Billboard
Billboard

featuring 1953 FAIR DATES COMPLETE LIST OF AMUSEMENT PARKS OUTDOOR EQUIPMENT . CONCESSION SUPPLIES

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APRIL 11, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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New Easement By State Dept. On Circus Acts

WASHINGTON, April 4. - A brighter outlook is seen here for circus performers under the Mc-Carran-Walters Immigration Law, thanks to the voluntary efforts of Melvin D. Hildreth, prominent D. C. legalist. Whether similar relief will be extended to professional entertainers in other fields, particularly stage, carnival, TVradio and music, is uncertain. As for circus performers, however, the State Department is showing a "more understanding" attitude. The law, which became effective in January, is interpreted as prohibiting immigration of show talent except in rare instances where it could be proven by affidavits that the performers are virtually "unique." Hildreth has convinced State Department officials that the circus performer has a unique role as a professional entertainer and consequently should not be restricted under the law.

Hildreth said that evidence has already been shown that U.S. immigration authorities are "evincing better understanding of the problem of the circus performer's unique capacity." "Many people in government apparently were not aware of that," said Hildreth, "I believe that they now understand that the circus performer is a person who comes from a long line of performers and is constantly as his living is derived from many (Continued on page 49)

Palace Reverts To 8-Act Policy

NEW YORK, April 4.-The Palace will go back to its eightact policy starting April 27. The first show will be in for 11 days ed to provide fatter grosses than to enable the following shows to last year, when major strikes open Fridays.

No acts have yet been set and the RKO chain doesn't expect to increase its budget. This means will be the policy of the Palace to the profits of last year. for most of the summer months.

various attractions in an effort to get them committed to a Palace tions is believed likely. A and will continue to be affected, be stage.

EDITORIAL

.. Or We'll All Hang

As the adjoining news story points out, the picture theater interests are making a powerful drive in Washington to exempt themselves exclusively from the 20 per cent admissions tax. It is obvious that this one segment of the amusement industry is striving for tax relief with complete disregard for the many others saddled with the same tax burden.

Whether the admission tax is necessary for the economy of the nation, or fair at this time, is a matter for the members of Congress to decide. Certainly all industry leaders agree that tax relief is necessary. But to reach a decision, Congress should study the problems of all the people who have been affected by this tax. It is therefore vitally important that all elements of the entertainment business, the operators of picture houses, legitimate theaters, night clubs, arenas, amusement parks, fairs, carnivals and circuses, have an opportunity to be heard in Washington.

There cannot be rivalry between factions; all should strive for an analysis of the entire field, not any particular part. Selfish, discriminatory efforts may spell disaster for the entire

Rep. John D. Dingell, a member of the House Ways and Means Committee, has repeatedly warned of the dangers of independent pressure on that committee. He has said: "If you try to get piecemeal exemptions for one special group without seeking relief for the other, it's liable to wreck the whole thing.

But lethargy on the part of many individuals in show business has not been aiding their common cause in Washington. Action, and organized action now, is vital. The Billboard strongly recommends all members of responsible amusement trade associations to join a united move to insure deserved Congressional consideration. Officers of the associations are charged with the duty of organizing a working committee to tackle the issue immediately. The first hearing of a propicture bill, HR 157, is scheduled for the House Ways and Means Committee on April 20. Unless all interests are represented at that hearing, the parade may have passed by.

The feeling in Washington has been that chances are brighter than they have been in recent years for reduction of amusement excises, particularly the admission tax, but this could be completely jeopardized by any piecemeal approach. The entire industry must be considered.

on the move, and is not interested in nationalistic politics inasmuch as his living is derived from many In Outdoor Field

By HERB DOTTEN

CHICAGO, April 4 .- The outdoor amusement business is in for a good season.

The reasons:

thruout the nation.

2. Industrial sections are expectslashed income in manufacturing

centers. slightly by the decline in comthat the standard and small acts, modity prices, are expected to have become accustomed to the with an occasional semi-name, yield incomes almost, if not equal, vexations the problem poses and contains a semi-name, yield incomes almost, if not equal, vexations the problem poses and

Chain is still dickering with waving of Russia, no sharp abate- too." date for the fall. So far no deals stretch-out make-ready is poshave gone beyond the exploration sible, but the shift in tempo would not put a severe dent in stage.

| Make-ready is posmissible, but the shift in tempo will help, with circuses running a mill help, with circuses running a would not put a severe dent in stage.

the nation's economy, at least during the outdoor season, according to top-rated econo-

Employment is seen continuing at a high level, and this, while 1. Continued high employment spelling good business for outdoor amusements, also would provide operators with a major headache: a labor problem.

Help Problem

Help for touring shows has __ been in extremely short supply 3. Rural areas, affected only for several seasons and no easing Au of this is expected. Ops, however, most philosophically allow, "you Regardless of the olive branch- can't have your cake and eat it, Fa

Sked Hearings For April 20 on Admission Levy

By BEN ATLAS

WASHINGTON, April 4 .- Theater owner interests have stolen a jump on the rest of the amusement industry by winning from the House Ways and Means Committee an April 20 hearing on one of some two-score bills introduced in Congress proposing to exempt movie theaters from the 20 per cent admissions tax. Indicative of the powerful pressure which is being exerted by the film the-ater interests, the House Ways and Means Committee established a precedent for a new Congress in slating the hearing on this issue in advance of public hearings on any of the other pending major tax issues.

Theater owner interests which, since the session's start have been staging a ell-organized drive to exempt them alone (The Billboard, January 3, January 10, February 21), apparently have mustered strong support on the hill. Altho it is doubtful that the "quickie" hearing April 20, which presently is set for only a single day, will produce an immediate conclusive vote by the House Ways and Means Committee, it nevertheless will serve a strategic purpose to bring the movie-theater drive to the attention of both Houses, overshadowing momentarily at least most other tax matters and certainly taking precedence over the many demands for tax relief from other amusement interests. This drive has come as nd surprise to seasoned Capitol Hill observers, and for that matter it has not surprised the lawmakers themselves. Only last month Rep. John D. Dingell (D., Mich.), an influential member of the House Ways and Means Committee, reiterated a warning which he first sounded last month (Continued on page 49)

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Billboard Backstage

To hear one radio network press agent of our ken tell it, his lot and that of his confreres these days is as unhappy as that of W. S. Gilbert's classic policeman. He laments about the difficulty of cadging space in the gazettes for radio stories or reviews in the face of the attention given the medium's more glamorous kid sister, TV. Actually, this is merely another indication of a generally doleful attitude, shared by some of this flack's higherplaced network contemporaries, and verging almost on an inferiority complex about the medium. Existence of such a complex was made abundantly clear by the way the top AM web brass permitted themselves to be bulldozed, bluffed and beaten last year by the concerted advertiser drive to cut radio rates.

That's why we especially welcomed the news reported last week in our radio-TV columns about the hold-fast stand taken by the Columbia Broadcasting System. In effect, CBS told the rate-cutting lobby that the network isn't having any this year, thank you. By taking a strong position even before the raising of the annual cry that radio rates are too high, CBS has set a courageous example for the other networks. It will be one of the most encouraging signs for radio in people who have TV sets still years if CBS maintains that position and the other webs show a good part of the time. Radio's themselves to be equally determined to resist further devalua-

in the Hollywood market. And,

producers reason, if bankrollers

doubled last year. This time, it

has about tripled with approxi-

mately 75 TV films attracting

from the standpoints of both es-

tablished names and newcomers

lured by the promise of stardom.

Many of the established names

are beyond the reach of a local

sponsor's pocketbook. On the

other hand, a number of showbiz

names eager to remain in the com-

fort of their sun-drenched South-

ern California homes are willing

Hollywood as a talent center is

is meager.

in Hollywood.

sponsors' dollars.

vor of local TV.

grab filmed shows where plenty are many other showbiz names of

The number

which would seem almost amusing if the stakes weren't so high. The way some of the advertiser fraternity speak of the medium, one would suspect that the Department of Sanitation has a special brigade assigned to clearing the streets of AM receivers which the public is frenziedly discarding. Yet the rating story tells a remarkably different tale.

In New York City, where TV saturation of both stations and sets is at a high-water mark, radio remains the preferred meweek in the hours between 6 a.m. March 28 issue, a highly revealing per cent of the total audience, to the 45.5 per cent pulled by TV. Of course, the 6 a.m. to 6 p.m. hours were AM's strongest, with a 70-30 edge to radio. And in the evening hours, TV's edge in audience was barely larger than 60-40, the widest margin being 63.8 to 36.2 on Sundays.

These figures would seem to offer firm evidence that many strength is even lustier in other cities. In San Francisco, for example, charts in our March 14

Picture Business

HOLLYWOOD, April 4.—Tele- | Harry Owens, Lawrence Welk, | talent is available. The national

be said, profitably, taken to live

local TV in lieu of presently un-

available network deals. There

This whole question of radio's issue showed that radio has a strength has peculiar aspects 69-31 edge on an all-day, sevenday basis, and, even in the prime evening hours, radio outdraws TV every day of the week. In the face of these facts, we see no cause for AM broadcasters to take to the hills; even the press agent mentioned earlier might stand a better chance of getting his material printed if he had a heart-to-heart talk with the pundits of the press, using statistics such as these as a convincer.

Meanwhile, some of the same advertisers who annually complain that the webs' radio rate dium over the course of the full cards must have been composed by the authors of the Teapot and midnight. In The Billboard's Dome swindle are becoming ac-Radio-TV Show Charts in the tive on the video front as well, as noted in our issue of two weeks comparison of the media in this back. This is certainly one time city made by Pulse Reports when the left hand, as exemplishows that, in those hours, on a fied by the radio brass, should to entertain and overwhelm paseven-day basis, radio drew 54.5 keep closely apprised of what is transpiring with the right hand, or TV execs. Both hands together comprise a potent one-two punch which can ward off new attacks on broadcasting's rate structures

> Sam Chase joined The Billboard Radio-TV staff in February, 1947. He had been radio-TV editor of Tide magazine and prior to that put in a stretch in the radio division of Associated Press, New York. Sam is senior member of the present radio-TV film department.-Editor.

Highlight Reviews

North's Budget Tightrope Act Big One's Feature for 1953

By JIM McHUGH

Holding the line on its successful postwar formula-with the ing differs from recent efforts emphasis ever on lavish grandeur both in basic design and color. and multiple turns in most circus The severe, ultra - modern apperforming categories, but obviously attuned to cope with the on plastic and other synthetic marising costs which have made its recent under-canvas tours precarious at times—the Ringling Bros. and Barnum & Bailey Circus replaced with the deeper, true opened its 1953 season at Madison | colors. Square Garden Wednesday (1).

In length and breadth and sheer spectacle, the John Ringling North extravaganza is still "The Greatest Show on Earth," geared trons everywhere, secure in its role of one of a kind. In terms of top-flight circus talent, the fourhour opening night performance, staged for the benefit of the Cerebral Palsy Fund, fell short in a obvious only to a few knowledgeable patrons. There are enough imports to dot the program with the intriguing "First Time in the unparalleled pageantry, the America" slugs, including Mister Mistin Jr., the heavily billed Show and the apparent greater child musical prodigy, but their cumulative appeal can be summed up in terms of newness rather than accomplishment.

While the Big Show has been best in many a year. Built by

Max Berman and Sons and supervised by Max Weldy, the costumproach with the heavy emphasis terials was abandoned in favor of the richer, woven cloths, and the former pale pastels have been

With four lavish spectacles, as appealing as any in the past to show off the wardrobe, and a bevy of acts to populate the three rings and two stages, the Big Show is noticeably lacking in new thrill content. The first half of the show is particularly placid and nowhere in the entire performance is the audience lifted to finger-nail-biting tension which, in truth, most circus patrons are number of departments, a fact anticipating. Three, or even two, sock thrill acts, preferably new, would round out the performance.

But the Ringling name magic, color and massiveness of the Big emphasis on the tightening up of production costs should lead to economic victories both here and on the road. The kids will be goggle-eyed from start to finish, long noted for lavish costuming, and their elders, who up until last this year's wardrobe is easily the year found it difficult to focus on (Continued on page 70)

Faulkner Adaptation Proves

The Faulkner work, adapted

for TV in 48 hours, was an exquisitely uncluttered half hour, with a small cast (five actors, including a maid) and two sets (a bedroom and the rather spacious hallway of an old Southern mansion). Within the confines of the two rooms, Faulkner told the story of a bed-ridden matriarch (Mildred Natwick) and her vicious struggle to break up her son's (Dan Duryea) marriage to a girl (Sally Forrest) she considered unworthy.

Unlike many psychological dramas on TV (where the actors indulge in frenzied orgies of overacting lest the play's lack of physical action pall on audiences) the Faulkner opus was beautifully restrained from start to finish. Consequently, the actors were infinitely more convincing (Continued on page 11)

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

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Editors R. S. Littleford Jr. . Editor in Chief, New York

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Herb Dotten ... Outdoor Editor Clare
Wm. J. Sachs . Exec. News Editor Treat!
Ben Atlas Chief Washing reau
Lee Zhito West Coast Indicator Managers and Divisions

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Offices Cincinnati 22, 2160 Patterson St.

