . . . *Cliffie Stone*



Put TV'S

to work



ROD "CITY"

- ★ Consistently top rated in Sponsor-Telepulse list of ten leading syndicated film shows! (Average rating: 21.2)
- ★ Top Telepulse ratings—22.2 in Birmingham; 18.7 in Boston; 40.2 in Buffalo; 57.0 in Charlotte; 20.2 in Seattle!

- ★ Renewed by Falstaff Beer in 52 markets, for another great selling season!
- ★ Promoting Procter & Gamble's GLEEM toothpaste with spectacular ratings in leading TV cities!
- ★ Available in many key markets!

Phone...wire the MCA-TV office nearest you!



...And now, a complete TV film distribution service for all

MCA (CANADA) LTD.
TORONTO, ONTARIO, CANADA:
111 Richmond Street

NEW YORK:
598 Madison Avenue
PLaza 9-7500

BEVERLY HILLS:
9370 Santa Monica Blvd.
CRestview 6-2001 or
BRadshaw 2-3211

ATLANTA:
515 Glenn Building
Lamar 6750

BOSTON:
45 Newbury Street
COpley 7-5830

CHICAGO:
430 North Michigan Avenue
DElaware 7-1100

SMASH HIT FOR YOU!!!

CAMERON DETECTIVE"

Now in production... Another full season of America's top-ranked syndicated film show! Doing a bang-up job for sponsors in over 150 markets!



of Canada for agencies, stations and sponsors:

CLEVELAND:
1172 Union Commerce Bldg.
CHerry 1-6010

CINCINNATI:
3790 Gardner Avenue
SYcamore 9038

DALLAS:
2102 North Akard Street
Prospect 7536

DETROIT:
837 Book Tower
WWoodward 2-2604

SAN FRANCISCO:
105 Montgomery Street
EXbrook 2-8922

SEATTLE:
715 10th North
MInor 5534

ROANOKE:
3110 Yardley Drive, NW
ROanoke 2-4857

NEW ORLEANS:
5405 South Prieur
UNiversity 5104

TELE PLANK IN PLATFORM

IATSE's Brewer Would Lure TV Crafts in Bid for Presidency

HOLLYWOOD, June 5.—A comprehensive program for the organization of TV crafts into the AFL International Alliance of Theatrical Stage Employees, which he says his opponent failed to initiate, is one of the major planks in Roy M. Brewer's platform in his campaign for election to the union's presidency.

As Brewer threw his hat into the ring that will doubtless result in the hottest union election of the last 20 years, he threw bricks at Walsh for failing to bring into the IATSE workers who should properly be in the international.

representative, predicted a "landslide" on his behalf because of a "grass roots rebellion" against his opponent. He said he has sufficient votes pledged to assure his election, including the support of "every projectionist local from San Francisco to Philadelphia."

If he is elected, it was made evident that one of Brewer's policies will be to move in on the technical end of TV production. The union already represents a goodly portion of employees in the film industry, including those working for telefilm producers.

works to film on their own lots will be another factor, a Brewer spokesman said, for Brewer as president to move into that organizational league.

The candidate said he was seeking better representation of Hollywood locals in the international set-up of the IATSE.

"No representative of the film unions in Hollywood is on the international executive board, even though the constitution of the Alliance calls for it and despite the fact that 25 per cent of the membership are here in Hollywood," Brewer asserted.

ABC-TV Grabs 1st Disneyland Sponsor

NEW YORK, June 6.—ABC-TV this week seemed to have bagged its first Disneyland sponsor, with Derby Foods reportedly inked to bankroll a half hour every other week of the hour-long weekly stanza.

The show, set to move into the Wednesday night 7:30-8:30 slot this fall, is not being grabbed at by advertisers as avidly as the web hoped when it put the stanza on the block nearly two months ago.

ABC-TV hopes that the Derby buy confirms its belief that by opening up the show to more sponsors and thereby lessening the cost to individual bankrollers, the stanza will be gobbled up more rapidly than has been the case to date.

sought to sell the weekly hour to a single bankroller if possible.

Derby Foods is currently sponsoring "Sky King" on ABC-TV Monday nights, 8-8:30 p.m.

Greatest Fights Pix to Go Into Syndication

NEW YORK, June 5.—"The Greatest Fights of the Century," which is shortly to be dropped by Cheseborough, its network sponsor, is to be revamped into a half-hour series for nation-wide syndication.

The filmed fights, under the title "World's Greatest Fighters in Action" are currently shown in 45 markets which are not used by Cheseborough, so that it is already partially syndicated.

After it goes off NBC-TV, however, supplementary footage is to be shot which will introduce various fighters who participated in the old films. They are to be interviewed by an emcee who is as yet not selected, and the show is to be built to a half-hour length.

Under consideration for the emcee or narrator are Nat Fleischer and Ed Thorgeson. The series is jointly owned by William Cayton and the International Boxing Club.

FORT WORTH, June 5.—WBAP-TV now is telecasting an average of seven hours of local color programs each week.

Directors assigned to the series are William Beaudine, Gerald Mayer and Will Jason. They will assist Sloane in the filming of 39 half-hour productions over a period of five months, ending the last cycle in November.

3 Directors For 'T-Men'

HOLLYWOOD, June 5.—Three directors have been assigned to meg Procter Television Enterprises' "Treasury Men in Action," which this week commenced filming at American National Studios.

Walter Greaza has been inked to repeat his role in the films. He will plane here from New York monthly for his appearances.

Glucksman joined the network in 1950 and since that time directed and produced "The Colgate Comedy Hour" and "The All-Star Revue."

Ballantine Set On 'Intrigue' For 4th Year

NEW YORK, June 5.—P. Ballantine & Son this week renewed for its fourth year the Sheldon Reynolds film series, "Foreign Intrigue."

Ballantine spot books the show in some 35 markets and sub-distributes it, thru its agency, J. Walter Thompson, around the rest of the country.

Reynolds said this week that he is making plans to syndicate the series on a re-run basis.

French Decca Meanwhile, Reynolds revealed that French Decca had offered him considerable financial backing in his production of feature films and theatrical shorts at his Paris studio in return for his casting the record company's artists.

Also Reynolds recently concluded agreement with the French Beaux Arts Commission that allows him to use French monuments, landmarks and museums in his filming.

NBC-TV Production Pact to Glucksman

HOLLYWOOD, June 5.—Ernest D. Glucksman was inked this week to a three-year NBC-TV production contract beginning in September.

Glucksman joined the network in 1950 and since that time directed and produced "The Colgate Comedy Hour" and "The All-Star Revue."

Plans Near Finalization for 'Confidential File' on Film

HOLLYWOOD, June 5.—Plans for the filming and national syndication of Paul Coates' local live program, "Confidential File," will be firm by the middle of next week when financial terms are expected to be consummated.

The phenomenal success of The Los Angeles Mirror columnist's program aired locally over KTTV resulted in the decision to resort to film. Already 12 show ideas have been prepared for 16mm. filming.

The Coates is under contract to KTTV for the presentation of "Confidential File" as a live program, it was indicated he may be permitted by the station to forego that clause in favor of the filmed version.

Current plans for the filming call for the establishment of a permanent filming crew to take cameras in various parts of the country, including on-the-spot interviews. Coates would dub in the narration here where he will continue his daily newspaper column.

SPRAYS OF IVY advertisement featuring a woman's face and text: "There are three things any woman will make an excuse to get out of: a rainstorm, a tight girdle and a diet." Includes logo for Television Programs of America, Inc.

THE BILLBOARD SCOREBOARD

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

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

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays.

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

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

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

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

DAVENPORT, IA—ROCK ISLAND, ILL... 2 STATIONS

Table listing TV programs for Davenport, IA and Rock Island, IL, including titles like 'Sign-On to 7 p.m.—Monday thru Friday' and 'Sign-On to 7 p.m.—Saturday and Sunday'.

KANSAS CITY ... 4 STATIONS

Table listing TV programs for Kansas City, including titles like 'Sign-On to 7 p.m.—Monday thru Friday' and 'Sign-On to 7 p.m.—Saturday and Sunday'.

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

HOUSTON 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
23.2.. 1. Superman—Adv.—Kellogg Co.KPRC—F, 5:30-6:00.....26.3
Top Opp. & Rating: Frontier Theater.... —

Sign-On to 7 p.m.—Saturday and Sunday

37.9.. 1. Range Rider—West.—CBS Film.....KPRC—S, 5:30-6:00.....38.7
Top Opp. & Rating: Film Short: Badge and Bullet... 0.4
22.7.. 1. Wild Bill Hickok—West.—Kellogg Co.....KPRC—Su, 2:00-2:30.....27.8
Top Opp. & Rating: Sunday Hour Theater.... —

7 p.m. to Sign-Off—Monday thru Sunday

52.2.. 1. Amos 'n' Andy—Comedy—CBS Film.....KPRC—Su, 9:00-9:30.....62.8
Top Opp. & Rating: The Web.....10.4
49.3.. 1. Waterfront—Adv.—United TV.....KPRC—W, 8:30-9:00.....64.8
Top Opp. & Rating: I've Got a Secret.....15.3

NORFOLK 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
28.5.. 1. Cisco Kid—West.—Ziv TV.....WTAR—Th, 6:00-6:30.....34.2
Top Opp. & Rating: Story Time.... 4.5

Sign-On to 7 p.m.—Saturday and Sunday

31.0.. 1. Ramar of the Jungle—Adv.—TPA.....WTAR—Su, 1:30-2:00.....31.6
Top Opp. & Rating: Frontiers of Faith.... 0.6
28.3.. 1. Liberate—Music—Guild Films.....WTAR—Su, 3:30-4:00.....30.7
Top Opp. & Rating: Kukla, Fran and Ollie.... 1.9

7 p.m. Sign-Off—Monday thru Sunday

54.4.. 1. Badge 714—Adv.—NBC Film.....WTAR—T, 8:30-9:00.....64.7
Top Opp. & Rating: Milton Berle.....10.3
49.5.. 1. I Led Three Lives—Adv.—Ziv TV.....WTAR—Th, 8:30-9:00.....56.6
Top Opp. & Rating: You Asked for It.... 5.5

TeeVee Nears Laughton Deal

HOLLYWOOD, June 5. — The TeeVee Company is reported to be close to a deal with Paul Gregory for the syndication of the 15-minute Charles Laughton show. The series was sponsored last season in about 20 markets by Duffy-Mott thru Young & Rubicam. It has never previously been syndicated. The format has the actor doing readings.

The TeeVee Company is also reported to be laying plans to produce a new half-hour dramatic anthology.

TV FILM PURCHASES

KMTV-TV, Omaha, and WHO-TV, Des Moines, have purchased "Wrestling From International Amphitheater" for showing from Imperial World Films.

Sarra, Inc., has completed a TV film commercial, "Hundreds of gasolines but only one DX," for the Mid-Continent Petroleum Corporation, Tulsa, Okla., thru R. J. Potts-Calkins & Holden of Kansas City. Sarra also sold the following film commercials: Vornado Air Conditioners for O. A. Sutton Corporation, thru Lago & Whitehead Advertising, Wichita, Kan.; Dinnertime Pot Pies for Trenton Foods, thru Gardner Advertising Company, St. Louis; CDR Rotor for the Radiart Corporation, thru Stern & Warren, Cleveland; Viv Lipstick for the Toni Company, thru Leo Burnett, Chicago, and Stopette Cream Stick Deodorant for Jules Montenier, thru Earl Ludgin & Company, Chicago.

QUICK TAKES

Television Programs of America moves its New York headquarters next week to 477 Madison Avenue. The new phone number will be PLaza 5-2101. Edward Small, board chairman of TPA, is in New York and due to sojourn here a couple of weeks. John Sinn, president of Ziv-TV, goes to the West Coast over the weekend for production huddles. The TeeVee Company has signed Roy Rubins as its Northwest sales manager. CBS-TV Film Sales has hired Gil Johnston as a sales rep out of New York. Adlai Stevenson will be the guest on the next installment of Drew Pearson's "Washington Merry-Go-Round." Academy Film Productions, Inc., Chicago, received the Merit Filming Award from the American Society of Cinematographers for its 3-D sound and color 10-minute film, "You and Stone Container."

SPRAYS OF IVY
A rumor is nothing more than a small breeze stirred up by a couple of old windbags.
A line from the script of The Halls of Ivy starring Ronald Colman and his wife Benita Hume—coming soon.
Television Programs of America, Inc.
729 SEVENTH AVENUE, NEW YORK 19, N. Y.

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

MINNEAPOLIS-ST. PAUL 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
11.0.. 11.0. Cisco Kid—West.—Ziv TV.....WCCO—W, 5:00-5:30.....30.5
Top Opp. & Rating: Skipper Jarl.... —

Sign-On to 7 p.m.—Saturday and Sunday

24.7.. 27.0. Hopalong Cassidy—West.—NBC Film.....WCCO—S, 6:00-6:30.....32.4
Top Opp. & Rating: Mr Wizard.... 3.8
23.8.. 21.0. Wild Bill Hickok—West.—Kellogg Co.....WCCO—S, 5:30-6:00.....29.0
Top Opp. & Rating: Captain II.... 2.4

7 p.m. to Sign-Off—Monday thru Sunday

29.5.. 34.0. Badge 714—Adv.—NBC Film.....KSTP—M, 9:30-10:00.....50.8
Top Opp. & Rating: Studio One.....18.3
25.0.. 26.6. The Unexpected—Drama—Ziv TV.....WCCO—Th, 9:30-10:00.....47.5
Top Opp. & Rating: Life Begins at 80.... 13.0

ST. LOUIS 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
4.1.. 1. Art Linkletter and the Kids—Comedy—CBS Film.....KSD—Th, 6:00-6:15.....15.1
Top Opp. & Rating: News, Sports, Weather.... —

Sign-On to 7 p.m.—Saturday and Sunday

33.6.. 1. Superman—Adv.—Kellogg Co.KSD—S, 5:30-6:00.....34.2
Top Opp. & Rating: Feature Film... 0.3
30.1.. 1. Liberate—Music—Guild Films.....KSD—Su, 3:00-3:30.....34.1
Top Opp. & Rating: Faith for Today.... 0.3

7 p.m. to Sign-Off—Monday thru Sunday

49.0.. 1. Favorite Story—Drama—Ziv TV.....KSD—T, 9:30-10:00.....52.8
Top Opp. & Rating: See It Now... 1.7
37.9.. 1. Waterfront—Adv.—United TV.....KSD—F, 10:15-10:45.....38.7
Top Opp. & Rating: Movie Showcase.... 0.3

(Continued on page 14)

THE BILLBOARD SCOREBOARD

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

Continued from page 13

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

PITTSBURGH 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Pittsburgh from Monday to Friday, including titles like 'Wild Bill Hickok' and 'Superman'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Pittsburgh on Saturdays and Sundays, including titles like 'Superman' and 'Johnny Jupiter'.

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Pittsburgh from 7 p.m. onwards, including titles like 'I Led Three Lives' and 'Death Valley Days'.

MILWAUKEE 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table listing TV programs for Milwaukee from Monday to Friday, including titles like 'Superman' and 'Files of Jeff Jones'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Milwaukee on Saturdays and Sundays, including titles like 'Victory at Sea' and 'Cisco Kid'.

Find TV Spot Drive The Magic Formula

By JOHN M. HAYDON, Advertising & Sales Manager, Bardahl Manufacturing Corporation

Is there a magic formula for the production of a television commercial? One that will instantly capture the attention of the American public...

We at Bardahl Manufacturing Corporation, and our advertising agency, The Wallace Mackay Company, of Seattle, have a series of animated television spot commercials...

Does it work? It works very well indeed. Bardahl, manufacturer of internationally distributed specialty lubricants, started telecasting its current series of spot animations a little over a year ago...

Gerald Hoeck, account executive at the Wallace Mackay Company, agency art director Marlowe Hartung, and I sat down with O. Bardahl, president of Bardahl Manufacturing Corporation...

A dinner meeting with Hoeck and Hartung gave us the basic idea for the animations. We rushed back to the agency and acted out the rough video, scrib-

bling dialog on scratch paper. O. Bardahl approved the ideas the next day. Then the work began.

It wasn't easy. The entire Wallace Mackay organization pitched in, talking, thinking, kicking additional ideas and reactions around, writing and rejecting, worrying about animation techniques and cost...

We booked a first showing on KSD-TV, St. Louis, and found a restaurant-bar full of noisy customers. When the spot hit the screen, the room went absolutely silent...

Time was bought. First in St. Louis, then Chicago, Indianapolis, Detroit, Seattle, Rochester, San Francisco, Fargo, Phoenix, Salt Lake City...

End of the year results show a 35 per cent gain in national sales, a 56 per cent gain in Western sales with sales increases in individual States soaring. Results State by State were almost unbelievable...

A Bardahl distributor in New England reported, "I have witnessed a miracle... we showed the spots at the World Motor Show in Madison Square Garden in New York City..."

A Denver Bardahl representative told us, "... first time in 30 years of selling that results and comments came from every Bardahl customer we had, as well as the new ones we have been able to get."

From California a distributor

TV Film Guest of the Week



JOHN M. HAYDON

Prior to going to the Bardahl Manufacturing Corporation, Seattle, in June, 1952, as advertising and sales manager, John M. Haydon was for three and a half years director of public relations and advertising of the Port of Seattle...

wrote, "As you know, we just started the spots. We had been selling in this city for three years and had 75 accounts. In the week after the spots started we opened 41 new accounts..."

Success Snowballs

Newspapers ran stories about the spots. "By far the finest commercials yet displayed on video... sponsors who spend a fortune for a show would do well to pay more attention to their commercials..."

Within four or five months, starting with a small number of TV outlets, Bardahl jumped from a product with a good quality reputation and reasonably fair distribution to one with thousands upon thousands of new friends and customers...

Merchandising material went out to the field. The Bardahl TV (Continued on page 53)

Advertisement for 'The Halls of Ivy' featuring Ronald Colman and Benita Hume. Includes text: 'System' in Los Vegas is a six-letter word meaning 'to lose money in a planned and orderly manner.'

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

7 p.m. to Sign-Off—Monday thru Sunday

Table listing TV programs for Milwaukee from 7 p.m. onwards, including titles like 'Liberace' and 'I Led Three Lives'.

Book-of-the-Month Plans Fall Test of National Record Club

Continued from page 1

from the regular, well-known labels. Should the tests prove successful, the mammoth book distribution outfit will move into the record field in exactly the same fashion as it operates with book publishers — distributing

Stan Freberg's Ticklish, at Least on Disks

Continued from page 1

different wax versions on each, and still couldn't win their approval on a release. The libelous and/or slanderous implications of satirical disks are still a moot question, but Capitol's legal eagles aren't anxious to be the first to put them to a test.

Even the "Point of Order" was cleared by Capitol's legal staff, Freberg still isn't in the clear on the record. Some networks and local stations are plainly edgy about airing it. Dave Garroway's early morning show "Today" on NBC-TV, for instance, vetoed playing the record, and Ed Sullivan declined to present a live version of the number on his CBS-TV program.

Nevertheless, the record is coming up fast, and Capitol chalked up approximately 160,000 orders in its first week of release.

Long Pact

Freberg has recently signed a new seven-year contract with the record company, which gives him a full 5 per cent royalty and is retroactive to April of this year. He originally signed a short term deal with the firm in 1950, and re-negotiated two more short-term pacts before Capitol finally decided satire was here to stay and drew up the long-term deal.

Capitol also signed Daws Butler, who shares co-writer credits with Freberg and also performs on his records. Butler's agreement also provides for him to record on his own as a kid disk artist. Negotiations for Freberg and Butler were handled by their manager, Miles Auer.

NY Court OK's Fair Trade

NEW YORK, June 5. — The New York Court of Appeals yesterday (4) unanimously upheld the legality of fair trade laws in a case involving Sam Goody, cut-rate record dealer. Goody, together with other discounters, had appealed injunctions barring them from selling fair-traded merchandise below established prices.

The Goody case concerned a dispute with Capitol Records, producer of the Cetra line of opera recordings. Cetra, acquired last year from Cetra-Soria Records, is the only substantial line of disks operating under fair trade price minimums. The line has been fair traded in several Eastern States.

Goody earlier had said that he would carry his fight against fair trade to the U. S. Supreme Court, if necessary.

Douglas, Aides Form Pub Firm

CHICAGO, June 5.—Lew Douglas and his two helpmates, Glory Fox and Frank LaVere, have announced plans to form a new publishing firm here.

The team, which was responsible for such hits as "Why Don't You Believe Me?" "Pretend" and "Turn Around, Boy," moved into new offices of its own in the Kimball Building here this week. They will do free-lance writing and arranging.

Douglas was formerly associated with Brandon Music here.

regular editions of selected books to subscribing consumers.

The move by BOM is another important sign of the constantly changing merchandising picture in the record industry. One of the more recent examples is the still-testing newsstand distribution program by Popular Science Magazine.

The lower-priced promotional lines by both independent and major manufacturers, rack jobbers record clubs, etc., are other recent examples of the changes in merchandising and selling thinking.

Other Firms

The idea of a record-of-the-month operation is not a new one. It has been tried many times and planned even more times. Suc-

cessful operations in this vein have been the Children's Record Guild and Young People's Records, both operated thru Greystone Press. The same firm has also operated the American Recording Society and is now operating a new and similar subscription club for long playing classical recordings. The Concert Hall label has also operated successfully in this field.

Only recently, Columbia Records' tests of a record club stirred up much activity and noise in the record industry.

According to Rosin, BOM will use long playing records and of well-known musical works. First sessions staged by the book firm are slated for next Friday (11), but for promotional recordings.

MOA Exec Meeting Skedded July 26

Board to Study Young-Spier Plans, National Tax Issue, McCarran Bill

OAKLAND, Calif., June 5.—A special executive board of directors' meeting of the Music Operators of America has been scheduled tentatively for July 26 at the Palmer House in Chicago, George A. Miller, president of the association, announced here Wednesday (2).

Miller said that altho the major topic to be discussed would probably be the advisability of forming a third copyright organization and/or a publishing company, latest developments of MOA's national tax council, future plans for combating the McCarran Bill and plans for a 1955 MOA convention would also be covered.

The board, acting in an advisory capacity, will go over the two proposed plans—a third copyright organization and a publishing company—and forward recommendations to local associations if a decision is reached. Both plans were designed to limit the effectiveness of royalty payments levied on juke box operators should an amendment of the Copyright Act be passed by Congress.

Briefly, here are the two prop-

osals and how they work:

The third copyright society, backed by Barney Young, president of a publishing enterprise, National Juke Box Music, Inc., would pattern itself after BMI. It would set up a society in direct competition with ASCAP and BMI. Music controlled by NJBMI, asserted Young, would be royalty free to juke box operators in the event that the Copyright Act should be changed. He pointed out during the MOA convention last March that his firm already controlled some 10,000 copyrights that were not assigned to either ASCAP or BMI.

Young's plan calls for operators (Continued on page 86)

At Big Annual Meeting RCA Outlines Projects

By IS HOROWITZ

ATLANTIC CITY, June 5. — RCA Victor executives and field men converged here in force Thursday (3) for its annual series of spring meetings to hammer out the company's program for the remainder of the year.

With the first two days confined largely to preliminary planning, business sessions will get underway today. General plans covering a five-part program will be outlined to the Victor execs today and are due to be refined after detailed discussion tomorrow.

On Monday, record division brass will meet with the Victor home instrument department; the major topic scheduled for that session is the "Listeners' Digest," to be disclosed to the trade at the National Association of Music Merchants convention in July (The Billboard, June 5).

The five-part agenda of the meet will take up in turn the new stress to be placed on Bluebird classics, a revived jazz program, a revamp of the label's children's line, pop single prospects and the "Best Buy" fall promotion. Victor's subsidiary, Label "X," and the promotional line of Camden LP's will also come in for attention.

Kiddie Line

The most novel facet will involve the revamp of the Victor kiddie line. Field men will be told that the moppet catalog is being condensed to comprise proven sellers almost exclusively. To a lesser extent the general idea of the label's 101 packaged titles will be followed.

Deletions have been made in the line, bringing the current kiddie catalog to 48 standard-speed disks and the number of 45's to 50. Prices range from 49 cents to \$2.95. Some of the items will be repackaged, with fresh art to spark consumer interest.

EX-MAESTRO AND EX-ORK CUT WAX

NEW YORK, June 5.—A retired conductor and a disbanded orchestra held a recording session this week. The unique event took place under the auspices of RCA Victor Records and brought together Arturo Toscanini and the NBC Orchestra for remakes of portions of "The Masked Ball," a Verdi opera taped during a broadcast many months ago. The album is slated for fall release.

'Young at Heart' Title of New Warner Flick

NEW YORK, June 5.—Publisher Tommy Valando concluded negotiations this week with Warner Brothers for use of the tune "Young at Heart" as the title of a forthcoming movie. The flick will feature Doris Day and Frank Sinatra. The agreement is for unlimited usage of the tune, encompassing both title and background use.

"Young at Heart," which was penned by Carolyn Leigh and Johnny Richards, is published by Sunbeam Music, Valando's Broadcast Music Inc. firm. The tune has built into a solid hit, sparked by the smash Frank Sinatra disk on Capitol. Sheet music sales have passed the 350,000 mark, with another 15,000 copies out as the "Song of the Month."

The "Young at Heart" film is based on the old movie, "Four Daughters." No figures were revealed concerning the price paid by Warners for the unlimited use of the tune, but it is estimated at \$15,000.

MPA Session To Study Disk, Sheet Relation

NEW YORK, June 5. — The Music Publishers' Association in its annual meeting next week will, for the first time, explore the relationship of the sale of music and records.

The all-day confab at the Warwick Hotel here Tuesday (8) will take up in turn recent copyright developments, production costs and problems, and common copyright violations. Four new directors will be elected, and the newly constituted board will meet the following day to name a president of the standard music organization.

The featured speaker will be George Marek, director of artists and repertoire for RCA Victor, who will address the meeting on the general topic, "The record man looks across the aisle." He will lead a discussion on how the sheet music and record departments of a music store complement each other.

The four directors whose four-year terms expire next week are Bernard Kohn, of Elkan-Vogel; David Adams, of Boosey & Hawkes; Ken Walker, of Bourne Music, and Joe Fischer, of J. Fischer & Bros. According to MPA bylaws, directors cannot accept two consecutive terms.

Leonard Feist, MPA president and head of Mercury Music, is not standing for re-election. He has served in the top MPA post for the past two years.

Csida-Grean Ink Arnold; Mull Pact

NEW YORK, June 5.—Csida-Grean Associates this week concluded a personal management pact with Eddy Arnold. The management firm will represent the folk star in radio, TV, films, movies and legit. Arnold is the second personality signed by Csida-Grean Associates, the first being Kathy Godfrey, radio-TV commentator.

Joe Csida, of the management firm, will work closely with the television department of William Morris Agency, which books Arnold. A TV film series is now under consideration for the country warbler.

On the music publishing side, Ed Burton this week joined Csida's Trinity and Towne Music firms as general manager. Burton is bringing his own firm, Edgar Music, into the Trinity operation, but it will continue under its own name.

Hyped Sales Drive in Jazz Mapped at Merc Exec Huddle

CHICAGO, June 5.—Mercury Records held its annual staff meeting Friday (28) in the Chicago headquarters. All executives and regional sales directors were in attendance, as well as the heads of the classical department.

Plans were divulged at the meeting concerning the firm's concentrated drive into the jazz field via its new subsidiary label, Emarcy. The label initially started with single releases, more or less as a test. Results have made it advisable to schedule an immediate release of 12 LP's and 24 EP's as a basic catalog encompassing all types of jazz. The current "Point of Order" sale being promoted by the firm was also discussed at the meeting.

Several changes in territorial assignments were also announced at the meeting. Following company policy of trading men between territories in order to gender a greater knowledge of the industry as well as giving vent to an interchange of ideas, Mercury has switched Lloyd Cook to Eastern regional director, and Arnold Silverman to Southern regional director.

Dee Kilpatrick, it was announced, has now been assigned

the sole responsibility of artist and repertoire director for the country and western field, due to an increased concentration on that field by the firm. Kilpatrick formerly headed the Southern region and more recently headed (Continued on page 24)

Peatman Chart Is Extended

NEW YORK, June 5. — The Peatman chart on tunes with the greatest TV audiences will be extended from 20 to 30 tunes starting next week. Up until a few weeks ago, when the Jackie Gleason TV show (The Billboard, May 29) caused Dr. Peatman to extend the chart, 20 TV tunes was the limit.

The TV listing is being extended due to the increasing importance of TV to the music publishing fraternity. Many publishers have asked for the longer listing. The extension from 20 to 30 was supposed to take place in September, but was moved up to June due to requests.



THE NATION'S MOST POPULAR BEST SELLING NEW RECORDS!!

BING and GARY CROSBY

THE CALL of the SOUTH

and

CORNBELT SYMPHONY



29147



GEORGIE SHAW

SOMEBODY ELSE'S

LOVE SONG

and

WONDERFUL

29160



(WE'RE GONNA)

BILL HALEY and His Comets

ROCK AROUND THE CLOCK

THIRTEEN WOMEN

29124

The MILLS BROTHERS

GO IN AND OUT THE WINDOW

A CARNIVAL IN VENICE

29115



THE TWO BEST SELLING RECORDS IN AMERICA!

KITTY KALLEN

LITTLE THINGS MEAN A LOT

I DON'T THINK YOU LOVE ME ANYMORE

29037



THE FOUR ACES

THREE COINS IN THE FOUNTAIN WEDDING BELLS

(ARE BREAKING UP THAT OLD GANG
OF MINE)

29123



JACK PLEIS

And His Orchestra and Chorus

AH RI RUNG

ROSANNA

29174



*America's Fastest
Selling Records*



COLUMBIA'S

music for every mood

fast-selling 12-INCH * POPULAR ALBUM LINE!

for show music!

PERCY FAITH plays "KISMET"



PERCY FAITH and his Orchestra

12-inch "Lp" CL 550

for hilarious fun!

COMEDY IN MUSIC

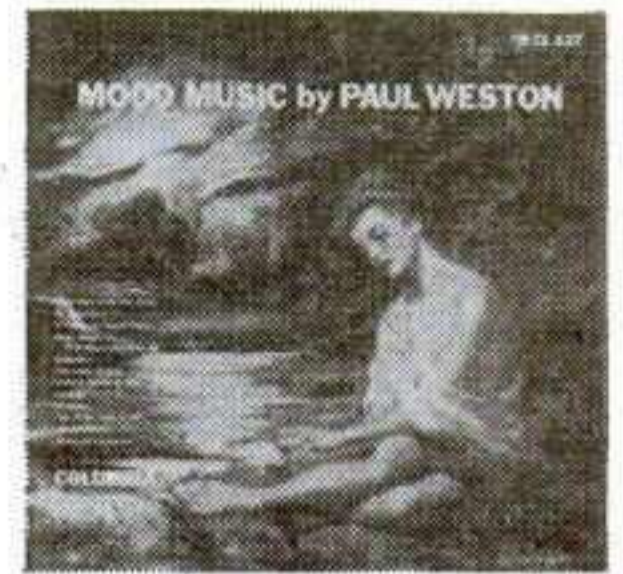


VICTOR BORGE in his one-man show

12-inch "Lp" CL 554

for romantic moments!

MOOD MUSIC by PAUL WESTON



PAUL WESTON and his Orchestra

12-inch "Lp" CL 527

for every month of the year!

ARTHUR GODFREY'S TV CALENDAR SHOW



ARTHUR GODFREY and all the Little Godfreys

12-inch "Lp" CL 521

for superb dance music!

ONE NIGHT STAND



HARRY JAMES and his Orchestra

12-inch "Lp" CL 522

for Latin-American moods!

DANCE WITH CUGAT

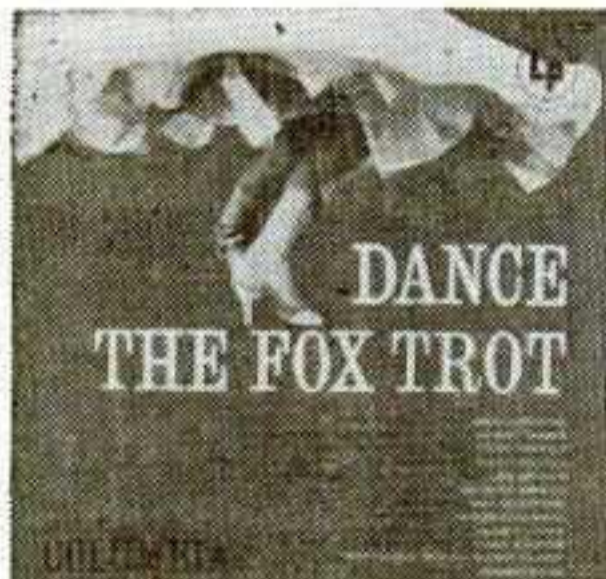


XAVIER CUGAT and his Orchestra

12-inch "Lp" CL 537

for dancing time!

DANCE THE FOX TROT



Harry James, Sammy Kaye, Dick Jurgens, Les Brown, Tony Pastor, Woody Herman, Roy Noble, Hal McIntyre, George Siravo

12-inch "Lp" CL 533

for musical reminiscing!

EASY TO REMEMBER

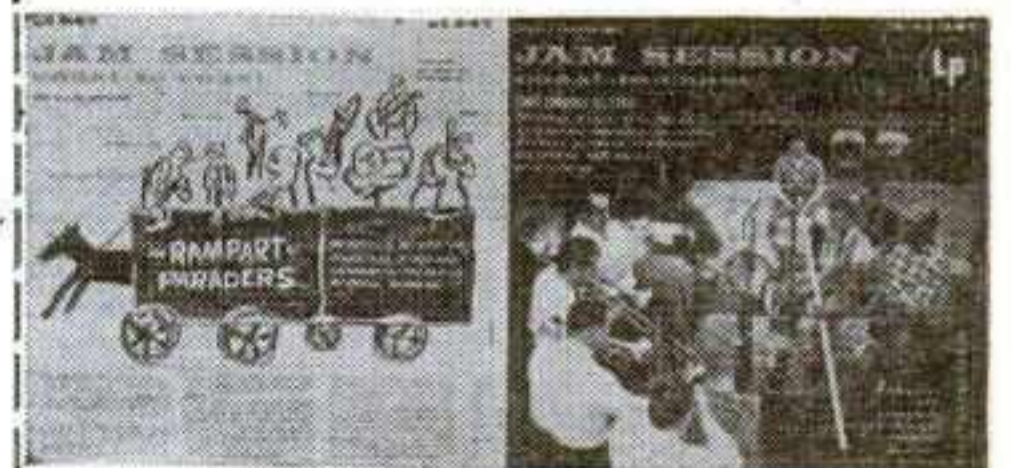


THE NORMAN LUBOFF CHOIR

12-inch "Lp" CL 545

for today's jazz at its best!

JAM SESSION COAST-TO-COAST



EDDIE CONDON and his All-Stars and the **RAMPART STREET PARADERS**

12-inch "Lp" CL 547

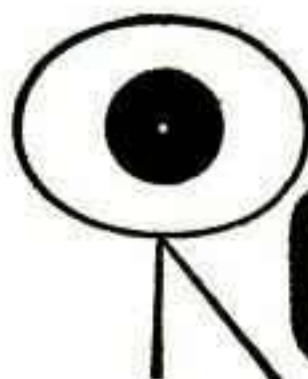
ORDER TODAY! Mail this coupon to your distributor:

CL 550 _____	CL 521 _____	CL 533 _____
CL 554 _____	CL 522 _____	CL 545 _____
CL 527 _____	CL 537 _____	CL 547 _____

Name

Address

* the fastest selling popular album line
a dealer can stock!



COLUMBIA RECORDS

"Columbia" and , Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A.



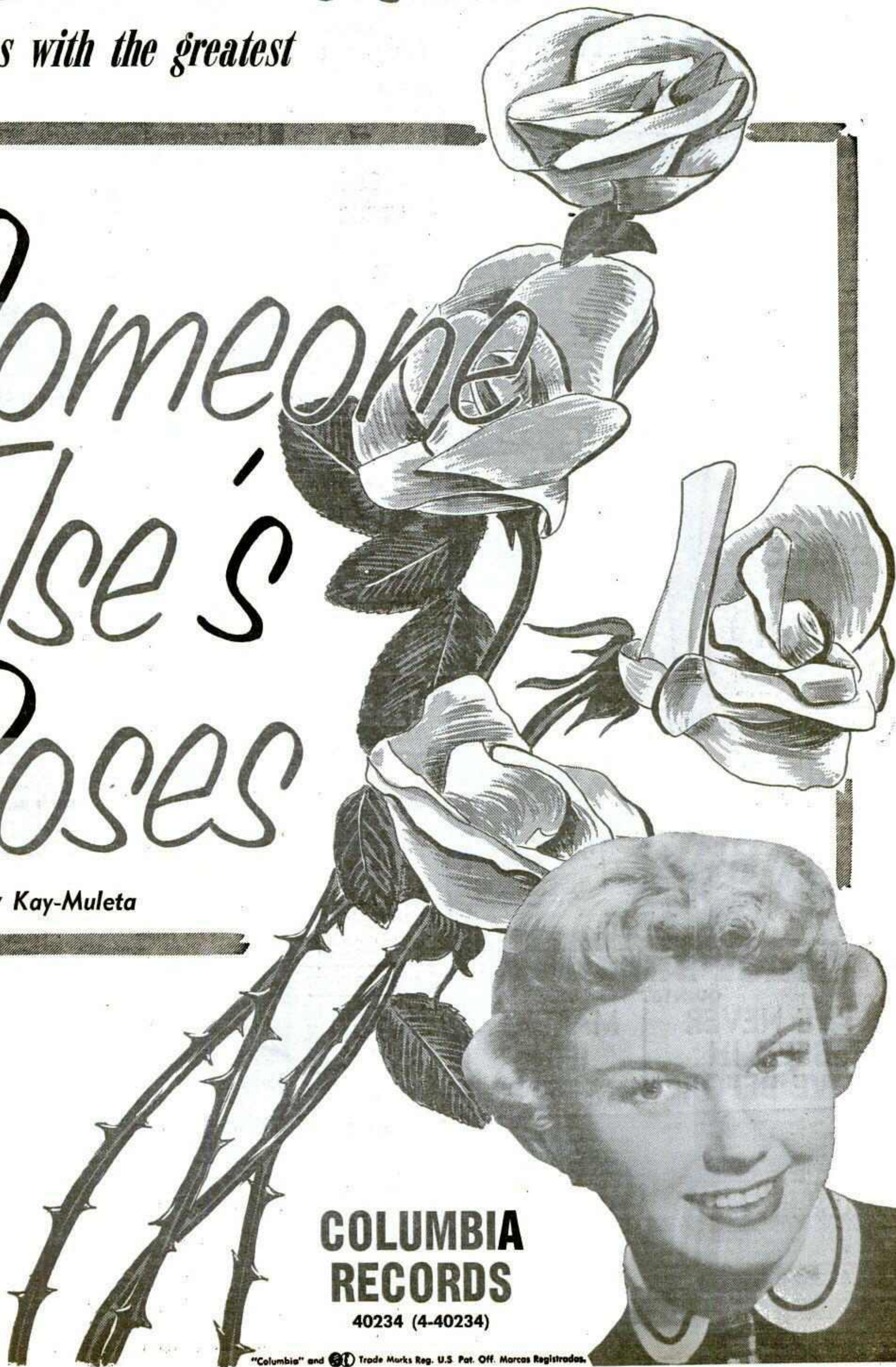
*of all the wonderful "Rose" songs
ever recorded—and there have been many—
this one by*

DORIS DAY

ranks with the greatest

Someone Else's Roses

b/w Kay-Muleta



**COLUMBIA
RECORDS**

40234 (4-40234)

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcas Registradas.



ALAN DEAN

WHO'S AFRAID I AM
A MAN

MGM 11747 78 rpm
K 11747 45 rpm

BETTY MADIGAN

JOEY

The Billboard EXCELLENT

AND SO I WALKED HOME

MGM 11716 78 rpm
K 11716 45 rpm

SLEEPER OF THE WEEK

BILLY ECKSTINE

TEMPORARILY BLUE
and
BELOVED

(From the MGM Film "The Student Prince")

MGM 11744 78 rpm
K 11744 45 rpm

NO ONE BUT YOU
and
SEABREEZE

From the MGM Technicolor Film "Flame and the Flesh"

MGM 11712 78 rpm
K 11712 45 rpm

UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

DICK HYMAN TRIO

UNFORGETTABLE

Review Spotlight on...

OUT OF NOWHERE

MGM 11743 78 rpm
K 11743 45 rpm

GEORGE SHEARING QUINTET

I'VE NEVER BEEN IN LOVE BEFORE

MAMBO INN

MGM 11754 78 rpm
K 11754 45 rpm

M-G-M is First with the Nation's Newest Hit!

LEROY HOLMES and his Orchestra

THE HIGH and the MIGHTY

Whistling by FRED LOWERY

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

b/w **LISA**

MGM 11671 78 rpm - K 11671 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

HANK WILLIAMS

A HOUSE OF GOLD
and
HOW CAN YOU REFUSE HIM NOW

MGM 11707 78 rpm
K 11707 45 rpm

HARVEY NORMAN

BY MY SIDE
and
A DIM CAFE

MGM 11752 78 rpm
K 11752 45 rpm

FREDDIE MARTELL
Orchestra conducted by
Mario Cortez

HEARTACHE
(Broken Heart)
and
BURNING DESIRE

MGM 11738 78 rpm
K 11738 45 rpm

PAT O'DAY

SHOW ME THE WAY TO LOVE YOU
and
TRY TO IMAGINE

MGM 11751 78 rpm
K 11751 45 rpm

BLUE BARRON
and his orchestra

DO YOU!
and
WHISTLING IN THE RAIN

MGM 11746 78 rpm
K 11746 45 rpm

MICHAEL FREDERICKS
and his orchestra

EARLY SUMMER
and
WILD MANGO

MGM 11745 78 rpm
K 11745 45 rpm

SLIM BRYANT

THE GAL WITH THE COAL BLACK HAIR
and
THE GOLDEN TRAIN

MGM 11749 78 rpm
K 11749 45 rpm

WEISS FIGHT

B'way Tunes Barred Before London Bows

LONDON, June 5. — Capitol's European representative Bob Weiss is having a battle here to break down the barrier which blocks the pre-release of top American show tunes in England and on the Continent.

The custom is for producers to have an agreement that Broadway hit tunes are not played here until after the show has opened in London. The idea is to keep the tunes fresh, so the public isn't weary of them by the time the London production of the musical is set up, often several years after its original Broadway opening.

Weiss counters by citing old-time favorite operettas whose tunes have moved into folklore of a nation, and yet still draw them in on revival.

AFN Programs

Taking the edge off freshness, too, are the daily record programs over the American Forces Network in Germany to which millions of Europeans tune in.

Currently, Capitol is sitting on two of Cole Porter's hits from "Can-Can"—"Allez Vous En" by Kay Starr and "I Love Paris" by Les Baxter, which cannot be released here until the show is premiered in Europe.

Also no decision has been reached, Weiss is huddling with Chappell Music here and has talked with Cy Feuer, co-producer of "Guys and Dolls" and "Can-Can," and hopes for some re-adjustment of the position.

WESTERN STARS TO FETE NUDIE

HOLLYWOOD, June 5.—Nudie, veteran San Fernando Valley tailor to Western stars, will receive a testimonial luncheon on Monday, June 7, from a group of Nudie-dressed personalities who want to "repay his friendship."

Roy Rogers, Tex Williams and Rex Allen, self-appointed committeemen in charge of the affair, will host the tribute.

Scheduled to attend are Western stars Gene Autry, Pee Wee King, Tex Ritter, Pat Buttram, Eddie Dean, Tim Spencer, Jimmie Wakely, Hank Thompson, Doye O'Dell, Merle Travis and Smokey Rogers, in addition to a flock of movie personalities for whom Nudie has designed clothes.

Cranston Ballroom Books Name Orks

NEW YORK, June 5. — Abe Feinberg, handling the bookings for Rhodes on the Patuxent, a ballroom at Cranston, R. I., is currently setting a flock of name bands for the spot's jubilee summer season. The latest contracted by Feinberg is Guy Lombardo, who is scheduled for June 30. Jerry Vale played the spot this week, and Johnny Long's orchestra is booked for June 2. The latter will be followed by Ray Anthony June 5 and Jerry Gray on June 9.

Feinberg is still negotiating for additional names for the ballroom, which is playing bands every Wednesday and Saturday thruout the entire summer.

Hyped Sales

Continued from page 18

the Mercury branch office in Nashville.

Also announced was the acquisition of two new distributors in the Mercury sales line-up. These are Music City Record Distributors, Nashville, which will cover the eastern half of the State and Southern Kentucky; and the Glenn Allen Company, Memphis, which will cover the western half of the State as well as Mississippi and Arkansas. This change was brought about when Mercury decided to give up company-owned branches in these cities in favor of distributing thru independent distributors. The firm feels that independent distributors can give better service and do a more thoro selling job because of local set-ups.

Also attending the meeting were I. B. Green, president; Art Talmadge, vice-president and general manager; Irwin H. Steinberg, treasurer; Morris Price, vice-president in charge of sales; Kenny Myers, promotion director; Bobby Shad, rhythm and blues a.&c.r. man; Wilma Cozart, classical administrator; Ronald Wise, classical sales manager, and Johnny Sippel, West Coast regional director.

Sacks Sees Day

Continued from page 18

turers will convert their deejay services to 45 r.p.m. by the first week in July (The Billboard, June 5). In Victor's case, the changeover will take place on July 1, Sacks said.

"The changeover involving popular records shipped to more than 2,000 radio stations thruout the country is part of an over-all consumer conversion to the 45-r.p.m. system and represents a logical follow-up to the juke box conversion that has already taken place," Sacks asserted.

More Than 50 Per Cent

Pointing out that the newer speed now accounts for "more than 50 per cent of all single record sales," he predicted that "conversion of the disk jockey service at this time anticipates the day when the 45 system will completely replace the 78 speed."

To ease problems of conversion that might be encountered by radio stations not fully equipped for playing 45's, Victor is making available an adapter plate for use on broadcast turntables.

The device changes the center pin dimensions to the proper dimensions for 45 and also provides support for the music area of the record. It is said to make cueing easier and preclude misplay due to warpage. The adapter plate lists for \$8.50.

Kohn's Unknown LaDelle Is Known

NEW YORK, June 5.—Broadway's Roy Kohn was as busy as his famous namesake last week lining up commitments for his new act, singer-musician Jack LaDelle. Manager Kohn negotiated a recording contract with Columbia and a 55-minute radio show over WNBC here for LaDelle, who was practically unknown a few weeks ago.

LaDelle's "Musical Scrapbook" will replace the Faye Emerson show on the NBC flagship, beginning June 14 from 12:05 to 1 p.m. daily. His first Columbia disk, which also features LaDelle's multi-instrument playing, will be released in a couple of weeks.

Fem Mag Honors New Fisher Album

NEW YORK, June 5. — The Woman's Home Companion magazine has selected the new Eddie Fisher album, "Broadway Classics," as the magazine's "record of the month" for July. The disk, a single EP package, will be highlighted in the magazine along with a picture story on Fisher and his fan parties.

RCA Victor, meanwhile, is planning a special promotional record for disk jockeys containing highlights from the EP set.

Kriegsmann

Continued from page 19

mann made up a package of still photos to illustrate the lyrics of his latest tune, "The Steps of St. Marie," which BMI sent to 400 TV stations in a bid to build video coverage for Bob Stewart's M-G-M recording of the song.

The three-minute photo-shows, which BMI presented to the stations gratis, ran Kriegsmann about \$700 for some 4,000 prints. However, if he decides to package similar TV photo stories for other publishers, Kriegsmann says he could cut costs down to around \$300 by using cheaper stock and setting up the service on a quantity basis.

He used a special low-contrast stock (particularly good for TV pick-ups) for the "St. Marie" photos. Each package includes 8-by-10 still pictures, with each photo set up to illustrate a different line of the song while the record is played off-camera.

UNPRECEDENTED RELEASE ON CORAL!



FROM THE MOTION PICTURE

THE HAUNTING TITLE THEME

THE HIGH AND THE MIGHTY

3 GREAT RECORDINGS

JOHNNY DESMOND #61204



GEORGIE AULD #61205



(soon to be released)

DIMITRI TIOMKIN

ACADEMY AWARD

WINNING COMPOSER



UNPRECEDENTED RELEASE ON —



**JUNE IS
JONI JAMES
MONTH**

Joni

OVER

200,000 RECORDS SOLD

**IN A
GARDEN
OF ROSES**



MGM 11753 (78 rpm) • K11753 (45 rpm)

Jones

THE FIRST TWO WEEKS

JUNE IS
JONI JAMES
MONTH

JUNE 1954

SUN

WED

THU

FRI

SAT



N.M. 1

6

EVERY
DAY

1

2

9

20

21

22

27

28

29



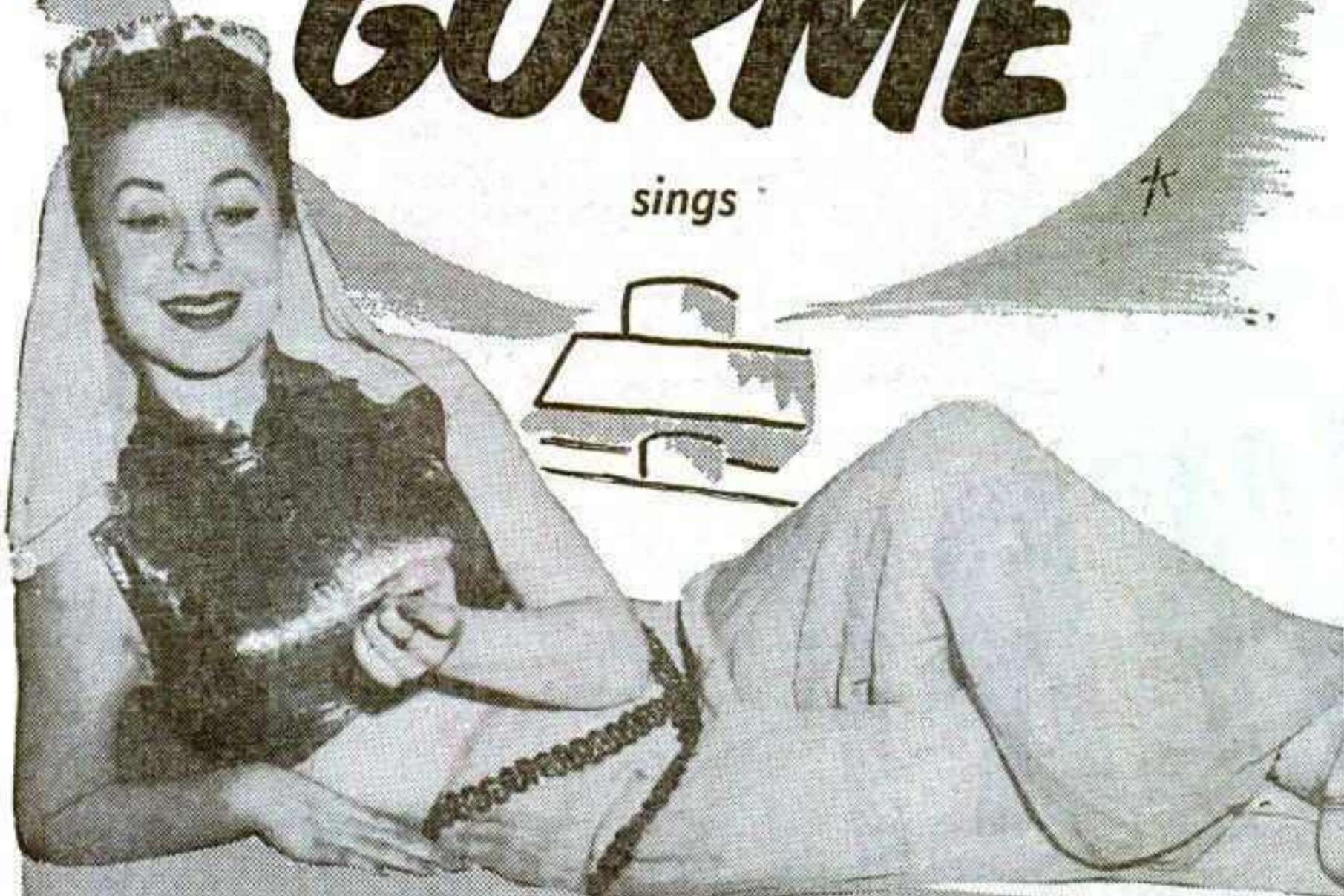
N.M. 30

MGM 11753 (78 rpm) • K11753 (45 rpm)



EYDIE GORME

sings



CLIMB UP THE WALL

and

Tea for Two

CORAL 61189 (78 RPM) and 9-61189 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

Fresh Crop in Country Field

• Continued from page 19

Records, and its subsidiary firm, Fabor.

Under the aegis of Fabor Robison, the Abbott-Fabor labels have established such names as Mitchell Torok, Jim Reeves and Ginny Wright, all of whom are currently in the c.&w. limelight as a result of several disk successes. The foregoing trio kicked off such hits as "Mexican Joe," "Bimbo" and "I Love You."

Reeves, Torok and Miss Wright are currently engaged in a series of personal appearance tours, and have been in big demand for guest shows on such shows as the Pee Wee King TV show, the "Louisiana Hayride," the "Big D" in Dallas and others.

New Names

Darrell Glenn, who achieved nation-wide attention via his Valley recording of "Crying in the Chapel," is currently featured on RCA Victor Records. Other new names who came into prominence in recent years include Jean Shepard and Ferlin Huskey on Capitol Records, Slim Willett, Hank Locklin, Audie Andrews, the Davis Sisters, Charline Arthur, Joyce Moore, Arlie Duff, Mac Wiseman, Del Wood, Slim Whitman, Faron Young, Sonny James, Rudy Grayzell, Yvonne O'Day, Freddie Hart, Herb Henson, Tommy Collins and countless others.

The major talent agencies throughout the country, firms such as Jamboree Attractions, Americana Corporation, WSM Artists Bureau, WWVA Artist Service, point to the current list of top tunes as an indication of the inroads the newer names have made in the country field.

Of equal importance, the "freshmen" in the field are being received with wide enthusiasm on the personal appearance circuit as well. These same agencies continue to look for additional names, in the realization that trends in music constantly change.

Evidence that the younger crop of c.&w. artists aren't crowding the veterans in the field is given in the enviable record that such names as Eddy Arnold, Ernest Tubb, Red Foley, Roy Acuff, Hank Thompson, Pee Wee King and others have established and continue to make.

Room for All

Rather than taking a step backward, these artists are more firmly entrenched in the top run of the c.&w. picture than ever before, and contribute mountains of disk hits throughout the year.

Traders believe that much of the reason for the spurt in popularity of the new names lies in the theory that song material, and the individual treatment of same, is all important today, as opposed to a given artist's following. Equal attention is paid to the merit of a tune as is paid to who it shall be recorded by. The general decline of artist worship in all fields is pointed out by the great number of record releases that reach the disk market each month, with the record companies aiming to create hits of their own.

In addition to the many new artists on the c.&w. scene, a like number of new song writers have gained prominence, each of whom is currently contributing fresh ideas and approaches to the field.

Promotion Efforts

Aware of the importance of the phonograph record, the talent agencies make specific effort to promote the shows they book

with disk jockeys and music operators. In almost all instances, a local disk jockey with wide following is engaged to emcee a personal appearance by a visiting troupe of country stars.

Sheriff (Tex) Davis, WLOW, Norfolk, recently handled the emcee chores at a "Grand Ole Opry" presentation at Municipal Auditorium there. Davis reports that "Shake a Leg," a new release by the Carlises who were featured on the show, was specifically sent to him in advance of general release in an effort to not only promote the new song, but attract listener attention to the group as well.

This pattern is repeated in live shows throughout the country, and extends to the juke box operator as well. Personal representatives of talent covet the juke box market because of the latter's promotional value, as well as its heavy buying power.

That new artists have become established in the country and western field isn't singularly significant. It does reflect, however, the growth of the field and its ability to continually progress. If the few years just passed is an indication, there's no doubt that country music is here to stay.

Petrillo Reports

• Continued from page 19

a year and that practically all the orks operate at a deficit.

Radio Employment

Radio employment in 1953 totaled 1,722 men who earned nearly \$14,000,000. Single engagement commercial broadcasting employment gave the musicians an additional \$2,600,000. The union's men in the United States, Canada and Puerto Rico earned \$18,590,558 thru radio work.

In television employment, reports Petrillo, the radio staffs are often used. Only 137 AFM members have steady employment on TV. Total monies earned from television was \$6,086,851.

The theatrical field used 824 men in vaudeville, and presentation houses, 1,725 men in dramatic and musical shows, 739 in opera and ballet, 183 in burlesque, and 13 organists. The 3,484 men regularly employed in the theatrical field earned a total of \$6,489,953.

The major Hollywood motion picture studios have 339 men under contract at minimum annual guarantees of \$7,953 each. Gross earnings of these men were \$3,128,123. An additional 3,636 men earned \$1,366,335. The independent producers paid out \$358,628 to musicians.

Women's Club

• Continued from page 19

can lead to inequities in various fields (such as is now evident in the use of musical compositions in coin-operated machines without compensatory payments). The resolution voiced support of "legislation for amending copyright laws which will remedy inequities which now prevent the application of principles upon which the copyright laws are based and the rights which they were intended to protect."

Cut Slowing Service to Trade

• Continued from page 19

filing and returning of copyright registration forms, but in publishing catalogs of registered copyrights and in handling copyright searches.

In the last fiscal year, 5,579, or 60 per cent, of some 8,600 searches made by the copyright office involved musical work, with most of the requests for searches coming from New York City, Chicago and Los Angeles.

Any slowdown in the handling of copyright registrations would be all the more irksome inasmuch as the service is supported by fees paid by the music and publishing industries. The Copyright Office is one of the two units in the Library of Congress which is self-supporting. In fact, it is one of the few in the entire government which can claim to be self-supporting.

Whether the Senate will act on the Copyright Office's appropriation before the beginning of the new fiscal year July 1 is a matter of conjecture because of Senator Mundt's preoccupation with the Army-McCarthy hearing. If the

Senate restores the \$153,000 which the House has cut from the Copyright Office appropriations for next year, the bill will go to a joint Senate-House conference committee to adjust the differences between the two measures.

In the fiscal year which ended last June 30, the Copyright Office brought in fees amounting to \$865,300 which went directly to the Treasury Department. In addition, the Copyright Office has increased the government's accumulation of books and other valuable materials by an estimated \$500,000. These materials, sent to the Copyright Office along with copyright registration requests, have been added to the Library of Congress's collection at no cost to the government. Thus, the Copyright Office brought in \$1,365,000 in fees and materials last fiscal year, or \$285,000 more than Congress appropriated for the agency's operation in the last fiscal year.

THE MOST CONSISTENT HITMAKERS ON RECORDS!



THE HILLTOPPERS

HIT AFTER
HIT AFTER
HIT!

TRYING (15018) . . . MUST I CRY AGAIN (15034) . . .
IF I WERE KING (15055) . . . P.S. I LOVE YOU (15085)
I'D RATHER DIE YOUNG (15085) . . .
TO BE ALONE (15105) . . . LOVE WALKED IN (15105) . . .
FROM THE VINE CAME THE GRAPE (15127) . . .
TILL THEN (15132) . . . POOR BUTTERFLY (15156)

and now

THE RECORD DESTINED
TO TOP THEM ALL!

SWEETHEART

(WILL YOU REMEMBER)

and

THE OLD CABARET

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

DOT 15201

**Patti
sings . . .**



*Lonely Days and
Nights More Lonely*

b/w STEAM HEAT

MERCURY 70380 .70380x45



DAZZLING DETROITERS • CLEVELAND'S CRAZY 'BOUT IT • MOVING FASTER THAN MERCURY IN MILWAUKEE • A HIT IN PITT!!



*City to City — Coast to Coast —
THE SURPRISE HIT of the YEAR*

The **CREW CUTS**

"CRAZY 'BOUT YOU BABY"



b/w ANGELA MIA

Mercury 70341 (70341x45)

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. Three Coins in the Fountain	3	3
2. Little Things Mean a Lot	4	6
3. Young at Heart	2	16
4. Wanted	1	14
5. Happy Wanderer	6	5
6. Answer Me, My Love	4	12
7. Hernando's Hideaway	1	1
8. If You Love Me (Really Love Me)	8	5
8. Man Upstairs	11	4
10. Cross Over the Bridge	7	15
11. I Understand Just How You Feel	15	2
12. Oh, Baby Mine	9	14
13. Man With the Banjo	12	8
14. Here	13	9
15. Make Love to Me	10	18

Tunes with Greatest Radio and Television Audiences

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

Radio

- A Girl, A Girl (R)—Valando—ASCAP
- Alone Too Long (R)—E. H. Morris—ASCAP
- Answer Me, My Love (R)—Bourne—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Green Years (R)—Harms—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- I Could Have Told You (R)—United—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- I Understand Just How You Feel (R)—Jubilee—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Isle of Capri (R)—T. B. Harms—ASCAP
- Jilted (R)—Sheldon—BMI
- Knock on Wood (R) (F)—Famous—ASCAP
- Lazy Afternoon (R)—Chappell—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Love Him So Much I Could Scream (R)—E. B. Marks—BMI
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Poor Butterfly (R)—Harms—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP

Television

- Answer Me, My Love (R)—Bourne—ASCAP
- Apres Moi—Templeton—ASCAP
- Autumn in Rome (R)—Cromwell—ASCAP
- Buttons Bounce (R)—Lord—ASCAP
- Cross Over the Bridge (R)—Laurel—ASCAP
- Don't Worry 'Bout Me (R)—Mills—ASCAP
- Every Street's a Boulevard in Old New York (R) (F)—Chappell—ASCAP
- Granada (R)—Southern—BMI
- Green Years (R)—Harms—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- Hey Liberator (R)—Commodore—BMI
- I Could Have Told You (R)—United—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R) (M)—Chappell—ASCAP
- Love Him So Much I Could Scream (R)—E. B. Marks—BMI
- Lovin' Spree (R)—Joy—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Money Burns a Hole in My Pocket (R) (F)—Chappell—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- That's What I Like (R) (F)—Chappell—ASCAP
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- When I Needed You Most (R)—Pincus—ASCAP

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending June 2

This Week	Last Week	Weeks on Chart
1. Little Things Mean a Lot	2	7
2. Wanted	1	15
3. Three Coins in the Fountain	3	4
4. Happy Wanderer	6	6
5. Young at Heart	5	17
6. Hernando's Hideaway	14	3
7. Cross Over the Bridge	4	15
8. If You Love Me (Really Love Me)	7	7
9. Answer Me, My Love	11	15
10. Oh, Baby Mine	8	19

Second Ten

11. MAKE LOVE TO ME	9	19
12. MAN UPSTAIRS	12	7
13. MAN WITH THE BANJO	10	12
14. I UNDERSTAND JUST HOW YOU FEEL	17	3
15. HERE	13	10
16. ISLE OF CAPRI	15	5
17. JILTED	16	8
18. STEAM HEAT	—	1
19. CRAZY 'BOUT YOU, BABY	19	2
20. A GIRL, A GIRL	18	11

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

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

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The Music Corner

One of the fascinating things about the record business is the alert attitude on the part of record execs to happenings in the world around them. There are times when it appears that many a.c.r. men and even artists are current events or political science majors. An event that captures the mind or the heart of Americans, or of the world, more often than not becomes immortalized on wax.

This has happened again this month with the current spate of records concerning the Senatorial investigation of the Army-McCarthy charges now going on in Washington. To date, there have been three records released on this subject: the Stan Freberg record on Capitol, "Point of Order"; the Cactus Pryor disk on Four Star, "With the Senator and the Private," and the Hal Block waxing on Jubilee called "The Senator McCarthy Blues."

Obviously these records are released for only one reason—to rack up sales, it is hoped. The diskeries involved are not trying to influence the hearings or necessarily to turn in an historical judgment on their meaning. Yet, if in the future a social chronicler wants to have an idea of the feelings of many concerning the hearings, he could do worse than add up the number of sales and performances of these three disks along with his other material to help reach his conclusions.

It takes a certain amount of courage under any circumstances to release a record on a topical subject. Such records must be made, shipped and received quickly, and their period is much shorter than a regular pop release. In the records released on the Army-McCarthy hearings, they took even more courage on the part of the record companies, since much of the matter involved in the hearings is quite serious.

In bringing forth these three disks, the record industry has again proved that the tradition of Will Rogers and Mark Twain has not completely disappeared from the American scene. As serious as the hearings are, they can be looked at more objectively by partisans of either side if they can laugh at the funny aspects of them as well.

We cannot say with accuracy at this point whether these three records—or any of them—will be hits or misses. It is still too early for that. But no matter which way they go, they have shown that the record industry does not dwell in an ivory tower.

England's Top Twenty

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

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

WHAT ARE THE WILD RAVES SAYING?

NEW YORK TIMES

"By the Beautiful Sea' is an elegant spree... a bountiful, warm-hearted musical show."

BROOKS ATKINSON

NEW YORK DAILY NEWS

"Arthur Schwartz, the composer, has raised a lusty Coney racket in many of his numbers, and last night's audiences liked very much the hot stuff sung by Mae Barnes."

JOHN CHAPMAN

NEW YORK POST

"As usual, the score that Mr. Schwartz has composed for 'By the Beautiful Sea' is not only warm and tuneful but has the proper suggestion of its nostalgic period."

RICHARD WATTS, JR.

NEW YORK DAILY MIRROR

"'Alone Too Long' and 'Happy Habit' loom as the outstanding candidates for the hit parade."

ROBERT COLEMAN

NEW YORK JOURNAL AMERICAN

"... a rollicking tune called 'The Sea Song'... a swiny ingenue-boy bit, 'Coney Island Boat'... 'Alone Too Long,' the big pop song of the show..."

JOHN McCLAIN



Album No. 531

on Capitol Records, with the original Broadway cast!

SHOW-STOPPER SINGLES

- The Sea Song
LES BAXTER 2799
- More Love Than Your Love
LES BAXTER 2845
- Alone Too Long
NAT "KING" COLE 2754
- Alone Too Long
STAN KENTON 2789
- More Love Than Your Love
STAN KENTON 2871
- Please Don't Send Me
Down A Baby Brother
JERRY LEWIS 2833
- Coney Island Boat
GORDON MacRAE &
JUNE HUTTON 2784
- Happy Habit
ELLA MAE MORSE . 2800
- Hang Up
HELEN O'CONNELL . 2783

by Famous CAPITOL ARTISTS



Nat King Cole



"MAKE HER MINE"
and
"I ENVY"

Capitol Record No. 2803

"TENNESSEE"

ERNIE FORD

sings

"RIVER OF NO RETURN"

From the 20th Century Fox picture of the same name

and

"Give Me Your Word"

Capitol Record No. 2810



Today's Hits are on

Hilarious Satire!

JERRY LEWIS

sings

"CANDELABRA BOOGIE"

and

"Please Don't Send Me Down A Baby Brother"

From the musical "By The Beautiful Sea"

Capitol Record No. 2833



SUMMER HIT!



LES

MARY

PAUL



FORD

"I'm a Fool to Care"

b/w

"Auctioneer"



Capitol Record No. 2839

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
1. LITTLE THINGS MEAN A LOT—K. Kallen.....	1	9
I Don't Think You Love Me Anymore—Dec 29037—ASCAP		
2. THREE COINS IN THE FOUNTAIN—Four Aces.....	3	4
Wedding Bells (Are Breaking Up That Old Gang of Mine)—(27)—Dec 29123—ASCAP		
3. WANTED—P. Como.....	2	15
Look Out the Window—V 20-5647—ASCAP		
4. HAPPY WANDERER—F. Weir.....	5	7
From Your Lips—London 1448—ASCAP		
5. HERNANDO'S HIDEAWAY—A. Bleyer	9	3
S'il Vous Plait—Cadence 1241—ASCAP		
6. IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	4	8
Man Upstairs—(10)—Cap 2769—BMI		
7. YOUNG AT HEART—F. Sinatra.....	6	17
Take a Chance—Cap 2703—BMI		
8. ANSWER ME, MY LOVE—Nat (King) Cole.....	11	15
Why?—Cap 2687—ASCAP		
9. OH, BABY MINE—Four Knights.....	7	19
I Couldn't Stay Away From You—Cap 2654—ASCAP		
10. MAN UPSTAIRS—K. Starr.....	10	9
If You Love Me—(6)—Cap 2769—BMI		
11. CROSS OVER THE BRIDGE—P. Page..	8	16
My Restless Lover—Mercury 70302—ASCAP		
12. MAN WITH THE BANJO—Ames Brothers.....	13	11
Man, Man Is for the Woman Made—V 20-5644—BMI		
13. HERE—T. Martin.....	12	12
Philosophy—V 20-5665—BMI		
14. MAKE LOVE TO ME—J. Stafford.....	14	19
Adi-Adios Amigo—Col 40143—ASCAP		
15. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	18	3
Sugar Lump—Jubilee 5132—ASCAP		
16. THREE COINS IN THE FOUNTAIN—F. Sinatra.....	21	2
Rain—Capitol 2816—ASCAP		
17. HAPPY WANDERER—H. Rene.....	19	5
My Impossible Love—V 20-5715—ASCAP		
18. ISLE OF CAPRI—J. Lee.....	20	5
By the Light of the Silvery Moon—Coral 61149—ASCAP		
19. ISLE OF CAPRI—Gaylords.....	15	5
Love I You—(28)—Mercury 70350—ASCAP		
20. CRAZY 'BOUT YOU, BABY—Crew Cuts.....	22	8
Angelia Mia—Mercury 70341—BMI		
21. JILTED—T. Brewer.....	17	8
Le Grand Tour de L'Amour—Coral 61152—BMI		
22. STEAM HEAT—P. Page.....	24	2
Lonely Days—Mercury 70380—ASCAP		
23. A GIRL, A GIRL—E. Fisher.....	16	12
With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP		
24. HERNANDO'S HIDEAWAY—J. Ray... —	1	1
Hey, There—Col 40224—ASCAP		
25. I UNDERSTAND JUST HOW YOU FEEL—J. Valli.....	—	1
Love, Tears and Kisses—V 20-5740—ASCAP		
26. MY FRIEND—E. Fisher.....	—	1
Green Years—(28)—V 20-5748—ASCAP		
27. WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—Four Aces.....	26	3
Three Coins in the Fountain—(2)—Dec 29123—ASCAP		
28. GREEN YEARS—E. Fisher.....	—	1
My Friend—(26)—V 20-5748—ASCAP		
28. LOVE I YOU—Gaylords.....	23	2
Isle of Capri—(19)—Mercury 70350—ASCAP		
30. JOEY—B. Madigan.....	—	2
and So I Walked Home—M-G-M 11716—BMI		

• This Week's Best Buys

I UNDERSTAND JUST HOW YOU FEEL (Jubilee, ASCAP)—June Valli—RCA Victor 20-5740

This pop "cover" of a record by the Four Tunes which has been so successful in both the pop and rhythm & blues field has been coming up steadily in sales and now represents a highly profitable second version of the tune for dealers and operators to carry. While in most territories, the Four Tunes are far out in front, in Los Angeles, Chicago, Pittsburgh, Atlanta, Durham, Providence, Milwaukee strong competition has been offered it by the Valli disk. Flip is "Love, Tears and Kisses" (Bregman, Vocco & Conn, ASCAP).

SOME DAY (Famous, ASCAP)—Frankie Laine—Columbia 40235

Laine's latest release broke in almost all territories of the country this past week.

• Most Played in Juke Boxes

For survey week ending June 2

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

This Week	Last Week	Weeks on Chart
1. WANTED—P. Como.....	1	14
Look Out the Window—V 20-5647—ASCAP		
2. CROSS OVER THE BRIDGE—P. Page..	2	14
My Restless Lover—Mercury 70302—ASCAP		
3. LITTLE THINGS MEAN A LOT—K. Kallen.....	7	5
I Don't Think You Love Me Anymore—Dec 29037—ASCAP		
4. THREE COINS IN THE FOUNTAIN—Four Aces.....	10	4
Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP		
5. OH, BABY MINE—Four Knights.....	3	18
I Couldn't Stay Away From You—Cap 2654—ASCAP		
6. YOUNG AT HEART—F. Sinatra.....	5	14
Take a Chance—Cap 2703—BMI		
7. MAKE LOVE TO ME—J. Stafford.....	4	19
Adi-Adios Amigo—Col 40143—ASCAP		
8. MAN WITH THE BANJO—Ames Brothers.....	6	13
Man, Man Is for the Woman Made—V 20-5644—BMI		
9. MAN UPSTAIRS—K. Starr.....	9	6
If You Love Me (Really Love Me)—Cap 2769—BMI		
10. HAPPY WANDERER—F. Weir.....	12	5
From Your Lips—London 1448—ASCAP		
11. JILTED—T. Brewer.....	8	7
Le Grand Tour de L'Amour—Coral 61152—BMI		
12. ANSWER ME, MY LOVE—Nat (King) Cole.....	11	12
Why?—Cap 2687—ASCAP		
13. IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	13	5
Man Upstairs—Cap 2769—BMI		
14. HERE—T. Martin.....	15	11
Philosophy—V 20-5665—BMI		
15. HERNANDO'S HIDEAWAY—A. Bleyer.....	17	2
S'il Vous Plait—Cadence 1241—ASCAP		
16. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	17	2
Sugar Lump—Jubilee 5132—ASCAP		
17. A GIRL, A GIRL—E. Fisher.....	16	10
With All My Heart and Soul (Anema E Core)—V 20-5657—ASCAP		
18. ISLE OF CAPRI—J. Lee.....	—	1
By the Light of the Silvery Moon—Coral 61149—ASCAP		
19. ISLE OF CAPRI—Gaylords.....	14	5
Love I You—Mercury 70350—ASCAP		
19. STEAM HEAT—P. Page.....	—	1
Lonely Days—Mercury 70380—ASCAP		

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

Strongest reports came from New York, Atlanta. Other areas indicating excellent initial sales response included Boston, Providence, Cleveland, Detroit and L. A. Flip is "There Must Be a Reason" (April, ASCAP). A previous Billboard "Spotlight" pick.

SKINNIE MINNIE (Wemar, BMI) — Teresa Brewer—Coral 61197

Out only a week, this disk began to rack up healthy sales in almost all territories where it had been delivered. Boston, Providence, New York, Philadelphia, Buffalo, Cincinnati, Detroit and Milwaukee were among the cities reporting that the disk had taken off without delay. Flip is "I Had Someone Else Before I Had You" (Feist, ASCAP) on which some areas reported good action. A previous Billboard "Spotlight" pick.

• Most Played by Jockeys

For survey week ending June 2

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

This Week	Last Week	Weeks on Chart
1. LITTLE THINGS MEAN A LOT—K. Kallen.....	2	9
I Don't Think You Love Me Anymore—Dec 29037—ASCAP		
2. WANTED—P. Como.....	1	15
Look Out the Window—V 20-5647—ASCAP		
3. THREE COINS IN THE FOUNTAIN—Four Aces.....	3	4
Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP		
4. MAKE LOVE TO ME—J. Stafford.....	8	21
Adi-Adios Amigo—Col 40143—ASCAP		
5. IF YOU LOVE ME (REALLY LOVE ME)—K. Starr.....	4	8
Man Upstairs—Cap 2769—BMI		
6. YOUNG AT HEART—F. Sinatra.....	6	18
Take a Chance—Cap 2703—BMI		
7. CROSS OVER THE BRIDGE—P. Page..	5	15
My Restless Lover—Mercury 70302—ASCAP		
8. THREE COINS IN THE FOUNTAIN—F. Sinatra.....	12	4
Rain—Cap 2816—ASCAP		
9. HERNANDO'S HIDEAWAY—A. Bleyer.....	13	4
S'il Vous Plait—Cadence 1241—ASCAP		
10. HAPPY WANDERER—F. Weir.....	9	7
From Your Lips—London 1448—ASCAP		
11. HERE—T. Martin.....	7	12
Philosophy—V 20-5665—BMI		
12. ANSWER ME, MY LOVE—Nat (King) Cole.....	19	17
Why?—Cap 2687—ASCAP		
13. OH, BABY MINE—Four Knights.....	11	21
I Couldn't Stay Away From You—Cap 2654—ASCAP		
14. MAN WITH THE BANJO—Ames Brothers.....	10	12
Man, Man Is for the Woman Made—V 20-5644—BMI		
15. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes.....	—	2
Sugar Lump—Jubilee 5132—ASCAP		
16. MAN UPSTAIRS—K. Starr.....	15	9
If You Love Me (Really Love Me)—Cap 2769—BMI		
17. HAPPY WANDERER—H. Rene.....	14	6
My Impossible Love—V 20-5715—ASCAP		
18. JILTED—T. Brewer.....	20	8
Le Grand Tour de L'Amour—Coral 61152—BMI		
19. CRAZY 'BOUT YOU, BABY—Crew Cuts.....	16	9
Angelia Mia—Mercury 70341—BMI		
19. DON'T WORRY 'BOUT ME—F. Sinatra.....	17	6
I Could Have Told You—Cap 2787—ASCAP		

The Happiest HIT That Ever Happened!

**“THE
LITTLE
SHOEMAKER”**

(WITH ITALIAN CHORUS)

**THE
GAYLORDS**



MERCURY 70403 · 70403X45

DON'T MISS HEARING THIS TERRIFIC RECORD!



JOE FOLEY

WITH ORCHESTRA CONDUCTED
by FRANK HUNTER
and THE RAY CHARLES Chorus
Singing

After One
Week's Play
ACCLAIMED A
2 SIDED SMASH!

"ALL OR NOTHING AT ALL"

and

MY HEART TELLS ME

JUBILEE-5146

Jubilee RECORD CO., INC.
315 WEST 47TH STREET
NEW YORK, N.Y.

Available in Canada on QUALITY Label

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 2

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

Atlanta

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Here, T. Martin, V.
3. Wanted, P. Como, V.
4. If You Love Me (Really Love Me)
K. Starr, Cap.
5. Happy Wanderer, H. Rene, V.
6. Three Coins in the Fountain
F. Sinatra, Cap.
7. Make Love to Me, J. Stafford, Col.

Boston

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain
Four Aces, Dec.
5. Wanted, P. Como, V.
6. Young at Heart, F. Sinatra, Cap.
7. Steam Heat, P. Page, Mer.

Buffalo

1. Happy Wanderer, F. Weir, Lon.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Love I You, Gaylords, Mer.
4. Oh, Baby Mine, Four Knights, Cap.
5. Steam Heat, P. Page, Mer.
6. Hernando's Hideaway, J. Ray, Col.

Chicago

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Wanted, P. Como, V.
6. If You Love Me (Really Love Me)
K. Starr, Cap.
7. I Understand Just How You Feel
J. Valli, V.
8. Isle of Capri, J. Lee, Cor.
9. Happy Wanderer, H. Rene, V.
10. Answer Me, My Love
Nat (King) Cole, Cap.

Cincinnati

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

Cleveland

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Isle of Capri, J. Lee, Cor.
6. Steam Heat, P. Page, Mer.
7. Goodnight, Sweetheart, Goodnight
McGuire Sisters, Cor.

Dallas-Ft. Worth

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Young at Heart, F. Sinatra, Cap.
5. Answer Me, My Love
Nat (King) Cole, Cap.
6. Man With the Banjo, Ames Brothers, V.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Hernando's Hideaway, A. Bleyer, Cdc.

Denver

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Here, T. Martin, V.
3. Wanted, P. Como, V.
4. Young at Heart, F. Sinatra, Cap.
5. Oh, Baby Mine, Four Knights, Cap.
6. Three Coins in the Fountain
Four Aces, Dec.
7. Happy Wanderer, F. Weir, Lon.

Detroit

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. I Understand Just How You Feel
Four Tunes, Jub.
6. Lovey Dovey, B. Paul, Ess.
7. If You Love Me (Really Love Me)
K. Starr, Cap.
8. Answer Me, My Love
Nat (King) Cole, Cap.
9. Isle of Capri, Gaylords, Mer.

Kansas City

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Three Coins in the Fountain
Four Aces, Dec.
4. Young at Heart, F. Sinatra, Cap.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Here, T. Martin, V.
7. Answer Me, My Love
Nat (King) Cole, Cap.
8. Man Upstairs, K. Starr, Cap.
9. Cross Over the Bridge, P. Page, Mer.
10. I Understand Just How You Feel
Four Tunes, Jub.

Los Angeles

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Wanted, P. Como, V.

4. Three Coins in the Fountain
Four Aces, Dec.
5. Man Upstairs, K. Starr, Cap.
6. Young at Heart, F. Sinatra, Cap.
7. Man With the Banjo, Ames Brothers, V.
8. If You Love Me (Really Love Me)
K. Starr, Cap.
9. Happy Wanderer, T. Leonetti, Cap.
10. Answer Me, My Love
Nat (King) Cole, Cap.

Milwaukee

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

New Orleans

1. Three Coins in the Fountain
Four Aces, Dec.
2. Little Things Mean a Lot
K. Kallen, Dec.
3. Wanted, P. Como, V.
4. Cross Over the Bridge, P. Page, Mer.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. I Understand Just How You Feel
Four Tunes, Jub.
7. Happy Wanderer, F. Weir, Lon.
8. Answer Me, My Love
Nat (King) Cole, Cap.

New York

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

Philadelphia

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

Pittsburgh

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Little Things Mean a Lot
K. Kallen, Dec.
4. Happy Wanderer, H. Rene, V.
5. Rose Marie, S. Whimann, Imp.
6. I Understand Just How You Feel
Four Tunes, Jub.

St. Louis

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. I Understand Just How You Feel
Four Tunes, Jub.
4. Hernando's Hideaway, A. Bleyer, Cdc.
5. If You Love Me (Really Love Me)
K. Starr, Cap.
6. Three Coins in the Fountain
F. Sinatra, Cap.
7. Three Coins in the Fountain
Four Aces, Dec.

San Francisco

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Wanted, P. Como, V.
3. Happy Wanderer, F. Weir, Lon.
4. Young at Heart, F. Sinatra, Cap.
5. Here, T. Martin, V.
6. Man Upstairs, K. Starr, Cap.
7. Make Love to Me, Jo Stafford, Col.
8. Oh, Baby Mine, Four Knights, Cap.
9. If You Love Me (Really Love Me)
K. Starr, Cap.
10. Cross Over the Bridge, P. Page, Mer.

Seattle

1. Little Things Mean a Lot
K. Kallen, Dec.
2. Three Coins in the Fountain
Four Aces, Dec.
3. Crazy 'Bout You, Baby, Crew Cuts, Mer.
4. Three Coins in the Fountain
F. Sinatra, Cap.
5. Wanted, P. Como, V.
6. Young at Heart, F. Sinatra, Cap.
7. Happy Wanderer, H. Rene, V.
8. Love I You, Gaylords, Mer.
9. If You Love Me (Really Love Me)
K. Starr, Cap.

Balti.-Wash.

1. Isle of Capri, J. Lee, Cor.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain
F. Sinatra, Cap.
4. Little Things Mean a Lot
K. Kallen, Dec.
5. Happy Wanderer, F. Weir, Lon.
6. Wanted, P. Como, V.
7. Young at Heart, F. Sinatra, Cap.
8. Three Coins in the Fountain
Four Aces, Dec.
9. Man Upstairs, K. Starr, Cap.

Typical Comments

from Dealers, Disk Jockeys and Operators

Operation Pushpop



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

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To Help OPERATORS Increase Play . . . <small>buying and programing kits containing listings of the best new records.</small>	5/24	5/31	6/7	6/14
To Help DEALERS Increase Store Traffic and Sell Extra Volume . . . <small>kits containing attractive and effective point-of-sale and mail-order material.</small>	5/31	6/7	6/14	6/21

NOTE: The cost factor limits Operation Pushpop to New York, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco-Oakland, Pittsburgh, Cleveland, St. Louis and Boston. The effort in those markets, however, should stimulate pop record interest and consumer buying in other parts of the country. Any Disk Jockey . . . or Operator . . . or Record Dealer outside these market areas may participate in the program and receive special kits by writing to OPERATION PUSHPOP, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

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- Lotus Land
- Poinciana
- Kashmiri Song
- Jamaican Rhumba
- Andalucia
- Malaguena

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The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on... RECORDS

FONTANE SISTERS

If I Didn't Have You (Spinlan, ASCAP)
Happy Days and Lonely Nights (Advanced, ASCAP)—Dot 15171—The trio's move to the label appears to have been a good one on the basis of this slicing. They sing the topside, a folk waltz, with charm and they really swing out on the flip. Fine debut performances by the girls on their first Dot release.

NAT (KING) COLE

Make Her Mine (Bregman, Vocco & Conn, ASCAP)—Capitol 2803—The warbler turns in a powerful reading of a warm new ballad over a striking backing by the Nelson Riddle crew. Should keep Cole right up there. Flip is "I Envy" (Duchess, BMI).

CACTUS PRYOR

Point of Order (Between the Senator and the Private) Part I and II (Four Star, BMI)—Four Star 1661—Here's the second platter take-off on the Army-McCarthy hearings and it, too, is a comical one. It has a chance for quick sales, and it will probably come down as quickly as it goes up.

LES PAUL-MARY FORD

I'm a Fool to Care—Capitol (no number available)—The thrush caresses the oldie with her warm piping while Les Paul makes pretty on the guitar. A soothing side by the duo that should grab a lot of coins. Flip is "Auctioneer."

THE LITTLE SHOEMAKER (Bourne, ASCAP)—Gaylords—Mercury 70403

THE LITTLE SHOEMAKER—Frank Weir Ork—London 1482

THE LITTLE SHOEMAKER
THE MAGIC TANGO (Chappell, ASCAP) — Hugo Winterhalter Ork — RCA Victor 20-5769 — A bubbly new ditty from France with an off-beat lyric receives a solid performance from the Gaylords, brightened by an Italian-English vocal. This could break thru quickly. The Frank Weir ork version features the ork's soprano sax sound behind a light chorus vocal and it too is very attractive. The Hugo Winterhalter version is light and peppy and it features warbler Eddie Fisher (yclept "A Friend") within a vocal chorus. The flip side on the Winterhalter version tho, should not be overlooked, as it is a strong tune, also with a "hidden" Fisher vocal. Watch it.