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Chicago 1, 188 West Randoiph

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Hollywood 28, 6000 Sunset L.

Sam Abbott

St. Louis 1, 390 Areade Building

Frank B. Joerling

Advertising Managers Cutdoor-Merchandise IndoorDan Collins, New Yo Coin Machine Robert Robbin, Chicago

Circulation Department Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Chio

Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries. \$20. Subscribers when requesting change of address should give old as well as

new address. Pub-lished weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati,

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Vol. 65

TV Can Be Great, Tho Simple

By JUNE BUNDY

The realization that TV has truly come of age in a literary sense was brought home to viewers Thursday (2) night when the first script written for TV by Nobel Prize-winner William Faulkner. The play, adapted for video by Faulkner from his short story "The Brooch," was enormously effective in the simplest way, which should debunk the theory (held by too many TV program men) that the presentation of great literary art necessarily calls for sky-high budgets, complicated production gimmicks, and umpteen sets and actors.

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COMING UP

Room Service..... 4- 6, '53

of live talent is at hand, the TV equal stature who prefer to refilm industry is in for a boom in main on the Coast and would be markets where the talent supply available similarly for local live tele shows. A similarly vast pool Two years ago, approximately of new talent is available to live 25 filmed shows were sponsored TV. It can be reasoned, therefore, that the increased use of filmed shows in this market is not caused by any lack of live talent for such

shows but a natural preference by sponsors for the canned fare. If probably the richest in the land, a TV market such as Hollywood, rich in new and established talent, prefers filmed programs to live film than live. Secondly, a sponshows, one can easily realize the reason why TV film producers are so confident as to the future of their industry.

number of filmed shows used here sors who will take the series for represents both national and local re-runs after the first bankroller sponsors. The reasons why either has used the series. to forego national touring in faa national or local sponsor favors Maybe they're right. At least film are basically the same on the increase in sponsors swinging Such nationally known names either level. The loval sponsor to film apparently is a point in as Spade Cooley, Ina Ray Hutton, chooses a filmed show when live their theory's favor.

vision film is continuing to attract sponsors in impressive numbers others, have eagerly, and it should over a live production has equally available to him a choice of live talent. The cost ratio between local and national sponsorship is about the same. The 300 per cent boost in film use, therefore, cannot be blamed Lux Video Theater presented the on lack of talent either locally or nationally. Instead, TV film producers will tell you, it's to the

credit of the filmed medium's advantages over the live method of program presentation. Basic reason why either local

or national sponsor will pick film, producers feel, is because the sponsor gets more production value for his money. First, more names are willing to do TV via sor of a live show must shoulder its complete cost burden. In film, the first sponsor automatically shares the cost of the program's The doubling and tripling in the production with subsequent spon-

Legit Line-Up

By BOB FRANCIS

available for legit bookings provided a proper guarantee is obtained from the production. Claiming top-flight maintenance, theater op believes that any one of the seven theaters could make until second night. the switch to the legit fold on 24-hour notice. . . . A report this week tabbed the Longacre Theater as the base of operations for "The Pink Elephant" which is due on the Stem the week of Monday (13). Longacre is currently leased investments to backers. Comedy, out what stars may be available. to the Mutual Broadcasting Com- starring Menasha Skulnick and pany.... Still another entry which Richard Whorf, has earned its en- material to be interpolated into might give ear to the Brandt sug- tire production cost and is now gestion is "I Found April" which completely off the nut. . . . Ben is taking a lay-off while questing for a local stage. The comedy is querade," has picked his home pix returns to legit fold April 20 due here Wednesday (15).... At town, Springfield, Mass., for its via Emlyn Williams' one-man its meeting this week, Actors' break - in unveiling. Starring "Bleak House." Using the same Equity Council set at rest doubts Veronica Lake and Charles Kor- technique he used last season in as to the continuation of the vin. the comedy opens Thursday his reading from Dickens, Wil-Equity Library Theater project. (9). It is due here at the Alvin liams will again be Mr. Dickens, Council agreed to underwrite half Wednesday (29).... Reports are playing the 35 characters from his the budget for the coming season. current that the stagehands of lo- own novel.... Bob Hilliard, ly-Other contributors to the ELT cal I are burned up with the at-

According to William Brandt, fund for next year are Maurice titude of management of Metcurrent managerial beefs about a Evans, the Golden Rule Foun- opera. The union's contract with theater shortage are a lot of non- dation, and Chorus Equity. Each the Met expired last August and sense. Brandt operates seven for- has donated \$100.... Four first- both sides are still far from agreemer legit houses on West 42d stringers bought their seats for ment on a new one. One report Street as grind pic emporiums. the opening of "Affairs of State" has the Met offering a 1 per cent He says that the Apolll, Selwyn, at the Selwyn in Chicago. Be- salary increase.... Instead of its Times Square, Lyric, Liberty, lieving that present road condi- cutomary "ANTA Album" bene-Victory or Eltinge would be made tions make it impossible for a fit, the American National Theashow to open smoothly in any ter and Academy may substitute given city, and that critics fail to a nostalgic program at the Empire make proper allowances in their Theater, slated to be demolished reviews, J. J. Shubert invited the at the end of the current run of Chicago aisle-experts not to come "Time of the Cuckoo." The bill

'FIFTH Season' PAYS OFF ...

would cover moments from productions presented in the old house since it first lighted in 1893, and be titled "Highlights of the At the 83-performance mark at Empire." ANTA has tentatively the Cort Theater, "The Fifth Sea- skedded May 17 for the project son" has paid off 50 per cent of its and is making a survey to find . . . Richard Whorf is staging new

"Hazel Flagg." The little Bijou Theater, for

(Week of April 6) (Continued on page 48)

Communications to 1564 Broadway, New York 36, N. Y.

Washington Once-Over

WASHINGTON, April 4.-Most the midst of Webster's explanatouching gesture in a long time on tion, Rep. Otto Krueger (R., N. Capitol Hill was House Interstate | D.) asked suspiciously, "Do all and Foreign Commerce Commit- those red columns belong to Rustee's bow to Chairman Paul A. sia?" Webster smilingly explained, Walker, of the Federal Communi- "No, the red is used here for cations Commission, at wind-up broadcasting. . . . Since the start of Walker's testimony on color of the new Congress, FCC Chair-TV this week. The 72-year-old man Walker has testified some 30 chairman, who is soon to be re- hours before various congressional placed, made a forceful appear- committees. At the outset of one ance which drew plaudits from hearing when the committee Chairman Charles A. Wolverton chairman asked Walker whether (R., N. J.) and several of his com- he was about to deliver "what mittee members. Walker demon- you call a brief statement," Walkstrated characteristic pluck dur-ing a colloquy with Rep. Joseph P. O'Hara (R., Minn.), who asked 30 pages. . . . Of 355 TV stations Walker whether he thought all authorized by FCC, 25 per cent TV set manufacturers will agree are affiliated with newspapers, on the National Television Sys- according to closed-door testimony tems Committee's proposed standards. The congressman quickly answered his own question, saying, "Speaking as a country boy, I doubt that they will." Walker wryly declared, "Just as a country boy, I agree."

NEW FCC HEAD TO UNLOAD STOCKS . . .

Like Defense Secretary Charles Wilson, incoming Commissioner John C. Doerfer, of the Federal Communications Commission, is going to dispose of his stock holdings before taking the oath of office. Unlike Wilson, however, whose General Motors stock holdings ran in the millions, Doerfer has a mere 25 shares in a company which won't bring much coin. "Nonetheless," Doerfer told the Senate Interstate and Foreign Commerce Committee this week, "I propose to be very scrupulous about that situation and perhaps dispose of it all."

Incidentally, the incoming FCC commissioner didn't do handsprings when Sen. John W. Bricker (R., O.) asked him what he thought of TV.

"My first experience with TV was with the so-called wrestling matches," replied Doerfer. have thought there could be some improvement."

Bricker asked: "In the matches or in television?"

"In the program," said Doerfer. RED COLUMNS ARE

NOT RUSSIANS . . . At a closed-door hearing by a House appropriations subcommittee, FCC Commissioner Edward Webster was showing the congressmen a map of international radio services in which the various types of brc dcast services were designated in different colors. In

released this week by House Appropriations Subcommittee on Independent Offices. As for newspaper affiliates in AM radio, it's 22.7 per cent out of 2,449 stations.

. . . Unusual courtesy was extended by all seven FCC members to Leo Resnick, who moved into private practice this week after trojan service as an FCC hearing examiner. All sent lengthy good-will letters. Two of the most laudatory send-offs came from Chairman Walker and Commissione: Eugene H. Merrill, who are also exiting.

11 of Top 25 Bankrollers Up Web Radio Outlay in '52

of the 25 advertisers who had the 797. In web radio, P&G dropped preceding year but more than largest total expenditures in 1952 thought sufficiently of the power of network radio to increase their budgets over the preceding year. This is one of the highlights to come out of an analysis of the bankrollers' 1952 spending by media, with the expected revelation of considerably increased TV investments confirmed. (See accompanying chart.)

Even among advertisers whose radio expenditures did take a drop in 1952, a sizable percentage was off only slightly from preceding years, while others who dipped from 1951 still were spending as much in AM as they had in some preceding seasons. On the TV side, three of America's top 25 spenders put out less in video than they had the year before, while some increased budgets comparatively slightly, and several virtually doubled their spending over 1951.

Top spender, as usual, was Procter & Gamble, which upped its total expenditures from 1951's \$35,859,156 to \$38,573,955. P&G's show interesting radio trends are TV expenditures almost doubled, Lever Brothers and Colgate, both

from \$18,159,693 to \$16,235,025.

Of the top 25 advertisers, those whose network radio billings rose in 1952 included: General Motors, R. J. Reynolds, General Electric, Cillette, Ford (which used none in 1951), Miles Laboratories, Chrysler, Westinghouse, Goodyear and Philco. Miles Labs also was one of the three from the select 25 who reduced TV expenditures, the others being Sterling Drug and Swift.

The case of Miles Laboratories is particularly interesting, since 1952 was its biggest recent radio year with the exception of 1950. Obviously, the experience of 1951, in which Miles boosted its TV spending and cut back in radio, convinced it that this was not the proper method to sell its products. Result is that Miles' AM tab in 1952 was \$7,021,901; in 1951 it was \$6,849,371. Back in 1950 it was \$7,892,701, the peak; in 1949 it was \$6,540,431, and in 1948, it was \$5,885,540.

Other top AM sponsors who

NEW YORK, April 4.—Eleven going from \$7,579,587 to \$14,204,- of which spent less than in the they did in some of AM's socalled peak years. Thus, Levers' \$5,759,817 was well under 1951's \$6,615,646 but still exceeded 1948's \$5,317,036. Colgate fell from 1951's \$4,736,688 to \$4,135,-687 but still topped 1949 and 1950, when its AM spending did not hit the four-million mark.

Other Big Spenders

Bankrollers other than P&G whose TV billings skyrocketed were Colgate, General Motors, Lever Brothers, and three tobacco firms: R. J. Reynolds. American Tobacco and Liggett & Myers. Colgate's \$8,252,416 was a sharp rise from its video billings the preceding three years: \$4,489,-841 in 1951; \$847,674 in 1950, and \$289,535 in 1949. General Motors jumped from \$1,772,490 in 1951 to over \$5,000,000 last year. Lever Brothers' tab, going backwards four years, has been \$6,607,548 in '52; \$2,788,711 in '51; \$650,765 in '50; and \$162,050 in '49. The three tobacco companies likewise have added substantially to their TV spending over the four seasons.

Campbell Soups, American Home Products and Liggett & Myers cut back sharply in radio use over the preceding year. Campbell's, which spent just over \$5,000,000 in 1951, reduced to just under \$3,500,000 last year, the first time in many years it has dropped under the \$5,000,000mark. AHP fell from about \$5,700,000 to about \$4,304,000very close to its expenditures in 1948 and 1949. Liggett & Myers, in falling to about \$4,000,000, dropped under \$5,000,000 for the first time in many seasons.

Reynolds Weighs Fall Video Future

NEW YORK, April 4. - R. J. Reynolds this week examined two of its TV properties to decide whether to retain them next season. "My Friend Irma," on the Columbia Broadcasting System, is said to be weak because of its failure to build satisfactory rat-

The Reynolds continuing spon-sorship participation in "Your Show of Shows" is in doubt because of the high cost of the pro-

List of Top Advertisers for '52

NEW YORK, April 4.-Following is a list of the top 25 advertisers for the year of 1952, along with their total expenditures and the amount put out for network radio and network TV. For purposes of comparison, their 1951 expenditures are also shown. Information is derived from research done by Publishers' Information Bureau.

		1952	1951	1952	1951	1952	1951	
Wat'l		Total	Total	Network	Network	Network	Network	
Rank	Company	Expenditure	Expenditure	Radio	Radio	Television	Television	
1.	PROCTER & GAMBLE CO	38,573,955	\$35,859,156	\$16,235,025	\$18,159.693	\$14,204,797	\$7,579,587	
2.	GENERAL FOODS CORP	22,028,540	21,842,212	6,199,430	6.869,503	7,379,300	5,730,773	
3.	COLGATE-PALMOLIVE-PEET CO	21,855,606	16,904,406	4,135,687	4,736,388	8,252,416	4,489,841	
4.	GENERAL MOTORS CORP	19,761,964	14,162,348	1,221,289	698,726	5,008.803	1,772,490	
5.	LEVER BROTHERS CO	17,549,986	13,617,873	5,759,817	6,615,646	6,607,548	2,788,711	
	GENERAL MILLS, INC		11,797,599	6,151,026	6,490,270	3,956,881	1,884,485	
7.	R. J. REYNOLDS TOBACCO CO	14,211,211	11,150,809	3.374,806	3,193,134	7.523.941	4,988,665	
8.	AMERICAN TOBACCO CO	13,093,881	11,483,042	2,332,334	3,302,906	5,917,709	2,975,957	
9.	LIGGETT & MYERS TOBACCO CO.		11,203,298	4,027,962	5,337,327	5,021,480	3,529,136	
10.	GENERAL ELECTRIC CO	11,635,421	12,426,483	311,695	248,462	2,813,670	2,163,996	
11.	GILLETTE CO. :	10.118,502	7,487,136	4,184,685	3,774,160	3,731,125	1,990,087	
	FORD MOTOR CO		6,547,409	143,778		3,065,840	3,023,703	
	STERLING DRUG, INC		10,081,062	6,370,822	6,908,141	503,878	574,035	
14.	CAMPBELL SOUP CO	8.924,581	9.268.747	3,489,936	5,055,179	1,504,372	590.070	
15.	MILES LABS, INC	8,347,585	8,189,752	7,021,901	6.849,371	505,890	610,785	
16.	AMERICAN HOME PROD'TS CORP.	8,318,555	7.937.417	4,304,592	5,699,191	2,136,985	535,375	
17.	CHRYSLER CORP	8,203,911	7,255,639	945,321	880,861	1.611,362	1,263,636	
	P. LORILLARD CO		7,612,366	2,692,058	2,748,941	3,770,021	3,065,135	
19.	SWIFT & CO	7,695,200	6,986,491	3,147,860	3,396,951	354,362	512.845	
20.	NATIONAL DAIRY PROD. CORP	7,657,949	8,723,758	1,432,544	1,669,184	2.944.289	2,116,023	
21.	WESTINGHOUSE ELECTRIC CORP.	7,539,383	5,113,528	849,479	14,366	3,482,439	2,083,610	
22.	PHILIP MORRIS & CO., LTD., INC.		6,691,108	3,095,001	4,465,272	2,849,490	1,614,180	
23.	PILLSBURY MILLS, INC	6,938,393	7,060,988	2,344.985	3,702,352	1,954,311	465,835	
24.	GOODYEAR TIRE & RUBBER CO.		5,304,472	525,036	454,486	1,422,460	1,002,225	
25.	PHILCO CORP	6,470,956	4,812,949	2.518.698	1.619.978	2,669,155	1,772,909	

Skelton Axing Confuses P&G's Fall Time Status

comic next season. P&G also decided to keep its new Paul Winshell show in the 7-7:30 p.m., Sunday slot on the National Broadcasting Company as origi-nally planned, which throws the fate of the 10-10:30 p.m. period up in the air. It's regarded unlikely that Tide, the "roduct boosted by Skelton, will use that time in the fall, and there is no certainty that any other P&G product will pick it up.

It is known that P&G toppers are huddling with top brass of other networks, discussing programs and time periods. P&G

Deodorant May Fill for Berle

NEW YORK, April 4. - The Grey Agency this week bought a weekly 30-minute TV version of Bert Parks and "Break the Bank" for airing as a summer property for Five Day Deodorant in half of the Milton Berle time on the National Broadcasting Company. Work level.

National Broadcasting Company.

Note that I be the second of th for Five Day Deodorant in half of work level. pending upon NBC coming up

NEW YORK, April 4.-As an- made a strong bid to land Fred ticipated, Procter & Gamble this Allen to head up a new show for week gave up the ghost on Red the 10 p.m. slot, but when Allen Skelton and will not sponsor the signed with Old Gold instead (see other story), the sponsor weakened on that time. NBC said, however, that P&G is discussing shows with the web.

There is little doubt that Tide will be represented in network TV come fall, but the program, network and time slot are still undetermined. However, the entire P&G picture is slated to be clarified within the next three weeks at the outside, a leading exec of the sponsor said this week.

Small Nash Cut to Local AM-TV Ads

DETROIT, April 4. - Broadcast advertising will get the small end in the new \$10,000,000 adverising budget just released by Nash Motors for 1953. With newspaper advertising upped 50 per cent and magazine coverage broadened, radio and television will come in for their share chiefly at the local rather than net-

The show will probably get the purpose, including radio spots, issue). Allen originally was to bankroller appears. complete television kit that will ey," but illness forced him to bow with a client for the preceding include slides, scripts and spot out and Shriner was signed inperiod which will be agreeable to Grey. The show tees off June 23. Daytime version of "Bank" will tive sales tool when used at the Coodson-Todman package, feative sales tool when used at the tures amateur vs. professional talrun across the board as before as local or dealer level, according to ent judges passing on new talent

OG Inks Allen; Shifts Shriner To CBS, Sat.

NEW YORK, April 4. - Old Gold cigarettes this week had a busy time of it, shifting one major TV property to another web, adding a new show fronted by Fred Allen to take the place of the first one, and renewing a third video stanza on yet a third web. The Fred Allen opus, titled "Judge for Yourself," goes into the 10-10:30 p.m. Tuesday slot on the National Broadcasting Company, where the sponsor has been airing Herb Shriner's "Two for the Money" show.

The latter shifts to the 9-9:30 p.m. Saturday slot on the Columbia Broadcasting System. Old Gold also renewed "Chance of a Lifetime" on the American Broadcasting Company.

In signing Allen, the sponsor had to beat off a late bid by Procter & Gamble, which was after the comic to head a stanza

Shriner, 'Husband' to Be CBS-TV Attack

TV network will mount its most potent threat to the Saturday night rating supremacy of the National Broadcasting Company's "Your Show of Shows" next fall. Two name packages, "Two for the Money," starring Herb Shriner, and "My Favorite Husband," featuring Joan Caulfield and Barry

Hope Signs to Spell Miltie

NEW YORK, April 4. - Bob Hope this week signed to take turns with Milton Berle in the 8-9 p.m. Tuesday slot next fall, as reported exclusively in The Billboard last week. Hope's renewal pact with his bankroller, General Foods, calls for 10 TV appearances in that time period. The sponsor also renewed Hope's 11:45-noon radio strip on the National Broadcasting Company, but dropped Hope's 10-10:30 p.m. On Cuff by CBS Wednesday radio show, the latter Wednesday radio show, the latter

The TV deal calls for Berle to appear on a ratio of about two

NEW YORK, April 4. - The | Nelson, go on CBS-TV next-sea-Columbia Broadcasting System's son against the Sid Caesar-Imogene Coca vehicle.

Old Gold is bringing Shriner over from NBC-TV, and has bought 9-9:30, Saturdays, while International Silver and Simmons Mattress will alternately sponsor "Husband" in one of the two following half hours. CBS-TV also is said to have a hot prospect for "Meet Millie," now in the 9:30-10 p.m. slot, Saturdays.

With Shriner and "Husband" adding strength to Jackie Gleason, who already has delivered a knockout blow to "All Star Revues," CBS-TV hopes to damage the "Show of Shows" even more than it did this season when it moved the Max Liebman presentation out of the top 15 programs. International Silver will drop "It's News to Me," which it currently co-sponsors with Jergens Saturdays, 10:30-11. Jergens is expected to do the same and is said to be shopping for a new

'Gangbusters' Put

NEW YORK, April 4. - The long-run "Gangbusters," one of Phillips H. Lord's most successful packages, seemed to be coming shows to every one of Hope's. to the end of the sponsorship Another name comic is being trail when General Goods this sought to fill out the several week canceled the show, effecweeks of the season not accounted tive April 18, on the Columbia a sustainer, unless a bankroller J. B. Huntress, Nash advertising acts. Lennen & Newell is the bankroller next fall will be Buick. Broadcasting System's radio netagency.

TV'S BIG TAX POTENTIAL

\$8 Bil Annual Levy to U.S. When Video Comes of Age

WASHINGTON, April 4.—The TV broadcasting industry "directly and indirectly" will provide Uncle Sam with a vast new tax revenue plum of \$8 billion and more when the industry gains maturity, according to an estimate made to the House Appropriations Subcommittee on Independent Offices Chairman Paul A Calif asked: "Can you support a series of the United States Treasury each year from lightly by the commission's legal responsibilities is essential to the nation's economic well being and a good investment of the taxpayers' dollars."

The Voice will continue using the commission's legal responsibilities is essential to the nation's economic well being and a good investment of the taxpayers' dollars."

Washer went on later in his testimony to explain:

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Washer went on later in his testimony to explain the commission's l pendent Offices. Chairman Paul A. Calif.) asked: "Can you support a Walker, of the Federal Com- statement that one successful telemunications Commission, in testi- vision station will bring in more fying to the subcommittee behind than \$8 million in taxes? closed doors, declared that a single successful TV station after 15 years of operation could bring in to read: 'The aggregate cumulative some \$8 million in tax revenue to revenue from even one successthe government, "directly and indirectly." On the conservative estimate of 1,000 "successful" TV stations out of a potential 2,000 or station would bring that much more eventually, the \$8,000,000,000 revenue in-directly and indifigure is looked upon as a rectly. . . . In short, from every minimum.

Walker made the estimate under questioning by the subcom-mittee after the FCC chairman had declared that "the aggregate cumulative revenue from even one successful TV station over a span of years will equal or exceed a year's total appropriations to the commission for all pur-poses." The FCC has been asking for \$8 million as its appropriation for the new fiscal year. Walker said, "The granting of a license which results in the construction of a television station brings in many additional dollars in taxes, not for just one year but for the whole life of the new business enterprise. The amount of such tax revenue in just one year exceeds the cost of handling the application many, many times over."

FM BLUES

No Profit, So St. Lou Nixes Transit Radio

national advertising.

happened in a city of any size," said Crisler. "We can't understand it. Kansas City in the same State is going good, but in St. Louis we just couldn't sell any ads." He said some St. Louis riders complained when it was an-nounced that the service, oper-ated by Station KXOK-FM, was being discontinued. Transit Radio has receivers in buses operated by the Cincinnati Street Railway Northern Kentucky.

Walker replied:

"You notice I have changed this point of view, we believe that

WABC-TV DRIVE

Station Raids Rivals, Turns To Coca-Cola

flagship of the American Broad- and salaries to local technicians, casting Company, WABC-TV, is salesmen, entertainers and other feeling its oats on the heels of the station personnel as well as payweb's recent merger with United ing taxes in one form or another Paramount Theaters, and is out to the local. State and federal to raid some top business from governments." other local outlets. Currently, bossman Paul Mowrey has his sights set on the Coca-Cola 30minute kidstrip, "Sense and Non-sense," now airing 6-6:30 p.m. via WNBT. Mowrey hopes to get the business for his 7-7:30 p.m. strip, and is pitching to the William Esty agency.

While no details have been divulged, it is understood that WABC-TV has devised an incentive plan as bait to new bankrollers. The outlet recently inked tional Broadcasting Company op-CINCINNATI, April 4.—Radio Kellogg for "Superman" and posite Arthur Godfrey. The film service in 1,000 St. Louis buses Chuckles for "Range Riders," and program has ailed to achieve and streetcars was discontinued is on a moppet binge as the result Wednesday (1) because the of soaring ratings achieved by one of the most exp St. Louis operation could not "Rootie Kazootie," which kicks produced for video. make money, it was announced off the juve sked in the 6-6:15 Thursday by Dick Crisler, presi- p.m. strip. "Kazootie's" Tuesday dent of Transit Radio, Inc., here, and Thursday periods, sponsored ing 8:30-9 p a. Wednesday slot. which sold the equipment to the by Gordon Baking, will shortly It may, however, decide to give St. Louis firm and handled its be syndicated by the bankroller "Cavalcade" a chance in another via kine in Chicago, Detroit, To-"This is the first time this has ledo and South Bend, Ind., as well.

"We know something about the public need and demand for television service at the local level because experience shows that within two years after a station goes on the air the great majority of families in that community buy TV sets ranging in price from \$200 to \$400. This in turn creates business for the local retailer, the local radio serviceman and the said. local public utility. The TV station also is helping local merchants by bringing to the community a new and very effective medium to stimulate the sale of their goods. Moreover, the station which may have invested from one-quarter of a million to well over a million dollars in going on the air-and that means creating a market for manufacturers of towers, antennas, tubes, cameras and all the other variety of equipment which goes to make up a station—is a going enterprise in the community. It is a source of entertainment, news and information-an outlet for local groups-a dramatic means of tying in that community with the national community. And the station is paying out annually anywhere from \$200,-NEW YORK, April 4. - The 000 to over a million in wages

'Cavalcade' Status Mulled

NEW YORK, April 4. - Du Pont has indicated grave dissatisfaction with the TV version of its 'Cavalcade of America," and with its time period on the Nasubstantial ratings, even tho it is one of the most expensive shows

The advertiser will very likely bow out of its NBC-TV alternatspot to see whether under 'ess competitive conditions it can produce ratings.