Reviews of New Pop Records

TERESA BREWER

Skinnie Minnie 86
CORAL 61197—A Billboard "Spotlight" 6-5-'54. (Wemar, BMI)
I Had Someone Else Before
I Had You... 78
The thrush sings the oldie brightly here over a smooth arrangement by the ork. Listenable wax, but without the same excitement as the flip. (Felst, ASCAP)

GEORGIE SHAW

Somebody Else's Love Song 85
DECCA 29160—A Billboard "Spotlight" 6-5-'54. (Rush, BMI)
Wonderful... 80
Shaw could have a slightly belated follow-up to his early click disk with this hunk of verse-chorus waltz material. Heavy backing by a lush ork and big vocal group set off his voice smartly. In all, this could happen. (Pickwick, ASCAP)

AMES BROTHERS

Leave It to Your Heart 85
V (45) 47-5764—A "Spotlight" 6-5-'54. (Paxton, ASCAP)
Let's Walk and Talk... 77
A sacred number with pop appeal. Bass takes lead, with the rest of the boys backing him up with sure-fire bounce and rhythm. Could get spins, but flip is stronger. (Regent, BMI)

HUGO WINTERHALTER ORK, CHORUS AND FRIEND

The Little Shoemaker..... 75
V 20-5769—Here's a happy little ditty done with spirit by the Winterhalter ork and chorus. "Friend," of course, is Eddie Fisher who's singing lead in the group. Should get plenty of spins and might catch on—it's infectious enough. (Bourne, ASCAP)
The Magic Tango... 85
Eddie Fisher leads the vocal group in a smooth reading of a most attractive tango which should get action with enough promotion. It's Winterhalter's best in some time. (Chappell, ASCAP)

NAT (KING) COLE

Make Her Mine 85
CAPITOL 2803—Cole does a mighty good job with his vocal on this attractive new tune, singing it with feeling and power. The ork backing by Nelson Riddle is a striking one. This one has a chance to move out and should appeal to Cole's many fans. (Bregman, Vocco & Conn, ASCAP)
Envy... 78
An artistic and precious new ballad is sung with charm by Cole over lush ork backing. It will unquestionably receive scores of jock spins, but it is not as strong as the flip. (Duchess, BMI)

DORIS DAY

Someone Else's Roses 82
COLUMBIA 40234—Quiet, country-type weeper is handed a warm and tender reading by Miss Day over smooth backing. It is a winning tune, and the thrush has a chance to go places with it. Worth watching. (Leeds, ASCAP)
Kay-Muleta... 78
Wild Latin opus is sung joyously by Doris Day above a brisk beat, grunts and other gimmicks to spark interest. Great for the boxes. Two strong sides (Artists, ASCAP)

STAN FREBERG

Point of Order 82
CAPITOL 2838—A Billboard "Spotlight" 6-5-'54.
Person to Person... 74
Freberg and his company re wax a parody of the popular Ed Murrow TV show. Not as funny or timely as flip, it will still pull laughs from many.

JACK PLEIS ORK

Rosanna 78
DECCA 29174—Pleis turns in a fine performance on this movie theme. A lovely melody and interesting arrangement marred only by awkward lyrics. Might have been more effective as straight instrumental, but still has a chance for many, many spins. (Sheldon, BMI)
Ah Ri Rung... 75
Mixed chorus does a sincere vocal job on tune based on Korean folk song. Pleasant oriental-type backing. (Sunbeam, BMI)

DICK CONTINO

Bella, Bella, Bella 77
MERCURY 70393—A bright new ditty in the Italian tradition is sung and played happily by Contino with help from a large chorus. Side is bright enough to pull many spins. (Pineas, ASCAP)
Midnight in Paris... 74
Here's a first-rate performance of the fine standard by Dick Contino on accordion. The song swings the way he plays it, and the record should get attention. (Fox, ASCAP)

CONNIE BOSWELL

If I Give My Heart to You 77
DECCA 29148—Miss Boswell still has a wonderful sound and a way with a lyric. Here she does a first-rate job with some neat material. Should get plenty of spins. Her best side in a long, long time, and the tune is a fine one. (Miller, ASCAP)
T-E-N-N-E-S-S-E-E... 73
Miss Boswell delivers a rousing reading of a delightful bouncer which

(Continued on page 42)

RATINGS—COMMERCIAL POTENTIAL

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

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

A great interpretation by a great song stylist



JOY

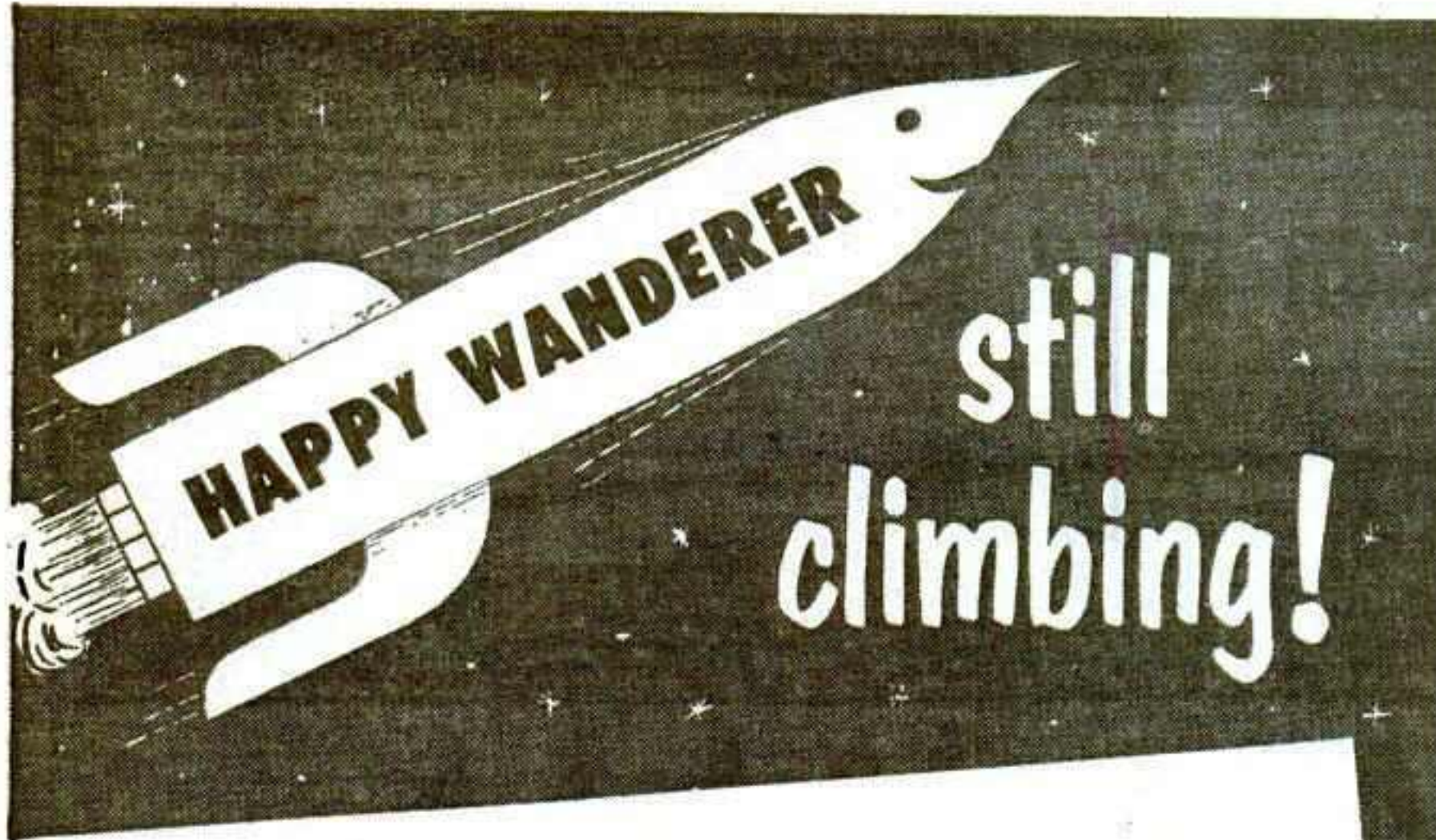
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SOUTHERN**

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DECCA #29184





still climbing!

and now
FRANK WEIR's next hit



THE LITTLE SHOEMAKER

backed with
THE NEVER NEVER LAND

Frank Weir,
his saxophone,
orchestra and chorus

1482
and
45-1482



London

RECORDS



Full frequency range recording

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 40

- would have been meat for vaudeville headliners years ago. (Jefferson, ASCAP)
- BUDDY GRECO**
Lulu's Back in Town76
CORAL 61190—This version of the bright oldie starts out with the verse, then after that it starts to go. Greco handles the ditty with a lilt, and the chorus helps out neatly. Side could grab some loot. (Witmark, ASCAP)
- What Word Is Sweeter Than Sweetheart?**....74
Smooth reading of a pleasant new tune by Greco, backed closely by the chorus. Good wax that is headed for jock spins. (Duchess, BMI)
- SAMMY KAYE ORK**
Dreams for Sale75
COLUMBIA 40248—Sentimental ballad is dreamily negotiated by Jeffrey Clay and the ork. Easy listening with moderate commercial possibilities. (Republic, BMI)
- Sittin' and Waitin'**...74
Country-ish ditty is handed a happy performance by the Kaye ork, chorus and chanter Jeffrey Clay. An okay coin box entry. Fans of the ork leader will like it fine. (Republic, BMI)
- GUY LOMBARDO ORK**
Hernando's Hideaway75
DECCA 29173—In areas still uncovered by earlier treatments, this bright reading of the click tango from the Broadway show, "The Pajama Game," should find a welcome reception. Kenny Gardner chants his part warmly, and castanets beat out the rhythm over the Lombardo ork. (Frank, ASCAP)
- Vas Villst Du Haben?**...74
Polka has touches of Dixie and swing and the novelty lyrics have humor. Side should act as a magnet for many juke nickels. (Midway, ASCAP)
- DON, DICK AND JIMMY**
Of Man River75
CROWN 116—The reading of the fine oldie is just a bit different from what is expected, but then this trio has usually come thru with something a bit different. Should get spins with this.
- Hawaiian War Chant**...74
The trio which has clicked with ballad material does nicely with a hunk of standard rhythm material. Their fans will like this, and the ops could get some coin with it.
- JANETTE DAVIS-ARTHUR GODFREY**
After You've Gone75
COLUMBIA 40251 — The man is teamed with Janette Davis on the oldie for some okay listening. They each take a chorus, then there's a whistling and uke chorus—and a duet wind-up. For the fans, mostly. (Mayfair, ASCAP)
- ARTHUR GODFREY**
Too Soon Old—Und Too Late Smart..73
Okay hunk of semi-comedy material which the many Godfrey fans will undoubtedly want. (Aprel, ASCAP)
- JOE MARINE-THE TEEN TRIO**
A Gold Cadillac75
DECCA 29151—Joe Marine and the fem singers, all from the Fred Waring stable, swing this bright ditty appealingly. They combine effectively and in this side seem slated to attract juke and jock attention. (Shawnee, ASCAP)
- It Don't Mean a Thing**...72
More bright and lively singing by the chanters, this time on the Duke Ellington evergreen. (Gotham, ASCAP)
- GEORGIE AULD-SARAH McLAWLER**
Take My Word75
CORAL 61195—The wide vibrato of Auld's tenor sax is put to mighty attractive use in this warm and knowing rendition of the ballad. The Sarah McLawler's organ takes a supporting role during most of the side, it's her imaginative playing that adds many plus values. Fine late-hour wax. (American Academy, ASCAP)
- Back to Back**...72
Auld and Sarah McLawler take turns in tossing the solo around on tenor sax and organ respectively. There'll be some jazz and r.&b. buyers for this one. (Forshay, BMI)
- EYDIE GORME**
Tea for Two75
CORAL 61189—Gal sings the standard with considerable feeling and delicacy of phrasing. Should get spins from jocks and jukes. (Harms, ASCAP)
- Climb Up the Wall**...71
Eydie Gorme does her best to put bounce into this Turkish ditty, but the results are only so-so. The voice is there, but the gal needs material. (Sheldon, BMI)
- RAY BLOCH ORK**
Can-Can Boogie75
CORAL 61191—Pop rework of the familiar Offenbach tune is cleverly performed by the Bloch ork. It's full of a gay spirit that should insure good deejay exposure and a beat that's bound to pull some juke coin. (Hollybrook, ASCAP)
- Shangri-La**...69
The soaring melody is given an intense performance, full of a pseudo-classical flavor. (Robbins, ASCAP)
- MURRAY ARNOLD**
Boo Boo Boogie74
CARDINAL 1016 — Pianist Murray Arnold turns in some snappy pianis-
- tics here on a familiar sounding boogie item. He plays the piece with four hands, rather than two, via multi-dubbing. A solid disk for the boxes. (Blasco, ASCAP)
- Camptown Races**...72
Arnold shows off some more lively piano work on this four-handed version of the folk ditty. This side, too, is a fine one for the boxes. (Blasco, ASCAP)
- FRANKIE YANKOVIC ORK**
Once a Year Day!74
COLUMBIA 40247—A rousing tune from the new Broadway musical, "The Pajama Game," that lends itself to a polka band arrangement. Vocal is handled by Yankovic and a small chorus. The unusual material plus the comfortable, bouncy beat of the ork will sell this one. (Frank, ASCAP)
- June Waltz**...70
Yankovic and Carl Faridiso harmonize pleasingly on this more conventional, old-fashioned material. Complements the reverse side ver; nicely. (Mills, ASCAP)
- LEO DIAMOND**
China Nights74
V (45) 47-5765—A quaint rhythmic blend of an Oriental theme with a bouncy c.&w. beat. Interesting treatment which should appeal to deejays. Good debut wax on Diamond's first release for the label. (Leeds, ASCAP)
- Hold on to Your Dreams**...70
Another dreamy harmonica instrumental, similar in mood and interpretation to Diamond's "Off Shore." Good late night programming for jocks. (Lero Music, ASCAP)
- DE JOHN SISTERS**
Crazy Song of India73
EPIC 9055 — The Sisters cheerfully murder the Rimsky-Korsakoff song in this clever, smoothly harmonized take-off on this famous material. Deejays will love this bright novelty. (Mapleleaf, BMI)
- A Kiss and a Rose**...73
The girls shout out their unhappiness in this pretty song of rejected love. Two good commercial sides here, enhanced in both cases by a driving ork beat. (Mogull, ASCAP)
- LES ELGART ORK**
Wedding Bells73
COLUMBIA 40249 — Slick arrangement of the oldie has a teasing beat that keeps interest high thruout. Waxing, tho, faces a tough opponent in the high-rising Four Aces version. (Mills, ASCAP)
- Spending the Summer in Love**...71
Tender love ballad has an old-fashioned flavor which is tastefully projected by thrush Ely Russell and the ork. Fine for relaxed terping. (Perco, BMI)
- TENNESSEE ERNIE FORD**
River of No Return73
CAPITOL 2810 — Tennessee Ernie does a good job here with the tune from the flick of the same name. It is performed here as the chanter sings it in the movie, backed by a large chorus and the Billy May ork. Flick may help it get spins in the pop and Western markets. (Simon, ASCAP)
- Give Me Your Word**...69
Adequate reading of a serious new ballad by Ford, over pretty backing by the May ork. Ford still seems more at home with c.&w. rather than pop material. (Shapiro-Bernstein, ASCAP)
- TITO RODRIGUEZ ORK**
Hernando's Hideaway73
V (45) 47-5759—Should get spins from jukes. Tune is hot and a natural for vivacious stylings of an authentic Latin-American crew. (Frank, ASCAP)
- A Little Bit of Mambo**...67
Spirited interpretation of routine mambo. (Pensmore, BMI)
- BERNIE LEIGHTON**
Play It, Boy72
COLUMBIA 40255—Leighton delivers a hokey piano solo on his debut on the label, while the Three Beaus and a Peep come thru with the raucous lyric. It's not too well recorded, tho. Ops might get some coin with it. (University, ASCAP)
- The Cuddlin' Song**...72
The same combination delivers a slick bounce item for good results. Aimed at ops, the disk should hit its mark. (Essex, ASCAP)
- PAUL WINCHELL-JERRY MAHONEY**
You're So Much a Part of Me72
"X" (45) 4X-0025 — Ventriloquist sounds here like a one-man Martin and Lewis disk. He has a pleasant baritone voice, and trick recording lets him harmonize with dummy Mahoney. Should click with the kids and Winchell's extensive TV following. (Frank, ASCAP)
- Anything You Can Do**...70
Same comment. (Berlin, ASCAP)
- HILVERSUM ORK**
Mary Ann72
"X" (45) 4X-0021—Lush and lovely instrumental of a Richard Hayman tune. Good dreamy programming for late night deejays. (Parliament, BMI)
- Ondine**...69
The title (from Audrey Hepburn's legit hit) is the best thing about this side. It's a slow moving instrumental. (Mellin, BMI)

(Continued on page 44)

BREAKING FAST ACROSS THE NATION

MINNEAPOLIS

CLEVELAND

CINCINNATI

ST. LOUIS

PHILADELPHIA

PITTSBURGH

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CHICAGO

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BALTIMORE

DETROIT

**"HAPPY
DAYS
AND
LONELY
NIGHTS"**

Recorded

By:

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**FONTANE
SISTERS**

... *Dot* #15171

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You'll Love Her
SHE'S NEW . . . SHE'S EXCITING
She's Bethlehem Records
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singing from
the heart



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by the writer of "Such a Night"

b/w

HIP SHAKING MAMA

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Vox Jox

Birds and Beasts

The accent is on animals this week. Jack Terry, WRUL (World Wide Broadcasting System), New York City, is tops in the zoo parade with his platypus promotion. Terry's "interview" with the famous New York Bronx Park Zoo critter was aired all over the world recently, in connection with the deejay's new Platterpuss Club. Each membership card features a photo of Terry and his Bronx pal.

Jim Landry, WJXN, Jackson, Miss., has a less exotic but equally inhuman mascot—a flock of sheep named by listeners as Barbara, Squeaky, Bimbo, Melody, and Sniffles. . . . Literally up in the air is Steve Bentivegna, WORK, York, Pa., who uses bird calls when he gives time signals, thus beaming his show directly to the "early birds." "Our idea," he says, "is to sell clock radios and have listeners set their dial for our station for the time they have to get up in the morning."

Surface Noises

Bob Bassett, WPEP, Taunton, Mass., has a gripe about "the large amount of inferior vocal groups that are being thrown on the public weekly." If the record companies insist on flooding the market with vocal groups, laments Bassett, "the least they can do is spend some time teaching them to sing together. Let's have one good group a month, rather than dozens of amateurs a week."

"The kids here go for 'cat' records in a big way," writes Buddy Harris, KGKO, Dallas. "It's very seldom that I get a request for the pop bands—today's or yesterday's." . . . Bob Leonard, WMMM, Fairmont, W. Va., asks, "Isn't Ray Anthony's new platter 'Dance My Heart' merely Vic Damone's old 'Calla Calla,' considerably slowed down?"

Jox Trix

Ken Brown, WTMC, Ocala, Fla., whose new late night show is sponsored by Miller Hi Life Beer, salutes one local drive-in (selling Miller's) per night on the air. "The eateries report heavy traffic on weeks they are featured." Don Porter, KXL, Portland, Ore., has solved the problem of how to get big names up early enough to guest on his 7:30 a.m. show. He doesn't! In-

stead he hosts a "guest" deejay each week from one of Portland's 10 high schools.

Jim Edwards, WMTS, Murfreesboro, Tenn., is "playing songs from movies showing at the local theaters and offering special discount coupons to the listener who can identify the movie from which the music is taken. Good results so far."

Teen-age deejay Harold Bledsoe, WEWO, Laurinburg, N. C., holds open house at the studio during his hour show every night, with all local teen-agers and those in near-by communities invited to attend. There's dancing nightly and "refreshments at least twice a week." Once a week Bledsoe has one of the kids up to the mike for a personal interview.

YESTERYEAR'S TOPS—

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

- JUNE 10, 1944
1. I'll Get By
 2. Long Ago (And Far Away)
 3. I'll Be Seeing You
 4. I Love You
 5. Holiday for Strings
 6. San Fernando Valley
 7. G. I. Jive
 8. It's Love, Love, Love
 9. Don't Sweetheart Me
 10. Milkman, Keep Those Bottles Quiet

JUNE 11, 1949

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

This 'n' That

"Jazz Man," a new show, was launched last week over WHKC, Columbus, Ga. Sponsor of show, Bob Clark, owner of Disk Jockey Record Shop and a local promoter, is attempting to accomplish two things with the "Jazz Man"—to make jazz more appealing to the general public and to sell jazz records on a mail order basis. The deejay doing the work is known only as the "Jazz Man." . . . Clare Linn, well-known deejay in Detroit for the past 10

(Continued on page 52)

• Reviews of New Pop Records

• Continued from page 42

EARL BACKUS
In the Still of the Night 72
EPIC 9045—The Cole Porter tune from "Rosalie" receives an ingratiating reading here that features steel guitar and the Jack Halloran Singers. (Chappell, ASCAP)

I'm Thru With Love . . . 68
Thoughtful steel guitar solo with an unusual backing, including organ and marimba. Ideal for late evening listening. (Robbins, ASCAP)

BOB CREWE
Cash Register Heart 71
JUBILEE 5148 — Cute novelty ditty about a commercially minded gal, complete with the jingle of coin. Crewe tries hard and is partially successful. Some juke spins can be expected. (Piscus, ASCAP)

Change of Heart . . . 67
Ballad is swung energetically by the chanter, but fails to come across effectively in this rendition. (Jefferson, ASCAP)

WALTER SCHARF ORK
Susan 70
MERCURY 70390—Jocks in search of lush instrumental wax will make good use of this one as performed in concerto form by a big-sounding, stringful ork. (Random, ASCAP)

About Mrs. Leslie . . . 70
Another lush instrumental here and again done in fine style. (Famous, ASCAP)

FRED DALE ORK
Mean to Me 70
CORAL 61194—New ork on the label has a bright sound, and its rhythm section does well. Playing should appeal to the kids who may find the brash tootling exciting. (De Sylva, Brown & Henderson, ASCAP)

Laura . . . 68
Good change of pace finds the band persuasive in rendering the ballad. (Robbins, ASCAP)

DUKE ELLINGTON ORK
Band Call 70
CAPITOL 2817 — Ellington gets a chance to show off some listenable piano work on this bright performance of an intriguing mood item penned by the Duke himself. Jazz jocks will spin. (Tempo, ASCAP)

Isle of Capri . . . 68
The evergreen now undergoing a re-

vival receives a most unusual rendition here from the Ellington crew that may appeal to the Duke's many fans. It is performed with a Latin beat, and the style is rather cool. (Harms, ASCAP)

JERRY FIELDING ORK
When I Grow Too Old to Dream . . . 70
TREND 66—The oldie receives a sharp and precise instrumental reading from the fresh-sounding Fielding crew. Followers of the Fielding style will want this release. (Robbins, ASCAP)

Peanut Vendor . . . 68
Fans of the Fielding ork will be interested in this modern rendition of the evergreen, which features a cool and a lively arrangement. The ork handles it well. (E. B. Marks, ASCAP)

JIMMY SHELTON
(A Boy, a Girl) Lamplight 70
KAPP 70-100—Tune that was a big hit with the Hal Kemp crew many years ago serves well as Shelton's debut cutting for the new label. He sings and talks the fine tune—which he wrote himself—in listenable fashion over neat ork work. Fine for late jock spins. (Chappell, ASCAP)

I Don't Want to Be Alone . . . 68
Shelton penned this one himself, too. It's a pleasant novelty in the relaxed tradition of years ago. (Garland, ASCAP)

HERB JEFFRIES
The One I Love 70
TREND 77 — Jeffries turns in a snappy reading of the oldie over good accompaniment by the Hi-Lo's and a solid ork backing. Side could get spins. (Forster, ASCAP)

Autumn in Rome . . . 65
Pretty reading by Jeffries of the tune from the film, "Indiscretion of an American Wife." He sings it well, but the tune has been out a while and little has happened. (Cromwell, ASCAP)

ANN BLYTH
Deep in My Heart 70
M-G-M 30853—Familiar ballad from "The Student Prince" is handed a warm performance, with the large string section of the ork contributing mightily. Mostly for operetta fans. (Continued on page 48)

SPRING TONIC

BILLY WARD and His Dominoes
THREE COINS IN THE FOUNTAIN
LONESOME ROAD
KING 1364

TINY BRADSHAW
OVERFLOW
DON'T WORRY 'BOUT ME
KING 4713

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

THE MIDNIGHTERS
SEXY WAYS
DON'T SAY YOUR LAST GOODBYE
FEDERAL 12185

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#1571—CHESS
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Teresa Brewer

Sings

SKINNIE MINNIE

(Fish Tail)

I HAD SOMEONE ELSE BEFORE I HAD YOU

(And I'll Have Someone
After You're Gone)

The Billboard Music Popularity Charts
POPULAR RECORDS
• Review Spotlight on...
TERESA BREWER
"Skinnie Minnie" (Werner, BMI)—Coral 61197—Still on
the "Skinner" track, the diminutive thrush comes thro
with another sparkling reading of a bright, happy
novelty. Little question that her fans will want this
one, too. Plus a "I Had Someone Else Before I Had
You" (Pena ASCAP)

JUNE 5TH
ISSUE

**THE CASE BOX
DISK OF THE WEEK**
"SKINNIE MINNIE" (2-48)
Werner BMI—Newport, Florida
"I HAD SOMEONE ELSE BEFORE I HAD YOU" (2-
48) ASCAP—Newport, Florida, Denver
TERESA BREWER
Coral 61197, 9-61197

JUNE 5TH
ISSUE

CORAL

61197 (78 RPM) & 9-61197 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending June 2

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	Weeks on Chart	Record
1	19	SLOWLY —W. Pierce..... You Just Can't Be True—Dec 28991—BMI
2	3	I DON'T HURT ANYMORE —H. Snow... My Arabian Baby—V 20-5698—BMI
3	4	ONE BY ONE —K. Wells & R. Foley... I'm a Stranger in My Home—Dec 29065—BMI
4	23	I REALLY DON'T WANT TO KNOW — E. Arnold..... I'll Never Get Over You—V 20-5525—BMI
5	2	EVEN THO —W. Pierce..... Sparkling Brown Eyes—Dec 29107—BMI
6	1	SPARKLING BROWN EYES — W. Pierce..... Even Tho—Dec 29107—BMI
7	7	BACK UP BUDDY —C. Smith..... If You Tried As Hard to Love Me— Col 21226—BMI
7	7	ROSE MARIE —S. Whitman..... We Stood at the Altar—Imperial 8236—ASCAP
9	15	I'LL BE THERE —R. Price..... Release Me—Col 21214—BMI
10	9	RELEASE ME —R. Price..... I'll Be There—Col 21214—BMI

Most Played in Juke Boxes

For survey week ending June 2

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	Weeks on Chart	Record
1	16	SLOWLY —W. Pierce..... Dec 28991—BMI
2	22	I REALLY DON'T WANT TO KNOW — E. Arnold..... V 20-5525—BMI
3	15	YOU BETTER NOT DO THAT — T. Collins..... Cap 2701—BMI
4	1	ONE BY ONE —K. Wells-R. Foley..... Dec 29065—BMI
5	5	BACK UP BUDDY —C. Smith..... Col 21226—BMI
6	5	ROSE MARIE —S. Whitman..... Imperial 8236—ASCAP
6	2	I DON'T HURT ANYMORE —H. Snow... V 20-5698—BMI
6	1	EVEN THO —W. Pierce..... Dec 29107—BMI
9	8	AS FAR AS I'M CONCERNED — R. Foley..... Dec 29000—BMI
10	7	RELEASE ME —R. Price..... Col 21214—BMI

Most Played by Jockeys

For survey week ending June 2

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	Weeks on Chart	Record
1	10	OH, BABY MINE —Johnnie & Jack... V 20-5681—ASCAP
2	5	BACK UP BUDDY —C. Smith..... Col 21226—BMI
3	21	I REALLY DON'T WANT TO KNOW — E. Arnold..... V 20-5525—BMI
4	2	EVEN THO —W. Pierce..... Dec 29107—BMI
5	18	SLOWLY —W. Pierce..... Dec 28991—BMI
6	14	I'LL BE THERE —R. Price..... Col 21214—BMI
7	3	ROSE MARIE —S. Whitman..... Imperial 8236—ASCAP
8	1	ONE BY ONE —K. Wells & R. Foley.... Dec 29065—BMI
8	7	MY EVERYTHING —E. Arnold..... V 20-5634—BMI
10	1	I DON'T HURT ANYMORE —H. Snow... V 20-5698—BMI

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Minnie Pearl busy spreading the news following her RCA Victor Caravan tour, and has been scheduled for appearances in Georgia, Mississippi and Arkansas, in addition to another 15-day tour under consideration. . . . Davis Sisters visited backstage at the "Grand Ole Opry" in Nashville on their way to the recent celebration in Meridian, Miss., for Jimmie Rodgers where they appeared on the show. . . . Col. Tom Parker and Tom Diskin, of Jamboree Attractions, take to the road for a series of shows set up by the agency. . . . Arlie Duff in Nashville last week visiting with his many cohorts there. . . . Charley Stewart, recently signed to an RCA Victor contract, on a busy schedule in Little Rock, with daily appearances on KLRA, the Saturday night "Barnyard Frolic," personal appearances and keeping his eye on his farm in Carlisle, Ark. . . . Disk jocks at Station KXLA, Pasadena, Calif., devoted May 26 to spinning Jimmie Rodgers songs thruout the day. . . . Hank King signed to record for the Blue Ribbon Record Company. . . . Songscribe Danny Gould has two new ones out by the Morgan Sisters, "Low Down-Hoe Down" and "Just as Long as I'm With You."

Bob and Wanda Wolfe at the Scandia Ballroom, Garwood, N. J., under a personal management pact with Smokey Warren there. Rosalie Allen guested at the spot last week. . . . Esther Casteel's Western Ranch Music bows with a new label and a flock of c.&w. artists. . . . "Grand Ole Opry" troupe headlining Ernest Tubb, Ray Price, Marty Robbins, Rusty Gabbard, Danny Dill, the Drifting Cowboys and the Texas Troubadors and Bill Myrick of KECK, Odessa, Tex., slated for the "Permian Basin Jamboree" in Odessa. . . . Curley Williams doing a half-hour country show at WSFA, Montgomery, Ala. . . . Art Young, WJLL, Niagara Falls, N. Y., purchased a nine-acre ranch called the "Lazy Why" and planning on outdoor jamborees for next summer. . . . Anybody have a lead sheet to the hymn, "Amazing Grace," send it on to Bill Price, WCOJ, Coatsville, Pa. . . . Jimmie Skinner one-nighter at La Grange, Ga., featured Bill Strength from Atlanta. . . . Jim May, WLCK, Campbellville, Ky., bowed with his own label this week. . . . Otis Blanton out with his first on Dixiana Records. . . . Johnny Bond guested with Pee Wee King on the latter's TV show in Cleveland recently. . . . Pete Hunter, KRCT, Baytown, Tex., airing almost six hours of country music daily.

Lon Backman, WVOT, Wilson, N. C., interested in getting some voice tracks featuring country and western talent. . . . Rita C. Davis, Norfolk, is the winner on Sheriff Tex Davis' recent "Why I Like Country Music" contest, via WLOW, Norfolk. . . . Virge Brown and Pat Kaye's "Saddle Mates" TV series has switched to WFMJ-TV, Youngstown, O. . . . Jimmy Powell and his Hillbilly Ramblers guested on the recent WCIS-TV show for cerebral palsy from Springfield, Ill. . . . Tommy Scott and his indoor circus, with String Bean and his Prince Albert show from the "Opry" in Nashville, played to a packed house at the Grand Theater, Lincoln, Ill., recently. . . . Glen Paul now working a daily show from KGBC, Houston. . . . New Billy Gray disk on Decca, "Pin Up Girl," rates in second place on Johnny Western's KAUS, Austin, Minn., radio show. Billy works with the Hank Thompson band. . . . Charlie Gore, formerly of WLW-T, Cincinnati, will be featured on the WSAZ, Huntington, W. Va., "Jamboree" each Saturday night in addition to his regular Tuesday TV slot. . . . Snyder Sisters off on a personal appearance tour thru the summer, with Missouri their first stop.

Jim Eastman, WGAP, Maryville, Tenn., has a new show, "Bill Jones and His Crazy Mountain Boys." . . . A. J. Winn, WTAW, College Station, Tex., working with all the name bands that make a stop in that area. . . . Ginger Callahan continues with her banjo pickin' and singin' via WINN, Louisville. . . . Gordon

Review Spotlight on . . . RECORDS

MARTY ROBBINS
Pretty Words
Your Heart's Turn to Break—Columbia 21246—Two fine vocals by the warbler who sings of the perils of love with much intensity. "Pretty Words" is an airy, sweet tune; the flip is a strong weeper. Two coin-grabbing sides.

SACRED
WEBB PIERCE
Mother Calls My Name in Prayer (Cedarwood, BMI)
Bugle Call From Heaven (4 Star, BMI)—Decca 29155—Webb Pierce's many fans are certain to enjoy these sacred readings by the chanter. They are sung with sincerity and feeling. Good wax for the family market.

This Week's Best Buys

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

HE'S MARRIED TO ME (Tree, BMI)
YOU'RE NOT EASY TO FORGET (Vern, BMI)—Kitty Wells—Decca 29134
The immediate response to Miss Wells' latest release shows that she is still the No. 1 female singer in this field. First week sales were especially strong in Atlanta, Richmond, Durham and Nashville. Good reports were also received from Cleveland, Buffalo and Eastern Pennsylvania. Aitho "He's Married to Me" is the leading side, both are good chart contenders. A previous Billboard "Spotlight" pick.

HONKY TONK GIRL (Brazos, BMI)
WE'VE GONE TOO FAR (Texama, ASCAP)—Hank Thompson—Capitol 2823
Another big one for Hank from the looks of first reports. Richmond, Nashville, Chicago and Dallas were among those sending back highly enthusiastic sales reports. Both sides are seeing good action, tho "Honky Tonk Girl" now has a decisive edge. A previous Billboard "Spotlight" pick.

C & W Territorial Best Sellers

For survey week ending June 2

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

- Slowly, W. Pierce, Dec.
- I Really Don't Want to Know E. Arnold, V.
- Rose Marie, S. Whitman, Imp.
- One by One, K. Wells-R. Foley, Dec.
- Pin Ball Boogie, R. Foley, Dec.
- Shake a Leg, Carlises, Mer.
- I'll Be There, R. Price, Col.
- Even Tho, W. Pierce, Dec.
- Release Me, R. Price, Col.
- I'll Be There, Cowboy Copas, V.

Dallas-Ft. Worth

- Slowly, W. Pierce, Dec.
- Bimbo, J. Reeves, Abb.
- Release Me, J. Heap, Cap.
- I Really Don't Want to Know E. Arnold, V.
- I'll Be There, R. Price, Col.
- Pretty Words, M. Robbins, Col.
- Cry, Cry, Darling, J. Newman, Dot

Houston

- Cry, Cry, Darling, J. Newman, Dot
- Even Tho, W. Pierce, Dec.
- One by One, K. Wells-R. Foley, Dec.

- I Don't Hurt Anymore, H. Snow, V.
- Wrong About You S. Burns-G. Jones, Sdy.
- Rose Marie, S. Whitman, Imp.
- Sparkling Brown Eyes, W. Pierce, Dec.

Memphis

- I Don't Hurt Anymore, H. Snow, V.
- One by One, K. Wells-R. Foley, Dec.
- Lookin' Back to See Maxine & J. E. Brown, Fab.
- Breakin' the Rules, H. Thompson, Cap.

Nashville

- I Don't Hurt Anymore, H. Snow, V.
- One by One, K. Wells-R. Foley, Dec.
- I'll Be There, R. Price, Col.
- Back Up, Buddy, C. Smith, Col.
- Even Tho, W. Pierce, Dec.
- Cry, Cry, Darling, J. Newman, Dot.
- Sparkling Brown Eyes, W. Pierce, Dec.

New Orleans

- I Don't Hurt Anymore, H. Snow, V.
- One by One, K. Wells-R. Foley, Dec.
- Even Tho, W. Pierce, Dec.
- Back Up, Buddy, Carl Smith, Col.
- King Without a Queen L. Frizzell, Col.

Reviews of New C & W Records

KITTY WELLS
He's Married to Me88
DECCA 29134—A Billboard "Spotlight" 6-5-'54. (Tree, BMI)

You're Not Easy to Forget....86
A Billboard "Spotlight" 6-5-'54. (Vern, BMI)

HANK THOMPSON
We've Gone Too Far86
CAPITOL 2823—A Billboard "Spotlight" 6-5-'54. (Texama, ASCAP)

Honky Tonk Girl....85
A Billboard "Spotlight" 6-5-'54. (Brazos, BMI)

PORTER WAGONER
Love at First Sight80
V 20-5754—Wagoner has his best to date with this happy, beautiful ranchero. Both the lyric and the orking are first-rate. Wagoner does just fine. (Barton, ASCAP)

Be Glad You Ain't Me....80
The chanter does well, too, with a semi-weeper ballad. The guy should happen with this kind of wax. The recitation section should intrigue the jockeys. (Barton, ASCAP)

CHARLIE WALKER
You Don't Need
No Other Daddy but Me74
DECCA 29154—He fills the bill all around, boasts Walker. And it's a convincing job of singing, forthright and with just enough edge to keep 'em listening. (Old Charter, BMI)

Tell Her Lies
and Feed Her Candy....77
Cute ditty which advises sweet talk and sweet eating is sung with an infectious spirit by Walker. A side that could do right fine in many juke spots. (Fairway, BMI)

JACK CARDWELL
Slap-ka-dab76
KING 1357—Cardwell warbles his own tune personally. A bouncy nov-

elty, with the kind of lyrics that click on juke. (Lols, BMI)

Whiskey, Women
and Loaded Dice....74
Lively vocal on the r.&b. tune with juke appeal. (Jay & Cee, BMI)

CURTIS GORDON
Caffeine and Nicotine76
V 20-5760—Bouncy ditty about the twin habits and how hard it is to shake them is handled in humorous fashion by Gordon. Rural juke, and some on the big towns, too, ought to find this a profitable slicing. (Four Star, BMI)

Divided Heart....73
Weeper is chanted amiably and in a manner likely to please his admirers. (Jamboree, BMI)

THE PINETOPPERS—THE MARLIN SISTERS
Pretty Rainbow75
CORAL 61192—Pretty warble by the Marlin Sisters of a lovely Vaughn Horton ditty, backed neatly by the Pinetoppers. Should get spins in the country market and some pop areas, too. (Southern, ASCAP)

Boom Boom Polka....73
This bright polka version of "Ta Ra Ra Boom De Ay" receives a rousing reading by the Pinetoppers and should pull box loot in many areas. (Regent, BMI)

SAMMY BARNHART
She Taught Us Wrong From Right....73
OKEH 18042—Sammy Barnhart, a guy with a mighty appealing voice, has a strong piece of original material here. He invests this ballad of the lessons learned from his mother with attractive sentiment. Side faces good sales prospects if it gets proper exposure.

Hi-dee Da-dee....70
A weeper with a message that's different has Barnhart chanting of a re-
(Continued on page 48)

The Billboard Music Popularity Charts **RHYTHM & BLUES RECORDS**

• Best Sellers in Stores

For survey week ending June 2

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 throuthout 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. WORK WITH ME ANNIE —Midnighters.....	1	8
Sinner's Prayer—Federal 12169—BMI		
2. SHAKE, RATTLE AND ROLL —J. Turner.....	2	6
You Know I Love You—Atlantic 1026—BMI		
3. YOU'LL NEVER WALK ALONE —R. Hamilton.....	3	17
I'm Gonna Sit Right Down and Cry—Epic 9015—BMI		
4. LOVEY DOVEY —Clovers.....	4	13
Little Mama—Atlantic 1022—BMI		
5. GOODNIGHT, SWEETHEART, GOODNIGHT —Spaniels.....	5	7
You Don't Move Me—Vee Jay 107—BMI		
6. JUST MAKE LOVE TO ME —Muddy Waters.....	8	2
Oh, Yeh—Chess 1571—BMI		
7. IF I LOVED YOU —R. Hamilton.....	—	1
So Let There Be Love—Epic 9047—ASCAP		
8. LITTLE MAMA —Clovers.....	6	12
Lovely Dovey—Atlantic 1022—BMI		
9. I UNDERSTAND JUST HOW YOU FEEL —Four Tunes.....	9	2
Sugar Lump—Jubilee 5132—ASCAP		
10. I DIDN'T WANT TO DO IT —Spiders.....	7	17
You're the One—Imperial 5265—BMI		

• Most Played in Juke Boxes

For survey week ending June 2

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 throuthout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. SHAKE, RATTLE AND ROLL —J. Turner.....	3	5
Atlantic 1026—BMI		
2. WORK WITH ME ANNIE —Midnighters.....	2	4
Federal 12169—BMI		
3. YOU'LL NEVER WALK ALONE —R. Hamilton....	1	15
Epic 9015—BMI		
4. LOVEY DOVEY —Clovers.....	4	12
Atlantic 1022—BMI		
5. JUST MAKE LOVE TO ME —Muddy Waters.....	—	1
Chess 1571—BMI		
6. GEE —Crows.....	5	6
Rama 5—BMI		
7. SUCK A NIGHT —C. McPhatter.....	7	11
Atlantic 1019—BMI		
8. I DIDN'T WANT TO DO IT —Spiders.....	8	14
Imperial 5265—BMI		
8. THINGS THAT I USED TO DO —Guitar Slim.....	—	19
Specialty 482—BMI		
10. IT SHOULD'VE BEEN ME —R. Charles.....	6	9
Atlantic 1021—BMI		

• Rhythm & Blue Notes

By BOB ROLONTZ

A number of new trends in the r.&b. field lately are worth setting down here. The dominance of groups in the field is still with us, with more and more new groups in the field. And the male vocalists and the male groups seem to be making it tougher and tougher for the gals to break thru.

Of equal importance is the sudden switch to ballads, often pop standards, by many artists, and the fact that many of the ballads break thru as hits. The sweet tunes haven't yet crowded out all of the swinging blues, but they are making it harder for the rockers.

There has also been a paucity of instrumental hits for over a year. After-hours blues and some instrumental blues still sell, but since "Night Train" there have been hardly any instrumentals which have made the hit class. Vocals, sweet or hot, are certainly the thing this year.

Roy Hamilton, of Epic Records, now has two platters on the Best Selling R. & B. charts. His first release, "You'll Never Walk Alone," is in third spot after 17 weeks on the chart, and his latest issue, "If I Loved You," jumped into the No. 7 niche this week. . . . Cat Records' ditty, "Sh-Boom," with the Chords, which has been grabbing sales action in a number of cities, has been cut in the pop field by the Crew Cuts on Mercury Records.

Savoy Records has added a number of new names to its current artist roster. Included are new artists for the gospel series, Carrie Thomas and the Unique Gospel Singers. The Dreams, a new blues quartet recently signed by the label, have already had their first release. . . . Columbia Records intends to start a "cat" music series for the label's Southern distributors.

It is understood that M-G-M Records will concentrate more on r.&b. records starting shortly. . . . Lee Magid is leaving Central Records soon. Magid has been handling all recording dates for the label, which is a subsidiary of Derby Records. The a.&r. man's future plans will soon be set.

Those two record sweethearts, Shirley and Lee, of Aladdin, go on a new kick with their forthcoming release, "Keep On" and "Confessin'." On this disk they "let their hair down to each other." . . . Charles Brown will play a series of one-nighters thru Florida and North Carolina during the next two weeks. . . . Amos Milburn is now on a series of one-nighters in California.

Lowell Fulson will be at the Royal Peacock in Atlanta until June 7, then he plays one-nighters in Fort Pierce, Belle Glade and Fort Lauderdale in Florida. . . . Floyd Dixon is doing one-night stands in Ohio, Indiana, Kentucky, West Virginia and Arkansas during the next two weeks. . . . Don Gardner starts work in Atlantic City next week. . . . Morty Craft, of Bruce Records, will visit distributors from coast to coast for the label, starting in California. The label just signed a new group, The Master-tones. . . . Hot selling spiritual records right now are "Baptism of Jesus," by the Skylarks on the Nashboro label, and "He's a Friend of Mine," by the Spirit of Memphis quartet on Peacock. Both are moving.

Cole Chez Record; Mags Set Spreads

CHICAGO, June 5.—Nat (King) Cole, in his first engagement at Chicago's Chez Paree, broke the all-time one-night record for crowds Friday (28) when 1,200 persons packed the house. Evidence of the singer's strong pull is the fact that advance reservations for the following Friday (4) indicate he will break his own record.

Chez owners have inaugurated a new policy for Friday nights during Cole's run by adding a fourth show to the bill. Also attesting to the nation-wide scope of the singer's popularity is the national magazine all-out grab for his time. Last week The Saturday Evening Post was at the Chez doing a spread on Cole. This week Look magazine is in town for the same reason, and next week Life magazine has an appointment to photograph Capitol's star in action.

• Review Spotlight on . . . RECORDS

BILLY WARD AND HIS DOMINOES

Three Coins in the Fountain (Robbins, ASCAP)—King 8462—Here's a striking reading of the current pop hit by the agile Dominoes. The lead tenor sells it solidly and the boys are strong behind him. It could do well both r.&b. and pop. Flip is "Lonesome Road."

• Reviews of New R & B Records

BILLY WARD AND HIS DOMINOES

Three Coins in the Fountain.....83
KING 8474—Here's a first-rate reading of the current pop hit, sung with warmth and much feeling by the Dominoes, sparked by a strong lead singer. The boys do a mighty good job here, and the disk could grab returns in the r.&b. field, tho it is a little late for much pop action.
Lonesome Road....75
The Dominoes come thru with a swinging reading of the spiritual here, selling it with authority. Could get some juke loot and deejay spins.

THE ROBINS

Riot in Cell Block No. 9.....82
SPARK 103—A "Billboard "Spotlight" 6-5-'54. (Quintet Music, BMI)
Wrap It Up....80
A "Billboard "Spotlight" 6-5-'54. (Quintet Music, BMI)

THE CHECKERS

You've Been Fooling Around.....81
KING 4719—A slow and insinuating beat paces this blues, which is sung to a turn by the group. They have a strong slicing here that should garner lots of juke play and sales loot. (Wheeler, BMI)
Over the Rainbow....75
The classic ballad is converted to the group's individual style for a bouncy rendition of okay appeal. (Feist, ASCAP)

THE KINGS

What Can I Do?.....79
SPECIALTY 497—The lead singer implores his girl to tell him how he can win her love. This is a promising debut disk from this new group, which generates a lot of excitement, and it has possibilities for juke loot. (Venice, BMI)
Th I Say Well Done....77
Changing pace here, the group turns to material set to a Latin beat, and does an equally convincing job. Lyrics are suggestive, but that, along with the side's solid beat, won't be a liability in the boxes. (Venice, BMI)

AL SAVAGE

Be Seem' You in My Dreams.....79
HERALD 430—A wild new rocker receives a solid reading from Al Savage over pulsating backing by the Joe Morris ork. The side has a beat and excitement, and it should pull many jock spins and grab loot. Watch it; it's got a chance. (Angel, BMI)
Take You Time....77
A tasteful ballad receives a mighty good vocal from Savage over an unusual arrangement by the Morris crew. It's not in the usual r.&b. vein, but it has a retentive quality and could get attention. (Angel, BMI)

T-BONE WALKER

Wanderin' Heart.....78
IMPERIAL 5284—First-rate talk-sing reading of good blues material. Walker's many fans will like this, and it should do well with the uninitiated, too. (Commodore, BMI)
Bye, Bye, Baby....76
Hood blues material and a good reading from Walker make for a disk which should do better than all right. (Commodore, BMI)

MARVIN & JOHNNY

School of Love.....75
SPECIALTY 498—The male duo philosophizes unhappily on lessons learned going thru a love affair. Marvin and Johnny are in good form, harmonizing smoothly as ever. (Venice, BMI)
Boy Loves Girl....74
Lively, slick material to a brisk tempo that again shows the talents of this outstanding vocal team. This side also has a bright instrumental interlude that rocks. (Venice, BMI)

LIL' SON JACKSON

Blues by the Hour.....75
IMPERIAL 5286—A slow, moody blues reading of some good material makes for a neat disking by Jackson. (Commodore, BMI)
Trouble Don't Last Always....73
Jackson delivers a low-down blues reading of some good material which should do okay in the present r.&b. market. (Commodore, BMI)

BIG JAY MCNEELY ORK

Let's Work.....74
FEDERAL 12186—The sidemen push off on a rapid-beat instrumental that jitterbugs will find challenging. Could attract some coins in juke spots. (Armo, BMI)
Hard Luck....70
Instrumental has an interesting rhythm, and it's played in danceable tempo by the ork. (Armo, BMI)

ZILLA MAYS

Nite Shift Blues.....74
BRUNSWICK 84031—With her man working nights, Miss Mays gets lonely and here she sings an appropriate blues. She belts this out with plenty of feeling and gets good support from the ork. Good potential. (Forshay, BMI)
Why Do You Cry?....65
Miss Mays' considerable talents are not enough to make this material come alive. It drags and fails to hold listener interest. (Forshay, BMI)

BRAND NEW AND BOUND TO GO! SHIRLEY AND LEE "CONFESSIN'"

b/w "Keep On" Al. #3244
THE FIVE KEYS
"HOW DO YOU EXPECT ME TO GET IT"
b/w "Deep in My Heart" Al. #3245
THE JETS
"GOT A LITTLE SHADOW"
b/w "I'll Hide My Tears" Al. #3247
JIMMY WILSON
"IT'S TIME TO CHANGE"
b/w "Any Man's a Fool" Al. #3241

Col. Sets 14-Piece Mambo Ork to Aid Band Build-Up Plan

NEW YORK, June 5.—Columbia Records will build a 14-piece mambo ork as part of its new band build-up. The project is under the direction of Gene Becker, the firm's new a.&r. staffer in charge of special projects. Becker has been in charge of the firm's two modern orks, the Dan Terry crew, and the Pete Rugulo ork. The new mambo crew, as yet unnamed, will be on the modern mambo kick, with an unusual sound.

In addition to building the new mambo band, Becker will soon initiate a new r.&b. series for the label. The firm's Southern and Southwestern distributors are anxious for cat records for their dealers. Cat music, swinging dance disks in an r.&b. style, have become solid sellers in the South, and Becker is already starting to line up artists, groups and combos for the firm's cat music series.

Drexel Label Set By King, Caldwell

CHICAGO, June 5.—A new record company, Drexel Records, was formed here last week by Paul King, Chicago businessman, and Les Caldwell, former salesman for King Records in New York and Chicago.

The firm already has two releases on the market, and plans to release new sides on a regular schedule, with an eye to both the pop and r.&b. markets. Les Caldwell, acting general manager of the firm and a.&r. head, stated he is negotiating for national distribution of the label. He also said the firm is looking for more talent to add to its roster.

The first release by the firm included "Deed I Do" and "Talk About the Weather" by a vocal group, the Gems, and singer Dorothy Logan's etching of "Small-Town Man."

Aladdin RECORDS
Beverly Hills, Calif.

Starting Big!
WHAT CAN I DO!
by THE KINGS
#497 #497-45
Specialty RECORDS
5808 Sunset Blvd. Hollywood 46, Calif.

A Sure Fire Hit
FATS DOMINO
"BABY, PLEASE"
b/w "Where Did You Stay?" #5283
Imperial RECORDS
6425 Hollywood Blvd. Hollywood 28, Calif.

... GREAT STARS! What a Set of RATINGS!

• Review Spotlight on . . . RECORDS

JOHNNY ACE

Please Forgive Me (Lion, BMI)
You've Been Gone So Long (Lion, BMI)—Duke 128—

Reviews of New R & B Records

JOHNNY ACE

Please Forgive Me87
DUKE 128—A "Billboard "Spotlight" 5-22-'54. (Lion, BMI)
You've Been Gone So Long85
A "Billboard "Spotlight" 5-22-'54. (Lion, BMI)

THE CASH BOX AWARD OF THE WEEK

"YOU'VE BEEN GONE SO LONG" (2:31)
[Lion BMI—Ace]
"PLEASE FORGIVE ME" (2:51)
[Lion BMI—Ace]
JOHNNY ACE
(Duke 128; 45-128)

DUKE RECORDS
2809 Erastus St. Houston 26, Texas

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• R & B Territorial Best Sellers

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

Atlanta

1. Work With Me, Annie Midnighters, Fed.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Just Make Love to Me Muddy Waters, Chs.
4. I Understand Just How You Feel Four Tunes, Jub.
5. Lovey Dovey, Clovers, Atl.
6. Little Mama, Clovers, Atl.
7. You'll Never Walk Alone R. Hamilton, Epl.
8. I Feel So Bad, C. Willis, Oke.
9. Honey Love, C. McPhatter, Atl.
10. Rocky Mountain, A. Milburn, Ala.

Charlotte

1. Shake, Rattle and Roll, J. Turner, Atl.
2. Work With Me, Annie Midnighters, Fed.
3. Don't Stop, Dan, Checkers, Kng.
4. Lovey Dovey, Clovers, Atl.
5. Little Mama, Clovers, Atl.
6. Flak Champagne, R. Bryant, Dot

Chicago

1. Work With Me, Annie Midnighters, Fed.
2. Goodnight, Sweetheart, Goodnight Spaniels, VJ
3. I Understand Just How You Feel Four Tunes, Jub.
4. Such a Night, C. McPhatter, Atl.
5. Just Make Love to Me Muddy Waters, Chs.
6. Lovey Dovey, Clovers, Atl.
7. You'll Never Walk Alone R. Hamilton, Epl.

Cincinnati

1. Work With Me, Annie Midnighters, Fed.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Lovey Dovey, Clovers, Atl.
4. I Feel So Bad, C. Willis, Oke.
5. Honey Love, C. McPhatter, Atl.
6. Goodnight, Sweetheart, Goodnight Spaniels, VJ
7. I've Got a Feeling, Big Maybelle, Kng.
8. What More Do You Want Me to Do? L. Darnell, Oke.
9. My Friend, Strangers, Kng.
10. Honey Love, C. McPhatter, Atl.

Detroit

1. Goodnight, Sweetheart, Goodnight Spaniels, VJ
2. Lovey Dovey, Clovers, Atl.
3. Oh, Baby, Little Walter, Che.
4. Just Make Love to Me Muddy Waters, Chs.
5. Hot Tamale, Counts, Dot
6. Work With Me, Annie Midnighters, Fed.
7. You'll Never Walk Alone R. Hamilton, Epl.
8. If It Should've Been Me, R. Charles, Atl.

Los Angeles

1. Sh-Booms, Chords, Cat.
2. Goodnight, Sweetheart, Goodnight Spaniels, VJ
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Lovey Dovey, Clovers, Atl.
5. Gee, Crows, Rma.
6. Blue Monday, S. Lewis, Imp.
7. Hot Tamale, Counts, Dot
8. Honey Love, C. McPhatter, Atl.
9. Story of My Life, Guitar Slim, Spe.
10. A Thousand Stars, Rivileers, Bta.

New Orleans

1. Work With Me, Annie Midnighters, Fed.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. You'll Never Walk Alone R. Hamilton, Epl.
4. Just Make Love to Me Muddy Waters, Chs.
5. Baby Please, Fats Domino, Imp.
6. Lovey Dovey, Clovers, Atl.
7. Oh, Baby, Little Walter, Che.

New York

1. Goodnight, Sweetheart, Goodnight Spaniels, VJ
2. You'll Never Walk Alone R. Hamilton, Epl.
3. Work With Me, Annie Midnighters, Fed.

BREAKING BIG

FROM COAST TO COAST

"BLUE HOURS"

The Hotshots

on Savoy 1128

SAVOY RECORD CO., INC.

58 Market St., Newark, N. J.

WATCH FOR NEW RELEASE

by

THE THRILLERS

A sensational new vocal group

Herald RECORDS

200 West 34th St. New York 1, N. Y.

• Reviews of New Jazz Records

- GENE KRUPA TRIO**
This Can't Be Love 75
CLEF 89114—The Rodgers and Hart tune in would-be "modern" dress. Despite the cultivated sounds emanating from pianist Teddy Napoleon and Eddie Shu on tenor, it's the Krupa bag of old-time drummer's tricks that gives this opus its drive. (Chappell, ASCAP)
- Don't Be That Way....73**
Another oldie in a pretty arrangement that is especially favorable to pianist Teddy Napoleon. Krupa gives a solid beat and a flashy show of instrumental virtuosity. (Robbins, ASCAP)
- COUNT BASIE ORK**
Peace Pipe 75
CLEF 89115—The frantic pace of the rhythm section goads the Basie aggregation into a fury of excitement here. The brasses are especially impressive in this swinging opus. Not Basie's best, but very nice buy nonetheless for hipsters. (JATAP, ASCAP)
- The Blues Done Come Back....73**
To a slower beat, the ork riffs this pleasant tune with obvious relish. The sound here is a bit unusual, but the beat is pure Basie, which means danceable. (JATAP, ASCAP)
- BILL DOGGETT**
Sweet Lorraine 74
KING 4720—Good instrumental reading of pop standard played by jazz organ, sax and drums. Relaxed beat. Should please his fans. (Mills, ASCAP)
- Talor Made....73**
Same instrument line-up takes off on jump tune, with sax and cymbal dominating arrangement. Okay for juke. (Billice, BMI)
- ARTIE SHAW AND HIS GRAMERCY FIVE**
Sunny Side Up 74
CLEF 89117—A sprightly Shaw composition, which for all its similarity to a Shearing group type of arrangement, makes for very pleasant listening. Of most interest are Shaw's own fancy riffs on clarinet. A driving rhythm section also makes a hefty contribution.
- Imagination....69**
A less satisfactory flier into the modern jazz impressionist idiom. Excellent playing by all concerned, but more in the nature of an academic exercise than anything else.

• Reviews of New Latin American Records

- TITO PUENTE ORK**
I Love You, Baby 81
TICO 1084—The hip Latin-Americans and Manhattan Latin dancers should flip for this English-Spanish vocal item played with the usual Puente ork sparkle. The beat is terrific.
- Bannanas....78**
Co-writer George Weiss delivers the vocal on this calypso-ish item. Despite the ork and chorus, the label has come up with better stuff than this for Puente.
- MONCHITO ORK**
Que Me Voy 77
FIESTA 20-033—Monchito plays this tune of his own clefting with high spirits and sure rhythmic effect. A solid mambo that will do well in LA boxes. Spanish lyric.
- You're Driving Me Crazy....76**
The Walter Donaldson tune makes surprisingly good material for a rousing mambo. Lyric is in English, the beat is international; so this side might see plenty action in both pop and LA markets.
- RAMON MARQUEX ORK**
Bob (Pedro) Harris Mambo 76
FIESTA 20-032—In an amazing integration of traditional LA musical elements and modern jazz ideas, the Marquez ork has come up with an instrumental that will please practically everybody. This mambo's beat is solid. (Pemora, BMI)
- A Little Bit of Mambo....74**
Another mambo well conceived and effectively executed. Ork plays clean and with powerful beat. Last chorus in Spanish vocal. (Pemora, BMI)

• Reviews of New Spiritual Records

- SOUTHERN TONES**
It Must Be Jesus 77
DUKE 205—The good things that Jesus does for men is the theme of this swinging spiritual. The lead singer sparks the group on to an ever more hectic tempo, working up to a pitch of great excitement. (Lion, BMI)
- The Dying Sinner....74**
Lead singer, Bob King, warns us to be prepared for death. Against a slow-tempo, tastefully harmonized backing, he spins out a tortured melodic line which gets quite frantic toward the end. (Lion, BMI)
- SISTER BONNIE BRADFORD**
Jesus Made a Change 76
FEDERAL 12187—Sister Bonnie Bradford really socks over a melodic spiritual effort on this new release, backed by a girl's chorus and organ. Good wax here. (Armo, BMI)
- Choose Your God....73**
A jubilee spiritual featuring the thrush and the chorus is sung with a lot of fire here. Not as strong as the flip, but exciting. (Armo, BMI)

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:
NO SELECTIONS THIS WEEK.

• Reviews of New Pop Records

Continued from page 44

- Students March Song....60**
More from the operetta converted to the CinemaScope screen by M-G-M. More suitable for album than single disk use.
- THE CAT MEN ORK**
Please Be Kind 69
M-G-M 11758—Tenorman Sam Taylor is featured on this new cutting of the oldie backed by the Cat Men ork. Could get some coins in the r.&b. field, as well as pop.
- This Can't Be Love....69**
Same comment.
- JERRY LEWIS**
Please Don't Send Me Down
a Baby Brother 69
CAPITOL 2833—Jerry Lewis does a fair job here with one of the novelty tunes from the Broadway musical, "By the Beautiful Sea." He is backed smoothly by the chorus and ork. (E. H. Morris, ASCAP)
- Candelabra Boogie....69**
The comic sings of candelabra on the piano, walls, ceilings, et al., on this attempt to poke fun at Liberace. (Belfry, BMI)
- DOLORES MARTEL**
Someone Else's Roses 69
V (45) 47-5763—Canary warbles with warmth and feeling. However, the gal has lots of competition on this number, and the path will be rough. (Leeds, ASCAP)
- Sentimental Polka....68**
A bright, bouncy vocal on a routine polka. Should get some spins. (Massey, ASCAP)
- DICK BOWERS**
Merel Beaucoup 69
COLUMBIA 40239—A pleasant ballad sung gently by Bowers. (Beechwood, BMI)
- Flak Fry....68**
A bouncy item, with swingy vocal by Bowers and chorus. Good for juke. (Lee, ASCAP)
- MARGIE RAYBURN**
They All Say I'm Lucky 69
S&G 5005—Pretty torch tune sung sweetly by Margie Rayburn. Gal's voice style is reminiscent of Helen Forest. (Shapiro-Bernstein, ASCAP)
- I'm the One for You....67**
Routine jump number. Canary is better on flip. (Shapiro-Bernstein, ASCAP)
- SYLVIA SYMS**
Paradise 69
ANTLANTIC 1033—Here's a special treatment of the oldie by the East Side night club thrush over an intriguing backing by the ork. Good wax that should appeal to fans of the singer and some jazz followers. (Felix, ASCAP)
- Comes Love....67**
Sylvia Syms' many followers will be interested in this single release by the thrush. She sings the oldie here in her own special style, backed smoothly by the ork. (Chappell, ASCAP)
- KAYE BALLARD**
My Dog Met Your Dog 69
SQUARE 101—Kaye Ballard's admirable comedy style and superior vocal quality get short shrift here. However, the nitty canary is hot in legit and TV right now, so this novelty take-off on the "doggy" songs (part of her club act) should get its share of juke spins. (Monument, BMI)
- An Onion and You....55**
A new version of a heavily plugged title with a pert melody and fresh vocal by Miss Ballard. It's doubtful, tho, if "Onion" will go far at this late date. (Monument, BMI)
- FRANKIE AVALON**
Trumpet Tarentella 68
"X" (45) 4X-0026—Disk has some curiosity value in 11-year-old trumpeter Avalon, who undoubtedly plays a lot of horn for his age. Otherwise, tho, just a routine folk chant. (Moonlight, BMI)
- Dormi, Dormi....66**
Same comment. (Algonquin, BMI)
- JEANNE KASSEL**
Chalo Mio Ray 68
CHANCE 5139—A happy novelty is sung with a lilt by the thrush over interesting backing that is close to the country field. Jocks will probably spin this one. (Studio, BMI)
- Can I, Will It....63**
The thrush turns in an agreeable reading of this ballad, ducting with herself via "dub-ins." A smooth waxing. (Studio, BMI)
- DANNY MENDELSON SINGERS**
Happy Anniversary 67
"X" (45) 4X-0022—A new service disk for home parties, juke and deejay dedications. A mixed chorus warbles sincere anniversary wishes to the tune of "Minuet in G." (Garlock-Sherer, BMI)
- Happy Birthday....67**
Another service disk, with group singing familiar natal day song. (F.D.)
- THE CRYSTALS**
Come to Me, Darling 67
LUNA 10-101—Mournful love ballad conveys a lonely mood with fair effect, the vocal quartet singing the lyrics ably.
- Squeeze Me, Baby....62**
Routine rhythm opus is chanted in okay fashion by the group.
- LARRY VINCENT**
I Don't Want Your Kisses 67
PEARL 90001—A tune with a lot of old-fashioned charm is sung with spirit and an Al Jolson-like voice by Larry Vincent. The backing is a little corny but has a bright ragtime sound. Might intrigue deejays. (General, ASCAP)
- I Loved Her Then....61**
A sentimental ditty that praises an enduring love. (General, ASCAP)
- LESLIE UGGAMS**
Palsy Walsy Land 69
M-G-M 11755—This never-never land is a happy place where even dogs and cats are friends. A cute kiddie item sung with attractive simplicity.
- Ev'ry Little Piggy's Got a Curly Tail....65**
Another okay item for the moppet market.
- JOHNNY CLIFTON**
Stand Up and Be Counted 69
CENTER 102—A patriotic ditty with semi-religious sub-theme. Vocal chorus by Clifton and band is sincere and spirited. Good for juke. (Myers, ASCAP)
- Loveless Blues....62**
Clifton warbles a weeper in simple relaxed fashion with pleasant string backing. (Myers, ASCAP)
- RUSS WALKER**
I Tried to Forget You 69
S&G 5004—Nice tune is sung acceptably by Walker on this new release. The arrangement is tasteful. Good juke filler. (Trans-World, ASCAP)
- At a Side Walk Penny Arcade....60**
The oldie receives a quiet rendition by the singer, again over a smooth ork arrangement. (Robbins, ASCAP)
- DUD BASCOMB ORK**
Blue But True 59
TRUE-BLUE 415—Lee Richardson uses his resonant baritone pipes appealingly in this tender ballad.
- Danny Boy....49**
Adequate reading of the traditional melody, tho swung a bit, has little to recommend it to buyers. Tongue-in-cheek effects fail to come across on this wax.
- MARLA TERRY**
Rendezvous 59
CORAL 61196—It's hard to tell whether the label put this out for real or for fun. The thrush tries hard and the backing is lush, but she lacks vocal equipment and the material is weak. Some jocks, however, will have a ball with this. (Bregman, Vocco & Cons, ASCAP)
- A Lovely Fantasy With You....50**
Same comment. (Bregman, Vocco & Cons, ASCAP)
- MATTY MATLOCK ORK**
Don't You Think It's About Time? 50
OMEGA (45) 110—There's a group of top jazzmen on this platter, but they are hidden on this weak material. Toni Robert's vocal sounds like something out of the past. Some Dixieland fans may enjoy Jess Stacy's and Charlie Teagarden's solos.
- JACK TEAGARDEN ORK**
Parasol....50
Okay reading of a new ballad by Bob Albert, with a bit of the Teagarden tram featured. This side, too, sounds 20 years old.
- GLENN TAYLOR**
Without You 50
ARCADE 125—Taylor warbles pleasantly, but backing is poor and recording quality inferior. (Jem, ASCAP)
- Little Prayers....45**
Same comment. (Arcade)
- BOB HUND**
Squeaky Hinges 43
SILHOUETTE 503—Novelty in three-quarter rhythm cut ineffectually. You and Your Careless Love....40
Bob Hund chides his gal tenderly in a disking of slight potential.

A MONEY OF A HIT!

"HONEY LOVE"

by

THE DRIFTERS

#1029

Atlantic RECORDING CORP.

224 WEST 56th STREET NEW YORK 19, N. Y.

FULL CONVERSION

Self-Service Hikes Merion Shop's Biz

By BOB ROLONTZ

NEW YORK, June 5.—The growing importance of self-service as a spur to business has been strikingly demonstrated by Dannenhauer's Record Shop in Merion, Pa., in the suburbs of Philadelphia. According to Mark Rubinstein, owner, the store has experienced a 35 per cent increase in business for the past five months after a changeover to complete self-service completed last September.

Dannenhauer's handles records, radio-TV sets and air conditioners. The store is located on a main street at the Philadelphia boundary line and has been in existence for many years.

Last August, Rubinstein decided to make it a complete self-service store. At the suggestion of the RCA Victor distributors for Philadelphia, Raymond Rosen & Company, he called in Holley Associates, a Merchantville, N. J., store designing and construction firm.

Up to this time the store was about 75 per cent serviced and about 25 per cent self-service. The Holley Associates redesigned the entire store for 100 per cent self-service, and constructed special leaf racks for all EP and LP albums. In addition, they designed a new ceiling, floors, walls, counters, fixtures, color schemes, etc., for the store.

EQUIPMENT NEWS

TRADE NOTES

Distributors will get a look at new lines this month. **Emerson** will introduce its new radios, phonos and TV models when its distributor convention is held, June 22-24, at the Lido Hotel, Lido, L. I. . . . **Pilot Radio Corporation** has scheduled a premiere showing of its 1954-1955 high fidelity line at the Warwick, New York, Wednesday and Thursday (9-10). . . . **Motorola** will hold its distributor meeting at the Conrad Hilton Hotel, Chicago, July 8-9. . . . **RCA Victor** exhibits its new line at a field sales representative meeting in Atlantic City, Monday (7). . . . Meanwhile, **RCA** has upped the price on its 45 phono from \$16.95 to \$18.95 in Zone 1, and from \$17.95 to \$19.95 in Zone 2. . . . Another price cut is in **Sears, Roebuck & Co.**'s new mid-summer sales book, which lists low-end portable phonos cut by \$1 to \$4, high-end phonos sliced by \$4 to \$20, and tape recorders reduced from \$10 to \$20. . . . Also getting into the price-cutting act is **Spiegel**, Chicago, whose mid-summer book lists a GE three-way portable at \$29.95.

NEW MODELS

British Industries Corporation this week marketed the Disc-O-Foam, a new poured foam rubber turntable mat designed to improve music reproduction and protect records. Priced at \$2.95, the mat features a Firm-a-Felt back, metal grommet to prevent the central core from grabbing the spindle, and a 45 adaptor. . . . The same firm is readying a conversion tape head kit for delivery at the end of June. The kit, manufactured by the **Dynamu Magnetrone Corporation**, Minneapolis, contains recording heads and facilities for converting standard tape recorders into units of greater frequency response and dynamic range. . . . **Perfection Electric**, Chicago, this week introduced a table model hi-fi speaker system to be sold thru parts jobbers. The unit is listed at \$50 for all finishes.

IN THE FIELD

Audiogersh has appointed 14 regional sales representatives to handle its new line of record changers. . . . **A. J. Kendrick**, representative for RCA syndicated radio programs since 1952, has resigned that post to become Eastern manager of the commercial music division of **Magnecord**, magnetic tape equipment manufacturer. . . . **James R. Butler** has been named director of advertising and sales promotion for the same tape company.

The redesigning took one month, from August to September. One complete wall of the store now contains only records, on specially made leaf racks. This rack holds 1,400 EP's, all in sight. It also holds 600 LP's, also all in sight on the display. In the store there are some island stands for box type albums, and for singles the store uses 78 spinners and 45 spinners. A customer can reach practically every record in stock.

Rubinstein notes that his customers like the new self-service set-up much better than they did the old-style method. He also points out that his clerk has been freed from waiting on customers and can devote his time to stock work and merchandising. In addition, he has been able to cut down the number of listening booths and now has only two demonstrators, a three-speed and a single 45 r.p.m. phono.

Attracts Attention

The cost of the designing ran about \$5,000, but the owner is more than satisfied with the expense due to the upsurge of business. Since it was the first record shop designed by Holley Associates, it has become a showplace for the firm in the city. Rubinstein said that dealers from all over the city have been out to see his store, and that dealers have come from areas as far west as Chicago to see it.

The increase in business, according to Rubinstein, is due to the unhampered and unhurried buying that a customer can do with self-service. Self-service has also helped increase impulse buying by having all the stock on view and accessible. Rubinstein expects eventually to add self-service to his other store in Wayne, Pa., the M-R Shop, also located in the Philadelphia suburbs.

Hi-Fi Shop Backs FM-Only Show

CLEVELAND, June 5.—The Custom Classics store, local retailer of high-fidelity records and parts, sponsors an FM-only show over **WGAR** here, marking the first time an AM-FM station has made an FM-only sale in this market.

WGAR programs the Custom Classics-sponsored segment of its Henry Poldner show (9:30-10:30 p.m. across the board) on FM only, while airing the CBS radio nighttime sustaining schedule at the same time over its AM hook-up. Altho the FM-only show has only been on a few weeks, the sponsor reports immediate sales response to the campaign.

Square Root Has New Hi-Fi Adapter

NEW YORK, June 5.—The Square Root Manufacturing Company is marketing a new lower-priced high fidelity adapter for the standard 45 phono this month. The adapter has three speakers and a cross-over network feature.

Lieberman Music, Minneapolis, has taken over distribution on the new unit for the Northwest; while **Polonia Distributing**, Detroit, will handle the line in that market. The latter will feature the adapter in its 25 local retail outlets, according to **Polonia** vice-president Charles Gray. Lieberman's department manager, **Herb Sandel**, reports that dealer acceptance in his area is unusually high on the new unit.

Jensen Expands Again; Moves to Forest Park

CHICAGO, June 5.—Jensen Industries, Inc., phonograph needle manufacturers, have moved their factory and office headquarters for the third time in the last five years and are now located in suburban Forest Park, Ill. This new step in expansion of facilities will give Jensen double the previous floor space.

HI-FI MEANING TO BRING AWARD

CHICAGO, June 5.—The management of the High-Fidelity Show, operated by International Sight & Sound Exposition, Inc., will award merchandise prizes this year for the best delineation of "What Hi-Fi Means to Me."

The answer is sought for a trade clarification of hi-fi demands and will be judged from answers submitted at the show which will be held at the Palmer House from September 30-October 2.

Shop Operation Confabs to Top NAMM Meet

CHICAGO, June 5.—The National Association of Music Merchants' 53d annual convention and trade show at the Palmer House here July 12-15 will be climaxed by three store operation sessions on Thursday July 15. Beginning at 10 a.m., the NAMM will hold a high fidelity forum in the Grand Ballroom and a sheet music clinic in the Crystal Room, followed by an NAMM education division meet at 1:30 p.m.

Registration begins July 11 at 10 a.m. in the Ballroom Foyer, while exhibits open July 12 at 9 a.m. **Sunshine Gene Flack**, sales counsel and director of advertising for the **Sunshine Biscuits, Inc.**, will be feature speaker at the opening luncheon.

An innovation this year is a complimentary breakfast to open the annual meeting of members on July 13 at 8 a.m. The convention will wind up July 15, with the traditional music industry banquet at 7 p.m.

Hi-fi, phonos, radios, recorders, TV and accessories will be displayed on the ninth and fourth floors of the Palmer House with records and accessories, musical merchandise, toys, novelties, sheet music and trade publications also represented on the fourth floor. Instruments and accessories will be on the sixth, seventh and eighth floors.

Most NAMM Exhibitors See Better Biz in 1954

CHICAGO, June 5.—A recent survey by the National Association of Music Merchants of the more than 250 exhibitors who will attend the 1954 Music Industry Trade Show July 12-15 at the Palmer House, indicated that approximately twice as many exhibitors believed business would be better this year over those who complained that business is down.

Exhibitors complaining about business pegged their reasons on unemployment, less government expenditures, too many foreign imports and a hesitancy on the part of buyers.

This optimistic viewpoint was taken by one high fidelity and tape recorder manufacturer, who preferred to remain unidentified: "In our consumer division in 1953 we had sales of two million dollars. In 1954 we anticipate sales of four million dollars."

Among the equipment manufacturers who will exhibit at the show are:

Crescent Industries, Inc., hi-fi phonos, a new two-speed-two-speaker tape recorder, regular phonos and other accessories; **Major Electronics Company**, phonos, changers and kiddie phonos; **B. & R. Electronics**, phonos, portables and combinations; **Grayline Engineering Company**, a new 45 r.p.m. changer and a three-speed portable; **Steelman Phonograph & Radio Company**, Inc., phonos and hi-fi equipment; **Boetsch Bros.**, hi-fi phonos; **Pfanstiehl Chemical Company**, needles and hi-fi kits for replacement of ordinary pick-ups; **Shur-Tone Products, Inc.**, phonographs; **V-M Corporation**, phonographs and tape recorders; **Dynavox Corporation**, regular

Form Hi-Fi Electronics Firm to Handle Imports

Chicago, June 5.—Hi-Fi Electronics, Inc., a new company, was formed here recently to sell imported high-fidelity electronic units and components.

Henry W. Fredericks is vice-president, and **Henry Goldsmith** sales manager. The firm will introduce equipment from Western Germany. Included in the line will be radios, speaker units and phonographs.

Dealer Doings

By JUNE BUNDY

Traffic Builders

Coral Records is stepping up its merchandising plans this summer with a special EP counter display rack for **Teresa Brewer's** new records and a new package gimmick for volume three of **Gabby Hayes** "Tall Tales" disks for kids. Each Hayes envelope is backed by a "Coral Color-in" picture for small fry to fill in with paints or crayons. . . . **M-G-M Records** is issuing a special record player counter card with a "pop-up effect" to help dealers push **Joni James'** new disk "In a Garden of Roses."

RCA Victor is getting behind its EP drive this month by presenting dealers with four special sets of streamers, each carrying 13 full size covers of current Victor EP's in full color.

Bruno's Dealer Party

Bruno, New York, Inc., will stage a special party at the Latin Quarter nitery here for its dealers on New Year's Eve. Invitations are going out to every dealer who has had delivered between now and June 30 an assortment of RCA radios or 45 phonos, with double credit given for all record player purchases. Dealers qualifying as party guests will also be entered in a \$500 window display contest, and will be given three permanent radio display fixtures for their stores and a three-month professional window decorating and store interior display service.

The **Radio Recorders Equipment Company**, Hollywood, this week published the first edition of its "Hi-Fi News Letter," which henceforth will be mailed to customers on a regular basis. The two-page sheet contains info on the latest hi-fi equipment and components, along with sugges-

tions on record buys and bargains on merchandise.

Among other things, the first issue notes that **Sam Brooker** has joined the firm as service manager. It also plugs a door prize contest offering \$500 in hi-fi components for the best description of hi-fi sound contributed by a customer.

"Musical Gadgets" (a hi-fi record featuring hurdy gurdy music, music boxes and other old-fashioned instruments) and an LP recording of **General MacArthur's** famous 1951 address to Congress are cited as good buys.

Twin Cities

Jim Larson is the new buyer at **Campus Record Shop**, operated by **Harvey Goldstein** on the University of Minnesota campus in Minneapolis. . . . **Ralph Flanagan's** recent Memorial Day weekend appearance in Prom Ballroom, St. Paul, occasioned a personal appearance by him at the **Lake Street Disc 'n' Needle** in Minneapolis. . . . **Schmidt Music**, Minneapolis, recently had a bevy of Metropolitan Opera stars on hand for a personal appearance when the touring Met group played here. Present at the Schmidt store were **Roberta Peters**, **Robert Merrill**, **Jan Peerce** and **Leonard Warren**.

A new retail record outlet scheduled for a June 15 opening is the **Fine Camera and Record Shop** on busy Ford Parkway in St. Paul's Highland Park district. . . . Rumor has it that **Darwin Burke**, St. Paul record dealer, is giving serious consideration to opening another retail outlet in that city. . . . **Mel Cardinal**, of **Lew Bonn**, M-G-M wholesalers, has a gimmick going for "June is Joni James month" promotion. . . . **Irv Gorsen**, who has run a

and hi-fi phonographs and tape recorders; **Magna Electronics Company**, phonographs and accessories; **Pilot Radio Corporation**, hi-fi phonographs and systems; **Jensen Industries, Inc.**, needles; **A-V Tape Libraries, Inc.**, pre-recorded tape; **Permo, Inc.**, needles and accessories; **Audio Industries**, regular and hi-fi phonographs; **North American Phillips Company, Inc.**, phonographs; **Revere Camera Company**, tape recorders; **Webster-Chicago Corporation**, phonographs and tape recorders.

Victor Outlines Plans at A. C. Annual Confab

• Continued from page 18

heavy promotion and exploitation. Here, too, special merchandisers are being designed. The program is designed to capture for the company a larger share of the low-cost LP market.

In jazz also Victor is mapping concentrated action. Under **Jack Lewis**, recently named to head up the department, a heavy recording schedule is being set. Among early releases in the idiom due for a push is a recording of the **Duke Ellington "Seattle Concert."**

Victor's "Best Buy" fall promotion of packaged merchandise will follow the pattern of previous years. Classical and pop items are included, with the company to skim the cream of all sets slated for release by the end of the year and issue them in a single batch come September.

Toscanini LP's

The major part of this program will be a **Toscanini** promotion, with at least five new LP's by the conductor scheduled. Among the disks released will be the first for the label under a new contract with **Fritz Reiner** and the **Chicago Symphony Orchestra**.

The "Listeners' Digest," a package described earlier, is aimed at enlarging the market of record buyers. It groups a 45 r.p.m. player and a set of disks in a single sales unit. Sales will be handled by Victor's new phonograph department, now being set up. Introduction of the package will cap the company's celebration this year of the fifth anniversary of the introduction of the 45 r.p.m. disk.

\$103,096

Football Pool Pays Freight For Arts

COPENHAGEN, Denmark, June 5.—The Danish government not only supports the arts, including theaters and music, thru direct subsidies, but also gives them big annual handouts from its profits from the nationalized football pool (moderate-priced but very popular form of gambling here), which is commonly termed "tipping." Various musical organizations this year will be allotted \$103,096 from this "tipping" kitty, while nationalized theaters and theatrical groups will receive a total of \$23,345.

The break-down of the cash gifts for music is **Aarhus Civic Orchestra**, \$21,750; **Odense Civic Orchestra**, \$14,500; **Aalborg Civic Orchestra**, \$13,050; **South Jutland Symphony Orchestra**, \$2,900; **Conservatory of Music**, \$435; **Church music concerts**, \$435; and **young music students**, \$2,900.

one-stop station at **London Music**, Minneapolis, for several years, has liquidated it and now is with **Vera Foster** at **Acme Music**, Minneapolis. . . . **Bill Hague** of **Edina Disc 'n' Needle** store, plans to move to California in July.

The Billboard Music Popularity Charts **PACKAGED RECORDS**

● "Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. MASCAGNI: CAVALLERIA RUSTICANA—Callas, di Stefano, La Scala Orchestra (Serafin).....Angel 3509
2. ROBERTA PETERS—YOUNGEST MEMBER OF A GREAT TRADITION.....RCA Victor LM 1786
3. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati).....Mercury OL 2-101
4. RUBINSTEIN PLAYS BRAHMS.....RCA Victor LM 1787
5. MOZART: SYMPHONY NO. 40; HAYDN: SYMPHONY NO. 94 ("Surprise")—NBC Symphony (Toscanini).....RCA Victor LM 1789

● Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of top dealers in all key markets.

1. MUSIC FOR LOVERS ONLY—Jackie Gleason.....Capitol H 352, EBF 352
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY".....RCA Victor LPT 3057, EPBT 3057
3. THE GLENN MILLER STORY—Sound Track.....Decca DL 5519, ED 2124-5
4. ROSE MARIE—Ann Blyth, Howard Keel, M-G-M E 229, X 229
5. SONGS FOR YOUNG LOVERS—Frank Sinatra.....Capitol H 488, EBF 488
6. LIBERACE BY CANDLELIGHT.....Columbia CL 6251, B 336
7. MUSIC TO MAKE YOU MISTY—Jackie Gleason.....Capitol H 455, EBF 455
8. LIBERACE AT THE PIANO.....Columbia CL 6217, B 308
9. TWO IN LOVE—Nat (King) Cole.....Capitol H 420, EBF 420
10. CONCERTOS FOR YOU—Liberace.....Columbia CL 6269, B 345
11. KISMET—Original Cast.....Columbia ML 4850, A-1100
12. TAWNY—Jackie Gleason.....Capitol H 471, EBF 471
13. MAY I SING TO YOU?—Eddie Fisher.....RCA Victor LPM 3185, EPB 3185
14. I REMEMBER GLENN MILLER—Ray Anthony.....Capitol H 476, EBF 476
15. CALAMITY JANE—Doris Day, Howard Keel.....Columbia CL 6273, B 347

Palladium Packed By Sauter-Finegan

HOLLYWOOD, June 5. — The Sauter-Finegan ork drew a total of 12,519 in their second week at the Hollywood Palladium here, notching a figure of 25,762 in total admissions during the two-week run. Figure is best fortnight racked up by any attraction to play the

spot thus far this year, and augured a possible return date for the ork at the dance pavilion this fall. Following a one-nighter at the Rendezvous Ballroom in Balboa, they have been set for a series of concerts and dance sessions at San Jose, Oakland, Klamath Falls, Eugene, Jantzen Beach, San Francisco, Fort Ord, Fresno and San Diego. Ork returns here on June 11 to rehearse for the opening of the NBC-TV Saturday night revue on June 12.

SWITCH IT ON AND THE WHOLE ROOM PLAYS

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The Record Shop
Philadelphia

LINER NOTES
By IS HOROWITZ

MOZART LEADS . . .
Symphony orchestras can only keep their deficits withing manageable bounds by playing compositions their subscribers want to hear. Since concert-goers are among the most consistent record buyers, some insight might be gained by a quick look at the composers most featured during the past season of the New York Philharmonic. In all, 76 composers were represented on the programs. Mozart led with 16 works performed, with Beethoven the runner-up at 13. Brahms was represented with 10 works, and Mendelssohn and Richard Strauss with eight each. Other ties were scored by Rachmaninoff and Tchaikovsky, with six each; Wagner and Ravel with five, and Prokofiev, Rossini and Schumann with four each.

POPS PUSHED . . .
London Records is gearing for a concentrated drive on pop albums, all to be sold at the premium \$5.95 price tag. Ready for market is the first Frank Chacksfield LP, called *Evening in Paris* and comprising sides not previously issued as singles. And almost simultaneously will come two Mantovani 12-inchers, *Music of Sigmund Romberg* and *Romantic Melodies*. In two months, out comes another Chacksfield, this one to contain last year's pop click, *Limelight*, and Ted Heath's *100th Palladium Concert*. All, it should be added, will be released in duplicating three-EP packages, as well as single-EP excerpts.

FUTURES . . .
M-G-M will debut its new *Manhattan Piano Quartet* in an LP grouping seven familiar Tchaikovsky waltzes. Also due from the label is another *Richard Ellsasser* set, this to be called *Organ Reveries*. . . Vanguard is readying yet another album of fiddle pieces recorded by David Oistrakh. Selections are of the encore variety. . . Epic continues its accumulation of new Mozart disks in the build-up that will culminate in 1956, the 200th year since the composer's birth. The latest set couples two cassations, played by Paul Sacher and Vienna Orchestra.

CHART COMMENTS

The classical chart that appears in this department for the first time this week should serve as a useful buying guide for dealers who wait to see some evidence of sales action before placing their orders. The five sets listed have all picked up significant momentum within short weeks after release. Present plans call for a similar listing to run every other week, alternating with the full-scale "Classical Best Sellers" chart. It is important to note that only releases of recent vintage will be considered for the "possibilities" list. Once they hit the over-all chart, as many may be expected to do, they will no longer be eligible.

Decca Reveals 'Pushpop' Plan
NEW YORK, June 5.—In line with The Billboard's "Operation Pushpop," Decca Records sales manager Syd Goldberg reports the firm has scheduled at least one release by a top Decca artist each week thruout June and July. Within the next six weeks, Decca will bring out sides by the Mills Brothers, Jeff Chandler, Kitty Kallen, a Louis Armstrong-Gordon Jenkins platter, Jeri Sullivan and Fred Waring. This week, Decca released new records by Bing and Gary Crosby, Guy Lombardo and Peggy Lee.

● Reviews and Ratings of New Classical Releases

ORCHESTRAL WORKS
STRAUSS, R.: TILL EULENSPIEGEL; WALTZES FROM "DER ROSENKAVALIER" (1-10") — Philadelphia Orchestra; Ormandy, Cond. Columbia AL 46. 82
This is a melody-laden package of familiar works, all beautifully performed. The sound is excellent, the packaging is smart and the price is right. First-rate catalog stock for any dealer.

JOHANN AND JOSEF STRAUSS: VIENNA PHILHARMONIC "NEW YEAR" CONCERT—1954 (1-12")—Clemens Krauss, Cond. London LL 970. 79
Every year the Vienna Philharmonic pays tribute to the music of the Strauss', the elder Johann, Johann II and Josef. And this new set contains the most famous works by Johann I, "The Radetsky March," and Johann II, "The Blue Danube." These and others are played superbly under the spirited baton of the late Clemens Krauss. Set looks like a solid seller for most dealers, and should appeal to almost all classical buyers.

PROKOFIEV: CHOUT; FALLA: THE THREE CORNERED HAT DANCES (1-12") — St. Louis Symphony; Vladimir Golschmann, Cond. Capitol P 8257. 76
Ballet music of quick appeal, and in the case of the Prokofiev, relatively unfamiliar to many. Can be offered confidently to browsers seeking good and stimulating listening fare, with extra sales to come from those who place a premium on spectacular sound.

MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN); SCHUMANN: SYMPHONY NO. 4 (1-12") — London Symphony; Joseph Krips, Cond. London LL 930. 74
Krips is London's "complete" conductor, being show-cased in ever widening segments of the repertoire. Collectors already familiar with his work will find great pleasure in these musicianly and effective readings of two standard symphonies—his first by these two composers. Copious duplication should act as only a slight brake to a successful sales run of this package.

BRUCKNER: SYMPHONY NO. 4 (ROMANTIC); MAHLER: KINDERTOTENLIEDER (2-12")—Herman Schley, Baritone; Hague Philharmonic; Willem van Otterloo, Cond. Epic SC 6001. 69
The Bruckner-Mahler revival continues full force. While not overshadowing earlier recordings of the Bruckner work, Van Otterloo must be granted a powerful achievement. Schley's "Kindertotenlieder" becomes the first in the LP catalog by a baritone, the voice for which these songs were originally written. Quality of performance will gain this package its rightful share of the total volume.

ORATORIO AND OPERA

HANDEL: MESSIAH (COMPLETE); (4-12")—Soloists; London Philharmonic Orchestra and Choir; Sir Adrian Boult, Cond. London LLA 19. 75
Strong competition to the Westminster set released a couple of months ago. Almost universal appeal of the Handel masterpiece practically assures fine sales reaction here, for now and a long time to come. Boult's performance, and the forces employed, are of the kind most often encountered in concert performance. Reverent and quite conventional, they let the music speak for itself, without the sharp excitement (thru interpretive innovation) conveyed by Westminster's Sherchen. But the score is spread over four disks here, in contrast to Westminster's three. Those with shallow purses might show some resistance, therefore.

BACH: EASTER ORATORIO (1-12")—Soloists; Akademie Kammerchor; Pro Musica Chamber Orchestra; F. Grossmann, Cond. Vox PL 8620. 74
Tho the title season is past, this is a timeless masterpiece that exerts its appeal at any time. The performance here is excellent. What increases the commercial outlook for the set is the growing popularity Stateside of Grossmann, who toured here with his chorus for the first time last season. Look for steady, if not heavy, sales on this item, with spurts in action before major religious holidays.

GLUCK: ORFEO ED EURIDICE (1-12") — Kathleen Ferrier; Glyndebourne Festival Chorus and Southern Philharmonic Orchestra; Fritz Stiedry, Cond. London LL 924. 72
An abridged version of an opera in which admirers of the late Kathleen Ferrier found her in one of her most appropriate roles. While, at the present time, collectors are eager to obtain all of her recordings, this is not likely to be their most treasured recollection of the great contralto. She is not at the top of her vocal form here, tho she does convey great dignity and a full measure of classic grief in this role. Recording dates back to 1947. For devoted Ferrier collectors only (of whom there are many).

FAURE: REQUIEM (1-12")—Soloists, Chorus and Lamoureux Orchestra; Jean Fournet, Cond. Epic LC 3044. 68
The lovely score, dark in timbre, is presented in a persuasive reading by a top-notch collaboration of French artists.
(Continued on page 52)

● Reviews and Ratings of New Popular Albums

JUST ONE MORE DANCE 74
Les Elgart Ork (1-10")
Columbia CL 6287
Part of Columbia's dance music series, and as such, a good bet for summer sales. In contrast to Elgart's "Sophisticated Swing" set, this album is designed to wind up an evening. The mood is sentimental, and the tempo slow and easy with a sure dance beat. Instrumentals include all the old sign-off tunes—"Good Night Sweetheart," "I'll See You In My Dreams," "Dream," "I'll Be Seeing You," etc. Should be particularly appealing to teen-agers at the school dance stage.

HANDS ACROSS THE TABLE 68
Johnny Desmond (1-10")
M-G-M E 186
The gals who listen to the "Breakfast Club" on radio every morning will be quite familiar with the Desmond voice and the type of singing he does in this package of eight sides which M-G-M had in the can when Desmond switched affiliations. Nothing fabulous happens, but it sure is good listening music as Desmond does such fine standards as "Hands Across the Table," "Beyond the Sea," "April in Paris," etc.

INTRODUCING PETE RUGOLO AND HIS ORK 67
(1-10")
Columbia CL 6289
This package serves to introduce the new Rugolo recording band on which

the label has, apparently, pinned high hopes. Tho it may be somewhat sacrilegious to try and categorize the band, it may be described as a cross between Kenton, Sauter-Finegan, Ellington and Shearing. It's progressive in sound and instrumentation, yet there's a definite dance beat evident. Kids looking for different sounds may go for this.

THE BOY NEXT DOOR 64
Roger Williams, Piano (1-10")
Kapp KL 101
A rather scholarly treatment of eight standards. Williams plays well, but his style is a bit too heavy to convey the delicate charm of "My Funny Valentine" and "The Boy Next Door." "Ebb Tide" and "You'll Never Walk Alone" are better suited to his style, which emphasizes flashy runs by the left hand. For middle-of-the-roaders who like their piano pops straight.

A BOY, A GIRL, A LAMPLIGHT 62
Jimmy Shelton; George Siravo Ork (1-10")
Kapp KL 100
Jimmy Shelton, a triple-threat man who writes, sings and plays, gets a chance to show off his tunes and his voice. His is an intimate and warm type of chanting that has found favor in many smart New York night spots. The tunes are frankly sentimental, the type that speak of young love to the exclusion of all else. They include the
(Continued on page 52)



the Voice  of Music

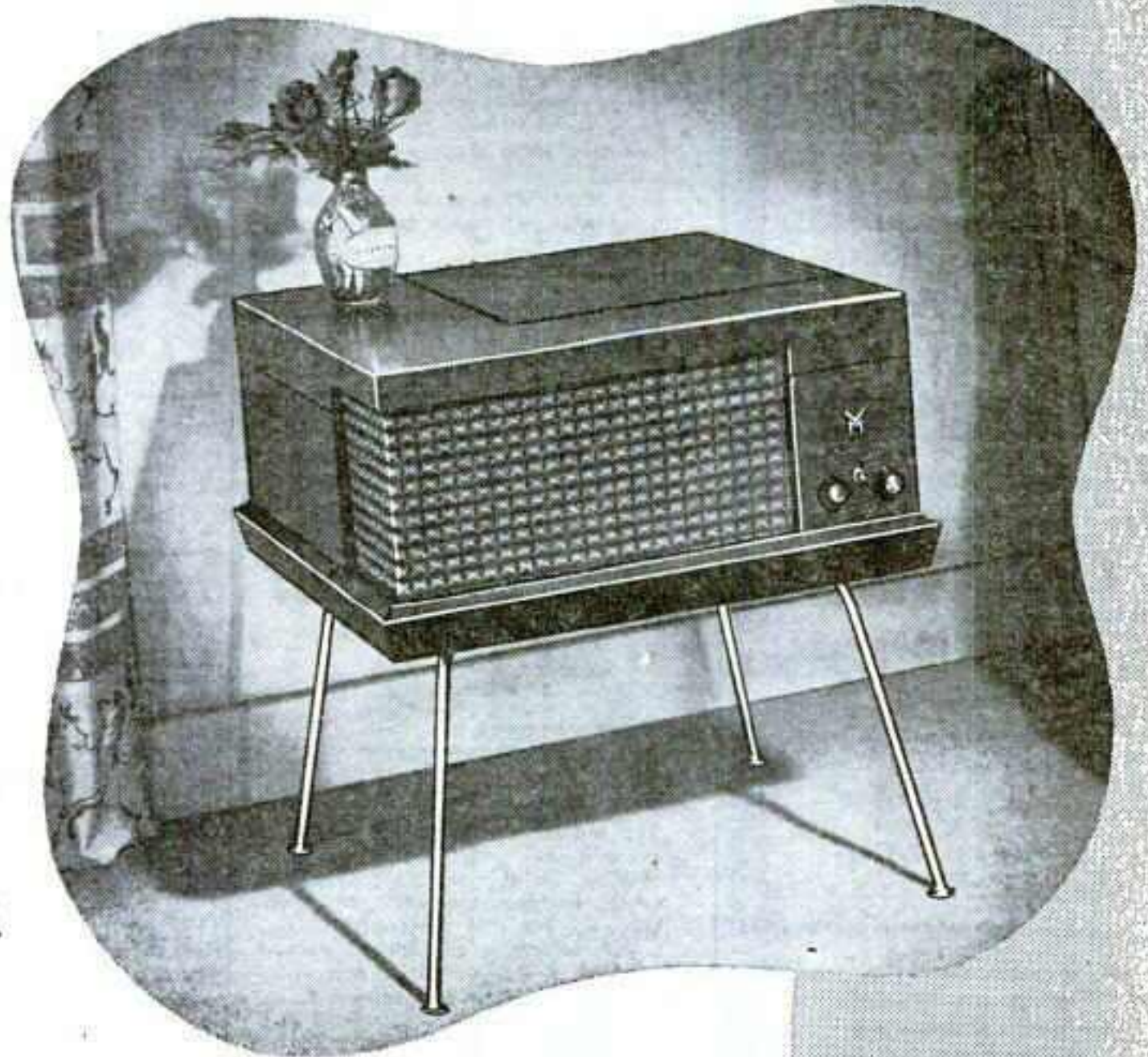
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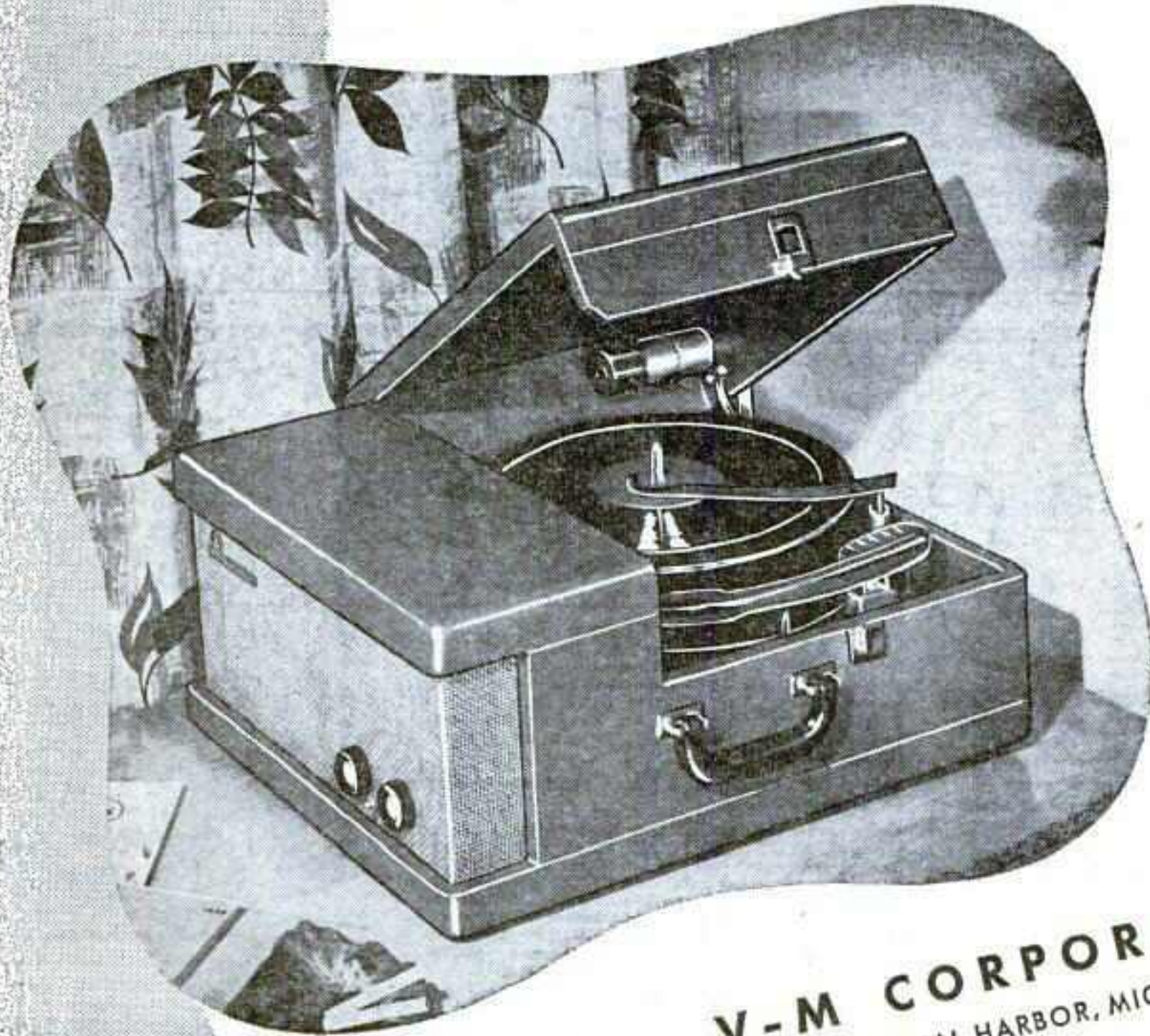
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WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Reviews and Ratings of New Popular Albums

Continued from page 50

hit of years ago, "A Boy, A Girl, A Lamplight," and other intimate items in a similar vein. The backing by the George Siravo ork is mighty attractive. Set should have attraction for the older crowd and sentimentalists who dream of youth and a world that revolves around love.

TEEN-AGE DANCE SESSION 60

Dan Terry Ork (1-10")
Columbia CL 6288

Another in Columbia's dance music series. This deliberate attempt to simulate the music of the thirties and early forties is only moderately successful. The Glenn Miller, Gene Krupa and Benny Goodman stylings are there, but the original tunes are

neither forceful nor effective enough to carry it off. However, youngsters who want to roll back the rug and dance will find the album listenable. Tunes run the gamut thru jump, swing and smooth ballads, with the orchestra chanting the vocals, a la the old Dorsey crew.

IT'LL BE SEEING YOU 62

The Music of Sammy Fain (1-10")
M-G-M E 241

It's almost refreshing to hear the lyrics of fine songs delivered as tho the singer actually knew and believed what he was saying. Sammy Fain, co-writer of some great ones, gets a chance to demonstrate his tunes as only a writer can. Included in the set are "Secret Love"; "I Can Dream, Can't I"; "I'll Be Seeing You"; "That Old Feeling"; "When I Take My Sugar to Tea," etc. He had a hand in writing them all. As for the commercial potential of the set—well, Fain is neither a great singer nor a well-known name. It's good listening, tho.

CALYPSO 58

Tower Islanders (1-10")
Fiesta FLP 33003

Some authentic calypso chants as played at Tower Isle, Jamaica, B.W.I., by the Tower Islanders. Lyrics of the eight calypsos sung are printed in full on the back of the LP sleeve to give the collection additional sales appeal. Numbers include such familiar ones as "Hol' 'm Joe," "Brown Skin Gal," and "Not Me." Lyrics, of course, are racy. Interpretation is spirited.

Jazz

INTERPRETATIONS BY THE STAN GETZ QUINTET 80

(1-12")
Norgran MGN 1000

The hip set should go for this in a big way—and with good reason. Getz may not be the greatest saxophonist in the business, but when he's "on" there are few that can rival his tone, sound, technique and ideas. Backed here by a fine group of men—particularly the Bob Brookmeyer trombone—Getz delivers some ultra fine readings of standards and well-known jazz items. Progressive disk buyers will need this to fill out any collection.

VOX JOX

Continued from page 44

years, is now program director and head deejay for the new 5,000-watt independent station in Tarpon Springs, Fla., WBOY. Linn would like to hear from his friends up North.

Bill Simon, manager of Les Elgart, last week sent out invitations to jockeys in the surrounding area of New Hampshire to come and listen to Les Elgart's new band which was playing at Canobie Lake, Salem, N. H. Merrill Smith and Allen Jasper of WNH, Rochester, N. H.; Robbin Bonneau and Garry Miller of WKXL, Concord, N. H., and Dottie Checchi of WORL, Boston, all attended from distances of 50 miles and more.

Jerry Kay, WTIH, New Orleans, is impressed with Epic Records. He writes, "Its new releases are all potentially big. The new ones by Helene Dixon, Roy Hamilton and Dolores Hawkins all could break big. Keep your eyes on Epic." . . . Rolfe Peterson, KSL, Salt Lake City, spoke to KFI, Los Angeles, by phone last week as a part of a program honoring Salt Lake City. . . . Ted Lumpkin, WNAG, Grenada, Miss., tells us that the kids in his territory "dig this hip stuff the most, man. The rhythm and blues list is now the 'pop' list." He predicts great things for the new Cat label.

Brad Harris, WOHP, Bellefontaine, O., believes that Guy Lombardo's recording of "My Desire" is one of the finest things he's ever done. . . . Allen Nickels, WAVI, Springfield, O., had such a fine response to his Saturday afternoon jazz session that he now plans to program it once a week. . . . Don Estes, KPRC, Houston, tells us that Tony Bennett's "No Teardrops" is moving very fast in his neck of the woods. . . . Len Ross, KORK, Las Vegas, Nev., believes that the Sauter-Finegan crew is the greatest band to come along in the past 10 years.

Wood Groves, KGFL, Roswell, N. J., is co-operating with "Cotton Week" by interviewing the Cotton Queen candidates and playing the tunes they want to hear.

CHARLIE VENTURA QUARTET 76

(1-10")
Norgran MGN 8

Charlie Ventura's many fans will enjoy their idol on this new release by the label. On it the tenorman displays his cool style as well as his versatility on baritone and bass, as well as tenor sax. He does a fine job on "Limehouse Blues," "Ain't Misbehavin'," "Somebody Love Me," and "All the Things You Are." And the saxman is ably supported by a rhythm section composed of Gene Kutch, Louis Cicchini and Ace Tesone. Bright wax here for the cool crowd.

THE CONSUMMATE ARTISTRY OF BEN WEBSTER 73

(1-12")
Norgran MGN 1001

Ben Webster, still one of the finest tenormen around, gets a chance to show off his artistry both as leader and soloist on this new LP slicing. And he turns in lovely, soulful readings on such standards as "Tenderly," "Don't Get Around Much Anymore," "Pennies From Heaven" and "Danny Boy." On jump efforts, like "Cotton-tail," "That's All" and "Jive at Six," he shows he can still jump with the best of them. Webster is on a swing kick here, and there are enough fans of the genre and of Webster, too, to enjoy this set. This could be a steady seller.

THE SECOND AFRO-CUBAN JAZZ SUITE 70

Chico O'Farrill Ork (1-10")
Norgran MGN 9

Chico O'Farrill's second Afro-Cuban Jazz Suite should have much attraction for fans of Latin-American based jazz. It features Cuban rhythms performed in progressive jazz style, and played with spirit by the free-swinging ork. The rhythm is infectious and the music is melodious. The suite is broken into eight parts, some of which, like "Havana Special" and "Fiesta Time," could get a lot of jock play.

Folk Talent and Tunes

Continued from page 46

Price, better known as "Cousin Luke" in Macon, Ga., celebrating his third year with WIBB there. . . . Bob Shaw, KSEO, Durant, Okla., visited with the "Louisiana Hayride" gang recently. . . . Station WBTO, Linton, Ind., continues to make wonderful progress after only five months on the air. Rusty Wright now airs three shows daily at WBTO with mail pull on the rise each week. . . . Red Brown, WAPO, Chattanooga, will play three shows at Chuck Wagon Lake on July 3-5 in conjunction with speedboat races there. . . . Morris Gaskins airing 18 hours of country music weekly at WSFC, Somerset, Ky. . . . Tim and Velma Spencer produced the Memorial Day pageant titled "Pioneers of Our Faith," staged at the Forest Home Conference grounds in San Bernadino, Calif. . . . Joe Maphis and Rose Lee back in Hollywood following a fishing vacation. Their new Okeh release, "The Go'Er Song" getting heavy promotion.

Reviews and Ratings of New Classical Releases

Continued from page 50

set would face brighter immediate prospects were it not for heavy duplication in the catalog. Over the long haul, however, it should pull good response from buyers seeking the repertoire.

INSTRUMENTAL AND CHAMBER MUSIC

BARTOK: ALLEGRO BARBARO; RUMANIAN FOLK DANCES, ETC. (1-12")—Gyorgy Sandor, Piano. Columbia ML 4868 76

Little question that this fine set will have a strong appeal for the experienced collector. Striking performance by Sandor, the collection of Bartok works here is unique and the recording excellent. A first-rate item for Bartok followers.

BEETHOVEN: VIOLIN SONATA NO. 5 (SPRING); VIOLIN SONATA NO. 6 (1-12")—Joseph Szigeti, Violin; M. Horszowski, Piano. Columbia ML 4870 75

Szigeti fans, an exclusive group, will grab this quickly. The general run of collectors, tho, may bypass his searching musical approach for the gloss and technical finish available in competitive versions. Coupling is unique.

AZUMA KABUKI MUSICIANS (1-12")—Columbia ML 4952 69

Early this year the Azuma Kabuki dancers and musicians were imported from Japan to perform in this country as part of a world-wide tour. True lovers of native art forms were most interested in the music and dances, and Columbia is owed a vote of thanks for recording the music for posterity. Just how much of a sale there is for this material is difficult to surmise. The disk, however, thru its clear reproduction of exotic sound has sleeper potential among the hi-fi fraternity.

BEETHOVEN: WIND TRIO IN C, OP. 87, ETC. (1-12")—Vienna Philharmonic Wind Group. Westminster WL 5262 68

A fine package for wind instrument enthusiasts who should find much pleasure in the mellow playing of the Vienna musicians. The trio, an LP first, is joined on this disk by another catalog newcomer, Beethoven's variations on a theme from "Don Giovanni." A third and shorter Beethoven selection rounds out the set.

POULENC: SEXTETTE FOR PIANO AND WINDS; HINDEMITH: WIND QUINTET, OP. 24, NO. 2 (1-12")—Fine Arts Wind Players; Leona Lurie, Piano. Capitol P 8258 67

Two modern and ingratiating scores, with the Hindemith a pleasant surprise for those who find his later works forbiddingly difficult. This disk is the first by a major firm to carry the repertoire. Dealers should know, however, that the catalogs list a duplicate of the Hindemith under "Kammermusik No. 2." Performance and recording are outstanding.

DVORAK: PIANO QUARTET IN E FLAT, OP. 87; JANACEK: STRING QUARTET NO. 2 (1-12")—Galimir Quartet. Stradivari STR 619 62

Two newcomers to the recorded chamber music catalog, the titles in this coupling should interest collectors of the form and those devoted to the Czech idiom. Capable performances and fair sound.

Best Selling Children's Records

- LITTLE WHITE DUCK—Burl Ives Columbia J 85
- DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
- PINOCCHIO Capitol 3203
- LARRY THE LIGHTNING BUG RCA Victor Y 469
- PETER PAN—Bobby Driscoll RCA Victor Y 4001
- PINOCCHIO—Cliff Edwards RCA Victor Y 385
- TWEETY PIE—Mel Blanc Capitol 3074
- BLUE TAIL FLY—Burl Ives Decca K 107
- BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig Capitol 3173
- ME AND MY TEDDY BEAR—Rosemary Clooney Columbia J 70
- TEDDY BEAR'S PICNIC—Rosemary Clooney Columbia J 168
- BOZO AT THE CIRCUS—Pinto Colvig Capitol 114
- TRAIN TO THE ZOO Children's Record Guild 1001
- THE NAGGER—Jerry Lewis Capitol 3190
- BIMBO—Gene Autry Columbia J 195

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

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YOU MUST LOSE THE BAIT TO CATCH THE FISH!

Storm-Tossed AGVA Looks for Dry Land

Continued from page 1

gan almost at once, and AGVA charged that the AFM refused to meet to discuss them as provided in the agreement. The AFM claimed there was nothing to discuss, because it was protecting its members in the right to work.

Jurisdiction

Under its AFL charter, AGVA has jurisdiction of all variety performers in night clubs, theaters, fairs, circuses, water and ice shows. Such names like Bob Hope, Danny Thomas, Danny Kaye, Milton Berle fall into this category when doing personal appearances. The AFM, also an AFL union, has jurisdiction over instrumentalists in all fields except opera and classical concerts.

A few months ago AGVA revoked its 1950 agreement and various AFM locals retaliated by ordering members not to play for AGVA acts. AGVA promptly brought suit against these locals. It won most suits, settled one and lost one. But the legal expense was considerable. The battle is now continuing and will undoubtedly be a major subject on the convention floor.

But while AGVA was in a fight on one front, it was attacked on another by night club owners who charged the union with being a body of independent contractors and therefore not entitled to represent performers. Suits were started in Philadelphia, Baltimore, Chicago and in the States of New Jersey, California and New York, including one before the National Labor Relations Board.

Court Costs

AGVA won practically each suit including a favorable decision from the NLRB. The Hotel Statler suit against AGVA in California is pending. Meanwhile, jobs became less plentiful. Strikes called by AGVA were seldom effective. Performers desperate for jobs violated AGVA orders.

From the administrative standpoint, AGVA has been criticized as being excessively emmeshed in political maneuvering. Some critics have felt that the hands of Jack Irving, administrative secretary, are tied by the national board.

The membership of the national board, consisting of 45 non-salaried members and almost self-perpetuating, has also been the target of attack. One allegation, for instance, is that the board membership, while ostensibly being primarily interested in AGVA, often places self-interest above all considerations.

In the administrative field, AGVA has had a series of colorful leaders, some more colorful than capable. Matt Shelvey, who reigned up to about 1949, was discharged for "cause." A committee of the Associated Actors and Artistes of America took over for a short time, and then Dewey Barto (of the act of Barto and Mann) took over. Barto, an ex-acrobat, proved that he wasn't deft in the inside politicking. By a singular series of coincidental maneuvers, Barto found his "resignation" accepted hurriedly (Barto claimed he never offered it) and Henry Dunn (of the act of Cross and Dunn), a former board member, took over.

Dunn, it was later charged, made "mistake after mistake." On the eve of a critical board meeting Dunn resigned and Jack Irving was appointed.

Irving, besides having to cope with the problems already outlined, also has to face a membership that is confused on a welfare insurance program. Under this plan, each buyer of talent is required to contribute varying amounts to AGVA which it uses to insure its members.

That the entire welfare plan and insurance program will come in for a verbal beating is almost certain.

THE FINAL CURTAIN

BERLE—Mrs. Sarah,

77, mother of Milton Berle, the comedian, May 31 in New York. She had traveled the vaudeville circuits for many years when he started in show business at the age of five. She was known to radio and TV fans because of her occasional appearance and numerous script mentions on her son's programs. Three other sons and a daughter also survive.

BOUGLIONE—Alexandre,

54, noted circus man, May 31 in Fontenay-sous-Bois, France. The son of Sampson Bouglione, a famous showman before him, he had three brothers with whom he managed the Parisian Cirque d'Hiuer. The four brothers also put numerous shows on the road each year under the title of the Bouglione Circus. One of the latest innovations was the production of operettas and ballets in the circus ring.

BROWN—W. C.,

member of the Volunteer Shows, May 18 in Community Hospital, Hartsville, Tenn., of a heart attack. Burial in Wilmington, N. C.

BRUCE—Clarence,

retired bareback rider, in Detroit June 1 after a long illness. Burial in Chicago. Survived by his widow. (Details in Circus section.)

CAMPBELL—Major Levi S.,

39, widely known Texas showman and stockman, May 18 in Dallas of injuries sustained when struck by an automobile. For several years he was associated with his father in the operation of the old Campbell Bros. Shows. More recently he served as ride superintendent and ride foreman on various shows, including James E. Strates, Page Bros., Burkharts and William T. Collins. He was also booking agent for several attractions booked into fairs and celebrations. Survived by two sons, Milderene and Marvin; four brothers, Robert, Los Angeles; William, Dallas; Charles, New Orleans, and Paul, with the U. S. Army in Japan, and two sisters, Pauline, Houston, and Catherine, Dallas. Services May 26 in Dallas, with burial in St. Patrick's Cemetery, Kerrville, Tex.

CHAPMAN—Robert E.,

46, commercial manager and director of WKY radio operations, May 26 in Oklahoma City. He had previously been associated with the national advertising department of the Oklahoma Publishing Company, owners of WKY and WKY-TV. Survived by his widow, a daughter and his mother.

GILMAN—Benjamin,

65, a press agent for Yiddish theaters in New York for 40 years, May 28 in New York. A brother and two sisters survive.

HARE—Sarah W.,

79, mother of James M. Hare, manager of the Michigan State Fair, May 28 in Detroit. Burial in Woodmere Cemetery, Detroit.

HOFFMAN—Harold C.,

58, former governor of New Jersey, June 4 in New York. He was a popular master of ceremonies, serving for many years as the toastmaster at affairs of the order of Saints and Sinners, of which he was an honorary life president. His hotel suite served as headquarters for the organization. Hoffman's stormy political career also included service as a member of the State Assembly; mayor of South Amboy, N. J.; representative from the Third Congressional District, commissioner of motor vehicles and employment security director. He had also earned the title of colonel with the Army Transport Command. His widow, two daughters and three brothers survive.

HOLT—Felix,

56, novelist and former newspaper reporter and radio-TV writer, June 3 in Penns Park, Pa. His novels, "The Gabriel Horn" and "Dan! Boone Kissed Me," received critical acclaim. In the early 1930's he was news editor of Station WJBK, Detroit, later going to WXYZ where he became editor and chief writer for the "Lone Ranger" serial. He also wrote for "Cimmaron Tavern" on CBS and for "Studio One," "Big Town" and other television programs. His widow, a daughter, and a sister survive.

JENSEN—Henry (Hi),

70, former vaudeville performer, May 29 in Galveston, Tex. He became famous as one of The Four Newboys. He toured the nation in the early part of the century, working for the Schuster circuit.

JORDAN—John,

pioneer in the development and manufacture of kiddie rides, May 16 in Lapeer, Mich. Shortly after World War II he established Jordan Enterprises, Lapeer in association with Roscoe T. Wade, carnival owner. He later operated the company independently. Survived by his widow.

KOGAN—Zinevy,

77, conductor and violinist, May 27 in New York. Russian-born, he came to the U. S. from France in 1927 with the Chave Souris Theater as its musical director. He remained in New York with the theater for several seasons and later was professor of violin at Michigan State College. He also taught at the New York College of Music and was an advisor on Russian opera with the New York City Opera Company. A son and a granddaughter survive.

LEVITT—Jake M.,

66, former actor and vaudevillian known as Speaker Lewis, in Masonic Hospital, Chicago, June 2.

LINN—John A.,

80, father of film and stage actor Jeffrey Lynn, June 4 in Worcester, Mass.

the circus portion was performed over the rink covered by a heavy mat. She was a member of the Klein-Chavallis troupe of five fem aerialists.

O'BRIEN—James J.,

55, co-owner of a Swiss Mechanical Village with the World of Mirth Shows and who in the past had trouped with numerous carnivals with a Wild Life Show, May 31 in Niles, O., of a heart attack. (Details in Carnival section.)

RENDSEBERG—Karin,

Danish opera soprano, May 20 in Copenhagen, Denmark. She was a member of Copenhagen's Royal Opera company since 1938.

ROBERTSON—Mrs. Rhoda S.,

57, wife of C. C. T. Robertson, long-time director of the Saskatoon Exhibition, at home in Bradwell, Sask., May 23. Surviving are her husband, one son, two daughters, and one brother. Burial was at Bradwell.

SAXON—Jeff E.,

52, veteran band leader in Mobile, Ala., and Mississippi Gulf Coast area, May 28 in Mobile. For many years he led the Gulf Coast Orchestra. Survived by his widow, Katie; four sons, Jeffrey, Eric, Dewey and Joe, and two sisters, Mrs. Lillie Yancey, and Mrs. Callie Love, Mobile.

SHAW—Len G.,

dramatic critic for The Detroit Free Press for 46 years, May 27. He started reviewing for The Free Press in 1901, and was recognized as the dean of the Detroit theatrical press. He also wrote for a motion picture trade paper. Interment at Ardian, Mich.

STRASSBURGER—Julia,

77, directress of Circus Strassburger, in Hilversum, Holland, April 27. She was the wife of Hans Strassburger and a descendant of the Kossmayer family, German circus dynasty.

TESKA—Mary,

74, mother of Adam and Edward Teska, of the William T. Collins Shows, June 3 in the Dodge (Wis.) Hospital. Also surviving are two daughters, Jennett, Sacramento, and Dorothy Harris, Burial June 5 in Winona, Minn.

TIDWELL—A. J.,

87, father of T. J. Tidwell, owner of T. J. Tidwell Shows, May 20 in Sweetwater, Tex. In addition to his son, he is survived by five daughters, Mrs. Louise Cunningham and Mrs. Pearl Simmons, both of Sweetwater; Mrs. Myrtle Lindsey, Austin, Tex.; and Mrs. L. L. Baker and Mrs. Beatrice Nelson, both of Oakland, Calif. Burial May 21 in Sweetwater Cemetery.

WEISBERG—Frederick H.,

40, opera singer known professionally as Fred White, June 2 in Montclair, N. J. On Broadway he had appeared in "Winged Victory" and "This Is the Army." He also appeared at the New York World's Fair Peace Court. His parents survive.

WHITNEY—Myron W.,

82, music teacher who made world tours with Nellie Melba and Lillian Nordica and sang in light opera with Fritz Scheff, June 3 in Washington. A baritone, he began his career as a recitallist and later taught in New York and Washington. One of his pupils was Eleanor Steber, Metopera soprano.

WOODFORD—Harry E.,

76, of the song and dance team, Jarvis and Harrison, in Woodhaven, N. Y., May 26. He played the Palace and the top circuits, including Pantages and Keith-Orpheum, until his retirement 15 years ago. Surviving are his widow, Fredericka; a son, Harry, and a daughter, Mrs. Georgia Ayers, wife of band leader Mitchell Ayres.

TV Spot Drive

Continued from page 14

characters were reproduced as window banners for service stations, garages and new car dealers. Die cuts were made of them for use as station hangers and can displays. They were reproduced in folders and mailers, editorialized in the company publication and in publicity articles. They were used in trade and consumer media ads. The spots were printed in 35-mm. and scheduled into key drive-in theaters in non-TV areas.

Continuing Campaign

All of Bardahl's approximately 900 salesmen were briefed on the merchandising possibilities of the TV spots. They carried the story to the personnel in the retail outlets. They punched home the public acceptance of the spots and the basic advertising philosophy of the entire Bardahl organization. "Bardahl will not come into your area with a one-shot advertising campaign. We will not try to create a flurry of dealer interest so we can load up outlets and then pull out before material has had time to completely sell your customers. We are advertising week after week, all year long, and next year and next year, getting your customers sold and keeping them sold."

Professional recognition came, too. First came the New York Art Directors' Gold Medal Award in national competition, first time a medal award had ever been given a TV spot. At San Francisco the Advertising Association of the West voted the commercials the "best of the year," and awarded Bardahl the 1953 Hollywood Trophy. The Seattle Advertising and Sales Club gave Bardahl the Roy S. Marshall Award for the "best 1952-'53 advertising campaign out of the Pacific Northwest." Graphis International gave the spots the lead TV layout in their annual volume of the world's best advertising art. The Los Angeles Art Directors gave Bardahl their annual Medal Award and TV spot category award.

Most Satisfying

Most satisfying of all, the spots won the two first awards for most original spot and best spot of the year in The Billboard's Second Annual TV Film Service Awards.

At present the Bardahl animations are being given Norwegian, Portuguese and Italian sound tracks for 35-mm. theater use in Europe where Bardahl has wide distribution. New animation ideas are in rough form looking toward 1955. In the meantime, additional TV outlets are being added as fast as is consistent with good budget planning.

Naturally, Bardahl is pleased with television spots. We are pleased, too, with the housewives who write us, "... we thought the Bardahl commercial was the best we've seen since we bought our set." We are even more pleased with that same housewife's husband who saw the spots, and then drove to his nearest service station to buy a can of Bardahl for the crankcase of his car.

Her brother, Paul, nine; sister, Carla, 14, and her mother and father will work the one-night stand with her. . . . Sauter-Finegan teamed with Frank Sinatra for a pop concert at the Hollywood Bowl September 11. . . . Peggy Lee's first wax with Dave Barbour in many a moon comes out next week, "Summer Vacation," backed with "That's What a Woman Is For."

MUSIC AS WRITTEN

Continued from page 20

King Records, will have his first Mercury disk out next week. . . . Composer-conductor **Bernie Wayne** will baton the Richmond (Va.) Pop Concert to be held in that city on June 21 at the Carillon. The program will consist of all Wayne tunes.

Lee Anders and the **Hearts**, Rainbow Records artists, are in town plugging their latest release. . . . Seeco records has put together a new mambo group, consisting of **Joe Roland**, **Dan Martucci**, **Sammy Di Mario**, **Jose Mangual** and **Luis Miranda** and will release the first wax by the group in one week.

Chicago

Several Mercury artists were in town for cutting sessions. Among them were the **Crew Cuts**, who waxed "Sh Boom" for immediate release. Also cut for immediate release was "The Shoemaker Song" by the **Gaylords**, who were in for a double session, doing albums as well. **Rocco Grecco** and **Lola Dee** also cut sides for the label. . . . **Al Trace**, manager of **Teddy Phillips'** orchestra, announced the band had been pacted by Decca Records.

Celeste Ravel, the gal who was named "Miss Cuddle Me" to promote the tune of that name, has been inked to a personal management contract as a singer by **Bud Bandom** of **Bandom Music**. . . . **Sig Sakowicz** gets another deejay show, this time over the same station but at 5:45 p.m. on Saturdays. . . . The **Ronalds Brothers**, who recently concluded 77 weeks at the Cairo Supper Club, are at the Last Frontier Hotel, Las Vegas. . . . **Buddy De Franco** currently at the Streamliner. . . . **Ralph Marterie** and his orchestra played a one-nighter at the Aragon Ballroom Wednesday (2). . . . **Chuck Foster** current at the Aragon. . . . **Gay Claridge** held over at the Martinique. . . . **Charlie Fiske** held over indefinitely at the Palmer House Empire Room. . . . **Harry James** and his orchestra currently touring the Midwest on one-nighters. . . . **Dan Belloc** and his orchestra open at the Holiday Club this week. On June 25 he opens at the Claridge Hotel, Memphis.

Irving Green, president of Mercury Records, is due back in town from a 10-day trip to Tokyo and Hong Kong. Green is negotiating in Tokyo to set up a record company similar to those set up by the firm in Hong Kong and London.

Denver

Liberace is slated to open Oberfelder's concert under the stars at the Red Rocks Theater next month. Others in the series include **Lily Pons**, **Jose Greco**, the **First Piano Quartet** and **Robert Rounsville**. . . . **George Gobel** is pulling top crowds into the Top of the Park on weekends where he is backed by **Mike DiSalle's** band. . . . **Eddy Rogers**, formerly of "The Hit Parade," has his own band now in **Ben Krasner's** Lakeside ballroom for the summer where he is backing acts from New York and Los Angeles under new talent policy. **Connee Boswell** was the first star of a new program at Lakeside. She closes tonight.

Hollywood

Charley Applewhite made the rounds of local disk jockeys, promoting his new Decca recordings of "You Were Meant for Me" and "Can't Get You Out of My Mind." . . . **Jeri Southern** working at the Near & Far Bistro, sliced "Joey" recently, due for release on the 14th. . . . Decca signed **Andy Kirk** and **His Clouds of Joy**. . . . **Ray Baxter** inked into the Macayo for two weeks. . . . **PVM Enterprises**, new personal management company, has been organized by **Leonard Poncher**, **Bob Van Grove** and **Tony Martinez**. Stable includes **Diahn Carroll**, **Joaquin Garay** and the **Facundo Rivera Quintet**. . . . **Charles Bratnober**, sales manager of **Chatton Distributing Company**, in Honolulu for a week's vacation. . . . **Morty Craft**, of **Bruce Records**, in San Francisco last week on his swing thru distributors. . . . **George Wyle**, arranger and musical director, opening with **Dennis Day** at the Sahara, Las Vegas, June 8. . . . The **Alberghetti** family, with **Anna Maria** headlining, will appear in concert at Red Rocks, Denver, August 12.

MARRIAGES

REYNOLDS-OCHS—

Tommy Reynolds, television performer on Station KGBS-TV, San Antonio, and Bernice Ochs, non-pro, May 23 in Boerne, Tex.

THALER-SALKIND—

Dan Thaler, carnival agent, this year with the I. T. Shows, and Evelyn Salkind, Yonkers, N. Y., school physical culture instructor, June 12 in New York.

BIRTHS

ADKINS—

A daughter, Andrea Kay, to Mr. and Mrs. Luther Adkins May 27 in Fort Worth. Father is religious co-ordinator for WBAP-AM, PM and TV.

ALLEN—

A son June 3 to Mr. and Mrs. Rex Allen in Cedars of Lebanon Hospital, Los Angeles. Father is the Western film star and Decca recording artist.

CADDIAN—

A son, Craig, to Mr. and Mrs. James L. Caddian May 31 in New York. Father is director of programming and production of the Du Mont television network.

CASEY—

A daughter, Kathleen, June 2 to Mr. and Mrs. Jack Casey at Sisters Hospital, Santa Maria, Calif. Father is a member of the KNX-CBS Radio Press Information Department, Hollywood.

DACUS—

A daughter to Mr. and Mrs. Mel Dacus in Fort Worth May 17. Father is staff announcer on Station WPAB, that city.

KOBLENZER—

A daughter, Amy Elsa, to Mr. and Mrs. William Koblenzer, May 26 in Doctor's Hospital, New York. Father is Eastern sales manager for the Du Mont Television Network.

LARKEE—

A son, Darrell Kip, recently to Mr. and Mrs. Charles Larkee in Mirror Lake Hospital, Waupaca, Wis. Father is assistant manager of the Tip Top Shows.

IN MEMORY
Of My Beloved Wife
VERA L. MARKS
Professionally known as Lorraine V. Wallace, who passed away on June 9, 1953.
"Rest in peace, my Dear,
I will always love you."
FRED H. MARKS

MATINA—Mike, 53, midget with the Virginia Greater Shows, May 31 in Nyack, N. Y. (Details in Carnival section.)

McELYA—Albert,

54, veteran concessionaire with the Star Amusement Co., May 17 in Memorial Hospital, Arkadelphia, Ark. Survived by his widow and a brother, H. E. McElya, Atlanta. Services May 19 with burial in Hollywood Cemetery, Arkadelphia.

IN MEMORY
Of My Husband
HENSLEY R. MARTENEY
Who passed away June 5, 1953
ALMA MARTENEY

MELTZER—Eva, 20, German aerialist, in Marseilles, France, May 2 of injuries from 12-meter crash when iron-jaw swivel broke as she was doing a spin during a performance at the Cirque Pinder. One half of the show being an ice revue.

Straws Dot R-B Route, Give Show Best Start in Years

Turnaways Build Record \$10,905 One-Day Side Show Gross in Philly

MINEOLA, N. Y., June 5.—Ringling Bros. and Barnum & Bailey Circus this week and last put together the best grouping of straw and capacity houses that it has enjoyed in a number of years. The Big One is ahead of any recent year by thousands of dollars and the prospects for continuing good business are excellent as the show heads tomorrow for a quick trip thru New England, playing only a handful of cities that have always paid off in the past, good times or bad.

After a successful opening under canvas in Baltimore, followed by its usual stand in Washington, the Big Show last week hit pay dirt on a new lot in Philadelphia. The Quaker City stand started the show on a bonanza 10-day stretch which, added to the record indoor showings in New York and Boston, had the show ticket wagons bulging with the long green stuff.

In Philadelphia the Big Show did good business throughout the first part of the week. On Friday night (28) and again on Saturday (29) the customers were strayed and the sale of tickets was stopped only when the governing firemen refused to permit the entry of more persons. The saturation point was reached well in advance of show time and appropriate announcements were made.

Side Show Record

The necessary cancellation of a planned Sunday (30) showing in Philadelphia because of the blue laws undoubtedly cut the Big One out of two additional capacity houses. The overflow gave mid-way units banner business and the Side Show on closing Saturday (29) hung up an all-time record for a single day, grossing \$10,905.50 in admitting 21,811 persons at 50 cents each.

Always an excellent Side Show

Season's Bow Drops Off 30% For Newberry

CHICAGO, June 5.—Altho given good weather at its season's bow at Council Bluffs Friday (28), Tournament of Thrills was off approximately 30 per cent at the box-office, according to Earl Newberry, top man in the organization. Thrill show bowed at Playland Park in the Iowa city which was also the opening day for the park.

Newberry said he had canceled out a scheduled engagement at Soldier Field here in July as another thrill show had been booked in four weeks ahead of him. He said that business conditions do not warrant bucking another show, especially in view of the cost of billing and advertising. Instead, he will play a number of outlying spots in the Chicago area.

As a result of business at the opener, Newberry is curtailing his still-date schedule this year. The strong fair route booked might develop a winning season, he said.

Pennsy Charters New Track Group

HARRISBURG, June 5.—A State corporate charter has been issued by the Secretary of the Commonwealth to the University Speedway, Inc., 231 Westerly Parkway, P. O. Box 131, State College, Pa., authorizing the new corporation to capitalize at \$25,000 for the purpose of building and operating facilities for all kinds of sporting events, amusements and exhibitions.

Incorporators of the enterprise were listed as Ivan L. Dodd, August F. Lehman, Jack E. Lynn and Thomas E. Peirce, all of State College.

town for the Big One, the kid unit has had \$10,000 days there in the past, but probably not since the late Fred Smythe managed the show unit thru the booming postwar years.

The observance of Decoration Day on Monday (31) gave the Big Show a turnaway matinee at Wilmington, Del. At night only two sections of reserved seats were empty. The matinee was announced as sold out a full 45 minutes before show time.

Back to Wilmington

The show had omitted Wilmington since 1951 because of the lack of a suitable show site. This year the Prices' Corner grounds, used often by carnivals, was booked.

In the past the show has usually arrived late in Wilmington necessitating a late and sometimes abbreviated matinee with a resulting decline in attendance. The cancellation of a planned Sunday showing in Philadelphia made it possible for the show to arrive here Sunday where it was greeted by a huge crowd watching the unloading and setting-up process.

Returning to Atlantic City after a long absence, the circus was greeted by turnaway audiences afternoon and night. The Atlantic City showing was the first to be made with an overnight move and everything went smoothly. The

Perfect Weather Ups N. E. Holiday Grosses

BOSTON, June 5.— Perfect weather scored record grosses at New England fun spots opening for the Memorial Day weekend. More than 75,000 were reported at Revere on Saturday (29) with the temperature at 80, and 50,000 were reported at Nantasket the same day.

Sunday (30) and Monday (31) saw crowds increasing in numbers at both spots, and Hampton Beach, N. H., reported over 100,000 for the weekend. Ops, who had waited out a dreary May which saw more rain than any other May in the history of the Boston weather bureau, clicked on the warm three-day weekend.

Prices were up in many spots for the Memorial Day holiday in keeping with the trend practiced for the past few years. At Paragon Park, all major rides were pegged at 25 cents for adults and

Weather Hurts Can. Thrillers On Two Stands

FREDERICTON, N. B., June 5.—The Congress of Canadian Daredevils had rough going on the Maritime Provinces route here this week. They opened at Woodstock, New Brunswick, on Monday (31) under threatening skies, then came to Fredericton to have both performances rained out, June 1-2.

The engagement on the race track here was directly under the Fredericton Exhibition, Ltd., and a return date has been set for July 11-12.

The Congress Eastern unit is managed by Co-Owner Paul Boivin. A Western unit opened in Estevan, Sask., this week under the management of partner Mitchell Robinson.

Currently in the performing line-up are Lucky Carls, driver of the cannon car; drivers Bobo Canup, Buddy Young and Tommy Yost; Jerry Pleasance, clown, and Harry Duffins, master of ceremonies.

The Eastern unit will be in the Maritimes until July 16, then will play fairs in Ohio and Illinois for the Gus Sun Agency.

sale of general admission tickets at the beach resort was cut off at 8 o'clock.

Trenton Ordinary

Wednesday (2) at Trenton, N. J., they garnered only moderate business, the first such day of the past week. Show execs were not disheartened, however, noting that Trenton had always been an ordinary town for the Big One.

The pace picked up again at Asbury Park, another Jersey shore spot, on Thursday (3) and yesterday the Big Show moved into Mineola, L. I., for a two-day stand. This is a sponsored date, and so assured of success in advance. The combined American Legions posts of Long Island have been peddling the ducats well in advance and capacity houses are anticipated.

Yesterday the weather was damp and the clouds hung low. It was the first such day that the Big Show has had to contend with since leaving Washington.

The tricky move to Long Island, necessitating the use of barges and the Long Island Railroad, involved some delays, as usual, but the performances went on as scheduled.

The show has received excellent publicity all along the line with several page 1 hits in Wilmington notable.

kiddies alike, and moppet rides went at 9 cents each, 3 for a quarter.

At Paragon, a Ripley "Believe It or Not Odditorium," trailer unit No. 3, exhibited for the Hull Disabled Vets, with patrons donating after a free trip thru the trailer exhibit.

Record Memorial Day

The biggest Memorial Day weekend activity in history was seen by park and beach funspot ops and by police traffic bureaus. On the Cape, police at Hyannis, Falmouth and Provincetown, three of the largest resort centers, reported the traffic as "just like mid-summer."

In Worcester, Mass., White City Park preemed on Saturday night (29). Kiddieland was opened at 2:30 in the afternoon to a big moppet infiltration, and the park, under new management, garnered a record crowd thru ballyhoo for Dagmar, the Moulton Troupe, motorcycle thrill act, and \$5,000 worth of prizes.

Money was spent everywhere over the holiday in fun spots. Ops said that patrons had had no chance to get outdoors earlier because of the May rains.

Based on the big holiday score, outlook was bright, and State officials in Massachusetts said indications were that more visitors

(Continued on page 56)

Polack Eastern Up in Austin

TUCSON, Ariz., June 5.—Polack Bros.' Eastern unit played to strong business at Austin, Tex., setting a new local mark. At San Diego, Calif., promoted by Sam Ward, the show had big crowds in Balboa Park Ford Bowl. At Tucson the show was sponsored again by the combined Shrine and Knights of Columbus organizations.

TV Station KOPO, a Gene Autry corporation, gave the show an hour's program the night before the opening. Nate Lewis, Larry Benner, Paul Kay, Frederick Werner, Gene Randow, Gene Bogenos, Carl and Carla Wallenda, and Alfredo Landon Troupe appeared on the program. Austin newspaper publicity included a page 1 photo. The Parley Baers visited at San Diego.

TICKET DOLDRUMS RETURN AS OPS EYE N. Y. TAX MOVE

NEW YORK, June 5.—The slowdown in ticket-ordering, most pronounced recently as wary showmen were awaiting lifting of the federal admissions tax, was on again locally this week. With the city pondering a 5 per cent tax of its own, there was no action of any kind on the ticket scene. Film houses of the major chains had ordered millions of ducats from National Ticket Company's Shamokin, Pa., plant when the federal levy was lifted, John Conway said here, but if the city okay's its own tax "all the tickets will be good for is a great big bonfire." The plant is holding deliveries to a minimum so it can make any necessary changes in prices. Meanwhile, legit houses were faced with an unpleasant and expensive refund situation on thousands of advance orders which have been based on prices that may change due to the proposed tax.

Fear Others Will Try 'Me-Too' Tax IF N. Y. Bill Passes

Mayor to Hold Hearing Before Signing 5% Fun Admissions Levy

NEW YORK, June 5.—This city's amusement people were sizzling with indignation this week on the heels of approval of the 5 per cent admissions tax by the City Council. Final approval by the Board of Estimate yesterday was a foregone conclusion. The tax will be effective July 1 unless the city by that time finds some other source of revenue.

The measure slaps a 5 per cent levy on virtually all forms of entertainment. There were very few exceptions, high among them the one which says tickets of 10 cents and under will not be taxed.

Dime Tickets Exempt

This will offer some small compensation to kiddie ride operators who hiked their rates from 9 cents to 10 when the federal impost of 20 per cent was lifted only a short while ago.

Also exempt from the new tax will be admissions to boxing and wrestling matches, horse racing, or entertainments held for purely charitable purposes.

Theater people led the organized resistance to the tax, with vociferous protests also being voiced by the city's three major league baseball clubs. Altho it is anticipated that the city will gain

about \$17.5 million from the tax this year, the movie representatives also were protesting with the knowledge that this tax measure action is being eyed across the nation and could spark a wave of similar legislation in other communities.

Hearing Required

After yesterday's expected okay by the Board of Estimate, the measure goes to Mayor Robert Wagner, who must hold it five days before holding a public hearing prior to his decision on whether to sign it. This would have the hearing come on Wednesday (9).

Political issues were injected into the controversy almost instantaneously. City Democratic leaders said their tax was necessary because

(Continued on page 56)

Tomasko Model Exhibit Ready To Go on Road

NEW YORK, June 5.—Tomasko's Chateau in Miniature, a model exhibit featuring 21 scenes carved from wood, has been reworked to allow its being transported as a road attraction this year, according to model builder George S. Tomasko. He signed this week with Bob Ensworth, whose agency here will handle bookings and publicity.

The miniature includes interior views of a European chateau, plus models of an old English castle. One of the highlights is Tomasko's reproduction of a cathedral.

The collection, 17 feet wide and 60 feet long, was shown for the first time in 1950 at the Steel Pier in Atlantic City. It was displayed at Palsades Amusement Park in 1951-'52 and returned to the Hamid pier last season.

The display now can be assembled and dismantled in about two days' time. It is contained in 21 cases, each having a glass front and fluorescent lighting.

Rain Again Soaks Prell In Virginia

HARRISONBURG, Va., June 5.—Rain is continuing to wash out the earning hours needed by Prell's Broadway Shows. After some 18 days of rain in Richmond, Va., the show moved in here and, the Prells report, the weather is even worse and business nil. The show has been handicapped at virtually every spot played to date by the weather.

The show heads north tomorrow, to Essex, Md. The following week it will be on Long Island and then plays the Stamford (Conn.) Exposition. These dates hold the promise of good earnings in good weather.

Omaha Signs Jeffery Lynn For Cent. Spec

OMAHA, June 5.—Jeffery Lynn, motion picture and TV actor, will head up the cast of more than 1,500 in the Centennial Spectacle to be held here August 23-29, Alfred Stern, celebration director, announced. The production will be staged at the Ak-Sar-Ben race track here.

Spec will take place on a multi-level stage designed by Morton Haack, of M-G-M Pictures, and will be directed by James Vincent Russo, who co-produced the Bette Davis revue, "Two's Company." The script is being prepared by William Gibson and will relate the history of Omaha and the Nebraska Territory.

Dr. Richard Duncan, director of the Omaha Symphony, is musical director; Ted Cappy, former dance director of the St. Louis Municipal Opera, will head up the choreography department, and Kendrick Wilson, director of Omaha's Community Playhouse, will assist Producer Russo.

Larry Sunbrock Set for Cincy

CINCINNATI, June 5.—Larry Sunbrock brings his rodeo and thrill show to Crosley Fied, home of the Cincinnati Redlegs, June 18 for a three-day stand.

In addition to the contingent of cowboys and cowgirls, Sunbrock says he'll have such special features as Little Jimmy Boyd, the Valencias, the Sky Kings, the Alcidos and Jimmy Troy. Outfit recently returned to the States after a tour of ice rinks in Canada.

\$50,000 RENT

Noise Suit Vs. Million \$ Pier Is Tossed Out

ATLANTIC CITY, June 5.—Superior Court judge this week refused to issue a restrainer against the Million Dollar Pier. Owners of the near-by Shelbourne Hotel had complained that noise from the amusement spot made it impossible for guests to get proper sleep and relaxation, resulting in loss of business for the hotel.

The hotel singled out as excessively noisy the pier's Ferris Wheel, Carrousel, Shooting Gallery and loudspeakers.

Attorney Murray Fredericks, representing President Max Tubis and Secretary Harry Schwartz, of the pier's Beach Amusement Company, filed affidavits saying the pier lease, which runs thru 1959, calls for yearly rental of \$50,000 plus a percentage of the gross over a certain figure. It was also claimed the corporation has put \$250,000 since 1950 into improvements and that it is run in an orderly, quiet and lawful manner.

Judge Vincent Haneman held there was no nuisance at the location, and no legal basis for relief to the hotel's complaints.

New England Washed Out by Wettest May

BOSTON, June 5.—Here's what funspot operators in this territory had to contend with in May:

More rain than in any one month in Boston since official records were begun in 1871. A total precipitation of 13.38 inches.

It rained on 18 days of the month.

There was a run of 11 consecutive days of rain, May 2-12.

It rained every weekend except the Decoration Day one, when ops got a break of three perfect days.

On one of the weekends, May 15-16, there was a deluge of 5.74 inches, second greatest 24-hour downpour in local history.

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CROWDS GOOD, CONEY SHELVES TAX BLACKOUT

NEW YORK, June 5.—Coney Island planned last week to black out Surf Avenue and adjoining amusement streets as a protest to the proposed 5 per cent city amusement tax, just as did Times Square theater owners. But crowds were so thick on the Island on Monday night (31) and business for all was so good, it was decided to keep the lights on and cash in while the spenders were on hand.

Sweeney Beats Weatherman; Gets Races In

CHICAGO, June 5.—Three auto race meets staged by National Speedways, headed by Al Sweeney, played tag with the elements over the holiday weekend but all three programs were run off with attendance holding surprisingly strong.

A 100-mile stock car race at the Kansas Free Fair track, Topeka, on Sunday pulled 11,000—an unusually strong turnout—but it was necessary to start the races 15 minutes ahead of schedule to beat rain that threatened.

At Belleville, Kan., the same day one inch of rain fell in the forenoon and it was not until noon that the track crew could get on the track. The track was ironed out, with actual racing deferred until 4 p.m., when the events were run off before a crowd estimated at 6,000. The program was marred by an accident in which Bobby Grim, of Indianapolis, looped his car and suffered third degree burns.

On Decoration Day the Sweeney organization opened the new Robbins Speedway at Wichita, Kan., at night in the face of storm warnings and high winds. A crowd estimated at 4,000 braved the warnings to view the sprint races.

Cranston, R. I., Cele Includes Atom Display

CRANSTON, R. I., June 6.—This city's Bicentennial Celebration opened a week-long run on Friday night (28) and was scheduled to close yesterday.

Free attractions included the Atomic Energy Commission-sponsored atomic energy exhibit, a marathon road race to be run from Cranston Stadium to the State House and back, and pageant by costumed Indians of the Narragansett, Wampanoag, Pequot and Mohegan tribes.

The Bicentennial Pageant was to be held nightly on a mounted stage, with a cast of 1,000 city residents depicting 14 scenes from the history of Cranston. The closing day parade yesterday was replete with floats and marching bands. United Amusement Company held down the midway at Cranston Stadium.

Leonidoff Set To Produce Shrine Show

NEW YORK, June 5.—Leon Leonidoff will produce a special show—Hi Neighbor!—for the national convention of the Shrine to be held in Atlantic City next month. With the reported format in the form of an elaborate musical, a line of 36 girls plus numerous specialty acts will be used. Negotiations for some of the acts are now being conducted with George A. Hamid office.

Top names reported set for the spectacle include comic Bob Hope and Gloria de Haven.

All Shriners registering at the convention, which is expected to draw some 100,000 people to Atlantic City, will be given a free ticket to the Steel Pier.



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Lubbock Spends \$326,722 On New Buildings, Midway

LUBBOCK, Tex., June 5.—Work has started on three new buildings, including a 5,500-seat show and exhibit building, at the Panhandle South Plains Fairgrounds here.

The coliseum, plus a new women's building and a large agriculture building will cost \$326,722. To date construction is on schedule and the buildings will be ready for use at this year's fair which will run from September 27 thru October 2.

Fair officials expect to present a Western name show for the gala

opening of the show building. This will be the first such indoor attraction ever presented at the fair, Charles L. Adams, Jr., fair association president, announced.

Along with the new construction, officials have rearranged the midway to add more concession space and more than double the outdoor commercial exhibit space.

The show building will contain an arena 75 by 147 feet, dressing rooms, ticket offices, concession stands and 4,000 square feet of commercial exhibit space. The over-all size of the structure will be 177 by 194 feet.

In addition to housing fair attractions, the building will be available for stock shows, rodeos, ice shows and other off-season entertainment.

The agriculture and women's buildings, which will cost \$58,048, will replace old wooden buildings used by these departments for many years. The new structures will be of concrete construction and will have much larger exhibit spaces than were available previously.

Set Program for O. Berry Festival

HOLLAND, O., June 5.—Little Richard and the TV Plainmen, the Starlighters, rides, games and a parade are among the entertainment features set for the annual Strawberry Festival here June 11-13. Proceeds from the event will be used for equipment and development of Strawberry Acres Park, bought by the festival organization from funds raised at previous festivals.

A parade with bands and floats will get under way at 1:30 p.m. Saturday. William Adams is parade chairman. Selection of a strawberry queen will feature the Saturday night program. Various strawberry foodstuffs will be served and a strawberry mart will also be operated.

Ohio Stand Betters Ky., Richards Says

GREENFIELD, O., June 5.—Franco Richards, owner, said his Ring Bros. Circus played to one of its strongest days of recent weeks here Monday (31). Kentucky, he said, was rough going. Greenfield gave a half house for the matinee and a three-quarter night turnout.

Mrs. Hoot Black was injured in a fall at Hallsville, Ky., Richards reported. She fell during an iron jaw act and fractured her pelvis. After 10 days in a hospital, she has rejoined the show. A prop truck was wrecked at Greensburg, Ky., Saturday (29), it played at Piketon, O., heart of a large atomic project.

Illions Opens Buffalo Spot

BUFFALO, June 5.—New Liberty Park began its season with a preview Saturday and Sunday (22-23) which drew well despite cool weather. Full season opened Decoration Day weekend (28-30). The Harry Illions operation is adding a Tilt-a-Whirl, Flying Scooter and a larger train. Paint, flags and other flash were ready despite much recent rain.

W. C. (Doc) Davis is manager. Carl Rothfuss is an associate owner with Illions. C. H. Malone is auditor. In charge of tickets is S. H. Shaffer. Most of the picnic bookings have been handled by Davis, with Shaffer assisting him at times. Earl Crouse is in charge of food and drink concessions.

Picnic booking is solid, Illions said, except for a few weekday times. All Saturdays and Sundays have been taken for the season. Illions will be in the East while this and his Celoron Park, Jamestown, are getting underway. Later he expects to go to Pomona, Calif., to look after his operation at the Los Angeles County Fair.

BIG DEMAND

Sky Kings Set Solid '54 Route

JAMAICA, N. Y., June 5.—Demand for the double sway pole with the exchange trick as featured by the Sky Kings has been growing and as a result the act is booked almost solid for the season, according to Bill Atterbury, top man in the act.

An example of the act's popularity was displayed this week in Long Island where Atterbury and two of his performers had a total of 625 feet of rigging in the air at one time in three neighboring towns. Double 125-foot swaypoles were up here and in St. Albans and a single 125-footer in Springfield Gardens. The three aerialists rushed from spot to spot to fill the commitments.

The rest of the season is practically solid with bookings. The act will split following its New York dates, with the Sky Masters going to the Bill Lynch Shows in Canada, while the Kings will head for Larry Sunbrock's Wheeling, W. Va., date, June 10-12. The Sky Kings will also play for Sunbrock's in Cincinnati July 18-20 before launching their tour of Western Canadian Class A Fairs for the Ernie Young Agency.

Following the Canadian jaunt, the Atterbury act will play the Detroit Police Circus, August 7-8, to be followed by fairs at Wilmet, Wis.; Davenport and West Liberty, Ia.; Manitowoc, Oshkosh and Clinton, Wis.; a Brooklyn booking September 6-18, followed by the Tennessee State Fair, Nashville, and the State Fair of Texas in Dallas. Atterbury is then signed to play three stands with the Tom Packs Circus at Natchez, Miss.; Baton Rouge, La., and New Orleans between October 7 and November 28.

Forsythe & Dowis Set Velare Rotor Into Cheyenne, Wyo.

STERLING, Colo., June 5.—Alfred G. Osborne, manager of Forsythe & Dowis Rides, this week announced that the organization had booked the new Rotor ride manufactured by the Velare brothers, Cutris and Elmer, of Long Beach, Calif., into the Cheyenne Frontier Days, Cheyenne, Wyo. Dates of the Cheyenne event are July 26-31. The Velares are considering booking this ride at other Rocky Mountain dates this year.

Weather-Hit ACA Holds Over Added Week in Kenosha

KENOSHA, Wis., June 5.—The Amusement Company of America was virtually idled here this week because of rain and cool weather. As a result, show officials decided to hold over for another week.

Gravitt-Westphal Sign Centennial

OGLESBY, Ill., June 5.—Gravitt & Westphal Shows have signed to provide the midway attractions at the Winnebago, Ill., Centennial Celebration, July 3-5, Mary Westphal, partner, announced. In addition to rides, shows and concessions, the event plans free acts, fireworks and other entertainment.

Perfect Weather

would flock to Yankeeland seeking recreational spots than ever before in history.

Prices Upped
Raymond J. Keeney, director of the Division of State Forests and Parks, said prices have been revised upward for use of park facilities. Revisions are: Picnic sites from 75 cents to \$1; one-room cabins, from \$3 to \$4 a day, and three-room cabins, from \$5 to \$7.50.

Price revisions at most of the fun spots in the New England area are upward as the season commences. Some are pegged at standard prices, but for the most part, they are edging upward. There have been no beefs of any great extent reported on the ride price uppings.

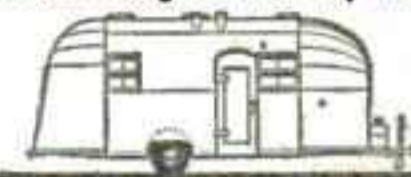
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Brass to fit — \$.35 per ft.

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AFRICAN DIP GETS TOP MONEY

This is the original Cooley "African Dip" as formerly mfd. by Cooley of Chicago.



FAIRS-PARKS-CARNIVALS
\$40 per hour or more possible. Small expense to operate: easy to put up and take down. Only \$295 complete. With 2 nets, 12 balls and choice of steel tank or canvas tank with frame OR \$220 WITHOUT TANK. \$150 cash with order, balance C.O.D., F.O.B. shipping point.

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Nation's Sensational GIVE-AWAY PACKAGE

For Shooting Galleries, Slum Stores, etc.

Beautiful Box, Right size With Delicious California Candy Will Withstand All Weather Conditions

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PARK OWNERS NOTE!

Miniature Golf can make you big added profits. See our custom-built Courses at Golfland, 4th and Kingsley, Asbury Park, and Kiddly City, Douglaston, Pa. Then inquire promptly for a friendly discussion of possibilities for your site.

HOLMES COOK MINIATURE GOLF CO.
631 Tenth Avenue New York, N. Y.

N. Y. Mulling 5% Fun Tax

Continued from page 54

cause the Republican State administration has not come up with sufficient financial aid for the city's budget woes. State officials said there is no need for the tax and that the city is raising "a counterfeited political issue for next fall."

The new tax can seriously affect the outing booking picture in which area amusement parks are the parties. Steeplechase in Coney Island and Rockaways' Playland in Queens will feel the 5 per cent bite. Palisades (N. J.) Amusement Park, Indian Point Park in Peekskill, and Playland, Rye, will not be affected.

It is anticipated that competition in booking activity will heighten as a result of the tax, with the untaxed parks enjoying the initial advantage, since in figuring package deal rates they will not be faced with the city taking out a 5 per cent bite.

Many of New York's kiddie parks went to 10 cents when the federal admissions tax was lifted. Some retained their old 9-cent prices, and are expected to come up to a dime now that there is no danger of a tax. This penny increase would offset the penny they would have to give the city on any 15-cent tickets for kiddie Roller Coaster.

Also caught in the tax vise are kid parks which have recently installed major rides, with prices scaled at nickel steps up to a quarter.

In order to come up with even-nickel prices of 15, 20 and 25 cents, the city's ride people, which includes traveling organizations, would have to give away fractions of pennies at every level. A possible ticket structure, with the true 5 per cent show in parenthesis, would be as follows: 15-cent ticket, 14 plus 1 (.7 cents), 20-cent ticket, 19 plus 1 (.95 cents), quarter ticket, 23 plus 2 (1.65 cents). In each instance the operator would concede to the city a few mills over the 5 per cent, for the sake of achieving a "round" price.

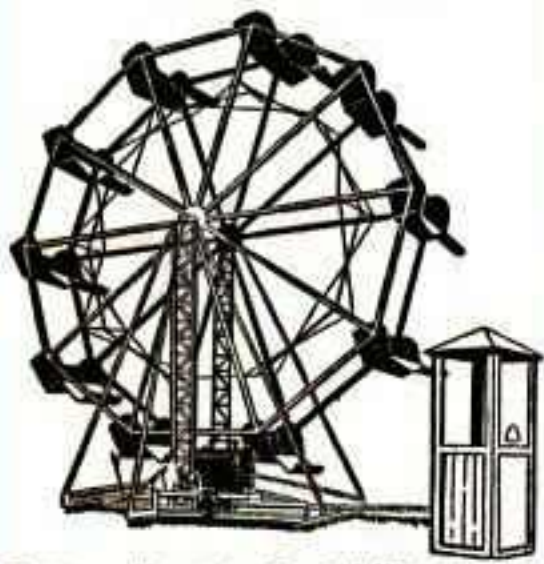
A move to increase the exemption on tickets up to 50 cents for movies only was rejected. The council said an exemption from the tax would not be valid unless it applied to the entire amusement field.

The tax matter has proven unpopular in virtually all circles here. Every daily newspaper has editorialized against it. All amusement area chambers of commerce have protested it. Times Square was blacked out from 9 p.m. thru the next day during which time all marquees were darkened. It was estimated that joining in the blackout were 570 movie houses, plus legitimate theaters, dance halls and other establishments. Theaters all had tables under the marquees at which protest petitions were signed by more than a million people thru today.

TENTS TENTS TENTS
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Flashy Trimmings • Any Color • All Sizes • Flameproof or Regular
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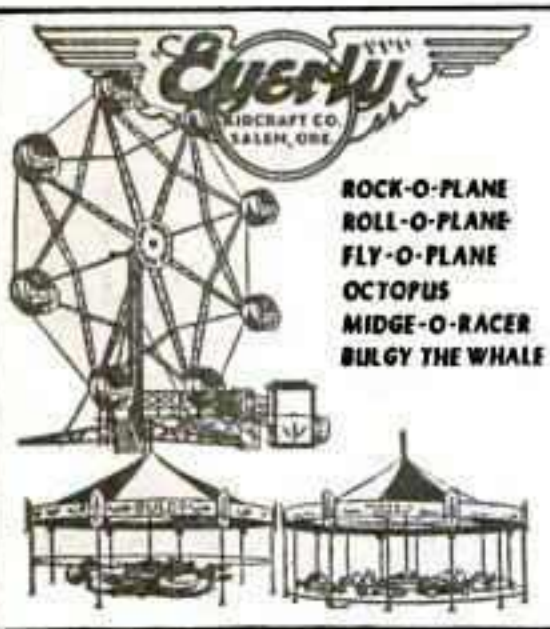
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- * Speed Boat Ride
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- * Rocket Ride
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- * Kiddie Coasters
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COMING EVENTS

Arkansas
Lake City—Watermelon Festival, Aug. 30-Sept. 4.

Arizona
Flagstaff—Southwest Indian Pow Wow, July 3-5.
Glendale—State Melon Growers' Festival, July 9-10.
Globe—Junior Rodeo, June 26-27.

Arkansas
Caraway—Picnic and Celebration, July 5.
J. C. Gildwell.
Portia—Celebration, July 4.

California
Long Beach—International Association of Auditorium Managers' Convention, July 18-22.
Los Angeles—California Gift Show, Biltmore and Alexandria hotels, July 25-30. Chamber of Commerce.
Orick—Paul Buhan Celebration, June 7-12.
San Francisco—Flower Show, Aug. 25-26. Alfred Stettler, Room 278, City Hall.

Colorado
Boulder—Celebration, July 4.
Brighton—Adams Co. Open Horse Show, July 24-25.
Colorado Springs—Jr. League Horse Show, July 9-11.
Colorado Springs—Pikes Peak Quarter Horse Show, June 25-26.
Delta—Deltarado Days, July 30-31.
Denver—Antique Show, July 22-25. L. Verne Slout, Vermontville, Mich.
Fairplay—Gold Days Celebration, July 30-Aug. 1.
Glenwood Springs—Strawberry Days, June 19-20.
Greeley—Horse Show, June 26-27.
La Junta—Koshare Indian Spring Festival, July 16-18.
Limon—Celebration, July 5.
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.
Salida—Shavano Days of '49, July 4.
Springfield—Celebration, July 3.
Walsenburg—Spanish Peaks Fiesta, July 28-31.
Woodland Park—Ute Train Stampede, July 24-25.

Connecticut
Stamford—Lions Club Expo., June 21-26.
West Hartford—Centennial, June 7-12.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, July 18-21. Poster B. Stewart, 1401 Peachtree St., N.E.

Idaho
Emmett—Cherry Festival, June 21-26.

Illinois
Avon—Pat Steer Show, Aug. 19-21. Nick Vacca.
Bainbridge—Street Fair, June 16-19. Gaylord Kilgore.
Bend—Italian Celebration, June 12-13. Albert Bertagnoni.
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.
Chicago (Soldier Field)—Celebration, July 4.
Chrisman—Homecoming, July 7-10. Stanley R. Kent.
Farmersville—Irish Day Picnic, July 23-24.
Flora—Centennial, July 5-10. George Cooper.
Galva—Centennial, July 25-Aug. 1. C. F. Bailey.
Gilman—Street Celebration, June 8-12.
Hardin Celebration, July 3-5. Arthur P. Kamp.
Iroquois—Celebration, July 3-5.
LaPorte—Celebration, July 4.
Lexington—Homecoming, July 21-24.
Loda—Centennial, June 16-20.
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleve.
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.
Palmyra—Terry Park Industrial Fair, July 26-29.
Pawnee—Centennial, June 17-19.
Pecatonica—Celebration, July 3-5.
Peoria—Fun Festival, June 8-13. Frank Winkley.
Polo—Military Days & Homecoming, June 17-19.
Rantoul—Centennial, Aug. 2-7.
Roodhouse—Jaycee Homecoming, Aug. 19-21.
Salem—Soldiers & Sailors Reunion, June 21-26.
Stockton—Street Celebration, July 15-17. Frank C. Niemer, Lions Club.
Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.
Trenton—Annual Homecoming, July 2-4. Chamber of Commerce.

Indiana
Bainbridge—Street Fair, June 16-19.
Evansville—VPW Spring Festival, June 11-13.
Huntington—VPW Homecoming & Street Fair, Aug. 2-7. Max A. Patten.
Milan—American Legion Homecoming, June 21-26. Howard Hempfling.
Montezuma—Street Fair, June 22-26.
North Webster—Memorial Festival, June 28-July 3. J. G. Herrman.
Plainfield—VPW Festival, June 1-15.
Reynolds—Centennial, July 14-19.
South Marion—Street Fair, July 12-17. Don Marshall.
Veversburg—Am. Legion Fair, July 13-17.
Walkerton—Celebration, July 4.
Warsaw—Centennial, July 5-10.
West Baden—Am. Legion Celebration, July 4.

Iowa
Algona—Centennial, July 5-6.
Clinton—Celebration, July 4.
Creston—Celebration, July 3-5. Chamber of Commerce.
Fairfield—Centennial Celebration, June 28-30. George Hemm.
Newton—Celebration, July 5-7.
Red Oak—Celebration, July 3-5.
Seymour—Celebration, July 5.
Washington—Celebration, July 1-3.
Waterloo—Centennial, June 20-26.
(Continued on page 75)

Woodburn—Legion Fair, June 8-12.

\$490,000 TAG

Feltman's of Coney Sold At Auction

NEW YORK, June 5.—Feltman's, historic Coney Island amusement area, went on the public auction block last week and was sold off for \$490,000. It was the second time this season that the sale was held, the first purchase by crockery merchant Max Goldberg having been set aside by the courts since it did not adhere to the necessary terms of 10 per cent down and the balance in 30 days.

New owners are reportedly a group of eight businessmen who were represented by Dewey Albert. Sellers were Feltman's of Coney Island, Inc., of which Alvin E. Kallman was president.

Receiver and manager Joseph H. Goldstein said there would be no changes in operation or policies this year, as all concessionaires have contracted for the season. About 25 concessionaires are affected, representing novelties, rides, foods and other amusements.

The Feltman interests sold out in 1946 and the area has been operated since then by other owners, under the original name. The property fronts about 200 feet on Surf Avenue between West 10th Street and Jones Walk, and stretches some 700 feet up to the Boardwalk.

The sale is subject to more than \$40,000 in city taxes.

Archer, Pemberton Form Organization To Promote Events

SAN JOSE, Calif., June 5.—Formation of the Universal Enterprises to promote special events and attractions was announced by Joe Archer, who is here as managing director for the first annual Sports Car Road Races under the auspices of the Santa Clara County Youth Boosters Club, Inc. Associated with Archer in the new firm will be Lt. Cmdr. H. I. Pemberton, who recently left the Navy after 21 years.

Archer said that Pemberton joined the organization June 1. The two will work together on the completion of plans for the races to be held at the Santa Clara County Fairgrounds July 18. Following that event, similar events throughout the State are anticipated.

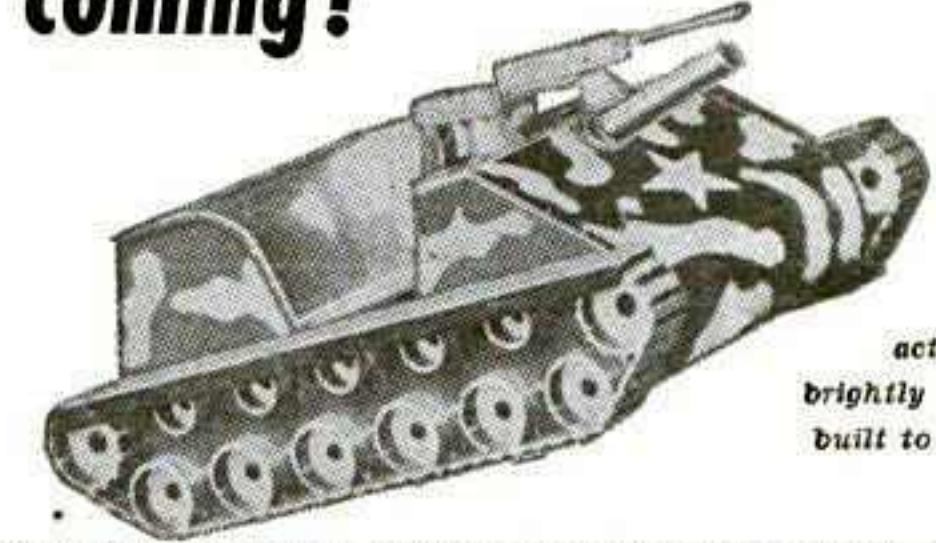
Pemberton was in charge of the committee that sponsored the Navy Relief Carnival in San Diego in 1952. Archer was the promoter with the event raising a net of about a quarter of a million dollars.

Home office for Universal Enterprises will be Burbank, where Archer resides.



KIDDIE TANK RIDE

the tanks are coming!



ARMY TANKS
realistic action and guns brightly camouflaged, built to last for years.

OTHER ALLAN HERSHELL KIDDIE RIDES: CARROUSEL • KIDDIE AUTO RIDE • JEEP RIDE • BUGGY RIDE • SKY FIGHTER • PORTABLE ROLLER COASTER • and Allan Hershell's newest . . . JOLLY CATERPILLAR.

ALLAN HERSHELL COMPANY, INC.
"world's largest manufacturer of amusement rides"
NORTH TONAWANDA, NEW YORK

The TLT-A-WHIRL Ride
"Best Buy in Rides Today"



- * Very Popular and Profitable
- * Good Looking
- * Well Built
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- * Repeater!

SELLNER MFG. CO.
Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN!
THE MERRY-GO-ROUND BUSINESS IS GOOD

We are now working 10 hours a day, 6 days a week, and are starting 2 10-hour shifts to get our orders out on schedule. Can still accept a few more orders for late spring delivery. Standard Model, \$5,500.00; De Lux, \$6,675.00. For particulars address

C. W. PARKER AMUSEMENT CO.
LEAVENWORTH, KANSAS

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES ---

1000 10M \$12.60 - ADDITIONAL 10M'S SAME ORDER, \$2.60

Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS

1 ROLL \$1.50

EACH ADDITIONAL ROLL SAME ORDER AT 75¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

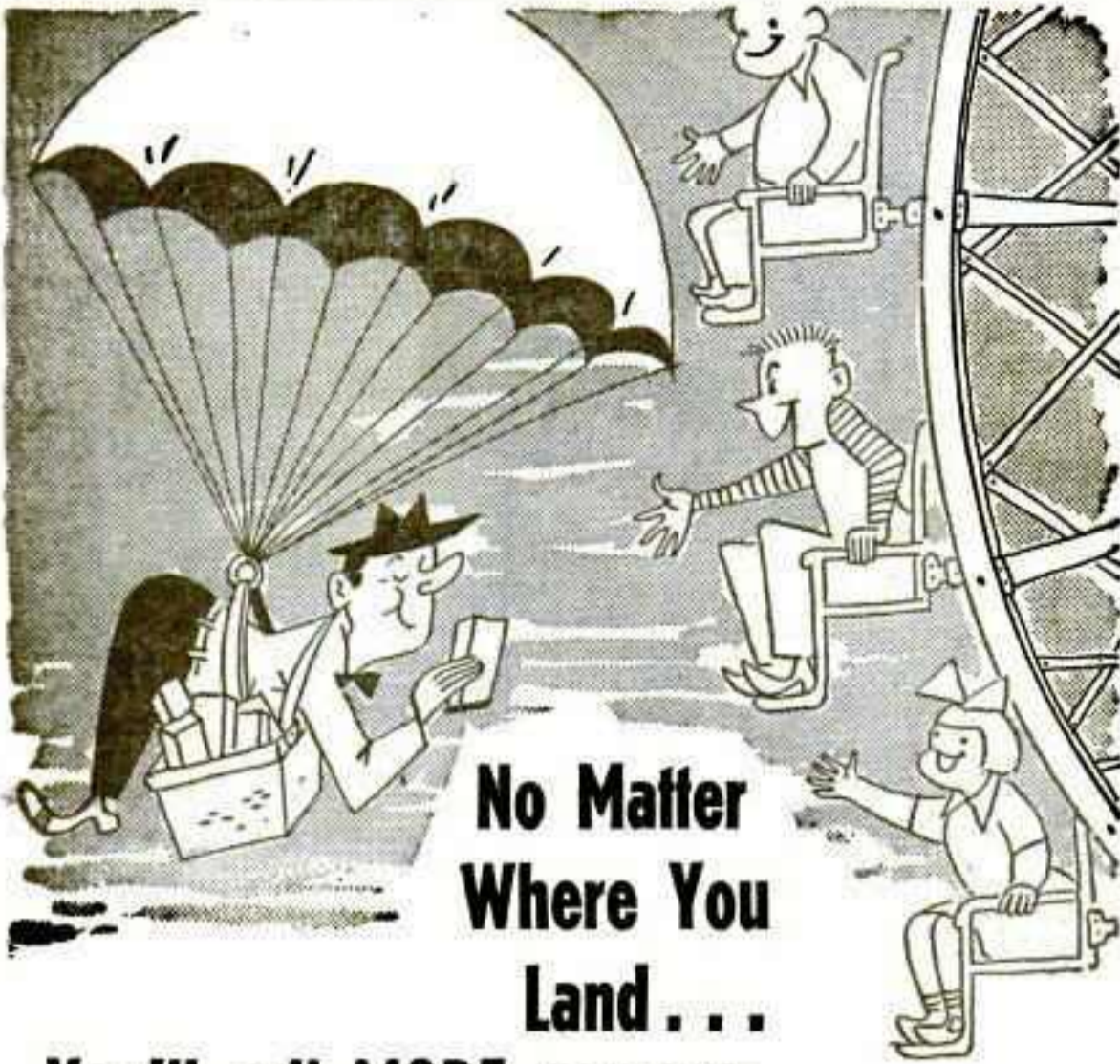
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MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...

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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...

More Profits, Too

- ★ Popsit Plus pops More corn completely—fewer Duds—Less Cost per bag.
★ Popsit Plus is liquid in all weather—Easier to measure—No Pre-heating.

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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Made by G. F. Simonin's Sons, Inc. Phila. 34, Pa. POPPING OIL SPECIALISTS TO THE NATION

Machines and Dispensers FLOSS • POPCORN • CANDY APPLES SNOWBALLS • DRINKS Plus... A Complete Line of Supplies! Get everything from one source! POPPERS SUPPLY CO., INC. of Phila.

SAVE ON POPCORN KETTLES JUNE SALE For June only you can buy CONCESSION POPCORN KETTLES at greatly reduced prices. 8 QT. POPPER 8 QT. POPPER 8 QT. POPPER

CONCESSION SUPPLY CATALOGUE Our 1954 catalogue has been mailed to everyone on our mailing list. POPCORN COTTON CANDY COOK HOUSES SNO-CONES CANDY APPLES GRABS

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Little Change Seen In Popcorn Picture

TORONTO, June 5.—Ample supplies of raw popcorn at no substantial increase in prices was predicted by James V. Blevins, Blevins Popcorn Company, Nashville, in an address before the third annual popcorn and concession conference held here Friday (28). The confab, sponsored by the International Popcorn Association, was held in the King Edward Hotel. Blevins said that most people in the trade expect reduced plantings this year but a sizable carryover is expected for next year and this should keep inventories above normal and prices near their current low levels.

General Equip. Adds Dealers

INDIANAPOLIS, June 5.—General Equipment Sales, Inc., announced the appointment of two dealers to handle their Sani-Serv Automatic Direct Draw Dairy Freezer and Sani-Shake Malt and Shake Maker.