'Voice' Is Target Of Economy Drive

on State Department's Voice of pacity. WASHINGTON, April 4.—The; "Put another way," said Walker, effective and prompt discharge of America which has been a bigger will be given either dismissal or son, O.; General Electric, Belletransfer papers. If no spots are found for those listed for transfer ell, Mass., and World Wide to other agencies, they will get Broadcasting Corporation, Scituexit papers, too. The economy ate, Mass. move is part of a State Department-wide step which will vacate nearly 650 jobs in the depart-ment's International Information Administration, State officials

The Voice, meanwhile, has decided to get along without 12 of the 42 short-wave radio transmitters it has been using in this country. Dr. Robert L. Johnson, new IIA administrator, announced a decision not to use contracts which expire June 30 for use of facilities of five radio transmit-ing plants. Dr. Johnson said the move will result in an annual saving of more than \$500,000. He explained that a cut of more than 15 per cent in radio program hours broadcast by the Voice

TOIGO WINS

Tiff Causes O'Meara to Leave L & N

NEW YORK, April 4.-The departure of former veepee Walter 15-16, is not expected to conclude O'Meara from the Lennen & New- its color TV probe before midell agency recently was the cul- June. That means the Senate Inmination of a reported bitter in- terstate and Foreign Commerce tra-agency conflict. O'Meara, the Committee, which launches an top creative supervisor at the educational TV inquiry later this agency, allegedly had his share of month (see separate story), won't disputes with Adolph J. Toigo, move into color TV until summer. exec veepee in charge of business Meanwhile, opinion continues to administration.

W. Lennen when Lennen & Mit- an appearance commercially prior chell was re-organized into Lennen & Newell. According to trade acceptance would be likely to be reports, there were differences of stalled by fairly prohibitive prices opinion almost immediately, with on sets. All talk in industry and Toigo's point of view winning out. O'Meara then decided to leave. He agreed however, to serve as a consultant to the agency.

With him left Maitland Jones, veepee and copy chief, who since has connected with Sullivan, Stouffer, Colwell & Bayles in a similar capacity. O'Meara is now working on several literary pro-

WASHINGTON, April 4.—The within the current fiscal year has economy boom is being lowered left an excess of transmitting ca-

The Voice will continue using

The voice is in for a far bigger shake-up as current exploratory studies are completed. Several studies are being made on Capitol Hill and also by a separate presidential commission. Recommen-dations have already been heard for transferring the Voice from the State Department to a separate agency. Other recommendations have included drastic paring down of Voice activities and unifying all psychological propaganda ef-forts under a single agency.

Expect Color Probe to Last **Until Mid-June**

WASHINGTON, April 4.— House Interstate and Foreign Commerce Committee, which will take a formal look-see at latest National Color Television System's compatible color TV April prevail that wide-scale com-Both top-level brass were mercial color TV is off until 1955, brought into the agency by Philip and that even if color TV makes to that, immediate general public government currently is that color TV may not gain popularity until perhaps the 1956 political conventions, with the latter certain to stir interest just as the 1952 national conventions stimulated unusual a V fervor.

> Federal Communications Commission experts and the press will be invited to attend the color TV demonstrations which will be staged by NTSC in Camden, N. J., and New York City. The House Interstate and Foreign Commerce Committee is headed by Rep. Charles A. Wolverton (R., N. J.). The first three hours of the opening day's demonstrations will be spent at research laboratories, with the group moving on to New York to witness color transmissions and reception there. Chairman Paul A. Walker, of the FCC, who occupied the stand Tuesday (31) at the House committee's only session this week, voiced agreement with earlier testimony from Dr. W. R. G. Baker, NTSC chairman, that it would be pointless for the FCC to rush to findings and that it would be wise to see the latest compatible system therely field-tested first.

> Chairman Wolverton said that he looks for "industrial testimony" after the committee witnesses the forthcoming color TV demonstrations.

SIDEWALK SUPER SEG WINS EYES

WASHINGTON, April 4. -WTOP-TV here has come up with a new idea for a "con-structive" TV program which incidentally costs nothing and interests everyone. Station put a TV camera atop its building, and during the early morning "Uncle Bill Jenkins" show turned it on. Televiewers relished shots of steam shovels, cement mixers, steel workers and carpenters at work. Everybody is a sidewalk superintendent at heart, the station concluded.

Naming of Barnes Cues New Probe Of Restrictive TV Practices Cases

WASHINGTON, April 4. - A is anticipated with the appoint- of Composers, Authors and Pub-Company and the Green Line of thoro re-examination of all pend- ment of Stanley N. Barnes, pre- lishers against Broadcast Music, ing restrictive TV practices cases siding judge of the Superior Court Inc. ACCAP charges that BMI's charge of the Justice Depart- criminate against ASCAP. ment's Antitrust Division.

> High on the list of cases which Judge Barnes is expected to take up with Atty Gen. Herbert Brownell Jr., is the anti-trust suit against 20th Century-Fox Film Corporation; Warner Broth-ers Pictures, Inc., Columbia Pictures Corporation and nine other film producers and distributors. Justice claims that they combined to keep TV stations from using 16mm. feature films. Hearing has been set for June 18.

and others are charged with curbradio, television and film rights on championship fights. Decision brought to trial last January, also tional Collegiate Athletic Asso- field. ciation, which voted overwhelmingly to continue its practice of restricting televising of football games.

brought by the American Society pany, as program chief.

www.americanradiohistory.cor

of California in Los Angeles, to ties with the broadcast industry be assistant attorney general in amount to monopoly and dis-

SAMISH DEAL?

May Take Exec Post At CBS-TV

NEW YORK, April 4. - The rumor mills this week worked The International Boxing Club overtime when Adrian Samish, recently resigned radio and TV ing competition in boxing and of head of Dancer, Fitzgerald & Sample, had lunch with Harry Ommerle, assistant head of video on the case against the National Programing at the Columbia Football League, which the government initiated in 1951 and is that Samish is considering a producer's berth at CBS-TV simiis expected. Tied in with this is lar to the profit-sharing deal the the possibility that a complaint network allows its top creative may be lodged against the Na- personnel such as Irving Mans-

This sort of deal would naturally allow Samish to earn plenty of loot should he be able to create commercial properties. Samish's Still awaiting disposition by the last network affiliation was with Antitrust Division is a complaint the American Broadcasting Com-



Wilmington Delaware

market

MEEKER Represented by

audience that buys.

vania. Buy WDEL-TV for an

'A Steinman Station

New York Chicago Los Angeles San Francisco

"There Is No Business" Like Show Business"

the friends you rate...
make the success you bait...



to all my friends:

Thanks for the success you have made the above

james j. kriegsmann



FCC 'Little Freeze' On 1,000 Tele Bids

Logiam of Hearings on Conflicting Applications Cramp Commission Action

spite the Federal Communications reduced appropriations impose in Commission's unabated pace in issuing TV grants, a "little freeze" on the bulk of some 1,000 pending sider the problems of new devel-TV applications is unbroken and opments, anything from color telewill remain so for a long time to vision to subscription radio and come because of a logiam of hearings on conflicting bids. This was acknowledged to be the situation by Chairman Paul A. Walker, of sequent benefits of such growth to the FCC, at a closed-door hearing the public." of the House Appropriations Subcommittee on Independent Offices. Walker sounded a warning in asking the subcommittee to support the agency's \$8,356,777 budget request for 1954 as a means at least to avoid a still heavier logism to avoid a still heavier logjam. "Even if we should get every nickel that we have requested for our television hearing work," Walker said, "there will still be pending before us at the end of 1954 several hundred applications involved in hearing status." There are now 550 TV bids tied up in hearings.

Altho the FCC has taken several steps to cut the length of the hearings "consistent with fairness to the parties and a proper regard for the public," the outlook for thawing the freeze is none too bright. "Taking the most optimistic view of things," Walker said, "the fact is that we have hundreds of applications for new television stations backed up awaiting hearing. It will take years to dispose of this backlog with our present limited hearing staff," continued Walker. "What this means, to put it differently, is that many, many communities all over the country cannot get an extensive competitive service until we can dispose of the sion postponed the effective date already operates four stations. large number of applications pending before us that are tied up in

The Budget Bureau, under the new Eisenhower administration, is known to be applying the ax to the FCC budget as submitted to Congress in the final days of President Harry S. Truman's administration. The FCC budget for 1954 called for \$8,000,000 even, and \$8,356,777 including reimbursements from other sources. This 1954 estimate is based upon average employment of 1,265.5 compared with 1,039.3 for 1,103.2 employees.

Walker said that "during the commission has been steadily reduced, while the industry over increasing rapidly in both volume to one network. added: "We are particularly con-



WASHINGTON, April 4.-De-| cerned . . . by the limitations that the field of policy making." He said the commission "could more effectively and speedily now contelevision, in order to make possible the sound rapid growth of the radio industry and the con-

FCC Okays 8 For 440 Total

WASHINGTON, April 4 .- The Federal Communications Commission this week issued eight of CP's to Veterans' Broadcasting TV grants-all for UHF stationsto bring the number of post-freeze to share time on VHF Channel 10 authorizations to 332 and grand at Rochester, N. Y., pending contotal to 440. New CP's went to sideration of a protest to these Sheldon Anderson, Tulare, Calif., Channel 27; Lewistown Broad-System, Inc., licensee of AM Stacasting Company, Lewistown, Pa., Channel 38; Mountain Empire Broadcasting Corporation, Marion, Alexandria, La., Channel 62; Community Television Corporation, New Orleans, Channel 32; Genesee Company might specify whether Valley Television Company, the commission should give con-Rochester, N. Y., Channel 27; sideration to its Miami or Wheel-CKG Television Company, New Orleans, Channel 26; Home News Publishing Company, New Brunswick, N. J., Channel 47.

GREGORY GIVES EASTER BREAK

NEW YORK, April 4. -Television this week came up with an unsung hero in Kim Gregory, Columbia Broad-casting System network operations supervisor. Gregory allowed Arthur Godfrey's Wednesday (1) night show to run a minute and 35 seconds over because the redhead was discoursing on Easter. The CBS-TV exec soon afterward was busy combing William Esty agency account men out of his hair. They service "Strike It Rich," the following show, for Colgate.

Because there was no way of allowing the Colgate program the same run-over privilege, "Strike It Rich" had to be cut. It is not known whether Colgate will ask CBS-TV for a rebate on the expensive time lost. The probability is, however, that both Colgate and CBS-TV will recognize Gregory's action as a smart move and one that retained the viewer's good will for both the advertiser and the network.

Company, Inc., and WHEC, Inc., tion WSAY, Rochester. The FCC Wheeling-Steubenville areas, in order that Storer Broadcasting sideration to its Miami or Wheeling-Steubenville applications. Under the rules of multiple ownership (limiting TV station ownership to five) Storer could not re-At the same time, the commis- ceive CP's for both areas, since it should dedicate "a certain amount

Educational TV Back In Tobey Group Eye

Senate Interstate and Foreign our educational activity along Commerce Committee under Sen. with our commercial activity, it Charles W. Tobey (R., N. H.) has is more in the American way." tions Commission to an executive the possibilities of exclusively session April 16 preparatory to a educational channels were "uncommittee probe into educational told and unappreciated generally." television. Tobey made clear this week that he wanted to explore "the whole field of education," including the need for extension beyond June 2 the reservation of channels exclusively for educational TV. If extension is feasible, the committee must determine whether this can be effected by FCC action or whether specific legislation is required.

An indication of things to come was seen at a hearing this week on the qualifications of John Doerfer, of West Allis, Wis., to be FCC commissioner, with Senators Edwin C. Johnson (D., Colo.) and John M. Butler (R., Md.) united in contending that commercial stations can provide adequately for educational programs, and for a new commercial TV station Sen. John W. Bricker (R., O.) in Milwaukee, on VHF Channel vigorously defending exclusive 10, a channel reserved for educaeducational TV channels as "one of the great opportunities in the educational field."

Emphasizing that "television is a very expensive operation," with construction costs ranging "from also decided to withhold for seven \$300,000 up to \$500,000" and oper-Broadcasting Corporation, Marion, days action on all applications for ating costs running "as high as Va., Channel 50; Barnet Brezner, TV stations in the Miami and \$1,000 a day," Johnson declared, "There are few educational institutions heavily endowed and wealthy enough who can afford to operate a TV channel."