Dr. Pepper Launches Big Promotional Drive

DALLAS, June 5.—Dr. Pepper KETTLES at greatly reduced prices. Concession Kettles are well known for rugged dependability and assured production. The firm, which had sales of \$10.6 million in '53, is expanding, moving north and east and later this year will establish a new sirup plant in California to supplement its plant here, in Birmingham, St. Louis and in Baltimore. Much of the promotional program will be in the form of merchandise and cash giveaways for bottle caps. Space Ranger wings were given to youngsters in Washington, D. C. recently for six cents. In Evansville, Ind., free Miniature Train and Roller Coaster rides were given for tickets attached to Dr. Pepper cartons.

ple bags of popcorn free to audiences early in the program and said it has helped increase the over-all sale of the item.

J. J. Fitzgibbons Jr., president of the popcorn association and from The Popcorn Confections Ltd., this city, served as co-chairman of the meeting along with Sydney Spiegel, Super Pufft Popcorn, Ltd., also of Toronto. Others on the program included Tom Sullivan, executive vice-president of the IPA; Irving A. Singer, Rex Specialty Bag Corporation; Clifford Oates, Shopsy's Foods, Ltd., Toronto; John McCrindle and J. H. MacPherson, McCormicks, Ltd., Weston, Ont., and Tom Moran, Odeun Theaters. Coca-Cola Company of Canada and Pepsi-Cola Company of Canada entertained at luncheon and a cocktail party.

7-Up Pushes Float Drink

ST. LOUIS, June 5.—The Seven-Up Company has issued a promotion kit on its 7-Up Ice Cream Float, its big merchandising effort for this summer. According to William E. Winter, the promotion is double-barrelled, not only being slanted for home consumption but as an item for food and drink operators at outdoor amusements. The ice cream and 7-Up combination was originally developed as a retail rather than a home refreshment, Winter said.

Pepsi Adds 32 Plants

WILMINGTON, Del., June 5.—A total of 32 new Pepsi-Cola bottling plants will be opened in the United States and construction will start on a number of others this year, Alfred N. Steele, Pepsi president, announced this week. In addition to the domestic expansion, 17 more plants will also go into operation in other countries.

Organize New Food Council

CHICAGO, June 5.—The National Industry-Health Council on Food and Beverage Sanitation has been organized to direct a national co-operative program on food and beverage sanitation. The council was organized by the National Restaurant Association, the National Sanitation Foundation and the U. S. Public Health Service.

Bigger Menu Holds Crowds At Kid Spot

SCHERERVILLE, Ind., June 5.—Sauzer's Kiddieland here is holding its trade longer by a bigger sandwich menu introduced this year for the first time since the spot opened five years ago. Mr. and Mrs. Frank Sauzer, operators of the spot, figured many of their adult patrons were taking their youngsters home early because the adults were getting hungry and the only sandwiches available at the spot were hot dogs. This year the Sauzers expanded their line of food to include hamburgers, cheeseburgers, barbecue sandwiches and pork tenderloins and they feel this has held their crowds longer, insuring more ride tickets sold. Last year and in previous seasons ride business at the kid amusement spot tapered off early in the evening and by 10:30 or 11 p.m. was quiet. On one Sunday evening this season, plenty of people were still on the grounds at 11 p.m., and some, if not all of this was attributed to the expanded sandwich menu. Price-wise, the hamburgers sell at 30 cents, cheeseburgers and barbecues 35, and pork tenderloin, 40 cents.

BIG PROFITS WITH SOFT ICE CREAM Sani-Serv DIRECT DRAW DAIRY FREEZER WRITE FOR FREE INFORMATION GENERAL EQUIPMENT SALES, INC. 1348 STADIUM DRIVE-INDIANAPOLIS, IND.

MAKE \$100.00 A DAY On Candy Floss Our PERFECTION is just that—Precision built spinnerhead, volt meter, rheostat. No vibration. FREE parts. Write today for free literature. ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Ave. Nashville 4, Tenn.

8¢ PROFIT ON EVERY 10¢ SALE! with SNO-MASTER ICE SHAVERS Makes Snowcones and Snowballs! FREE TRIAL! Write for Details! SNO-MASTER 124-B Hopkins Pl. Balto 1, Md.

CANDY APPEMEN ATTENTION! Will sell you a secret that will keep the apples from running with the same formula you now use. For information write JIM FOREST 31 N. Atlantic Ave., Daytona Beach, Fla.

POPCORN—SNO-KONES—COTTON CANDY—CANDY APPLES and other Equipment and Supplies. Send for free catalog. VICTOR POPCORN SUPPLY CO. 107 N. 17th St. Richmond, Va. Phone 7-5538

All the news of your industry every week in The Billboard...

NEW DEVELOPMENTS

Automatic Malt Maker, Broilers Introduced

INDIANAPOLIS, June 5.—Sani-Shake, an automatic, continuous malt maker has been introduced and, according to the manufacturer, is capable of producing malts at the rate of one every 10 seconds or 360 malts or shakes per hour. The operator fills the malt cup from the spigot—adds flavor—gives the mixture a three to five second swirl on the built-in mixer and the drink is ready for the customer.

According to the maker, labor costs are cut 80 per cent with the elimination of the hand-dip process, and ingredient costs are cut as much as 50 per cent by the portion control feature. The unit fits a 3-foot 6-inch floor area. A counter model has also been developed and is slated for introduction by midsummer. — General Equipment Sales, Inc., 1348 Stadium Drive, Indianapolis.

Electric Broiler Series on Market . . .

CHICAGO—A new electric broiler in five standard combinations is being marketed here by Hotpoint. According to officials the new broiler development offers faster, four-section broiling units, faster pre-heating performance, a production capacity of 300 steaks per hour, and a new cool pistol grip to trigger the adjustable grid. The stepped-up power of the broiling units has led to a more than 35 per cent increase in pre-heating speed and the models are up at temperature from a cold start in 10.5 minutes, the maker states. The broiler enables the operator to measure heat as an exact recipe ingredient, holding selected temperatures and thus ensuring uniform results. It is available in silver-gray Permalucent or in

stainless steel in five standard combinations: single or double broiler with oven or cabinet base, and single broiler without base.—Hotpoint Company, 227 South Seeley Avenue, Chicago 12.

Low-Cost Slicer For Vegetables . . .

RACINE, Wis.—A new low-cost electric vegetable cutter and slicer is now in production here by Qualheim, Inc. Called the Model 400, it has been designed for smaller installations to give the food seller an opportunity to put their smaller volume business on a mass production basis. The unit will grate, shred and slice vegetables of all kinds, the manufacturer states. The model rounds out the Qualheim line of electric slicers, which now includes the big Model 100 and the Model 300.—Qualheim, Inc., 1228 Racine Street, Racine, Wis.

Dispenses Straws From Both Sides . . .

LOS ANGELES—A two-way straw dispenser, called the Duplex, has been introduced here that does the work of two units. The item dispenses unwrapped 6½ inch to 8½ inch straws one at a time from both sides. A full carton of unwrapped straws completely empties into the unit without the straws being handled. When one two-way dispensing side becomes empty, it's time to re-fill, while a limited supply is still available from the other side of the dispenser.

Entire unit is made of stainless steel and carries a lifetime guarantee. It is made in two models, one for 6½ inch and 8½ inch standard sizes, the other for 8½ inch jumbo straws. Dispenser sells at \$15.95 f.o.b. Los Angeles.—Duplex Straw Dispenser Company, 511 North La Cienega Boulevard, Los Angeles 48, Calif.

Product Stiffens Soft Ice Cream . . .

PHILADELPHIA—Germantown Manufacturing Company is marketing a product which, according to the firm, enables the producer to dispense a creamier and stiffer frozen soft ice cream or custard. Officials state that when three ounces of the Wond-R-Wip is added to a 10-gallon can of mix, whipping time is reduced 25 to 50 per cent. No heating is necessary and the product adds to the highly desirable curlicue on top. It is priced at \$8.50 per gallon, four gallons to a case.—Germantown Manufacturing Company, 5100 Lancaster Avenue, Philadelphia 31.

Safety Scoop Sells for \$1.49 . . .

CHICAGO—National Soda Straw Company has introduced an ice cream dipper called Safe-T Super Scooper that is retailing at \$1.49. Light pressure on a lever produces a perfectly shaped serving of ice cream, salad, potatoes or pudding and pops it out clean and fast, according to the manufacturer. It has a simple tongue device with thumb lever, thus eliminating hand-tiring squeezing action. Set flush into an opening in the back of the scoop, this tongue helps form the two-inch ball, then lifts it instantly when pressure is applied to the lever. Unit is simply constructed of anodized aluminum thruout, easy to clean and is guaranteed to stay bright, according to the manufacturer. All edges are smoothly finished.—National Soda Straw Company, 2230 South Union, Chicago.

Urn Designed For Soluble Coffee . . .

WEEHAWKEN, N. J.—The Tri-Saver coffee urn, especially adaptable for bulk soluble coffee brewing, has been introduced by S. Blickman, Inc. Unit is equipped with a permanent stainless steel filter. After the coffee is placed in the filter and boiling water poured over it, the brew filters into the liner below and is dispensed thru the draw-off faucet. The urn, which brews regular ground coffee as well, is available as single, two or three-piece batteries, twin or combination type, in capacities from 3 to 80 gallons.—S. Blickman, Inc., Weehawken, N. J.

Do-It-Yourself Fan Kits Offered . . .

CHICAGO—Emeco Electric, this city, is offering fan kits with which concession operators can

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

Alamo Expo.: Farmington, N. M.; Santa Fe 14-19.
American Beauty: Keokuk, Ia.; Newton 14-19.
A. M. P.: Keyser, W. Va.
American Midway: Lindale, Tex.
Badger State: Chisholm, Minn., 8-13.
Baker United: Crawfordville, Ind.; Noblesville 14-19.
Beam's Attrs.: Tyrone, Pa.; Clearfield 14-19.
Becht, Lee: Miamisburg, O.; Loveland 14-19.
Bee's Old Reliable: Wheelwright, Ky.; Wayland 14-19.
Belle City: Milwaukee 7-10; Oakfield, Wis., 11-13; Butler 17-20.
Bernard & Barry: North Bay, Ont.; Niagara Falls 14-19.
B. & H.: Charlotte, N. C.
Big Four: Kenosha, Wis., 8-20.
Big State: Hillsboro, Kan.
B&J Greater: Jewett, O.; Hayesville 16-19.
Blue Grass: Muncie, Ind., 14-19.
Blue Ribbon: Appleton, Wis.
Bogle, P. C.: El Dorado, Kan.; Wichita 14-26.
Boone Valley: Coon Rapids, Ia., 10-12; Carroll 14-16.
Borderland: Iraan, Tex.; Falls City 14-19.
Brodebeck & Schrader: Garden City, Kan.
Buck, O. C.-Model: Tarentum, Pa.
Burdick's Greater: Caldwell, Tex.; Brenham, Tex., 14-19.
Burke, Harry: New Iberia, La.
Burkhart: Cortland, Ill.; Warrenville 16-20.
Caravella: Winburne, Pa.
Carlin Expo.: Struthers, O.
Carpenter Bros.: Rossford, O.; Clyde 13-19.
Cattlett Greater: (Winnwood Beach) North Kansas City, Mo.
Central States: Leavenworth, Kan.; North Platte, Neb., 14-19.
Cetlin & Wilson: Ambridge, Pa.
Chanos, Jimmie: Winchester, Ind.
Cherokee Am. Co.: Paola, Kan.
Coleman Bros.: Norwich, Conn.
Collins, W. T.: Owatonna, Minn., 9-12.
Continental: Oswego, N. Y.
Cote Am. Co.: Drayton Plains, Mich.
Crafts Expo.: Wasco, Calif., 9-13.
Cross Road Am. Co.: Dimondale, Mich.
Cumberland Valley: South Pittsburg, Tenn.
Cunningham Expo.: Mason, W. Va.; Sardis, O., 14-19.
Dan-Louis: Evansville, Ind., 11-13.
Davis Am.: Oak Ridge, Ore.
DeLux: Wilbraham, Mass.; Adams 14-19.
Del-Flore Am.: Salina, Pa.; Youngwood 14-19.

Frozen Soup Line Expanded

CAMDEN, N. J., June 5.—The Campbell Soup Company is adding two new items to its line of frozen soups which were introduced recently. The soups are cream of potato and snapper soup.

Demand for the original line, which included oyster stew, cream of shrimp, pea with ham, and chicken with vegetables, has been excellent and stocks have been kept depleted, company officials announced. Thus far the frozen soups have been marketed in the East only, but will be introduced in other areas as production increases. Frozen items are retailing at 35 cents each.

Col-R-Corn Enters Wholesale Field

CHICAGO, June 5.—The Col-R-Corn Corporation, which has been merchandising its colored popcorn thru wholesale grocery channels, is this year expanding its distribution to take in the theater and allied trades, C. Bertolino, field sales manager, announced. For this purpose the firm is now packaging its corn in 100-pound bags and a case consisting of four 12½ pound polyethylene bags.

Col-R-Corn, which pops white with splashes of color, has also been sold by Sears, Roebuck & Company as a tie-in with that firm's line of electric home corn poppers.

Twin Cities Gets Canned Soft Drink

MINNEAPOLIS, June 5.—First soft drinks in cans in the Twin Cities were introduced here recently by the Massolt Bottling Company, franchised bottler of the Mission Dry line. Thus far no other bottler in the area has announced turning to the metal containers.

make their own fans for exhaust or blowing. Models range in size from 20 to 48 inches. The smallest is reported to exhaust 3,000 cubic feet of air per minute, while the largest handles 16,300 cubic feet per minute. Motor is supplied by the concessionaire. Prices range from \$18.95 to \$49.95.—Emeco Electric, 800 West Randolph Street, Chicago 6.

Dobson's United: Roseville, Minn., 11-13; Stillwater 14-17.
Douglas Greater: Orick, Calif.; Eastdale, Ore., 14-19.
Down River Am. Co.: Belleville, Mich.
Drago Am., No. 2: Walton, Ind.
Dumont: Aberdeen, Md.
Dyer's Greater: Clinton, Ill.
Eastern Am. Co.: Mexico, Me.
Eddie's Expo.: Elsworth, Pa.; California 14-19.
Emshoff: Edgerton, Wis., 10-13; Cross Plains 18-20.
Evans United: Odessa, Mo.; Liberty 14-19.
Franklin, Don, No. 1: Mexico, Mo.; St. Charles 14-19.
Franklin, Don, No. 2: Fulton, Mo.
Frontier: Springerville, Ariz.
G. & B.: Masontown, W. Va.
Gem City: Louisville.
Gentsch, J. A.: Holly Springs, Miss.
Georgia Am. Co.: Fairburn, Ga.
Gillette Bros.: Scotia, N. Y.
Glades Am. Co.: Broadnax, Va.
Gladstone Expo.: Horse Cave, Ky.; (Pair) Springfield 14-19.
Gold Bond: Fond du Lac, Wis.

(Continued on page 71)

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Alvarado: Waveland, Ind., 10; Hillsboro 11; Attica 12; Chrisman, Ill., 13-14.
Bailey Bros. & Cristiani: Pocatello, Idaho, June 8-9; Malad City 10.
Beatty, Clyde: Helena, Mont., 8; Missoula 9; Wallace, Idaho, 10; Spokane 11-12; Moscow, Idaho
Buck, Edgar: Kimball, Neb., 10.
Clyde Bros.: Ottumwa, Ia., 11-12; Kansas City, Kan., 14-16; Topeka 17-20.
Gainesville Community: Wichita, Kan., 11-13; Ardmore, Okla., 17-18; Denton, Tex., 24-25.
Garden Bros.: Rimouski, Que., 8; Riviere du Loup 9-10.
Gould, Jay: Leola, S. D., 8; Dawson, Minn., 9-10; Litchfield 11-13; Wilmot, S. D., 14-15; Arlington 16-17; Granite Falls, Minn., 18-20.
Hagen Bros.: Manitowoc, Wis., 8; Green Bay 9; Oshkosh 10; Ripon 11; Baraboo 12; Rockford, Ill., 14; Woodstock 15; Racine, Wis., 16; Waukesha 17; Kenosha 18.
Kelly-Miller: Wayne, Neb., 8; Neleigh 9; O'Neil 10; Ainsworth 11; Valentine 12; Murdo, S. D., 13; Chamberlin 14; Pierre 15; Phillip 16; Rapid City 17; Belle Fourche 18; Deadwood 19.
King Bros.: Bradford, Pa., 8; Olean, N. Y., 9; Wellsville 10; Hornell 11; Elmira 12; Binghamton 14; Scranton, Pa., 15; Wilkes-Barre 16; Hazelton 17; Easton 18; Plainfield, N. J., 19.
Mills Bros.: Van Wert, O., 8; Celina 9; Lima 10; Urbana 11; Delaware 12; Bucyrus 14; Shelby 15; Ashland 16; Strongsville 17; Wickliffe 18; Ashtabula 19.
Packs, Tom: Nashville 8-12; Cairo, Ill., 16; Carbondale 15; Harrisburg 16; Marshall 17; Centralia 18; Alton 19; East St. Louis 20.
Polack Bros.: Eastern (Stadium) Las Vegas, Nev., 9-11; (Stadium) Boise, Idaho, 14-15; (Ball Park) Twin Falls 18-19.
Ringling Bros. and Barnum & Bailey: Wallingford, Conn., 8; Waterbury 9; Wallingford 10; Worcester, Mass., 11; Springfield 12; Albany, N. Y., 14; Glen Falls 15; Schenectady 16; Oneonta 17; Binghamton 18.

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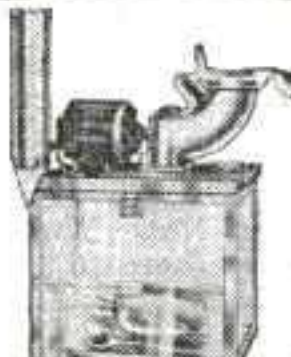
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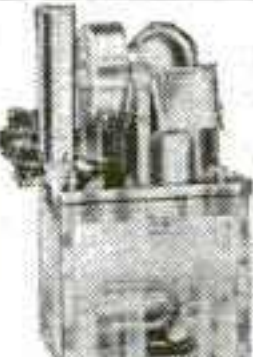
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PARKS-RESORTS-POOLS

New Owners Open White City Park

Hamid Sells to Knohl-Fronted Combo; Dagmar Jams Preem of 'New' Funspot

WORCHESTER, Mass., June 5.—White City, former Hamid-owned amusement park on Lake Quinsigamond, opened last week-end under new proprietorship and with a host of additional features luring the customers.

An estimated 50,000 patrons visited the refurbished funspot, sold by George A. Hamid last month to the White City Park Amusement Company fronted by Irwin Knohl. Active in the park management is Larry Knohl, who will be assisted by Charley Hamid, the latter remaining on after having been assistant manager for years to the late Sam Hamid, brother of George.

The Knohls and their associates lost no time in pouring dollars into White City. They have completely macadamized the park. A ballroom is nearing completion. A new beach has been constructed on the lake front.

Pool Filled In

Another innovation this season is four new rides being installed over the recently filled-in swimming pool. Two rides are up already.

The park was jammed for the opening, at which Dagmar and her TV cast performed Saturday thru Monday nights (29-31). Another free attraction was the Moulton Troupe, aerial cyclists. Mickey Sullivan was emcee and performed with his 20-piece circus-rodeo band. Al Parker entertained at the Hammond organ.

Hamid said he will retain the booking privilege, with the policy being a free act weekly beginning on Sundays. Also planned is the weekly presentation of name attractions.

The Knohls have been active in Long Beach, N. Y., realty circles, having owned tracts of resort territory on which kiddie parks and other entertainment have long operated. While there was no disclosure of the purchase price, Hamid is holding a "large mortgage" and said he is functioning strictly in an advisory capacity.

With a new fence already erected, and four new entrances,

Glen Echo Is Transferred by Transit Firm

WASHINGTON, D. C., June 5.—Capital Transit Company last week transferred ownership of \$1.5 million worth of property, including Glen Echo Park, to its stockholders.

Since the move was made without consulting the Public Utilities Commission, Commissioner Samuel Spencer was queried on his opinion over a televised interview.

"There is a good deal to be said" for the transfer, Spencer said, adding there was no reason why the amusement park should be continued as a financial part of Capital Transit since it is actually a separate enterprise.

There is also nothing illegal or improper about the transit firm's action, he added. The PUC is studying the firm's financial affairs and the firm is prevented from paying any stock dividends until the study is finished. Spencer said he didn't think the Glen Echo transaction had any connection with the stock matter.

Two Penny Spots Set Talent Pacts

NEW YORK, June 5.—Talent for holiday shows at Lakewood Park, Mahoning City, Pa., and Dorney Park, Allentown, Pa., has been set by Abe Feinberg.

St. Columelles' Kiltie Band appeared at Dorney May 30-31. Troupe has 18 members, parades, drills and presents a show.

BIG ROCKS' AD PRODUCES GOOD HOLIDAY BIZ

NEW YORK, June 5.—

Rockaways' Playland angled for the Memorial weekend trade Friday (28) with its largest and most costly ad of the year in the multi-million circulation Daily News. The ad was two columns wide and stretched the full depth of the page, describing in effusive circus-type parlance the Queens funspot's attractions. Cost of the ad ran to about \$1,000, it was reported, with the expense justified in that two of the best days of the year were turned in on Sunday and Monday (30-31) in perfect weather, after intermittent showers cut the Saturday crowds.

BEST IN YEARS

Parks Profit as Sun Shines for Holiday

NEW YORK, June 5.—Metropolitan area amusement spots got their first Memorial Day weather break in years last weekend. Starting dismally with threatening weather Saturday (29) terminating in pouring rain, the weather perked up perfectly on the following two big days.

Temperatures topped 80 on both Sunday and Monday (30-31) to send sweltering residents trouping outdoors to beaches and amusement parks. Coney Island estimated its turnout at about a million visitors, and the 10-mile beach at the Rockaways figured another 500,000.

Sharing in the fine summer days were all the region's kiddie and major funspots. Up in Westchester County, Playland Amusement Park, Rye, turned around 18,000 customers Saturday, most of them early in the day. Sunday crowds approximated 27,000 and another 25,000 on Monday brought the total to 70,000. Spending was good, director Allan E. MacNicol reported, and crowds at pool and beach were excellent for this time of year.

Pool Biz Good

Also noting the good pool patronage was Palisades (N. J.) Amusement Park, where owner Irving Rosenthal confirmed that it was the best holiday weekend in years. Water rides and those elevated into the air did good, he said, with customers seeking to avoid the oppressive ground-level heat.

"Biggest Memorial Day weekend ever" was the description

from Rockaways' Playland. "Dick Geist reported Sunday turnover as "marvelous" with grosses holding up thru Monday night, when tired and financially lightened residents were wearily returning home from whatever entertainment areas they visited. Monday night was conceded off at all parks.

Ed Kelmans up at Peekskill enjoyed his top business for that holiday in five years of operation at Indian Point Park. Charter boats and the first of the season's bus parties helped attendance up to 30,000 for the week-end. Indian Point closes daily at dark. Saturday night's deluge also hit up in that territory, but didn't hurt much, Kelmans said.

Also plenty of motorists were sidetracked upon coming on kiddie parks along most major arteries, there was business enough for all installations with the result that both big parks and kid spots shared in the holiday profits.

Kansas City's Wildwood Uses Pay-Once Policy

KANSAS CITY, Mo., June 5.—Wildwood Lakes, amusement center east of Kansas City, opened its season last week with new features.

Kiddieland has been enlarged and additions have been made to the free nursery. The "one-admission-covers-all" policy is continued this season and includes miniature golf, shuffleboard, horseshoe pitching, dancing, floorshows and the kiddie pool.

George and Gert Griffin again are managers, with Vic Allen, producer, in charge of the picnic schedule. Billy Papon was master of ceremonies for the first show. Larry Phillips and his orchestra were on the stand.

Missouri Spot In Click Bow

EXCELSIOR SPRINGS, Mo., June 5.—Lake Maurer, resort park south of Excelsior Springs, did a heavy gross this week, the first of the 1954 season, according to Owner-Manager Tate Chiles.

The crowd was swelled by weekend visitors from nearby Kansas City. A new all-steel diving tower is the newest attraction at the swimming pool. Several other new facilities have been added, including a golf range, Arcade, pony ride and archery range.

Rex Greim has all the food concessions, including the cafeteria and stands. Mr. and Mrs. Bill Milton manage the skating rink, which was remodeled last fall. The rink opened early in the spring and has had good attendance.

Promotions, Weather Boost Pontchartrain

NEW ORLEANS, June 5.—Special promotions, planning and lucky breaks in the weather when it counted most, have added up to good business for Pontchartrain Beach so far, operator Harry Batt reports.

While rain and unseasonably cold weather has invaded the New Orleans area often this spring, the bad weather has luckily stayed away from the important weekends.

Another factor in the successful start, Batt reported, is the comparative lack of unemployment in the New Orleans area. The employment patterns in the North and South are quite different, he said, with gains in North reflected in the South until some six months later. However, the South is usually some six months behind the North when the trend is the other way.

Typical Promotion

For the opening, and typical of the promotions the park management likes to drum up, was the appearance of a young lady given queen status by a bread company. The promotion—advertising of the bread company resulted in a turnout estimated at 30,000—enough folks to give any funspot a banner day.

An expanded kiddieland, with several units contained within a new steel building, 35 by 108 feet, is a feature this year. Kiddie rides, formerly 5 cents have been raised to 10 cents and are now offered at 7 for 50 cents—a grouping and a price that makes it possible to advertise 40 per cent off.

With schools closing this week the park management will see that the youngsters remember Pontchartrain as a fine place to have fun economically by presenting a \$2,200 show. Another \$2,000 will be spent advertising the event and, the management feels, the youngsters will remember the funspot throughout the summer and plan repeat visits.

In From Miami

Batt flew to New York last week from Miami, where he consulted with B. A. Schiff, ride manufacturer, to study the proposed adoption of a 5 per cent amusement tax by New York. Mrs. Batt joined him there to at-

tend ceremonies at Hunter College honoring the lady mayor of San Juan, a personal friend.

Batt flew back to New Orleans last weekend to be on hand for the annual fireworks show presented on barges in the lake by the Jax Brewing Company. The success of these events has resulted in the firing this year of three shows simultaneously so that the displays can be viewed along the entire five-mile lake front.

Batt said he had contracted for a new Schiff tracked kiddie car ride. The units will operate on a third-rail principal instead of on batteries.

Jefferson Beach Adds Boating Shops, Docks

DETROIT, June 5.—A construction program for year-around revenue at Jefferson Beach Park, announced last winter, is about one-third completed, and the Marina, boating facility, already is in operation. Plan calls for handling boat repair and maintenance work in the winter season to augment summer park and boating business.

Construction of a 1,500-foot pier with a double roadway and other dockage facilities provide boatwells for 350 boats. This takes the place of the bathing beach, which became impractical to operate because of high water conditions. Demand for boat space is greater than the supply.

The year-around boat storage facilities will enable the park to get as much revenue in winter as in summer from this source, according to Harry Stahl, general manager of the park.

Boat Shops

The former bathhouse is being converted into boat shops and storage area. Two 800,000,000 candlepower beacons, said to be visible for 100 miles, will guide boats to the dock area and also give the park an added advertising medium since the lights will bring park traffic by land.

Employee Injured On Coaster Track

ARNOLDS PARK, Ia., June 5.—A park employee was critically injured when he was accidentally struck by a Roller Coaster car at Benits Amusement Park here. He is William Wede, 70. He and others were working on the coaster track when cars sent around the course struck him and threw him against the framework and to the ground.

Denver Spot Quits Names; Tries House Band, Talent

DENVER, June 5.—Lakeside Park this week completed the first week of operation under a new talent policy for its El Patio ballroom. Manager Lou Clark reported excellent crowds thru the week and capacity business on the first weekend.

For more than a quarter of a century Lakeside has booked name bands to pull crowds into the summer dancing patio. Now Ben Krasner, owner of the funspot, has signed a house band and opened the first of a series of summer talent shows.

Heading the band is Eddy Rogers, formerly a "Hit Parade" orchestra man and arranger. Con-

nee Boswell heads up the show. Krasner said that if initial business is an indication, the idea may prove to be a lifesaver for some ballrooms. He said several spots in other parts of the country have been using the new plan for some time.

Early last month Krasner cut ballroom prices to 50 cents thru the week and 75 cents for Saturday nights.

Lakeside's 160 acres of landscaped grounds has about 35 adult attractions, 20 kiddie rides, steam and Diesel miniature trains circling a large lake, speedboats and stock car races. For the first time, KLZ-TV is telecasting a half hour of these races Sunday nights.



BOB PLARR, of Dorney Park, Allentown, Pa., is all smiles as he receives a plaque at a recent banquet honoring his 50 years at the funspot. From left: Jerry Price, of Glen Echo Park, Washington, Yark; Elmer Foehl, Willow Grove (Pa.) Park, and Abe Feinberg, of New York, who books Dorney's attractions. The three park men are NAAAPB officials: Foehl is president; Plarr, second vice-president, and Price, director.

GOLDEN ANNIVERSARY

Fete Marks Plarr's 50 Years at Dorney

ALLENTOWN, Pa., June 5.—The honors went two ways Thursday night (20) at the Castle Garden ballroom of Dorney Park. Bob Plarr, president and general manager, was presented with a gold watch, solid gold ring and plaque, and those in attendance received gold-plated Carrousel rings and sumptuous steak dinners.

The occasion was the dual observance of Dorney's 70th consecutive year as a funspot and Plarr's 50th year at the park. Attended by 200 civic, business and park people, the affair marked Plarr's 20th time to hold a season's kickoff dinner. This feast was brightened by a wooden imitation birthday cake, three tiers high and 14 feet across, displayed on a revolving base.

The cake, bearing 50 candles, was painted gold and was exhibited for 10 days prior to the celebration in the window of the Van Seiver Company, a leading store whose manager, Howard McLuckie, donated the display space. It had previously been reported that the cake was shown in another store.

Guests Laud Plarr

Presentation of the watch to Plarr was by W. D. Reimert, managing editor of The Call-Chronicle Newspapers, who eulogized the park man in a speech. Publicist Ken Phifer gave the ring on behalf of Plarr's son, Stephen, and

son-in-law, Robert F. Ott, both associated in the park operation, and Marjorie Lehr, secretary of the park firm.

Also present and presenting the plaque were Elmer Foehl, of Willow Grove (Pa.) Park, president of the NAAPPB, and Jerry Price, of Glen Echo Park in Washington, D. C., association director. Plarr is second vice-president of the NAAPPB.

Stressed during the program and in a lavishly illustrated booklet prepared by Dorney is Plarr's rise from ring boy for his father, Jacob Plarr, 50 years ago, to his present leadership of the funspot. To commemorate the span of years the very Carrousel in point was removed from storage, reconditioned and painted in gold, and is in daily operation thru the summer.

The ride is operating on certain hours, announced over the park's loudspeaker system. Patrons are allowed to snatch at old-fashioned brass rings and every day someone takes away an inscribed gold-plated one.

Foehl and Price presented Plarr with a plaque reading: "To Robert L. Plarr for 50 years of outstanding success in fostering the fine art of having fun, of devotion to the ideal that commercial entertainment can be wholesome and stimulating, of unflinching generosity to the youth of the community, of business acumen which has enabled him to preserve the American public park as an institution against the onslaughts of modern competition, of being just a grand, good fellow and a considerate friend, this plaque is affectionately presented."

Bir'ingham Pool Opens 19th Year

BIRMINGHAM, June 5.—Cascade Plunge, Birmingham's only commercial swimming pool, opened its 19th season Saturday (15) and patronage was good considering cool weather.

James H. Dickson, manager, reported season-ticket sales were about the same as last year, with only a minimum sold. Picnic bookings, however, are well above last season, and the first outing of the year will bring about 600 telephone employees to the funspot. The entire plant was repainted this spring, with pastels predominating.

Kid Rides Pace Cedar Point's Holiday Score

SANDUSKY, O., June 5.—Attendance for the three-day Decoration Day opening of Cedar Point was estimated to be slightly higher than a year ago when the early opening was first tried out. Sunday (30), with the thermometer hovering around the 90 mark, produced an almost mid-season crowd while Saturday and Monday turnouts were good, officials said.

Thousands lined the famous Lake Erie beach thruout Sunday, starting to acquire sun tans. Only a few venturesome swimmers braved the chilly lake waters in comparison to the large number of swim suits on the beach. Plenty of picnic baskets were in evidence in the groves while many took advantage of the newly installed charcoal grills.

Heaviest play of the weekend went to the kiddieland, which now concentrates 10 rides into one area instead of being scattered among the adult rides. Families took advantage of the strip ticket plan in the Kiddieland, with 11 ducats for \$1 or five for 49 cents.

Wayne King's orchestra drew nearly 1,500 persons to the ballroom Saturday night, and hundreds watched the Three Milos' high pole act during six performances over the weekend. The trio is staying over for this weekend (3-6), before heading for Eastern dates.

Signing of two more free acts was announced by E. S. Starr, park manager of Cedar Point, Inc. The Coronas, high wire, are to start June 19 for a week. The Albanis, working atop a 90-foot rigging with motorcycle track, traps, horizontal bars and sway-pole, opens for a week August 23.

Deer Park Bows, Sets Attractions

DEER PARK, N. J., June 5.—Circle A Ranch Park here, operated by Albert Clements, reopened last weekend with a rodeo in the spotlight. Western attractions will be offered weekends during the season with the Jolly Joyce Agency, Philadelphia, booking exclusively. Ranch Park draws from Philadelphia and from Southern New Jersey.

Among the attractions already set by the Joyce Agency are the David Sisters, June 13; rodeo, July 4-5; Grandpa Jones and Ramona, August 1; Little Jimmy Dickens and His Show, August 15; Ray Price and Band, August 22; Marty Robbins and Band, August 29.

SALT LAKE REOPENING; FIRE LOSSES REPLACED

SALT LAKE CITY, June 5.—Lagoon Amusement Park reopened its gates Decoration Day (30) again fully equipped after a \$500,000 fire last November.

The disastrous fire swept thru most of the park's games and rides.

Lagoon has installed 9 rides, 7 games, a dance pavilion for 4,000 people, patio room, picnic terraces and gardens. Brick construction was used for the new buildings and stainless steel cars replaced damaged wooden models on the Roller Coaster.

According to Robert E. Freed, secretary-treasurer of Utah

Amusement Corporation, Lagoon operator, the West's largest shooting gallery is included in new set-up.

Other new facilities are a Tilt-a-Whirl, Giant Octopus, Rock-o-Plane, Spook House, Rolloplane, Ferris Wheel, Century Flyer Miniature Train, Kiddie Planes and Autos, and six games.

The Merry-Go-Round, badly scorched in the fire, was renovated.

The fire was the first since the resort's opening in 1896.

Old Orchard Beach After Canadian \$\$

OLD ORCHARD BEACH, Me., June 5.—Cooperative page ads by local amusement operators in New England and Canadian newspapers on Sunday (23) played up this resort area's attractions. The ads will be repeated thruout the season.

Canadian business is being heavily solicited on the ground that this is the nearest good bathing beach to the metropolitan centers of Eastern Canada.

The Boston & Main Railroad is running four daily round trips from Boston and three on Sundays with an extra trip daily between New York and Portland via Worcester, Mass., on the East Wind. Starting July 16 the B&M will run reduced fare one-day round trips from Boston every weekend thru August 29.

Kiddie rides are blossoming out at the beach hotel lawns and Palace Playland has opened its new Kiddie Land.

WANTED FOR COLORED BEACH

Concessions for the season—Percentage. Cork Gallery, Ball Games, Photo Gallery, Pitch-Til-U-Win, Slum Spindle, Duck or Fish Pond. Write:

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Mark-Haven Beach Tappahannock, Va.

P.S.: Pat O'Brien, get in touch with me.

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In good location at once, park or beach for season, three nice Kiddie Rides—Allan Hirschel Miniature Merry-Go-Round, Pony Carts, Jeep Ride.

JIMMY JORDAN Colonial Beach, Va.

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Like new. Operating. Attractive lease. Can be seen in the Nu-Pike, Long Beach, Calif. Write:

OPERATOR

201 West Pike, Long Beach 2, Calif.

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For group installation of coin-operated amusement games. Rental or percentage basis.

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585 Tenth Avenue New York, N. Y. Phone: BRyant 9-6415

NEW 24-PASSENGER KIDDIE BOAT RIDE

Aluminum boats, lighthouse center, adjustable centering rods, free concrete tank plans, canvas boat covers. Price \$1750.00. See owner at Miniature Golf Course, Lime Lake Park, Post Office Delevan, N. Y. Phone: Machias 8870.

NEW ALUMINUM BOATS

For Kiddie Water Boat Ride, single seat (2 pass.), \$50 each; two seats (4 pass.), \$100.00 each. Also five 4-Pass. Rockets (2 seats), \$40 each; as is.

JACK DUNN

Box 13, Hertel Station, Buffalo, N. Y. De. 6463 eves.

FOR SUMMER

Book or lease Kiddie Rides, Miniature Train, Merry-Go-Round, etc., for Pinnup Park, Garden City, Kansas. Population 11,000. Call or write.

ROBERT PEART, City Manager

Garden City, Kansas

KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y., 195 Lake Street, Reno, Nev., 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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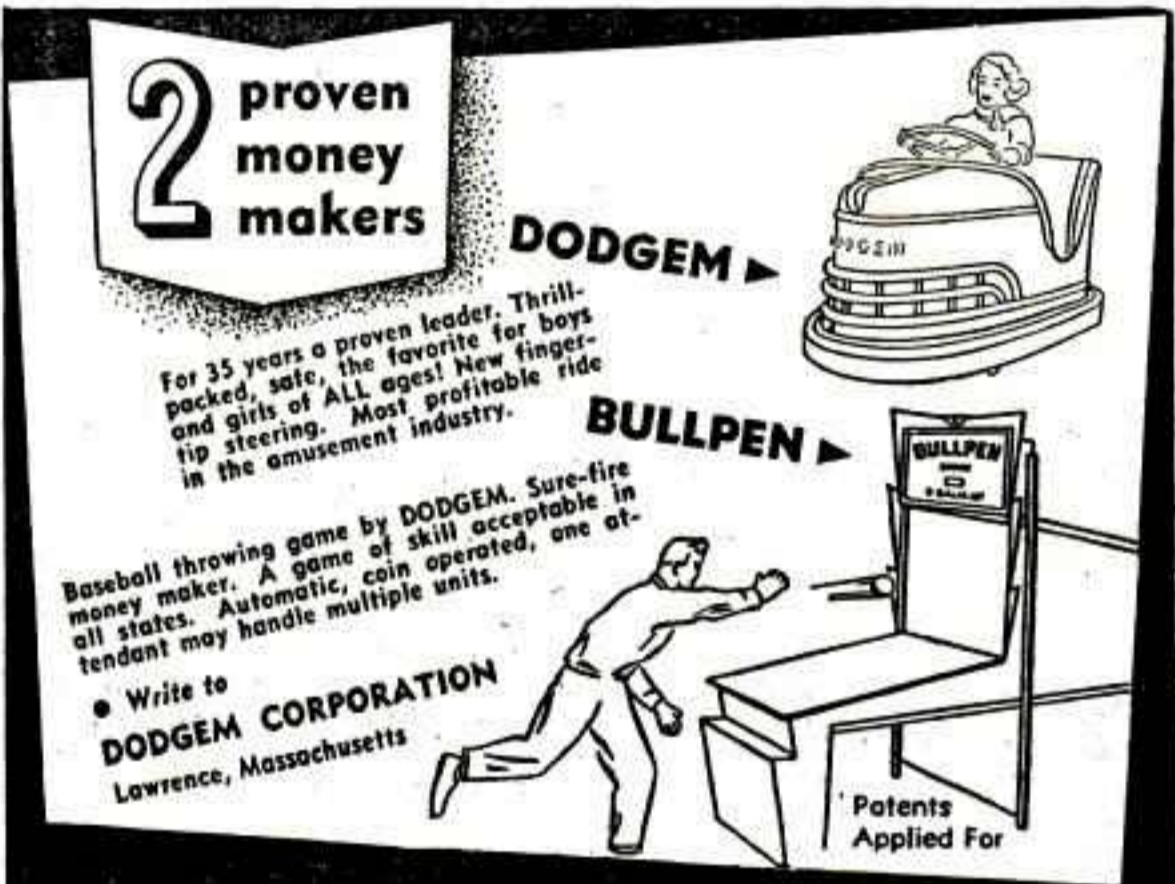
The three-day Decoration Day weekend, attended by ideal weather, proved to be, according to most concessionaires, the best in attendance and biz in the last 40 years.

A third auction, conducted by Morris Reich, of a foreclosure sale of Feltman's Park on June 1, resulted in a bid of \$490,000 going to a Dewey Albert, representing a group of about eight, among which are reportedly the Dwormans of Ravenhall Baths and the Rapps of many ball-rolling games. Another vigorous bidder was Max Goldberg, the local crockery merchant. Park, for the most, has been operated this season by attorney Joseph H. Goldstein as receiver, with the Garto brothers running the boardwalk eatery in conjunction with their Kiddieland and Charles Feltman, the Surf Avenue front populated by hot dogs and other food spots.

Palace of Wonders freakery has been turned over this season by Dave Rosen to Dick Best and Walter Wahous, two Coney newcomers from the outdoor show field. Rosen, himself, is directly opposite on Surf Avenue with another freakery labeled Wonderland Circus Side Show, which occupies the entire space formerly tenanted by the Blue Bird Casino. Attractions at the Palace comprise a new feature, Betty Lou Williams, the four-legged girl; Pyro Sam, fire-eater; Mona, the serpentina girl, and Carl Holly, alligator boy. Louis Osenbacon is inside manager and lecturer; Joe Boston, outside talker; Dolly Fields, a former burly ace, singing

and dancing soubrette, ticket seller, and Louis Williams and Charlie Steinbraker, ticket takers. In the bally are Charlie Horse, Pat Campbell and Elinore Miller. In Wonderland, the talent consists of Lola, leopard girl; Doda, alligator girl; Jean Carroll, tattooed lady; King Eco, sword swallower, and Alzora, walrus girl. Extra attraction is Pinkie, armless wonder. Outside talkers are Larry Rapp and Walter Leonie. Inside lecturer is Bert Kaye. Julius Hefter is ticket seller, and George Cole, ticket taker. In the bally are Margie White, Earling Hamilton and Alice Ecc.

Nicholas Vouriotis with his four brothers, Frank, John, Peter and Speros, are celebrating their seventh year's business stay on Stillwell Avenue adjoining the BMT terminal and their 33d year on the Island as food purveyors and wholesale concessionaires via their Metro Food Shop, patronized largely by local employees for its super coffee. Another one of the family possessions the last three years was the carousel recently moved from Stubbman's Hotel on Surf Avenue to replace the one destroyed by fire the last winter in Steeplechase Park where it is being operated under lease to the McCullough Bros. . . . Frank Til-you, with his wife, Nikki, and sons, Edward F., 17, and Peter, 9, flew back to Steeplechase Park May 27 after closing up their winter home, the Flying-T Ranch, in Scottsdale, Ariz. Frank, besides his many other park cares, will again oversee the publicity department. Assisting him for a second season is Milton Berger.



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Name

Address

City

Occupation

Two Rival Winnipeg Events in Strong Bid for Patronage

One Launches Advance Sale of Rodeo Tickets; Other Opens Publicity Guns

WINNIPEG, June 5.—Advance sale of tickets for the rodeo to be held at the Greater Winnipeg Exhibition August 2-7 at Riel Park in suburban St. Vital is under full swing. Expectations are for a big sale as the rodeo will be the first presented in the Winnipeg area since the early '30's.

The rodeo program will include chuck wagon races as well as all of the usual rodeo events with the exception of calf roping, according to E. J. Casey, the fair's business manager.

Heavy rains have slowed up work and some construction of the 90-acre site, which is new for the exhibition. In past years the exhibition operated on a 10-acre tract. Scheduled for completion in time for the August 2 opening are a concrete display building, a race track, a grandstand and parking lot. The latter will have a capacity of about 10,000 cars. The main road leading to the exhibition grounds is now being widened to accommodate the heavy traffic expected.

Besides the rodeo, the fair will offer the Royal American Shows on the midway. Much publicity is being given to the fact that the Royal American Shows will present the "Dancing Waters" show in its line-up.

Officials are now pushing the farm machinery and industrial show. The new exhibit building will be used for horticultural exhibits, school exhibits and women's exhibits.

WINNIPEG, June 5.—The Red River Exhibition at Polo Park July 24-31, is pulling out all of the stops in bidding for exhibitors and attendance.

Claude B. Main, director of publicity and advertising, this week announced that the exhibition in a tie-up with the Winnipeg Junior Chamber of Commerce and with the co-operation of the Royal Canadian Mounted Police will make a strong pitch for attendance by tourists.

Lucky visitors to the city will be "arrested" by friendly law officers and escorted to the exhibition. There they will be the guests of the Jaycees and of the exhibition board and will receive gifts and souvenirs of Manitoba's products.

The exhibition, in seeking more commercial exhibitors, is distributing to manufacturers, wholesalers, distributors and retailers of Manitoba an effective presentation, in which it points out the long list of past exhibitors, etc. The presentation features a sketch of Polo Park at fair time and indicates many of the attractions as well as the buildings.

The Conklin Shows will be on the midway. A program of free acts and a fireworks display will be presented each night. Special days will be Saturday, July 24, American and Children's Day; Monday, Citizen's Day; Tuesday, Sportsmen's Day; Wednesday, 4-H and Farmers' Day; Thursday, Armed Services Day; Friday, All-Nations Day, and Saturday, Tots and Teeners' Day.

PREPS CONTRACT

PNE Seeks 15% From Football In New Bowl

VANCOUVER, B. C., June 5.—The Pacific National Exhibition has readied a six-year contract for signing by the British Columbia Lions football club officials for use of the new 25,000-seat stadium in Exhibition Park. Under the terms of the contract, the PNE will receive 15 per cent of the gate receipts, after taxes.

The exhibition will take charge of the bowl immediately after the British Empire Games July 31-August 7. For that event, it will be known as Empire Stadium but the name will be changed after the games to Exhibition Bowl.

To aid the football club in its first few years of play in the Western Interprovincial League, the PNE will refund 5 per cent of its take the first season and 2½ per cent in 1955, after which it will retain its full 15 per cent of receipts.

Set 'Dancing Waters' for Southeastern

ATLANTA, June 5.—The exclusive 1954 Atlanta showing of the "Dancing Waters" spectacle has been obtained for Southeastern Fair, September 30-October 10, it was announced by the fair's general manager, E. Lee Carteron. Contracts were signed this week by Carteron and Hal Eifort, of the Gooding Amusement Company, Columbus, O., who flew to Atlanta for consummation of the deal.

Since "Dancing Waters" is an electrical spectacle, it will tie in well with the fair's "Jubilee of Light" feature, commemorating the 75th anniversary of Edison's invention of the incandescent lamp. Carteron said that "Dancing Waters" is the first of a series of educational shows and exhibits planned to give fair-goers the newest and best of such attractions. The water spectacle will be presented under canvas having a seating capacity of 2,000.

Big Jim MacDonald Dies in Calgary

MOOSE JAW, Sask., June 5.—Funeral services were held here recently for James C. (Big Jim) MacDonald, 62, vice-president of the Manitoba Provincial Exhibition, Brandon, who died in Calgary May 15 following a heart attack. In the early 1940's, he was secretary-manager of the Moose Jaw Exhibition. Surviving are his widow and one son.

HONOR FRANK FELLOWS

Water Co. to Name Lake After Fair Official and Dad

SPRINGFIELD, Mo., June 5.—A lake to be constructed here this fall by the City Water Com-



FRANK FELLOWS

pany will be named in honor of 81-year-old (Uncle) H. Frank Fel-

lows, long-time Ozark Empire Fair official, and his father, Col. H. H. Fellows, founder of the Springfield Water Company, predecessor of the present water company.

The decision to name the planned reservoir Fellows Lake was based on the company's intent to make it available for fishing and boating, a tribute to Uncle Frank's prominence as a sportsman and to his father's connection with the company.

Uncle Frank retired from business—the manufacturing of wagons—in 1942 and has continued actively associated with the fair here, with which he has been associated since 1894. He retired as fair president two years ago when he was made a life-time member of the board with the title of chairman. As such, he is an almost daily visitor to the fairgrounds.

Come June 26, he and his wife will have been married 59 years. They have lived at the Kentwood Arms Hotel here since 1927.

MELFORT, Sask., June 5.—The Melfort Agricultural Society has started work on a \$20,000 youth activities building. The quonset-type structure will be ready for the three-day fair in July. It will have an office, board room, lecture room and machine instruction room. During the fair, a part of the building will be used to house women's exhibits and boys' and girls' camp displays.

PLOWS BACK PROFITS

Tulsa Earmarks 150G For Plant Additions

TULSA, June 5.—The Tulsa State Fair has mapped plans for a list of plant improvements that will cost a total of \$150,000, Jay P. Walker, fair president, announced.

The annual, which has plowed more than a million dollars into its fairgrounds in the past five years, will continue its building program as funds become available from the fair and off-season activities, Walker said.

Major project in the long-range plans is a \$60,000 swine barn to be erected across the street from the fair's huge livestock barn, one of the largest in the country. Construction of the barn will probably not get under way until next year, although several other improvements are scheduled to be completed in time for this year's fair, October 2-8.

Included on the list are shower room improvements in the girls' section of the dormitory, \$1,000; drain tile north of the beef and dairy buildings, \$1,000; rest rooms, \$5,000; sign boards for buildings, \$500; installation of pressure water pump, \$1,500; black-topping of exhibit and parking areas, \$5,000; lighting of parking area, \$2,500; seven-foot fencing for parking area west of New Haven, \$11,000; chairs or seats for new educational building, \$11,375; grandstand and race track improvements, \$14,000, and additional rest rooms in the pavilion, \$30,000.

The time-table for the program has not been set yet, although first on the list is the installation of

private stalls for the shower rooms in the girls' section of the dormitory. Other minor expenditures will include wash racks, drain tile, sign boards, black-topping and installation of the pressure pump which is used to increase water pressure during fair week.

Pick Bill Moore As Louisville Sports-Rec. Dir.

Ky.-Ind. All-Star College Game, Jr. Olympics Skedded

LOUISVILLE, June 5.—W. A. (Bill) Moore, who for years has been identified with athletics and recreation in Louisville, has been named superintendent of sports and recreation of the Kentucky State Fair. He will supervise a broad recreation program at the fair.

A Kentucky-Indiana College All Star game, dedicated to Kentucky youth, will be held on the fair's opening day. Other youth features will include a daily junior Olympics program open to boys and girls between the ages of 10 and 15.

A completely equipped Tot Lot is to be installed and staffed with trained, uniformed attendants who will care for young children while their parents enjoy the fair.

Conn. Annuals Revise Apple Pie Regulation

HARTFORD, June 5.—The annual apple pie contest sponsored by the Association of Connecticut Fairs and the Connecticut Pomological Society will be enlarged this year to include any cooked apple dishes, the groups said Thursday (3). Contests will be conducted at all fairs held by association members.

The person submitting the best apple dish will be invited to compete at the association's fall meeting, slated for November 6 at Cheshire. Eight winners will be selected there, and all will receive equal prizes. The eight will then compete at the Pomological Society's annual meeting, set for December 1 at Hotel Bond here.

Any amateur cook can enter as many fair contests as he wishes, but may enter only one dish in the semifinal event. Connecticut apples must be used. Each exhibitor must submit a recipe of his apple dish, along with the dish itself.

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SUMMER SPECIAL DEADLINE . . . JUNE 16

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Fair Dates

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The Billboard Pub. Co.

The following changes and additions to the list of Fair Dates were received during the week ending June 4.

The complete list of Fair Dates was published in the issue dated April 10. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Idaho
Salmon—Lemhi Co. Fair. Sept. 9-11. Benjie A. Banks.

North Carolina
Roanoke Rapids — Halifax-Northampton Agr. Fair Assn., Inc. Sept. 14-18. R. E. Gilsdorf.

Oklahoma
Buffalo—Harper Co. Free Fair. Sept. 13-15. Peyton Burkhart.

Tennessee
Parsons—Decatur Co. Fair Assn. Sept. 21-25. B. C. Dalley.

Texas
Dalhart—Dallam-Hartley Fair. Sept. 3-4. Nick F. Craig.

Miss BeBe Says . . .

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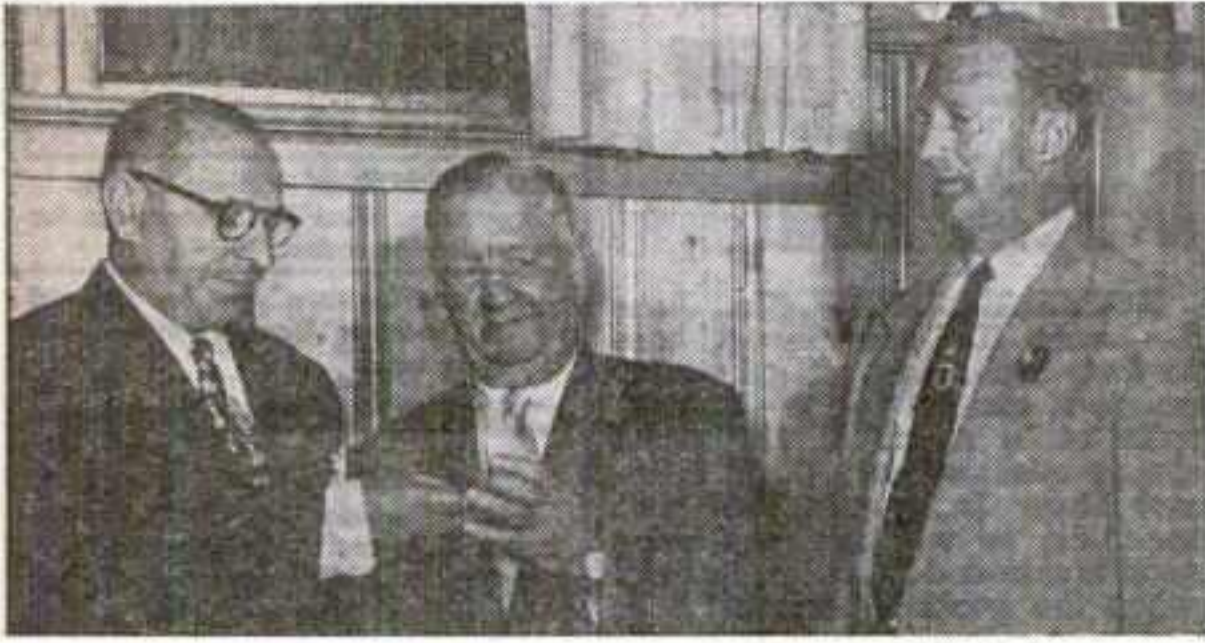
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20) 931

Name

Address

City..... Zone..... State.....

Occupation



FRANK BERGEN, general manager of the World of Mirth Shows, was made an honorary fire chief and honorary chief of police May 27 as part of a ceremony celebrating the 20th consecutive year that his organization has played for the Arbor Hose Company at Arbor, bordering Plainfield, N. J. Fire Chief John Ambrose (left) is presenting Bergen with the chief's badge as Police Chief Pete Schluenzen looks on.

75G FOR SPONSORS

Firemen Note 20th Yr.; Make Bergen a Chief

PLAINFIELD, N. J., June 5.—An uninterrupted association of 20 years between the World of Mirth Shows and the Arbor Hose Company was noted Thursday (27), the night before the show opening, at a dinner tendered Frank Bergen, show owner, who was made an honorary fire chief.

To complete the honors that Arbor, the actual show site and a small community bordering Plainfield, could confer on the showman, Bergen was also made an honorary chief of police. John Ambrose, the fire chief, acted for the firemen, and Police Chief Schluenzen represented the police.

Champaign, Ill., Gives 20th Cent. Best Week's Biz

Seven Fairs Booked, Tack on Added Kid Matinee for Show

NORTH CHICAGO, Ill., June 5.—The 20th Century Shows, which have been out since April 10, caught the best week's business of its tour last week at Champaign-Urbana, Ill. The weather was cool but brisk spending offset the weather-thinned crowds to give the show a good gross.

Stand here, close to the Great Lakes Naval Station, was hit during the first four days of this week by either rain or cool weather.

Grace Williams, Saucer Girl, continues as the top show, with the Tilt-a-Whirl the biggest grosser among the rides.

The Eddingtons, husband-and-wife clown team, have been doing effective work in advertising the show and handling the kid matinees. General Agent Jess Wrigley announced that seven additional fairs to be played by the show have tacked on extra kid matinees, at which the show will feature bicycle giveaways.

Isser Scores Top Earnings At Hicksville

NEW YORK, June 5.—The I. T. Shows bagged a red one at Hicksville, L. I., this week. Excellent weather thru the week helped the shows get off to a good start on its annual tour of Long Island stands.

Show units will be added now as the organization routes away from New York, where it plays lots at the start of the tour.

Phil Isser, general manager, reports that business has been mostly good since the opening except for frequent inclement weather during the past several weeks.

WOM Off to Boom Start With Top Attractions Group

Bergen Unit Finds Late Season Start at Plainfield Pays Dividends

By JIM McHUGH

PLAINFIELD, N. J., June 5.—Frank Bergen's World of Mirth Shows got off to a lucrative season's start here Friday (28). The first four days of the nine-day run gave the shows a gross in excess of the earnings for the entire seven days played last year.

If the weather doesn't cross the organization in its wind-up sessions, it is likely that the show will top its former best mark of some \$30,000 by a considerable margin and so package the best opening that it has ever had.

The show opened here Friday (28), delaying the start of its season by about a month and by so doing saving at least \$15,000 in rail

moves alone. Actually, the savings might run to considerably more money since the towns usually played, Washington, Wilmington, Del., and Chester, Pa., got no better break from the weather this year during the period that the World of Mirth would have played them than they rated over the past several years. The front and back end personnel alike are most happy at the decision to begin the season here, a date that has never failed the show, rain or shine, in the 20 consecutive years that it has played here.

Bergen had toyed with the idea of opening late for the past several years and this winter finally made up his mind. The thought in some quarters that personnel would be inclined to drift as a result proved unfounded and the help in every category had nothing but words of praise for the decision of the boss man.

Top Attractions

In keeping with the Bergen operating formula the show will not rate its peak strength and eye appeal until it approaches its first fairs in July. But, even so, the strength of the show and ride line-up, with additional units still to come, shows evidence of being the best in the history of this organization.

Tony Diano's Wild Animal Menagerie, a one-of-a-kind midway attraction, should prove increasingly popular as the show heads into territory where zoos are a rarity. When finished, the show will sport a 120-foot double banner line front. About half of the sections are now up. Animals on exhibit include a herd of eight elephants, a two-horned rhino, hippopotamus, polar bear, monkeys, chimps, lion, camels, zebras, giraffe, llamas and long-horned steer. A pony ride is also operated by the Diano unit.

The feeling among show execs after the opening here is that this show will win money. The cost,

size and nut that goes with this unit had many knowledgeable ones questioning the financial potential of the unit when it was first known to be contracted. The fact is that the public won't see a finer traveling collection of animals anywhere and the chances are that they'll take it when word gets around wherever it appears.

New Rides Click

Two new rides, which should win a ton of money on this show's route are Charles Cooper's Round-

(Continued on page 66)

Mike Matina, Va. Greater Midget, Dies

NYACK, N. Y., June 5.—Funeral services were scheduled for Thursday (3) for Mike Matina, midget on the Virginia Greater Shows who died Monday morning (31) at the age of 53.

Matina, survived by his twin brother Ike and another brother, Leo, had tramped for many years and was a veteran on the Masuccione Virginia Greater midway. Rites were slated for the Flanders Funeral Home.

The team of Mike and Ike, They Look Alike, had been 40 years in show business, and the three Matinas had been with Virginia Greater for 11 years. They came from Hungary. Twelve cars of show personnel attended rites at the funeral home and at West Hempstead Cemetery. Arrangements were taken care of by Mr. and Mrs. Rocco Masucci. Matina died in a hospital in Suffern while the show was playing Nyack.

Mike Smith Scores Biz Near '53 Levels

BROOKINGS, S. D., June 5.—Business for the early part of the 1954 tour of the Mike Smith Northern Exposition Shows is holding up well and on a par or slightly ahead of the same portion of the route last year, Lawrence LaLonde, general manager and agent, said. Prior to its opening in Canton, S. D., the equipment had been completely refurbished under LaLonde's direction. The job drew much favorable comment.

At Canton the show battled rain for two of the three days' stand, but business still equaled that of last year. On this basis, Smith is anticipating a strong 1954. For the opening, the show was

set up on the streets around the Courthouse Square and played under American Legion auspices. Line-up included 11 rides, 31 concessions and 1 show.

Ride Complement

The ride complement included three new kiddie and a major device. Rides carried are Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus and the debuting Paratrooper. In the kiddie section the new devices are Jeep, Airplane and boat rides. Others in this division are Kiddie Ferris Wheel, Roto Whip and Roller Coaster. Scheduled for delivery this month are a Midgo Racer and Bulgy from the Eyerly Aircraft Corporation, Salem, Ore.

Al Beard's animal show is the

(Continued on page 68)

The 20-year association between a show and a sponsor is believed unique in carnival annals. Certainly the business and social relationship that has always existed between the show and the sponsoring firemen has been unsurpassed.

Thru Hard Times

One of the finest examples of the benefits that can accrue to a sponsoring group, the date here has survived, among other things, one of the worst depressions in the history of the nation and the growth of business and residential areas that now surround the one-time country lot.

Thru the years the World of Mirth has given the firemen upward of \$75,000. Yearly earnings now never drop below the \$3,000 mark. But it wasn't always so good. Bergen recalled for the firemen that he and his partner at the time, the late Max Linderman, had to go into their pockets for 32 cents to make up the \$800 guarantee for the show's first appearance here.

The money earned thru the shows built the model firehouse where the testimonial dinner was held. Later earnings aided the firemen to add a second story. The equipment including mobile first aid units, is said to be among the finest. The members, certain-

(Continued on page 66)

Heart Attack Takes O'Brien

NILES, O., June 5.—James J. O'Brien, 55, co-owner of the Swiss Mechanical Village currently on the World of Mirth Shows and former Wild Life Show operator on numerous carnivals, died here May 31 of a heart attack.

In the past he had toured with the James E. Strates, O. C. Buck, Cetlin & Wilson, Happyland and Gooding shows. Born in Youngstown, O., he was a lifelong friend of James P. Sullivan, operator of the Wallace Bros.' Shows of Canada, and Dick Dillon, Mechanical City operator.

Surviving O'Brien is his widow, Cecilia, Niles. Burial took place in Youngstown.

Midway Units Reap Dollar Harvest At Ringling Circus Date in Philly

PHILADELPHIA, May 5.—Ringling-Barnum circus brought overflow crowds to its Erie Avenue lot last week and created a bonanza week of business for some 100 concessionaires booked thru John Quinn and Jack Essner. Located across the street, and not so advantageously, the John H. Marks Shows also lived off the overflow and reportedly also earned satisfactory profits, over-coming a hefty nut for the stand.

While it was apparent from the start Monday (24) that the date would be a red one for all concerned, it is unlikely that anyone accurately visualized the booming wind-up that had police halting the sale of ride tickets until those who already held ducats could

get their ride and move out of the way.

For the first time in years the Big Show got thru its Philadelphia engagement without inclement weather. Actually, the weather was near perfect thruout the run, with the nights balmy enough to keep the sight-seers milling around and spending money on the midway.

While the Big Show business was good thruout the run, straw houses were registered on Friday night and on Saturday afternoon and night. Had the show been able to overcome the blue laws and obtain a license to show Sunday (30) as it hoped to, there is no doubt that straw houses would have again resulted and the mid-

way units would perhaps have scored a record day's business here.

Money for All

Veteran observers reported the date "sensational" in every respect, claiming that there were no blank spots and that all of the participants got money. Actually, as long as there were people they couldn't very well miss, since everyone attending or interested in the circus had to travel the length of the midway to reach the Big Show. It was not possible to skirt the midway attractions.

In view of the banner business done, the Big Show will probably return to this stand despite the line-up of midway attractions in

(Continued on page 66)

RAS Gets 2d Big Weekend At St. Louis

Cool Weather, Rain Hurt Weekdays; Lohmar Is Honored

ST. LOUIS, June 5.—The Royal American Shows chalked up another good weekend here over the Decoration Day holiday, the rain hit Sunday (30) at about 4 p.m. and a storm brewed Monday night. The RAS winds up its 21-day stand here Sunday (6), then will jump to Davenport, opening there Thursday (10). It will play thru June 20 before heading for Western Canada to start its fair season.

Weather put a big dent into business Tuesday thru Thursday this week, with rain pelting the show hard Wednesday night and rain or cool weather hurting the other nights. Prospects for the weekend were good, with forecasters predicting warm, clear weather.

Leon Claxton's "Harlem in Havana" continues away out front as the top money-getter here. Claxton put on two late rambles Friday and Saturday nights (25-26).

Bob Lohmar, the RAS general agent and past president of the International Showmen's Association of this city, was honored by the club this week when he was presented with a gold life membership card.

Recent visitors to the show included Euby Cobb, John Francis, Ida Cohen, Jack Duffield, Ned E. Torti, Maurie Schacter, Gus Singer, Sam (Kinky) Wolf and Mrs. Morris Lipsky.

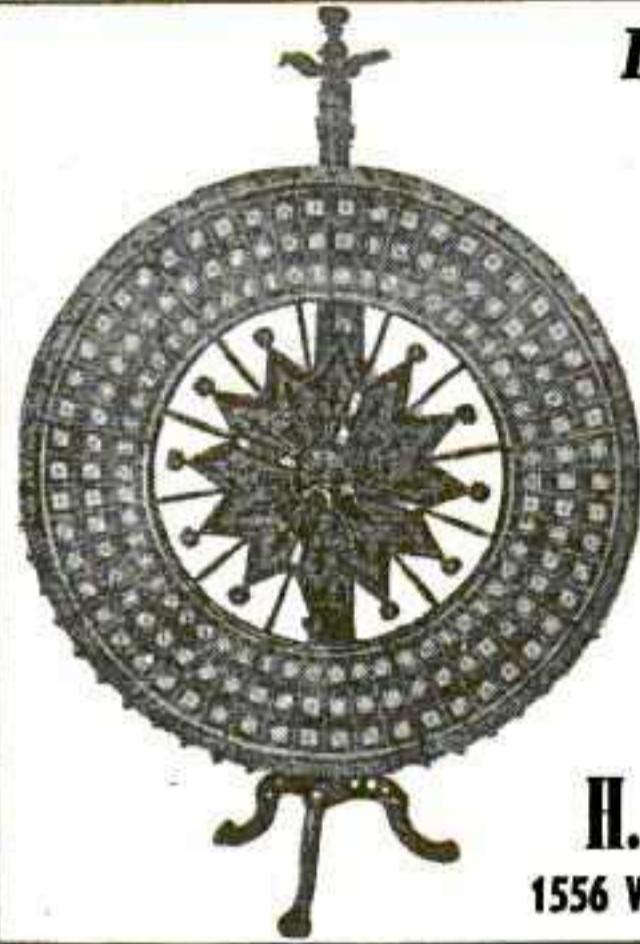
Groscurth Org Inks Kentucky Army Event

WATSEKA, Ill., June 5.—Blue Grass Shows have signed a contract to provide all attractions at the Soldiers' Fair and Exposition to be held inside the gates of Camp Campbell, Ky., June 28-July 4, C. C. (Specks) Groscurth, org's owner-manager, announced.

The event, which is being revived after five years, will be free to the public and in addition to Army exhibits, commercial displays are scheduled and the give-away of a Cadillac convertible is set for the final evening. Groscurth has the exclusive on attractions, including rides, shows, concessions, free acts and the July 4 fireworks program.

The military show lot is located on U. S. Highway 41, midway between Clarksville, Tenn., and Hopkinsville, Ky.

Business thus far this season has been okay in good weather, Groscurth said. After playing several spots in Illinois the show moves into Indiana for three weeks before playing the Camp Campbell event.



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THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, iridescent flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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Annual Legion 4th of July Celebration
Stage Fort Park, Gloucester, Mass.

Right on the Ocean

Opens June 29 and ends Monday, July 5, including Sunday.

This is an annual event. Thousands to draw from. Fireworks, giveaways, parades, etc. Can place for this date Shows and Concessions. Will sell X on Custard, Grab, French Fries, Novelties, Ice Cream, Stock Stores and Hankies. Will be in Gloucester June 20. Phone: Gloucester 1618. All replies to

HARRY J. KAHN

c/o NEW ENGLAND AMUSEMENT CO., Canton, Mass., week of June 7-12.

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation

WANT—Photos, Novelties, American Camp, Bowling Alley, String Game, Cigarette Gallery, Bumper, Balloon Darts, Fish Pond, Coca-Cola, Short Range, Pitch-Till-Win, Basketball, Cigarette Pitch, Hoop-La, Pan Game, Pea Pool, Under and Over.

WANT—Live Ponies, Monkey Show, Snake, Unborn, Wild Life, any small Animal Show, Side Show Manager; Bill Hoxie, answer or come on in. Penny Arcade, Rags, come in. Colonel Sacks, answer.

Keller, Virginia, Fair, August 23-28.

All mail and wires to

WM. C. (BILL) MURRAY

Monsey, New York, this week; Spring Valley, New York, June 14-19.

NEW TRENTON PLAYLAND

Located in front of Fair Grounds right in the heart of town. Wanted to join immediately.

Will book Merry-Go-Round, Ferris Wheel and any other Adult Rides. Cotton Candy, Novelties and Arcade Machines. We have buildings. Will lease Custard and Hot Dog Stand Snack Bar fully equipped. We have enough Kiddie Rides (12), including big Roller Coaster. This will positively be the biggest spot in the East. Day and night factory workers—large steel plant near-by. Contact

MAX GRUBERG

1634 Nottingham Way, Trenton, N. J.

Phone: 9-3060

RUMBLE GREATER

WANT FOR PAOLI, IND., ANNUAL AMERICAN LEGION CELEBRATION, JUNE 14-19 SHOWS — STOCK CONCESSIONS — STRAIGHT SALES

RIDE UNIT BOOKED INDEPENDENT FOR CHARLESTOWN, IND., LIONS CLUB, JUNE 21-26

WANT BINGO, SHOWS, COOKHOUSE, GRAB, STRAIGHT SALES AND STOCK CONCESSIONS OF ALL KINDS FOR THESE THREE BIG WEEKS: SUMMER, ILL., CENTENNIAL, FULL WEEK OF JUNE 28; LOGOOOTEE, IND., LIONS CLUB, 4th of JULY CELEBRATION, JULY 4-10, BOTH ON STREETS; THEN SALEM, IND., V.F.W. ANNUAL CELEBRATION, ARMORY GROUNDS, INSIDE CITY, JULY 12-17. All replies to Paoli, Ind., after June 8; then per route above.

D. P. RUMBLE

STAR AMUSEMENT COMPANY

Wants Bingo Camp, Stock Concessions and Agents for Stores. No Rides, as we have thirteen. Five or 10-in-1 or other Shows not conflicting with what we have. There is no drought in Arkansas and crops and business are good. Get ready now to join two big July 4th spots—Portia, July 1-2-3; Tuckerman, 5-10. All big Celebrations and Arkansas' best Fairs. Wire, call or come on. Newport, Ark., June 7-12. Contact

B. E. Miller, Gen. Mgr. Boots Cutler, Con. Mgr.

I. T. SHOWS WANT

FIRST-CLASS GIRL SHOW—must have more than one girl and attractive front. Must be ready to open June 14 at Riverhead, Long Island.

Contact **PHIL ISSER, Gen. Mgr.**

Glen Cove, L. I., or 1539 East 29th St., Brooklyn 29, N. Y.

Phone: NAvarre 8-8960

WANT DEL FLORE AMUSEMENTS WANT

For following downtown locations—Youngblood Pa., June 14-19; Youngstown, Ohio, June 21-27; Connelisville, Pa., to follow.

CONCESSIONS—Water Games, Hoop-La, Short Range, Ball Games, Arcade, String Game, Custard, Novelty.

RIDES—Tilt or any Rides not conflicting with what we have.

SHOWS—Will book any new or novel Show of merit. All wires: AL DELFLORE, Mgr. Salina, Pa., this week, Youngblood, Pa., next week. P.S.: Kenny Myers, Mike Demko, phone 2-3662, Warren, Ohio.

Cool Nights Slice Into Ruback Biz

GALLUP, N. M., June 5.—Cool nights with some wind has been cutting into the business of the Alamo Exposition Shows thus far this season, according to Jack Ruback, general manager.

Org pulled a nice crowd here Decoration Day, but for the most part the cool evenings have held down turnouts. Grants, N. M., played for three days prior to moving here, yielded good grosses, and Las Vegas, played prior to Grants, produced the best business the show had since the San Antonio Battle of Flowers.

Virtually no trouble has been experienced with the Diesels or trucks this year, which are under the supervision of Herman Reynolds. Kenneth Gray, in charge of the sound truck and sound sets, is getting the show much publicity. Milo Anthony's Side Show now boasts a 160-foot front and is competing for top money with Bill William's Monkey Circus.

Vivona Scores Good Week on Jersey Trek

FORDS, N. J., June 6.—Vivona Bros.' Shows pulled in here last weekend after closing Saturday night (29) in Clark, N. J., to one of their biggest weeks of the young season. All special events, the Ladies' Night, Sunset Matinee and Kids' Day, pulled well.

With hopes high that the rainy season had reached its end, show execs reflected on the fact that only the wetness has hurt grosses at any location. To bolster their expectations the week here began with skies clear and temperatures high, inducements to the local citizenry to venture outdoors on spending jaunts.

Col. Lew Alters reported Clark to be his biggest week yet. He has been joined by K. G. McGary.

Mike Roman, back on the job after a brief illness, reports business very good. Still on the sick list but feeling much better is Peggy Wilson. Harry E. Wilson has rejoined after a business trip.

Tony Masiello is keeping the rolling stock in good shape, with only two breakdowns so far this season. All ride help are on the job nicely, with no Mondays lost yet except to rain.

Babe and Morris Vivona report good business with the No. 2 unit.

The committee in Clark cooperated nicely and the entire crew pitched in to transform a muddy lot into a nice midway for opening night.

Sandusky, O., Gives World of Pleasure Profitable Stand

SANDUSKY, O., June 5.—The World of Pleasure Shows chalked up a highly successful eight-day stand here under the auspices of the Italian-American Beneficial Club and were invited to return in 1955, according to Charles Stewart, show manager. The engagement ended May 31. Earlier dates will be sought next year to prevent a conflict with the opening of Lake Erie resort spots on the Decoration Day weekend.

Attendance was good from the 24 opening thru Sunday (30), but fell off closing day due to the opening of various resorts in the area. Tear-down started earlier than planned Monday night when strong winds hit at 10 p.m.

Ride line-up included a Merry-Go-Round, Ferris Wheel, Fly-o-Plane, Tilt-a-Whirl, Dodgem, Comet, Kiddie Coaster and three other rides. A Funhouse and two girl shows also were in the line-up.

Show was set up on the high school stadium parking lot opposite two government housing projects.

Drew Org Finds Spending Okay Despite Rain

BUCKHANNON, W. Va., June 5.—James H. Drew Shows, here in their 10th week out of winter quarters, are making the nut despite quite a bit of the usual spring rain and cold. J. H. (Jimmy) Drew Jr., owner, said that spending, as witnessed by some good concession business, is okay when the weather permits.

Show has been in the mountains since the middle of April and has had some truck troubles. A semi-trailer and tractor carrying the electrical equipment left the road, plunged down a cliff near Ripley, W. Va., on May 23 and was destroyed. Show added two new Chevrolet tractors and a new Chevrolet pick-up truck to the fleet. Rides, trucks and all equipment have been refurbished for the fair season which opens the first week in July and runs until November 13.

The two Drew youngsters, Jimmie and Malenda, have joined on from Georgia, where they were attending school. Nancy Drew, niece of Owner Drew, is also with the show.

Kansas Winds, Rain Hamper World of Today

LEAVENWORTH, Kan., June 5.—Persistent rains and high winds that at times reached almost tornado proportions, kept patrons away from the World of Today Shows' stand here this week. The few breaks in weather accorded the show produced fair crowds and okay grosses, but the bright spots were limited.

Show moved here from the Topeka Centennial where business was good, altho weather interfered on several nights. En route to the Kansas Capital City, one of the Ferris Wheels was destroyed by fire, but the truck and tractor were saved.

Speedy Palmer and his Motor-drome is scheduled to join next week in Kansas City, where the show will play from June 7 to June 17. Show then moves to East Grand Forks, Minn., where it opens June 20.

2 New Supply Firms Formed

NEW YORK, June 5.—Two new supply houses are operating in this city, headed up by experienced carnival equipment men who were formerly associated in the Cardinal Plastics Corporation which has been discontinued.

Les Berger, former president of Cardinal Plastics, is operating the Cardinal Products Company and maintains a factory and showroom at 49 W. 27th Street. He is offering a full line of items, including bingo.

Joseph Mandel, former secretary of Cardinal Plastics, is doing business as Cardinal Manufacturing Company at 2944 W. 28th Street. He is servicing all orders and will open a downtown Manhattan showroom shortly.

Change Trial Date Of William Burke In Wagner Slaying

PENSACOLA, Fla., June 5.—Trial of William O. Burke, charged with the pistol slaying April 11 of Al Wagner, owner of the Cavalcade of Amusements, was postponed to Wednesday, June 9. The case will be heard in the Court of Records. Originally the trial date had been set for June 1.

SUMMER SPECIAL DEADLINE . . . JUNE 16

Mail Your Ad Copy TODAY!

W.G. WADE SHOWS

NEGAUNEE, MICH.
JUNE 14 THRU 19

One of the finest still-date towns in the country. First in. A bonanza for concession operators.

Can place for now and for the rest of our summer Upper Peninsula of Michigan tour.

CONCESSIONS: Merchandise Games such as Milk Bottle & Coke Ball Games, Pitch-Till-You-Win, Coke Ring Game, Buckets, String, Scale and Age, Cigarette Block, Hoop-La, etc. Also can use outright sales, such as Names on Hats, Photos, Ice Cream, etc.

SHOWS: Still can use good Arcade, Monkey Show, Glass and/or Fun House.

HELP: Rolloplane and Tilt Foremen. Prefer semi drivers. No boozers or chasers, of course.

Don't Delay—Wire Now!

W.G. WADE SHOWS

Manistique, Mich., all this week. P.S.: Following Negaunee we show the Annual Legion Carnival at Calumet, Mich.

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CONRICK BIRD FARM

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BILL SANDERS

COMPLETE RIDE UNIT FOR SALE

Consisting of Tilt-a-Whirl, 25 Ferris Wheel, 3-Abreast Merry-Go-Round and Kiddie Rides. Late models and all in A-1 condition. This ride unit is booked solid until Labor Day. Purchaser can buy now and get advantage of route or take it over after Labor Day. This is positively a "once-in-a-lifetime" opportunity.

Address Box 341

c/o The Billboard 390 Arcade Bldg. St. Louis 1, Mo.

NOW BOOKING

FOR THE 1954 SEASON

3 Kiddie Rides and Bunting Games and others for your factory picnics or small town celebrations or what have you? Write or contact

MIDWAY AMUSEMENT

TREMPEALEAU, WIS.

CARNIVAL WANTED

FIVE OR SIX MAJOR RIDE CARNIVAL

for

CALLAWAY COUNTY FAIR

FULTON, MO., JULY 27-31.

Featuring Night Horse Racing. Contact ED H. ESTES, Fulton, Mo.

HARRY YAGER WANTS

Concession Agents, also Operator for Roll-a-Whirl and Truck Driver. Mattie and Betty, wire or write. All answer: c/o Helman United Shows, Willow Springs, Ark., June 7-12; Herman, Mo., June 15-19.

WANTED

FREE ACT

Flying Return or High Pole Act at once.

THOMAS JOYLAND SHOWS

Fairmont, W. Va.

MIDWAY CONFAB

Joseph Lehr, Philly spot worker, made the Big Show date there with a spot store for Jack Jaffee. Neal Carr and Jerry Gerard worked with him. Lehr reports that Leo La Salle, O. C. Buck Shows' concession agent, left that show to make the Philly date and a couple of celebrations in New Jersey.

George Harris, spot worker, has left Spot Penonault on Gillette Bros.' Shows to work the rest of the season in a Chicago park. Penonault replaced Harris with Red Lewis, Baltimore. . . . Mrs. Jerry Gerard is in Harrisburg, Pa., caring for her sick sister. She would like to hear from friends who may write to her at 2416 Reel Street. . . . O. C. Buck, owner of the O. C. Buck Shows, was a visitor on the Marks Shows' lot during the recent Philly date of the Ringling-Barnum show.

Personnel on Charlie Zerm's Side Show include Pete Lots, front talker; Bill Brail and George Pitch, tickets; Mrs. Patrick Zerm, sword swallower; Mrs. Wigand, electric chair; Prof. J. Wesley Blair, lecture; Salty Wayne, magic; Jo Ann La France, Tiny Town Revue; Wigand, comedy juggler; Robert Clark, anatomical wonder; Benny Collins, pin cushion; Bob Leight, fire eater; Dixie Dan, annex, and Shawn Crawford, bally and sword box. . . . John and Lillian Cain, after 35 years in outdoor showbiz, have retired and are living in West Palm Beach, Fla., in a house trailer. Cain holds a position with the city of Palm Beach, Fla.

J. L. (Whitey) Bedard, who has been operating kiddie rides at church picnics in the Flint, Mich., area, has set his rides down at a permanent spot this year just outside Michigan city. Bedard infers that he recently received a new Hobby Horse Merry-Go-Round to add to the line-up. Paul Kelly's animal circus has left the Gem City Shows.

Charlie Zerm, manager of the circus Side Show on Penn Premier shows was recently given a surprise birthday party. During the course of the refreshments, which included a big birthday cake, Charlie received a Lord Elgin wrist watch from his wife and several other gifts from his friends. . . .

T. A. Wolf, one-time operator of one of the nation's top carnival organizations, was a recent visitor to the World of Mirth and James E. Strates Shows. Wolf, who operated shows at expositions after exiting the carnival field, including the Venetian Glassblowers at the New York World's Fair, is now promoting a premium deal

designed to stimulate attendance at carnival still dates. At least one major carnival will give it a whirl, reports say, and others are interested.

Howard P. (Punk) Hill continues plagued by bad luck. He sustained several bad breaks of his leg last fall and winter and recently was forced to undergo a gall bladder operation at the Parkview Hotel, Pueblo, Colo. He was able to leave the hospital June 3 and went to the home of his friend, Curley Clyde, 21102 Court Street, Pueblo, where he planned to convalesce for two weeks before rejoining his show. Mrs. Hill was with him during his hospitalization. Recently the Hills purchased a new custom-built Pan American house trailer. . . . Turner Scott infers that he has added a dark ride to his Sea View Amusement Park at Daytona Beach, Fla., and that business has picked up.

Gean Berni, well-known Tampa showman and president of the Hillsborough County Optimist Clubs' Council, Tampa, recently was named a lieutenant governor of the Tampa zone of the Fourth District of the Optimist International. The Tampa zone embraces clubs in Tampa, Ybor City, Seminole, West Tampa, Palma Ceia and Port Tampa. The Tampa club, headed by Berni, has been outstanding in boys work and related activities. . . . A daughter was born to Mr. and Mrs. Sonny Billingsly on the Gradstone Exposition Shows during its stand at Princeton, Ky.

More than a dozen agents have been brought in to work the stores of Harry and Evelyn Curry at Rockaways' (N. Y.) Playland. They include Rachel White, Jimmy Napoli, Mike Mirabile, Betty Clark, Joanna Strike, Jim O'Neill, Carol Melody, Charley Rafel, octogenarian John J. Smith, Jerry Applebaum, Sidney Schwartz, Louie Brown and Abe Wolfert. Most are from the Chicago-Detroit area.

The cookhouse and penny pitch on the I. K. Wallace Shows are being operated by C. W. Lambert; his wife, Laura, and their two daughters, Barbara and Connie.

Lisa Del Mar and Carmen Del Rio celebrated birthdays recently on the Gem City Shows. Miss Del Mar has the 10-in-1, "Jungleland, museum and "Scandoll" girl show on the midway and Miss Del Rio has the annex. Personnel from the show attended a party for them and numerous gifts were received. . . . Joe Forrest Potts, former night watchman with the Cavalcade of Amusements is in Corinth (Miss.) Hospital suffering from a foot injury sustained last August. He would like to hear from friends.

New faces on the Monte Young Shows include Mr. and Mrs. Kruger and their two children, who are operating the Cookhouse. Mr. and Mrs. Harvey have the glass pitch and long range. Jim Busby is sporting new kiddie rides this year.

Bobby. (Custard. King). McGregor is entertaining the public while dipping on the Vivona Bros.' Shows' lot. Aply assisted by Red, Bingo impresario Bill Jones visited the shows in Clark, N. J. Tony Masiello and Bares report nice business with girl revues. Ma Vivona celebrated her birthday on June 1, and Ann and Art Detwiler observed their 20th anniversary on May 29. Shows are awaiting the arrival of Dominic Vivona, who is graduating from Duke University. Rosita Dell has been doing nicely with her Six Cats.

Phil Cook, executive secretary of the Miami Showmen's Association, visited Coney Island, his old stamping ground, on Monday (31). Phil reported excellent business for everyone and compared it with the depression days when he eked out a living at the famed New York shore spot. . . . Gerald Snellens, general representative, and Richmond Cox, publicist for the World of Mirth Shows, spent considerable time in New York during the run of their unit at Plainfield, N. J., lining up ad and promotion deals that will aid later showings.

One of the World of Mirth flats, awaiting the make-up of the show train, got nudged in the Rich-

(Continued on page 68)



St. Michaels Church Fair, across from the mammoth shopping center in Levittown, Pa., June 14-19.

Giant U. S. Steel plant nearby, working day and night.

Cahill Field Fair, 29th and Clearfield Streets in Philadelphia, Pa., June 21-26

These are two terrific Catholic annuals with Free Gates, Car give-aways, and always guaranteed attendance followed by Spring Mill Fair and Flourtown

SHOWS Any Shows catering to women and children. Mechanical, Arcade, Motordrome, Wildlife, or any animal shows with own equipment. No Girls.

CONCESSIONS Ball Games, Basket Ball, Six Cats, Water Games, Photos, Penny Pitch, Hi-Striker, String Games. Philadelphia Concessionaires, call me at once. Deposits will be required as space is very limited.

HELP Chairplane Foreman, and Good Second Men on all Rides. Must Drive. Show now playing Lacey Park, Pa., this week. Then the Big One, Levittown, Pa., next week, June 14-19.