Pointing out that "there are very few takers" for the 242 channels reserved for education, Johnson offered this solution: Every of time" to education. Butler con-

WASHINGTON, April 4.-The curred, adding, "If we can work in invited the Federal Communica- Bricker disagreed, arguing that

> Bricker's stand was reiterated in a telegram from the governors of 14 Southern States to FCC Chairman Paul A. Walker asking that the reservation of TV channels for educational purposes in their States be continued "for at least two years after June 2, 1953." The governors noted that Legislatures in eight of the States would not be able to act on plans for educational TV channels before 1955. Under current regulations, commercial applicants are eligible to vie with schools for the reserved channels after June 2.

> Meanwhile, the FCC this week stepped into the educational TV controversy by dismissing an application of Hearst Radio, Inc., in Milwaukee, on VHF Channel tional use.

Chi Tele Gets Council Okay

CHICAGO, April 4.- The Chicago City Council investigation into the relationship of crime on televsion to juvenile delinquency came to a happy end for telecasters this week as a council subcommittee rejected all resolutions critical of the industry.

A Republican alderman, John J. commercial TV station licensed Hoellen, asked the committee to approve a resolution that the TV industry set up a voluntary censorship of crime programs. He also asked that the FCC be requested to study the relationship of televised crime to actual crime.

Both resolutions were voted down by the four other aldermen, all Democrats. The four Chicago TV stations were represented at the committee's public hearing by Barnet Hodes, Democratic power and law partner of Jake Arvey, Democratic boss of Chicago.

Sinclair to Launch **Giant Local Drive**

NEW YORK, April 4. - The Sinclair Refining Company will launch its biggest advertising and promotional campaign this month, marked by the company's record use of local radio and TV, to introduce two new premium gas and motor oil prod-

Sinclair will buy more than 22,600 radio spots this year over 113 stations in 84 cities in the company's 36-State marketing area. TV spot buys for the year will total over 2,100 in 17 cities. Products pushed will be Sinclair Power-X gasoline and Sinclair Extra Duty motor oil.

to 1,449,831. February total was nearly double the 409,337 TV sets produced in February the previous year. RTMA reported that there was no let-up in radio sets production either. Radio production in February totaled 1,192,439 units compared with 759,453 sets manufactured in the same month the previous year. RTMA estimated that in January of this year 1,093,142 radios were prototaled 56,580 sets in February v'hile an additional 7,307 television sets with FM circuits were produced. Total radio production for the first two months of this year was 2,285,581 sets.

WOR-TV BUYS 50KW. HIGH-BAND STUFF . . .

NEW YORK - WOR-TV here equipment, two and one-half times as powerful as any now in operation. The equipment, first of its kind and power, was developed by Standard Electronics Corporation, a Claude Neon subsidiary.

KNBH UPS POWER TO FCC MAXIMUM . . .

HOLLYWOOD.—Station KNBH became the area's most powerful station Monday (30) when the National Broadcasting Company owned-operated outlet boosted its power to the maximum author-(Continued on page 7)

NEWS CAPSULES—COAST-TO-COAST

NCAA to Form Fall TV Grid Plan; ABC Snares Baseball Opening TV

cut from the 1952 budget which formulation of next fall's college was \$6,585,550, providing salaries football video plan. The TV innew suggestions. Leading outside past five years, the staff on the proposal thus far was that of Judson Bailey, TV sports head of the Columbia Broadcasting System, which the commission has regula- which would give each web a tory control, and consequently the chance to bid on airing individual commission's problems and work games next season, instead of loads, have been expanding and awarding the entire fall package

SPADEA QUITS CBS. JOINS CHRISTAL . . .

NEW YORK—Joseph R. Spadea resigned this week as manager of the Columbia Broadcasting System's Detroit office for network radio and TV sales. He joins Henry I. Christal as manager of its Detroit office. Spadea has headed up network sales in Detroit since 1945.

CONSOLATION PRIZE FOR ABC-TV ...

work was able to put over web telecasting of major league baseball this season, despite lengthy

NEW YORK-Altho no TV netne otiations, the American Broad-

'It is ridiculous to try to run an up-to-the minute radio station without the aid of The Billboard." Cincinnati 22, Ohio 2160 Patterson Street

SUBSCRIBE TODAY **SAVE \$3.00** On Single Copy Price

USE THIS COUPON

Yes, please enter my one-year subscription to The Billboard at \$10. Payment is enclosed. (Foreign rate, one year, \$20) Address Occupation

28

NEW YORK, April 4.—The TV casting Company at least came vision at Lennen & Newell, this committee of the National Colleg- up with the consolation prize - week resigned to join Platt, Zachthe previous fiscal year with a late Athletic Association will the opening day game, April 13, ary & Sutton, a new agency budget estimate of \$6,408,460. The meet here next Tuesday and featuring the Yankees at Wash- formed from the former Plattcurrent year's budget represents a Wednesday (7-8) to begin final ington. Falstaff beer will spon- Forbes advertising agency. Felix sor in the Midwest, Southeast and Sutton, a group copy head at the dustry had been invited to submit offered on a co-op basis else- to join the new agency. Zachary where. Dizzy Dean and Buddy Blattner will do the gabbing.

CBS WANTS PRIVATE TV GRANTS MADE . . .

TORONTO-The Board of Governors of the Canadian Broadcasting Corporation has recommended the granting of seven dio series, has been renewed for a licenses to private companies for television operation. These will be in addition to the three now planned by the CBC, as well as highlight of the series' second the two now in operation under seven stations will be located in communities where the CBC does dents that will be conducted this not nor doesn't intend to operate fall in co-operation with the Disstations.

LARSON BIDES HIS TIME POSITION . . .

NEW YORK-Bennett G. Lar-City broadcasting properties acpurchase of KDYL-TV, KDYL-AM and KDYL-FM, Salt Lake because it must first get Federal Communications Commission approval. Meanwhile, WPIX is searching for a new general manager. Larson will remain until a suitable replacement is found.

STUDEBAKER TAKES FELTON SHOW . . .

NEW YORK-The Studebaker Dealers Association of New York this week signed to sponsor the Happy Felton show, which will set, and the two belts. precede the Dodger Games over FEB. TV, RADIO WOR-TV here thruout the season. SET OUTPUT SOARS . . . The auto dealers will share alternate day sponsorship of the Felton program with Tidewater Oil,

ZACHARY PARTNERS NEW AGENCY ...

production head of radio and tele- for the first 2 months of the year

Southwest, and the game will be Grey Agency, has also resigned will head up radio and TV and function on a top creative level.

70% SIGN AGAIN FOR ZIV "COMMUNIST" . . .

NEW YORK-"I Was a Communist for the FBI," the Frederic W. Ziv Company transcribed rasecond year by more than 70 per cent of sponsors and stations currently carrying the show. The year's exploitation will be a \$50,the direction of the CBC. These | 000 national essay contest for grammer and high school stuabled American Veterans.

WLW-T RASSLE FINALS FOR CINCY GARDEN . . .

CINCINNATI.—The finals of son, named general manager and the WLW-T third championship president of the new Salt Lake wrestling tournament will be held at Cincinnati Garden May 16. A quired by Time, Inc., will remain feature of the tournament, which as general manager at WPIX here was opened February 14 on the for the present. The Time, Inc. WLW-T studio wrestling segments, is a championship belt for duced. Sets with FM facilities women grapplers. Ruffy Silver-City, for a reported \$2,100,000 is stein, heavyweight champion last expected to take considerable year in the tournament, will time before it is consummated, defend his title in the finals. Tournament matches, leading to the finals, are scheduled each Saturday afternoon and evening as part of the studio wrestling programs from WLW-C, Columbus, O., and WLW-D, Dayton, O. The has purchased the world's first matches are seen on those two 50,000-watt high-band TV station stations plus WLW-T at 4 p.m. and 10:30 p.m., EST. Purses totaling \$8,000 are at stake in the tournament-\$4,000 in the men's division, \$2,000 in the women's

WASHINGTON - Production of TV sets in February soared to a new record for that month, Radio Television Manufacturers' Association reported today. Output of TV sets that month was NEW YORK-George Zachary, 730,597, which brought the total

THE BILLBOARD Radio-TV Show Charts For Reviews and Ratings of Songs and THE BILLBOARD Radio-TV Show Charts (Music Section).

TELEVISION-RADIO

Top 10 TV Shows Each Day of the Week in DAYTON, O.

Panel Size 300)

. . . According to Videodex Reports

WHIOMiami Vall	ey Boradcastin	g Corporation	ABC, Du Mont
WLW-D Crosley Br	padcasting C	orporation	NBC

Videodex report, monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 25 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 25 markets are determined by comparing the average ratings.

FEBRUARY, 1953

	FEBRUARY, 1953	Avg.
	SUNDAY, SIGN-ON TO SIGN-OFF	Rtg.
1.	COMEDY HOUR	40.6
2.	RED SKELTON NBC 7:00- 7:30WLW-D	37.0
3.	MR. PEEPERS	32.6
3.	WHAT'S MY LINE?	32.6
5.	TV PLAYHOUSE	.31.9
6.	KIT CARSON	31.7
7.	ROY ROGERS	22.4
8.	TOAST OF THE TOWN	.22.2
9.	SUPER CIRCUS	21.4
10	PERRY COMO	16.1
	MONDAY, SIGN-ON TO SIGN-OFF	
1.	I LOVE LUCY	. 58.9
2.	TALENT SCOUTS	
3.	RED BUTTONS	. 29.9
4.	LUX VIDEO THEATER	.27.5
4.	HOPALONG CASSIDY (Film)Non-Net 6:00- 6:30WLW-D	.27.5
6.	STUDIO ONE	.22.6
7.	WINCHELL-MAHONEY	.21.6
8.	[2]	. 19.7
9.	나를 사람들이 살아가지 않는데 살아가지 않는데 살아보는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하	.17.8
10.	PERRY COMO	. 16.1
	TUESDAY, SIGN-ON TO SIGN-OFF	

	1.	1. MILTON BERLE	9:00WLW-D47.0
	2.	2. FIRESIDE THEATER	9:30WLW-D37.4
	3.	3. CIRCLE THEATER	0:00 WLW-D 34.8
	4.	4. SUSPENSE9:30-1	10:00WHIO23.
		5. TWO FOR THE MONEY	
	6.	6. DANGER	10:30WHIO21.3
	7.	7. SALLY FLOWERS	7:00 WLW-D 19.4
	8.	8. CAMEL NEWS CARAVAN	8:00 WLW-D 19.3
	9.	9. CACTUS PETE	6:30WLW-D17.0
	9.	9. NAME'S THE SAME	11:00YHIO17.0
ı			Unicock could be a second

1.	GODFREY AND FRIENDS	CBS	8:00-	9:00	WHIO	40.
	STRIKE IT RICH					
3.	THIS IS YOUR LIFE	NBC	10:00-	10:30	WLW-D	27.
4.	KRAFT THEATER	NBC	9:00-	10:00	WLW.D	24.
5.	WILD BILL HICKOK	.Non-Net	6:00-	6:30	WLW-D	22.
6.	CAMEL NEWS CARAVAN	NBC	7:45-	8:00	WLW-D	21.
7.	SALLY FLOWERS	. Non-Net	6:30-	7:00	WLW-D	20.
7.	MAN AGAINST CRIME	CBS	9:30-	10:00	WHIO. =.	20.
9.	I MARRIED JOAN	NBC	8:00-	8:30	WLW-D	19.
10.	PUTH LYONS—50 CLUB	NRC	12-00-	1-00	WI W-D	18

WEDNESDAY, SIGN-ON TO SIGN-OFF

	B	
1.	DRAGNETNBC	. 9:00- 9:30WLW-D45.
2.	YOU BET YOUR LIFENBC	. 8:00- 8:30 WLW-D 37.1
3.	T-MEN IN ACTIONNBC	. 8:30- 9:00 WLW-D 31.3
4.	LONE RANGERABC	. 7:30- 8:00WHIO28.3
5.	FORD THEATERMBC	. 9:30-10:00 WLW-D 26.9
6.	BIG TOWNCBS	. 9:30-10:00 WHIO 21.0
7.	CAMEL NEWS CARAVANNBC	. 7:45- 8:00WLW-D21.3
8.	SALLY FLOWERS	. 6:30- 7:00WLW-D20.
8.	MARTIN KANE	. 10:00-10:30 WLW-D 20.
10.	AMOS 'N' ANDY	. 8:30- 9:00WHIO20.

THURSDAY, SIGN-ON TO SIGN-OFF

	FRIDAY, S	SIGN-ON TO SIG	N-OFF	(7)	
1.	OUR MISS BROOKS	CBS	. 9:30-10:00.	WH10	32.
2.	BIG STORY				
3.	MAMA	CBS	. 8:00- 8:30.	WHIO	28.
4.	MY FRIEND IRMA	CBS	. 8:30- 9:00.	WHIO	24
	MR. AND MRS. NORTH				
	LIFE OF RILEY				
7.	- POPE PROPERTY OF THE PROPERT				
8.					
9.	SALLY FLOWERS				
	AL MORGAN				
	SATURDAY.	SIGN-ON TO SI	GN-OFF		

0.00	The second secon
1.	YOUR SHOW OF SHOWSNBC 9:00-10:30WLW-D32
2.	MIDWESTERN HAYRIDE
3.	JACKIE GLEASON
4.	ALL STAR REVUE
5.	DEATH VALLEY DAYS
6.	CRIME SYNDICATED
7.	THE UNEXPECTED (Film)
8.	BIG TOP
9.	OHIO JUBILEE
10.	WRESTLING
	*NBC estimate for February 1.

NEXT WEEK

Top 10 TV Shows Each Day in COLUMBUS

. . . According to Videodex

Top 5 Radio Shows Each Day in BIRMINGHAM

. . . According to Pulse

FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

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

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

News Capsules

Continued from page 6

ized by the Federal Communications Commission. Picture power jumped from 25,000 to 47,000 watts and the sound from 12,500 to 23,500 watts. Almost twofold increase is expected to result in a stronger and more noise-free picture in the primary area and improved service to the fringe

SPONSORS PAY 600G TO AIR SOX, CUBS GAMES . . .

CHICAGO.-With the sale of three ad agencies to all ball games and solid sponsorship of the complete Sox and Cub day home game schedules, the sum being paid out by sponsors is close to \$600,000.

Hamm's Beer and Chesterfield Cigarettes are sponsoring the games, taking 41/2 innings of each contest. WGN-TV has sold batting practice and lead-off man preceding all games, and a 10th inning show following the games. The ball clubs are believed to be getting around \$100,000 apiece for 7 rights to the games.

8 THE RESTLESS PEOPLE AND THE REVOLVING DOOR ...

Edward J. De Gray, station relations representative for CBS radio, was appointed director of station relations for the CBS radio 2 network. . . . Roy Danish, man-9 ager of the Mutual Broadcasting 9 System's stations relations department, was named director of the web's newly created commercial operations department. Alma Graef, manager of Mutual's sales g service division, will assist De Gray in his new post. . . . Henry Gladstone, WOR, New York, newscaster, embarked this week 2 for a tour of Europe and Scandi-0 navia, via a tie-up with Scandia navian Airways. While abroad he will do a series of tape interviews with prominent people in each country. . . . Dick Pack, WNBC-.6 WNBT, New York, program di- 2. 4 rector, will lead a panel on "Simple Techniques in Educational Televison" at the 23rd Institute .6 Ohio State University, Columbus, 5 O., Saturday (18). . . . Maria Cat-press department, left the web this week on a maternity leave. .2 Her duties will be assigned to other staffers until she returns. ... Caley E. Augustine, formerly promotion manager for WSYR and WSYR-TV, Pittsburgh, has resigned that post to join WJAS,

Syracuse, as director of public

relations and promotions.

5.

Top 5 Radio Shows Each Day of the Week in Minneapolis-St.Paul (348,190 Radio

Families*)

. . . According to Pulse Reports

KEYD 5,000 watts Ind. KSTP 50,000 watts NBC WCCO 50,000 watts CBS WCOW 50,000 watts Ind. WDGY 50,000 day: 25,000 night Ind.	WMIN	250 watts 500 watts	Ind.
---	------	------------------------	------

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except to New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes

in e	JANUARY-FEBRUARY, 1953 Highest
	SUNDAY, 7 TO 12 P.M. Rtg.
1.	BERGEN-McCARTHY SHOW
2.	MY LITTLE MARGIE
3.	NEWS, CEDRIC ADAMS
4.	HALLMARK PLAYHOUSE
4.	
4.	
Herm	MONDAY, 7 TO 12 P.M.
1.	NEWS, CEDRIC ADAMS
2.	LUX RADIO THEATER
3.	BOB HAWK SHOW
4.	SUSPENSE
5.	E. W. ZIEBARTH, H. HALLNon-Net10:15-10:30WCCO 6.5
5.	RAILROAD HOUR
	TUESDAY, 7 TO 12 P.M.
1.	NEWS, CEDRIC ADAMS
2.	MY FRIEND IRMA
3.	LIFE WITH LUIGI
4.	PEOPLE ARE FUNNY
4.	E. W. ZIEBARTH, H. HALLNon-Net10:15-10:30WCCO 7.3
	WEDNESDAY, 7 TO 12 P.M.
1.	NEWS, CEDRIC ADAMS
2.	YO'J BET YOUR LIFE
3.	1.5
4.	
5.	BIG STORY
	THURSDAY, 7 TO 12 P.M.
1.	
	BING CROSBY
	I WAS A COMMUNIST FOR THE FBI
P 10 20 10 20 20 20 20 20 20 20 20 20 20 20 20 20	E. W. ZIEBARTH, H. HALL
3.	
	FRIDAY, 7 TO 12 P.M.
1.	NEWS, CEDRIC ADAMS
2.	
3.	
3.	
5.	
3.	BARN DANCE
	SATURDAY, 7 TO 12 P.M.
	NEWS, CEDRIC ADAMS
2.	GANGBUSTERS
3.	SPORTS
3.	GUNSMOKE
3.	GRAND OLE OPRY
	MONDAY-FRIDAY, 6 A.M. TO 7 P.M.
1.	NEWS, CEDRIC ADAMS
2.	1.RTHUR GODFREY
3.	
4.	
5.	THE GUIDING LIGHT
	SATURDAY, 6 A.M. TO 7 P.M.
1.	NEWS, CEDRIC ADAMS

*Based on U. S. Census Radio Owntrship of 1950 and Sales Management 1952 esti-

mate of families in Minneapolis-St. Paul metropolitan area including Anoka, Dakota,

Hennepin, Ramsey and Washington counties.

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

TV Film Competition Forces Syndicators to Ready Plans

By GENE PLOTNIK NEW YORK, April 4. - The competitive pressure of the package plans being offered new stations by some of the TV film distributors is forcing more and more other large syndicators to come up with some kind of plan of their own. Distributors who a month ago said they wouldn't touch a new-station package plan because it's a losing proposition are now giving the situation further thought.

Strong words of caution have been uttered, however. Herman Rush, syndication sales chief of Official Films, says he would not advocate that any station buy itself a bundle of 15 or 30-minute shows for which it then may not be able to find sponsors. The package that Official is pitching new stations, on the other hand, consists of films that the station would run on a sustaining or participating basis.

The official package consists of 500 musical shorts, 70 cartoons, 13 Televespers (15-minute nonsectarian religious shows) and 26 10-minute news films covering historic events from 1939 to date. Rush points out that this gives the new station a foundation for its news, religious, kiddie and disk jockey programing, which it would probably have to set up anyhow aside from any consideration of sponsorship. The Official new-station package is sold for \$5,200 for a year's unlimited use.

Likes Feature Films A major feature film distributor told The Billboard this week that the new station is better off filling shows because their salability does not drop off the way a 15minute or half-hour series does. According to this distributor, if a its Buffalo opposition.

station comes on with a particular | weeks, but by that time there are half-hour series, he may find a only about 10 segments left to potential sponsor after a couple of

UTP GIMMICK

Plan to Allow **UHF Stations** 2 Runs for 1

NEW YORK, April 4.—United Television Programs this week devised a novel gimmick designed to make the cost of film programing cheaper for Ultra High Frequency stations which are entering markets already developed by Very High Frequency outlets. UTP will allow the UHF stations two runs for the price of one to cut the cost of their shows.

The UHF stations in such markets will probably have difficulty getting an audience at first, because of the need for old viewers to convert and for new viewers to buy sets with UHF channels. The UTP low-cost idea will allow them to buy film shows at a price they can afford and yet not offend the VHF stations by reducing prices too drastically. The first of the UHF stations to compete with a VHF station is expected to be WBUF, Buffalo, which is slated to begin operations in late May. WBEN-TV is run and possibly no new ones to fill up a standard contract run.

MCA-TV has an answer to this in its "Famous Playhouse," which it also is pitching to new stations on a special plan. The runout problem is not a factor with this show since there are now over 190 segments available.

MCA's "Playhouse" series consists of half-hour dramatic shows originally run as "Chevron Theater," "Gruen Theater" and Armour's "Stars Over Hollywood." MCA offers new stations 13 or 26 of them at 50 per cent of card rate. If in addition, the station signs for "Abbott & Costello" and/ or "I'm the Law" and/or further "Playhouse" runs after rates have been adjusted to increased circulation, there are further discount considerations that, MCA claims. makes the deal competitive with other package plans.

Still a Bargain

MCA points out that via their plan the station carries at most three shows and still gets a bargain, as opposed to stocking up nine or 10 shows. But even aside from the flurry of package-plan announcements, new stations have been and are, for the most part, getting bargains on the film they buy. Mainly, the bargains are on series that have earned all or a good part of their nut back in runs on pre-freeze stations - all of which leaves som, distributors wondering how they can offer the new stations a competitive price without losing money and others determined to wait it out until the stations get the circulation that pays.

QUICK **TAKES**

Russ Severin moves to KNBH, Hollywood, from KSD-TV, St. Louis. He will be host on KNBH's "Cinema Carnival," late evening feature film program. The show heretofore had been without a personality fram. . . . Henry Humphrey next week moves into the post of film buyer for WABD, New York, and the Du Mont Television Network. He comes from Du Mont's film syndication department, which is now headed by Merriman Holtz. Former manager of the department, Don Stewart, is now distribution manager of Du Mont Laboratories' transmitter division.

. . Monty Wooley has been signed by Dynamic Films as narrator-star of its new short story series. . . . Screen Gems has signed Edmond O'Brien as host-narrator of its new show, "The Law Strikes Back." . . . Anthony Azzato, former film director of WPIX, New York, has joined Standard Television, feature film distributor, as Eastern sales manager. . . . Jerome Thor and Sydna Scott. stars of "Foreign Intrigue," return to New York April 21 after a year's production work in Europe. . . . Jerry Hyams and Robert Seidelman, Hygo Television Films, leave on a cross-country sales junket next week. . . . Telenews Productions and the National Broadcasting Company have signed exchange deals with the British Broadcasting Corporation news film.

OVER 25 SPECIAL FEATURES

Re-run Aspects of TV Film Syndicated

The Outlook for More and Newer

Directory of Distributors of Features,

History of California as a Radio-

Sources for Public Service, Religious

Directories of California TV Film Studios,

Television Center

and Industrial Films

TV Films to the Rescue

Department

San Diego Round-Up

TV Programming

First Year Success Story of a California TV Station

The Place of Musical Shorts in

Directory of California Advertising

How the New SAG Deal Will Affect

Where Syndicated Series Are Showing

Production of TV Film Commercials

The California Market Today

California Radio is Thriving on TV

Distributors and Laboratories How to Set Up a TV Station Film

13-City Ratings of Syndicated Shows

California Disk Jockeys and Station

Series Backed by Ratings of Re-runs

Malloy New TV Pic Firm; 1st Series Readied

HOLLYWOOD, April 4. -Group composed of radio, television, TV film and movie persons this week formed a TV film company under the name of Mike Malloy Productions and will immediately start work on a 39 halfhour series bearing the "Malloy" name. Negotiations are currently under way for stage and office space at RKO-Pathe Studios where the firm intends to start rolling on "Malloy" by month's

Glenn Miller, former production manager for Horace Heidt productions, Filmcraft, and Jerry Fairbanks, Inc., and Al Gannaway, TV personality and vet New York - Hollywood producer, head the firm. Officers include Steve Brodie, screen actor; Fred Eggers, scenarist formerly with M-G-M; Virgil Miller, vet Hollywood cinematographer and Academy Award nominee this year, and Tom Hubbard, former director of productions with the Liberty Network.

"Mike Malloy" series will star Steve Brodie. Glenn Miller is executive producer, and Al Gannaway will produce-direct. Eggers and Hubbard are scripting and Virgil Miller will be in charge of cinematography.

Pilot reel of the mystery-drama series was lensed last month. Consolidated Labs now are rushing prints for audition showing next week to agencies and sponsors. Series goes into production when Brodie finishes his starring role in "Burning Arrow," one of Warner's first 3-D pictures.

Tuttle Leaves UTP; King to Take His Post

NEW YORK, April 4.-Willson (Bill) Tuttle, president of United Television Programs, this week resigned to form his own firm for the production of film packages. His replacement as president of UTP will be Gerald King, a cofounder of the firm.

Tuttle, however, will work in close association with UTP and will offer it first crack at distributing his properties. He is completing negotiations for "Bulldog Drummond" and "Planetman," a show which is now a transcribed radio series.

Tuttle's exit from UTP was made because of a strong desire to produce film, rather than to remain in the distribution end of the business. He will open up offices here shortly. Tuttle also moves off the board of UTP, which now consists of Ben Frye, Jack Gross, Phil Krasne, Sam Costello, Milton Blink and King.

CBS-TV's Film Packages Show **Big Sales Rise**

NEW YORK, April 4.—In the past three months, the Columbia Broadcasting System's Film Sales division has racked up impressive sales gains of 400 per cent on several of its packages over last year. The Gene Autry show has hit the 400 per cent mark, and "Range Rider" is practically neck and neck with it. The billings of "Files of Jeffrey Jones" have practically doubled in the same period.