ALL REPLIES
MORRIS HANNUM

934 Murdoch Rd., Philadelphia, Pa. Telephone Philadelphia, Chestnut Hill 7-8176



WANTED SPRINGFIELD, KENTUCKY, FAIR, June 14-19 WANTED

CONCESSIONS—Basketball, Water Games, Glass Pitch, Penny Pitch, Long Range, Pan, Rat, Pea Pool, Hanky Panks of all kinds open, American Palmistry, etc.
SHOWS—Monkey, Snake, Side Show, Illusion, Fun House—with own equipment 25 per cent.
RIDE HELP—Foreman on Tilt; Second Men on Wheel, Jenny, Tilt, Comet, Octopus, Chairplane.

BEST ROUTE OF FAIRS IN THE SOUTH

Springfield, Ky., June 14-19	Savannah, Tenn., September 13-18
Central City, Ky., July 26-31	Pontotoc, Miss., September 20-25
Russellville, Ky., August 9-14	Clarksdale, Miss., September 27-October 2
Hodgenville, Ky., August 16-21	Charleston, Miss., October 4-9
Dresden, Tenn., August 23-28	Brownsville, Tenn., October 11-16
Camden, Tenn., August 30-September 4	Belzoni, Miss., October 18-23
Centerville, Tenn., September 6-11	Canton, Miss., October 25-30

Chuck Alexander wants Agents for Six Cats, Buckets, P.C., etc. Marshall Van Hooser wants Agents for Razzle; Jitter Bug, JACK OLIVER, Business Manager

TOMMY CARSON—Bus. Mgr.
A. R. (DUTCH) WHITESIDE—Concession Mgr.

CORNING, NEW YORK

FIREMEN'S CONVENTION June 14-19 PARADES—FIREWORKS HAVERSTRAW, N. Y.	BIGGEST JULY 4th DATE Keene, New Hampshire JUNE 28 TO JULY 5 (Sunday included) BONFIRE—FIREWORKS	Hammonton, N. J. 78th LADY MT. CARMEL FEAST 80,000 ATTENDANCE— 1953 JULY 12-17	50th YEAR CELEBRATION Wharton, N. J. PARADES—FIREWORKS JULY 26-31
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13—FAIRS—13 STARTING AUGUST 2nd 13—FAIRS—13

CONCESSIONS: Will sell X on Scales and Age, Ball Games, Basketball, Coke, Darts, Buckets, Swinger.
SHOWS: Wild Life, Crime, any Grind Show not conflicting with what we have. Perfect spot for Motordrome; can supply two tractors and two 30-ft. semis.
RIDES: Will book Caterpillar—liberal P.C.
Woody McBride wants Hanky Pank Agents, Man to operate Mug, Copen, answer.
"Dutch" Whiteside can use sober, reliable Concession Help; also Men for Glass Pitch, prefer semi-drivers. Pleasant surroundings and good pay.

Write or Wire **ROSS MANNING, Corning, New York**

ATTENTION
Wisconsin Committees

Have 3 new Kiddie Rides, Concession Stands, High Striker. Have few open dates in July, August and September, also last week in June. Write or wire your dates

TINY TIM SHOWS
Box 226, Rock Springs, Wis.

SHOW MECHANIC
Want experienced, sober Man with tools. Good equipment. Must be capable get trucks over the run. Contact

Beam's Attractions
TYRONE, PA.

ALAMO EXPOSITION SHOWS

WANTED WANTED WANTED
FOR SANTA FE, NEW MEXICO (6 NIGHTS), JUNE 15-20

1stst carnival to show in city limits in four years. You won't make any mistake in playing this town.

CONCESSIONS: Six-Cats, Diggers, Glass Pitch, Frozen Custard, Penny Arcade, Photos and all Hanky Panks. SHOWS: Any Grind Show not conflicting. Motordrome, Athletic Show (Sweede Olsen-Jack Nazworthy), contact me, as we have wonderful territory for Athletic Show) Want Girls for Hawaiian Show. Bill Williams wants help to operate Monkey Show—man who understands monkeys and can drive truck. RIDES: Little Baby Coaster, Boat Ride and Train. HELP: Can always use Second Men on Rides who can drive trucks. Herman Reynolds can use reliable Assistant Mechanic on trucks. Want Billposter who can put up paper and handle advance details ahead of show. We have truck. WE PLAY LONGMONT, COLO., 4TH OF JULY WEEK (one of the best in the State) HAVE 12 FAIRS COMMENCING FIRST WEEK IN AUGUST.

All contact **JACK RUBACK, Mgr.**
AVERY HOTEL, FARMINGTON, N. MEX., THIS WEEK.

Due to Disappointment Will Book
For entire season of proven money-making spots. DREW OVER 1,000,000 people last year. **KIDDIE RIDES** (have train and ponies). Will book party who might have Major Ride and also Kiddie Rides. Address:
JAY GOULD CIRCUS
Per Route in Billboard

THANK YOU WILLIAM (BILL) HARTZMAN
Secretary-Treasurer, Cetlin & Wilson Shows, for your new Buick. Road-master purchase. "Save money with Johnny."
JOHNNY CANOLE
Altoona, Pa.—Phones 9347 or 3-0003

WANT CONCESSIONS
for the **BAINBRIDGE, INDIANA, STREET FAIR**
June 16, 17, 18 and 19.
Flat Rate \$15.00 and \$1.00 Cut-in.
G. KILGORE, Bainbridge, Indiana

SINGLE-O
Attraction, must be tops. Bob Melvin, Freda Pushnik, Dick Best, Wagon Betty or any other Single-O to show as Single-O Grind Show. Consider top-flight Wildlife or Dick's Mechanical Walk-Thru or A-1 Penny Arcade on percentage. Only show building here and looks like good season. **O'BRIEN, Tel. 4-7 p.m., Boston, Re 8-1927. Revere Beach, Mass., Side Show.**

WANTED FOREMAN FOR TILT
Can also place other capable Ride Help
MRS. JOHN K. MAHER
1339 S. Broadway St. Louis, Mo

CARNIVALS HEAD FOR BIGGEST PROFIT DATES

AMUSEMENT PARKS BUYING BIG FOR LUSH MONTHS AHEAD

FAIRS SET FOR BONANZA YEAR

OUTDOOR SHOW BUSINESS GEARS FOR RECORD SEASON

CONCESSIONAIRES STOCKPILE SUPPLIES IN BIG VOLUME FOR THREE BIGGEST MONTHS

RIGHT NOW—

EVERYONE in Outdoor Showbusiness is heading in to the Biggest PROFIT DAYS of the whole season.



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THE BILLBOARD'S 44th ANNUAL

SUMMER SPECIAL ISSUE

will carry your sales message further, for weeks and months longer—at no further cost over any weekly issue

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WOM Off to Boom Start

Continued from page 63

Up and Coaster. The latter is a unit presented only with Conklin in the past. A custom-built ride, the Coaster provides a real kick for adults. The Round-Up, a smooth-working Bisch-Rocco unit, showed promise here of remaining among the top-grossing rides thru-out the season.

Bolstering the show attractions is Nate Eagles' Hollywood Midgets. A completely new unit is being framed and even now near completion. Eagle functioned smoothly here and both he and the show management were highly pleased with the grossing potential.

Dixie Gordon's Club 18, budget staffed for the still dates as usual, is doing well with a brisk demand already warranting a disregard for the tax-free 50-cent admission bracket. Refinements to the front and elaborate make-over inside are scheduled.

Other Show Units

Other show attractions include the Snake and Fat show, Nat Rodgers' War Show, Duke Jeanette's Unborn, Charlie Holliday's Fun House, Zeke Shumway's Monsters and Motordrome, Dace Wiles' Gay New Orleans, Edward O'Brien's Mechanical City, Walter Wanus' Side Show and Charley Holliday's Glass House.

The ride line-up includes the Merry-Go-Round, Frank Anderson; three Ferris Wheels, Chester Fowler; 10 kiddie rides, Bob Goring and George Long; Looper, Isadore Rubin; Spitfire, Jimmie Blanton; Octopus, Percy Bolden; Scooter, Cy Holliday; Ridee-O and Silver Streak, Fred Ellier; Caterpillar, Floyd Covington; Roll-o-Plane, Pete Clate; Spook and Tilt-

a-Whirl, Charlie Holliday; train, Roy Varnier.

If the business done here is any criterion of things to come, the show is in for a banner season. Bud Sollenberger and Howard Ramsey, in the office, reported an unusually high percentage of large bills. Front gate cashiers, collecting quarters for admission, had to constantly be supplied with change.

Bucky (Bernard) Allen has his concession units spic and span and highly efficient, as always. Bingo, a Bill Jones unit, was very popular here.

Rain Hurts Sat.

The show missed quite a few dollars on Saturday night when heavy rains washed out two of the best hours of play. The weather on Sunday and Monday (30-31) was perfect, however, despite gloomy forecasts for day in advance.

The crowds were big, happy and free with money and the take for this period easily topped the earnings for the full period a year ago when the weather was not as helpful. Only fair business was looked for Tuesday and Wednesday (1-2) but boom conditions were expected again last night and today.

Two kiddie matinees with bicycle giveaways, whipped up by Richmond Cox, publicist, brought several thousand kids to the lot on each occasion. Special 10-cent prices were in effect.

Considerable work was done to the wagon gears in quarters and many of these units were painted. Much work is in progress at the various shop centers here with many wagons being covered in masonite. A new tractor has been added to the show's power.

A fullscale neon operation begins this week with Bergen planning to deck every unit in the colorful tubing.

Midways Reap Dollar Harvest

Continued from page 63

its front yard. And if it does return to this location the midway attractions will be there since the lot is held on lease for show purposes for five years by Quinn and Essner, who this year furnished the location free to the Big One while retaining the right to use the remaining space for their attractions. Quinn and Essner had to turn away applicants this year because of lack of space. Next year their biggest job will be picking and choosing.

The rides owned and operated by Quinn and Essner, a Merry-Go-Round, Ferris Wheel and Schiff Coaster, and the units booked in by Oscar C. Buck, an Octopus, Tilt-a-Whirl and Kiddie Jeep, had lines of customers holding 25-cent tickets for hours. When these lines threatened to overflow to the street and further hamper traffic, the police had the sale of tickets stopped until the congestion could be cleared up a bit.

Marks Holds Pay Gate

The John H. Marks Shows, which could be viewed to its advantage by persons coming in only one direction and which operated behind a 25-cent gate, had slim pickings thru the early part

of the engagement. The tremendous crowds that turned out for the final circus showings were sufficient, however, to give that show's units a good play.

A necessarily strict compliance with rules governing closings had the midway units shuttering and the lights going out, while people with money to spend and in search of fun still remained on the midway.

For the participating concessionaires the date was particularly welcome and needed, since most reported their previous and first four to five weeks of operation plenty rough as the weather got in its licks wherever they went.

Some Lucky Ones

Particularly active thru the run and likely handling top money were Dorothy Finnerty's cat rack and Sonny Broeffle's glass pitches. Others sharing in the bonanza included Kenny Meyers, cat rack; Charles Simon, cat rack and waffles; Les Prime, Derby Racer; Harry Modele, Coca-Cola and cigarette pitch; Sydney Daniels, scale, age, hats and custard; Frank Ryan, eating stand; Izzy Fireside, cookhouse; Walter Cox, balloon game; Bill Jones, bingo; Emma Rocco, nickel pitch; Betty Endy, custard; Ernie Buzzella, eating stand; Joe Abbazaid, eating stand; Gus Zervas, eating stand; George Bruno, pizza pie; John Turner, jewelry; Billy McFarland, snow cones; Dawn Barnes, popcorn and candy apples; L. Stubinsky, eating stand.

75G for Sponsors

Continued from page 63

ly, are among the best dressed of any group.

The lot, vast in the past, now offers slightly cramped quarters for the show. It is, however, one of the finest on the show's route and its sandy, tho solid surface will absorb an inch or more of rain in minutes.

Institution Status

The date has been held exclusively for the World of Mirth thru the years. Other shows each year play the immediate area in advance and not more than a mile or two from the World of Mirth lot but the crowds and grosses clearly show that the edge is not taken off and that the Bergen unit here enjoys institutional standing.

Hilda Bergen earned a large share of the glory heaped on her husband by the firemen. Many of the personnel have been with the shows for close to the two decades, except for war service.

Bernard (Bucky) Allen, concession manager, and Gerald Snellens, general representative, as well as several other members of the show, were also guests of honor.

PARAKEETS

- LIVE DELIVERY HEALTHY BIRDS GUARANTEED Orders by air day received. Phone or wire for complete list.

Priced for Concessions \$15.00 per doz. up

BLUE RIBBON PARAKEET FARM, Dept. 5 2814 Adams St., Hollywood, Fla. Ph.: 2-7412

RIDES WANTED

NEW PALESTINE, INDIANA Four Days—Starting June 22. Can place a few Concessions. Lions Club Annual Celebration and Fish Fry. Address replies to

EARL MYERS Mavery Hardware Co. New Palestine, Ind.

SUMMER SPECIAL DEADLINE . . . JUNE 16

Mail Your Ad Copy TODAY!

Beautiful Healthy
PARAKEETS
 PRICED FOR
 CONCESSIONAIRES
WELLS BIRD FARM
 2143 South Myrtle Ave.
 Monrovia, Calif.
 Phone: Elliott 8-6185
 Orders accompanied by Cashiers
 Check or Money Order
SHIPPED SAME DAY

**Crafts Expo
 Holiday Stand
 Yields Winner**

BAKERSFIELD, Calif., June 5.—Crafts Exposition Shows hit its first big red one of the season at Arvin, Calif., over the Decoration Day weekend, racking up grosses that doubled those of last year at the same spot.
 Show moved here this week for a Wednesday (2) opener and following the stand here will move to other California stands at Wasco, Delano, Modesto and then to Oakland for the big July 4 celebration. The appearance of the Crafts shows in Oakland will mark the 12th consecutive year at the celebration.
 Many of the personnel are still trying to catch up on their sleep that was lost in extra curricular activities during the Las Vegas stand. Fay Curran, altho still recuperating from a long illness, has rejoined and is traveling with her grandson, Bobby Butler. Charles Brady has joined the staff of Ed Butler who operates hanky panks. Patsy Duran has framed a new slum spindle. Eva Lantz recently bought a new barbecue pit and is being kept busy satisfying the appetites of the showfolk.

ALL TYPES OF WHEELS
 Mdse.
 Big Sixes
 Double
 Wheels
 Laydowns
 Ask for 1954
 Catalogue
 Operated by
 Joseph Mandel
CARDINAL MFG. CO.
 2944 West 22 St., Brooklyn 24, N. Y.
 ESplanade 2-7510

GIRLS FOR GIRL SHOW
\$65.00 WEEK
 Hula, Rumba, Fan, Can-Can and Specialty Dancers. Also Strip Tease Girls, \$75.00. Want two Ticket Sellers who can drive semi-tractors, \$40.00 week to start. Show opens June 18 in Indiana. All those joining in New Orleans will furnish transportation free to opening spot. We leave New Orleans June 15. Answer to
F. W. MILLER
 Tropical Tourist Court
 Phone Franklin 9129
 New Orleans, La., till June 15.

**Raise \$350
 For Miami at
 R-B Philly Date**

PHILADELPHIA, June 5.—The Miami Showmen's Association gained some \$350 in an effort sponsored by John Quinn and Jack Essner with the assistance of Sydney Daniels during the showing of the Ringling Circus here last week.

Plans to hold a full-scale jamboree in one of the Ringling tented units with circus personnel participating had to be called off because of unforeseen complications. Quinn and Essner, who provided the circus with its lot and staged a number of mid-way units on the same grounds, raised the sum with little effort and bemoaned the fact that a full-scale jamboree could not be conducted, especially since Phil Cook, executive secretary, was on hand to assist.

Another drawback in staging the show was the fact that all activity on the lot had to cease precisely at midnight.

WANTED
 To buy, lease or book a Ferris Wheel. Due to disappointment can use a Ferris Wheel or other Major Ride for Firemen's July 4 Celebration, July 1-5. For 12 years this has been a red one. Can use Ride Help. Contact
FRED POTENZA
 741 North Waukeet Chicago 22, Ill.
 Phone: Haymarket 1-4121

WANT
 For Narrows, Virginia, 50th Anniversary Centennial, June 13-20.
 Straight Sales Concessions of all kinds and Rides. Novelty, Custard, Mug Outfits, Hat Concessions, Jewelry, Pitchmen of all kinds. Will sell the "X" on any of these. This program is located in the heart of Narrows, Va., and goes on for 7 days and nights. For further information contact
E. H. WHITTAKER
 Tazewell, Virginia

**CALLER CALLER
 DERBY RACE**
 Must be experienced. No drinkers apply. Full season, good salary. Wire
"DERBY"
 c/o Western Union, Knox, Pa., June 7-12; Leechburg, Pa., 14-19.
 (No collect wires, please.)

FOR SALE—CHEAP
ALLAN HERSHELL KIDDIE RIDE
 16-Car Auto Ride, good top and sidewall, \$750.00 cash.
S. LACHMAN & SON
 4321 Blair Rd., N.W., Washington 11, D. C.

**LORD'S LAST SUPPER
 FOR SALE**
 Lifelike statues and in black light. In 35' Fruehauf Van Trailer. K&E International Light Plant. BARGAIN AT \$3850.00. Will sell without Tractor and Light Plant if desired. Can be seen in Colorado Springs, Colo., June 8-15; Sidney, Nebr., June 17-19. Contact
W. P. STEPHENSON as above.

Motordrome Operator
 Manager-Rider for Drome. Unusually good Drome territory. Celebrations and Fairs till Nov. 1. Contact
Beam's Attractions
 TYRONE, PA.

WANT HELP
 On Kiddie Rides—Allan Hershell Baby Merry-Go-Round and other Rides. Have for sale Water Boat Ride, steel tank with crescents, new top, medallions, etc.; also Baby Rocket Ride with Octopus center, top crescents, etc.; also one complete Silodrome, perfect and stored Petersburg, Va. Contact
EARL PURTLE
 Cettin & Wilson Shows
 Ambridge, Pa., now

WANT AT ONCE
 Wheel and Scooter Men; must drive semi and be sober. Payday every week here. Want Balloon Dart, Photos, Age and Weight, Hi-Striker, Punk Rack for Cortland, Ill., Firemen's Celebration this week; Warrenville V.F.W. Celebration next; then the Big Plano Centennial—at least 10,000 people a day.
BURKHART SHOWS

RIDE HELP WANTED
 Foreman and Second Man for Tilt, Mix-Up Foreman, Ticket Sellers. Will furnish house trailer for Foreman if wife can sell tickets. Can use Man and Wife on Kid Rides; must drive truck or semi.
J. W. MAHAFFEY
CHEROKEE AMUSEMENT CO.
 Paoli, Kansas

WANTED HIGH ACT
 FOR WAVERLY, ILL., JULY 21-22-23-24.
 Address:
MOUND CITY SHOWS
 Jerseyville, Ill., this week; Pawnee, Ill., next week.

GOLD MEDAL shows

HURRY! HURRY! HURRY!
 If you want to play Fairs. Why play still? MOORHEAD, MINN., this week, followed by 14 Canadian Fairs. Get placed now. Ten (10) bona fide Eastern Fairs to follow. Strongest route in North America.
 RIDES: Can place Caterpillar, Rock-o-Plane, Roll-o-Plane and/or Rocket.
 SHOWS: Special deal for flashy Fun House. Want Monkey, Unborn, Mechanical City, Snake and A-1 Wildlife.
 Due to disappointment, can place Penny Arcade.
 CONCESSIONS: Will place a few more Hanky Panks. X on Ball Games, Hi Striker, Basketball. Place Water Games. Sell X on Jewelry.
 HELP: Want 5 good A-1 percentage Agents. Want Bingo Caller. Can use Waiters and Griddlemen for Cook House.
 Will place two more Kiddie Rides. V. E. Jameson, contact.
 Kaupuni, get in touch with us.
JOHNNY DENTON or CHARLES MAGID
 Moorhead, Minnesota

DON FRANKLIN SHOWS

UNIT #1 CAN PLACE FOR THE FOLLOWING STRONG ROUTE OF CELEBRATIONS AND FAIRS—SALEM, ILL., OLD SOLDIERS' AND SAILORS' REUNION, JUNE 21-26; CLINTON, IOWA, CELEBRATION, JUNE 29 THRU JULY 5. FAIRS—STOUGHTON AND TOMAH, WIS.; FARIBAULT, AUSTIN AND NEW ULM, MINN.; NORTHWOOD AND WEST UNION, IOWA; BELLEVILLE, KAN.; TEXARKANA STATE FAIR, SEPT. 11 THRU 19; WHARTON, ROSENBERG, ANGLETON AND REFUGIO, TEXAS—ALL FAIRS
 CONCESSIONS: Can place Age and Weight, Hats, Jewelry, Photos, Glass Pitch, Baby Ducks, High Striker, Basketball, Ball Games, Cake Ring Pitch and Hanky Panks. Benny Glass wants Hanky Pank Agents.
SHOWS: WANT MOTORDROME
 All Replies: **DON FRANKLIN, Mgr.** **ART FRAZIER, Concession Mgr.**
 Mexico, Mo., This Week; St. Charles, Mo., Next Week.

DON FRANKLIN SHOWS—UNIT #2
 A SEPARATE MODERN MIDWAY, NEVER COMBINED WITH UNIT #1
 SHOWING INDEPENDENCE, IOWA, JULY 4; FOLLOWED BY 13 GOOD FAIRS.
 CONCESSIONS: Can place Photos, Long and Short Range, Snow, Floss, Popcorn, Cookhouse and Hanky Panks of all kinds.
 RIDES: Will book two Major Rides not conflicting.
 SHOWS: Want Snake Show and Fun House.
 All Replies: **R. W. WAGNER, Mgr., Fulton, Mo., This Week.**

**CANADA
 BILL LYNCH SHOWS LIMITED**

WANT—SHOWS AND CONCESSIONS for entire season. Hanky Panks, a few choice Merchandise Wheel Concessions open. Will buy Monkey Show complete without Front. Also any Grind Show of earning power, will book or buy same. WANT Girl Riders for Motordrome, also Men Riders. Highest wages paid. Due to disappointment will book BINGO with own outfit. We open our season at Halifax, N. S., June 12th, closing date October 3rd. We have our own rides consisting of fifteen major and kiddie rides.
 Write or wire
BILL LYNCH SHOWS, LTD.
 P. O. Box 582, Halifax, N. S., Canada

WALLACE BROS. SHOWS INC.

14 FAIRS	BIGGEST JULY 4th CELEBRATION IN WISCONSIN-MADISON, JULY 1-5	14 FAIRS
SHOWS	Fun House, Illusion, 10-in-1, Motordrome, Iron Lung, Wildlife, Fat Show (Youngblood, what happened?).	WANT
RIDES	Looper, Rock-o-Plane, Round-Up, Flying Scooter.	WANT
CONCESSIONS	High Striker, Novelties, Targets, Gallery, Darts, Under 11-Over 30, Ball Games, Scales, Glass Pitch, African Dip, etc. Stock Concessions of all kinds.	WANT
EATS	Cook House, Pronto Pups, French Fries, Lemon Shake, Taffy.	
HELP	Second Men on Merry-Go-Round, Tilt-a-Whirl, Dipper, Spitfire and Kid Rides. Man for Towers, Truck Drivers.	

OTIS HOWELL and GENE CAIN WANT AGENTS
 For Grind Stores, Buckets, Six-Cats, Hanky Panks. Wire us at once.
 All replies **E. E. FARROW, Mgr.**
 WOODSTOCK, ILL., THIS WEEK; KENOSHA, WIS., NEXT FOR 10 DAYS.



CARDINAL PRODUCTS CO.
LES BERGER
 49 West 27th Street
 New York 1, N. Y.
 Murray Hill 6-8268

Les Berger, formerly president of the now discontinued Cardinal Plastics Corp., announces the opening of his new showroom and factory for all types of—
**CARNIVAL WHEELS—LAYOUTS—
 GAMES—EQUIPMENT AND
 BINGO SUPPLIES**
 Write for NEW Catalogue

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS,
 MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS
 Manufacturing Show Canvas for Over
 Fifty Years.

Underwriters' Approved Flame
 Resistant Materials Available.
 FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

GEORGE W. NELSON SHOWS

Our 7th year in this territory. We know where we are going.
 Only Carnival in this territory carrying a Circus Calliope for
 Street Bally and Midway atmosphere.

More Rides, Color and Flash than ever before. Want Kid Rides other than Cars
 and Airplane. Want Shows and non-conflicting Concessions; low privilege, no
 more than two of a kind. Agent for Age and Weight, also Bingo Caller. Contact
 Ben Elsen. Sam Carson, with Boone Valley Shows last year, can use your Concessions.
 Atlantic, Ia., June 7 thru 12, then nothing but Fairs and Celebrations; Scranton, Ia.,
 15-16; Pomery, Ia., 18-19; Pow Wow Days, Pocahontas, Ia., 22-23; Calumet, Ia.,
 Pancake Day, 25; Ice Cream Days, Revere, Minn., 26-27; Avoca, Minn., 29-30;
 Big Celebration, Hartford, S. D., July 3-4-5; Round Lake, Minn., July 8-9-10; then
 back into Iowa. Booked solid through Labor Day then South till Armistice. All
 replies to:

GEORGE W. NELSON
 AS PER ROUTE

DOUG ELLIS SHOWS

V.F.W. COMMUNITY FAIR, JUNE 8-12, ERLANGER, KY.

CONCESSIONS—Cookhouse, Photo Gallery, Custard, Bingo, Pitch-Till-U-Win, Ball
 Games, Fish Pond, Glass Store or any legitimate Concessions. Rates reasonable. No gate.
 RIDES—Can place set of Kiddie Rides.
 FOR SALE—Spitfire and 8-Tub Whip.
 Fairs and Celebration Secretaries in Ohio, Kentucky and Indiana, let us hear from you
 as we have some open dates.

All mail and wires to **P. O. Box 121, Newport, Ky.**
 Kellogg Ave., Cincinnati, Ohio, commencing June 14 for one week.

Wants—For Giant 4th of July Celebration—Wants

AMVETS FIESTA, Mt. Clemens, Mich., July 1-5

Fireworks nightly—Car Races—Free Gate and all Fairs to follow.
 Blue Water Festival, Port Huron, Mich., July 12-16; Cayuga, Ind., Fair; Ind. State
 Colored Fair, Indianapolis; Converse, Ind., Fair; Mason, Mich., Fair; Big Rapids
 Fair and Romeo Peach Festival. Legitimate Merchandise Concessions. Shows with
 own equipment. Set of Kid Rides (except Auto). Cookhouse after July 4. Ride
 Help who drive semis. All answers:

SAM GOLDSTEIN or L. GOULD
MAJESTIC GREATER SHOWS
 1780 STEWART AVE., S.W. PHONE: CA 8888 ATLANTA, GA. (THU June 13)

NOTICE

OPENING FLAGSTAFF, ARIZ., JUNE 26

All the following boys contact by letter: Tom McKenny, Red, Tommie, Cal Davis,
 Marshall, Vic Cushman and Humpy. Also can use a few more good Cookhouse
 Help. Top salaries. Write

R. C. MILLS
 245 CENTRAL HIGHLAND, CALIF.

FOR SALE

**CARNIVAL SUPPLY AND RESTAURANT
 SUPPLY COMPANY**

Located in Chicago. Includes brick building, 21,500 sq. ft. Elevator in building.
 Reason for selling: Ill health of owner. Don't waste your time or ours unless you
 have money. Write to
BOX 735, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

CONTINENTAL SHOWS

Have good opening here for Hanky Panks.
 Want Custard and Short Range Gallery.
Wire Oswego, New York, this week.

HELLER'S ACME SHOWS

Want Long and Short Range Gallery, Bingo or Operators, Custard, Coke Bottles. Can
 use one or two Wheels, Fish Bowls or any other Hanky Panks. Want P.C. Agents.
 Want Foreman on Spitfire and Second Man. Want Chairplane, Kiddie Ride, Merry-
 Go-Round and Ferris Wheel Foremen. Also good Help. Top salaries paid. All address:

HARRY HELLER
 Dakota & Mt. Clair Sts., Paterson, N. J., this week; Bayonne next.
 Phone: Wycott 4-0333-M

BOONE VALLEY SHOWS

BOONE, IOWA

Can place Arcade, Photo, Long Range, Short Range. Good Ride Help, contact Jimmy
 Hammond. Want for cash—late model Octopus.

MIDWAY CONFAB
 • Continued from page 65

mond, Va., yards and took off down a three-mile grade. With no brakes set, the heavy car gained racing speed and could only be stopped by switching it over to a siding and letting it run headlong into a carload of fertilizer. Considerable damage was done to the show car, and the railroad furnished the show with two system flats to serve while the unit is being fixed. Trainmaster Al Moody and the railroads gave the show train a real shakedown run from Richmond to the opening date, Plainfield, N. J., making the better-than-300-mile move in less than 12 hours.

Ed Carroll and some associates came down last week from River-side (Mass.) Park to transact business at Rockaways' (N. Y.) Playland. Dick Geist, of the latter park, didn't waste any time trying out the new Rotor ride Monday (2), being plastered against the wall with camera in hand as he photographed a couple of leggy models for some publicity stills. Also taking the turns was photog Ed Clarity, of The New York Daily News, who shot a proposed magazine section layout.

Fred Ramsey, Eddie Burke, De-loreas Coronado and Nick Ferrara, all members of the Show Folks of America in San Francisco, are reported on the sick list. They are confined to various hospitals in the Bay area. . . Charlotte Porter, president of Show Folks of America in San Francisco; Frances Weidman, Georgia McDonnell and Mary and Joe Richards comprised the SFA committee that decorated the graves at Showmen's Rest there on Decoration Day.

Bonnie Townsend, recording secretary for Show Folks of America in San Francisco, infos that plans are being made for the ladies' bazaar and that tickets will soon be ready for mailing. She adds that many useful and attractive prizes will be offered.

Smith Scores
 • Continued from page 63

one featured. However, at Winner, S. D., Charles Raymond with two girl revues, a Motordrome and a circus Side Show are scheduled to join.

The show added a new Lewis Diesel light plant, bringing the juice to 200 kws. from three plants in a specially constructed semi-trailer.

All rides are equipped with automatic timers. Exposition's billing policy has been changed this year with Oscar Wiley, formerly of Rogers Bros' Circus, in charge and replacing Gil Tuve. Neal Walters is furnishing all the paper. The show is billing heavy and in addition to tack cards using paper up to 12 sheets.

Visitors included Art Thomas and Bernard Thomas, of the Art B. Thomas Shows, as well as Henry and Mrs. Klein, of the Klein Amusement Company; Giff Wiggins, of Wiggins Rides, and personnel from the Royal United Shows. They came on the lot in Canton.

Managerial staff includes, in addition to Smith, the owner, and LaLonde, general manager and agent; Wilma Smith, secretary; Jesse Trout, ride superintendent; Bruce Smith, electrician and Diesel plants, and Earl Posnick, assistant electrician.

Liberty United Shows
Want Want Want

Popcorn, Snow, Floss, Ball Games, Photos, Jewelry, Scales (Checkers, call), Diggers, Balloon Darts, Milt Camp, or what have you? We book only one of a kind. Two Fourth spots, then Fairs and Celebrations. Notice! \$15.50 straight thru if you join now. Tommy Briggs, call me. Jimmy Nolin, Mgr.; Holsy Giewecky, Con. Mgr., Paris, Mo., this week.

PARADA SHOWS
Collinsville, Okla., this week.

We want Concessions for Marionville, Mo., Centennial, June 17-18-19-20; end Sunday night. Buffalo, Mo., Reunion, June 24-25-26. Then play our two big 4th of July dates, both downtown locations, 12 days. Now get with the winner!
 H. C. SWISHER
 P.S.: Want to buy nice Front Gate Arch and Light Plant.

HUBERT'S MUSEUM
 228 W. 42nd St. New York, N. Y.

Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

BAKER UNITED SHOWS.
 "A CLEAN MODERN MIDWAY"

Can place for Celebrations and Fairs: Custard, Short Range, Photos, Penny Pitch, Cigarette Block, Pitch-Till-You-Win, Fishpond, String Game or any other clean Stock Concessions. Will book Cookhouse starting Lineon July 5 through all fairs. Major Ride at once for season or to start at Linton. Want FREE ACT weeks of July 5 and August 9.

All replies to ERNIE ALLEN
 c/o Show, Crawfordsville, Ind., this week; Noblesville, next week, or to TOM L. BAKER, 2257 Madison Ave., Indianapolis, Ind. Phone: Garfield 4584.

CLEARFIELD CO. SESQUICENTENNIAL
Day & Night—Clearfield Fair Grounds, June 14-19

Can book Long Range Gallery, Water Games, Hoop-La, Hi-Striker, Cigarette Shooting Gallery, Age and Scales, Ball Games, Live Ducks or Chicks or anything new in games.

SHOWS that appeal to family trade.
 HELP for Rides and Concessions.

This is the biggest Celebration in Pennsylvania this year. Spending \$35,000 for promotion. Midway in the middle of all activities.

Contact BEAM'S ATTRACTIONS
TYRONE, PA., this week. Big events at Clarion and Oil City follow.
 P.S.: Duffie, come on.

Want for the Wheat Country and Wheat Money

CONCESSIONS—Short Range, Balloon Darts, Buckets, Fish Pond, 6-Cats, Novelties, String, Penny Arcade, Glass Pitch, Photos, etc. SHOWS—Motordrome, Mechanical, Snake, Illusion, etc. Special proposition to complete Side show. HELP—Can always use experienced Ride Foremen and Second Men. Wire or phone

MGR., F. C. BOGLE SHOWS, INC.
 El Dorado, Kansas, now; Wichita, Kansas, June 14 to 26.

We play Kansas' biggest Fourth, Ogden, Kansas, Centennial, July 3, 4 and 5. 50,000 people expected. Fairs include Downs, Phillipsburg, Colby, Wakeeney and Stockton, Kansas.

WANTED

Can Place Large Carnival for Eastern Georgia Colored State Fair,
Atlanta, Ga., Oct. 25-30, 1954.

Bona Fide Agricultural and Industrial Exposition. Biggest Colored Fair in the South. Can also use U. P. and Exhibit Space and Premium Book Sales Persons.

Write or wire
HARRY C. GRAFTON
 207 W. PLUMSTEAD AVE. LANSDOWNE, PA.

Want-SPARTAN GREATER SHOWS-Want

RIDES—Want to book for three and four-day celebrations. Play seven days a week on the streets. Want to buy, book or lease Merry-Go-Round. Also want Octopus, Rock-o-Plane or Tilt. Sam Carson wants Agents for Slum Concessions, Balloon Darts, Scales and Age and Buckets. Cecil, wire me. Friday Osborn wants Agents for Pin Store and Bowling Alley.

All replies SPARTAN GREATER SHOWS
 Winger, Minn., till June 13; then per route.

POTTER COUNTY SESQUICENTENNIAL
JULY 18-24

BOOKING RIDES, CONCESSIONS AND SHOWS.
 NOT CONFLICTING WITH FOOD AND BINGO.
 70,000 PEOPLE EXPECTED, PARADE EVERY NIGHT.

Contact LEWIS WILKINSON, Condersport, Pa.

W. R. GEREN
Presents
MIGHTY HOOSIER STATE SHOWS

WANT Cook House, must be neat and clean and take care of show people; privilege reasonable. If you can qualify as per above, all replies Western Union. WANT Foreman for Tilt and Second man for Merry-Go-Round; must drive.
W. R. GEREN, Marion, Ind., this week; Hartford City, next week.

CHEROKEE AMUSEMENT CO.

Concessions—Photos, Novelties, Hoop-La, Scales, Bumper, Blower, String, Coke Bottles, Ice Cream, Basketball. Can use Hi-Striker Agent and Bingo Caller; Chas. N. Lee, contact me.
 All Celebrations and Fairs after June 25. Have two (2) Fourths, Rich Hill, Mo., July 3, and Pittsburg, Kan., July 5. Contact

J. W. MAHAFFEY
 CHEROKEE AMUSEMENT CO., PAOLI, KANSAS.

GREAT SOUTHERN EXPOSITION
WANTS FOR CELEBRATIONS AND FAIRS

Hanky Panks, Photos, Rides not conflicting. Agents for Grind Stores. Capable Man for Grocery Wheel. Curley Green wants P. C. Agents for Pan, Pea Pool. Have good proposition for good capable man with help for rides. Playing downtown locations, good business. Churches and bazzaars Bridge City, Texas, June 8-14; Junesien Celebration, Port Arthur, also big July 4 Celebration. P. S.: Joe Burton, contact.

STOCK TICKETS	We Manufacture TICKETS of every description	SPECIAL PRINTED Cash With Order. Prices
1 Roll \$ 1.50	Wheel tickets carried in stock for immediate shipment.	2,000 \$ 6.90
5 Rolls 4.50		4,000 7.80
10 Rolls 8.25		6,000 8.70
25 Rolls 18.75		8,000 9.60
50 Rolls 24.00		10,000 10.50
100 Rolls 44.00		30,000 15.50
ROLLS 2,000 EACH		100,000 23.00
Double Coupons		500,000 133.00
Double Prices		1,000,000 250.00
No C.O.D. Orders	THE TOLEDO TICKET CO.	
Size: Single Tkt., 1x2	Toledo 12, Ohio	

SUMMER SPECIAL DEADLINE . . . JUNE 16
Mail Your Ad Copy TODAY!

CARAVELLA AMUSEMENTS

WANT * WANT * WANT

FOR ALTOONA, PA., WEEK JUNE 14-19. LITTLE LEAGUE BASEBALL CLUB—
AUSPICES OF CAESAR BATTISTO ORGANIZATION. 40TH ST. PLAYGROUNDS.

RIDES: Will book or buy Ferris Wheel, Octopus, Merry-Go-Round, Tilt, any ride not conflicting.

CONCESSIONS: Bingo, Novelties, Jewelry, Ball Games, Shooting Gallery, Arcade, Floss, Candy Apples, Photo.

RIDE HELP: For Roller Coaster, can use good Electrician.

CONTACT BY WIRE—

CARAVELLA AMUSEMENTS
Winburne, Pa., this week.

OHIO'S GREATEST CENTENNIAL EVENT OF 1954

FOSTORIA, OHIO, week of JULY 12-17
BANDS FLOATS PARADES
ROGERS CO. 800-PEOPLE CAST NIGHTLY PAGEANT.
DOWNTOWN LOCATION. IN CITY PARK.

Now booking Concessions and Shows for this event. Exclusive sold on Bingo, Eats, Drinks, Popcorn and Floss. Especially interested in Frozen Custard or Ice Cream, Sno Balls, French Fries, Long Range, Hi-Striker or any legitimate Concessions.

Will book Major Rides not conflicting.

GLEN D. WYBLE, HIAWATHA SHOWS

Wayne, Ohio, June 9-12; Perrysburg, Ohio, June 14-19; Central & McCord Rd., Toledo, Ohio, June 21-26, or 132 Elm St., Morenci, Mich.

JIMMIE CHANOS SHOWS

WANT—Legitimate Concessions of all kinds. Jewelry, Fish Pond, Basket Ball, Short and Long-Range Shooting Galleries. Want Cookhouse or Sit Down Grab. Can use any Shows with own outfits.

RIDE HELP—Foreman for Flying Scooter, Caterpillar, Ferris Wheel, Second Men on all rides, prefer those that drive semis. Drunks and chasers, this is no place for you.

All replies to

JIMMIE CHANOS

Winchester, Ind., this week—Greenville, Ohio, 14-19.

GATTO AMUSEMENTS

This week Bristol, Pa.; Cedar Grove Celebration, June 14th-19th;
St. Johns Celebration, Hammonton, N. J., 21st-26th.

CONCESSIONS—Custard, French Fries, Fish Ponds, Hoop-La, Ball Games, Long and Short Range Galleries, Cat Racks, Balloon Darts, any Ten Cent Grind. Can place a few choice Wheels. Want Percentage Dealers.

RIDES—Want Second Men on all Rides, Chairplane Foreman. Will book Octopus, Roll-o-Plane and Tilt. Can place any Shows with own equipment. All replies:

ROX GATTO, 13 Church Lane, Fernwood, Pa.

WILLIAMS AMUSEMENT CO.

RIDE MEN WANTED

Foreman for #5 Eli Wheel, \$50 per week; Foreman for 16-Tub Octopus, Foreman for Allan Herschell three-abreast Merry-Go-Round; must be semi drivers. No drunks. Payday every week here. All replies to

Troy E. Williams, Williams Amuse. Co.

Sylva, N. C.; Franklin, N. C., to follow.

WANTED WANTED WANTED

Ride Help on all Rides: must drive semi. No drunks. Come on lot. SHOWS—Funhouse, Mechanical Show or Glass House. Will book Scale, Age, Photo.

Kenosha, Wis., June 8 to 20; 22 Ave. and 45 St., St. Francis, Wis., June 21 to 27; Oconomowoc, Wis., July 1 to 5; Pewaukee, Wis., July 6 to 11.

BIG FOUR AMUSEMENTS

LATROBE CENTENNIAL

JUNE 21 TO 26

WANT

Eating and Drinking Stands, Guess Age, Scales, Jewelry, Grind Stores, High Striker. Rides—Octopus or Tilt, Spitfire, Train.

EDDIE DIETZ

Ellsworth, Pa., this week; California, Pa., June 14-19.

MOTOR STATE SHOWS

Want for American Legion Fair, Woodburn, Indiana, June 9-12; with Waterville, Ohio, following.

Hanky Panks not conflicting. Foreman for Octopus. O. C. O'Neill, come on.

John Hitti, waiting for you.

Woodburn, Indiana, June 9-12 or as per route.

J. J. FREDERICKS, MGR.

WANTED

C. A. STEPHENS SHOWS

DALTON, GA., THIS WEEK; LOUDON, TENN., 14-19

CONCESSIONS that work for stock. McCaslan wants Shad and Heavy to answer. Want Agents for Pin Store.

SHOWS: Place two Girl Shows with own equipment, Monkey, Big Snake and Sideshow.

HAROLD RALEY SHOWS

Want Stock Concessions of all kinds, also Concession Agents for office-owned Concessions. Can place Shows with or without outfits. Have good route of Still Dates and 14 Fairs.

All address **HAROLD RALEY SHOWS**

Columbia, N. C., this week; then as per route.



JAMES E. STRATES SHOWS

WANT NOW AND FOR OUR ROUTE OF 14 STATE AND COUNTY FAIRS

SHOWS

Will book single Grind Shows with own equipment. Animal Show, Wild West Rodeo and other outstanding attractions.

RIDES

Will book Round-Up, Fly-o-Plane, Rock-o-Plane, Little Dipper or Roller Coaster.

HELP

Experienced Midget Show Talker, Talker for Monkey Circus, Canvasman for Midget Show and General Canvas Help, experienced Ride Foremen and General Ride Help, experienced Show Carpenters who can build Wagons and Fronts, Electric Welder, Grinder for Fat Girl Show, Chorus Girls for office-paid Girl Revue, Girls for Eddie Keek's New All-Girl Water Show.

14—STATE AND COUNTY FAIRS STARTING LAST WEEK IN JULY—14

All reply to **JAMES E. STRATES**

c/o **JAMES E. STRATES SHOWS, NEW BRITAIN, CONNECTICUT, THIS WEEK; ALBANY, NEW YORK, weeks of June 14 and 21**



BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR THE BIG ONE—THIS IS IT!

FORT CAMPBELL SOLDIERS' FAIR AND EXPOSITION, JUNE 28 TO JULY 4 INCLUSIVE. (Inside Gates at Fort Campbell, Ky. Fort located on Highway 41, midway between Clarksville, Tenn., and Hopkinsville, Ky.)

Open to public. Week-long celebration with army exhibits, free acts nightly, fireworks July 4th evening. 1954 Cadillac convertible given as grand gate prize on the night of July 4th, with many other prizes given away thruout the week.

WANT

CONCESSIONS

Legitimate Concessions of all types. Hanky Panks and Prize-Every-Time. Cookhouse, Grabs, Foot Long, Frozen Custard, Derby Racer, etc.

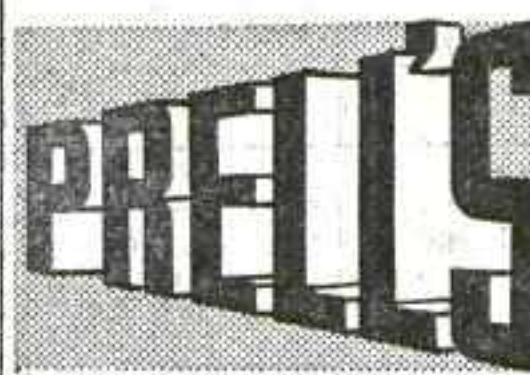
SHOWS

Will book one or two clean Grind Shows, such as Monkey, Snake, etc.

FREE ACTS

Can place sensational Free Act for Fort Campbell. (Will, if at liberty, contact at once by wire.) Can also use Free Act, July 19-24, at Gibson City, Ill.

All address **C. C. GROSCURTH, Gen. Mgr. Muncio, Ind.**, this week; to be followed by Elkhart, Ind.



BROADWAY SHOWS INC.

**50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR**

WANT FOR HICKSVILLE, LONG ISLAND, JUNE 14-19, and LIONS CLUB OF STAMFORD, CONN., EXHIBITION. Free Acts, Exhibits and two Special Kiddie Matinees. 50,000 paid admissions last year.

CONCESSIONS

Novelties, Age and Scales, Photos, Derby Racer, Ball Games, Long and Short Range Shooting Gallery, Fish Bowl and all kinds of Hanky Panks.

RIDES

Will book 4 Kiddie Rides, Pony Ride, Dark Ride, Glass House, Fun House, Scooter, Fly-o-Plane. Will book #2 Ferris Wheel or buy. All those who wrote before please get in touch.

SHOWS

Unborn, Fat Show, Wild Life; Irene Barton, please contact Johnny Barro wants Girl and Men Drome Riders. George Corbin, answer.

NOW BOOKING ALL KINDS OF HIGH CLASS ATTRACTIONS FOR THE GREAT BLOOMSBURG FAIR. WANT GIRL REVUES WITH OWN EQUIPMENT.

All Answer:
SAM PRELL
BALTIMORE (ESSEX),
MARYLAND

OUR FAIR SEASON STARTS JULY 26th AT HARRINGTON, DEL. 14 BONA FIDE FAIRS TO FOLLOW. WHAT HAVE YOU? THOSE BOOKING NOW GIVEN PREFERENCE.



WANT—ACCOUNT ENLARGING FOR FAIRS—WANT TO JOIN EAST GRAND FORKS, MINN., JUNE 20th—SOLID FAIRS AND CELEBRATIONS

SHOWS

Grind Shows and Ding Shows. Jig Show with own equipment.

RIDES

Roller Coaster, any other Rides not conflicting.

CONCESSIONS

Can place a few more Slum Concessions.

HELP

Canvasmen and Girls for Revue. Capable Ride Help to join now.

EXPERIENCED DIESEL MAN AND ELECTRICIAN WHO KNOWS G. M. MOTORS TO JOIN AT ONCE. TOP SALARY.

All replies to **L. C. REYNOLDS, Bus. Mgr.**
KANSAS CITY, KANS., June 7-17.

MERRIAM'S MIDWAY SHOWS

Want the following Concessions—String Game, Heart Pitch, Basketball, Hi-Striker, American Mitt Camp, Pitch-Til-You-Win, Hoop-La, Ice Cream, Ball Games or what have you.

Readyln, Iowa, Centennial, June 10-12; Frederickburg, Iowa, Centennial, June 14-15; Willmar Kaffee Fest; Cannon Falls Centennial and Fair, July 2-3-4; all Fairs and Celebrations to follow.

ALVA MERRIAM

RANEY UNITED SHOWS

WANT

GIRL SHOW. BEST ROUTE IN THE NORTHWEST FOR CLASSY GIRL SHOW.

WANT

Also Snake Show, Fun House or any non-conflicting Show.

WANT

All answer to **RAY RANEY, 3650 N. Humboldt, Minneapolis 12, Minn.**, until June 12; then Hibbing, Minn., June 14-20; then as per route.



MILLER BROS., AMUSEMENTS

RIDES - SHOWS - CONCESSIONS ★ 1006 FLETCHER AVE. INDIANAPOLIS, IND.

Phone: Franklin 8558

WANT FOR THE LARGEST FOURTH OF JULY CELEBRATION IN THE MIDDLE WEST. 8 BIG DAYS CENTENNIAL IN A TOWN OF 50,000 POPULATION, ON THE STREETS, JACKSON, MICHIGAN.

- RIDES not conflicting.
- SHOWS with own equipment, Monkey, Snake, Illusion, Motordrome and Girl Show. (Gambino, contact us.)
- CONCESSIONS—Cookhouse, Snow, Floss, Novelties, Lead Gallery, Scales, Pitchmen and Hanky Panks.
- CAN PLACE RELIABLE HELP; top salary.

Address Madison, Ind., this week



Playing first-in spots in the factory towns of Kentucky. Richmond, Ky., next week, with Frankfort following.

Two big Fourth of July Celebrations, Martinsville, Ind., celebrated on Saturday, and Brazil, Ind., Annual Fourth of July Celebration on Monday.

CONCESSIONS: Can place Glass Pitch, Buckets, Ice Cream, Custard, Foot Long, French Fries, Short Range, Long Range, Basket Ball, High Striker, Ball Games, Fishpond, Clothes Pin Pitch, Coke Bottles, Cork Gallery, String Game and Hit and Miss.

SHOWS: Want Monkey, Illusion, Sideshow, Wildlife, Fat, Motordrome or Funhouse. Want Manager that can furnish people and keep them for newly framed Minstrel Show. Join immediately, no advances. Arthur Carroll wants Agents. All replies to

JOHN PORTEMONT, Glasgow, Ky., this week

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR CALUMET CITY AND CHICAGO LOTS
CONCESSIONS Legitimate Concessions of all kinds. Good opportunity for Frozen Custard, Long and Short Range, etc.
SHOWS Can place several more good Grind Shows. Have complete Monkey Show. Need Operator for same. Have complete Girl Show (want Manager with girls).
HELP Have complete Motordrome (want capable Manager for same). Want Foremen for Ferris Wheel and Roll-a-Plane, also Second Men for other Rides. Need useful Concession Help. All Concessions office owned.
 Showmen and Ride Men, wire or write: **SAM LEVY, Mgr.**
 All Concession People contact **FITZIE BROWN, Con. Mgr.**
DANVILLE, ILL., this week; CALUMET CITY, ILL., next week; 147TH & WESTERN, CHICAGO, ILL., JUNE 21-26.

BEE'S OLD RELIABLE SHOWS, INC.

Want to join at once for Fourth of July Celebration, Greensburg, Ky., June 28-July 5, and Madison County Fair and Horse Show, Richmond, Ky., July 7-10. Followed by 11 Choice Kentucky Fairs.

RIDES—Kiddie Rides, none on Show now. **SHOWS**—Any Shows not conflicting. What have you? **CONCESSIONS**—Bingo, Cotton Candy, Long and Short Range Galleries, Novelties, Milk Bottles, Hanky Panks. "Dallas" Duncan wants Count and Pin Store Agents.

Contact David J. Huls, Winchester, Ky. Phone 100

SCHAFFER JUST FOR FUN SHOWS

WANT FOR GARY, IND., JUNE 10-20 INCLUSIVE

CONCESSIONS: High Striker, Short Range, Long Range, Pronto Pups, Ice Cream, Frozen Custard, Novelties, Hats, Jewelry and any Straight Sales Concessions. (Phil, get in touch with Leonard Neal.) CAN PLACE TATTOOER FOR SIDE SHOW.

Address **W. A. SCHAFFER, Mgr.**
 GARY, IND., UNTIL JUNE 20.

STATE FAIR SHOWS

(Under New Management)

WANT FOR BIG OMAHA, NEB., CENTENNIAL, JUNE 19-27. 2 Saturdays and 2 Sundays
CONCESSIONS: Hanky Panks, Stock Concessions, High Striker, Scales, etc. **SHOWS:** Wildlife, Mechanical, Girl or any good Shows. **RIDES:** Tilt-a-Whirl, Caterpillar or Dark Ride, Kiddie Rides.

Address **E. J. MORRIS, Mgr.**
 FAIRBURY, NEB., THIS WEEK.

SHADY BEACH

(Colored)

SMITHFIELD, VA.

Want Ferris Wheel, Merry-Go-Round and Chairplane Foremen. No tear downs for season. Good pay. Can have Concession if you have someone to run it.
All replies to GRACE ALKON
 Route 2, Box 626, Phone 453-J-3, or Western Union, Smithfield, Va.

BORDERLAND SHOWS

WANT FOR IRAN, TEXAS, JUNE 7-12; THEN FALLS CITY, TEXAS, JUNE 14-19

Want Bingo, Fish Pond, Glass Pitch, String Games, Mug Concession, Floss, Apples, Bumpers or any Hanky Panks not conflicting. Side Show, Monkey or Animal Show. No Ride Help wanted.

Contact **HOWARD DEASON, Mgr.,** Borderland Shows, Iran, Texas

WANT Bingo Semi Tractor-Trailer Driver for Al Boxall Bingo, Penn Premier Shows

A. (MAC) McCLELLAN, Mgr.

Good proposition to sober, reliable man.

Address: This week, Binghamton, N. Y.; next week, Syracuse, N. Y.

FROM THE LOTS

Cross Road

SPRING LAKE, Mich., June 5. —The show opened at Muskegon to a large crowd and fair business here. Weather was good, and rides and concessions reported good business.

Concessionaires included Buck Alsap, Ray Mayfield, Larry Parker, Lew Harris, Mac Colman, Clifford Scott, Helen Smith, Mer-ton Antcliff, Andrew Decker, Grover Bennett, John Crandell, Don and Thelma Branan and Butch Thompson. Mary Jane Merrill has taken over the photos.

Ride personnel includes Andrew Merrill, Orville Rector, Carl Sunt, and Mylor Brooks. William Strymeyer has taken over the light plants and electrical work.

All rides have been refinished. They consist of Merry-Go-Round, Ferris Wheel, Octopus, Auto Engine, Boat and live ponies. A new electric train has been added to the line-up. Edward and Jeanette Barbosa have taken over the cookhouse, which has been reframed and newly painted. Show owners are Don and Thelma Branan, and John E. Crandell is business manager.

Catlett Greater, No. 2

KANSAS CITY, Mo., June 5.—Roy and Ethel Fitzsimmons, who purchased the Catlett No. 2 unit recently, opened the show in Muncie, Kan., to fair business. The show is scheduled to play dates in and around Kansas City for several weeks, one of the engagements being the Holy Rosary Celebration.

Mrs. Ginger Patterson, concessionaire, purchased a sport coupe while the show was in Muncie. Owner Fitzsimmons plans to add another ride to the three he now has in operation. The show will head southwest in the fall.—DON OWENS.

Powelson Greater

UHRICHSVILLE, O., June 5.—The show, under the management of Delmar Groves, moved here for a six-day stand under auspices of the City Park Board. The location was between Howard Bros.' Shows and the Mercer rides. Grosses were fair, despite some adverse weather.

Much visiting was done between show personnel and that of King Bros.' Circus, which played Dover, O., Sunday (23).—GEORGE GIBBENS.

Wanted for WAYSIDE AMUSEMENT PARK

Till Sept. 1
 Route 98, West Panama City, Fla.
 Six Concessions only. Fish Pond, Balloon Darts, Short Range, Age-Weight, Jewelry, Pitch-Till-You-Win. Must have good canvas. Will book Merry-Go-Round. We have ten Rides. Drive-In Theatre. Also 100 Picnic Tables. Records show 80,000 new tourists weekly. Tim Aters, answer. All replies: **JULIUS WATTS, Manager**
 Western Union, Panama City, Fla. Eight dandy Fairs to follow.

WANTED

Foremen and Second Men for Merry-Go-Round and Ferris Wheel. Must drive. Hanky Panks and Sales Concessions. Centennials and Street Celebrations start June 17.
RAY L. SWANNER
 MISSOURI VALLEY SHOWS
 Victor, Iowa, this week

WANTED

Wheel Foreman, Kiddie Ride Foreman. Second Men on all Rides. All Ride Help must drive semi-trailers. Man to drive semi and check Bingo stock and put up top.
S. FIDLER
 Malden Airport Malden, Mo.

ROYAL MIDWEST SHOWS

SOLID ROUTE OF FAIRS STARTING JUNE 22
 Can place Stock Concessions of all kinds, High Striker, Long and Short Range Galleries, Mitt Camp, Pony Ride, Girl Show, Glass, Mechanical or other worth-while Shows.
ROXIE HARRIS, Seymour, Ind., this week
 P.S.: Now booking Shows and Concessions for Indiana's first big street fair, V.F.W. Street Fair, Montezuma, Ind., June 22-26.

PAN AMERICAN SHOWS

Want Legal Adjuster and Concession Manager; Agents for Six-Cats, Pin Store and Grind Store. Want Hanky Panks of all kinds, Photos, Lead Gallery, Jewelry, Scales and Mitt Camp. **SHOWS:** Want Operator for Wildlife, Fun House and Snake Show; Girl Show with own outfit, Ride Help for Ferris Wheel and Chairplane, also Scenic Artist.
LIBERTY, KY., THIS WEEK.

WANT

FOR TAKOMA PARK, MD., NEW HAMPSHIRE AVE. AND DISTRICT LINE, WASHINGTON, D. C., JUNE 14. A real money spot for everything. What have you? Also booking for my Fourth of July Celebration, Montrose, Va. Due to disappointment, can place Kiddie Rides. Write, wire: This week, Seat Pleasant, Md., or 4501 Madison St., Riverdale, Md. Phone: Appleton 7-2628.
BARNEY TASSELL SHOWS

WHITEY BEARDSLEY

Want Ball Game Agents, Balloon Agents and any Slum Store Agents who can cut it. Also Toy Store Crew and Balloon Dart Agents for

WORLD OF MIRTH SHOWS

17 weeks of strongest Fairs in East and South. Need Semi-Drivers. Anyone useful. Will pay all you are worth. All answer:

Whitey Beardsley

Care **COLEMAN BROS.' SHOWS**

Norwich, Conn., June 7-12.

TED LEWIS SHOWS

WANT AT ONCE

Grab, Custard, Duck Pond, Pitch-to-Win, Glass Pitch, Ball Games, Cork Guns, Shooting Gallery, Novelties, Ride Foremen on all rides that drive semis.

Greenport, L. I., N. Y., this week.

GENERAL HELP WANTED

Good pay. No agents. Opening new unit Six Cats. Come in.

DOROTHY FINNERTY

c/o Prell's Shows,
 Essex, Baltimore, Md., this week

A. J. SUNNY AMUSEMENTS COMPANY

Wants Wheel Foreman, Merry-Go-Round Foreman. **BOB BOLING WANTS 10 HANKY PANK AGENTS.** Howard Banmeyer, Robert Durant and Martin Smith, get in touch. Call Washington 1-4679, Cleveland, O., for lot location in Cleveland.

TENNESSEE VALLEY AMUSEMENTS

Booking for 4th of July Celebration at Red Bolling Springs, Tenn. Need Sit Down, Grab, Long or Short Range, Heart Pitch, Jewelry, Bingo, Pitch-Till-U-Win, Basketball, 6 Cats, Buckets. (Whitey Miller, contact.) Ride Help—Merry-Go-Round Foreman, Agents for Photo Studio, man and wife preferred; also Floss and Popcorn. Book Girl Show, Monkey, Gorilla, Snake or any Grind Show with own equipment. Sam Houser wants Help and Pin Store Agents. Call or wire Livingston, Tenn. Theodore Meadows or Sam Houser.

WANTED

RIDES, SHOWS AND CONCESSIONS \$12.50 per week. Agents and Ride Help, come on. Edgerton, Mo., this week; Helena, Mo., to follow.
HUFF'S GREATER SHOWS
 Roy Huff, Manager.

WANTED

Agents for Buckets and Count Store. Also two Hanky Pank Agents. Good proposition for sober, reliable Man who can up and down. One who drives semi preferred. No collect calls.
PHILIP GILSON
 Parkway Hotel Minneapolis, Minn.

IDEAL RIDES

WANTED FOR V.F.W. SPRING FESTIVAL

June 15-19, Mooresville, Indiana; 3rd Annual Band Boosters Festival, June 22-26, Nashville, Indiana; Big Six Day July 4th Celebration, Shelbyville, Illinois, opens June 30.

Hanky Panks working for stock, Pan Game for 4th, 2 sober Second Men who drive.

Eaton, Indiana, Centennial this week.

WANTED

Experienced Ride Help that drive, P. C. Agents, Hanky Panks of all kinds, Ball Games, Nine weeks of Fairs starting Aug. 23. Old established Fourth of July Celebration. All address:

This week, No. Charleston, S. C.; then as per route. Wire, don't write.

Royal Exposition Shows

DON PIERSON

WANTS AGENTS

For Six Cat, Bucket and Slum Store for 14 top independent fairs, starting Anderson, Ind., July 1. Previous help, contact 200 Prospect St., Hot Springs, Ark. Phone 2730 or 6054.

WANTED WANTED SIDE SHOW ACTS

Fire Eater, Bally Girl, Ticket Sellers who can Grind, Tattoo Artist, Sig Anderson, answer. People who have worked here, answer.

EARL MEYER
 Side Show — John Marks Carnival Co. Burlington, N. J.

FOR SALE—COOK HOUSE

20x30 strictly modern, with floor. Seats 80. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Booked on Michigan's largest show. Must be seen to be appreciated. In action at Jackson, Mich., June 9 to 20; then per route World of Pleasure Shows. Write **H. VAN HUSEN**, 703 Pontiac Bank, Pontiac, Mich.

FOR SALE

1 Mantley Popcorn Machine, complete with all fixtures; 1 8'x10' Tent, complete with Canvas, Glass Counters, Wire for Lights; 1 complete outfit Candy Apple Equipment, Burner, Stand, Copper Kettle, Tray, etc. Complete, \$300. A sacrifice. Write:

JOHN HAWRYLYCZ
 235 Main St., East Hartford, Conn.

CARNIVAL WANTED

For week of July 5.

Ripley, West Virginia. Contact

DON FLESHER

Phone 4-841

WANTED

Concessions for July 3-4-5 at Iroquois, Ill. Free Entertainment afternoon and nights. Can place Hi-Striker, Bingo, Age and Scale, Foot Longs, Shooting Gallery. No flats or gypsies. All replies to:

ALFRED WALL
 555 West 5th St. Watseka, Ill.

WANT

Stock Concessions, Agents, Man and Wife to take over Grab Outfit. Drunks, stay where you are.

BILLY SHAFFER

c/o Tatham Bros.' Show, North Chillicothe.

REWARD

For any information of whereabouts of Jean or Eugene Kirkwood.

Call or wire collect:

BOB MORGAN

c/o Alamo Exposition Shows, Farmington, New Mexico, this week.

ROADSHOW REP

FRANK H. THOMPSON, now managing cottages near Aurora, Ill., sent the column the following notes on folks active in the business: **Art Holloway** and his wife are leaving Fort Smith, Ark., to open their vaude show in the Dakotas. **Claude and Ann Holloway**, who wintered with Frank Keith at Fort Smith, are leaving for Milwaukee for the summer. They formerly trouped with rep and med shows. **William Hannaman**, of Winneconne, Wis., is getting his tent show ready for a tour of Wisconsin. Hannaman is past 70. . . . **Al Pitcaithley**, former repster now located in Carlsbad, N. M., and a frequent contributor to this column, makes a few comments on Tom shows in reply to a query by **J. G. Murphy**, Providence, R. I. Says Pitcaithley: "Noticed that Murphy is trying to find out something about **J. R. Rockwell's** Tom show. The name always recalled to my mind his 'Sunny South' company. I never knew he had a Tom show. I scanned thru my copy of **Harry Birdoff's** 'The World's Greatest Hits,' a story of Tom shows, and could not find Rockwell's name listed, and Birdoff has the Tom show field pretty well covered, listing dozens of old-time shows of the '80's, '90's and early 1900's. Maybe some other reader will offer something on the subject. It could be, of course, that Birdoff overlooked one show in his lengthy research, but Murphy's efforts lead me to think the Tom show was confused with the 'Sunny South' company. Does anyone else have anything to say on the subject?" . . . **L. J. Jacques** will have a solo show at celebrations and fairs in Central Oregon this season. . . . **George Gilman** has put in the past winter at work in Las Vegas, Nev. Now located in Sparks, Nev., he says he will work celebrations this summer with his stroller musical show.

ERNEST WRIGHT, of Galveston, Tex., wants the roster of the J. Doug Morgan Show, season of 1940 or 1941, according to a recent Roadshow Rep column," writes **Al Pitcaithley**, former rep man who is now located in Carlsbad, N. M. "I was on the show in 1939 when the management was under both **Elsie Morgan**, **Doug's** widow, and **Neale Helvey**. That was Helvey's last year with the Morgan show. Helvey, **Jimmie Martin** and **Alberta Haynes** then went into club work under the billing of the **Three Macks** and **Terry Shannon**. The last named, who had been Miss Iowa of 1929, died in 1947. Martin and Helvey are still in club work. **Bill Bruno's** Bulletin of June 13, 1940, listed

the following with the Morgan show: **Mrs. Elsie Morgan**, owner-manager; **Ray Bash**, director; **Eddie Thorpe**, advance; **Eddie and Eleanor Wilson**, who now operate a cafe in Knoxville, Ia.; **Margie Rae**, **Connie Spaulding**, **Margie Bash**, **Mundee and June**, **Johnnie Spaulding**, **Dwight Look**, **Jack Peterkin**, **Phil Agne**, **Don Dixon** and **William Sage**. Others were **Joe Smith**, who died in a Dallas veterans' hospital last October; **Charles Pratt**, electrician, assisted by **Wayne Douglas**; **Bing Snyder**, seats; **George Cress** and **Bennie Massingale**, tickets, and **Robert Richardson** and **William Smith**, ushers and salesmen. I don't know who was on the show in 1941, which I believe was the last year the show was on the road. Mrs. Morgan died in Jacksonville, Tex., July 7, 1953. Doug preceded her in death in 1938." . . . **Doc F. S. Arnold** writes from Newark, N. Y.: "The recent note in the column about the **Rockwell** Tom show was interesting, as I knew **Tom Bryant** and was with **Marshall's** Tom show with him. We opened the season at Nashua, N. H., and went to Maine and Nova Scotia to good winter biz. I was also with Bryant with the **Al Martz** show. Martz was the son of **Dick Martz**, whose show was very well known. About the **Perry and Patton** show, which someone recently wrote about, I was in advance of that show under tent. It was one of the best drama-vaude shows under canvas."

Carnival Routes

Continued from page 59

- Gold Medal: Moorhead, Minn.
- Gooding Am. Co., No. 1: Columbus, O.
- Gooding Am. Co., No. 2: Marion, O.
- Gooding Am. Co., No. 3: Greensburg, Pa.
- Gooding Am. Co., No. 4: Cleveland.
- Gooding Am. Co., No. 5: South Bend, Ind.
- Gooding Am. Co., No. 6: Natrona, Pa.
- Gooding Am. Co., No. 7: Columbus, O.
- Gooding Am. Co., No. 8: Cleveland.
- Grand American: Muscatine, Ia.; Des Moines 14-20.
- Greater Dixieland Expo.: Tulsa, Okla., 7-20.
- Gulf Coast: Lake Providence, La.
- Hale's Shows of Tomorrow: Kansas City, Mo.
- Hannum, Morris: Harboro, Pa.; Levittown 14-19.
- Happy Attrs.: Chillicothe, O.; Ada 14-19.
- Happyland: St. Louis, Mich.
- Hartscock Bros.: Hardin, Ill., 10-12; Pearl 16-19.
- Heller's: Paterson, N. J.; Bayonne 14-19.
- Helman United: Willow Springs, Mo.; Hermann 14-19.
- H&M Am.: Allison, Pa.
- Hennes Bros.: Kenosha, Wis.
- Hoch, L. J.: Washington, Ind.
- Hilawatha: Wayne, O., 9-12; Ferrysburg 16-19.
- Hill's Greater: Price, Utah.
- Holly Am.: Montezuma, Ga.
- Howard Bros.: New Comerstown, O.; Cleveland 14-19.
- Huff's Greater: Edgerton, Mo.; Helena 14-19.
- Hugo's Novelty Expo.: Jerico Springs, Mo.; Pleasant Hill 14-19.
- Ideal Rides: Eaton, Ind.; Mooresville 15-19.
- Imperial: (Fair) Alton, Ill., 7-10.
- Inter-Mountain Am.: Logan, Utah; Franklin, Idaho, 14-15.
- Interstate: Pineville, Ky.
- Johnny's United: Glasgow, Ky.
- Key City: Harvey, Ill.; Kankakee 14-19.
- Kile, Floyd, O.; Zachary, La.
- Klein Am. Co.: Menno, S. D., 7-8; Parker 9-10.
- Lagasse Am.: Charlestown, Mass., 16-19.
- Liberty United: Paris, Mo.
- Magic Empire: (Fair) Hot Springs, Mont., 15-14.
- Manning, Ross: Corning, N. Y.
- Marion Greater: Charlotte, N. C.
- Marks, John H.: Burlington, N. J.
- Merriam's Midway: Kansas, Ia., 8-9; Ready 10-12; Fredericksburg 14-15; Preston, Minn., 17-19.
- Metropolitan: Danville, Ill.; Calumet City 14-19.
- Midway of Mirth: Taylor Springs, Ill.
- Mighty Hoosier State: Marion, Ind.; Hartford City 14-19.
- Miller Bros.: Am.: Madison, Ind.
- Milliken Bros.: Alamo, Ga.
- Missouri Valley: Victor, Ia.
- Model Shows of Canada: La Chute, Que.
- Moore's Modern: Woodward, Okla.
- Mosher Am.: Yale, Mich., 10-12.
- Motor State No. 1: Woodburn, Ind.
- Mound City: Jerseyville, Ill.; Pawnee 14-19.
- Mullins Royal Pine: Ellsworth, Me.; Bath 14-19.
- Myers, Sonny, Am.: Clay Center, Kan.
- Nelson, George W.: Atlantic, Ia.; Scranton 15-16; Pomeroy 18-19.
- New England Am.: Canton, Mass.
- Nolan: Carey, O.
- Northern Expo.: Wahpeton, N. D.
- Norton's Rides: White River, S. D.
- Page Bros.: Gallipolis, O.
- Palmetto Expo.: Lillington, N. C.
- Pan American: Liberty, Ky.
- Pan American Am.: (Fair) El Cajon, Calif., 8-13; Santa Barbara 16-20.
- Parada: Collinsville, Okla.; Marionville, Mo., 16-19.
- Penn Premier: Binghamton, N. Y.; Syracuse 14-19.
- Playtime: Wakefield, Mass.; Gloucester 13-19.
- Powelson Greater: Orville, O.; Nevada 14-19.
- Prelis Broadway: Baltimore.
- Putaka, A. H.: Am.: Donovan, Ill., 11-13.
- Rainer: Bellingham, Wash.; Burlington 14-19.
- Raley, Harold: Columbia, N. C.

RSROA Adds 7 To Membership

DETROIT, June 5.—Announcement was made recently by Robert D. Martin, secretary of the Roller Skating Rink Operators' Association, of the addition of seven operators to the association membership.

Newcomers are Mrs. Art Haggness, Forx Roller Rink, Grand Forks, N. D.; John L. Zitel, Euclid Center Rollerdrone, Euclid, O.; LeRoy Coffin, Skateland, Cortland, N. Y.; Elias H. Trefes, Atlantic Beach Casino Rink, Misquanicut, R. I.; J. E. Holmes, Skateland, Mayfield, Ky.; Edwin J. Laemle, Midway Roller Rink, Eugene, Ore., and Claus Geffken, Pine Bluff Roller Rink, LaPorte, Tex.

Paterson Tops In AOW Racing

ELIZABETH, N. J., June 5.—Amassing a total of 228 points, Paterson (N. J.) Arena walked off with 'top honors in the America on Wheels inter-rink racing league in the Northern division.

Running second was the Reading (Pa.) Rink with 194 points, followed by Mount Vernon (N. Y.) Arena, 150; Boulevard Arena, Bayonne, N. J., 148; Capitol Arena, Trenton, N. J., 62; Peekskill (N. Y.) Arena, 60; Florham Park (N. J.) Rink, 52, and Twin City Arena, Elizabeth, 52.

Grand finals are scheduled for tonight at Boulevard Arena.

Prep Outdoor Skatery

GLACE BAY, N. S., June 5.—An outdoor roller rink is being established here. It is a 180 by 90-foot asphalt surface on the grounds of St. Anthony's Catholic parish. The project is being handled by the Holy Name Society of the parish. This is the first time the society sponsored roller skating anywhere in the maritime provinces. Plans call for daily use of the rink until cold weather.

- Raney United: Minneapolis; Hibbing, Minn., 14-20.
- Reithoffer: Collegeville, Pa.
- Reid, King: St. Albans, Vt.
- Rocky Mountain Empire: Leadville, Colo.
- Rogers Bros.: Dickinson, N. D.; Hebron 14-16; Wing 17-19.
- Rohr's Modern Midway: Oilman, Ill.; Loda 16-20.
- Rose City Rides: Van Buren, Mo., 9-12.
- Royal American: Davenport, Ia.
- Royal Expo.: N. Charleston, S. C.
- Royal Midwest: Seymour, Ind.
- Royal United: Truman, Minn., 7-8; Mapleton 9-10; Mabel 11-13; Riceville, Ia., 14-16; Alden 17-19.
- Schafer's Just for Fun: Gary, Ind., 11-20.
- Shan Bros.: Johnson City, Tenn.
- Shugart: Linden, Tex.
- Siebrand Bros.: Rawlins, Wyo.
- Smith, George Clyde: Altoona, Pa.
- Snapp Greater: Madison, Wis.
- Southern Valley: Jacksonville, Ark., 14-19.
- Spartan Greater: Winger, Minn.
- Standard: Newcastle, Wyo., 7-10; Hulet 11-12.
- Star Am.: Newport, Ark.
- State Fair: Fairbury, Neb.
- Stephens, C. A.: Dalton, Ga.; Loudon, Tenn., 14-19.
- Sterling Crown: Lexington, Tenn.
- Stephens, Otto: Eddyville, Ia.
- Strates, James E.: New Britain, Conn.
- Stumbo Tri-State: Halliday, N. D., 7-9; Elgin 10-12.
- Sunset Am. Co.: Fort Madison, Ia.; Oskaloosa 14-19.
- Tassel, Barney: Seat Pleasant, Md.
- Tatham Bros.: North Chillicothe, Ill., 9-16.
- Tennessee Valley: Livingston, Tenn.; Hartsville 14-19.
- Thomas, Art E. No. 1: Canby, Minn., 8-9; DeSmet, S. D., 16; Lake Andes 11-12; Seneca 15; Redfield 16-17.
- Thomas Joyland: Fairmont, W. Va.
- Tinsley, Johnny T.: Gastonia, N. C.
- Tip-Top: Waterloo, Wis., 11-13.
- Tivoli Expo.: N. Kansas City, Mo.
- Tri-City Am.: Flint, Mich.
- 20th Century: Peoria, Ill.
- Van Billiard: Chestertown, Md.
- United States: Mullens, W. Va.
- Veterans United: Odessa, Minn., 7-9; Graceville 10-12; Casselton, N. D., 15-17; Hunter 18-19.
- Victory Expo.: Cortez, Colo., 9-13.
- Virginia Greater: Monsey, N. Y.; Spring Valley 14-19.
- Vivona Bros.: Kenilworth, N. J.
- Wade, W. G.: Manistique, Mich.; Neegaunee 14-19.
- Wagner, Stan: Lenoir City, Tenn.
- Wallace Bros.: Woodstock, Ill.; Kenosha, Wis., 14-19.
- Wallace, I. K.: Rukersville, Va.
- West Coast: Yuba City, Calif.
- West Coast Expo.: Livermore, Calif.; Sacramento 15-19.
- Wilcox, Dick: Limestone, Me.
- Williams Am. Co.: Sylva, N. C.; Franklin 14-19.
- Wilson Famous: Rockford, Ill.; Rock Falls 14-19.
- Wolf Greater: Makato, Minn.; Waysata 14-16.
- Wolfe Am. Co.: South Hill, Va.
- World of Mirth: New Brunswick, N. J.
- World of Pleasure: Jackson, Mich., 11-20.
- World of Today: Kansas City, Kan. 7-17.
- Young, Monty: Roosevelt, Utah.

DRIVIN' 'ROUND THE DRIVE-INS

CONSTRUCTION of a 600-car drive-in theater has been started at South Windsor, Conn., by newly formed South Windsor Realty Corporation. A July 1 opening is scheduled. Backers of the venture are **Abraham Bronstein**, Hartford, president; **Pasquale DiFazio**, New Britain, vice-president; **Earl Shattuck**, East Hartford, secretary; **Bernard E. Francis**, West Hartford, treasurer, and **Israel Bregman**, Hartford, assistant treasurer. Screen will measure 102 feet wide and 70 feet high, with car capacity to be increased to 973 by spring, 1955. Project will be known as East Hartford Family Drive-In. Site is one mile north of the East Hartford town line. . . . Plainville (Conn.) Drive-In, operated by Perakos Theater Associates, New Britain, has completed installation of playground equipment, including a 16-horse Merry-Go-Round, two Miracle Whirls, see-saws, elephant walks and swings. An attendant is on duty from 6:30 p.m. daily, according to **Sperie Perakos**, general manager. . . . **Louis Babb**, Rocksprings, Tex., where he operates the Angora Theater, has purchased land upon which he plans to construct a drive-in theater. . . . **V. E. Hamm** has purchased the Hunt and Trail Drive-In theaters, Greenville, Tex., from his brother, **M. E. Hamm**. **Monroe Wright** has been named manager. . . . **Thieves** broke into the Milentz Drive-In, Liberty, Tex., and made off with the safe and rifled the cash register. The 400-pound safe contained between \$70 and \$75, according to **A. R. Milentz Jr.**, owner. . . . **W. W. Lewis**, former manager of Cowtown Theater, Fort Worth, has been named manager of Oleander Drive-In, Galveston, Tex.

PLANS for the Virginia Motion Picture Theater Association convention to be held at the Chamberlin Hotel, Old Point Comfort, June 8-10 were announced recently by **Syd Gates**, Norfolk, and **Roy Richardson**, Suffolk, chairmen of the convention. Speakers for the three-day session are **George Murphy**; **Robert Coynes**, special counsel for COMPO; **Ben Marcus**, president, Allied States Association; **Rube Shor**, chairman, Allied Drive-In Committee, who will conduct a special drive-in session; **Mike Simons**, director of customer relations for M-G-M, and **Hal Makeim**, who will present his plans for making 12 features per year under Allied's sponsorship. Principal discussions concerning Virginia exhibitors will be a projected group insurance plan and increased rates in Virginia Electric Power Company's contract which are threatening to hit some theaters drastically. Gates and Richardson pointed out, however, that everything would not be business, as three suppliers have already reserved suites for entertaining and two companies are holding cocktail parties. There will be morning eye-opener brunches. An outdoor barbecue will be held Wednesday night followed by a game session. Thursday the feature will be the banquet and dance. Door prizes will be used as a lure to get everyone to the business sessions. At the banquet there will be gifts for women and drawings for door prizes. Music for dancing has been arranged for the president's reception on Tuesday evening and at the dinner-dance Thursday. VMPTA President **Leonard Gordon**, Newport News, announced that advance registrations for the convention are at a new high.

Queen Contest Eyed by MRROA

SHAKOPEE, Minn., June 5.—First attempt at stimulating business by the Midwest Roller Rink Operators' Association is a queen contest, according to Paul G. Steinkopf, MRROA president and operator of Roll Along Roller Rink here. Steinkopf said that finals will be held some time after October 1 at a site to be chosen later.

Already some member operators have hopped the queen bandwagon. Mr. and Mrs. Warren Moulton, operators of Moulton's Rollerdrone, Rush City, Minn., held a queen contest at their rink and reported a great increase in business as a result of the promotion. Steinkopf reported that several other association members are readying local contests, some to stage theirs later in the summer.

A committee named by the association to study contest matters recently suggested that judging be based 20 per cent on skating ability, 20 per cent on beauty and poise and 60 per cent on attendance, with points being given for the number of people who vote for their candidate. However, it was pointed out by Steinkopf that this plan may have to be varied to suit individual rinks. Named to the committee are Ted Hanson, Ted's Roller Rink, Hutchinson, Minn., chairman; **Robert Yackley**, New Ulm Roller Rink; **Bill Barrett**, Bill's Roller Rink, Anoka; **Don Gese**, Ordemann's Roller Rink, Minneapolis, and **Don Sternke**, Cokato Rollerdrone.

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Hunt Reads the Signs, Sees Good Year Ahead

NEW YORK, June 5.—Charles T. Hunt is convinced that the current season will be a profitable one for his Hunt Bros.' Circus. He is sure of this fact even though many of the operating days to date have been hurt by rain and other inclement weather.

For some 62 years Hunt has been actively engaged in routing and managing his own circus. Thru the years he has studied the signs, ranging from economic to psychological, and this year, he says, they are favorable.

Giving credence to his prediction is the good business experienced so far, despite few breaks, until recently, in the weather. Solid houses have been scored on numerous occasions and the pros-

pects for future dates are even brighter.

Last week, on a rare holiday to view the Ringling circus under canvas at Philadelphia, the dean of the nation's circus owners opined that business had to be good because economic conditions are not yet bad, or likely to be despite scare talk, and that people in general seemed to be in the mood to enjoy circuses.

The economic situation is not bad, Hunt says, because the financial reports of the nation's corporations, as listed in the top financial papers, show good, solid earnings. As long as this continues there is little cause for worry, Hunt adds.

The analysis of a season's potential perhaps has a great deal to do with the experience and second-sense gained thru the years. It may well be that Hunt can smell in advance the goodness or badness of a season.

Hunt left his show for the day in territory that the Big Show was catching up with this week. He had no qualms, however, secure in the knowledge that the date had been sold out well in advance.

A number of other dates are similarly guaranteed in advance, increasing the cause for optimism.

D. Dorsey Hurt; Garden Touring Eastern Canada

HALIFAX, June 5.—Don Dorsey, trapeze performer, left Garden Bros.' Circus here this week to be flown to Boston where he will undergo surgery at Boston General Hospital for facial injuries received when his car was forced off the road in an accident.

Dorsey's trailer is being stored in Canada, pending his return to the show in about one month, Bill Garden said.

The Garden show has been touring Eastern Canada since April 28 at Galt, Ont., and has been playing fairgrounds. Performers include:

Marcelli, wire and juggling; James M. Cole, elephants; Prince El Kigordo, lions; Morris Troupe, Dalton and Bailey, trapeze; Murray's Dogs and Ponies presented by Ian Garden; Margo, unicycle; high school horse; Dannie Sinclair, singing clown, and George Grant and Bob and Fred Carr, clowns. Bill Garden Jr. is equestrian director. Bill Garden is owner and Roy Johnson has the publicity and advance assignment. Don Morris' truck was damaged and a station wagon was wrecked in other accidents.

Zoo Framing Animal Circus With Bell Title

NORWALK, Calif., June 5.—Bell Bros.' Circus is being framed here for a route of sponsored and commercial stands. The show is a project of the Auction City Zoo, three-year-old operation which has 150 animals and since November has been giving Saturday and Sunday afternoon shows.

Plans for the circus call for using a 36-foot arena and a series of custom-built cage wagons. Equipment and insurance arrangements include provisions for street parades, according to a spokesman. The show will be motorized.

Performance is to include Floyd Humeston and his trained lion, Fearless Fagan; Esther Humeston, aerialist; Emery Simonsen, doing several acts, including a crazy car; mixed wild animals; trained elephant (Sheba); bears, leopards, boxing kangaroo, wrestling lion and a buggy-pulling llama, it was reported. Show is to carry a Monkey Drome. Plans also call for strict use of uniforms, special effects and props.

Warren Plays Dayton Stand

DAYTON, O., May 5.—The Warren Bros.' Circus, operated by Frank and Jeanette Hildebrand, was playing under Grotto auspices here thru Saturday (5). Opening Wednesday (2), the show drew good crowds.

Performers included the Henrys, dogs and ponies; the Aerial Petrons, aerial ballet; Luciana and Friedel, high school horses; Billy Irwin; Miriam France, aerialist; the Langs, teeterboard; the Harrison's, cycles; the Valentino Sisters, acrobatics; the Antaleks, perch; the Tom Packs Elephants, and clowns, including Roy Barrett, Joy and Roy Thomas, and Jim Snell. Preston Lambert was announcer.

Fritz Reichert, former owner of Gammill Bros.' Circus, was show manager and had the front door. A. T. Rumsower was superintendent and Marie Rumsower handled tickets. Marjorie Berg was treasurer. Jack Elliott was musical director. The Hildebrands handled the advance promotion and reported 192 banners and an 86-page program. George Hubler had the concessions.

BEATTY BOOKS CANADIAN TOUR

VANCOUVER, B. C., June 5.—Clyde Beatty Circus will enter Canada in this area late in June. Among the stands to be played are Bellingham (20), New Westminster (21) and Vancouver (22-24). Meanwhile, the show reports it has played to considerably better business since leaving California and entering Oregon.

Kelly-Miller Buffeted By More Kansas Storms

FAIRBURY, Neb., June 5.—Weather kept after the Al G. Kelly & Miller Bros.' Circus this week, with the show losing a night performance here.

At Concordia, Kan., Saturday (29), the show was the first in for three years and weather was good. But clear skies prompted farm work, and circus attendance was held to half and one-quarter houses.

In Washington, Kan., Sunday (29), the show was scheduled for a matinee only. Business was fair, but a pre-show rain turned into a cloudburst making 10 inches of water and mud on the lot.

At Fairbury on Monday (31), the matinee was three-quarters filled. But at 4 p.m. a rain began and wind rose to gale strength so the show was dismissed. The circus canceled its night performance and left shortly after the matinee. Lot was low and soft and would have been nearly impossible to get off in heavy weather.

Upon leaving the lot at Crete for Central City, Terrell Jacobs' truck broke thru a bridge flooring. There was no other way out and about two-thirds of the show trucks were behind him and un-

able to leave. Repairs were made by mid-morning and the matinee at Central City was delayed until about 3:30 p.m. At Columbus, Friday (4), a break in weather brought in a three-quarter house in the afternoon.

Difficulties Hit Kelly-Morris

HUNTINGTON, Mass., June 5.—Kelly-Morris Circus, making its first trip into this area, ran into difficulties. It entered Massachusetts at Chicopee Wednesday (25) and gave performances after being delayed by State and county officials.

At Pittsfield on Thursday (27) the show had no State safety permit and was not permitted to erect a tent. Therefore, it gave two performances to quarter houses with a sidewalled one-ring layout.

Highway grades proved too great for trucks when en route to Pittsfield and the show had to be re-routed, causing delay of some equipment. A truck carrying one of the four elephants failed to arrive. Other trucks also were reported stalled.

No performances were given at Canaan, Conn., it was reported, and an attachment had been issued there. Performances were blown at Verona, N. J., earlier because local officials declined to accept the show's evidence of being insured. Morristown, N. J., gave a half house at the matinee and a three-quarter night despite rain. In Huntington, Saturday (28), attendance was reported good.