New market sales include Autry 29, "Range Rider" 31, and "Strange Adventure" 13. "Jeff-rey Jones" has been sold in 17 markets, and "Eddie Drake" in seven. The Gloria Swanson show, which as yet has not even debuted, has been bought for 11 Midwestern markets. This pro-gram will be called "Crown Theater" in some areas. Wilbur S. Edwards is the general sales manager for CBS-TV Film Sales.

THE BILLBOARD APRIL 25 ISSUE



. . . with three major features that fit hand-in-glove with your own sales program



It's the APRIL TV FILM PROGRAM GUIDE and MARKET REPORT NUMBER

It's the industry's outstanding reporter of all of the week's significant radio-television-tv film news, features and ratings

-and it's slicked-up with a handsome coated-stock pictorial cover for

SPECIAL DISTRIBUTION IMPORTANT NARTH CONVENTION

Hollywood, April 27 thru May 1

ISSUE DATED: APRIL 25, REGULAR DISTRIBUTION: APRIL 22, NARTH DISTRIBUTION: APRIL 27, ADVERTISING DEADLINE: APRIL 16



NEW YORK

CHICAGO •

HOLLYWOOD

CINCINNATI



TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been

THEATRICAL

THE ADVENTURES OF Drama 16mm.	Columbia
Motion Pictures for Television, 655 Madison Ave., New	York
ALASKA PATROL Drama 16mm. M & A Alexander, 6040 Sunset Blvd., Hollywood	Film Classics
AND SO THEY WERE MARRIED Comedy 16mm.	Columbia
Monogram, 1560 Broadway, New York AND THEN THERE WERE NONE Mystery 16mm.	20th Century-Fox
Quality Films, 1040 N. Las Palmas, Hollywood	20th Century-Fox
Commonwealth Films, 723 Seventh Ave., New York	* CONTRACTOR STORY
AVALANCHE Mystery 16mm. Motion Pictures for Television, 655 Madison Ave., New	PRC Pictures, Inc.
RARON OF ARIZONA Drama 16mm.	Lippert Productions
Tele-Pictures, Inc., 1650 Broadway, New York BEGGARS IN ERMINE Drama 16mm.	5
Motion Pictures for Television, 655 Madison Ave., New	York Arthur Mayer and
BICYCLE THIEF Drama 16mm.	Joseph Burstyn
Motion Pictures for Television, 655 Madison Ave., New	York United Artists
Motion Pictures for Television, 655 Madison Ave., New	
BONNIE PRINCE CHARLIE Drama 16mm. Snader Telescriptions, 328 S. Beverly Dr., Beverly Hills,	
CITY WITHOUT MEN Drama 16mm.	Columbia
Unity TV Corporation, 1502 Broadway, New York THE COMMON TOUCH Drama 16mm.	
M & A Alexander, 6040 Sunset Blvd., Hollywood	161 19
M & A Alexander, 6040 Sunset Blvd., Hollywood	
COURAGEOUS MR. PENN Drama 16mm.	J. H. Hoffberg
M & A Alexander, 6040 Sunset Blvd., Hollywood DAUGHTER OF THE WEST Western 16mm.	Four Continents
TV Exploitations, 1450 Broadway, New York	Sec. 15 11 12
Atlas Television Corporation, 15 W. 44th St., New York	
Masterpiece Productions, 45 W. 45th St., New York	United Artists
GINGER Drama tomm.	Monogram Pictures
HIGH FURY Drama 16mm.	United Artists
Hygo Television, 60 W. 46th St., New York	
LAST CROOKED MILE Drama 16mm. Hollywood Television Service, Republic Studios. N. H.	ollywood
MACNIFICIENT ROCHE Comedy 10mm.	Republic
Hollywood Television Service, Republic Studios, N. H. MAN IN THE IRON MASK Drama 16mm.	Camica Armsis
Motion Pictures for Television, 655 Madison Ave., New MASTER OF BANKDAM Drama 16mm.	York
Unity TV Corporation, 1502 Broadway, New York	***
MEET JOHN DOE Drama 16mm. Motion Pictures for Television, 655 Madison Ave New	Warner Brothers York
MYSTERIOUS MISS X . Comedy 10mm.	Ciscinan (Curuman)
Hollywood Television Service, Republic Studios, N. F.	20th Century-Fox
Hygo Television, 60 W. 46th St., New York	United Artists
Major Television, 1270 Avenue of the Americas, New Y	ork
PAISAN Drama 16mm.	Arthur Mayer and Joseph Burstyn
Motion Pictures for Television, 655 Madison Ave., New PARIS UNDERGROUND Drama 16mm.	York United Artists
Quality Films, Inc., 1040 N. Las Palmas, Hollywood	SCHOOL SECTION
PAROLE, INC. Mystery 16mm. Motion Pictures for Television, 655 Madison Ave New	Fagle-Lion York
PIRATE OF CAPRI Drama 10mm.	
TV Exploitations, 1450 Broadway, New York RAW DEAL Mystery 16mm.	Eagle-Lion
Peerless Productions, 729 Seventh Ave., New York	Eagle-Lion
Motion Pictures for Television, 655 Madison Ave New	York
RETURN OF JESSE JAMES Drama 35mm.	Lippert Productions
Tele-Pictures, 1650 Broadway, New York RETURN TO YESTERDAY Drama 16mm.	AFE Corporation
A. B. TV Movies, 200 W. 57th St., New York ROAD SHOW Comedy 16mm.	United Artists
Unity TV Corporation, 1502 Broadway, New York	
SENSATION Mystery 16mm.	the U. S.
Atlas Television Corporation, 15 W. 44th St., New Yorkshacev Drama 16mm.	rk Paramount
Unity TV Corporation, 1502 Broadway, New York	
SHAMROCK HILL Musical 16mm. Motion Pictures for Television, 655 Madison Ave New	Eugle-Lion v York
SIDEWALKS OF LONDON Comedy 10mm.	Paramount
Motion Pictures for Television, 655 Madison Ave Net SILVER QUEEN Drama 16mm.	United Artists
Motion Pictures for Television, 655 Madison Ave., Nev	V York United Artists
Standard Television, 1203 W. 7th St., Los Angeles	MARKAGORI MARKANA
STORY OF G.I. JOE Drama 16mm. Motion Pictures for Television, 655 Madison Ave., New	United Artists
CTDANCE HITISION Drama 16mm.	PRC Pictures, Inc.
Motion Pictures for Television, 655 Madison Ave., New SUSPENSE Mystery 16mm.	Monogram
Motion Pictures for Television, 655 Madison Ave., New	w York
Louis Weiss & Company, 655 N. Fairfax Ave., Los A	ngeles
THE KANSAN Western 16mm. Motion Pictures for Television, 655 Madison Ave., New	Chilen Ortusta
THE WOODEN HORSE Drama 10mm.	
Hoited Television Programs, 311 Michigan Ave., Chic	ago United Artists
Quality Films, Inc., 1040 N Las Palmas, Hollywood	Salaman Hyddinen
URUBU Drama 16mm. United Television Programs, 140 N. Las Brea Ave., F	Iollywood
MENCEANCE Drama 10mm.	Communa
Motion Pictures for Television, 655 Madison Ave., Ne THE WARREN CASE Mystery 16mm.	
Atlas Television Corporation, 15 W. 44th St., New Y	PRC Pictures, Inc.
Motion Pictures for Television, 655 Madison Ave., Ne	w York
WITHOUT HONOR Drama 16mm.	United Artists
WOMAN WHO CAME BACK Drama 16mm. Motion Pictures for Television, 655 Madison Ave., No.	Republic
Matter Distance for Talentales get Madicas Ave No	w York

OTHER

YOUNG AND WILLING

YOUNG IN HEART

OTTIER	
AIR FORCE ATOMIC BOMB Educational	16mm.
U. S. Air Force, nearest base ATOMIC ENERGY CAN BE A BLESSING Educational	16mm.
The Christophers, 18 E. 48th St., New York CHEYENNE FONTIER DAYS Educational	16mm.
Willard Murfin, Cheyenne, Wyo. DIARY OF A SERGEANT Educational	16mm.
U. S. Army, Signal Corps, nearest base THE FIFTH H Educational	16mm.
Venard Organization, Peoria, III. FLEET THAT CAME TO STAY Educational	16mm.
Public Information Office, 9th Naval District, Great Lakes, Ill.	16mm.
National Association of Manufacturers, 14 W. 49th St., New York	- Sannar
MAGNIFYING TIME Industrial Eastman Kodak Company, 3438 State St., Rochester, N. Y.	16mm.
MASTER ELEMENT American Waterways, 1319 F St., N. W., Washington	16mm.
ONE GREAT HOUR OF SHEARING Religious	16mm.
National Council of Churches, 220 Fifth Ave., New York PRO PATRIA VIGILENS Educational	16mm.
U. S. Signal Corps, 90 Church St., New York TRIAL AT TARRA Religious	16mm.
Family Theater, 7201 Sunset Blvd., Hollywood TRIUMPHANT TIME Religious	16mm.
Family Theater, 7201 Sunset Blvd., Hollywood	

Motion Pictures for Television, 655 Madison Ave., New York

Motion Pictures for Television, 655 Madison Ave., New York

M & A Alexander, 6040 Sunset Blvd., Hollywood

Comedy

Comedy

16mm.

16mm.

United Artists

Live Packagers Blue; Hiatus Fare to Be Filmed Re-Runs

agers of live shows hurt by the Sovereign Productions, some of Town," Gene Autry, "Schlitz swing to video film programing which already has been used to Playhouse," "Mr. and Mrs. will continue to cry the blues this substitute for him this spring North," "My Hero," and "My Litsummer because of few opportun- while he was on tour. Lucky tle Margie." They are owned by 1949 ities to sell warm weather replacement shows. The summer replaced by the MCA film series, previously was regarded as their "Famous Playhouse." golden opportunity to sell a few programs to help tide them over lean winter days.

Most advertisers will continue to re-run their network film properties for two reasons: to save that vital buck by not paying for new programing, and to retain a viewing audience which has already shown its interest in their present property. In most cases, they will make a few new films which will be programed in between the old ones so that the viewers will be seeing some fresh material.

Definitely committed to be rerun are Joan Davis, "Our Miss Brooks," "Life of Riley," "Burns and Allen," "Private Secretary" and the "Ford Theater," by Gen-Playback," starring Bill Stern, to

Argyle Offers

NEW YORK, April 4. - A package of 32 British-made features, including "Night Train,"
"The Young Mr. Pitt" and H. G.
Wells' "Kipps," has been put into 1940 TV distribution by Argyle Television Films, Inc., headed by Louis Goldstein. Three sales have already been clinched: WMAR-TV, Baltimore, sponsored by Gunther Beer; WEWS, Cleveland, sponsored by East Ohio Gas Company, and WNAC-TV, Boston; all carried as hour and a half programs. Three more beer sponsorship sales are currently in

> Five of the films in the Argyle package are directed by Carol Reed; two of the features were made in 1952 and two in 1951. The package includes mystery, comedy, musical and drama and carries such stars as Robert Do-Rex Harrison and Lilli Palmer.

Strike's live "Hit Parade" will be

In the undecided but probable class for re-running are "Man

Screen Gems Rushes New Sports Show

eral Electric, General Foods, Gulf have it ready to go on the air the Oil, Carnation-Goodrich, Lucky week of May 15. The show was Strike and Ford, respectively, sold to The Ethyl Corporation on Groucho Marx is practically com- a presentation alone and before 1939 mitted to be re-run also by De- any production work had been Soto-Plymouth, tho not signed. | done. A great part of the 15in Sports.

Format of "The Big Playback" is pegged on audience write-ins requesting another look at memorable moments in athletics. In adin the memorable moments.

Ethyl bought the show for spot booking in about 35 markets over 26 weeks. Agency on the deal was Batten, Barton, Durstine & Osborn. Screen Gems is syndicating the show to markets not taken by Ethyl, but no additional sales have been racked up yet. With the addition of "Playback," Screen Gems now has six packages in its syndication hopper.

Meanwhile, Telenews has signed Tommy Henrich, former N. Y. Yankee outfielder, to be narrator-host of "This Week in nat, Gracie Fields, James Mason, Sports." Henrich will first appear in next week's release.

NEW YORK, April 4.-Pack- | Fred Waring with film made by | Against Crime," "Dragnet," "Big Camels, Colgate and the last two by Philip' Morris. Hazel Bishop will re-run kines of "This Is Your Life.

The only film package which will definitely not continue thru the summer is "I Love Lucy" probably because a number of them have been re-run this spring. Philip Morris, the sponsor, is interested in new film properties to replace that program.

Desilu Tosses 5 Pix to P.M.