Orrin Davenport Season Ends; Canada Okay; Brandon \$\$ Up

BRANDON, Man., June 5.—Orrin Davenport's circus closed its winter-spring season Saturday (29) after a week's stand here. The trek, which began January 17, was generally successful and the Canadian section of the route was termed satisfactory.

The show entered Canada to play Winnipeg May 8-15 for the Shrine. This is a standard Davenport stand and came after a highly profitable run in Grand Forks, N. D.

This was the first time since 1950 the Davenport show had played Regina, Sask., and the first time the Shrine there sponsored a circus. Dates were May 19-22, and Exhibition Stadium was used. Attendance was 12,900,

Hagen in Hiatus; Clyde Extends Tour to States

JEFFERSON, Wis., June 5.—Hagen Bros.' Circus was parked at the fairgrounds here this week, shuttered until Monday (7), when it was scheduled to resume its contracted route.

The show was blowing a total of eight stands. Contacted here, Manager Harry Allen said the route would be resumed at Sheboygan, Wis. (7).

The lay-over came as an indirect result of the show's sister organization, Clyde Bros., playing a Canadian route. Original plans of Owner Howard Suez called for closing Hagen Bros. while he made the Canadian dates with Clyde Bros.

This idea was dropped, however, and the show was booked for the period of roughly two weeks. In the several towns added late, no promotion campaigns were staged. Therefore after Hagen made about half of the non-promoted stands it was clear that they would produce no business, and the remaining stands were skipped.

Original plans called for re-opening the stored Hagen Bros. June 7 at Sheboygan, a promoted town, and that plan still is to be followed. At that time two acts borrowed by Clyde Bros. will return to Hagen Bros.

Future route of the Hagen show will take it into Michigan as scheduled, and plans were being continued for hosting the CFA at its national convention in Jackson, Mich., June 24-27.

WINDSOR, Ont., June 5.—Howard Suez's Clyde Bros.' Circus wound up its first invasion of Canada with a stand here Monday (31) thru Wednesday (2). Attendance was reported strong at most stands, and show sources said that business was better than expected of an initial tour.

Following the show's re-entry into the United States via Detroit this week, it was moving to Dubuque, Ia., to start a three weeks' tour of stadium dates in the States. Show will open at Dubuque on Monday (7) and later play Topeka, Kan., and other stands.

At St. Catharines, Ont. (17-18), the show had half houses with Kinsman auspices. Niagara Falls (19) gave two full houses, indoors, with Shrine auspices. Clyde Bros. played Toronto's Maple Leaf Stadium three days (20-22) and ran into cold weather. First two days were hit by the weather, but total attendance was reported at 18,000, with Grotto auspices.

Three days in Hamilton, Ont., began with Empire Day (24), a holiday, and drew a total of 13,000 at the Forum. The Kitchener stand, at Kitchener Auditorium, had Shrine auspices and played to an estimated 6,000 for light business during the three days (27-29). Tom Parker, promoter of Clyde Bros. in Canada, said opposition attractions limited business in Kitchener. Windsor opened with half and three-quarter houses for Monday and Tuesday (31-1).

Parker said that contracts were signed for future appearances at several of the stands.

and gross was \$19,350 for reserved seats. In addition, the Shrine had nearly 16,000 youngsters for matinees. Special 13-car excursion trains were run from Moose Jaw, Sask., to transport children. Matinee promotion tickets were sold for 80 cents. Schools were dismissed for the show.

Brandon, Man., was a repeat date for Davenport and the gross was up slightly from the previous stand there. Following close of the unit, Mr. and Mrs. Orrin Davenport went to Las Vegas, Nev., and will go to Los Angeles for a vacation. Performers and other personnel dispersed, with most of them going to play park and fair dates later.

REGINA, Sask., June 5.—Odyson's Circus, which opened several weeks ago in the Vancouver area, played Southern Alberta in late May. Included was a two-day stand at Lethbridge for the Lions Club. Lethbridge Herald used an eight-column layout of photos.

EDMUNDSTON, N. B., June 5.—"Pioneering rather than profiteering" was the way Bill Garden summed up the Maritime Provinces tour of his Garden Bros.' Circus unit, which wound up here tonight.

Garden Bros., out of Toronto, is the first indoor circus to try the Maritime swing, the reason being that many of the arenas necessary to such a tour are strictly postwar developments. These would include the York Arena in Fredericton, the Sinclair Rink in Newcastle and the Memorial Gardens in Campbellton. Until now the Maritime fans just have not associated "circus" with ramps and rafters. Consequently Garden Bros.' business was light.

The Maritime loop began at Moncton, New Brunswick, May 13-15, then Charlottetown, Prince Edward Island; Sydney, Glace Bay, Halifax, Windsor, New Glasgow and Amherst, all in Nova Scotia, and Fredericton, Campbellton and Edmundston in New Brunswick.

At Fredericton, where the circus was up against the Congress of Canadian Daredevils on June 1-2, the newspaper and radio campaign was modest and window cards few. York Arena, located on the far side of the St. John River from the city proper, has heretofore meant largely hockey and name bands. Rain killed both performances of the Daredevils, but houses for the indoor circus were still light.

In the line-up were James M. Cole's three elephants, Prince el Kigordo and his lions, Morris Troupe on the teeterboard and Murray's dogs and ponies. A five-piece band played the show.

Matinees went at \$1 for adults and 50 cents for children; evenings \$1 for adults and 75 cents for children. Reserves went at \$1.50 for adults and \$1.25 for children.

King Injured On Gil Gray Railroad Move

GRAND JUNCTION, Colo., June 5.—George King, of the Gil Gray Circus, is hospitalized after being injured during a baggage car move by the circus from Pueblo to Grand Junction, Colo. (23).

Rough switching of the car caused a young elephant to fall against him. King received neck and chest injuries. He is at St. Francis Hospital, Colorado Springs. King works elephants and a camel-llama act with the show.

Gil Gray canceled a scheduled appearance in Silverton, Colo., reportedly because of complications caused by the fact that a movie crew is working on a new film there.

Weather Slows King in Ohio

ALLIANCE, O., June 5.—King Bros.' Circus was slowed by cool, wet weather this week. At Alliance Wednesday (2) the matinee was two hours late and drew a light attendance. Night performance was near-full.

Beaver Falls, Pa., the Decoration Day (31) stand, gave two full houses. En route to Charleroi, Pa. (28), a truck carrying elephants missed the route and jackknifed as it was being turned around. Driver Lou Reagan and helper Paul Triplett were treated for minor injuries.

FIRST ARENA SHOW

Garden Bros. Going Rough In Maritimes

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Clarence Bruce Dies in Detroit

DETROIT, June 5.—Clarence Bruce, widely known comedy bareback rider, died here June 1. He had been ill about six months. Burial was to be in Chicago Saturday (5) at St. Joseph Cemetery.

He was a native of Australia and appeared with the Wirth circus there. He also worked with the Wirth riding act in this country. Later he was a member of the Rieffenach riding act, and until about 10 years ago he was with Ringling and Cole.

His widow, the former Rosie Rieffenach, survives. He was a brother of the late Vera Codona.

James Makes Calif. Stands

HOLLYWOOD, May 5.—James Bros. Circus, a new indoor unit with L. J. Dolan as managing director, began business with four stands in the Los Angeles area, May 22-28. Dolan said the show's next stand would be June 19 at Gilroy, Calif.

Stands played were Bellflower, with a good crowd at the high school gym for the DAV auspices (22); Anaheim, where it had a reported 6,000 total for two shows at LaPalma under Kiwanis auspices on Wednesday (26); Banning, for big attendance Thursday (27) behind Legion sponsorship, and Fullerton, Friday (29), drawing a reported 7,000 to the junior college stadium with police auspices.

Advance promotions were handled by John D. Jeffrey, with Walter Fleck doing publicity chores, and Eddie Cochran Agency supplying talent. Acts included Hap Henry with his elephant and other stock, and Frankie Vincent, high act.

Joe Miller and Michael Patrick caught King Bros. at Washington and Charleroi, Pa. . . Ken Schwarm, CFA, saw King at Washington and Uniontown, Pa.

TWO PHONEMEN

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Park Hotel, Madison, Wisconsin

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UNDER THE MARQUEE

The Coronas, high wire, open a date at Cedar Point, Sandusky, O., June 19. . . Antoinette Concello has been at Rochester, Minn., for a check-up. Earlier she was with Ringling in New York. . . Jack Joyce's Camels appeared with Clyde Bros.' Circus in Canadian stands.

From Ringling-Barnum, Mary Jane Miller reports that many clowns and acts made a hospital show in Philadelphia. . . Trains arrived early for the Sunday (30) off in Wilmington, Del. . . Al Schwartz celebrated a birthday with a dressing room party. His mother visited from Brooklyn. . . George (Little Red) Seeds also observed a birthday and his family visited. . . Dick Anderson was busy in his home town, Wilmington.

Visitors included Charley Gieger, Claire and Tony Conway, Charles T. Hunt and grand-daughter, Harry Hunt, George Foster, Dean McMurray, Arthur Carr, Ed Kennedy, Jim Hasson and son, the Berkerys, Mrs. Klein, Ed Rupert, Stanley Wathon, Maxie Tolshinsky's family, Albert White's family, Dick Gernert, Jack Hammell, the Frank Tezanos, Mrs. Serfass, Albert Zoppe and the Seiferts with their grandson, Tommy.

Kelly-Miller news, as reported by A. L. (Tommy) Thompson, is that the H. N. (Doc) Capells visited. . . Al Mills of the advance came back on business. . . Ione Stevens celebrated a birthday. . . Armita Guiterras was out of the show with a cold. . . The Millers, Obert, Dory and Kelly, were in their home town when the show played Smith Center, Kan. . . Sylvia Thompson was grazed by a pole when the top blew down at Stockton, Kan.

From Siebrand Bros., Joe Hodges Hodgini reports the Eriksons and Hodginis went to Silverton, Colo., to watch Paramount work on a movie. . . Danita Roche is back on the show after a hospital seige. . . The Clarks now have eight colts in their string. . . Ida Mae Brayman is the show's organist.

Joe (JoJo) Lewis, Mills Bros.' correspondent, tells that Joe Rossi has some new music for the band. . . that Alabama Campbell is known as the Duke of Paducah for his flashy wardrobe. . . The midjet clowns made a hospital show. . . Jack LaPearl won a good break in The Indianapolis Times. . . Visitors included Harold Barnes and his father, Kenneth Waite, Whitey Wilbur, the Willys, the Doc Slacks, the Doc Wilsons, and friends and relatives of Eva May Lewis.

Don McIver, of the Ringling Side Show, was a busy man with the Philadelphia crowds. . . Edith Barstow was on the Ringling lot

DRESSING ROOM GOSSIP

George W. Cole

After several weeks of good business in Kentucky, we moved into Ohio for a week and are now in Michigan. Unfortunately, the weather is now cold and rainy. In Kentucky visitors included Mary Miller's parents from Greenville; some personnel from the Ring show; Ramona and Ramon Upham, Nashville, visiting their aunt, Leona Hill; Duke Patterson, Cincinnati, and Mr. and Mrs. Jack Turner.

Charley Rex, husband of Shirley Walters Rex, has returned from Germany after two years in the service. He works traps and as electrician. Norman Anderson has the concessions this year. With him are his wife, Frances, and children, Susan and Clinton. Wesley Speich is in the diner. Walt Gasco works novelties; Dean Lester, cotton candy; Ray Chandler, snow cones and soft drinks. Harvey Boucher is the mechanic. The large hippo owned by Anderson is a big attraction.

Personnel: The Purcells, juggling and monkey and dog acts; Bob and Billy Grubb, high school horses; Corky Clark, elephants; Mugsy Clark, trampoline, ladder and web; Jimmy Gallagher, trampoline; Hope Brown, ladder, web and cloud swing; Tommy Whiteside and Timmy O'Donnell, clowns; Charley Rex, traps, and Shirley Rex, elephants and on the door. Lee Bradley is Side Show

in Baltimore and Washington. . . Barbette is to travel with the show for the season. . . Charlie White and Ray Ollech, prop men, got head injuries and Prop Boss Bob Reynolds narrowly missed being hit by a center pole on the Ringling lot during the tear-down at Philadelphia. . . Con Colleano was out of the Ringling performances because of illness a few days.

Bill Woodcock has Miller's Elephants at Pontchartrain Beach, New Orleans, for June 6-19. . . Cpl. Marvin L. Jones, with the Army in Germany, is seeing German circuses and zoos. He recently visited the Circus Belli and reports he has visited 35 European and 40 American zoos. . . Red Davis, Philippi, W. Va., visited Emmett Kelly on Ringling at Washington. . . J. W. Hartigan Jr., Morgantown, W. Va., caught King Bros. in Pennsylvania. . . Bob Raupfer, Elkhart, Ind. tells that the Mills lot in Michigan City, Ind., was small and broken up with trees. Only way to get the big top up was to stake one side to a river bank and on the opposite side wrap sidewall around a tree.

General Motors is using two of its specially designed pole-less tents, which include aluminum skeleton and canvas-plastic covering. Tommy Randolph, Glade-water, Tex., reports one is in Texas. The other is with the firm's Parade of Progress show in the Northeast. . . In the ticket department on the Clyde Beatty Circus are Yvonne Spencer, downtown; Maurice (Shreveport) Ethridge, white wagon; William Petty, red wagon; George Telford, Dave Murphy and Jimmy Hamiter, inside; George Hanneford, tax box, and Al Moss, superintendent.

Al Weir, circus veteran, is recuperating from a broken ankle at Talmage, Calif. . . Robert Hickey, press agent with "Ice Follies" and formerly with circuses, was in Chicago recently.

George and Nick Stevens were hosts to P. W. Hiko, Little Bill; Peter, Sam and Big Bill Siebrand; Pancho Roche, Tom and Joe Hodgini, Bud and Chubby Jewett, Betty and Chris Christensen, Lee and Cora Ritter and others. Joe Hodgini and Bud and Chubby Jewett gave parties. . . Harold Strucely is the champion of practice sessions.

Appearing with Rudy's All-American Circus, owned by Ralph Green, are Capt. Billie Sheets, pony drill; Green's Dogs, and the Kriell Family, Dick, Jeanie, Lowell, Lois and Patsy, doing varied turns.

Ringling's Mary Jane Miller writes that Washington was rainy and muddy for the four-day stand

but that it and Baltimore were good for business. At Philadelphia the run started with the annual Gimbel Day for kids. Weather was warm and the new lot was one of the nicest the show has had for a week's stand. . . Frankie Saluto gave a party for 22 clown friends in Boston. . . Pat Warner Lombardi celebrated a birthday in Washington. . . Bert Walker joined with his hat concession. . . Father Ed Sullivan took movies of the show at Philadelphia. . . Bobbee Preu entertained a number of showfolk in Washington. . . Several performers have been on the sick list with virus infections. . . Red Dolan is ushering during his vacation. . . Visitors included Will Karshan, Joseph John Sauer Jr., Jimmy Gardner, Garnet Walker, Claire and Tony Conway, James Waldo Fawcett, Sylvia Downs and family, the Jim Tomlinsons, Fred Preu, Cliff Glotzbach, Henry J. Frank, Dr. William Mann, Papa Konyot and family, Frank Green and Melvin Hildreth.

Kelly-Miller's A. L. (Tommy) Thompson advises that business has been good in Kansas and you can see people coming from all directions across the plains, but weather has been cool and windy. Some colts and pups were born on the show this week, with Camel Dutch Narfski taking charge of the new dogs. Kelly Miller's dog was sick. Dick Lewis bought a badger. . . Tommy Thompson observed a birthday. . . Pete Smith twisted an ankle in a gopher hole and is using a cane. . . Tom McLaughlin, former agent for Kelly-Miller and Cole-Walters, visited. He is with the Plunkett Stage Show as agent and his son has their Penguin Show in Pueblo, Colo.

Flora Zacchini opened Sunday (30) at Jefferson Beach Amusement Park, Detroit, with her cannon act. She was injured in a net accident while doing the act early this spring. . . Harvy Frantz, Bethlehem, Pa., CFA, authored a piece about "Before Barnum" circuses in this country for The Philadelphia Inquirer recently.

L. A. Bartlett, calliope player since 1909 and now at the console of King Bros.' steamer, has been featured in several newspaper articles recently. . . August Ruich, former circus clarinetist last with Hagenbeck in 1926, caught King Bros. in Pennsylvania. . . A. F. (Red) Davis visited King Bros. at Uniontown, Pa. . . Elmsu Bails, retired eight-horse driver who started with Forepaugh-Sells in 1906, visited King Bros. at his home town of Washington, Pa. . . E. E. Merideth, former trouper and now a newspaper columnist, caught King in Pennsylvania.

Ringling and Mills will play day and date at Du Bois, Pa., July 8. . . Jack Mills was host at a birthday party in Park Ridge, Ill., for Mary LaPearl, grand-daughter of Jack LaPearl and a student in a Park Ridge school. Jake Mills sat in with Joe Rossi's band for the party.

Visitors on Mills Bros. in the Chicago area included R. M. Harvey, the Antaleks, the Dobritches, Billy Senior, Dwight Pepple, Charles Zemater, Harry and Esther Duncan, Norman Atwell, Hal DuMex, the Dave Friedmans, Ted Hausman, John Zweifel, Clint Finney, Herm Linden, Ilene and Wally Gaarsoe; George P. Dorsey, who formerly owned Dorsey Bros.

Circus; J. T. Walsh, Railway Express executive, and Dr. H. H. Conley and most other Chicago area fans. . . Doc Conley bought a banner in the big top with which the CFA greeted Mills.

Among those visiting Mills Bros. at Park Ridge, where there is a large delegation of performers living at a trailer park, were the Acevedos, Aida the Girl in the Moon, Charly and Adriana, Lopez Trio, Machinos, Johnson and Owens and Erinis.

Billy Winter cards that the Alcidos, high wire act, after wintering at Hill Top Trailer Court, Tampa, moved to Baltimore May 22 for their opening date. From Baltimore the act goes to Pittsburgh and then to Wheeling, W. Va.

Captain Leslie, sea lion trainer, visited the Odyssean Circus recently in Canada while en route to Calgary, Alta., for the sportsman show there. While in Canada Leslie was notified of the death of his father in Connecticut.

George F. Duvall, now with Gil Gray after being off the road for a few seasons, is moving from Denver to Amarillo, Tex. . . Capt. Bill Shultz, Quebec animal man, and Bob Ferland, French-English announcer who has been with Ringling and King in Canada, visited Tom Greene's carnival in Quebec.

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KELLY-MILLER CIRCUS IN THE MUD
at Washington, Kans., May 30, '54, 30 p.m. \$5.00; 45 Clyde Beatty on L.A. lot, \$6.00; 44 Al G. Barnes, 1936, \$6.00; Oct. 1931, and Mar. '48, Nat'l Geographic circus articles, \$3.00 each; Popular Mechanics "Here Comes the Circus," \$2.00; R.B.&B. Circus programs, old issues, \$2.00; Sells-Floto, 1915, 20 p.m., \$5.00; 48 p.m. 1936 R.B.&B. train and wagons, \$6.50. Free lists. J. McROBERTS, 908 Madison, Topeka, Kans.

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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

A free catalog is being offered by **George J. Marshall & Sons**, Baltimore, wholesale distributors of bingo supplies and a full line of premium and carnival items. . . . **Quikoin**, currently being promoted by **Eastern Sales Company**, Akron, is an ingenious item that should prove to be a big seller. Quikoin is a coin purse that, when squeezed at both ends, pops open for the depositing or removal of coins. Made of lifetime, rubberized plastic, with handy key chain attached, Quikoin is claimed to greatly reduce pocketwear and lost coins. . . . **Alabe Crafts, Inc.**, Cincinnati, is again featuring the Magic "8" Ball Fortune Teller, a mysterious, fascinating, party "pepper upper" that answers countless questions. The Magic "8" Ball is also ornamental and may be used as a paper weight.

H. B. Davis Corporation, New York, reports that sales of diamond rings has exceeded all expectations. A large selection of astral diamonds is now included in the latest edition of the Davis name-brand catalog. A free catalog and price list is available upon request.

S. R. Edritta Manufacturing Company, New York, calls its decorator pillows ideal for the carnival, pitchman and variety store trade. These lustrous rayon taffeta pillows come in assorted colors, are well filled with cotton napper and measure 16 by 16 inches. They may be used on sofas, beds or easy chairs and are said to brighten any decor. Priced at \$7.20 a dozen, they are packed four dozen to a shipping carton.

Bell Sales, Chicago, is featuring a complete line of carnival and premium goods for the outdoor season. According to **Mr. and Mrs. Lerman**, of Bell Sales, large quantities of merchandise items are being stocked in preparation for the fair season. You will find such items as fine fishing equipment, games, dolls, balloons, appliances, toys, clocks, assorted novelties and many top brand items.

A useful and handy car tool for millions of car owners is the Easy-On Wheel Lifter marketed by **Wheel Lifters, Inc.**, Boise, Idaho. The Easy-On Wheel Lifter eliminates almost entirely the dirty job of handling the wheel being removed and the spare to be put on. Made of strong, light steel the lifter weighs only a pound. By inserting the lifter in the two bottom holes of the wheel and lifting slightly the wheel comes off and goes on easily. It may be used for cars, buses, trucks and trailers.

Arthur Kaul, Chicago, is featuring a complete new line of selected ceramic gifts, including such items as three-piece dog sets, highly glazed and exquisitely detailed; figurines, salt and pepper shakers, tea cups and saucers of white porcelain touched with gold, ash trays and candle holders—just a few gifts which Artkaul features in a new, handsomely illustrated circular. Artkaul says it has one of the finest collections of imported ceramics from the world's outstanding makers.

Alden Speare's Sons Company, Cambridge, Mass., announces a great advance toward perfection in knife sharpeners. Designed by their craftsmen who have been perfectionists since 1851, the Rolit cannot harm the finest hollow-ground knife edge. It does not tear or cut metal. It really sharpens. Housewives are enthusiastic and distributors make quick, easy sales.

Beautyware brand kitchen ware by **Lincoln** is offered the prize and premium trade by **Bell Sales Company**, Chicago. The all-chrome equipment consists of a garbage disposal with chlorophyll deodorizer built into inside of the cover; concealed, smooth-working step-on mechanism and white seamless porcelain enamel watertight insert with 14-quart capacity. Also offered are a double-featured bread box with built-in slicing board, stackable four-piece canister set and a streamlined wastebasket.

With hot weather approaching,

Emeco Electric, Chicago, is pushing its line of electric fan accessories. Available at the firm are fan kits for those who wish to make their own hanging fans, low stand fans and adjustable pedestal fans for heavy volume air delivery. The firm carries a wide variety of fan accessories, including parts for exhaust fans. Emeco offers discounts and invites trade inquiries.

Paul Hess Company, Chicago, is introducing a new line of unusual and striking boudoir lamps. These lamps are sculptured and stylized in attractive color combinations with a finished look of Dresden china. One of their lamps is a cute black scottie with a pink shade. Also there is a matching brown scottie with a blue shade. Many people report them to be the finest lamps they have seen at \$1.85 each.

A combination lipstick, photo and mirror case, priced to retail at \$1, is the latest introduction by the **American Manufacturing Company**, Cranston, R. I. A lipstick tube container that accommodates standard-sized lipsticks is attached to the rear of a compact mirror and photo case. The mirror springs open with a push of a snap lock and an exclusive feature is a frame-case for a photo. . . . **Baby Serva**, according to **White Eagle Trading Corporation**, Philadelphia, is a baby food jar handler, server and opener which simplifies baby feeding. It is used to retrieve hot jars from the saucepan and is then inserted in a holder installed on the high chair tray. It handles two foods in one operation, eliminating washing of dishes or pans, keeps food warmer, provides a sanitary and safe method of feeding babies and helps prevent burned fingers and spills. Packed as a \$1.98 item, it fits the strained food type jar. A set selling for \$2.49 fits both the strained and junior size jars.

Avog Sales Company, New York, announces a two-piece patented permanent calendar which automatically changes the day of the week as you flip a numerical dater in the center. It comes covered in red, green, blue or brown genuine Morocco leather and is also available in mahogany bakelite. Measuring 5 1/2 by 2 by 3 inches, the Avog firm announced it as a gift item and suggests a retail price of \$7.95 in leather covered or \$6.95 in bakelite. The firm guarantees to refund the purchase price if a customer is dissatisfied.

Mills Sales Company, New York, an advertiser in The Billboard for more than 35 years, reports tremendous sales on wallets at \$42 a gross, combs at \$1 per gross and seven-piece tool sets at \$6 a dozen sets. Other fast-selling items of the firm are watches, jewelry sets, novelties and gifts and premiums. Catalogs are given free with all orders upon request.

Bumper Strips for advertising fairs, resorts, political campaigns, carnivals, etc., are being offered by **Emroy Displays, Inc.**, Cicero, Ill. These strips are done in brilliant fluorescent colors that make advertising message outstanding. . . . A five-quart capacity cooker-fryer is now being promoted by **Lincoln Premiums, Inc.**, Syracuse. Item features fully automatic temperature control and signal light, has heat resistant base, a Preen-X cord and is fully guaranteed. Price is \$10.50 in lots of six or more.

Transparent Shade Company, Los Angeles, announces its new "This Is Your Life" snapshot album, named after the TV show of the same title. Priced at 39 cents, it is a 3-by-4-inch replica of the album used by **Ralph Edwards** in his TV show. It is made of red, white and brown suedette, plastic bound with gold border, and has gold letters and a gold panel upon which the owner inscribes his name.

Cuttler & Company, New York, is now featuring a 30-inch bear. Representatives of the company state that the bear is made of the finest quality high pile plush and is 100 per cent cotton stuffed. The toys are offered the trade at the low price of \$29 a dozen.

PIPES FOR PITCHMEN

By BILL BAKER

PHIL BABCOCK... one of the real veterans of the ballyhoo business, pipes in from Gainesville Ga., after an absence of more time than we like to mention. Pens Phil: "I have been working a few trade papers in this section including Farm & Ranch. I heard that they were



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CRYSTAL CLEAR
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Phone: Wheeling 240

holding a livestock and poultry show here, so I drove out to see what it was all about. Much to my surprise a carnival had dropped anchor and was doing pretty fair business. The four major rides, Octopus, Merry-Go-Round, Ferris Wheel and Sky Ride, and three kiddie rides were really humming. The manager, Homer Scott, is a retired paper man. The show also had about 12 concessions and two shows. One of the shows, featuring three big pythons, was fronted by Jack Orr. Jack and I worked together on the Hagenbeck & Wallace Circus back in 1913. After visiting around for a while I went over to where they were judging the livestock and swine. One of the penny pitch girls, who was built when meat was cheap (she tipped the scales at around 400 pounds) was watching the judging of the animated pork chops when she happened to drop several pennies on the ground. As she bent over to pick them up, the judge pinned the blue ribbon on her thinking she was one of the entries.

SOL ADDIS...
The man of many memories, pipes in again to say that he recently had a visit from Jackie Kahn, an old-timer who has been practicing the art of pitchology in every nook and corner of the country for more than 40 years. Kahn never specialized in any one particular item. He has tossed med, toys, health books, jewelry and astrology, or anything else, that could ease a quick buck from a tip. Even now, at the age of 64, he's working and developing a new number. Addis says that during the course of their chin fest, Kahn related the yarn about the late Doc Reynolds. It seems that one day the Doc was working his pitch on health books at noon hour in front of a silk factory. Reynolds, who was considered pretty much of a hep guy in the trade, rarely played a bloomer at the end of his sales talk. But on this particular day, after blasting away for more than an hour, the whole tip walked away and Reynolds rang up no sale. Being surprised and disgusted at his failure to register after working so hard, Reynolds asked one of the guards, who was also observing the proceedings, how come the apparently attentive audience took such a fast and complete sneak. The guard said, "Sorry Doc, but you did a terrific job of orating to a bunch of guys who can't read a word of English."

SPOTTED...
doing pretty fair for themselves in the geedus department while working the Maryland tobacco markets were Al Harvey, C. D. Newsom and Clyde Faulkner.

E. C. PARDEE...
has filed an appeal for more pipes from Doc Loeckey, Howard Braezel, Patrick and Steve McClain, and a couple of other close cronies, the Messers, Dietrick and Stacey.

BOB SMITH...
the old globe trotter, reports from Orlando, Fla., that he's been tramping all thru the Deep South doing a little mountebank work while the natives are harvesting a bumper vegetable crop.

SEVERAL WEEKS AGO...
we described old George Brooks as the Arkansas traveler. Well, judging from recent reports George has done quite a bit of traveling but, unfortunately, most of it in recent weeks has been from one hospital to another. It will be recalled that shortly after he arrived in St. Louis he wound up in the General Hospital there. He got out long enough to work the St. Louis Police Circus and then went over and tried out the beds in the Barnes Hospital. While George didn't come right out and say so, we wouldn't be surprised that much of his latest illness was brought on by the stinkeroo returns he realized not only from the circus but from the Armed Forces parade which was held just a short while later.

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COLORFUL PLASTIC PENNANTS**

12 Pennants sewed to 25 ft. tape. Candy stripes or polka dots. \$1.25 per string P.P. Discounts to salesmen.

FRANK A. CLARICI
519 Roebling Ave. Trenton 10, N. J.

COMING EVENTS

Continued from page 57

Kansas
Chanute—VPW Celebration, July 5.
Leavenworth—Centennial, June 7-12.
Ogden—Centennial, July 3-5.

Kentucky
Eminence—Celebration, July 4.

Louisiana
New Orleans—La Boat Festival & Pan American Regatta, June 13-14. Paul Schindler, 1468 N. Whit.
Houston—La. Peach Festival, June 14-19 A. K. Cof.
Providence—Cotton Carnival, June 7-12.

Maryland
Oakland—Celebration, July 4.

Massachusetts
Lowell—Celebration, June 30-July 5.

Michigan
Ann Arbor—Gladolus Show, Aug. 8-9.
Baraga—Baraga Co. Dairy Show, Aug. 12.
Theodore Sadelin.
Charlestown—Bunker Hill Celebration, June 18-19.
Charlotte—Mich. Swine Breeders Show, July 21. H. P. Moxley.
Coloma—Gladolus Show, Aug. 21-23.
East Lansing—Gladolus Show, Aug. 7.
Glen—Pancake Festival, June 25-27.
Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.
Hillsdale—S. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.
Imlay City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.
Ishteping—Centennial Celebration, July 25-31. Howard Varvill. Woolworth Bldg.
Jackson—Freedom Festival, July 4-10. James W. Kling.
Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.
Menominee—Menominee Dairy Show, July 31. Gall E. Bowers. Courthouse.
Midland—Mich. Gladolus Show, Aug. 15-16.
Millington—Millington Centennial, Aug. 11-14. Dale F. Stewart.
Mount Clemens—Amvets Fiesta, July 4.
Plymouth—Celebration, July 5.
Port Huron—Blue Water Festival, July 12-16.
Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.
Sand Lake—Celebration, July 4.
Stambaugh (Iron River)—Celebration, July 2-5.
Tecumseh—Homecoming, June 30-July 3.
Zilwaukee (Saginaw)—Mich. Centennial, June 17-19. Glen W. Bauer, 163 N. Adams.

Minnesota
Caledonia—Centennial, July 16-18. M. A. Duxbury.
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
Hastings—Celebration, July 3-5. Herbert P. Koch.
Lake Benton—Diamond Jubilee, July 9-11.
New Prague—Celebration, July 2-4.
Owatonna—Centennial Celebration, June 9-12.
Rothsay—Celebration, July 3-5. D. Lindberg.
Rushford—Centennial, July 3-5.
St. Cloud—Am. Legion Celebration, July 3-5. Frank Murphy.

Mississippi
Tupelo—Home & Industrial Show, July 1-3. Joe C. Williams, Box 150.

Missouri
Albany—Old Soldiers' Reunion, July 7-10. Junior Clark.
Buffalo—Reunion, June 24-26.
Cabool—Dairy Show, June 21-26.
Gallatin—Davies Co. Jr. Lamb Show, June 9.
George H. Schmitt.
King City—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.
Licking—Celebration, July 1-3.
Maitland—Am. Legion Blue Grass Festival, June 16-19. Dale A. Marion.
Marceline—Celebration, July 5-10.
Marionville—Centennial, June 17-20.
Maryville—Horse Show, July 21-22. Mrs. Lester Swaney.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. Carl Henderson.
Pittsburg—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry.
St. Joseph—County Dairy Show, June 12. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, June 18. Webb Embrey.
Skidmore—Pumpkin Show, Aug. 26-28. Sam R. Albright.
Tarkio—Livestock Show, Aug. 27-28. Rankin Sheets.
Union—4-H Livestock & Home Economics Show, Aug. 3-4. Albert Schulte.

Nebraska
Omaha—St. Alfio Festival, June 19-27. A. J. Alexander, 3411 N. 16th.
Omaha—Centennial, May 31-Sept. 6.
Superior—Celebration, July 5.

Nevada
Ely—Nevada Fair of Industry, Aug. 24-26. P. P. Hoover.

New Jersey
Hampton—Feast of the Lady of Mount Carmel, July 12-17.
Hampton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.
Vauxhall—Street Celebration, June 7-13.

New York
Cherry Valley—Celebration, July 10.
Haverstraw—Centennial, July 26-Aug. 1. Morgan Demarest.
Haverstraw—Firemen's Convention & Parade, June 14-19. Morgan Demarest.
New York—International Gift Show, Astor Hotel, Aug. 22-27.
Scotts—Centennial, June 3-12.
Toughonloga—Toughonloga Carnival & Fair, Aug. 19-22. Ray Wells.
Waverly—Centennial, June 26-July 5.

Ohio
Carey—Firemen's Street Fair, June 8-12.
Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredrick.
Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.
Holland—Strawberry Festival, June 11-13.
Elyria—Grotto Celebration, July 1-5.
Fort Recovery—Harvest Jubilee, July 5-11. B. B. Burke.
Garfield Heights—American Legion Carnival, June 15-20. Bill Stredl, 3641 Bosworth Road, Cleveland 11.
New Riegel—Firemen's Celebration, July 5-9. Harold Burkett.
North Industry—Homecoming, June 20-24.
Struthers—St. Anthony Celebration, June 8-12.
Twinsburg—Homecoming, July 7-10.
Waco—Homecoming, June 22-26.
Wellington—Veteran's Street Fair, June 15-19.
Woodville—Am. Legion Celebration, July 1-5. Henry Jerkel.

Oklahoma
McCloud—Blackberry Festival, July 3-5.
Pawhuska—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-28.
Pawhuska—Int'l Roundup Club Cavalcade, July 23-25.

Oregon
Portland—Am. Legion Celebration, July 3-5. Monte Brooks.
Union—Eastern Ore. Livestock Show, June 10-12.

Pennsylvania
Arnold—Old Home Week, July 11-17. Arthur F. Fieeger.
Clarion—American Legion Fair, June 21-26.
Clearfield—Sequelentennial, June 14-19.
Ebensburg—Cambria Co. Am. Legion Celebration, July 5-10. F. E. Caravella, Box 294, Sunbury.
Irrona—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton.
Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.
Latrobe—Centennial, June 21-26.
Levittown—Celebration, June 14-19.
Mapleton Depot—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.
Philadelphia—Cabill Fields Fair, June 21-26.
Pittsburgh (Herr's Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.
Punkstutawney—Old Home Week & Firemen Celebration, July 5-10.
Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.
Tarentum—Pawntown Firemen's Fair, June 13-19. Frank L. Christy.
Tyrone—Firemen's Jubilee, June 7-12.
Winburne—Clearfield Co. Firemen's Convention & Jamboree, June 7-12. W. E. LaSalle, Saxton.

South Dakota
Burke—Homecoming Days, Aug. 20-21.
Bresford—Annual Horse & Buggy Days, July 2-3.
Custer—Gold Discovery Days, July 26-27.
Elkton—75th Anniversary Celebration, July 27-28.
Groton—Harvest Festival, Aug. 20-21.
Lake Andes—50th Anniversary Celebration, June 11-12.
Lennox—Diamond Jubilee, June 22-24.
Madison—Yankee Doodle Days, July 30-31.
Marion—75th Anniversary Celebration, July 28-29.
Menno—75th Anniversary Celebration, June 7-8.
Moberly—Celebration, June 30-July 5.
Parker—Diamond Jubilee, June 9-10.
Parkston—Community Days, Aug. 30-31.
Pierre—Days of '81, June 14-20.
Rapid City—Shrine Circus, July 9-11.
Salem—Harvest Festival, Aug. 23-24.
Timber Lake—Days of 1910, Aug. 28-29.
Vermillion—Days of '59, Aug. 26-27.
Watertown—Diamond Jubilee, June 20-26.

Tennessee
Union City—Centennial, June 20-July 3.
Union City—Centennial, June 20-July 3.

Texas
Brady—Jubilee, July 1-4. Joe Ogden.
Fredericksburg—Race Meet, July 2-5. Wm. Petmucky.
Fredericksburg—Angora Goat Show & Sale, Aug. 5-7. Pete Gunley, Uvalde.
Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fortdran Johnston.
Navasota—Centennial & Watermelon Festival, July 2-5. L. O. Wallace.
Phoenixville—Firemen's Fair, June 16-26. Ben Stevens.
Stockdale—Watermelon Jubilee, June 25-26. Winston Lorenz.

Virginia
Haymarket—St. Paul's Parish Horse Show, Aug. 28.
Narrows—50th Anniversary Celebration, June 13-20.

West Virginia
Pensboro—Celebration, July 1-5.
Sutton—Lions' Club Celebration, July 5-10. M. V. Crislip.

Wisconsin
Radisson—Fire Dept. Celebration, July 3-5.

Wyoming
Cheyenne—Cheyenne Frontier Days, July 27-31.
Laramie—Jubilee Days, July 9-10.
Shoshoni—Water Carnival, Aug. 7-8.
Thermopole—All American Indian Days, Aug. 7-8.

CANADA
New Brunswick
Woodstock—Old Home Week, July 26-31.
Windsor—Emancipation Day Celebration, July 31-Aug. 3.

Ontario
Kitchener—Centennial, June 28-July 3.
Toronto—Canadian Int. Trade Fair, May 31-June 11. C. C. Hoffman.

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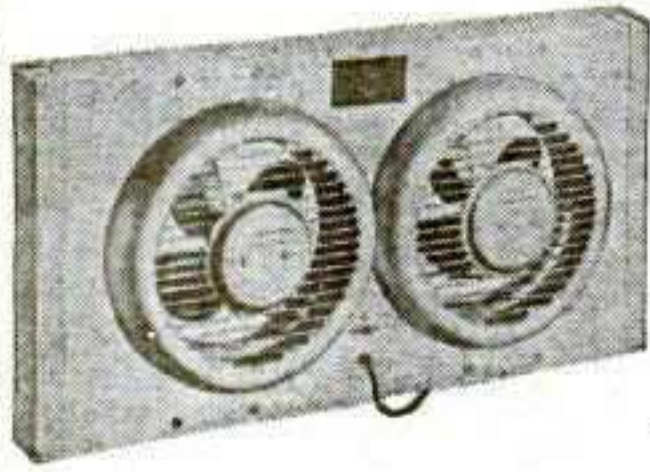
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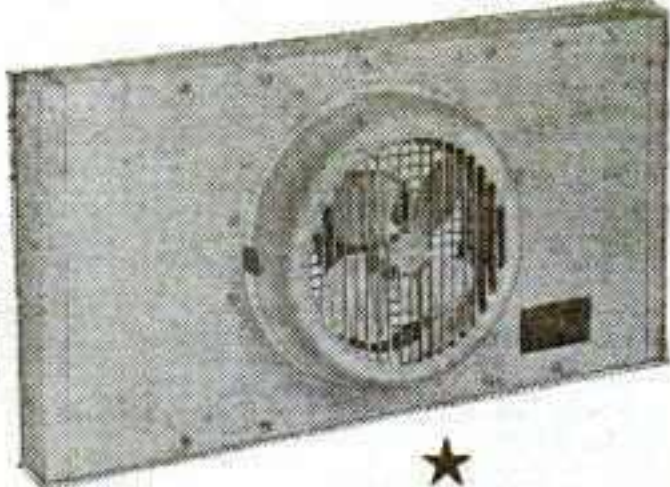
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MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Aarons, Joseph
- Adams, James E. & Mrs.
- Adams, Wm. P.
- Adelaide & McMahon & Pat
- Alland, Maurice (Very Important)
- Allaway, Mrs. J. C.
- Allen, Casey F.
- Allen, Curley (Jewish)
- Allen, Donna
- Allen, Fred F.
- Allen, Lloyd
- Allen, Richard F. & Mrs.
- Allen, Tex & Mrs.
- Ashley, Chas.
- Ashley, Earl
- Ayers, C. W. Bob
- Ayers, Maurice C.
- Ayers, Mrs. Mildred (Homer)
- Ballard, Horatio
- Banger, Fred Eugene
- Barlow, Chas. P.
- Barron, Theodore
- Barzee, John Henry
- Baumman, Robt. A.
- Baxter, Mrs. Jane
- Beck, Robt. E.
- Bennett, Elizabeth
- Berg, Mrs. Jeannette
- Botis Jr., H. O. & Mrs.
- Bis, Frank (Rabbit)
- Bishop, Jack Thora
- Bizic, Henry
- Borrelli, James
- Bowens, Homer
- Bowens, Mrs. Rosemary
- Bowen, Clyde
- Bowen, Walter Geo.
- Bradston, C. F.
- Bostman, Mrs. O. C.
- Bristow, Mrs. Dorothy
- Broadbent, Betty Sue
- Brooks, Art
- Brown, Bill (Announcer)
- Brown, Danny
- Brown, Willis
- Bruce, Leonard (with Canadian Aces Hell Drivers)
- Budd, Charlie
- Buell, Loyd & Mrs. Burkhardt Noyelles
- Burr, John Robt.
- Calderon, Lloyd G.
- Caldwell, H. E.
- Card, Mrs. Myrtle
- Carney, Joe
- Carroll, Myrtle
- Carter, Clifford
- Carter, Ted
- Chambers, Jesse
- Chapman, "Hoppy"
- Cheek, Ben
- Chernack, Al
- Christensen, Al Geo.
- Christensen, Nancy & Bob
- Chulesett, Ray
- Church, Chris Lee
- Cloerick, Leonard F.
- Cisto, Frank
- Cobbler, Walter
- Cody, Geo.
- Cohen, Jerry
- Coile, Fred R.
- Cole, Fred R.
- Coleman, John J.
- Coleman, Mrs. June
- Comfort, Wm. Conway
- Conatser, L. C.
- Conley, B. C.
- Conlon, James
- Conrado, Wm. L.
- Conway, James C.
- Cook, Charlie
- Cooley, Joanne M.
- Cooper, Edw.
- Cooper, Roy W.
- Corn, Sam
- Cooper, Sam B.
- Corn, Harold C.
- Cox, Walter B.
- Craig, Danny W.
- Crayer, Henry M.
- Cristof, Paul
- Culbertson, Walter
- Culbertson, Mrs.
- Cumberland Valley
- Darling, Alpheus E.
- Darnell, Denise (Mrs. Chick Boyer)
- Davidson, Nat R.
- Davis, H. & Susie
- Davis, Harry E. (Sandy)
- Davis, Mrs. Mina
- Delanie, Jennie
- Delo, Nick
- Demiro, John Dutch
- Dengler, Geo. C.
- Dennis, Geo.
- Diaz Sr., Ted
- Dietrich, Francis
- Diluca, Jack (Girl Show)
- Duchene, Lewey
- Dunlap, Geo. (Shorty)
- Dunlap, Pete
- Dunfee, Ricker
- Duren, Orville Red
- Eagle, Nate
- Edlin, Ted
- Edwards, Chas. L.
- Edwards, Joyce & John
- Ellis, Buster
- Evans, Mrs. Bell
- Evans, Miss Genie
- Evans, Les & Eunice
- Evans, Leslie E.
- Evans, Tom & Mrs. Ewing, Burton
- Farmer, J. D.
- Feinberg, Harry
- Feidman, Mrs. Bernie
- Finerty, Mrs. Pat
- Fisher, E. L.
- Fisher, Jack
- Fisher, Jake (Doc)
- Fitzsimmons, Edw. & Mrs.
- Fleck, Walter
- Flensing, Dave
- Flood, Steve
- Foley, John J.
- Forkum, Cecil (Williams Motordrome)
- Foster, Bunny Roy
- Frazier Jr., Raymond
- Freeman, Newton
- Frazier, Sonny
- Freeman, Robt.
- Foster, J. D.
- Freeman, Spot-Spot
- Friend, J. Donald
- Fueller, Jonnie (Johnnie)
- Gare, Ronald
- Gallagher, John J. & Bessie
- Garrett, John
- Garrison, Ray
- Garmon, Roger
- Ginther, Homer M.
- Gnatuck, Frank
- Goe, Skinny
- Goodman, Wm.
- Sparkplug

- Gomez, Dolores
- Gooslin, Douglas
- Gorosso, John J.
- Gotcher Jr., C. E.
- Gray, C. Paul
- Greay, Nathaniel
- Griffin, Mrs. Peggie
- Griffin, Roy
- Griffith, Ed J.
- Hackett, Broefel & Taylor
- Hagerman, June A.
- Hallin, H.
- Hammond, Harry
- Hanes, Chas.
- Harper, W. C.
- Harris, Geo. (Spot)
- Harris, Jeff
- Harrison, Max
- Harvey, Arlene
- Harvey, Henry
- Hatfield, Sidora
- Hay, Joe E.
- Hays, John A.
- Henderson, Earnest
- Henley, Mrs. Irene
- Hillhouse, Griffin
- Hilliard, D. K. & C.
- Hixon, Kenneth
- Hodges, Virgil D.
- Hoffman Jr., Joey
- Hohn, Walter R.
- Hornbeck, Jack C.
- Holt, Sterling (Blackie) & Mrs. Hood, Leona & Freddie
- Hoover, Billy Gene
- Houma, Mack
- Hoy, Mrs. Edith
- Hoye, Toots
- Huckerberry, Bobbie
- Hudson, Wm.
- Huffie, Tom
- Hulsey, Almond K.
- Hunt, Al (Whitey)
- Hunt, W. B. (Credit Manager)
- Hunter, L. I.
- Hutchinson, Homer
- Irons, Mrs. D. M.
- Ivey, Jack B.
- James, Ray
- James, Edmund Joe
- Jensen, Ed
- Johnson, Barney R.
- Johnson, Mrs. Bobbie
- Johnson, Harry
- Johnson, Lloyd G.
- Johnson, Vernon
- Jones, Bill (PeeWee)
- Kaibaug, Wm. & Ona
- Kane, Mark
- Keegan, Mrs. Ralph
- Keller, Lester or Millie
- Kelly, David B.
- Kim, Lynn
- KBills, Ollie D.
- King, Mickey R. L.
- Kirk, H. H.
- Kirkhart, J. F.
- Kirsch, Ray
- Koebel, E. R.
- Knodel, Emil R. & M. Koehenour, Eimer & Lola
- Krause, Fred
- Krauser, George
- Kuhlen, Bob
- Kuhn, Charles W.
- Lane, Terri
- Larsen, Larry
- Leske Jr., Raymond E.
- Lechler, Eugene
- Lee, Francis
- Lee, Edna
- Lee, Miller
- Lee, Thelma
- Leedy, Bob
- Leonard, Fred C.
- Leslie, Mrs. Edna
- Levin, The Seror
- Levitt, Maurice & Mrs. Lewis, Betty
- Lincoln, Mrs. William
- Linstrom, Harry
- List, Mrs. H. S.
- Little, Mrs. Ruth
- Lewis, Curtis M.
- Long, Eddie
- Louckes, Mrs. Esther
- Lovette, Theodore
- Lowry & Russell
- MacLennan, Daniel & Mrs.
- McCarthy, Pat
- McCartney, Mrs. Gladys
- McClain, O. C.
- McElwain, Chas. & Mrs.
- McLaughlin, W. A.
- McSpadden, J. R.
- McSpadden, Myrtle
- McSpadden, Wm. F.
- Mac, Billy
- Mackey, Mrs. Dorothy
- Marcel, Mona
- Marks, Fran W.
- Marley, Fred B.
- Marquis, Mrs. E. G.
- Martin, Earl
- Martin, Jerry D.
- Martin, Kurt
- Martin, L. B. (Tiger)
- Martin, Richard
- Martin, LaVern
- McCarthy, Clarence
- Byrne, Dave E.
- Camara, Raymond
- Carrara, Mrs. Rose
- Carroll, David
- Champion, Mrs. Alice
- Chiccarelli, Jack
- Chisholm, Dave
- Cooper, Ray
- Cosart, John
- Crane, Steve
- Crowe, W. J.
- Davies, W. N.
- Day, Elden
- DeBarrie, Wm.
- Delaney, Johnny
- Demetro, Steve
- Dempsy, John
- Dillon, Virgie
- Dodson, Troy Leon
- Downey, A. L. & G. A.
- Downey, Gloria
- Eddington, Mrs. C. L.
- Elkenhorst, Kenneth
- Ellis, Frank
- Evans, Eugene & Les
- Fee, Donald A.
- Finley, Kenneth B.
- Foss, John D.
- Freeland Sr.
- Freeland, Raymond F.
- Frieland, Don
- Ganote, Curly D.
- Gibson, Curley
- Gill, Milan W.
- Graun, Ray
- Gross, Geraldine
- Hagen, Orville L.
- Hale, D. D.
- Halligan, Mrs. Leona
- Hallock, Bob

- Pierce, Mrs. C. C.
- Piersen, Alyva
- Printer, L. F.
- Purvis, Mrs. Francis
- Purvis, Ruby
- Pyne, Robert S.
- Qualls, Mrs. Bee
- Rasp, Gus (Tarran)
- Rambo, Malcolm S.
- Randall, Dick
- Rasinski, Holger
- Rasinski, Rocky
- Rawlins, Ray
- Rayburn, Arnold
- Reber, Milton
- Rebarck, Milton
- Reese, Barney S.
- Roscott, Joseph
- Rico, Joe
- Richardson, Betty
- Riz, Prof. Charles
- Roberson, Bill J.
- Roberts, Dortha Jean
- Robinson, G.
- Robinson, Jewell
- Rogers, S. (Red)
- Rogers, Max (Quitchey)
- Rosenfeld, Sol
- Rubenstein, Louis
- Rubin, Harry
- Rucker, E. H.
- Rundgren, Bill
- Rundgren, Hi Bob
- Ryan, Connie
- Sattich, Mrs. Gladys
- Schwacha, Charles
- Sciortino, Joe
- Scott, John C. & Lois
- Seifer, H. L.
- Selgest, B. Costella & Mrs.
- Selby, Wm.
- Severence, Charles
- Shaffer, Jimmie
- Sharpton, Mrs.
- Sheldin, B. S. (Bob)
- Shields, Wilmet
- Shirley, Arthur W.
- Siegel, Ben
- Simpson, Joe Henry
- Sieght, R. L. (Butch)
- Smith, Earl
- Smith, Donaid M.
- Smith, William A. A.
- Snyder, Carl D.

- Spallo, Mrs. Ruth
- Sparks, Sherman
- Spritzer, Harry
- Spote, Sue
- Spronit, A. J.
- Stephens, A. L.
- Stevens, Joseph
- Stevenson, Jack & Mrs.
- Stonicepher, Mrs. Alice
- Striegel, Mrs. R. P.
- Storm, Robert Allen
- Strauss, Peter Henry
- Sunbrook, Larry
- Suttle, Joseph
- Swart, Ernest Benar
- Taylor, Orvel B.
- Terrill, Harry Ardell
- Thomas, John
- Tirko, Billy
- Tobell, Allen
- Tolliver, Little Jackie
- Trivaudey, Alfred
- Tucker, Charles
- Valquez, Eva
- Venner, P.
- Vidalia, Prof.
- Wade, Robt. Eugene
- Wagner, Mrs. Archie
- Walpert, Mrs. Edith
- Wandol, John
- Wagners, Buddy (Thrill Shows)
- Wagner, Frank
- Warneke, Mr. Gene
- Watkins, John
- Weiner, Mrs. Herman
- Weiner, Sam H.
- Wells Jr., W. R.
- Whitfield, Paul A.
- Whitney, Joe
- Willite, Mrs. W. Williams, Mrs. Florence
- Williams, Mrs. Francis
- Williams, Hen
- Williams, Jimmy
- Williamson, George A.
- Winters, Bobby (Juggler)
- Wise, Mrs. David A.
- Wright, Mrs. Charles
- Wright, Donald M.
- Young, Mrs. Dolly
- Zimm, George

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Bentley, Claude
- Brown, Archie
- Brown, Whitey
- Bushette, Louise
- Wanda
- Demetry, Peter
- De Vries, Sharone
- Earle, Beatrice
- Egan, Adrienne
- Fullwood, Eugene
- Green, Margie
- Houston, Ronald L.
- Koch, Lottie
- Lake, Pearl
- Lynch, Jerimah
- Mahan, Johnnie
- Miller, Margaret
- Miller, Tom
- Mitchell, Steve
- Parks, Richard
- Piccolo, Jimmy
- Powell, G. A.
- Poldor, "The Clown"
- Roberson, Bill
- Rosen, David (Slide Show at Coney)
- Seigrist, Helen (The Flying Seigrist)
- Shaw, Joe
- Sicard, Arthur
- Stevens, Howard
- Stone, Sid
- Tainowaki, Arnold
- Weiner, Ben
- Wright, Will A.
- Zemo Bros. Circus

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Allen, Casey Paul
- Claire, Hans
- Donahue, J. P.
- Giffin, J. W.
- Knodel, William
- Knowles, Carl
- Langston, Kenneth
- Porter
- Lee, Patsy
- McReavy, Vernon
- Model, Edward
- Potter, Henry
- Reap, Joseph, Mary
- Rosbertson, Re.
- Scott, Louise
- Tassell, Barney
- Hamilton, Olin
- Hamilton, William
- Hilton, Raymond L.
- Hannie, Jim
- Hargett, Lucille
- Harsb, Leo
- Hartwick, H. D.
- Hartwig, John
- Hendricks, Clyde
- Heron, James J.
- Hightower, R. D.
- Hill, John Arthur
- Hockett, Mrs. Dorothy
- Hoffmeister, Lester
- Hornfeld, Jack J. & Rose
- Holston, Mrs. Rose
- Hubbard, Venice
- Hutton, Mrs. Rebecca E.
- Ishenower, George
- Joseph, William M.
- Kadoc, Edwin
- Kane, Elizabeth
- Kidd, Mrs. G. Verne
- King, Bill
- Kirkhart, James F.
- Kramer, Louis
- Kroger, Walter
- Lamay, Barbara
- Landon, Mrs. Tommy
- Latimer, Leslie (Pat)
- Levine, Charles
- Lindie, Burnie C.
- Lynn, J.
- McCarthy, Frank
- McFarland, E. L.
- McClain, O. C. (Heavy)
- McDaniel, Mrs. Norman
- McKinnon Jr., John D.
- McLaughlin, Harry
- McMillan, R. J.
- McSpadden, John R.
- Maloney, John M. A.
- Mann, Ivan K.
- Manning, Paula Ruth
- Martin, L. E. (Fat)
- Mathias, Edward
- Mayberry, Wayne
- Maylor, Robert F.
- Menzel, Adolph Paul
- Miller, Paul H.
- Miller, Ralph
- Middleton, Odell
- Miller, C. M.
- Mize, Harry K.
- Morgan, T. Lance
- Moore, Jeanie
- Morse, Geraldine
- Morris, Allen
- Morrison, Harry
- Moyes, Margaret
- Muviel, Robert S.

- Alessio, Joseph
- Allan, Henry S.
- Allison, Marietta
- Anderson, Bill
- Andrews, Bert
- Anthony, Mike
- Arnold, May Joe
- Babb, Jack
- Baer, John (Dutch)
- Barry, Alfred J.
- Barliis, Carl
- Bateman, Edna V.
- Beckens, Cecil E.
- Beckner, Cecil & Virgie
- Bekner, Mrs. Virgie
- Bell, Abe
- Benfield, Nelson
- Bennett, Mrs.
- Bernard, Bill Virginia
- Bernard, Victor J.
- Bernstein, Lew
- Biakely, B. H.
- Bouches, Charles
- Boudreau, John
- Brasauskas, Felix
- Briggs, William E.
- Bryer, Robert
- Byrne, Steve
- Carrara, Mrs. Rose
- Carroll, David
- Champion, Mrs. Alice
- Chiccarelli, Jack
- Chisholm, Dave
- Cooper, Ray
- Cosart, John
- Crowe, W. J.
- Davies, W. N.
- Day, Elden
- DeBarrie, Wm.
- Delaney, Johnny
- Demetro, Steve
- Dempsy, John
- Dillon, Virgie
- Dodson, Troy Leon
- Downey, A. L. & G. A.
- Downey, Gloria
- Eddington, Mrs. C. L.
- Elkenhorst, Kenneth
- Ellis, Frank
- Evans, Eugene & Les
- Fee, Donald A.
- Finley, Kenneth B.
- Foss, John D.
- Freeland Sr.
- Freeland, Raymond F.
- Frieland, Don
- Ganote, Curly D.
- Gibson, Curley
- Gill, Milan W.
- Graun, Ray
- Gross, Geraldine
- Hagen, Orville L.
- Hale, D. D.
- Halligan, Mrs. Leona
- Hallock, Bob

- Murphy, Ed F.
- Neilson, Henry (Whitey)
- Nelson, James
- Nordine, Burt E.
- Noffred, Mrs. James
- Norlon, John M.
- Ogilvie, L. B.
- Olds, Wm. (Slim)
- O'Neil, Frank
- Patterson, John D.
- Patterson, Paulden
- Peterson, Guy E.
- Phillips, Willard
- Pland, Jimmie
- Pisger, William L.
- Pitser, Billy
- Pocvia, Vince
- Parcell, Patie
- Presley, Mrs. Gary
- Qualis, Harold
- Qualis, Mickey & Red
- Quillman, Goldie
- Ray, Bill
- Redmon, Miss Pat
- Reese, Judy
- Riddle, Jerry A.
- Robinson, Mrs. Bill
- Rocco, Ross W.
- Rocque, Pretty Boy
- Rose, Louis
- Russel, Fred
- Saunders, O. B.
- Schaefer, W. C. (Bill)
- Stoddard Jr., J. C.
- Striegel, Charles B.
- Swanson, G. M.
- Talbot, Orley
- Thomas, E. B.
- Teter, Mervin
- Thorson, Ronnie
- Trussel, Tommie
- Winsky, Jack E.
- Star, Hedy Jo
- Stacy, W. A.
- Steinfeldt, W. J.
- Stephenson, Richard
- Sterner, Connie
- Stevenson, Mary & Steve
- Stoddard Jr., J. C.
- Striegel, Charles B.
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- Thorson, Ronnie
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- Winsky, Jack E.
- Star, Hedy Jo
- Stacy, W. A.
- Steinfeldt, W. J.
- Stephenson, Richard
- Sterner, Connie
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BEAUTIFUL "WESTERN PONY" STICK Horses; red, brown, yellow plastic heads, beautifully screened, reins, mane and single bells. "Kids love 'em"; send for jobbers prices. Moody Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. je12

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Sample dozens reg. price, 25% deposit, balance c.o.d. No catalog. NEW ENGLAND JEWELRY, Empire St., Prov., R. I. je19

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PLENTY HEALTHY SNAKES, ALL KINDS; also Armadillos, Iguanas, Alligators, Horned Toads, Guinea Pigs, Parakeets, Coati-mundis, Monkeys, Wild Cats, deodorized Skunks, Rabbits, Peafowl, black and white Hais, large exhibition male Puma, Horned Owls, Agoutis, white Fantail Pigeons. Otto Martin Locke, Phone 141, New Braunfels, Tex. je26

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Comical ACTION

Novelties
The WALKING DOG



Squeeze the bulb and watch this rubber pup "put on the dog," strutting along wagging his tail to the delight of all. An "on sight" seller and a real profit maker.
\$18.00 gross
\$1.80 doz.

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Plastic laugh maker with self-contained amber fluid. Squeeze rear bulb—and front bulb bubbles. 3" high. Dozen to box.
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ONLY \$7.20 gross

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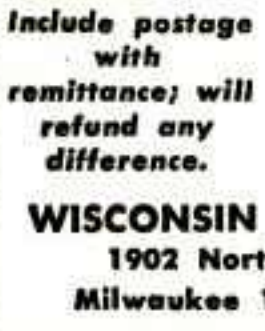
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for men and women in 10K and 14K solid gold mountings. HUGE PROFITS every day. Unlimited possibilities. 50 styles of simulated diamond rings in Rolled Gold Plate and sterling silver. \$6.00 per dozen up. Copies of expensive Diamond Jewelry NO-RISK TRIAL SALES OFFER. You don't risk a cent. Write today for Free Catalog and details. FREE MOINES RING CO. 1155 26th St. Des Moines 11, Iowa

ENGRAVERS since 1907 No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr. Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. All Phones: Waterfall 8-8955 Originators of the All-Aluminum Idents. FRANK CREATIONS 7739 Avalon Chicago DAY & NIGHT SERVICE

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch. Forms Close Thursday for the Following Week's Issue

ATTRACTIVE GIRL ACCORDIONIST: Vocals desirable; trio work; top salary; hotel locations; write or wire full details and picture. Larry Green Trio, 1101 11th St., Port Huron, Mich. COMMERCIAL MUSICAL TRIOS—PREFER units with accordion and/or electric organ; steady bookings for qualified trio; established agency. Send details to Box 49 c/o Billboard, Cincinnati 22, Ohio. JE12

HELP WANTED Drome Rider or person willing to learn, also two men to up. Colored men notice, best wages. NEIL McTAGGART Bad Axe, Mich. PIANO PLAYER WANTED FOR MEDICAL SHOW; summer's work under canvas; get in touch. M. Cash, New Richmond, O. WANTED—BARITONE DOUBLING ALTO; steady work, modern sleeper bus. Contact Ronnie Bartley, 1611 City National Bank Bldg., Omaha, Neb.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

SHERWIN TWINC ORCHESTRA AVAILABLE for single and steady engagements, also summer hotel resorts. Al Sherwin, 318 W. 51st St., New York City. JE12

CIRCUS & CARNIVAL

PROFESSIONAL PERFORMERS, CIRCUS Acts. A good dog show, new and different; juggling exhibition, Indian club and illuminated electric club swinging; trapeze balancing traps, sword lancing, walking World War dog trainer, a veteran of three wars; illustrated travel talks, Alaska. Salary or percentage. Charles E. Graftin, General Delivery, North Birmingham, Ala.

MISCELLANEOUS

GORGEOUS, EXOTIC, GYPSY PALMIST desires work with anything anywhere; also do half and half. Wire or write Rose Davis, Avella, Pa. Phone 8225.

PART TIME WORK—EVENINGS, week ends; college, music major; any phase of entertainment business; car. Chas. Bernstein, 363 Ocean Parkway, Brooklyn. JE19

MUSICIANS

ACCORDION PLAYER—FOR BAR OR ? Stroller, large repertoire; travel anywhere, consider all. Box C-53, c/o Billboard, Cincinnati 22, Ohio.

AT LIBERTY—DRUMMER, JAZZ COMBO leader, arranger, composer. Great showman; modern ideas; have been and will go every where; 26; veteran; serious musician; music my life; played name places; union; good vocalist, vibist, fair piano, good Latin; available immediately. Wire Drummer, 604 S. Fourth, Mankato, Minn. Call 2165 or 4852.

BASS PLAYER—TOP ALL 'ROUND EXPERIENCE; desires change with good combo, band or good resort job entire summer, within 200 miles from Chicago. Musician, c/o Barry, 337 W. 64th St., Chicago, Ill. JE19

BUSINESS BUILDER—NEW HAMMOND organ for your dining room; tavern; 20 years' exp.; low cost; photo. Box C-50, c/o Billboard, Cincinnati 22, Ohio. JE19

DRUMMER AVAILABLE—FORMERLY with "Lou Math's Orchestra"; prefer small combo, will travel; commercial and jazz. Play shows; non-drinker, steady and reliable. Wire, write or phone George Sloan, HA-5052, 1119 East 11th St., Kansas City 6, Mo. JE26

DRUMMER AT LIBERTY—PLAY ALL commercial; good outfit; don't drink; have car; will consider anything. Phone Dunbar 2830, W. G. Scott, Gen. Del., Cincinnati, Ohio.

GUITAR, ELECTRIC—LEAD OR FULL rhythm; read or fake; years of experience; good voice; no hillbillies; sober, reliable. John E. Meyer, 64 Norfolk, Je13 Torrington, Conn.

HAMMOND ORGANIST—OWN ORGAN (commercial); good cabinet; available July 1; top references; reliable. Organist, 725 Central, St. Petersburg, Fla. JE10

LEAD ALTO OR TENOR DOUBLING Flute, bass clarinet, jazz clarinet; play all commercial style on sight; Local 802; age 30; reliable; combo work preferred. Eddie Bean, 345 Winnebago Dr., Fond du Lac, Wis. JE12

PIANIST—MALE, UNION; ALL ROUND professional experience, classic, popular; single, Gentle; trained musician; plays alone, orchestra, teach. Box C-48, c/o Billboard, Cincinnati 22, Ohio. JE12

PIANIST—MALE, READ, FAKE; NEAT appearance, sober, reliable; small combo, duo or single. Pianist, P. O. Box 5513, North Birmingham, Ala. JE12

PIANIST—AVAILABLE IMMEDIATELY; age 30; reliable; union; sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. JE19

PIANO MAN—SHOW OR DANCE BAND, years experience, age 42. Mike Catanzaro, 402 W. 3rd St., Pittsburg, Kan.

TRUMPET PLAYER—EX-SERVICEMAN, doubles slide trombone; read and fake both instruments, experienced in dance and show work; prefer combos; sober, dependable, will travel. J. Reed, 43 Penn St., Steeltown, Pa. Phone 9-2707. JE19

TRUMPET PLAYER, DOUBLE FIDDLE and you will like job at summer resort anywhere in the East; union; married. Phil Mancini, Hotel Bristol, So. Norwalk, Conn. Te 89717. JE19

TRUMPET MAN—EXPERIENCED; GOOD tone, ready available at once, Don Lewellen, 517 S. 21st., Mattoon, Ill.

TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

TRUMPET—READ, FAKE; WOULD LIKE summer work from June 1st thru Sept. 1st. Pictures available. Sam Cannella, P. O. Box 286, Phone 1007, Melville, La. JE26

SUMMER SPECIAL DEADLINE... JUNE 16 Mail Your Ad Copy TODAY!

PARKS & FAIRS

AERIAL ACTS, ANIMAL ACTS, ACROBATIC ACTS, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2015 Oliver St., Fort Wayne, Ind. AVAILABLE JUNE 22, THREE OUTSTANDING Acts, for fairs, celebrations; Novelty Foot Juggling Act, Sensational Comedy Acrobatic Act, 8 Whirlie Doves, featuring Cap Macks perpendicular pole climbing dog. Address the Miller Troupe, P.O. Box 2 Kansas Ave., Springfield, Mo., Phone 44734. JE19

AVAILABLE GRANDSTAND ACT—HORSE/ two Dogs, Novelty Act, Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone LI-1-4454. JE19

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. Jy3

CHARLES LA CROIX—OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

PROFESSOR WRIGHT AND HIS TALENTED 5-person variety stage show of magic, dance and vaudeville. Write Professor Wright, Casey, Ill. Jy10

SENSATIONAL HIGH DIVING—FEATURING the smallest diving tank in the world, nicknamed the suicide pool. Without body protection or safety devices, he defies the ring of sharp spears and the flaming inferno of blazing gasoline, etc. A world's fair attraction featured by Fox Movietone. Capt. Earl Macdonald, 456 Lamphier Pl., Warren, Ohio Telephone 45337. JE12

5 ACTS IN 1—COME AND SEE MOVIE OR CHARLES Herman Miller, Wiltz, Wis. Jy10

VAUDEVILLE ARTISTS

FEMALE IMPERSONATION CHARACTERIZATION act open for Night Club booking; Rhumba, French Can-Can, Ravel, Bolero, Ballerina and Air Stewardess acts. Flashy wardrobe; will send photos; salary \$150 per week. S. L. Burgess, 1308 Peachtree St., N.E., Atlanta, Ga.

IDENTIFICATION BRACELETS!

Aluminum, nickel plated, nickel silver; 6 styles of chrome plated Expansion Bracelets, nickel silver Signet Rings, heavy-weight Mexican Rings, Anklets and everything that engravers and carvers use at low prices. Send \$2 or \$5 for samples. Rings for grab bags, \$8.00 to \$15.00 gross; no fly. MILWAUKEE NOVELTY CO. 1012 N. 3rd St. Milwaukee 3, Wis.

EARRINGS—EARRINGS

SEASON'S BIGGEST VALUES. Your Only Opportunity to Cash in on This Closeout. Limited Quantity. 4,000 Dozen, RUSH! RUSH! RUSH! \$21.00 Sample Gross Ass't. \$18.00 Gross in 5 gross lots ass't. \$3.00 Dozen in dozen lots ass't. \$3.00 Dozen per \$1.00 pr. These earrings are individually paired for ear picnic boxes. Empty box is worth price alone. MDSE. DISTRIBUTING CO., 19 E. 16th St., New York, N. Y.

MAKE \$2 HR. SELL RA-GLO SIGNS

To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid, 110 signs, \$6.00 postpaid. See 35 each. 50¢ deposit required on C.O.D. order. Send for free literature. ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, Ill.

NEW STUFFED PLUSH TRUDELLE CARNIVAL CREATIONS

CATALOG ON REQUEST Trudelle Doll & Toy Mfg. Co., Inc. 137 Greene St., New York 12, N. Y.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO. 1140 B'way, N.Y. (27 St.), Dept. 42, MU 3-1385

Sell Ultra-Blue SIGNS \$7 BRINGS BACK \$55 SIGNS

New fast-selling signs for every retail store. 50¢ seller. Make easy money. 2000 slogans. No C.O.D.'s. 100 Ultra-Blue Signs... \$7.00. 25 Store Signs 7x11 1.00. 15 Religious Signs, 7x11 1.00. 15 Comedy Signs, 7x11 1.00. L. LOWY, 812 B'way, Dept. 798, N. Y. 3, N. Y.



MEXICAN JACKETS

100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.

BEAUTIFUL HAND PAINTED SKIRTS

A marvelous number that will prove to be your finest seller and biggest profit-maker. \$4.90 ea. \$4.50 ea. in dozen lots



Attention please: 25¢ Dep. Bal. C.O.D. Send for Free Catalog. PEARL SALES CO. P. O. Box 675, El Paso, Tex.

Dancers, Sizes 34-40 \$7.75 each Embroidered, Sizes 34-40 \$6.75 each

White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

OF COURSE, We Want Your Business

Table listing various hats and dolls with prices per dozen and gross.

BINGO OPERATORS, write for new housewares catalog showing scores of items you can use. BALL and WHEEL Operators, write for special Carnival catalog. ALL PRICES F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE—25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG... GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

FLASHY SIZZLERS FOR PRIZES AND PREMIUMS!

Cute and cuddly washable toys, eye-catchers. (Stuffed with foam rubber—easily cleaned.) SPECIAL OFFER IN ASSORTMENT ONLY—Asmt. #1—2 doz. ... \$ 25.00 (Retail Value \$ 50.00) Asmt. #2—4 1/2 doz. ... 50.00 (Retail Value 110.00) Asmt. #3—10 doz. ... 100.00 (Retail Value 230.00)

DEPT. B, P. O. BOX 91, ELLENWOOD, GEORGIA. (We ship same day.)

MAXWELL CO. JERSEY HEADQUARTERS

For Largest Stock and Variety of NAME BRAND MERCHANDISE Nationally advertised watches, jewelry, giftwares, appliances, etc., ideal for BINGO & BAZAAR PRIZES

SEND FOR OUR GENERAL CATALOG LISTING IDENTYS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU. RINGS \$5.50 Per Gross and up. No. 2400, assorted styles—per gross \$5.50. \$7.50 PER GROSS & UP. 1100s illustrations 1/2 actual size. No. 2000, aluminum Idents—per gross \$7.50. 226 S. Wells St., Chicago 6, Ill. All Phones—Franklin 2-2567.

THE MODERN WAY TO MORE PROFITS Expertly rebuilt vacuum cleaners with all attachments. UNIVERSAL, ELECTROLUX, G.E. and all others. These vacuums look like new, work like new, guaranteed like new. Terrific Deal on New Sewing Machines DE SILVA VACUUM CLEANER CO., INC. 53 E. 10th Street New York 3, N. Y.

"SPOTS," THE RUNNING DOGS Stretches in lazy manner, runs and jumps. Demonstrating antics in pairs for many amusing antics. Sturdy build, built operated. Sell 60¢ to \$1.00, the pair 2 doz. \$4.80, plus 40¢ postage, 4 doz. postpaid. 3 samples for \$1.00 bill enclosed. No C.O.D. One Warbler with each dog. EASTERN SALES CO., 1130 So. Main St., Akron 1, Ohio.

February Coin Exports Top \$1 Mil; Jukes Soar, Up 26%

4,556 Units Shipped for \$1,133,247, 2d Highest Monthly Dollar Volume

CHICAGO, June 5.—If coin machine exports continue the record-breaking tradition of the last four years and wind up 1954 with a fifth straight annual record—which is likely—a big share of the credit will go to one coin division: juke boxes.

At least that's what official U. S. Department of Commerce figures for the first two months of 1954 indicate.

In the February U. S. Department of Commerce report released this week, juke boxes come close to equaling their heftiest month by ringing up a healthy \$809,999, bringing the total for January and February to \$1,329,948, an increase of 26 per cent over the corresponding period last year (see story on market evaluation in Music Section).

The February total for juke boxes, coin-operated amusement games and venders of \$1,133,247 paid for 4,556 units is the highest dollar total for the month yet recorded, and is the second biggest month in the history of exports, outdistanced only by November, 1953, when exports hit

\$1,258,257 for 5,260 coin machines. The month of February last year saw 5,098 units shipped overseas for \$1,013,417.

A New Record

The January-February coin export total this year adds up to a whopping \$1,962,914 which nosed out by \$82,810 the record of \$1,880,104 set for the same period last year.

Significantly, the record sum for the two-month total was paid for 8,837 units or 774 less than the 9,611 machines shipped for that period last year, indicating that the trend to newer games and

(Continued on page 92)

Gottlieb Intros Dragonette, New Five-Ball

Unit Scores Double Awards, Has Trap Holes

CHICAGO, June 5.—D. Gottlieb & Company announced this week a new double award five-ball game, Dragonette, which has rotation sequence and features five trap holes.

The rotation sequence of numbers 1 to 8 lights bottom roll-overs for replays. Four balls in trap holes awards a replay, with five balls trapped rating an additional replay. Awards are doubled when the player inserts a second coin.

Dragonette has five bumpers, two kickers and two flippers. A new multiple type point system registers scores up to seven million. When two bottom roll-overs, "A" and "B" are hit, the top roll-over lights for a special.

The new game follows Hawaiian Beauty in the Gottlieb five-ball line.

Edwin W. Pace Dies; Pioneer Coin Mfr.

CHICAGO, June 5.—Edwin W. Pace, 74, a pioneer in the coin machine business and founder of the Pace Manufacturing Company, died Tuesday.

Family services were conducted Thursday at the George Klaner chapel, 4717 N. Broadway. Pace is survived by his widow, Bianca; a daughter, Mrs. William Renouf, and three grandchildren.

The Pace firm was incorporated in 1929. The primarily known for its bell and console products, Pace also was in the vending machine manufacturing business just before World War II. The company produced cigarette machines, bulk candy-peanut-ball gum venders, and slug rejectors for all their models.

Pace Manufacturing Company was liquidated in December, 1950. The sale of manufacturing equipment was turned over to established machinery dealers. Tools and dies were placed on the market. Atlas Novelty Company,

Chicago, purchased the bell equipment.

Pace had long been known as one of the most energetic personalities in the trade. His Paces Races machine was widely known as one of the most successful console machines ever put on the market. H. C. Evans & Company, Chicago, purchased all manufacturing rights on Paces Races in November, 1944. The Pace firm produced many other machines, including scales.

Census Increase May Boost Ore. Game, Juke Take

PORTLAND, Ore.—A ruling by the attorney general of the State this week may open possibilities for additional coin-operated amusement games and juke box locations in Oregon.

Atty. Gen. Robert Y. Thornton held that the Oregon Liquor Control Commission could use the current federal census estimates in establishing the number of liquor-by-the-drink outlets. It was estimated that this could result in 750 more outlets than permitted under the present practice of allotting outlets according to 1950 census figures. The law permits

(Continued on page 96)

Johnson Act Upheld In 2 Seizure Cases

CINCINNATI, June 5.—In the first known U. S. court test of the validity of its seizure and forfeiture provision, the Johnson Act was upheld by the U. S. Court of Appeals here.

Cases before the court involved two slot machine owners, who contended that the seizure of the machines was unlawful since searches were made without warrants. They sought restitution of the confiscated machines.

Federal Bureau of Investigation agents had confiscated a total of 36 machines involved in both cases.

The ruling affirmed the decision of the Federal Court of the Western District of Kentucky.

The government contended that the owners had informed FBI agents as to the location and identity of the machines and had voluntarily surrendered them.

After confiscation of the machines, the U. S. marshal advertised for three weeks notifying owners to file claim to the property which otherwise would

be forfeited. When neither of the owners filed claims, the machines were disposed of under law.

The Johnson Act was earlier ruled constitutional by judges of the U. S. Court of Appeals in St. Louis in the first case in which the constitutionality of the law was challenged (The Billboard, May 1).

Keeney Appoints Regional Sales Rep.

CHICAGO, June 5.—V. N. (Al) Allbritten was appointed regional sales representative in the South for J. H. Keeney & Company, Paul Huebsch, general sales manager, announced this week.

Allbritten will cover the States of Kentucky, Tennessee, Mississippi, Alabama, Georgia, Arkansas and Louisiana.

The new sales representative was with Waco Manufacturing Company the past six years. He has been active in the coin machine industry for 27 years, and is well known by operators in the South.

KIDDIE CORRAL CORRALS KIDDIES

BOSTON, June 5.—Star Market Company, a Massachusetts food chain, has built a "kiddie corral" inside the parking entrance door of its Mount Auburn store in Cambridge and installed four kiddie rides.

A long leather-covered bench in front of the enclosed unit serves as a waiting spot for parents. The small fry are thus happily corralled inside the store.

AID FOR MOMS

Grocery Chain Finds Kid Ride Best Outdoors

BOSTON, June 5.—Stop & Shop supermarkets, pioneers in experimenting with kiddie rides, have found that the moppet units are better in outside locations and are putting in groups of rides in their parking lots adjoining more than 90 Massachusetts stores.

At the chain's big Memorial Drive super in Cambridge, a rocket, flying horse, and carousel unit have been placed against the back wall of the store, facing the parking lot. The rides, made by Capitol Projectors Corporation, Meteor Machine Company and Mylco Company respectively are distributed by Ed Ravreby, Associated Amusements and World Fair, Inc.

Managers of the Memorial drive store and the Corey Road Stop & Shop in Brookline, say that while profitable in themselves, the moppet rides also bring more business to the food stores because mothers have a chance to get their kiddies relaxed.

Keeney Bows Bikini Bowler, New 6-Player

Shuffle Unit Features Novel Scoring Scheme

CHICAGO, June 5.—J. H. Keeney & Company shipped to their distributors this week a new six-player shuffle game, Bikini Bowler, which features five different scoring combinations.

After each frame a different scoring combination lights up for strikes, spares and blows, with scores ranging from 30-20-10 to 300-200-100 in each frame.

Balanced scoring (a relatively higher score for blows), keeps each player in the game to the finish. Players continue to shoot in the 10th frame as long as they score strikes. An adjustment plug on the back of the cabinet provides progressive scoring in successive frames, or mixed scoring.

The Bikini is equipped with a new custom style cabinet with tapered edges. A special scoring strip on the backglass indicates scores of each player in each frame. The game is available in natural wood-grained Formica playfield, with a nine-foot playfield on an eight-foot cabinet, or an eight-foot playfield on a seven-foot cabinet.

The game has a plexiglass covering for the roll-over switches and is equipped for 10 cent or three-for-a-quarter play.

Sorry, Our Omission

D. Gottlieb & Company was accidentally omitted from the list of manufacturers appearing in the article announcing the 30th anniversary program plans of the Trimount Coin Machine Company (The Billboard, June 5). Trimount has been New England distributor for Gottlieb for 27 years.

Fire at Purveyor; Estimate 25G Damage

CHICAGO, June 5.—A fire Thursday night in the Purveyor Distributing Company's headquarters at 4322-24 North Western Avenue caused damage estimated at \$25,000.

Herb Perkins, Purveyor president, said that there was evidence that the building may have been burglarized and the fire touched off in the process.

The fire broke out in a new building which Purveyor had built a few years ago. The office, which was not damaged, is still in use, and the company plans to

rebuild the back part of the building damaged by the blaze. The loss was partly covered by insurance.

The company will depend on coin machine equipment located at other warehouses to carry on its distributing operations.

Childs' Hospital Awards AMOA Donation Plaque

MIAMI, June 5.—The Amusement Machine Operators' Association of Dade County received a plaque from Variety Children's Hospital in appreciation of the \$100 contribution voted by the membership at its regular monthly meeting May 27.

Thus the AMOA became a member of the committee of 1,000, a select group of individuals and organizations who have contributed \$100 each in order to maintain the hospital, which specializes in the treatment of children's diseases, including polio. The hospital, a pet project of the Miami Variety tent, composed of show people, has been beset with growing deficits in recent years due to the many charitable cases it accepts.

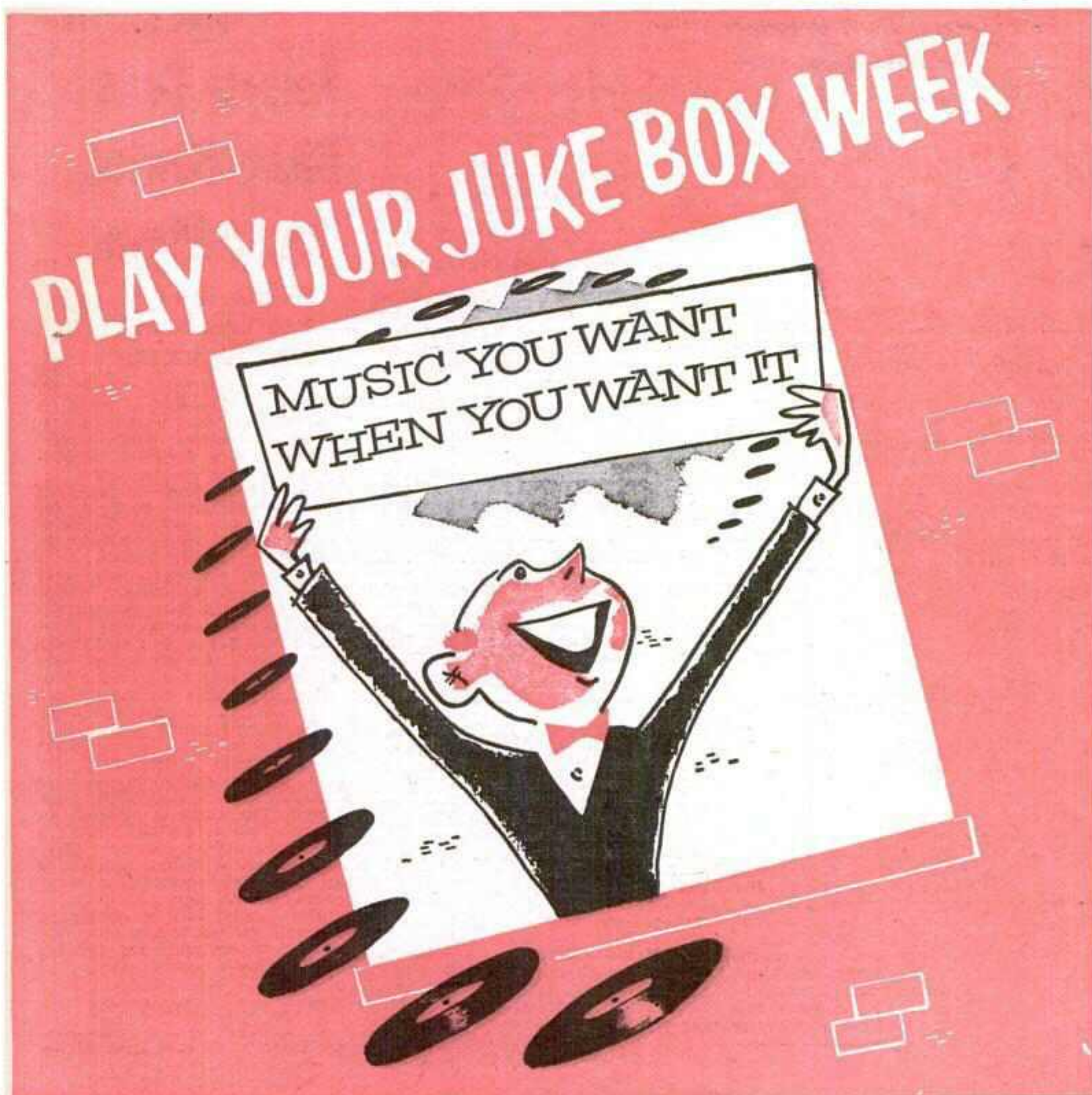
The committee of 1,000 grew out of an idea conceived by one of the hospital's chief backers, Miami Herald columnist Jack Bell, and now lists 800 sponsors who have contributed a total of \$80,000.

"This means," said Bell in his column this week, "we need about 200 more contributions of \$100 or more to reach the \$100,000 mark."

Sparking the move to line up AMOA support for Variety Children's Hospital were Business Manager Jimmie Bonnie and Secretary Doris Shapiro. Mrs. Shapiro for months has had a "Variety Children's Hospital" coin box on her desk and turns over its contents periodically to the hospital. This is in addition to the \$100 voted by the entire membership.

Coin Machine Exports February, 1954

Country	Phonographs		Venders		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	84	\$ 46,957	792	\$ 0,253	476	\$105,819	1,352	\$ 203,029
Mexico	262	89,110	600	4,500	94	6,930	956	100,540
Venezuela	184	117,817	30	8,414	8	26,085	312	152,316
Colombia	235	79,403	235	79,403
Belgium	142	52,734	11	1,800	156	54,594
Cuba	35	16,901	27	4,502	62	21,403
W Germany	358	257,511	11	1,000	4	544	372	259,055
Japan	14	10,802	212	59,456	226	70,258
France	35	26,007	35	26,007
Switzerland	21	13,659	2	565	26	14,224
Salvador	20	13,470	20	13,470
Honduras	11	3,037	11	3,037
Panama	17	12,811	5	1,888	22	14,699
Philippine Republic	13	5,765	6	6,000	19	11,765
Nicaragua	28	16,493	28	16,493
Costa Rica	6	3,747	6	3,747
Dominican Republic	4	2,965	4	2,965
Peru	24	6,149	1	650	25	6,799
Netherlands	1	762	1	950	2	1,712
Netherlands	97	34,239	75	3,230	172	27,469
Norway	3	1,575	3	1,575
Korean Republic	2	1,700	2	1,700
Belgian Congo	1	585	1	585
Hong Kong	18	2,997	18	2,997
French Morocco	37	12,360	37	12,360
Tangier	26	5,819	26	5,819
Libya	3	1,725	3	1,725
Sweden	305	12,465	305	12,465
Mozambique	4	1,300	4	1,300
United Kingdom	15	506	15	506
Canal Zone	1	530	1	530
Other Countries	40	4,000	10	2,950	50	1,250	100	8,200
TOTALS	1,644	\$809,999	1,442	\$67,117	1,470	\$256,131	4,556	\$1,133,247



WINDOW POSTER

TO BOOST PLAY, TO ATTRACT ATTENTION, POST ONE IN EVERY JUKE BOX LOCATION.

FREE

Actual poster is 12 inches square in red and black on enameled paper. To obtain them contact your local distributors representing the phonograph manufacturers listed below. Make sure that you have them for every phonograph location and in a prominent place . . . during the week of June 20 to June 26. The window posters are being furnished thru the courtesy of

AMI, Incorporated

Rock-Ola Mfg. Corp.

J. P. Seeburg Corp.

The Rudolph Wurlitzer Co.

During Juke Box Week You're "On Inspection"

The aim of "Play Your Juke Box Week" is to increase play on music machines and to build a better understanding and appreciation for the music machine operator and business.

Manufacturers, distributors and The Billboard are working together to produce materials you need to make the Week a success in your local area.

Yes, Mr. Operator, YOU are the one who will make the campaign a success in your city. Now available is a Merchandising Kit which enables you to capitalize on the campaign with (1) a letter to locations; (2) publicity in your local paper; (3) speeches on local TV, Radio and before other local groups; (4) interviews by disk jockeys, radio commentators, etc.; (5) your own local advertising. The kit tells you "HOW-TO-DO-IT" and contains all information you'll need. A coupon

appears elsewhere in this section for easy ordering . . . and it's yours FREE.

There's something else you can do. During Juke Box Week you'll be "on inspection." Ask yourself these questions:

- (1) Are my machines clean? Do they need replacement with a new or rebuilt piece of equipment? Are they functioning properly?
- (2) How are my relations with the location owner? Is he satisfied with service? Does he understand our business arrangement?
3. Are the records changed frequently . . . is there proper programming for all types of records?

Put on your "Sunday Appearance" . . . you've got until June 20 to get ready.

Write now for your Merchandising Kit to Music Machines Editor, The Billboard, 188 W. Randolph St., Chicago 1 • For Window Posters see your local distributor • For music programming see the record charts at the front of this issue • and . . . if you're in the market for equipment . . . check the ads in this and every issue of The Billboard.

"PLAY YOUR JUKE BOX WEEK"—JUNE 20 to JUNE 26

Expand Save-Match Plan to Five Cities; Eye Nat'l Coverage

18,000 Cig Venders Part of Premium Program to Date; Explore Problems

NEW YORK, June 5.—What is probably the most ambitious experiment in tying up automatic merchandising with general retailing and using extensive point-of-sale aids to promote the dual effort rolled into its third month, with Save-a-Match plans operating in five widely scattered cities.

Approximately 18,000 cigarette venders in the five cities are involved in the program.

Larry M. Wurman, head of the program, however, emphasized that the plan to use cigarette vending to boost retail sales and using retail establishments to bolster cigarette vending sales is still in the experimental stage,

with more questions being posed than answered.

Briefly the plan is this: Operators in a community participate in a point-of-purchase plan with local retailers under the supervision of the Save-a-Match organization. With each vended cigarette pack, either a match book or coupon, good either for 5 or 10 cents, is enclosed.

Up to 10 Per Cent

The coupons or books may be redeemed at any of a number of participating retailers and may cover up to 10 per cent of the purchase. All operators are invited to participate, with the (Continued on page 95)

VENDER EXPORTS OFF IN FEBRUARY

CHICAGO, June 5.—Vending machine exports during February totaled 1,442 units valued at \$67,117, down from both the preceding month and February, 1953.

A year earlier, 1,696 venders valued at \$90,642, were shipped abroad, while in January, this year, 1,249 units worth \$69,388 were exported. (See detailed export story, table in General Section.)

Benson Backs Milk Venders At Chi Meet

Tells Dairymen: Solution to Drop In Consumption

CHICAGO, June 5.—The expanding milk vending industry was given a strong boost by Secretary of Agriculture Ezra Taft Benson Thursday (3) when he urged dairymen to expand the use of vending machines to step up milk sales. Occasion was the June Dairy Month luncheon at the Morrison Hotel.

Citing the drop in the rate of milk consumption since 1942 as proof that present distribution methods have not kept up with production, Secretary Benson said: "If consumption today was (Continued on page 83)

Cite Vender Aids at '54 NIRA Meet

CHICAGO, June 5.—Automatic merchandising, for the second successive year, scored as an exhibit attraction on the National Industrial Recreational Association's 1954 conference.

Two vending firms—a manufacturer and an operator—displayed equipment at the May 23-26 meeting at the Hotel Morrison here. The Bert Mills Corporation showed its Coffee Bar, while Automatic Canteen Company of America displayed a representative line of venders which it operates.

Reason for the presence of and (Continued on page 85)

Bow NW Capsule Vender at NABV

MORRIS, Ill., June 5.—The Northwestern Corporation will debut a new capsule vender at the National Association of Bulk Vendors convention in Chicago July 9-11. In addition, the firm will show its full line of bulk, gum and stamp machines at the show.

Northwestern joined NABV as a manufacturer-member recently. Sharing the Northwestern booth will be Chicago area distributor, King & Company.

Penny Venders On Baltimore Transit Line

BALTIMORE, June 5.—Installations of penny gum and candy bar venders on local transit lines, a trend started in early 1953, are increasing. Latest is Automatic Mobile Venders' placements in 50 vehicles of the Baltimore Transit Company.

Henry Waters, BTC vice-president, stated that the units have been installed on a six-month test agreement with Mobile. Said Waters: "We hope they will not (Continued on page 85)

Hoffman Makes Bid In Can Drink Race

Pabst Subsidiary to Ship Cola Drink to 35,000 N. Y. Outlets; National Drive Set

NEW YORK, June 5.—The soft drink subsidiary of the nation's third largest brewery has entered the canned carbonated beverage field. The brewer is the Pabst Brewing Company and the subsidiary is the Hoffman Beverage Company.

The flat-top cans, holding 12 ounces, will retail at two cans for 25 cents, or a four-can pack for 49 cents in the New York area, with national distribution slated to get under way within a few months, according to Harris Perlstein, president and chairman of the board.

Monday, 35,000 sales outlets in the New York area will receive shipments of the two varieties, Tap-A-Can Cola Extra Dry, and Tap-A-Can Cola Non-Fattening, which is claimed to have 10 per

cent less calories than any such drink on the market.

\$100,000 a Month
Perlstein said both products will be produced at Hoffman's new \$3,000,000 plant in Long Island City. An advertising campaign involving \$100,000 a month for three months using all media in this area is scheduled to start in June.

According to Perlstein, as many as six new plants may be needed for this new branch of the company's business. Pabst has been testing its cola product in Syracuse and Rochester, N. Y. It is the first of the major breweries to challenge the "calorie free" soft drink makers.

Plans are under way for the construction of a canning plant in (Continued on page 95)

BEVERAGE TASTE TWIST

Soft Drinks Tops in Venders, 4th in Overall

NEW YORK, June 5.—It has long been an axiom of the automatic merchandising industry that consumer tastes in vending are dictated largely by their tastes in conventional retail channels.

A cursory glance at beverage consumption figures just released by the American Institute of Food Distribution appears to refute this axiom.

The latest complete figures—for 1952—show that milk is the most popular drink, with 13,469,250,000 gallons consumed. Coffee is second with 5,535,246,000 gallons, while beer is third with 2,578,211,000 gallons. Soft drinks are fourth with 1,794,833,000 gallons,

and tea is fifth with 1,241,250,000 gallons.

Vend Figures

According to the 1954 Market Data and Directory edition of Vend magazine, sister publication of The Billboard, the great bulk of the beverage vending market is accounted for by soft drink sales—1,904,728,800 cups and 3,818,400,000 bottles in 1953.

While, in over-all sales, seven times as much milk as soft drinks was consumed the previous year, milk vending sales were negligible. Over-all coffee sales were three times those of soft drinks in 1952, but the following year only 1,079,312,000 cups of coffee were vended, less than a quarter of the soft drink total.

Again in over-all consumption, tea is gaining the most rapidly of all beverages, with consumption up from 15 to 25 per cent the first (Continued on page 83)

NEWS VENDING

Major Dailies Plug Machines, Cite Potential

CHICAGO, June 5.—Newspapers and automatic merchandising are becoming better acquainted with each other. A feature news article in the June 5 issue of Tide, sales and ad trend publication, pointed out that more and more of the nation's dailies are giving a longer look at venders as their traditional metropolitan outlet—the newsstand—grows fewer in numbers and as similar outlets fail to keep pace with the booming trend to suburban living.

Altho current thinking on the newspaper management level con- (Continued on page 84)

General Vending Offers No-Cost Factory Repairs

PHILADELPHIA, June 5.—General Vending Machine Corporation has inaugurated a five point no-cost repair program for purchasers of its Bevmart and Vendmor bottle venders. E. A. Terhune, president, said first mailings of the offer were made this week to operators of the first production models of the two series (produced two and three years ago).

Terhune said the offer was open (Continued on page 85)

Chi Council Delays Vote On Cig Vender License

CHICAGO, June 5.—A City Council vote on the proposed city cigarette vender license was postponed for the second time this week. The Council was to have voted on the ordinance at its May 19 meeting, but Ald. Thomas Keane's challenge of the limited license measure prevented the vote (The Billboard, May 29).

Decision to postpone this week's Council action on the measure and return to the License Committee means a new series of hearings will be scheduled.

The move to delay final action on the license ordinance was made at a closed session Tuesday

(1). The meeting was attended by Alderman Keane, P. J. Cullerton, Finance Committee chairman, and Daniel Ronan, chairman of the License Committee.

Back of the first postponement: Alderman Keane's contention that the measure should cover a wider variety of retail locations, in addition to the industrial and restricted business installations permitted under the original ordinance.

At Wednesday's meeting, the City Council agreed to return the measure to the License Committee with an amendment by Ronan limiting cigarette vender (Continued on page 95)

DuGrenier Distrib Sets Direct-Sale Drive in N. Y.

NEW YORK, June 5.—A concerted effort to sell cigarette venders directly to locations is under way in Manhattan. Samuel Sobel, Inc., local wholesale tobacco distributor recently appointed New York outlet for Arthur H. DuGrenier, Inc., Haverhill, Mass., cigarette, candy and gum vender manufacturer, is currently making a sales pitch to retail stores to own their own cigarette venders.

According to Sobel, the plan works in the following manner: The location buys the vender for \$330 and gets free parts and service for two years. However, to be eligible for this free service, he must buy his cigarettes from Sobel.

Sobel said he would not sell venders to operators with routes in the other four boroughs. He added, tho, that he would give no discounts to operators.

In effect, this means that the price to operators is actually more than it would be to locations. While the offer of free parts and service for two years is difficult to evaluate, it is worth something.

The appointment is in line with DuGrenier's policy of selling its venders to recognized tobacco distributors for resale to locations wherever the distributor is equipped to handle parts and service.

Sobel said 11 men would be assigned to cover Manhattan for location sales, with a service engineer added to the staff. Drop deliveries will be made to all locations.

Sobel gives DuGrenier its first (Continued on page 85)

NOCTURNAL \$\$

Night Milk Sales Hype Outdoor Route

NEWARK, N. J., June 5.—Like history, outdoor milk vending profits are made at night. That's the opinion of Edward Dembeck, head of the Paramount Freezing Equipment Corporation here, maker of an outdoor milk machine.

Dembeck is currently making a survey of milk sales on the 16 venders his firm has sold to four local dairies. The first thing he discovered is that the great ma- (Continued on page 85)

Panel to Probe Candy Problems At NCA Meet

CHICAGO, June 5.—Merchandising problems of the candy vender operator, the candy retailer, wholesaler and manufacturer will be aired at the final morning session of the National Confectioners' Association convention at the Conrad Hilton Hotel here, June 8-10.

Under the title "How Can Distributors and Manufacturers (Continued on page 85)

VIA BOOK MATCHES

Pa. Cig Ops-Amuse. Park Launch Mutual Trade Aid

PITTSBURGH, June 5.—Twelve Pennsylvania cigarette operators in a three-county area started vending 500,000 books of matches Tuesday (11) in a promotion to increase vender sales by offering free rides in a local amusement center, West View Park.

William K. Martin, Pittsburgh sales representative for Universal Match Corporation, declared there might be an 80-90 per cent redemption at West View Park on the winning books.

List Ops

The book matches are vended along with cigarettes in Allegheny, Beaver, Washington and Lawrence counties, by the following Pittsburgh operators: Allegheny Cigarette Service Co., Keystone Music Co., Royal Cigarette Service, Automatic Cigarette Sales Co.

In other cities, A. Karnavas Co.,

Ambridge; McKeesport Cigarette Service, McKeesport; Washington Cigarette Service, Washington; Dennison Cigarette Service, New Castle; John A. Karnavas, Oakmont, and The Fayette Co., Uniontown.

About every tenth sale, a book of matches entitling the holder to 10 free rides at West View Park is vended with a pack of cigarettes.

Each book of matches has an outside cover done in green, yellow, blue, red, and is identified by (1) the picture of a clown on the front, (2) a clown insignia on the back cover, (3) the name, "West View Park" and the words "Free, see inside cover."

Instructions explain that if on the inside of the cover there is a picture of a clown's head under the "stitch" (the place to scratch the match), that book of matches is a winner.

NEW VICTOR CAPSULE VENDOR

The sensation of 1954.
Buy just four
and you will buy more
from ROY TORR.



INTRODUCTORY OFFER
4 Vendors plus 1,000
charm-filled capsules... **\$80.00**

Less than 100 **\$60.00**
(packed 4 to case).... case
Full cash with order.
ROY TORR
LANSDOWNE, PA.

Beverage Taste

Continued from page 82

quarter of this year, compared with a like period in 1953. Yet there is no tea vended. Beer, of course, is not considered for obvious reasons.

Tenure

The explanation for the discrepancy between the over-all beverage figures and the vending figures is most easily explained by a consideration of tenure.

Soft drink vendors have been around for a long time. They are accepted nearly everywhere, and many large manufacturers are equipped to turn them out in quantity. Hence they get the lion's share of the drink vending market.

Coffee vendors have been around for a few years, but not nearly as long as soft drink machines. The coffee market is expanding rapidly, but it has a long way to go before it sells as well as soft drinks in venders.

Greatest Potential

Milk is a comparative newcomer to automatic merchandising, despite the fact that it is the nation's most popular beverage. The greatest potential may be here.

Tea sales in vending machines are non-existent. They will continue to be so until someone makes a tea venter. Yet, with retail sales booming, it would seem that tea could be vended.

Of course, there are explanations other than tenure which would account for the discrepancy. The operator makes a greater profit on a cup of carbonated beverage than he does on a container of milk or a cup of coffee if all drinks are vended at the same price. Capacity, too, is greatest on a cup drink venter.

The most difficult variable to figure is the extent to which the beverages are competitive. Some soft drink consumers want no substitute—the same holds true with milk, tea and coffee drinkers. It will take a great many test runs, with various drink venders side by side, to determine whether or not preferences in automatic merchandising parallel preferences in the home or restaurant.

Benson Backs

Continued from page 82

at the 1942 rate we would have a milk shortage of between seven and eight billion pounds. This would be true in spite of our record production."

"In my language this spells opportunity, almost unequaled opportunity," he added, pointing out that dairymen had good products, a proved consumer market above the existing level, and an estimated 40 million new customers in the next 21 years thru population growth.

The Agriculture Secretary stated that the major factors in milk sales are availability and price, and cited ability of vending machines to make milk available day or night, even where other retail outlets do not exist. "Let's expand the use of these machines and make milk available wherever there is a soft drink machine," he said.

For example, he pointed out: "We can increase the sale of milk by putting vending machines in schools, factories, airports, railway stations, apartment houses and even in grocery stores and out of doors. In the case of outdoor machines dispensing milk in quart and half-gallon paper containers, the price has been considerably below that charged in retail stores, and sales have risen sharply." He added: "I am happy to report that several machines have recently been installed in the Department of Agriculture."

The Department of Agriculture now has eight milk vending machines, four operated by the Macke Corporation, which operates a total of 60 milk venders in Washington and another 60 in Norfolk, and the other four operated by the Chestnut Farms Dairy, as their first venture in milk vending.

Both firms regard their operations in the Department of Agriculture as a test, and will expand milk vending activities if it proves successful. Meyer Gilfand, sales manager of Macke Corporation, said that sales from their four machines had been "fairly good so far, and I expect it to improve as people become accustomed to using the machines."

As a result of the publicity on the installation in the Agriculture Department, Gilfand said, he had received requests from other government buildings for similar installations. Right now, he said, he was using machines which vend pints and half-pints of regular and chocolate milk. Chestnut Farms Dairy is using machines which vend half-pints of regular milk, chocolate milk and buttermilk.

In order to popularize use of the machine the Agriculture Department's house organ is carrying publicity on the machines, including a picture of Secretary Benson using the machine outside his office door. Altho no official campaign is under way to promote use of milk venders, Agriculture Department plans to keep the spotlight turned on milk venders thru publicity on the installation in their building and thru speeches of Secretary Benson.

New Member Campaign By Western Ops

LOS ANGELES, June 5.—Western Vending Machine Operators' Association has voted to consider a membership drive. Leo Weiner was named to head the committee and select assistants at the regular monthly meeting at the Unique Restaurant.

The turnout for the session was light and the meeting was conducted on an informal basis. Discussions of new machines, sale of used equipment, and merchandise quality were brief.

Western Vending Machine Operators will hold their next meeting June 29. An election of officers will be held.

Sharpies Squelched In Portland Area

PORTLAND, Ore., June 5.—A bulletin from the Portland Better Business Bureau disclosed this week that, thru co-operation of the two Portland daily newspapers, blue-sky vending machine promotions have been virtually stopped in the area.

As sales were made largely thru the classified ad sections of The Oregonian and The Oregon Journal, the abuse was eliminated thru a BBB-newspaper agreement to hold acceptance pending a check for clearance by the bureau.

MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	4.50
Master 1c Bulk Porc.	4.50
Master 5c Bulk Porc.	4.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mlse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #10 1c B.G.	4.45
Advance #11 Mlse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.80
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Sheik	.50
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.28
Mixed Nuts	.35
Almonds, 480 ct., 5 lbs., vac. pk.	.95
Baby Chicks	.95
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Chirms, 100 ct.	.42
Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.26
Adams Gum, all flavors, 100 ct.	.44
Wrigley's Gum, all flavors, 100 ct.	.47
Beech-Nut, 100 ct.	.47
Hershey's Chocolate, 200 ct.	1.50
Minimum Order, 25 Boxes Assorted. Complete line of Parts, Supplies, Stands, Globes, Brackets, Chirms. Everything for the operator. 1/3 Deposit, Balance C.O.D.	

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Accommodates flat packages up to 7/8" by 2" by 3 3/4".... has separate cash box.... Advance coin detector with automatic coin return when machine is empty.... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

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PResident 2-2900

Coffee Imports Off

Raw or green coffee imports in April totaled 252,860,000 pounds valued at \$175,401,000, about 1 per cent less than March imports and 11 per cent below the figure for the same month last year, the Census Bureau reported.

Money-Making, Money-Saving IDEAS FOR OPERATORS!

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This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.




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Clor-a-Vend Chicks, 275 & 320 ct. 45c lb.
Chicle Chicks, 320 & 520 ct. 36c lb.
Bubble Chicks, 320 & 520 ct. 30c lb.
F.O.B. Factory, 150 Lb. Lots

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VICTOR'S Baby Grand Deluxe 5¢ CAPSULE VENDER

IMMEDIATE DELIVERY!

Less than 100 (packed 4 to case) ... **\$60.00** case
100 or more **\$57.00** case

Time-payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.



SPECIAL LIMITED TIME OFFER

4 Baby Grand 5c Capsule Machines plus 1,000 butterfly-filled capsules. **\$78.00**

THIS AD MUST ACCOMPANY ORDER!

Filled Capsules

Butterflies, per 1000 \$18.00
Initial Rings, per 1000 19.50
Asst'd Auto Crest Key Chains, per 1000 20.00
Maze Puzzles, per 1000 22.50
Tic-Tac-Toe, per 1000 22.50
Wooden Tops w/string, per 1000 19.00

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We always have new items in the above mix. Immediate Delivery! \$21.00 per M. Thousands of locations are waiting for 5c ROCKET CHARMS. Be first and get the good spots.

The Victor 5c Rocket Charm Machine holds approximately 500 of "Graff Rocket Charm Mix." Takes in approximately \$25.00 and costs only \$10.00 to fill. Never before have operators experienced such tremendous profits. Our new 5c Rocket Charm Mix guarantees fast results. Get started today.

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4 Victor 5c Rocket Charm Machines	\$57.00
2,000 "Graff's 5c Rocket Charm Mix"	40.00
TOTAL COST	\$97.00

30 DAY MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

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Ever designed especially for the bulk vending industry. The line already includes several exceedingly attractive CHARM items . . . among them the popular VICTOR "SNAP-SPIN" TOP, which can be spun with a cord or by snap of the finger . . . also our brightly plated WIRE PUZZLE SERIES . . . both of which are now available for immediate delivery.

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9 Cols., 270 Cap.
SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION.

ROWE ROYAL
8 Col., 320 Cap. or 10 Col., 400 Cap., \$100.00

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Our Plants are VENDERIZED. Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

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With Plastic Rings . . . \$22.75 per M
Butterfly Pins . . . 19.50 per M
Rubber Razors . . . 19.50 per M
Yo-Yo's . . . 19.50 per M
Spiders . . . 19.00 per M
Baseball Tops . . . 19.50 per M
Metal Whistles . . . 18.50 per M
Cards . . . 19.50 per M
Rubber Dice (2 to a capsule) . . . 19.25 per M

And many other items—Minimum shipment 1,000.
Terms net cash F.O.B. Los Angeles.
Please enclose \$1.00 for complete line of samples.

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THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
VENDING MACHINES

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
Acorn Tab Gum (10 col.)	\$21.95	\$21.95	\$21.95	\$21.95
Adams Gum Vender (6 col.)	17.25	17.25	17.25	17.25
Advance Model D Ball Gum	6.45	6.45	6.45	6.45
Advance No. 11 Mdse.	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c	8.50	8.50	8.50	8.50
Ajax 5c Hot Nut Vender	59.50	59.50	59.50	59.50
Ajax (8 col.)	125.00	125.00	125.00	125.00
25c Ball Point Pen Vender	49.50	49.50	49.50	49.50
C-8 Electros	135.00	135.00	135.00	135.00
Columbus 1c	6.50	6.50	6.50	6.50
DuGrenier (5 col.)	65.00			
DuGrenier, Model S (7 col.)	80.00			
DuGrenier Model W (9 col.)	95.00	90.00	90.00	95.00
Exhibit Card Vender, 1c	15.00	125.00	125.00	125.00
Foot Ease	75.00	75.00	75.00	75.00
	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hawkeye Hot Popcorn	55.00	55.00	55.00	55.00
Hershey 1c (2 col.)	6.50	6.50	6.50	6.50
Keeney Electric (9 col.)	150.00	150.00	150.00	150.00
Kleennix 5c or 10c	49.50	49.50	49.50	49.50
Master 1c & 5c	6.95	6.95	6.50	7.95
Master 1c	6.50	6.50	6.50	7.45
Master 5c	6.50	6.50	6.50	7.45
Mills Candy (8 col.)	198.50	198.50	198.50	189.50
Mills Tab Gum	27.50	27.50	27.50	27.50
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum	6.50	6.50	6.50	7.95
Northwestern Deluxe 1c and 5c	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c	7.95	7.95	7.95	7.95
Northwestern 49, 1c	17.35	17.35	17.35	17.35
Northwestern 49, 5c	17.35	17.35	17.35	17.35
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum	25.95	25.95	25.95	25.95
Pop Corn Sez	49.50	65.00	49.50	65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Crusader (10 col.)	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.)	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.)	85.00	85.00	85.00	85.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	155.00	155.00	155.00	155.00
Rowe Royal (8 col.)	85.00	110.00	85.00	100.00
Rowe Royal (10 col.)	110.00	110.00	110.00	110.00
Rowe Royal (9 col.)	100.00	100.00	100.00	100.00
Silver King, 1c Bulk	8.50	8.50	8.50	8.50
Silver King, 5c Bulk	8.50	8.50	8.50	8.50
Silver King	8.50	13.95	8.50	13.95
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45
Silver King 1c Mdse.	7.45	7.45	7.45	7.45
Silver King, 5c	7.45	7.45	7.45	7.45
Silver King Hot Nut	29.95	29.95	29.95	29.95
Smoke Shop Lo-Boy	249.50	249.50	249.50	249.50
Uneeda Candy	110.00	62.50	62.50	62.50
Uneeda Challenger (8 col.)	110.00	110.00	110.00	110.00
Uneeda Model E (6 col.)	50.00	50.00	75.00	50.00
Uneeda Model A (9 col.)	90.00	95.00	95.00	95.00
Uneeda Model E (9 col.)	80.00	80.00	80.00	80.00
Uneeda Model 500 (9 col.)	110.00	100.00	110.00	100.00
Uneedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It	49.50	49.50	49.50	49.50

Major Dailies Plug Venders

Continued from page 82

tinues one of test and experiment regarding vending, there are some instances where almost unqualified approval has been given.

A check of the present picture in newspaper vending points up these facts:

The New York News and The New York Mirror are testing venders in new housing developments, all-night parking lots, Army posts (both stress they are after new locations, not replacements for current outlets).

Three New Orleans papers—Times-Picayune, States and Item—have stepped up the use of venders at locations where sales do not justify employing an individual.

The Chicago Sun-Times has, as a result of experiments with six venders over the past five months, ordered 100 more machines and according to circulation director Louis Spear, looks forward to "buying thousands of them in the future."

A negative attitude is also evident in the present newspaper vending outlook. The Philadelphia Bulletin has doubts as to whether venders "are worth the expense of their original price, tho they do help to build good will for the paper and also bring in some extra business."

(Newspaper venders can either be purchased outright for from \$300 to \$400 each, or leased from \$1.50 to \$2.50 per week. But to control where the machines will be placed, most newspapers presently tend to operate them as a wholly-owned business.)

Spurring The New York Times' use of venders: the closing of metropolitan New York newspapers at "an alarming rate," according to assistant circulation manager William Pike. The Times has now over a dozen machines in the city.

Pike cited another plus for venders: Since the paper is widely read in other cities, like Wash-

HEY, BILL!!!
4 the Buy-of-Your-Life BUY
4 Baby Grand 5c Capsule Machines
and 1,000 Filled Capsules for \$80.00 (or with 2,000 Capsules, just even \$100.00), F.O.B. Toledo, Ohio.
When sold brings back \$100.00 gross. Request your name on our mailing list and receive free 50c worth of various 1c and 5c decals. We handle the complete Victor line of 1c and 5c vending machines and supplies. Charms in Capsules, \$20.00 per M. Initial Rings, gold, nickel, others. Key Chain selections, \$11.00 for 500. Others released daily, \$2 to \$2.25 a 100.
ARTHUR GRAEFF CO., 3121 Strathmoor, Toledo 14, Ohio

ton, it has a problem of reaching those markets economically. He sees venders as a possible answer, even so far as eliminating mail subscriptions.

Said Spear: "Tests show that the paper can tend and service the venders. I predict that we'll have machines in places like theaters, airline or railroad terminals, supermarkets—everywhere that people congregate."

Shake Hands
WITH **GUGGENHEIM'S**
new, hot item . . .



FRIENDSHIP RINGS!
Vends in capsule, bulk or rocket machines.
Gold and Silver—Mixed
\$16.00 per thousand
F.O.B. N.Y.
Order from your distributor or from . . .

Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL 5-8393

WHY YOU SHOULD COME
to the
N.A.B.V. CONVENTION
in Chicago
July 9-10-11
at the
CONGRESS HOTEL

Make a Business-Vacation weekend of it. Bring the family. You're invited to our Cocktail Party Friday Night. Other Social Functions too. Plenty to SEE—especially the many **NEW CHARMS** and new **CAPSULE ITEMS** we shall present. New Machines will be exhibited. Meet THE **BOYS**—and talk SHOP (operations) with them. Exchange ideas. Sit in on stimulating, informative meetings. Check-up on yourself by learning from others. One good idea, one good contact, one good gimmick, one good incentive will more than pay for the nominal expenses invested to attend.


This is the **BIG EVENT** of our Industry.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, L. I., N. Y.

A Paul Price Original
Sensational Quality Design
INITIAL RING
Looks like true jeweler's work—proven strong customer appeal—will skyrocket sales. All initials available. Beautiful simulated gold embossed raised initial on black stone—available in white plastic band, copper plated and nickel plated bands.
WHITE PLASTIC . . . \$13.50 per M
COPPER PLATE . . . 16.50 per M
NICKEL PLATE . . . 17.00 per M
All F.O.B. N.Y.C.
These rings vend perfectly—one at a time—in Rockets as well as machines with ball gum wheels—also fit capsules for merchandise vending. Compare quality and price—definitely worth several dollars more! Our assortments consist of the correct number of the right initials.
WRITE FOR CATALOG SHEET!

PAUL A. PRICE CO.
55 Leonard St., New York 13

We Have Newer CHARMS!



• NEW DESIGNS
• NEW IDEAS
• NEW FINISHES

send 35¢ Complete Sample Kit

Be sure to attend the N.A.B.V. Show in the Congress Hotel, Chicago, Ill., July 9 to 11.

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

Nocturnal
Continued from page 82

majority of sales are made between 8 p.m. and 2 a.m., with the bulk of the sales multiple purchases, some of them four quarts.

Paramount sold its first outdoor vender six months ago, but most of the 16 units now on location have been sold in the last 60 days. The firm is currently engaged in a direct mail sales campaign to New Jersey dairy operators with five or more trucks. Dembeck said he is encouraged with recent sales and is currently turning out vendors at the rate of two a week, with facilities to increase production if the demand justifies it.

1,000 in Reserve

The Paramount unit holds 175 quarts on a moving belt and has a reserve capacity for 1,000 quarts. List price is \$2,500. Operators charge 25 cents a quart, a cent more than the supermarket price.

Dembeck said that \$90 per week a machine is the average gross. Most of the locations are in gas stations, altho one is on a lot and another in a parking area.

While Dembeck said all present operators of his equipment are dairymen, he noted that at least one diversified operator is considering its purchase.

Gum Products' Business Up

BOSTON, June 5.—Penny gum ball volume thru venders is increasing, according to Gum Products, Inc. Sales so far this year are up 17 per cent over the like 1953 period.

Doing a \$2,000,000-a-year gum ball business, Gum Products reports turning out 2,500,000 pieces a day currently.

General Vending
Continued from page 82

to each operator 30 days from the date of the letter. The only cost, he pointed out, was \$10 for a new crate and return freight to the customer.

General Vending is especially directing the offer to bottlers who purchased its early models. If the firm's vender is inoperative because of any mechanical defect or difficulty, General agrees to:

1. Pay the freight to Philadelphia.
2. Re-work the vender free of charge to put it in "first-class operating condition."
3. Supply any necessary new parts for the vending operation at no cost.
4. Repaint cabinet at no charge.
5. Extend the standard manufacturer's one-year warranty against defective parts and/or workmanship for an additional one year from date the vender is returned.

DuGrenier
Continued from page 82

direct representation in Manhattan. Julius A. Levy, regional manager for New York, New Jersey and New England, and Richard Gibbs, newly appointed sales manager, represented DuGrenier in negotiations with Sobel.

The DuGrenier unit has 12 columns and a capacity of 430 packs with coin acceptance set at one price. Price variations are taken care of by use of pennied packs.

Cite Vender
Continued from page 82

interest in vending equipment at the NIRA convention; profits from venders play an important part in the financing of company-sponsored employee recreation associations. Exhibiting firms reported that industrial management and directors of employee clubs (directors make up the membership of NIRA), when given a first-hand look at automatic merchandising and its advantages, have indicated that follow-ups by local operators or operating branches (as in the case of Canteen) would be welcome.

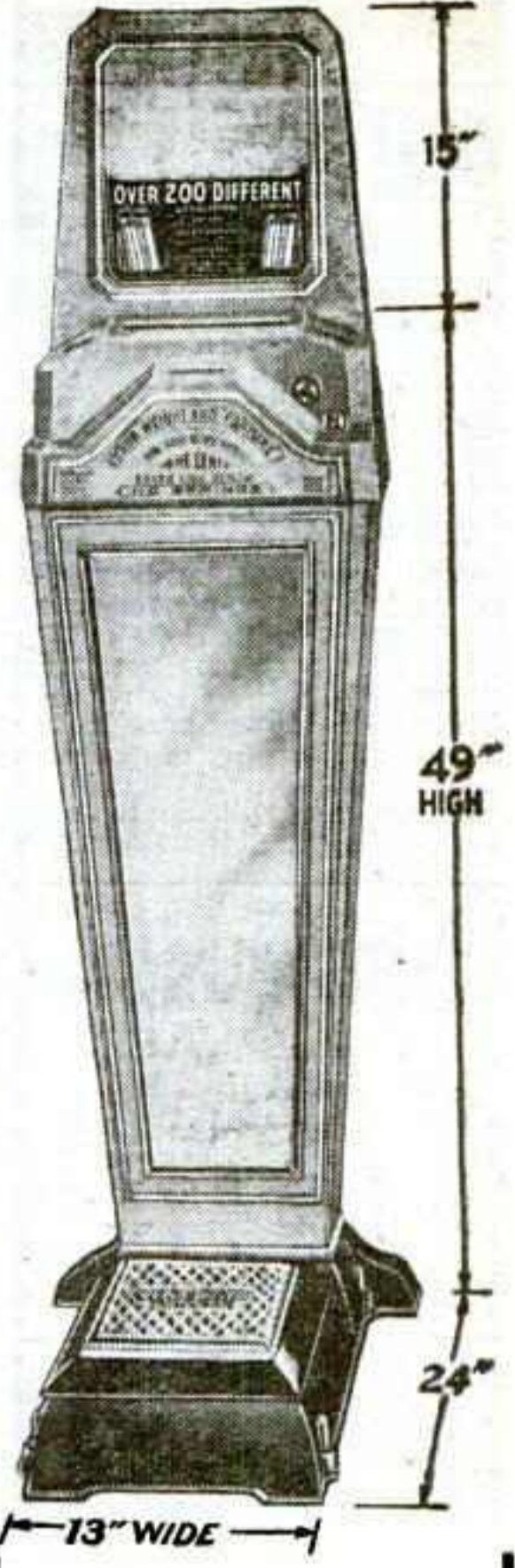
Pete Foster, Bert Mills Corporation, said that this year representatives of several major industrial firms requested contacts with operators in their area for possible plant installation of coffee equipment.

In some instances, he said, where plant management has been aware of the potentials of vending, the in-person contact with a manufacturing representative at the NIRA meeting has been the "feather that tipped the decision for vender placement in their plants."

How does the NIRA function? Employees of firms which have an association belonging to the national group (NIRA), pay certain annual dues (\$1 each at General Electric Company of Erie, Pa.) and the firm allots to the plant association a percentage of its vender profits equal to the proportion of employees belonging to the group.

State Farm Insurance Companies, Bloomington, Ill., reported that its employee recreation club receives from \$500 to \$600 monthly from vending machines to augment its other income.

Union Bag & Paper Company, Savannah, Ga., noted that soft drink venders net \$76,000 annually for the company and that the employees' association shares in that fund.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE
PENNY FORTUNE SCALE

NO SPRINGS
Invented and made only by
WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Panel Probe
Continued from page 82

Increase Per Capita Candy Consumption?" the Thursday meeting will start at 10:30 a.m., with Victor H. Gies, an NCA director and vice-president of Mars, Inc., as chairman.

Herb Geiger, Geiger Automatic Sales Company, Milwaukee, will represent automatic merchandisers as a member of the six-man panel.

Other panel members are Leroy Ball, King Cigar Company, Flint, Mich., and Joseph Fritz, J. P. Fritz Candy Company, Newport, Minn., representing the wholesaler; Abe Bloom, Balaban & Katz, Chicago, theaters; Grant Lamberton, buyer for S. S. Kresge Company, variety stores, and Robert Greenfield, head of Penn Fruit Stores' grocery division, representing chain food stores and supermarkets.

READY FOR DELIVERY CAPSULES

with

Small Harmonicas	\$22.50 per M
Small Knives	22.00 per M
Assorted Rings	20.00 per M
Key Chain Items	22.50 per M
Wood Tops	20.00 per M
Scissors	20.00 per M
Rubber Blowers	20.00 per M
Purses w/Mirror	20.00 per M
Mirror & Comb	20.00 per M
Butterfly Pins	20.00 per M

(For use in Victor Vending Corporation's Capsule Vender only.)

Numerous Other Novelty Items.
Minimum Shipment—One Thousand
Terms: Net Cash F.O.B. Dallas.
Please enclose \$1.25 for complete line of samples.

Graff Vending Supply Co.
2841 W. Davis Dallas, Texas

Penny Venders
Continued from page 82

only prove a convenience to the public but also a means of revenue to the (transit) company and the operator.

Mobile Venders also recently completed a year of test operation on Springfield (Ohio) City Lines, Inc. After the 12-month provisional period, transit company President C. E. Baker reported: "Use of the venders by passengers is still increasing steadily."

In addition to operating transit installations, Mobile also distributes vending equipment for transit industry use. The machine used a six-selection, 315-piece capacity Mills Industries gum vender.

SENSATIONAL VICTOR'S NEW 5c Capsule Vender

New Large Capacity.
Takes in..... **\$12.00**

Get those best locations now. Never before has the vending industry experienced such phenomenal profits.

SPECIAL OFFER

4 Venders and 1,000 Charm-Filled Capsules **\$80.00**

Assorted Puzzles	\$20.00 per 1,000
Playing Cards	20.00 per 1,000
Mirrors & Combs	20.00 per 1,000
Assorted Rings	20.00 per 1,000
Wood Tops	20.00 per 1,000
Key Chain Items	22.50 per 1,000

Immediate Delivery. 25% Deposit, Bal. C.O.D.

LOGAN DISTRIBUTING CO. 916 Milwaukee Avenue
Chicago 22, Illinois

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

RECONDITIONED MACHINES
FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Venders, Capsules, Charms, Etc., in Stock!

<p>POP CORN SEZ Clean—Ready for Location—10c Mechanism \$49.50 EA.</p>	<p>ATLAS 5c ALMOND TRAY VENDOR Special Deal! 1 Mach. & 5 lbs. of Almonds (700 count). \$10.95</p>
<p>BINK'S "ZIPPER" Fast, high score Bingo Counter Game. \$79.50 SPECIAL \$15.00 TRADE-IN ALLOWANCE on your old counter amusement game. Ship in your old ABT Targets, Kickers & Catchers, etc., prepaid, and we will allow you \$15.00 on the new Bink's "Zipper."</p>	<p>SILVER KING 1c or 5c Bulk completely reconditioned \$8.50 EA.</p>

Write for Catalog of New & Used Venders, Accessories & Supplies
Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

oak's Rainbow
pulls the pennies



Precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow, 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your present Acorns to vend tab gum.

DON'T DELAY ORDER NOW!

OAK Manufacturing Company, Inc. 11411 Knightsbridge Ave., Culver City, California
Eastern Office **PENNY KING COMPANY**
2538 Mission Street • Pittsburgh 3, Pa.

CAPSULES filled with GIMMICK CHARMS AND KEYCHAINS

Sell the Best—
For the biggest and best assortment, buy our KEYCHAIN VARIETIES in Capsules.

\$22.50 per 1,000 f.o.b. Jamaica, N. Y. Immediate delivery.

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 2, L. I., N. Y.

"America's Finest"

ASK ANY OPERATOR OF THE
Keeney Deluxe Electric
CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.



Miller Urges Ops to Back Juke Box Week Campaign

CHICAGO, June 5.—Industry-wide activity and co-operation to promote the national juke box public relations campaign, "Play Your Juke Box Week," June 20-26, was demonstrated this week as requests for merchandising kits and letters of endorsement poured into the offices of The Billboard from all over the country.

George A. Miller, president of the Music Operators of America, wrote, "I not only endorse The Billboard's national public relations campaign, 'Play Your Juke

Box Week,' but would like to extend the sincere appreciation of every music operator in the nation for a great lift to the industry when a lift is needed so badly."

He went on to say that he would take it upon himself to see that every music operator in the country was contacted and urged to take advantage of the location posters

being distributed by the manufacturers' distributors. Requests for kits and additional endorsements were received from coast-to-coast and distributors began clamoring for posters.

(Editors note: The first mailing of location posters will leave The Billboard offices Tuesday, June 8. Additional shipments will be made as ordered.) (Continued on page 90)

Schedule MOA Exec Meeting For July 26

● Continued from page 18

to commit themselves to purchase a minimum number of records in order to insure the success of the venture.

Like Young's plan, the publishing company plan also requires operators to commit themselves to purchase a minimum quantity of records to insure success. Here the similarity ends. In the pub-

Muzak to Convert To Tape Players

New Unit Seen Aid to Ops as Wedge For Opening Up New-Type Locations

● Continued from page 19

Magnecord, Inc., to merchandise non-selective tape players to operators for location use.

To Broaden Base

Tradesters feel that the introduction of non-selective tape machines will serve as a base broadener for operators rather than a source of competition for juke boxes.

They point out that juke boxes with selective play are particularly suited to most restaurants and bars where the customer wants a particular tune at a particular time.

However, in industrial locations, institutions and many of the better-class bars and restaurants, the operator has a tough time convincing the management that a juke box would either aid business or improve employee or patron morale.

New Locations

This is the area which could conceivably be opened up to non-selective tape music. These are the locations that the operator could add to his bars and restaurants.

The Muzak conversion process is scheduled to be completed by midsummer. Meanwhile, the firm is screening applicants in markets of from 50,000 to 200,000 persons for franchises in these areas, a move which would have been economically impractical under the disk operation.

According to Muzak engineers, subsonic signals on the tapes automatically start and stop the playback unit, pre-select specialized music as desired, reverse the tape at the end of 4,800-foot reel, change tracks, automatically rewind, shut it off, and cut into a companion tape mechanism.

They further point out that, since two of these playback units operating in tandem can play programed music on tape in-

definitely and automatically, the only service required is a once-a-day visit to change reels in the studio.

The manufacturer claims that tapes have been run more than 5,000 times without any sign of wear, and that a self-correcting synchro-clock mechanism proved accurate within two seconds thru every run of the tested tape.

Each reel plays eight hours, four hours one way, then stopping, reversing, and running four hours the other way. Selections are programed in 15-minute groups, and an optional holiday melody can be cut in at the end of each group.

Muzak has applied for a patent for a new watermarking device, which indelibly impresses each selection on all Muzak tapes with the firm name spelled in Morse code.

Kendrick Joins Magnecord as Eastern Mgr.

CHICAGO, June 5.—In the wake of a recent program adopted by Magnecord, Inc., to enter the commercial music field, A. J. Kendrick, former representative of RCA's syndicated radio programs, was appointed Eastern manager of



A. J. KENDRICK

the firm last Tuesday (1).

In his new post, Kendrick will be in charge of Magnecord's commercial music offices, located in the RCA Building, 630 Fifth Avenue, New York, and will be directly responsible to Henry R. Roberts, general manager.

Kendrick comes to Magnecord with a veteran's experience in the field of background music, William L. Dunn, president of the firm, said. He was vice-president and a board of director of World Broadcasting Systems, Inc., from 1929 to 1947, and originated and directed a national wired-music network for Decca Records, following its purchase of WBSI in 1943.

He joined RCA in 1952, returning to the business world after five years of retirement.

EDITORIAL

It's Up to You

Play Your Juke Box Week, June 20-26, is going to be a great success.

That statement seemed a certain fact this week as music operators, distributors, manufacturers and the music machine trade associations got behind the industry's second annual public relations drive.

Requests for Merchandising Kits began arriving in The Billboard's Chicago office within 48 hours after the announcement of the campaign.

AMI, Rock-Ola, Seeburg and Wurlitzer are providing each of their distributors with quantities of "Play Your Juke Box Week" posters. The posters were designed for use in locations—on the wall near the phonograph, in location windows or doors. Operators may have as many posters as they need free by contacting their local distributor. His supply should be available by Friday, June 11.

In California, George A. Miller—national president of Music Operators of America—urged music operators everywhere to get behind the Play Your Juke Box Week campaign in order to reap the full benefits at the local level.

Use the Posters

As we said here last week, the success of National Juke Box Week depends largely on the nation's music operators. Call your local distributor now and tell him how many location posters you can use. He will have his supply of posters by the end of the week and will ship them out to you promptly. Then make certain the posters are displayed in your locations.

Write now, if you haven't already done so, for your Merchandising Kit.

Take another look at the checklist which appears in this section. It tells you 25 ways in which you can promote the juke box business in your home town.

All the material needed for a successful public relations campaign in your area is available—and at absolutely no cost. This is an opportunity you can't afford to pass up.

Juke Box Ops See New Location Trend

Restaurant-Type Stops Gain Headway As Tavern Collections Become Sporadic

CHICAGO, June 5.—A slow but steady change to other than tavern locations in the Chicago area was revealed this week in a spot check of operators as to their location preferences.

Almost without exception, they answered that restaurants and sandwich shops were without a doubt the most desirable locations in the city today.

This new interest in eating places does not mean that taverns are being dropped from the operators' list. Certainly, there are some tavern locations that will never be equaled by restaurant stops.

What it does mean, however, is that operators are becoming more and more interested in the long range aspects of the business rather than the over night, "get-rich-quick," phase.

Spot Checks

Spot checks made by The Billboard this week indicated that the same situation existed in nearly all parts of the country, with the

(Continued on page 92)

MIAMI, June 5.—The trend in some cities of juke box operators switching to other than tavern type locations, has not been noticeable in Miami.

A survey this week disclosed that altho collections have dropped sharply in the past few months and operators are seeking ways and means to combat, or make up for, the loss in revenue, there is no widespread move to place juke boxes in hitherto little used outlets.

Taverns account for 80 per cent or more of all juke box locations in Greater Miami and they produce double, and sometimes triple, the revenue from phonographs in restaurants, drive-ins and sundry stores.

More operators here are renting out phonographs to organizations for one-night stands as a means of picking up extra dollars. A case in point is Harry Silverman, of the Ace Music Company, who rents boxes for \$10 to \$20 a night as a means of supplementing income from his music route.

(Continued on page 92)

PHILIPPINES

Jukes Gain Impetus Despite Obstacles

MANILA, June 5.—Government restrictions, a devastating war and over 7,000 miles of ocean have not stopped the growth of the juke box business thruout the Philippines.

Slowly but surely, the sometimes soft, sometimes blaring music of the juke box is becoming as common place here as it is in the States.

The history of the juke box business in this country is unique. Prior to World War II, there were only about 40 machines thruout the Philippines and all of these were destroyed during the war. Late in 1946, John W. Spakowski, Seeburg distributor, organized the Philippine Amusement Enterprises.

Following Spakowski's lead, two other distributors opened offices in Manila in February, 1947. They were Felipe Yupangco, of Felipe Yupangco & Sons, Inc., Wurlitzer distributors, and William J. Suter, of Morcoin Com-

pany, Ltd., later changed to Suter, Inc., AMI outlet.

Stringent Controls

In 1949, the government adopted strict controls and as a result the importation of coin-operated phonographs was greatly curtailed. Two of the distributors, Spakowski and Yupangco, in an effort to stimulate business, began importing component parts for machines and making their own cabinets. Suter, who was just recently granted an AMI distributorship, having originally been Rock-Ola's outlet, said that he, too, would import parts and build cabinets should the restrictions become more stringent.

Today, there are approximately 500 machines in the Philippines—about 90 per cent of these can be credited to the three distributors. The other 10 per cent were brought in by independent operators.

With increasing electrification

(Continued on page 92)

UNION RACKET TRIAL

Testifies Bufalino Forced Juke Removal

DETROIT, June 5.—Charges and counter-charges this week marked the trial of William E. Bufalino, president of Local 985 of the Teamsters Union (AFL), and six others accused of extortion and conspiracy to monopolize the juke box business in this area.

Five counts of extortion and conspiracy have been lodged against Bufalino and the others. They are being tried before Recorder's Judge Joseph A. Gillis.

The trial, which attorneys estimate could last as long as six weeks, moved slowly.

Early in the week, William J. Patterson, owner of Patterson Music Company in Dearborn, repeated his charges that Bufalino had forced him out of the union in May, 1950, by attempting to force him to pull phonographs from some of his top locations. But Patterson then testified that he rejoined the union within 45 days.

Bar Owner Testifies

Tuesday (1) a tavern owner testified that he had to permit removal of one of Patterson's phonographs when Patterson was suspended from Local 985.

The bar owner, Aloysius Kopytko, said that in July, 1950,

"Bufalino and four other men I don't know told me I had better discontinue my juke box. A week later, two other men came and took it away."

The phonograph belonged to Patterson's company.

"Bufalino told me," Kopytko continued, "Patterson was no longer a member of his union and that was why I had better turn off my juke box."

James Hagerty, counsel for Bufalino, cross-examined Kopytko and got him to admit he could not remember whether the phonograph in question had a union label.

"Don't you think it would have been a good idea to have one (a juke box) with a union label on it?" Haggerty asked.

Kopytko agreed it would, and added "I don't want to mess around with the union."

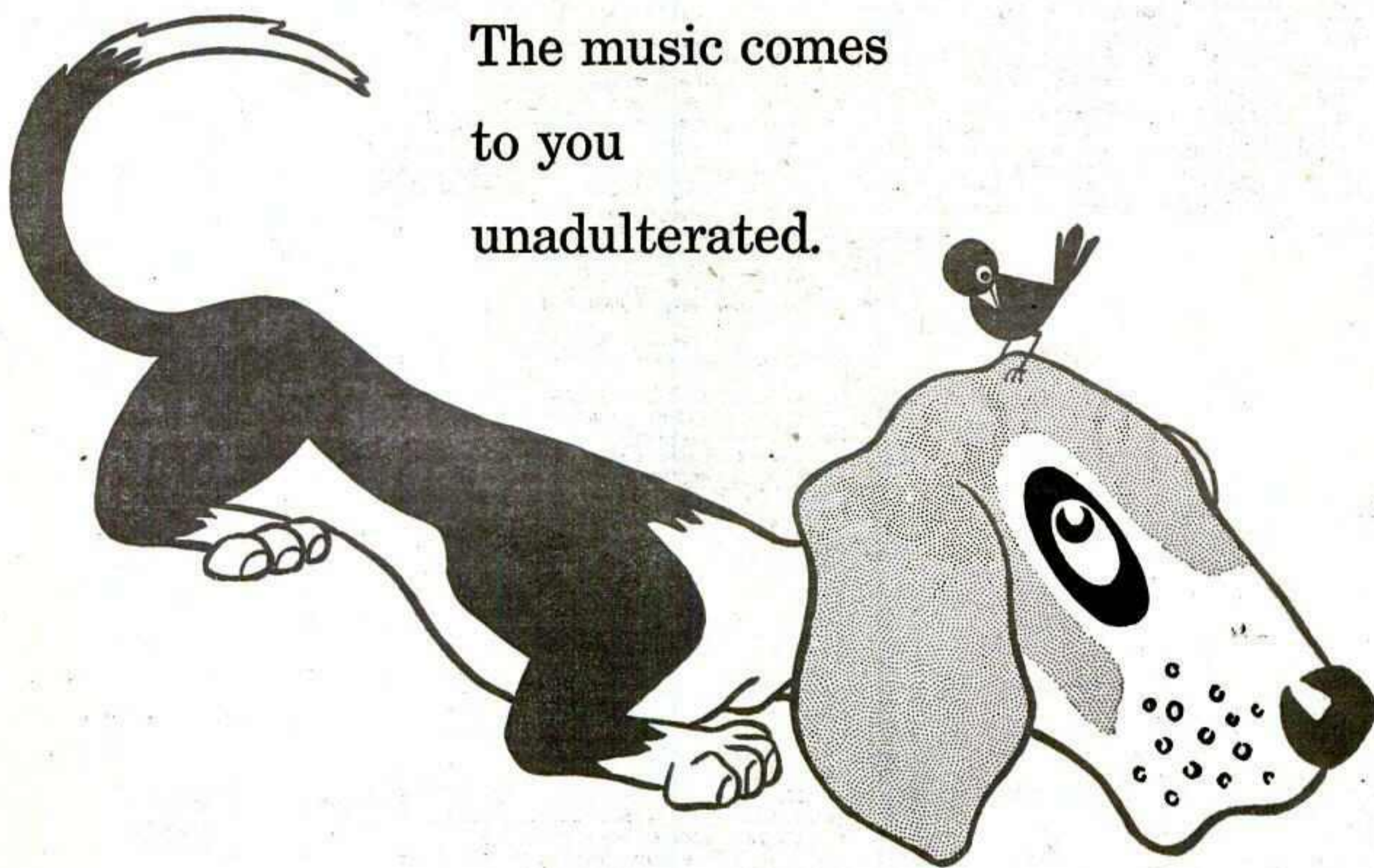
Independent Union

Under cross-examination, Patterson testified the juke box involved bore the label of the National Phonograph Workers of America, an independent union.

Bufalino's counsel tried to get an admission from Patterson that a process server for Patterson

(Continued on page 88)

No tweetin',
no woofin'
with AMI'S true-tone
fidelity sound system.
The music comes
to you
unadulterated.



You hear only
what's on the record
— *nothing more!*

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

Atlas Music To Boost Op Service 50%

PITTSBURGH, June 5. — Phil Greenburg, partner and manager of Atlas Music Company, Seeburg distributors, reported this week that the firm's new building, scheduled to be completed this month, is expected to increase operating efficiency 50 per cent.

The new quarters will feature a huge service department, a parts department, special rooms for painting and refinishing, two-level loading docks, a room for steam cleaning, air conditioning and all the latest equipment for testing amplifiers.

In addition, adjacent buildings were torn down to provide a parking lot for 150 cars. There is also room for nearly a dozen more in front of the offices.

Greenburg said that the building would be one of the most modern distributor quarters ever designed.

\$10,000 in Jukes Lost In Warehouse Blaze

BOISE, Idaho, June 5.—Approximately \$10,000 worth of coin-operated phonographs and equipment were destroyed by fire in a warehouse here.

Bill Woods, owner of the equipment, said that none of the loss was covered by insurance.

The fire was believed to have been started by children seen earlier in the vicinity playing with matches.

LOCATION AID FOR PLAY YOUR JUKE BOX WEEK

CHICAGO, June 5.—Location posters, calling attention to "Play Your Juke Box Week's June 20-26, are being made available to music operators free of charge by the four major juke box manufacturers.

Distributors for AMI, Rock-Ola, Seeburg and Wurlitzer will have supplies of the posters in their offices by Friday, June 11.

The poster design is reproduced in color on page 81 of this issue.

Contact your distributor now. Tell him the quantity of posters you will need. He will get them to you promptly.

American Readies Dual Hand Dryer

PHILADELPHIA, June 5.—Bill Kane, general manager of American Dryer, manufacturer of automatic hand dryers, announced this week that a new dual nozzle electric dryer was in production and would soon be unveiled.

The dryer features two nozzles, permitting two persons to operate it at one time. No price was quoted on the new model, but it is expected to be only slightly higher than the firm's present line.

25 WAYS TO PROMOTE PLAY-JUKE-BOX WEEK

Here are 25 practical suggestions which can be used by music operators and distributors in promoting "Play Your Juke Box Week" (June 20-26). Most of the suggestions can be achieved with little or no cost—all of them are designed to promote juke box play.

"Play Your Juke Box Week" is a national undertaking, but its degree of success lies in what each individual does to promote it. Remember: When you help your industry, you help yourself. Be sure you let The Billboard know what is being done in your community so that results can be published in the June 26 issue (DEADLINE—JUNE 15).

Promotional material mentioned in the following list can be obtained by writing the Coin Machine Department, The Billboard, 188 W. Randolph Street, Chicago 1. Use the coupon below.

1. Set aside five or 10 favorite old-time records to be used on your phonographs during the week of June 20-26. A complete list of juke box all-time hits is included in the kit offered to participants.
2. Write now for placards, designed specifically for use in locations, announcing to the public that this is "Play Your Juke Box Week."
3. Write in for sample press release and advertising cut for use in your home-town newspapers.
4. Contact local disk jockeys urging them to build programs around the theme of "Play Your Juke Box Week." Tell them some of the old-time records you intend to play. Give them a copy of the all-time hits.
5. Let disk jockeys know that you are willing to take a part in a show in conjunction with the drive. Use the interview fact sheet offered in The Billboard kit.
6. Send letters to your locations pointing out the purpose of the drive. Drive home the fact to the location that it also benefits by a successful promotion. See sample letter in kit.
7. Offer your local TV station the use of a new juke box for as many programs as it wishes during "Play Your Juke Box Week."
8. Contact your local record distributor. Work with him setting up some kind of tie-in between juke boxes and record retail stores.
9. Visit local record retail outlets. Point out to them how your objectives are the same: Music for the public. Offer to place placards in their stores.
10. Set up tie-ins with record retail outlets by offering to place a juke box in the stores, set for free play. Point out the novelty of having a juke box playing both the latest releases and the old-time favorites.
11. Talk to theater owners on the idea of placing a juke box in their lobbies. Put the box on free play and tie-in the music with the movie playing when possible.
12. Find out the cost of having your name and firm flashed on a movie screen along with other advertising trailers. You might even make it a regular routine.
13. Check with local printers and see if badges can be made for waitresses and bartenders announcing "Play Your Juke Box Week." Location owners will help you increase the play on their machines.
14. Plan a contest in your locations. Place an old juke box in the window and offer an album of records for the one who guesses the number of times the machine has been played.
15. Contact local newspapers. Send press releases to persons in charge of entertainment items.
16. Talk with program chairmen of local organizations—Kiwanis, Lions, Elks, Masons, etc.—about a speech on the juke box industry. Ideas and a prepared speech will be found in The Billboard promotional kit.
17. Offer a juke box for any school, church or fraternal organization scheduling a dance during "Play Your Juke Box Week." If they already have a band playing, suggest that they use the phonograph during intermissions.
18. Give high school students a chance to dance during their lunch hour in the auditorium or gymnasium by supplying them with a juke box. Let local newspapers know what you're doing—it's good local news.
19. Donate extra records to veterans hospitals in the area. Contact local representatives of the VFW and the American Legion and tell them what you intend to do. A story in any publication helps the campaign.
20. Spark a college or high school poll on favorite pop singers. Contact school paper editors and point out how the students would find it interesting. Show them how it could possibly blossom into a regular feature in the paper. It might come in handy for you in some of your teen-age locations.
21. Sit down with your servicemen and collectors and tell them about this campaign. Ask them to pass the word along to locations they visit, to promote play.
22. Place signs on all your rolling equipment—trucks, cars etc.
23. Contact local soft drink bottlers and see if a tie-in can be arranged to promote a teen-age dance to celebrate "school's out."
24. Ask for and use promotional material manufacturers will make available thru their distributors.
25. Fill out and send in the coupon below for the promotional material you want. THERE IS NO CHARGE.

Op Membership Drive in L. A. Blankets Area

LOS ANGELES, June 5.—Ben Chemers, representative of the Los Angeles Division of the California Music Merchants Association, said that 500 invitations were mailed to operators this week for the big party to be held June 21 at the Cartwheel, 10803 East Firestone Boulevard, in the Norwalk area.

Plans for the function were recently made here with George A. Miller, president and general manager, on one of his trips from Oakland. The event is to acquaint prospective operators with the local association, which was recently formed.

Chemers added that he had contacted many of the recording companies and that they had indicated that available artists would be on hand to meet operators. Valuable door prizes are to be awarded.

Veteran Mgr. Jack Felber Dies in Miami

MIAMI, June 5.—Jack Felber, 54, office manager of Bush Distributing Company, died here Tuesday.

One of the best-liked coinmen in the business, Felber came to Miami from New York in 1945 and for the next three years was office manager of the Florida Automatic Music Company, then Seeburg distributors. When the business dissolved in 1948, Felber joined the staff of Bush Distributing Company, Wurlitzer distributor. He served as office manager there until his death.

Survivors are his widow, Henrietta; sons, Henry David and Charles Kenneth; daughter, Gail Marilyn; two brothers and a sister.

Funeral services were held Wednesday at the Gordon Funeral Home and were attended by a large contingent of Miami coinmen. Interment was at Mount Sinai cemetery.

Racket Trial

Continued from page 86

had threatened Bufalino with the statement, "I'll get you in the dark some day."

Patterson said he did not even know the name of the process server. Haggerty identified the man as Charles Augustus.

After the phonograph was removed from Kopytko's tavern, Patterson said he brought a civil suit against Bufalino and other officials of Local 985. Later, Patterson testified, he dropped his legal action and his juke box was returned to the tavern.

Thursday (3), Roy Clason, president of the Michigan Automatic Phonograph Owners' Association, testified that he had aided efforts to form an independent union in 1950. The independent union, Clason said, was to have opposed Local 985, but Clason formed solely for the purpose of breaking up Bufalino's local.

DISK DEALERS TO RECEIVE JUKE POSTERS

CHICAGO, June 5.—Record dealers in the 10 key cities will receive copies of the "Play Your Juke Box Week" poster prepared by The Billboard.

The posters will go out to 1,800 record dealers on June 15 in The Billboard's Operation Pushpop drive. Of these 1,800, personal contact will be made with 360 major dealers by the display men of R. H. Donnelly, Chicago.

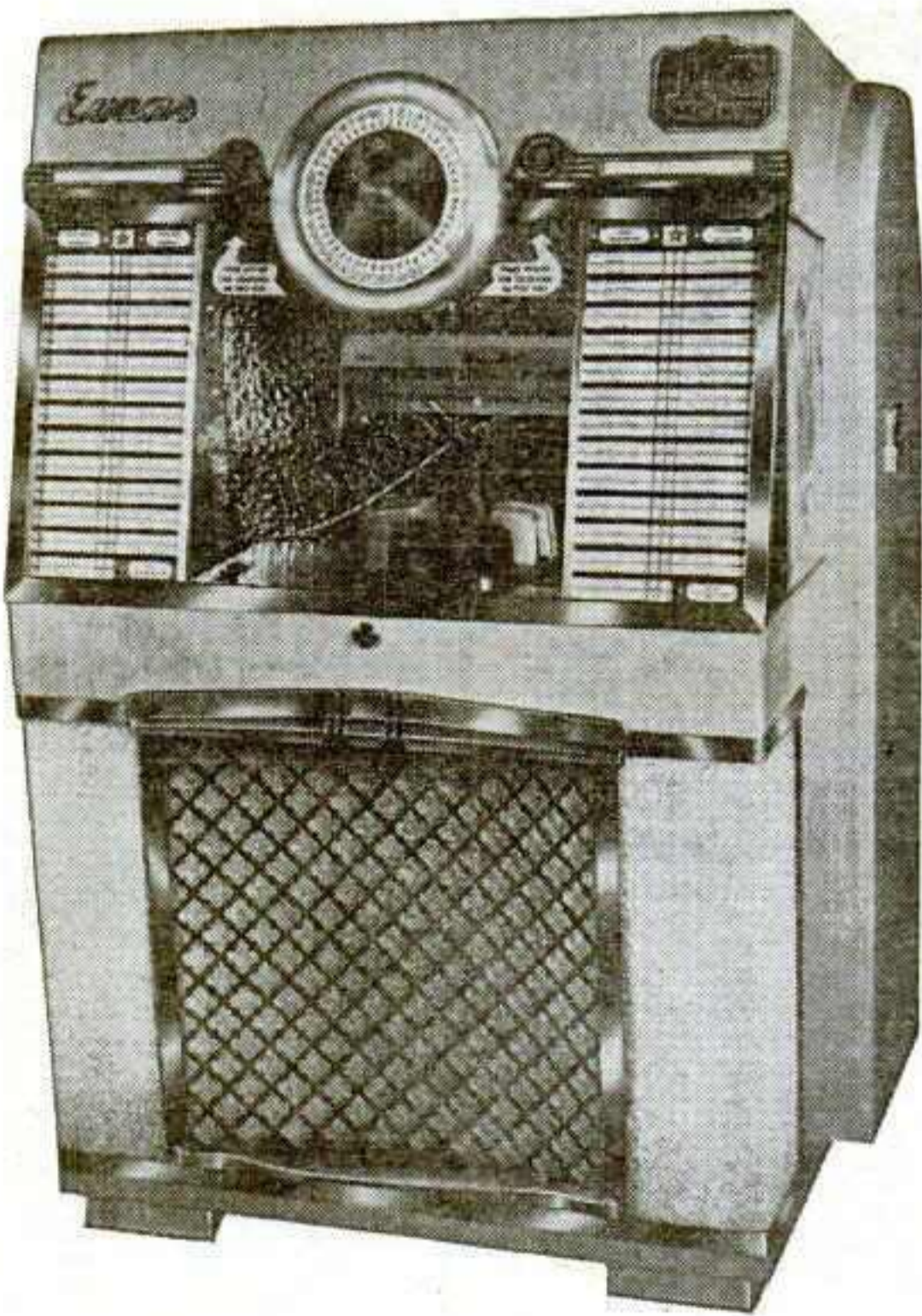
Dealers will display the posters in their windows to tie in with "Play Your Juke Box Week" June 20-26.

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



SIMPLICITY

Evans' Holiday plays records in the position in which they were meant to be played . . . on a horizontal turntable. Utilizes the unvarying principle of gravity . . . maintains true tracking contact. Single tone arm and pickup cartridge assures simplified mechanical action and flawless tone reproduction.

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

() Please rush me at absolutely no cost your Merchandising Kit for "Play Your Juke Box Week."

Your Name _____

Name of Firm _____

City _____ Zone _____ State _____

“THESE TWO SPELL SUCCESS ...THAT’S WHY I JOINED UP!”

Says H. T. "Heinie" Roberts

GENERAL MANAGER, COMMERCIAL MUSIC DIVISION, MAGNECORD, INC.



MAGNECORD

HIGH FIDELITY CONTINUOUS
MUSIC REPRODUCER

and

RCA

Planned Music



A "PACKAGED" BACKGROUND MUSIC SERVICE

"I've had the pleasure of doing business with Music Distributors and Music Operators of America for over 25 years. When I saw at first hand Magnecord's new product and plans I was convinced this company had a bonanza. Here was something new—a "Packaged" Background Music Service which would deliver—on location — RCA Planned Music through Magnecord's specially developed high fidelity continuous music reproducer.

"I knew, too, when it was decided to distribute this music service

through you the music distributors and music operators of America—that an unlimited era of profitable business was opening to the men who could do the job.

"Magnecord's opening announcement just a few weeks back started the whole industry buzzing. We've been receiving phone calls, letters and wires from operators and distributors from coast to coast. Everyone wants to join the team—just like me!"

"If you haven't contacted me yet—if you want to learn how you can sell and service hotels, motels, offices, factories, retail stores, amusement parks, lobbies and hundreds of other locations with this new "Packaged" Background Music Service tear out this coupon right now!"

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division
225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitehall 4-1889

SEND COUPON TODAY!

Mail Today To:

Magnecord, Inc.
225 West Ohio Street
Chicago, Illinois

Dear "Heinie":

Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a Music Operator Distributor
and I handle these coin operated phonograph lines:

Name _____

Street _____

City _____ Zone _____ State _____

B-4

Music Route Management

Cutting Costs With Disks

By SAM ABBOTT

During the war, when overhead costs were climbing sky high, Sam Ricklin, head of the California Music Phonograph Service and the California Music Company, discovered that diversification was often the difference between a profitable business and one going into the red.

Ricklin found he had literally hundreds of used records in stock, all capable of many more plays. This gave him an idea. He placed posters in the window of his shop, announcing that used records were for sale.

Soon after he found the number of persons stopping in for used records had grown to a point it warranted larger quarters. Ricklin moved to a larger store on West Pico Boulevard, hoping to attract an even larger trade as a result of the heavy traffic.

Once again the so-called sideline business far exceeded Ricklin's expectations. He found customers asking for new records as well as used, and he soon began adding lines of new records. The business continued to grow and he was forced to move again. This time he made a regular business of the record department, calling it the California Music Company.

The addition of the new records put him in the class of a retailer and, after much fussing and fuming with distributors, he was able to obtain platters for his phonographs, too. Although he had to argue to get on the manufacturers' lists, it was only a matter of time before they recognized Ricklin as a strong force in the trade.

Ricklin prides himself today upon being able to supply almost any record. With more than 200 labels on hand, he says that he

can fill 95 per cent of requests. His reputation as a supplier spread thru the years and today he serves retailers and phonograph operators in 11 Western States, Alaska, China, and the South Sea islands. He ships records to one juke box operator in Papete, Tahiti. The buyer is the only operator of the only juke box in that country.

Even a number of retail stores located in small towns and cities in the West buy from Ricklin's California Music Company. A couple of years ago he received a hard-to-fill order from a dealer in a small Montana city, and when Ricklin went out of his way to get the desired tunes, distributors began ordering regularly from him.

His racks at the California Music Company are as completely stocked as any one-stop in the nation. He can supply opera, classical, semi-classical, pop, jazz, folk and even foreign language platters. He ships many Japanese records to the Hawaiian Islands and outposts in the Pacific. The juke box operator in Tahiti could get Polynesian tunes from Ricklin if he wanted them.

The fact that Ricklin has a large stock of records also helps out on his juke route. He can supply his locations with almost any tune they desire.

Although he has wide experience in selecting records for phonograph routes, he still relies upon the unscientific approach of how the platter sounds. Because of the large number of tunes that he hears in the course of a business day, he is able to keep his boxes up to date.

And the experience of his trained ear is passed on to others. Often he has been called by publishers in New York, played tune over the telephone, and asked to pass judgment and predict its future. When a song looks good for juke boxes, he tells other operators, and his California Music Company allows operators a 30 per cent discount on records.

Ricklin recalls, in his explanation of how tricky record programming can be, the time he had a 24-record machine loaded with classical. There was little or no play. But today, he said, semi-classical on 100-selection machines play long and profitable.

Ricklin has tried associations for the past few years as they sprung up in this area. He served in some appointive or elective capacity in each of them. However, when the Co-Operative Music Operators moved to affiliate with the California Music Merchants' Association, Ricklin de-

clined to give others a chance and declined nominations. He was appointed sergeant at arms.

In addition to offering aid on matters concerning records, Ricklin has come up with several plans to put routes on a sound basis. Originated primarily for his own routes, Ricklin started the \$25 per week contract for the operator.

Ricklin takes the business in stride. He feels that the increased population in the area will help business. He feels, also, that the slackening in per capita spending will be offset by volume.

Ricklin admits that with all his experience he falls down on the selection of Japanese hits, but he has customers who know what they want—and Ricklin is there to sell them.

Miller Urges

Continued from page 86

Plans to promote the campaign abroad were reported by Art Rutzen, general export sales manager of Wurlitzer, who requested location posters for distribution in 41 foreign countries. Rutzen said that he had already made copies of "25 Ways to Promote Play-Juke-Box Week" for foreign distribution.

The four manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—who announced last week that they would underwrite the cost of the location posters as a contribution to the success of the campaign, reportedly were preparing letters to their distributors, urging them to start local campaigns with operators in their areas as soon as possible.

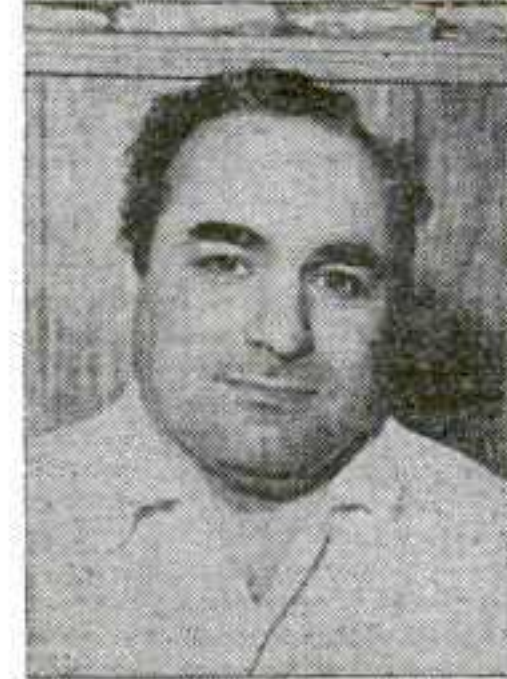
The location posters measure 12 inches square and are scheduled for a 200,000 print order. The merchandising kits, which contain a reproduction of the location poster, a model press release and speech, an interview fact sheet, advertising suggestions, offers of advertising mats and juke box record favorites, are scheduled for a 10,000 print order. The kit is an eight-page brochure, printed in red, white and black, and measures 8½ by 11 inches.

Next week's issue will contain additional activity being directed to promote this campaign. (Operators are urged, meanwhile, to send for the free merchandising kit and to contact their distributors for location posters. Drop a line to Music Machines, The Billboard, 188 W. Randolph Street, Chicago 1, Ill., on the activities in your area.)

Meet Sam Ricklin

Sam Ricklin, head of the California Music Phonograph Service, entered the music operating business over 20 years ago in the midst of the depression.

Ricklin was born in Chicago but his parents moved to Los Angeles when he was



SAM RICKLIN

less than a year old. He attended Poly High School, where he played the violin in the orchestra and took an active interest in student productions, and the University of California, Los Angeles campus (UCLA).

A graduate of accounting, he is well versed in cost control. He keeps an up-to-date tab on his machines, constantly watching for more

profitable spots, and has built his route into one of the most lucrative in Southern California.

Starts With Bakery

Soon after finishing school, Ricklin started a bake shop in the spacious Central Market in downtown Los Angeles. At that time, he sold day-old bread for 5 cents or three loaves for a dime. Associated with him from time to time was Gabe Orland, who later became his brother-in-law and manager of the California Music Phonograph Service.

Ricklin moved from his bakery into the music business when an operator, who owned a machine in the Market, wanted to sell out. He and Orland, who had operated games, thought it over and decided it was a good deal.

Participating in practically everything that concerns the juke box industry in his home area, Ricklin is now sergeant at arms in the Los Angeles Division of the California Music Merchants' Association, recently formed under the direction of George A. Miller, president.

Although he classifies himself as a "non-joiner," Ricklin has been instrumental in the formation of groups intended to aid the industry. Outside activities include membership in the Hollywood Post of the Jewish War Veterans and the B'nai Brith.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
AMI				
Model A.....	\$155.00	\$119.50	\$170.00	\$149.50
				175.00
				195.00
Model B.....		229.50	239.50	239.50
			240.00	245.00
			229.50	275.00(3)
			275.00(2)	295.00
Model C.....	275.00(2)			275.00(2)
				295.00
Model D-40.....	395.00	350.00	369.50	350.00
		370.00	379.50	375.00
			395.00	395.00(2)
			395.00	495.00
Model D-80.....	475.00	495.00	459.50	475.00
			495.00	495.00
				375.00
				495.00
CHICAGO COIN				
Band Box.....	139.00	139.00	139.00	139.00
EVANS				
Constellation			250.00	250.00
MILLS				
Constellation			150.00	150.00
ROCK-OLA				
Fire Ball, 45 RPM.....	495.00	495.00	495.00(2)	495.00
1422	89.00	95.00	89.00	89.00
			89.00	89.00
1426	109.00	130.00	109.00	109.00
1428	175.00	225.00	225.00	225.00
1434			375.00	375.00
1436 Fireball 45 RPM.....			445.00	445.00
SEEBURG				
Hideaway		125.00	125.00	125.00
M 100 A 78 RPM.....	449.50	449.50		
146	95.00	99.00	99.00	99.00
			99.00	135.00
H 146 Hideaway.....	75.00	75.00	75.00	75.00
147	129.00	130.00	129.00	129.00
			129.00	129.00
H 148 Hideaway	95.00	95.00	95.00	95.00
148	175.00	175.00	175.00	175.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	169.00	199.00	199.00	169.00
			169.00	199.00
WURLITZER				
1015	85.00	130.00	75.00	85.00(2)
				125.00(2)
				75.00
1017 Hideaway.....			83.50	
1080	99.00	125.00	99.00	110.00
			125.00	99.00
			125.00	125.00
1100	215.00	225.00	215.00	225.00
		240.00	225.00	240.00
		240.00	225.00	240.00
1250	275.00(2)	219.50	275.00	275.00
		295.00	295.00(2)	219.50
			295.00(2)	275.00
				219.50
				275.00
1400	419.50	465.00	415.00	475.00
			450.00	475.00
			450.00	475.00

GIVE TO DAMON RUNYON CANCER FUND



GABE ORLAND, manager of the California Phonograph Service, Los Angeles (left), and Sam Ricklin, owner of the firm, work arm in arm in two businesses—a juke box route and a record outlet. Here they admire one of their new juke boxes.

How Was Your Timing on . . .

"STEAM HEAT"

PATTI PAGE

MERCURY 70380

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have fifty strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY



Title Strips Ready for Top Juke Profits



CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

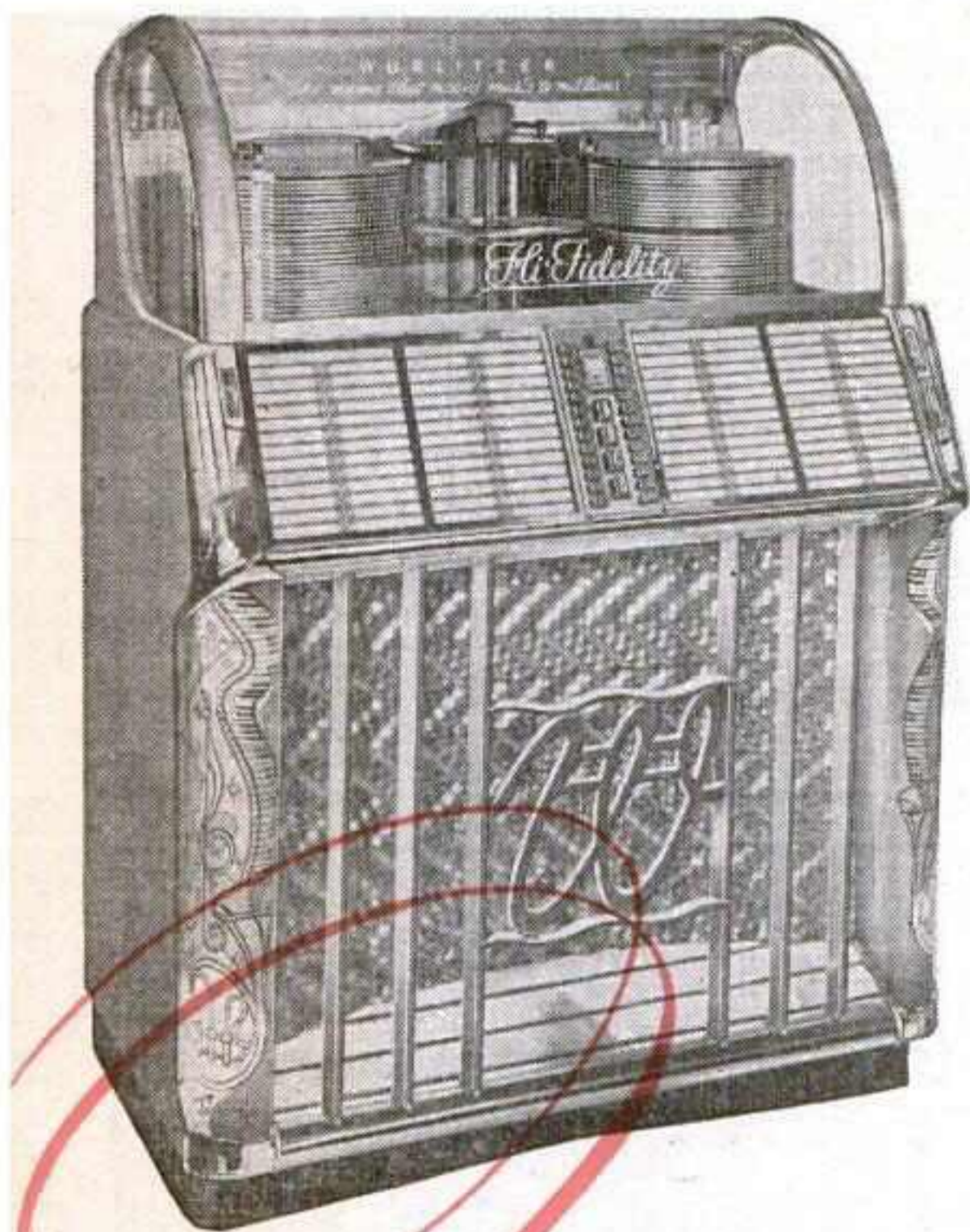
City _____ Zone _____ State _____

WINNERS BY WURLITZER

The WURLITZER 1500-A, the only coin-operated phonograph to play both 78 and 45 RPM records intermixed, enjoys continuing operator demand.

For this reason it is still in production. It has proved a sensational money-maker in thousands of locations and permits the widest possible programming with records of both sizes.

From the day of its introduction, the high fidelity WURLITZER 1700 has continued to receive a tremendous reception by operators, location owners and the music loving public. It has no equal among straight 45 RPM phonographs in beauty, tone, service simplicity or earning ability.

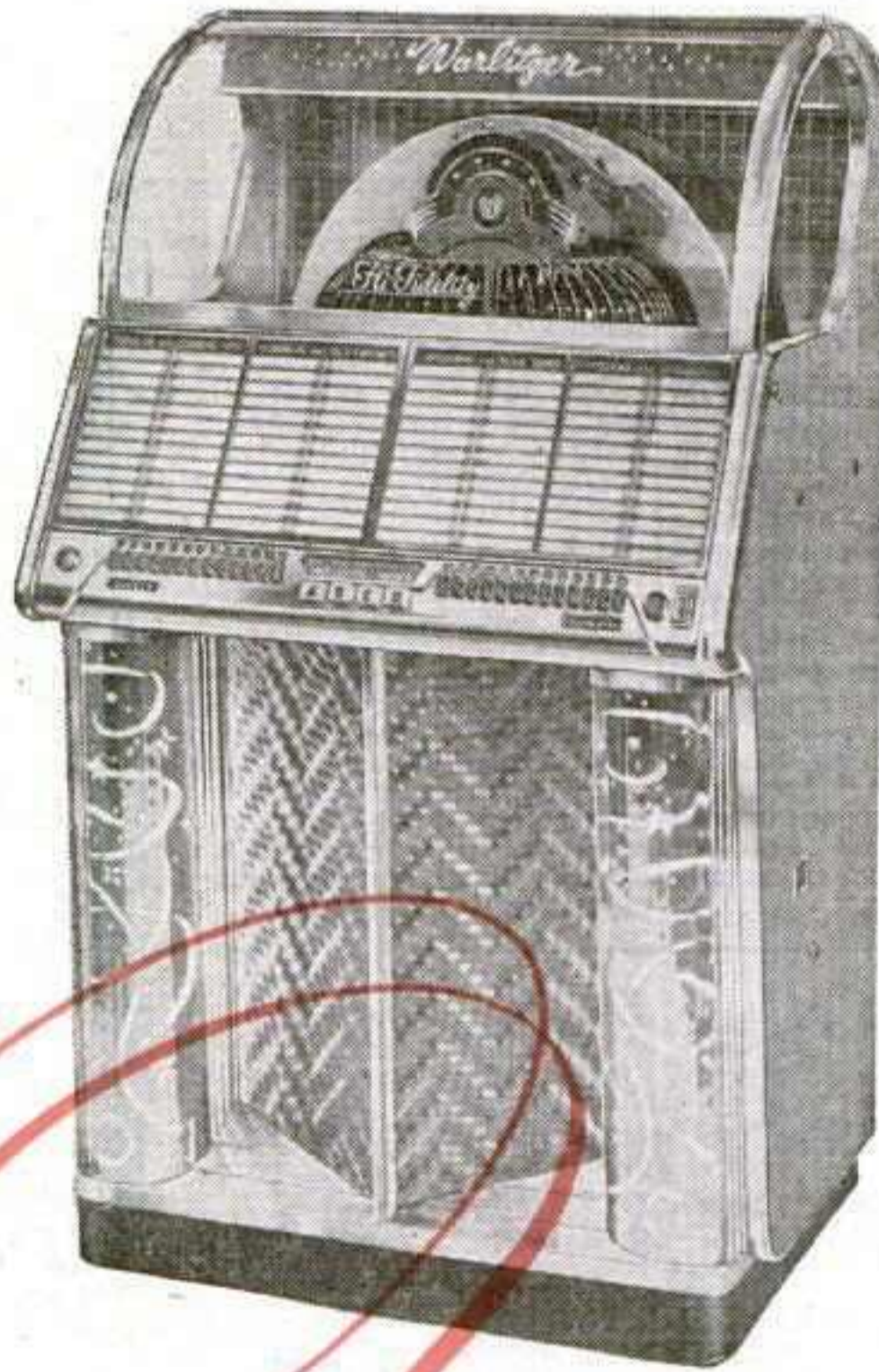


THE PHENOMENAL

Wurlitzer

1500-A

**PLAYING 78 AND 45 RPM RECORDS
INTERMIXED**



THE FABULOUS

Wurlitzer

1700HF

**PLAYING STRAIGHT 45 RPM RECORDS
WITH HIGH FIDELITY SOUND**

The Rudolph Wurlitzer Company • North Tonawanda, New York

Established 1856

Juke Boxes Encircle World as Exports Hit All-Time Peak

2-Month Score Tallies \$1,329,948; Record Sales Due to Follow Swing

• Continued from page 1

can also use the juke generator to run other appliances.

It is also interesting to note that in Central and South American countries some juke importers are also distributors in their territories for such big American names as Philco, Ford, Chrysler and General Motors products.

Selling by Plane

Since the South American market for jukes is so great (it accounts for roughly 70 per cent of all music machine exports), American manufacturers and distributors enthusiastically cultivate sales there. One colorful example of this enthusiasm is the manner in which Bush Distributing Company, Wurlitzer distributor in Miami, has gone after the South American trade.

President Ted Bush has taken to the air in selling used machines there. Completely refurbishing the machines to give them sparkle and color so that it's difficult to tell them from new machines, Bush flies the reconditioned units down in C-47's fitted to accommodate the jukes.

The Bush plane, loaded up, takes off from Miami and barnstorms South American towns, one after another, until the plane is empty, then flies back for an-

other load. Bush Distributing actively goes after the business. Once landed in a town, salesmen knock on the doors of retail stores, distributors, location owners. And their dynamic approach pays off.

That up-to-the-minute approach is not altogether feasible in many tiny hill hamlets, where there are no landing fields and only the scantiest reminders of roads. In such places jukes must be carried in on the shoulders of native bearers.

Foot Power

Such transportation was used when a juke was trotted up the mountainside to the little town of Lepaera, Honduras. Part way a jeep was used, but when the going got too rough, the machine was loaded onto the native's shoulders for a 16-kilometer final stretch, along a primitive road leading from Los Flores to Lepaera over the Puca Mountains.

When the juke box arrived one Sunday morning, natives gathered from all around to make selections on the machine which was set up in a wooden hut. The trip was long and arduous, but the result was a tremendous ovation from the music-loving natives.

That scene is duplicated in many other parts of the globe, some easier to get to, others harder, but nevertheless gotten to.

Besides the enthusiastic approval of juke boxes by the peoples of the world, which drives them to almost any lengths in getting jukes, growth has been accelerated by the strong interest of operators in foreign countries for the units (naturally brought on by the peoples they serve). During the Music Operators of America convention in Chicago in March, for example, operators from nine foreign countries attended.

A Look Ahead

The juke box export business has grown tremendously in the last five years, with the last three years showing the sharpest increase.

Juke box exports hit a staggering total of \$6,317,533 in 1953, an increase of 50 per cent compared to 1952's \$4,138,884 and a jump of over 100 per cent compared to 1951's \$3,058,749.

The future looks even better. New foreign distributor appointments, improved machines and lower embargoes all point to a continued growth which should at least equal if not surpass that of the last few years.

JUKE EXPORTS CLIMB 26% IN JAN.-FEB.

CHICAGO, June 5.—Juke box exports got off to a flying start this year with January and February totaling \$1,329,948, an increase of 26 per cent compared to the \$1,051,743 for the corresponding period in 1953.

Following a normal January volume of \$519,949, February hit a thumping \$809,999, nearly topping the highest amount ever recorded in a single month—\$812,621 last November.

Conservative trade estimates are now placing 1954's total juke box export dollar volume well over the \$7,500,000 mark. (See separate story for market evaluation and charts covering the entire industry on the first General page.)

Miami

• Continued from page 86

"A machine that stands idle in the shop not only produces no money for the operator," says Silverman, "but tends to deteriorate more rapidly than if it is played. For one thing, the crystals go bad in our sub-tropical climate when a machine isn't played for weeks at a time."

Skidding Receipts

Willie Blatt, owner of Supreme Distributors and president of the Amusement Machine Operators' Association of Dade County, believes the solution to skidding music receipts lies in diversification.

"Altho averages have been dropping around 15 to 20 per cent not only in Greater Miami but in the rest of the country," says Blatt, "the operator's overhead remains the same. Therefore, he must put out additional equipment in the same spots where he has a juke box. Of course, this requires an investment in extra equipment but, as I see it, it's the only way to boost income during this slump in juke box play."

Blatt also pointed out that music operators are now taking a chance in setting equipment in sub-marginal spots that were once bypassed.

"Operators didn't want these locations a year or two ago but now they're gambling that they can be developed to a point where they are at least profitable to operate. That's better than keeping equipment idle in the showroom where it produces nothing at all for the operator."

Regarding the giant supermarkets, which are mushrooming all over the country and particularly in South Florida as outlets for juke boxes, Blatt says the big groceries are unwilling to give up space for music machines.

"They'll go for a cup drink machine or a kiddie ride, or maybe a photo venter," he explained, "but not for a juke box."

"The day is coming when juke box operators, to be successful, will have to be specialists and will have to rely on written contracts to hold their locations for specified periods."

JUKE BOX-DISK VENDER PATENT TO EX-DERBYITE

NEW YORK, June 5.—Bernard Marder, formerly associated with Derby Records, announced this week that he has been granted a patent for a combination juke box-record venter. The unit, as yet only in the drawing board stage, is a standard music machine, with a compartment which vends records—150 to 200 capacity. The vending compartment is to be electrically operated. Marder feels that a juke box listener, upon hearing a tune he likes, may want to buy the disk then and there. With his invention, the music lover can satisfy his fancy.

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

Feb. Exports Top \$1 Mil

• Continued from page 86

jukes and major vending equipment continues.

The \$82,810 increase is even more impressive considering the fact that the total for January and February last year was 44 per cent above the total for the like period in 1952.

Using the first two months of 1954 as a yardstick, it would seem that 1954 might well match 1953's staggering total of \$11,370,188 and thus become the second straight year in which coin exports have averaged almost \$1 million a month.

A check of last year's figures for the two months for all three coin divisions—jukes, games and vendors—shows that game and vender exports dropped both months compared to the same months last year, and that only the 26 per cent jump in music machine exports put shipments for January and February ahead of last year.

February Totals

While 1,644 jukes were exported in February for \$809,999, outstripping last February's total of 1,183 units for \$589,334, vender exports for the month hit \$67,117 for 1,442 machines compared to February, 1953, when 1,695 vending machines were shipped for \$90,642, and 1,470 amusement games were imported by foreign countries for \$256,131, contrasted with 2,220 games shipped last February for \$333,441.

The reason for the mounting

Chicago

• Continued from page 86

exception of a few small towns and some tourist centers. In many of the areas reported to be switching, the change is hardly noticeable. And in others, the operators themselves are reluctant to admit it, remembering the days when taverns were their bread and butter.

Reasons for the change were pointed out by two prominent Chicago operators, Frank Padula, of Melody Music, and Vic Bondioli, of B & B Novelty.

Padula said that shortly after the war operators began to notice that collections in restaurants were becoming far more stable than in taverns. He said tavern locations were finding it impossible to match the collections made in a 24-hour hamburger spot.

"In these spots," he explained, "the average time that a customer remains is about a half hour, which plays an important part in record programing. Records do not have to be changed as often and the problem of requests is negligible."

Vic Bondioli agreed with Padula. He said that with collections off somewhere in the vicinity of 15 per cent, operators could no longer take chances on marginal locations. "They must weigh a location as to its expected revenue, possible improvement and length of life," he said, "Too often, taverns change hands and fail to take out liquor licenses."

Other advantages of restaurant locations, Bondioli said, were guaranteed contracts which were easier to obtain than neighborhood taverns.

Philippines

• Continued from page 86

of Philippine cities, spearheaded by two of the largest electrification projects—the Ambuklao and Maria Cristina Falls—in the Far East, the juke box business is expected to grow even faster than it has to date.

Another factor which will go a long way in bolstering the coin-phone business in this country is the number of persons who speak English. The Philippines rate as one of the largest English speaking countries in the world.

And finally, 45 r.p.m. records are now being pressed in this country, giving the public songs in the national dialect, Tagalog and English.

As in all countries where a new industry is on the rise new taxes and restrictions are constantly being imposed. In Manila, city officials have requested one of the highest, if not the highest, rates in the world, \$150 a year per machine. Thru the efforts of the Recreation Amusement Association, an operator organization, this restriction has so far been forestalled.

music machine exports in February was due to the meteoric rise in juke imports by Western Germany. The latter accounted for 358 units at \$257,511 to become the top juke box importing country for that month. In January, 1954, Western Germany imported just 58 jukes valued at \$38,668, and a month earlier, December, 1953, bought 125 machines worth \$70,641.

During the entire 12 months of 1953, Western Germany's juke imports totaled \$209,573. It imported twice the number and value of jukes during February than Venezuela which purchased 184 machines valued at \$117,817 during the month. Venezuela is consistently the leading juke box importer.

While Western Germany's February music machine imports surpassed even the most optimistic expectations, its rise as a juke importer was forecast early this year.

Heavy Juke Demand

Sal Groenteman, executive of the International Amusement Company and the Scott-Crosse Company, on returning from a three-month business trip to Europe in March, reported that the economy in Western Germany was nearly on an even keel, with direct shipments from the U. S. officially approved by the government. He said at that time that the demand in the country for U. S. juke boxes was heavy. (The Billboard, March 27.)

In February, just four countries imported jukes, venders and games: Canada, Mexico, Venezuela and Western Germany. They were also the top importers for the month.

Western Germany led with 372 coin units imported at \$259,055, Canada was second with 1,352 units purchased for \$203,029, Venezuela third with 312 units valued at \$152,316, and Mexico fourth with 956 units for \$100,540. (See chart on this page for full statistics.)

Canada was the top amusement game importer in February with 476 games valued at \$105,819. Japan was the second biggest game buyer during the month with 212 units purchased for \$59,456. Venezuela was third with \$26,085 paid for 98 games.

In comparing major importing countries for the full 12 months of 1953 with the first two months of 1954, the big importers—Canada, Venezuela, Belgium, Mexico—remain in the top divisions with Western Germany.

Monthly Totals

Following are the monthly totals of juke boxes, venders and vending machines exported and their value for the last three months for which U. S. Department of Commerce figures are available (department reports lag two, three or four months since all transactions must be checked to make sure all obligations are fulfilled).

Vender Exports		
	No.	Value
February, 1954 ...	1,442	\$ 67,117
January, 1954 ...	1,249	69,388
December, 1953 ...	1,609	78,431
Juke Exports		
	No.	Value
February, 1954 ...	1,644	\$809,999
January, 1954 ...	1,251	519,949
December, 1953 ...	1,603	771,218
Game Exports		
	No.	Value
February, 1954 ...	1,470	\$256,131
January, 1954 ...	1,781	240,330
December, 1953 ...	1,756	292,770

CANADIAN OPS HANDED BITTER PILL TOSWALLOW

VANCOUVER, B. C., June 5.—The new liquor regulations in British Columbia, which would allow the sale of beer and wine in restaurants, will be a blow to operators as a result of a Liquor Control Board decision to ban juke boxes from all licensed premises.

And as tho the decision itself wasn't enough to plague operators, liquor czar Don McCugan explained that the reason for the decision was that he preferred the selections offered on wired music service.

B. C. operators are huddling to combat the juke box ban.

Bargain Basement Technique Clicks In Record Sales

VANCOUVER, B. C., June 5.—A new gimmick was tried in record selling this week by the J. W. Kelly Company, local outlet. A bargain basement sales technique was used.

The sale lasted two days and an estimated 6,000 customers jammed the store, purchasing a gross of about \$13,400 worth of records.

The platters ranged from children's stories to Dixieland jazz, be-bop, symphonies, light classics and sacred music. Ten additional salespersons were required to handle the rush. J. W. Kelly, manager of the firm, said that the records had been purchased in the East especially for the sale.

"Even more surprising than the sale itself," Kelly said, "was the fact that out of the thousands of records handled and tossed around during the two days, only a dozen were broken."

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:

MERCURY HOLDS ANNUAL MEETING. Outlines plans for big drive on jazz field with new Emarcy label (Music department).

802 SUGGESTS JUKE BOX TAX. New York City turns deaf ear to AFM local's revenue suggestion (Music department).

SENATE GROUP RE-STUDIES McCARRAN BILL. Deliberates end of copyright exemption for juke boxes (Music department).

AFM MAKES ANNUAL REPORT. Gives statistics on production of records by speeds (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

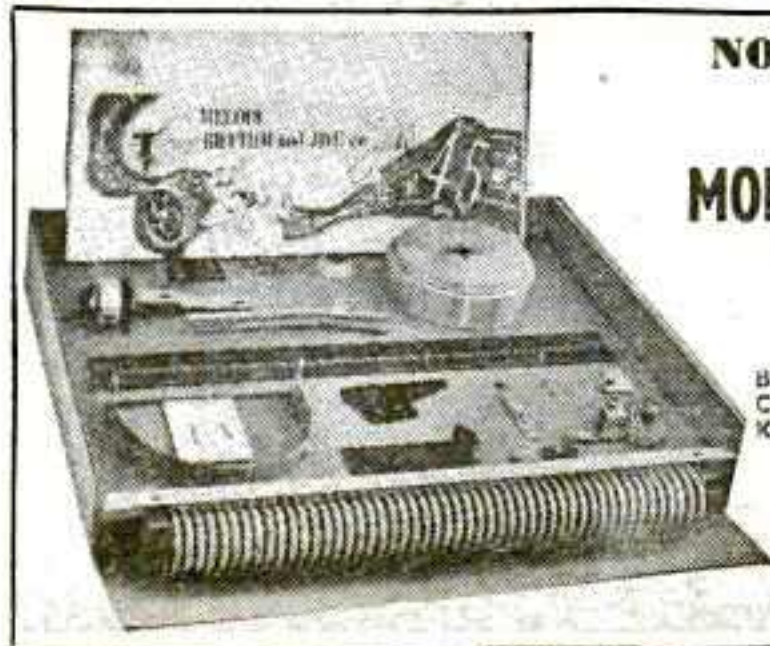
NOW AVAILABLE NELSON MODERNIZATION KIT

For Seeburg 100A to 45 rpm ONLY \$98.50 Incl. Playmeter

Beautiful Your Model "C" With Chrome Plaster Replacement Kit—Only \$24.50 Per Set.

Terms: 1/3 cash with order balance C.O.D. or sight draft.

RAY R. POWERS SALES CO. 4415 W. Pico Los Angeles 19, Calif.



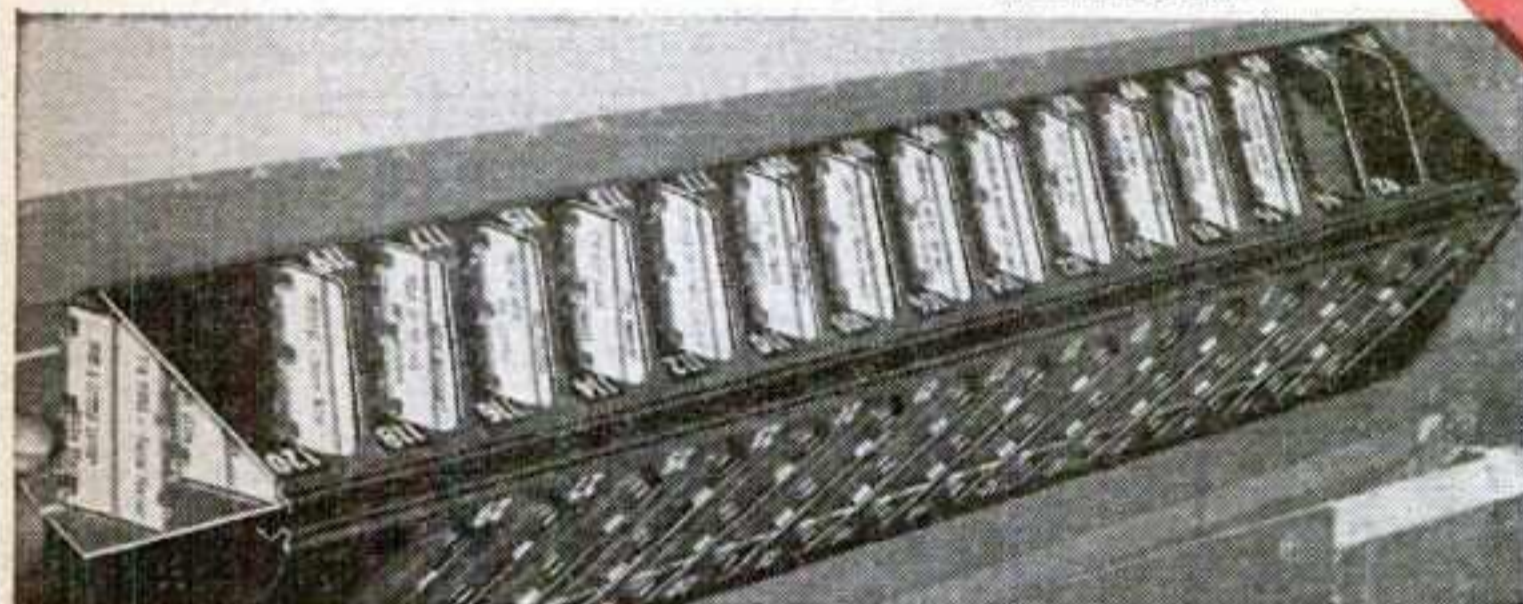
The only
Phonograph
with

120 Selections

So Simple!

... to Play
... to Program
... to Pile up
Profits!

Model 1436



The Rock-ola Carrousel Line-O-Selector

PROGRAMMING TRAY

As orderly and efficient as file trays, four title holders permit breakdown of program into most popular musical classifications of thirty tunes each. Trays slide quickly out of frames for easy changing of one or more titles. Automatic loading lock secures tray in frame when it's reinserted. No other programming system permits easier selection or faster servicing.



To play—touch
Line-O-Selector Button
for choice of Four
Programs.



... then push one
button under number
selected (only one) and
out comes your tune.

Available in 2 models for either
78 RPM or 45 RPM records

ROCK-OLA

FireBall

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- S & K DISTRIBUTING CO.**
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania
- SEACOAST DISTRIBUTORS, INC.**
1200 North Ave., Elizabeth, New Jersey

MIDWEST

- BADGER NOVELTY COMPANY**
2546 North 30th Street, Milwaukee, Wis.
- BRILLIANT MUSIC COMPANY**
19963 Livernois Ave., Detroit 21, Mich.
- CALDERON DISTRIBUTING**
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

- 525 S. High St., Columbus, Ohio
- J. WESTERHAUS**
3726 Kessen Ave., Cincinnati 11, Ohio
- DIXON DISTRIBUTORS**
3808 Southern Blvd., Youngstown, Ohio
- FABIANO AMUSEMENT CO.**
208 E. Dewey Ave., Buchanan, Michigan
- J. ROSENFELD COMPANY**
3218 Olive St., St. Louis, Missouri
- LA BEAU NOVELTY SALES CO.**
1946 University Ave., St. Paul 4, Minn.
- LAKE CITY AMUSEMENT CO.**
4533 Payne Avenue, Cleveland, Ohio
- SAVAGE NOVELTY COMPANY**
628 Third Street, Beloit, Wisconsin
- SUPERIOR SALES COMPANY**
1337 Second Ave., Des Moines, Iowa
- TOLEDO COIN MACHINE EXCHANGE**
814 Summit St., Toledo, Ohio
- UNI-CON DISTRIBUTING CO.**
3410 Main Street, Kansas City 2, Missouri
- WORLD WIDE DISTRIBUTORS, INC.**
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

- PUGET SOUND NOVELTY CO.**
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

- A. M. & F. DISTRIBUTING CO.**
3118 Tulane Ave., New Orleans, Louisiana
- H. M. BRANSON DISTRIBUTING CO.**
811 E. Broadway, Louisville, Kentucky
- CAPITOL MUSIC COMPANY**
135 E. Amite Street, Jackson, Mississippi
- COIN AUTOMATIC MUSIC CO.**
241 W. Main St., Johnson City, Tennessee
- FRANCO DISTRIBUTING CO.**
24 North Perry, Montgomery, Alabama
- ROBINSON DISTRIBUTING CO.**
301 Edgewood Ave., S. E., Atlanta, Ga.
- S & M SALES COMPANY, INC.**
1074 Union Avenue, Memphis, Tennessee
- SOUTHERN MUSIC CORPORATION**
2828 So. Blvd., Charlotte, North Carolina
- SOUTHERN MUSIC DIST. CO.**
418 Margaret St., Jacksonville 6, Florida
- SOUTHERN MUSIC DIST. CO.**
503 W. Central Ave., Orlando, Florida
- FRANK SWARTZ SALES COMPANY**
515-A Fourth Ave., So., Nashville, Tenn.
- WERTZ MUSIC SUPPLY CO.**
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

- AUTOMATIC MUSIC CO.**
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

- 2919 N. Fourth Street
Albuquerque, New Mexico
- BOYLE AMUSEMENT COMPANY**
522 North West Third
Oklahoma City, Oklahoma
- FT. WORTH AMUSEMENT COMPANY**
1210 S. Main Street, Ft. Worth, Texas
- FRONTIER AMUSEMENT**
2020 Myrtle Avenue, El Paso, Texas
- PAUL W. HAWKINS**
329 East 7th Street, Tucson, Arizona
- RUTHERFORD ENTERPRISES**
608 Johnson Street, Amarillo, Texas
- UNITED AMUSEMENT CO.**
446 N. Main St., San Antonio, Texas

WESTERN

- H. B. BRINCK**
825 East Front Street, Butte, Montana
- DAN STEWART COMPANY, INC.**
2667 West Pico, Los Angeles, California
- DAN STEWART COMPANY, INC.**
140 E. Second, South, Salt Lake City, Utah
- MODERN DISTRIBUTING CO.**
3222 Tejon Street, Denver 11, Colorado
- OSBORN DISTRIBUTING COMPANY**
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

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- * ALL STEEL CONSTRUCTION!

**NOW AT
NEW LOW PRICES**

MAIL THIS AD FOR DETAILS!

METEOR MACHINE CORP.

75 W. 45th St., New York 36, N. Y.
Phone: Circle 6-2241

ARCADE AND LOCATION EQUIPMENT
Real Bargains

Genco Sky Gunner, new... Write
Genco Invader, new... Write
Exhibit Western Gun, new... Write
1954... \$295.00
Scientific Ocean Liner, new... Write
Scientific T.V. Camera Ride,
new... Write
Exhibit 1954 Shooting Gal-
lery, new... Write
Chicago Coin Round-the-
World Trainer, new... Write
Genco Basketball, new... Write
Genco Skee Ball, new... Write

For More Big Bargains

See FREE Supplement
to Munves Catalog

Counter Games

Kicker & Catcher, new... \$35.00
Bally Line-a-Basket, new... 45.00
Touchdown, new... 27.50
A.B.T. Challenger, new... 55.00
A.B.T. Skill Game, new... 55.00
Muto, Voice-o-Graph,
postwar... \$525.00
Photomatic, postwar... 650.00
Midget Movies... 195.00
Exhibit Foot-Ease... 95.00
Mutoscope Drivemobile... 195.00
Knockout Fighter... 195.00
Pokerinos, late model... 95.00

4 Floors of Munves Factory
Reconditioned Machines That
Look and Work Like New.
1954 32-Page 272 Illus. Catalog FREE.

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42 YEARS SERVICE - EST. 1912



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

THE BILLBOARD INDEX

**ADVERTISED USED
MACHINE PRICES**

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
ABC (United)	\$50.00 65.00	\$50.00 65.00	\$50.00 65.00	\$50.00 75.00
Aquacade (United)	115.00	115.00	59.50	79.50
Arizona (United)	175.00			
Army & Navy	150.00(2)	150.00(2)	115.00	150.00(2)
Atlantic City (Bally)	165.00 195.00	185.00(2)	150.00(2)	175.00 185.00
		195.00	175.00 185.00	195.00
Basketball Champ (Chicago Coin)	175.00(2)	175.00(2)	175.00(2)	175.00(2)
	250.00	250.00	275.00	275.00
Beating Practice	89.50	89.50	89.50 95.00	89.50
Beach Club (Bally)	350.00 375.00	350.00 375.00	315.00 325.00	365.00
	385.00	385.00(2)	375.00	385.00(2)
	295.00(2)	395.00(2)	395.00	395.00
Beauty (Bally)	295.00 315.00	285.00	200.00 285.00	315.00(2)
	325.00 485.00	295.00(2)	315.00(2)	325.00
		315.00 325.00	325.00	
Be Bop (Exhibit)	84.50	84.50	84.50	
Bermuda (Chicago Coin)	49.50	49.50	49.50	
Bolera	75.00 125.00	75.00 150.00		
Boston (Williams)	79.50	79.50	79.50	
Bowling Champ (Gottlieb)	69.50	69.50	69.50	
Bright Lights (Bally)	85.00 89.50	89.50 95.00(2)	60.00 89.50	89.50 95.00(2)
	95.00	95.00	95.00(2)	
Bright Spot (Bally)	125.00 145.00	125.00 145.00	60.00 125.00	125.00 145.00
	69.50	69.50	69.50	
Buffalo Bill (Gottlieb)				
Cabana (United)	225.00(2)	225.00(2)	275.00	275.00
	245.00 275.00	245.00 275.00		
		285.00		
Campus (Exhibit)	84.50	84.50	84.50	
Champion (Bally)	89.50	89.50	89.50	89.50
Circus (United)	225.00	225.00	225.00	225.00
Citation (Bally)	20.00 79.50	29.50 79.50	79.50	79.50
Coney Island (Bally)	95.00 115.00	95.00 125.00	60.00 70.00	125.00 130.00
	130.00	130.00	130.00	
Coronation		145.00		

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

(unless Credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 20" screen television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Al-bion Ave., Paterson, New Jersey. j217

JUKE BOX GAME ROUTE - NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire, P. O. Box 531, Crescent City, Calif. j219

MIDWESTERN ROUTE—AMUSEMENT AND phonographs, for equipment, for locations, top collections; priced right; 1/3 down, bal. 24 months; 125 machines. Box M-61, c/o Billboard, Cincinnati 22, Ohio. j219

PHONOGRAPH-BINGO-BOWLER ROUTE—None better; under priced, must be sold before July; \$30,000 will handle for responsible party. Box M-58, c/o Billboard, Cincinnati 22, Ohio. j212

PHONOGRAPH, BINGO, SHUFFLE ALLEY Route; 65 pieces; late phonographs; only operator in town of 6000 population; \$24,500 takes route, complete shop, parts, tools and two pickups six months old; last year's gross, \$28,000. Box M59, c/o Billboard, Cincinnati 22, Ohio. j226

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. What have you to sell?
MAACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill. j228

ARCADE MACHINES—199 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Funland Arcade, 903 Market St., Pittsburgh 22, Pa. j226

ADVANCE 25¢ MACHINE, 15¢—ROCK BOT-tom; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. j212

CIGARETTE MACHINE, QUARTER OPER-ation Uneda, latest model, \$45; Counter Model, \$22.50; U-Select-It, 73-Bar Candy Vender, \$27.50; 74-Bar, \$27.50; Billie 5-column Candy Machine, \$20.00; Statler 5-column Cookie Machine, \$22.50; DuGreenier Cigarette, \$35. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. j212

CIGARETTE MACHINES—8 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda Pak, \$60; 9 cols. 900 Uneda Pak, \$60; 9 cols. 9-30 Nationals, \$50; 7 cols. V.D. DuGreenier, \$55; 9 cols. W.D. DuGreenier, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column, one third deposit with order, bal. c.o.d., E.A. Phila Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4244.

DAVAL BEST HANDS ONLY, \$14.75; plenty sellout bargains penny counter games. Send for list quick. 1200 Madeline Place, Fort Worth, Tex.

FOR SALE—CONEY ISLAND, \$65; SADDle & Turf, \$250; Shoe Shoe, \$25; Nifty, \$35; Big Hit, \$35; Caravan, \$50; Minstrel Man, \$65; Tri Score, \$35; Pinky, \$25; Spot Bowler, \$50; Double Feature, \$25; Three Musketeers, \$50; Boston, \$15; A.B.C., \$25; Control Tower, \$65; Virginia, \$15; Trigger, \$65; Lucky Inning, \$25; All Star Basket-ball, \$30; Play Ball, \$25; 71 Model Wur-tilizer, \$25. Send 1/3 deposit. Frank Guar-riani, Burnham, Pa. j212

KIDDIES' BOAT AND PONY RIDES—Miss America Boat and Ponies, \$250 each, cash; excellent condition; private party. Write Bill's Enterprise, 211 Raymond Ave., Alexandria, Va. j228

10 HOLLYCRANES, LATEST MODEL closed chute with free play unit; make an offer; ship anywhere. Box M-60, c/o Billboard, Cincinnati 22, Ohio. j226

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-cago 1, Ill. j2

CONAT ROCKET SHIP AND EXHIBIT EL Toro; send lowest price. National Vending Co., 2214 N. Western Ave., Chicago, Ill. j212

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
Dallas (Williams)	69.50	69.50	69.50	69.50
De-Icer (Williams)			275.00	89.50
Deluxe Baseball (Williams) ...	295.00	295.00	49.50	49.50
Dew-Wa-Ditty (Williams) ...	89.50	89.50	89.50	89.50
Double Feature (Gottlieb) ...	89.50	89.50	89.50	89.50
Dreamy (Williams)	395.00(2)	395.00(3)	80.00 125.00	125.00
Disk Jockey (Williams)	425.00(3)	425.00(2)	325.00 375.00	425.00(3)
Dude Ranch (Bally)			395.00	
			425.00(3)	
Fairway	145.00	145.00	145.00	145.00
Five Star (United)	55.00			
Floating Power (Genco)	49.50	49.50	49.50	
Flying High (Gottlieb)	149.50	149.50	149.50	
400 (Genco)	69.50	69.50	69.50	69.50
Four Corners			115.00	115.00
Four Horsemen (Gottlieb) ...	109.50	109.50	109.50	
Frolic (Bally)	160.00 165.00	160.00 165.00	125.00 150.00	165.00 185.00
	185.00 205.00	185.00 195.00	165.00 185.00	215.00 225.00
	225.00(2)	225.00(2)	215.00 225.00	
Gizmo (Williams)	49.50	49.50	49.50	
Gold Cup (Bally)	52.50	29.50 59.50	59.50	59.50
Golden Nugget (Genco)	100.00(2)	100.00 195.00	95.00 100.00	100.00 195.00
	195.00		195.00	
Green Pastures	160.00			
Happy Days (Gottlieb)	129.50	129.50		
Havana	465.00	465.00		
Hayburner	75.00 79.00	65.00 75.00	75.00 89.00	75.00 89.00
Hit 'n' Run (Gottlieb)	124.50	129.50		
Holiday	100.00	95.00		
Hoop Kong		110.00		
Horseshoe			95.00	95.00
Humpty-Dumpty (Gottlieb) ...			49.50	
Jelopy (Williams)	75.00	75.00	75.00	75.00
Jockey Specials (Bally)	15.00 54.50	54.50	54.50	54.50
Joker (Gottlieb)	99.50	99.50	99.50	
Judy (Exhibit)	94.50	94.50		
Jumping Jack (Genco)	85.00			
Just 21 (Gottlieb)	59.50	59.50	59.50	
Knock Out (Gottlieb)	89.50	89.50	89.50	
Leader (United)	90.00	90.00	90.00	90.00
Lite-o-Line (Keeney)	50.00	50.00	50.00	
Long Beach (Williams)	79.50 95.00	79.50 95.00	95.00(2)	85.00 95.00(2)
Lucky Inning (Williams)	69.50	69.50	69.50	
Majorettes (Williams)			109.50	
Merry Widow (Genco)	49.50	49.50	49.50	
Minstrel Man (Gottlieb) ...			95.00	
Monterrey (United)	49.50	49.50	49.50	
Oklahoma (United)	69.50	69.50	69.50	
Olympics			95.00	
Palm Beach (Bally)	170.00 185.00	170.00 175.00	115.00 175.00	175.00 215.00
	195.00(2)	190.00 195.00	195.00 215.00	
			225.00	
Palm Springs (Bally)	445.00 465.00	445.00 485.00	375.00 485.00	495.00(2)
	495.00(3)	495.00(2)	495.00(2)	
Paradise (United)	49.50	49.50	49.50	
Paratrooper		75.00	75.00	75.00
Pin Wheel	195.00			
Playland (Exhibit)			59.00	
Puddin' Head (Genco)	54.50	54.50	54.50	
Quarterback (Williams)	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Quartet			70.00	
Rag Mop (Williams)	99.50	99.50	99.50	
Red Shoes (United)	89.50	89.50	89.50	
Rio (United)	415.00	415.00	415.00	
Rondeveau (United)	49.50	49.50	49.50	
Rose Bowl			95.00	
Sally (Chicago Coin)	49.50	49.50	49.50	
Saratoga	49.50	49.50	49.50	
Screwball (Genco)	49.50(2)	49.50	49.50	
Shindig	175.00	175.00		
Shoo Shoe (Williams)			119.50	50.00
Slugfest			119.50	
Special Entry (Bally)	15.00 49.50	49.50	49.50	49.50
Spot-Lite (Bally)	85.00 90.00	85.00 90.00	50.00 70.00	90.00 110.00
	95.00 110.00	95.00 110.00	74.50 85.00	115.00
		115.00	90.00 110.00	115.00
Starlite (Williams)		125.00	80.00 125.00	115.00 150.00
Stars (United)	125.00	125.00(2)	125.00 150.00</	

Save-Match

Continued from page 82

erator paying only for the match books or coupons.

The signs on the vendors are paid for by Save-a-Match, with the retailers paying Save-a-Match a given amount for each coupon redeemed.

The plan was launched in Boston and Worcester, Mass., early in April, with Providence, St. Louis and Houston being added early in May.

Answers Sought

Save-a-Match, in the five experimental cities, is attempting to determine whether match books or coupons are more effective, whether a dime premium is better than a nickel premium, what type retailers are most effective, how best to advertise the plan in the communities and how to gauge the effectiveness of the plan.

Wurman feels it will be at least another couple of months before any of these questions may be answered with a degree of certainty. When he has the answers, and not before, Wurman plans to launch the Save-a-Match program on a national basis.

Advertising poses one of the biggest problems. While Save-a-Match uses space in local dailies to boost the plan, the cost of any sustained advertising program, if it were borne entirely by Save-a-Match, would be prohibitive.

Retailer Ads

One way out is by the placement of newspaper advertising by participating retailers. These advertisements, which already have been placed by some retailers, point out that the store is participating in the Save-a-Match program, that match books or coupons may be redeemed at the store and that customers may save up to 10 per cent of the purchase price on items purchased using Save-a-Match premiums.

In Houston Save-a-Match uses a spot film of the local television program. But, Wurman pointed out, in none of these cities has the program been in operation long enough to test advertising efficiency.

"Guinea pig" is a stock word used by Wurman when approaching retailers or operators about participation in the plan. He points out that the plan is so new that he doesn't know what results to expect and that everyone involved in the program is a guinea pig.

Definite Pattern

Wurman feels that this frank appraisal of the situation doesn't scare away any progressive operator or retailer. But, said Wurman, the guinea pig phase may be over soon. He feels that within the next few months enough facts will have been amassed so that a definite pattern of retailer selection, premium presentation and promotion will be known.

Then, too, said Wurman, the thing that impresses retailers most is results. The longer the plan is in operation, the more specific results can be cited by Save-a-Match, with advertisers breeding advertisers and customers breeding customers.

In order to ascertain which type retailers are best suited to the plan, Wurman has, in five cities, virtually every type represented—women's specialty shops, shoe stores, cleaners, grocery stores, hardware stores, jewelry stores, furniture shops and coal and oil firms.

No Quick Results

Some of these establishments will take a long time to be judged. For example, a person buying a \$300 furniture item isn't going to present 50 cents worth of coupons. He's going to wait until he gets the full 10 per cent and get a \$30 reduction. At 10 cents a coupon this represents 300 packs, and it takes a while for any individual or family to go thru that many cigarettes.

While up to 10 per cent is allowed toward the purchase price, Wurman feels that, with a dozen or more participating retailers in each city, few retailers will have the full 10 per cent applied toward purchasers in their stores. This means that for stores operating on a low profit margin, the actual discounts will be considerably less than 10 per cent.

Talking to operators in the test cities, Wurman found that the plan served to elicit operator cooperation to an extent he hadn't believed possible. He also added that at least one operator reported gaining new locations as a direct result of the plan.

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Bill board issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine types (e.g., Advance Bowler, Carnival Bowler, etc.) and prices for different issues (June 5, May 29, May 22, May 15).

Advertisement for SHUFFLE GAMES featuring 'EXHIBIT'S NEW SHOOTING GALLERY' and 'SUPER HOME RUN' machines. Includes text like 'FIRST in Quality - FIRST in Value!' and 'COIN MACHINE EXCHANGE'.

Advertisement for 'MUST VACATE BUILDING!' featuring a 'SPECIAL SALE' on 'COLUMBIA DELUXE' and 'COLUMBIA TWIN JACKPOT' machines. Lists prices like \$125.00 and \$100.00.

Advertisement for 'FOR SALE SCALE MANUFACTURING BUSINESS'. Describes a complete manufacturing setup for scales, owned by R. M. SPARKS, Soperton, Georgia.

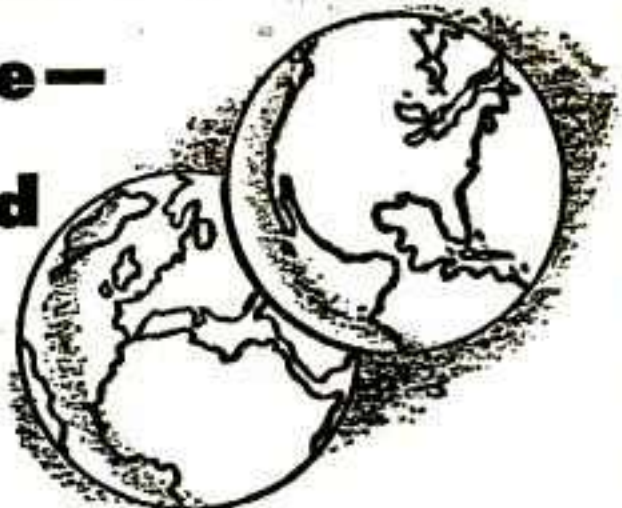
Advertisement for 'ATTENTION! KIDDIE RIDES' and 'MUSIC' featuring 'ROCKET PATROL' and 'AMI A's' machines. Lists prices like \$275.00 and \$139.50.

Advertisement for 'Give TO CONQUER Cancer' featuring a graphic of a hand holding a cancer cell and the text 'AMERICAN CANCER SOCIETY'.

Advertisement for 'PHONOGRAPHS WURLITZER' featuring 'Model 1015', '1080', and '1250' machines. Lists prices like \$125.00, \$465.00, and \$275.00.

Advertisement for 'SAVE MORE MONEY- MAKE MORE MONEY' featuring 'EVANS' and 'SEEBURG' machines. Lists prices like \$50.00, \$550.00, and \$725.00.

at home—
and abroad
...only the
BEST
in MUSIC!



In ATLAS' new quarters are the world's most extensive, modern facilities for the preparation, export and domestic distribution of new and late model used phonographs. Here we stress mechanical and electrical reconditioning and cabinet refinishing by factory methods... the exclusive ATLAS Constant Operation Test... proper crating and correct routing to assure swift delivery, in ready-to-operate condition, anywhere.

References:
Main State Bank, Chicago.
J. P. Seeburg Corporation, Chicago.
International Forwarding Co.



Exclusive Seeburg Distributors in Illinois and Iowa.

A Quarter Century of Service. **ATLAS MUSIC COMPANY**

2120 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A.
Phone: ARmitage 6-5005

- SEEBURG M-100 A..... \$495
- SEEBURG 46 95
- SEEBURG 47 130
- SEEBURG 48 175
- ROCK-OLA 1422 95
- ROCK-OLA 1426 130
- ROCK-OLA 1428 175
- ROCK-OLA 1436 (120), 45 RPM 475
- WURLITZER 1015 130
- WURLITZER 1100 225
- WURLITZER 1250 275
- WURLITZER 1400 465
- WURLITZER 1500 595
- A.M.I. MODEL A 155
- A.M.I. MODEL C 275
- A.M.I. MODEL D-80 475

TERMS: 1/3 Deposit, Balance C.O.D., F.O.B. Chicago.

Thoroughly reconditioned and re-finished. Look and work like new! Write for complete listings and catalog.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 5	Issue of May 29	Issue of May 22	Issue of May 15
Air Raider (Keoney).....		\$90.00		
Barrell Rolls (Jennings)....	\$125.00	125.00	\$125.00	\$125.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Bat-a-Score (Evans).....	150.00 160.00 165.00(2)	160.00 165.00(2)	159.00 160.00 165.00(2)	159.00 160.00 165.00(2)
Big Bronco (Exhibit).....	500.00	500.00	500.00	500.00
Big Tinning (Bally).....	140.00 150.00	140.00 150.00	140.00 150.00	140.00 150.00
Blow Ball (Kirk).....	125.00	125.00	125.00	125.00
Boomerang 45.00	45.00	45.00	45.00	45.00
Bowl-a-Ball (Chicago Coin)..	200.00	200.00	200.00	200.00
Challenger (ABT).....	19.00 20.00 75.00	20.00 75.00		20.00 75.00(2)
Champion Horse (Bally)....	500.00	500.00		500.00
Chicken Sam (Seeburg)....	65.00 110.00	75.00 110.00	75.00 110.00	75.00 110.00(2)
Choo Choo Train.....				395.00
Counter Gripper (Mercury)...	34.50	34.50	34.50	
Dale Gun (Exhibit).....	55.00(2) 65.00 69.50 94.50	55.00(2) 65.00 69.50 94.50	55.00 65.00 69.50(2) 94.50	55.00 65.00 69.50 94.50
Derby, 4 player (Chicago Coin).....	100.00 125.00 195.00	100.00 125.00 195.00	125.00(2) 195.00	125.00 195.00
Drivemobile (Mutoscope)....		150.00	225.00	225.00
Electric Shocker (Monarch)..			34.00	34.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)..	125.00 159.00 75.00 95.00(2)	125.00 159.00 75.00 95.00(3)	125.00 159.00 75.00 95.00(2)	125.00 159.00 75.00 95.00(2)
Goatee (Chicago Coin).....	100.00 119.50	100.00 119.50	100.00 110.00 119.50	100.00 119.50
Gun Club.....	185.00			
Gun Patrol (Exhibit).....	165.00(2) 185.00 195.00	160.00 165.00(2) 185.00	165.00 185.00 195.00(2)	165.00 185.00 195.00(2)
Heavy Hitter (Bally).....	40.00 45.00 69.50	40.00 45.00 69.50	40.00 45.00 69.50	40.00 45.00 69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hit-a-Homer.....	18.50	18.50	18.50	18.50
Jack Rabbit.....	99.50	99.50	99.50 100.00	99.50
Jet Gun (Exhibit).....	175.00(2) 195.00	145.00 175.00(2) 195.00	145.00 175.00(2) 195.00	175.00(2) 195.00(2)
Jet Saucer (Mutoscope)....	95.00	95.00	93.00	93.00
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Metal Typer (Rovers).....	250.00			
Midget Movies.....	185.00(2) 295.00	185.00(2) 295.00	185.00(2) 295.00	185.00(2) 295.00
Midget Skee Ball (Chicago Coin).....	165.00		165.00	165.00
Night Fighter (Genco).....	295.00 310.00	310.00 325.00	299.50 310.00 325.00	299.50 310.00 325.00
Panoram (Mills).....	250.00	250.00	250.00	250.00
Pee Wee (Genco).....	20.00			
Pennant Baseball (Williams)..		325.00	325.00	295.00 325.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
Pistol Pete (Chicago Coin)...	650.00(early) 85.00 90.00 95.00 99.50	650.00(early) 90.00 95.00 99.50	650.00(early) 90.00 95.00 99.50	650.00(early) 95.00 99.50 95.00(3) 99.50
Pitch 'Em & Bat 'Em.....	185.00(2)	185.00(2)	185.00(2)	85.00 185.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Pop Up.....	18.50 24.50	18.50 24.50	14.50 18.50 24.50	18.50 24.50
Punching Bag (Mills).....	189.00	189.50	189.00	189.00
Punching Bag (Mutoscope)..			195.00	
Q Ball Pool Table.....	125.00	125.00	125.00	125.00
Quizzer.....	95.00	95.00	95.00	95.00
Rapid Fire (Bally).....				125.00
Rifle Range Ray Gun.....	65.00	75.00	75.00	75.00
Rocket Ship (Meteoar).....				250.00
Rudolph the Red Nose Reindeer (Exhibit).....		395.00	395.00	395.00
Sea Jockey.....	75.00	75.00	75.00	75.00
Shocker (Acme).....	24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)....	195.00(3)	145.00 160.00 195.00(3)	145.00 165.00 195.00(3)	145.00 195.00(3)
Shoot the Moon.....				50.00
Silver Bullets (Exhibit)....	135.00	125.00 135.00	125.00 135.00	125.00 135.00
Silver Gloves (Mutoscope)..			129.50	
Silver Skates.....				125.00
Six Gun Rifle Range (ABT)..	650.00	650.00	650.00	650.00
Six Shooter (Exhibit).....	135.00 145.00(3)	135.00 140.00 145.00(3)	145.00(3)	145.00(3) 195.00
Skee Ball (Williams).....	150.00	150.00 165.00	150.00	150.00
Ski Roll (Evans).....	95.00	95.00	95.00	95.00
Skill Gun (ABT).....	25.00	25.00	25.30	25.00
Sky Fighter (Mutoscope)....	125.00	125.00	125.00	125.00
Space Gun (Exhibit).....	145.00 185.00 195.00	185.00 195.00(2)	149.00 185.00 195.00(3)	149.00 185.00 195.00(3)
Spark Plug.....	75.00	75.00 95.00	75.00 95.00	75.00 95.00
Star Series (Williams).....	75.00 100.00 109.50	75.00 100.00 139.50	75.00 139.50	75.00 139.00
Submarine Gun (Keoney)....	110.00 125.00	110.00 125.00	110.00 125.00	110.00 125.00
Super Bomber (Evans).....	195.00	195.00	195.00	195.00
Super Jet (Chicago Coin)...	495.00	495.00	495.00	495.00
Super Pennant Baseball (Williams).....				395.00
Telequiz.....	169.00	130.00 169.00	135.00 169.00	169.00
Ten Strike (Evans).....	65.00	65.00	65.00	65.00
Three Way Gripper (Gottlieb)	18.50 24.50	18.50 24.50	18.50 24.50	18.50 24.50
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00(2)	150.00(3)	150.00(2)	150.00(2)
Voice-a-Graph (Mutoscope)..	525.00	525.00	525.00	525.00 550.00
Voice Recorder (Wilcox-Gay).	595.00(early) 195.00	595.00(early) 195.00	595.00(early) 195.00	595.00(early) 195.00
Whizzo (Genco).....	20.00			

Chi License

Continued from page 82

installations to industrial and certain locations, excluding taverns, etc.

It was proposed that Alderman Ronan's amendment be substituted for the present Section 178-23 of the ordinance. The amendment follows: "Restriction of location for Vending Machines.

"To promote the public health, safety, morals and general welfare, to prevent the sale of cigarettes to minors under 18 years of age and to minimize the problems of enforcement under this ordinance, no cigarette vending machine shall be installed or used in any place except and save only in rooms or areas of industrial, commercial and mercantile establishments to which members of the general public are not invited or do not have access and where such machines shall be available for the use and convenience of the employees of such establishments. Every such machine installed or used on premises where minors under the age of 18 are employed shall be under the constant supervision and surveillance of a responsible adult."

As originally published (The Billboard, January 9), Section 178-23 read:

"Restriction of location for vending machines.

"To prevent the sale of cigarettes to minors under 18 years of age, no cigarette vending machine shall be installed or used in any public place of amusement or in any place of business where such minors are employed, or in any place of business for the sale at retail to the public of any food, beverages or commodities other than tobacco products and accessories for the use of tobacco, excepting a public room of a hotel or restaurant where alcoholic liquors are not served to customers at a bar. Every cigarette vending machine in any place where public patronage is invited shall be located so as to be under constant surveillance and observation of a licensed retail tobacco dealer or a responsible adult employed by him."

Hoffman

Continued from page 82

Milwaukee, with other plants to be erected in Peoria, Ill., and Los Angeles, in which cities Pabst now has breweries. The drinks will be produced entirely by Pabst facilities, with no franchises to be handed out to other canning firms.

About \$2,000,000 has been spent in developing Tap-A-Cola, Perlstein said. The two giants in the cola field—Pepsi-Cola and Coca-Cola—have, so far, stuck to bottles, altho Pepsi experimented with cans in 1950 and gave it up after six months.

Michael McCabe, Pabst sales manager, said current plans call only for 12-ounce cans—too large for vending—but he indicated that the manufacture of a six-ounce vending can may be considered at a later date.

Meanwhile, it was learned at Canada Dry, which started its canned carbonated beverage tests with 12-ounce cans in the Philadelphia area last week (The Billboard, May 22), will add six-ounce cans to its line. Canada Dry flavors are Spur Cola, Ginger Ale and Root Beer.

Cantrell & Cochrane, the Englewood, N. J., firm that started the canned beverage trend nearly a year ago, is scoring heavy successes in the sale of its six-ounce can line thru retail outlets and is readying a drive in the vending field, where some progress has been made.

George Herald, who heads C&C's vending program, is still awaiting word from the two major vending manufacturers who have completed pilot models of canned juice venders (The Billboard, May 22). An announcement is expected soon.

Census Gain

Continued from page 80

one outlet for each 2,000 of population.

If the OLCC acts on the attorney general's advice, the additional drink establishments would undoubtedly be of the type suitable as game and music locations. One complaint against the law that became effective a year ago was that licenses to private clubs were counted against the total license allotment, thereby depriving the man in the street of drinking places that otherwise would be allowed on the population basis.

VERY SOON! GENCO will be delivering a NEW ALL LOCATION RIFLE GALLERY

Every Feature of the Authentic
ARCADE RIFLE GALLERIES

**EXCITINGLY
DIFFERENT!**

WAIT
For your GENCO
DISTRIBUTOR SHOWING

GENCO MFG. & SALES CO.
2621 N. ASHLAND AVENUE • CHICAGO 14, ILL.



Joe Ash says
There's MORE PROFIT
for FOREIGN BUYERS

Exclusive WURLITZER DISTRIBUTORS in Delaware, S. Jersey and S. E. Pennsylvania

for IMMEDIATE DELIVERY of...
WURLITZER { 1500's
1400's
M100A's
M100B's
M100BL's
M100C's }
SEEBURG

666 N. BROAD ST. Phila. 30
FRemont 7-4495 WRITE OR WIRE FOR PRICE

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WHILE THEY LAST... SPECIAL LOW PRICE!

EVANS'

BAT-A-SCORE

10 BALLS PER GAME

5c or 10c PLAY



ANIMATED MANIKIN ALL SKILL BASEBALL— AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run depending on skill of the player!

IT'S HIGH SCORING BASEBALL UNDER LIGHTS with BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!

IMMEDIATE DELIVERY!

H. C. EVANS & CO.

1556 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

ROSEN SALE

The Price You See Is the Price You Pay

NO EXTRA CHARGES Prices Include Crating

ALL MACHINES 100% CLEAN and CHECKED

Refund in 10 Days if Not Satisfied

PINS

Table listing various pinball games and their prices, including Dew-Wa-Ditty, Dallas, Shoo Shoo, etc.

MUSIC

Wurlitzer

Table listing Wurlitzer music machines and their prices.

Seeburg

Table listing Seeburg music machines and their prices.

Rock-Ola

Table listing Rock-Ola music machines and their prices.

AMI

Table listing AMI music machines and their prices.

Others

Table listing other music machines and their prices.

MUSIC BOXES

Table listing music boxes and their prices.

BINGO GAMES

Table listing bingo games and their prices.

SHUFFLE ALLEYS

Table listing shuffle alleys and their prices.

ARCADE EQUIPMENT

Table listing arcade equipment and their prices.

BEVERAGE

Table listing beverage machines and their prices.

RIDES

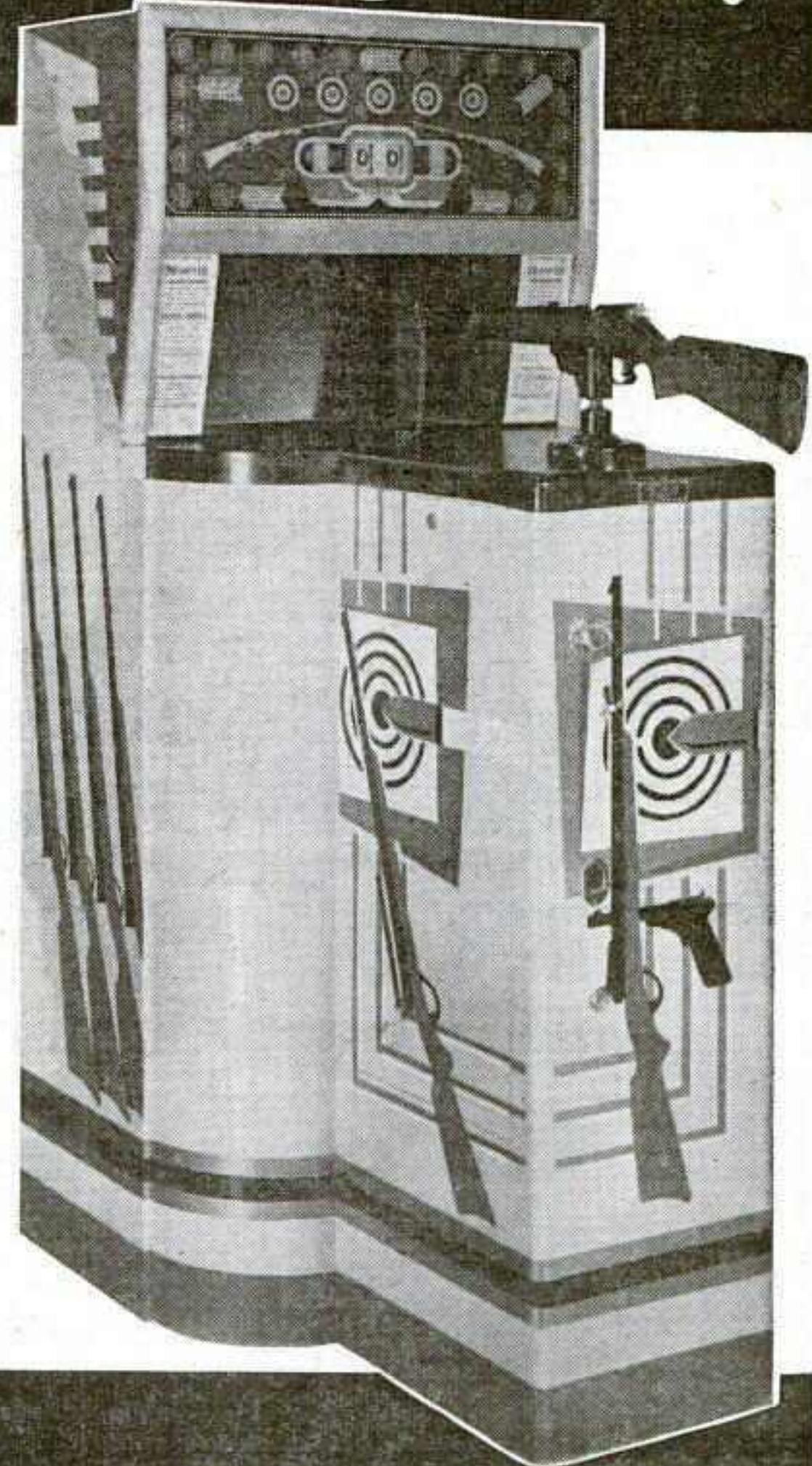
Table listing ride machines and their prices.

Act Quickly—ORDER TODAY 1/3 with order, balance C.O.D.

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

BIGGEST RECORD-SMASHING MONEY-MAKER IN OVER 50 YEARS! EXHIBIT'S Shooting Gallery



For Details...CONTACT YOUR LOCAL EXHIBIT DISTRIBUTOR OR THE FACTORY TODAY!

EXHIBIT SUPPLY

4218 W. LAKE ST. VA 6-3100 CHICAGO

ELECTRIC SCOREBOARDS

Overhead, 15-21 pts. Horsecollar, \$125 ea. 15-21-50 pts. \$125 ea. and 15-21-50 pts. \$95.00 ea. 50 pts. ... \$95.00 ea. PLA-POOL, New, Belgian Pool Game, \$275 packed. Q-BALL, Belgian Pool Game, record, and re-finished, \$149.50 ea., packed. 500 ASS'T SALESBOARDS CLOSEOUT PRICES: TICKETS 2500 7-11 ... \$1.15 bag 2170 R.W.&B. 1.00 bag

M & T ZIG-ZAG

Counter Game \$65.00

MINIATURE LAMPS— #44, #47, #50, #51, #55, #502. Per C. \$ 5.70 #1450. Per C. 7.25 Pucks, highly polished chrome, case hardened. Set of 8 12.00 Shufflebd. Adj., set 12.00 Pucks (set of 8) 12.00 2-Faced Pucks, Ea. 1.50 Palm Beach 195.00 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

MID-STATE COMPANY

2369 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

PHONOGRAPH REPLACEMENT PLASTICS for A.M.I. Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148. 9 1/2" King Size Plastic Half Pins for Fly-Away, 1 to 10, \$4.50 set. —BINGO TYPE— Cleaned, checked and ready for location. 5-Star \$ 55.00 Golden Nugget 100.00 Keen. Holiday 100.00 Jumpin' Jacks 85.00 Palm Beach 195.00

Advertisement for Trimount, featuring a globe and text: IMPORTERS You SHOULD BE DOING BUSINESS WITH TRIMOUNT THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS. Includes address: 40 WALTHAM STREET BOSTON 18, MASS.

Advertisement for Buckley Criss-Cross Jackpot Bells, featuring an image of the machine and text: Brand New! Buckley CRISS-CROSS JACKPOT BELLS 5c-10c-25c-50c-\$1.00 Also made for many foreign coins. Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, Ill.

Advertisement for Southern Automatic Music Company, Inc., featuring the AMI logo and text: Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio "The House that Confidence Built" SOUTHERN AUTOMATIC MUSIC COMPANY, INC. ESTABLISHED 1923 1535 Delaware Ave., Lexington, Ky. 735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio 129 W. North St., Indianapolis, Ind.

6-BALLS
-BINGOS-

UNITED HAWAII	Bright Spot	\$.145
BALLY SURF CLUB	Coney Island	130
Palm Springs	Spot Lite	110
Dude Ranch	Bright Lights	95
Yacht Club	Circus	225
Beach Club	ABC	115
Beauty	Long Beach	95
Palm Beach	Mexico	Write
Frolics	Havana	465
Atlantic City	Bolero	125

BRAND NEW CLOSEOUT
GENCO'S **SILVER CHEST**
\$125.00

GOTTLIEB	Flying High	\$149.50
	Happy Days	129.50
	Hit 'n' Run	129.50
	4 Horsemen	109.50
	Joker	99.50
	Knockout	89.50
	Double Feet	89.50
	3 Musketeers	79.50
	Bowling Ch.	69.50
	Buffalo Bill	69.50
	Just 21	59.50
WILLIAMS	Rag Mop	\$99.50
	Dreamy	89.50
	Lucky Innings	69.50
	Boston	79.50
	Dallas	69.50
	Virginia	49.50
	Yanks	49.50
	Daw-Wa-Ditty	49.50
	Saratoga	49.50
	Tennessee	49.50
	Gizmo	49.50

VENDERS

ACORN VENDER, 1c or 5c.....WRITE
ACORN 10 COL. TAB GUM.....\$21.95

Mills 8 Col. Candy\$198.50
Mills Tab Gum 27.50
25¢ Ball-Point Pen Vender. 49.50
Silver King 13.95
25¢ Razor Blade 19.50
N.W. 49, 1¢, 5¢ 17.25
S.K. Hot Nut. 29.95

ARCADE

GENCO 2 PL. BASKET BALL AUTO-PHOTO
PITCHING PRACTICE MIGHTY MIKE
AIR FOOTBALL AIR HOCKEY
SET SHOT BASKETBALL RITEWAY 3-D THEATRE
WMS. ALL STAR BASEBALL CHI. 6 PL. HOME RUN EXH. SHOOTING GALLERY
Photomatic, Late\$650.00
Voice-o-Graph 525.00
Wms. Del. Baseball, F.S. 295.00
Midget Movies 295.00
Ev. Bat-a-Score 250.00
Ch. Basketball Champ 250.00
Photomatic, Pre-War. 250.00
Shoot the Bear 195.00
Exh. Jet Gun 195.00
Telequiz & Film 169.00
Muto, Flying Saucer 159.00
Undersea Raider 150.00
Exh. Foot Ease, Late. 129.50
Goatee 119.50
Wms. Star Series 109.50
Chi. Pistol 99.50
Jack Rabbit 99.50
Life League 94.50
Exh. Dale Gun 89.50
Batting Practice 89.50
Mer. 13-Way Ath. Scale 79.50
Scientific Baseball 75.00
Flash Hockey 75.00
Wms. Quarterback 75.00
Exh. Hi-Ball 75.00
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SHUFFLE GAMES

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UNITED ACE S. A., MATCH
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United Royal, High Score 369.50
United Classic, Match Score 315.00
United Olympic, High Score 289.50
United Clover, Match Score 289.50
United Cascade, High Score 269.50
United Star 10th Frame 239.50
United Super 10th Frame, 6 Pl. 219.50
United Star 6 Player 189.50
United Super 6 Player, S.A. 169.50
United De Luxe S.A., 6 Player 129.50
United 6 Player w/Formica, 7-10 119.50
United 5 Player w/Formica, 7-10 109.50
United 4 Player w/Formica, 7-10 99.50
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2 NEW CHANGEMAKERS

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Unedapak Model 500, 9 Col. 135
DuGrenier Model "W", 9 Col. 125

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WMS. SUPER PENNANT BASE-BALL	Write
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ROCK-OLA FIREBALL-120	Write
Sel. 45 R.P.M., Like New	\$.475
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1...\$14 5...\$11 ea. 10...\$10 ea.

New '54 Model ACE COIN COUNTER
Weights 8 lbs. Counts 1¢, 5¢, 10¢, 25¢. Only \$149.50

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TEAM BOWLER Write	TRIPLE SCORE \$275
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IMPERIAL 365	MATCH BOWLER 175
CLASSIC 295	
CLOVER 255	KEENEY
10TH FR. STAR 195	6 PLAYER \$75
STAR 6 PLAYER 175	4 PLAYER 45
SUPER 175	
OFFICIAL 4 PLAYER 125	BALLY
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LATE 5-BALLS

WILLIAMS	GOTTLIEB
DEALER \$245	GREEN PASTURES \$195
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GUN CLUB 165	SHINDIG 175
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IN STOCK New Bally Kiddie Ride "MOON RIDE," Bally Surf Club, Champion Bowler, United Ace Bowler, Exhibit Supply Shooting Gallery.

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Silver Bullets, \$75; Dale Gun, \$35; United Shuffles, 1 player \$15; four player Formica L. P., \$50; five player, \$40; six player, \$50; United Skee Shuffle, \$35; Panoramas, \$150; German expensive 16mm. Projector, \$35; Bally Speed Bowler, \$22; Williams Star Series, \$49; Bally B. Ball Shuffle, \$22; Bally Shuffle Champ, \$20; Bally Heavy Hitter, \$25; Chicago King Pin, \$60; 5 play Athletic Scale, \$35; Bowlette, \$15; 7-7-7 5¢ play, \$75; Golden Falls H. L., 10¢ play, \$100; Batting Practice, \$25.

1/2 Doz. \$5 Crating.
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Albemarle, N. C.
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Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY-BACK IF NOT SATISFIED. Write, wire or call.

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RECONDITIONED SHUFFLE GAMES	MISCELLANEOUS
Un. Leaders \$425	Un. Olympic \$265
Un. Imperials 365	Un. Cascade 245
Un. Classics 295	Un. DeLuxe 135
Un. Clover 265	Ky. 6 Player Conv'n'n 145

WANT TO BUY BINGOS FOR CASH
Dude Ranches—Beach Clubs—Palm Springs—Beauty—Yacht Clubs—Frolics—Atlantic City—Ice Frolics. Also other late games.

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... JUST THE FACTS, MAN! ... THEY'LL TALK!

GOTTLIEB'S

DRAGONETTE

SUPER-DUPER THRILLER FROM START TO END!

CONCLUSIVE EVIDENCE ...

DOUBLE AWARDS

Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

ROTATION SEQUENCE

From 1 to 8 lights bottom Roll-Overs for REPLAYS!

5 TRAP HOLES

4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

MORE FACTS! ...

- Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for SPECIAL!
NEW MULTIPLE TYPE POINT SCORE! High Score to 7 Million
5 Pop Bumpers
2 Cyclonic Kickers



D. Gottlieb & Co.

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EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

Now Delivering - HOMERUN BASEBALL GAME SUPER FRAME BOWLER CRISS CROSS MATCH BOWLER

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM. WHOLESALE PRICES

Table listing various arcade and pin games with prices, including Bally Big Inning, Exhibit Gun Patrol, and various shuffle games.

MONEY BACK GUARANTEE

If not entirely satisfied, return merchandise within 30 days and complete purchase price will be refunded.

- WURLITZER #1500's \$585.00
WURLITZER #1400's, 48 sel. 415.00
WURLITZER #1017's, 24 sel., Hideaways 83.50
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T & L DISTRIBUTING CO. 1663 Central Pkwy. Cincinnati 14, Ohio Phone MAin 8751

Advertisement for Panoram Films and Video Film Service, offering 16mm film lab and video services.

Advertisement for M. M. Welch, a mechanic specializing in jukeboxes and bingo games.

Advertisement for Panoram Operators! For Sale, offering overhauled projectors for spare parts.

RELY on DAVIS GUARANTEED PHONOGRAPHS

The DAVIS 6 Point Guarantee

- Mechanism Overhauled Tonehead Renewed
Worn Parts Replaced Cabinet Professionally Refinished
Amplifier Reconditioned Speaker Inspected

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Price list for wall boxes, including models like W1-L56, 3W2-L56, and 3031.

"Summer Spot Special"

Seeburg 146, white dome, reconditioned and refinished \$99. With four 5¢ wall boxes (3-wire or wireless) FREE.

WANTED TO BUY

SEEBURG ... M-100A's WURLITZER ... 1100's
SEEBURG ... M-100B's WURLITZER ... 1250's
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BIG LEAGUE BASEBALL

OVER THE FENCE
HOME RUNS!
SINGLES! DOUBLES!
TRIPLES!

captures
choice locations
and lures
MORE MONEY
into your
cash boxes!

A SMASH HIT!

THE ONLY AUTHENTIC
TYPE BASEBALL GAME
with the
ANIMATED BASE RUNNING UNIT
an exclusive Williams feature!

WILLIAMS
BASEBALL
GAMES
HOLD THEIR
POPULAR
APPEAL
AND LAST
INDEFINITELY!

PLAYERS
ACTUALLY
RUN THE
BASES!

REPLAY OR NOVELTY
plus
TRIPLE MATCH FEATURE

NUMBER 0 to 9	STAR ★	PENNANT 🏆
-------------------------	------------------	---------------------

- Match Number and Star with Pennant lit.
- Replays for Runs Scored and Match Features.
- Scores up to 30 Replays for "TRIPLE MATCH"!

MANUALLY
CONTROLLED
BAT!

- Ⓚ Balls go up the ramps and over the fence for Home Runs!
- Ⓚ Balls hit onto ramps actually FLY THRU THE AIR!
- PLAYERS ACTUALLY RUN THE BASES IN 3-D LITE BOX.
- MANUALLY CONTROLLED ELECTRICAL PITCHER.
- LITES ON PLAYFIELD BASES INDICATE MEN ON BASES.
- OPPOSING TEAM IS ON LOWER BACKBOX SET OFF IN REALISTIC THIRD DIMENSION!

OPERATE
Williams
THUNDERBIRD

HIGH SCORES!
ADVANCING
BALLS!
REPLAYS!

MANUALLY OPERATED BUTTON
CONTROLS PITCHING UNIT!

Adjustable
1 PLAY for 10¢ - 3 PLAYS for 25¢
or
1 PLAY for 5¢ - 2 PLAYS for 10¢
5 PLAYS for 25¢



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Airconditioned Larger Showrooms and Premium Department

All we still have to do is put the finishing touches to the front of our building. Everything else is ready for your greater comfort and buying pleasure.

Thanks For Your Patience

Drop in to See Our Greatest Display of New and Used Equipment and Premium Merchandise

See the latest games made by
**Bally • Keeney • Genco
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PROVED... these 2 low-priced BINKS games
MATCH THE EARNINGS OF COSTLIEST EQUIPMENT!

BINKS ZIPPER

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It's good business to operate this low-cost, truly amusement type game—Whiz Bowler. Scores "strikes", "spares", high scores and double scores. Be wise—get MORE for less!—Write

You need this fast action, big money maker that hands you back so much for so little invested.

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Exhibit TWIN ROTATION	100.00
Chi Coin BOWL-A-BALL	100.00
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WHAT ARE THEY GETTING FOR USED EQUIPMENT?
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The Billboard

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Yes Please send me The Billboard for one year at \$10.
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Name
Address
City..... Zone..... State.....
Occupation

3 SURE WINNERS for EVERY LOCATION!

A SURE WINNER!... *chicago coin's New*
STAR-LITE BOWLER
THE SENSATIONALLY NEW MATCH BOWLER
WITH ENTIRELY NEW MATCHING PRINCIPLES!



New front hinged score frame glass for easier servicing!
AVAILABLE IN STRAIGHT 10c OR 10c 3 FOR 25c PLAY!

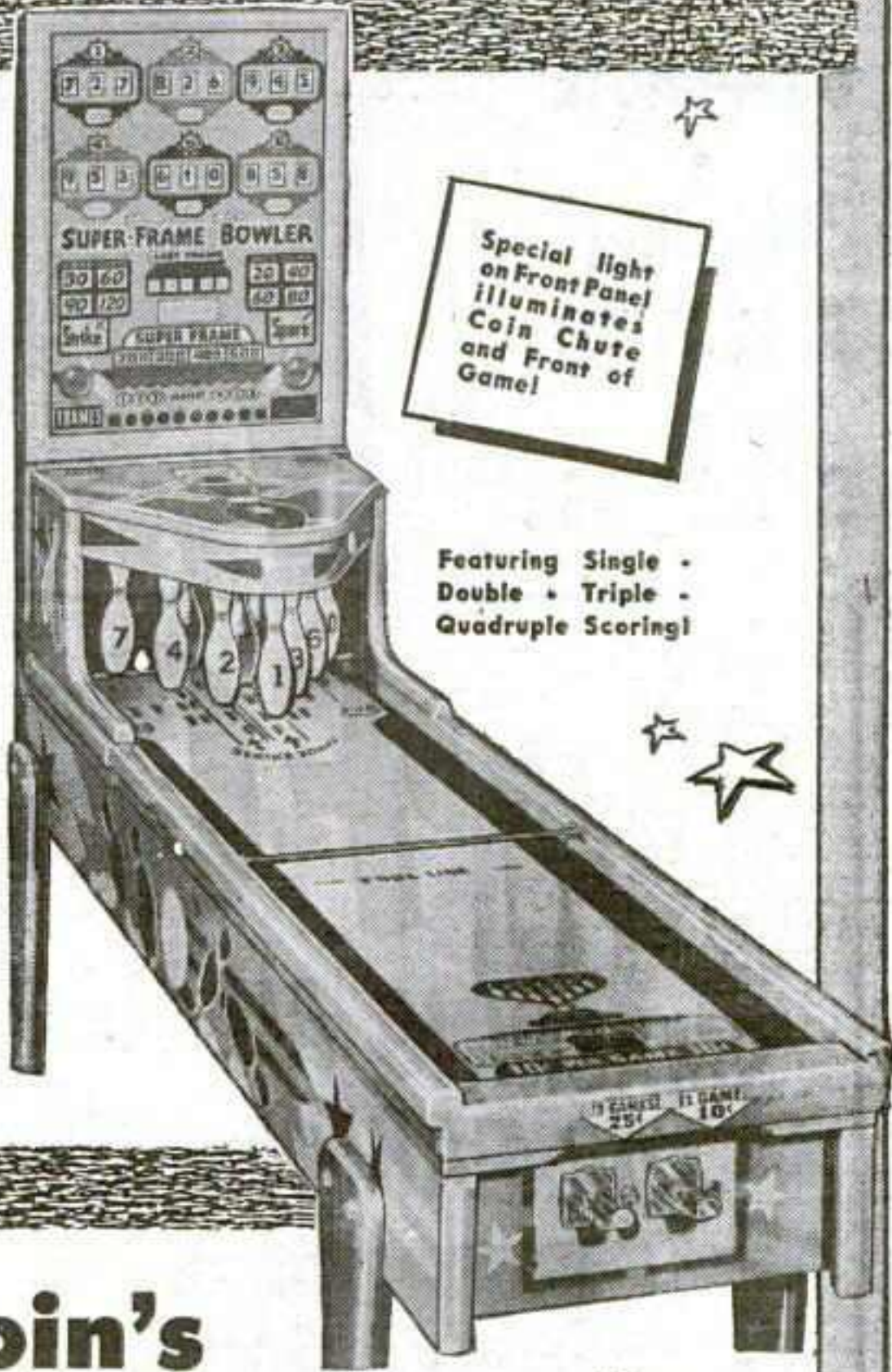
- 1** Individual player, by matching one or several numbers lights up one or several Stars in each game!
 - 2** Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
 - 3** Matching features begin in the first frame and continue in every frame until the game is over!
 - 4** STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900
- Special light on front panel illuminates coin chute and front of game!
 - New light up bulbs for drum scoring unit!

A SURE WINNER!

chicago coin's
SENSATIONAL
SUPER FRAME BOWLER

THE EXCITING, 100% SKILL BOWLING GAME!

- Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points to his score!
 - Super Bowler Contains all the ADVANCE Scoring Features! New Top Scoring Thrill of 1400.
 - Fast 55 Second Play! Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.
 - New Front Hinged Score Frame Glass for Easier Servicing!
 - 100% Skill "Match The Lit Number" for Super Frame Scoring!
 - You Get Increased Revenue from 10c 3 for 25c Play!
- New 6-Volt Light-Up Bulbs for Drum Scoring Units.



Special light on Front Panel illuminates Coin Chute and Front of Game!

Featuring Single - Double - Triple - Quadruple Scoring!

A SURE WINNER!... *chicago coin's*
6 PLAYER BASEBALL GAME

SUPER HOME RUN

with the
3 WAY "MATCH" and "FREE PLAY" Features!

- (1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

With the GRAND STAND "Home Run" Feature for Extra Runs... Plus The Thrill of Hitting a Ball Over the GRAND STAND Roof for Additional Runs!



ALSO AVAILABLE IN REGULAR PLAY!

With the TROUBLE FREE SLIDE COIN CHUTE

- Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.
- Single player continues at bat until game is over—Multiple players alternate as in bowling games after 3 outs are made.
- Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base... plus 3 EXTRA RUNS!
- Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!
- Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base... plus 5 EXTRA RUNS!

AVAILABLE IN STRAIGHT 10c OR 10c — 3 FOR 25c PLAY!

1725 W. DIVERSEY BLVD. • CHICAGO 14



Bally

10¢ A PLAY
OR
1 PLAY 10¢
3 PLAYS 25¢

ADJUSTABLE TO
5 FRAME GAME

NATIONAL
COIN-CHUTE

FORMICA
PLAY FIELD

GIANT PINS



Champion

WITH EXCITING MATCH-SCORE FEATURES

NEW LIGHT-UP SCORES NEW CLUB-STYLED CABINET

Rich beauty of club-styled cabinet wins welcome in highest-class locations. Smooth, quiet action, light-up scores, exciting play-appeal earns top profits. Get CHAMPION BOWLER and VICTORY BOWLER from your Bally Distributor today.

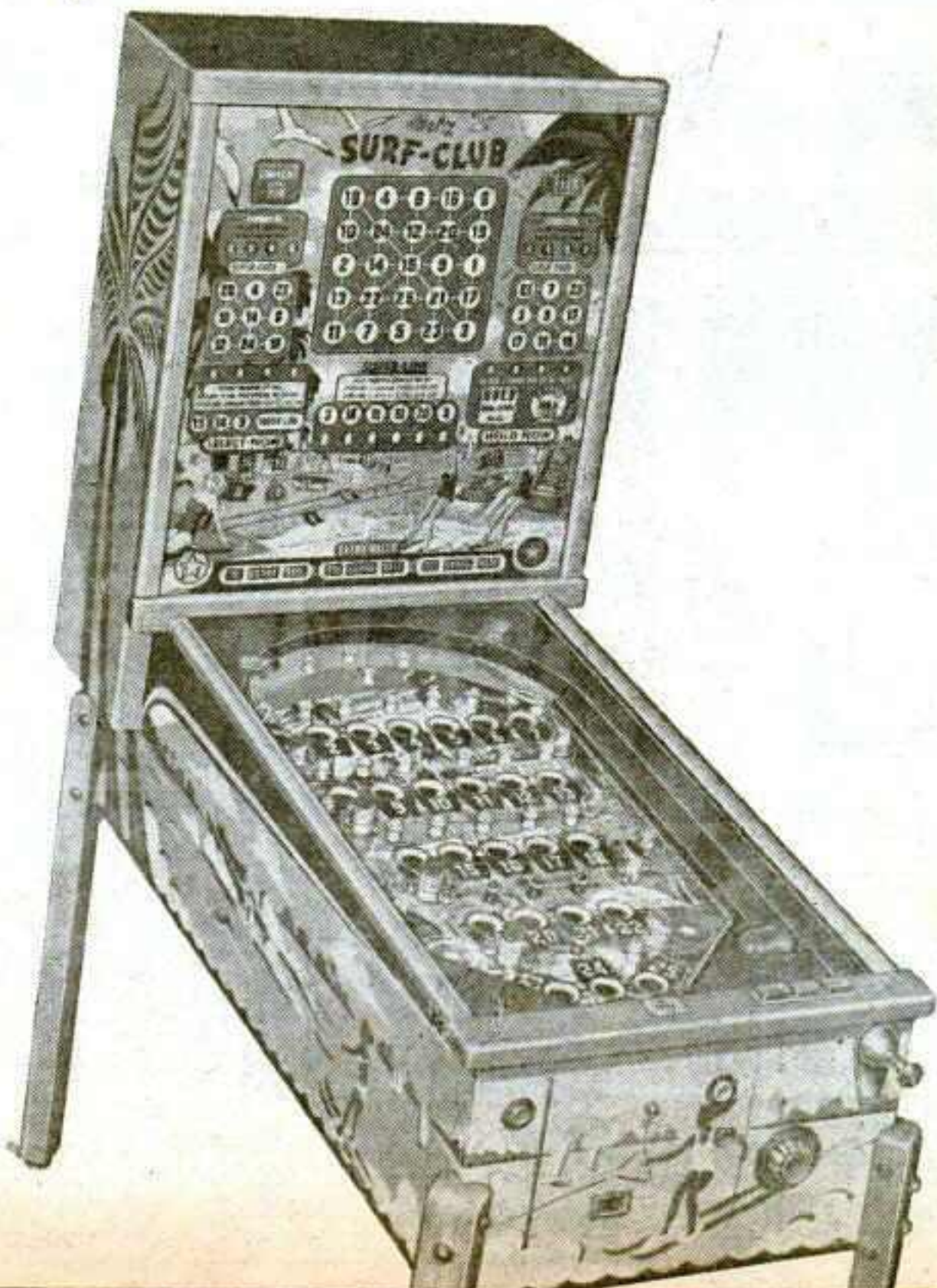


**Victory
BOWLER**
CHAMPION BOWLER-APPEAL
WITHOUT MATCH-SCORE

8 FT.
BY
2 FT.

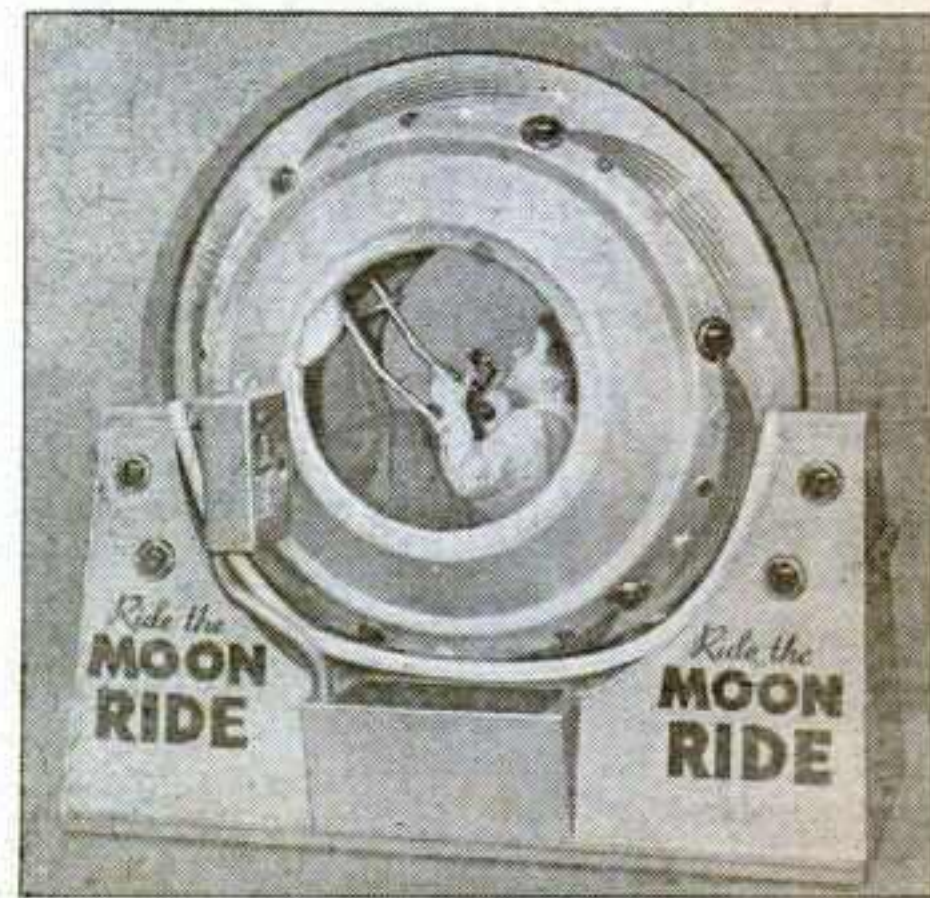
SURF-CLUB

SMASHING ALL RECORDS
FOR EARNING POWER



MOON-RIDE

SENSATIONAL
NEW KIDDY-RIDE



See Your Bally Distributor or Write
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2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

ACE

SHUFFLE-ALLEY

24
BIG
SCORING
REGISTERS

4 FOR
EACH PLAYER
ONE TO SIX
CAN PLAY

WITH SENSATIONAL NEW
Master-Frame
Feature

SPARES SCORE 300—STRIKES SCORE 500

Regulation 1 to 9 and 20-30 Scoring

Single, Double, Triple, Quadruple, Quintuple Scores
(SCORES ON 5 FRAME AND AGAIN ON 10 FRAME GAME)

Popular Triple Match Feature

10th Frame Feature

Available in 10¢—3 for 25¢ Models

KING-SIZE BOWLING PINS

FAST PLAY

FAMOUS UNITED
E-Z SERVICE FEATURES

TWO | **8 FT. BY 2 FT.**
SIZES | **9 FT. BY 2 FT.**

SEE
YOUR
DISTRIBUTOR
NOW!

UNITED'S
HAWAII

Fast Action In-Line Game with

New
Diamond
Diagonal
Feature



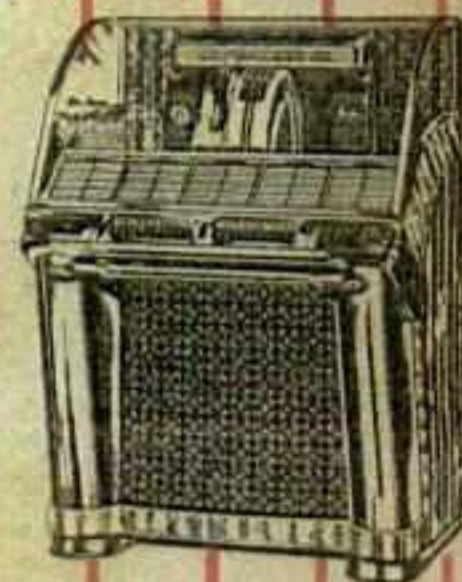
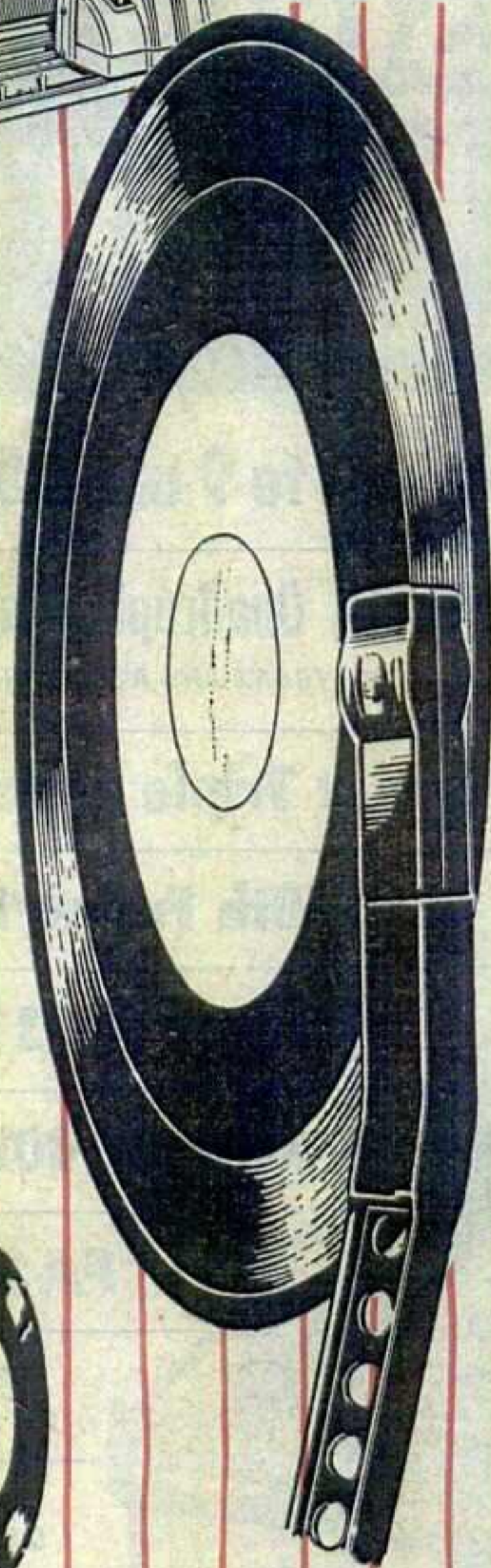
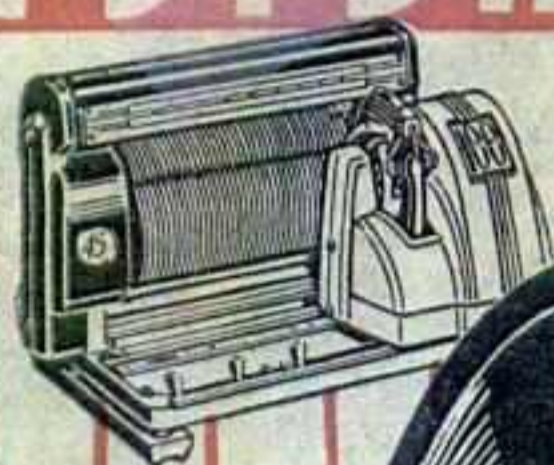
Standard
Pinball
Cabinet
Size

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DISTRIBUTOR

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED'S RAINBOW
SHUFFLE ALLEY
has all the features of ACE
except Triple Match Feature

LEADERSHIP



VERTICAL PLAY, VERTICAL STORAGE

Another Seeburg first, introduced in 1948. Vertical play not only attracts increased interest, but also results in longer record life because dust and dirt do not collect in grooves of records that are both stored and played in the vertical position.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



*America's finest and most
complete music systems*