HOLLYWOOD, April 4. - Desi Arnaz, head of Desilu Productions, is pitching Philip Morris with five filmed show ideas with the hope that the cig manufacturer will find one to its liking as summer replacement for "I Love General Electric will replace | minute program will be stock Lucy." Rerunning the "Lucy" films footage, an estimated 50 per cent during the summer is not under of which is being provided by consideration. Five new film pack-Telenews Productions. Telenews ages are only in the pilot script has a vast library of sports film stage, showing format, story and continually being expanded in character development. No pilot connection with its own regular reels will be filmed, with Arnaz releases, particularly "This Week | feeling that Desilu has sufficiently established itself with the sponsor not to necessitate an actual pilot film,

All the shows are untitled with various personalities to be featured dition to the stock footage, Stern still unset, pending the sponsor's will be shown interviewing top interest. Under these circumsports personalities who took part stances. Desilu refused to divulge names or actual formats under consideration. The Billboard learned the shows include several situation comedies, one dealing with two co-starring fem personalities, and one show that would lean strongly on music as its basis.

> Last summer, Philip Morris bought "My Little Margie," coproduced by Roland Reed and Hal Roach Jr., as replacement for "Lucy." Show was sold sans pilot reel and script, but merely on 2 basis of show's format as outlined by Roach. "Margie's" reception won its retention for the winter season show line-up, and now is enjoying impressive ratings in its radio version as well.

TV Exploit Adds 13 First-Run Films

NEW YORK, April 4.-Television Exploitations, Inc., has added 13 more first-run feature films to its library, making a total of 34.

It also picked up a five-minute series entitled "MD," giving advice on illness problems. "MD" is produced by F. William Hart, and 130 segments are in the can with more in production.

TV Exploitations now has six packages in syndication sales. The firm will hold a meeting of its 27 sales reps here week of April 13.



SOUND RECORDING BUSINESS FOR SALE

Western Electric Licensed Complete for Dubbing and Transferring. 6 Channels. 16mm. and 35mm. Optical and Magnetic. Also Dodge Truck, completely equipped for recording. Bargains on terms for immediate sale, Location: CALIFORNIA STUDIOS

Hollywood 4, Calif. ROckwell 9-2871—Mrs. Keith.

NBC Develops TV Film Promotion Kit

Story-on-Every-Episode Plan Available To Local Stations and Bankrollers

NEW YORK, April 4. - The hand information on the type of most extensive publicity-promo- TV film promotional material tion service yet made available to most useful to a local station local stations and sponsors bank- man. He has incorporated many rolling TV film shows has been of his ideas into the new NBC developed by the National Broad- film division kits, including the casting Company's film division story-on-every-episode plan. here. Outstanding feature of the 1930 new publicity-promotion station kit plan is the inclusion of special material on each episode of every series the web will syndicate.

1945

1945

Free

Free

This story - on - every - episode plan, brainchild of the division's new advertising-promotion head, Jay Smolin, and believed to be a first in the TV film field, is designed to provide local station 1938 promotion and publicity directors with service thruout the run of a series.

Heretofore, said Smolin, local stations have been faced with the problem of how to sustain publicity and promotion on a local film series thruout its run, since the material supplied by most TV film distribution outfits today is Free almost always keyed to the general theme of the series' title.

Consequently, a series is often launched with a big promotional splash, via a distributor's flashy generalized material; then it bogs down during its run when the local station's promotion and publicity department takes over with more modest resources.

Smolin's Background

Prior to moving into the NBC film division, Smolin served as advertising and promotion director of WNBC-WNBT here, during which time he collected first-

NBC's new syndicated series, "The Visitor" (tagged "The Doctor" while it's being carried on the network), was launched on the local level this month under the new publicity promotion kit set-up. In addition to separate material and releases on each of the series' 44 episodes, "The Visitor" kits offer stations a variety of general publicity release material; on-the-air services (film trailer with sound, opaque prints, transparent slides, etc.); exploitation gimmicks; six different sizes of ad mats, and a complete merchandising sales aid package for local sponsors. The latter contains counter cards, streamers, direct mail pieces, and other special display items.

The story - on - every - episode plan, of course, will put an extraheavy writing burden on the film division's new public relations department. In line with this, the public relations chief, Charles Henderson, has been granted permission to draw on NBC's entire publicity and exploitation staffs here and in Chicago and Holly-wood. NBC press department staffer Fritz Jacobi has already moved up to Henderson's quarters, and more are expected to follow shortly.

THE BILLBOARD TV Film Buying Guide

ARB Ratings of Non-Network TV Films

and markets in which they are currently appearing

Listed below are TV film series currently showing on television stations in cities that the American Research Bureau surveys individually. Only films in the program categories indicated are covered in this issue. Film series in other categories will be covered in the next three issues. For each ARB city in which a film is appearing the show's ARB rating is given as well as the ARB rating of the preceding show on the same station and the shows on opposition stations at the same time as the listed film. For further information on each show's audience, the reader should consult the American Research Bureau, National Press Building, Washington 4, D. C., or its branch offices at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22. This chart does not include film program that may reach the stations thru the facilities of one of the networks. For complete distribution of all TV film series currently being shown, see Syndicated Series and Where Showing chart which appears in our regular monthly TV Film Program Buying Guide section.

Series Nane

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53	2 3
E.Z	· 4
2	Ž

DOCUMENTARY

Crusade in
Europe2026
Dist.: 20th Century-Fox CLEVELAND (3 stations) WEWS, 9-9:30, Wed.
Feb. ARB Rating
(Previous Month's Rating16.7)
Prec. Show: Godfrey and Friends57
Opposition -Shows, 9-9:30:
WNBK-Kraft TV Theater24
WXEL—Strike It Rich13
Crusade in the
Pacific3026
Dist.: The March of Time
CLEVELAND (3 stations)
WEWS, 4-4:30, Sun,
Feb. ARB Rating

Prec. Show: University Circle 2.3

Opposition Shows, 4-4:30:

WNBK-	-Kukla, Fran	4	Ollie .	
Kings				

WXEL-Prescription for Living 6.3
Kings
Crossroads 30 104
Dist.: Sterling Television Company SAN FRANCISCO (3 stations)
KRON, 11-11:30, Sun. Feb. ARB Rating
Opposition Show, 11-11:30:
KGO—Church in the Home 1.1 KPIX—No Service — also —
KRON, 7-7:30, Mon.
Feb. ARB Rating 9.6
Prec. Show: Shell News11.4
Opposition Shows, 7-7:30:
KPIX-Studio One41.7
KGO — Candlelighters 1.7

March	of	Time	.30.	20	5
Dist.:	The	March	of Tim	c	
BALTI					
		7:30, W			W
Fel	. AR	B Rati	ng		1
(Prev	ious	Month's	Rating	213	3.2)
		v: Your			
Oppo	sition	Shows.	7-7:30		Total state of

WMAR-7 o'Clock Final;

BOSTON (2 stations) WNAC, 6-6:30, Sat.

Feb. ARB Rating 5.7
(Previous Month's Rating9.7)
Prec. Show: The Cisco Kid13.7
Opposition Show, 6-6:30:
WBZ-Dick Tracy23.9
CHICAGO (4 stations)
WENR, 10-10:30, Thurs.
Feb. ARB Rating 7.8
(Previous Month's Rating6.4)
Prec. Show: Music in Velvet 5.5
Opposition Shows, 10-10:30:
WBKB-Vic Perry;
Sports: Weather 1.3
WNBQ-Weatherman, D. Conners;
C. Utley, News
WGN-Hollywood Premiere

Dinner at the Sheraton..... 5.5

WAAM-Lazy H Ranch 9.8

WGN-Hollywood Premiere	ł
Theater 12:3	ŀ
CINCINNATI (3 stations)	l
WCPO, 9:30-10, Wed.	ı
Feb. ARB Rating 8.6	ı
(Previous Month's Rating9.6)	ì.
Prec. Show: Strike It Rich18.5	ŀ
Opposition Shows, 9:30-10:	ı
WKRC-Man Against Crime20.0	ı
WLW-T-Kraft TV Theater29.9	ı
CLEVELAND (3 stations)	ı
WEWS, 7:30-8, Sat.	k,
Feb. ARB Rating 9.9	и
(Previous Month's Poties 10.0)	1

LLEVELAND (3 stations)	
WEWS, 7:30-8, Sat.	٠,
Feb. ARB Rating 9.9	1
(Previous Month's Rating10.9)	
Prec. Show: Stork Club 6.9	i
Opposition Shows, 7:30-8:	
WNBK-My Hero25.1	
WXEL-Beat the Clock16.6	
COLUMBUS (3 stations)	
WBNS, 7-7:30, Fri.	
Feb. ARB Rating	
(Previous Month's Rating17.3)	-

(Previous Month's Rating17.3)
Prec. Show: Chet Long14.0
Opposition Shows, 7-7:30:
WLWC-Al Morgan;
Industry on Parade10.6
WTVN—Captain Video13.4
AYTON (2 stations)

WHIO, 6:30-7, Tues.
Feb. ARB Rating
(Previous Month's Rating7.9)
Prec. Show: Uncle Orrie's:
Weather 4.1
Opposition Show, 6:30-7:
THE STATE AND ADDRESS OF THE PARTY AND ADDRESS

WLWD-Meetin'	Time at Moores 18	3.4
DETROIT (3 station		Ġ.
WJBK, 11-11:30, 5		10.2
Feb. ARB Rating (Previous Month's		4

eries	Name	Length in Minutes	No. Releases Available	

Prec. Show: Court of Health	4
Opposition Shows, 11-11:30:	
WWJ-Western Featurette 5.	4
WXYZ—Meet Mr. Callahan 2. — also —	6
WJBK, 7-7:30, Fri.	
Feb. ARB Rating 9.	6
Prec. Show: Ed Haye's Sports Page 3.	
Opposition Shows, 7-7:30:	2
WWJ-Scotti Show;	
Short Short Drama 3.	7
WXYZ-Variety Theater18.	
LOS ANGELES (7 stations)	
KTTV, 7:30-8, Mon.	
Feb. ARB Rating 7.	7
(Previous Month's Rating 8.6)	
Prec. Show: Town Hall Varieties 3.	8
Opposition Shows, 7:30-8:	
KNXT—Studio One13.	2
KNBH-Those Two;	
News Caravan 2.	
KTLA-At Ease 2	
KECA-Kit Carson14.	5
KHJ-Name of Song14.	5
KLAC-Million \$ Movie 5.	1
NEW YORK (7 stations)	
WNBT, 7-7:30, Wed.	Į.
Feb. ARB Rating 5.	5
(Previous Month's Rating4.3)	er.
Prec. Show: Esso News 4.	7
Opposition Shows, 7-7:30:	22
WCBS—Early Show11.	0
WABD—Captain Video 9.	7
WJZ—Picture Show 1.	0
WOR-Want to Be a Star 1.	3
WPIX—News at Seven;	22
Broadway Camera 1.	7
WATV-Prairie Theater 2.	5

Series Nane

MICCELL ANEOLIC

, ,	MISCELLANEOUS		
Adven	Adventures		
in I	Living 15-30 26		
Dist.	: Sterling Television Company DIT (3 stations) J. 10:30-11, Wed.		
Feb.	ARB Rating 5		
	Show: This Is Your Life18 osition Shows, 10:30-11:		
	K—Blue Ribbon Bouts; eatest Fights32		
	YZ — Wrestling 7		
Kieran	's		
Kal	eidescope . 15 130		
11.000000000000000000000000000000000000			

WXYZ — Wrestling
ieran's
Kaleidescope . 15 130
Dist.: United Artists Television
BOSTON (2 stations)
WNAC, 6:30-6:45, Sun.
Feb. ARB Rating 8.6
Prec. Show: Plainclothesman15.3
Opposition Show, 6:30-6:45:
WBZ-Modern Film Hour29.3
NEW YORK (7 stations)
WNBT, 7-7:15, Thurs.
Feb. ARB Rating 3.7
Prec. Show: Esso News 4.7
Opposition Shows, 7-7:15: WCBS—Early Show 9.0
WCBS—Early Show 9.0 WABD—Captain Video 9.0
WJZ—Picture Show 2.7
WOR—TV Dinner Date
WPIX—News at Seven 3.3
WATV-Prairie Theater 3.7
PHILADELPHIA (3 stations)
WPTZ, 6:45-7, Sun.
Feb. ARB Rating 8.5
Prec. Show: Stranger Than Fiction 12.7
Opposition Shows 6:45-7:
WFIL-Walter Winchell24.4
WCAU—See It Now10.9
SAN FRANCISCO (3 stations)
KRON, 7:30-7:45, Wed.
Feb. ARB Rating 8.1
Prec. Show: This Is Your Life20.0
Opposition Shows, 7:30-7:45:
KPIX-Blue Ribbon Bouts41.5
KGO-Date With Judy 9.3
\$1500X

Stranger Than Fiction

그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그	-
Dist.: United World Films	
BOSTON (2 stations)	
WNAC, 6:15-6:30, Frl.	
Feb. ARB Rating	3
(Previous Month's Rating 8.0)	
Prec. Show: Yankee News Service	3
Opposition Show, 6:15-6:30:	
WBZ-Victor Best, News;	
Donala Diatura	

WARNING . WARNING . WARNING

Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

PHILADELPHIA (3 stations) WCAU, 7-7:30, Mon.
Feb. ARB Rating
(Previous Month's Rating10.1) Prec. Show: News, Randy Kraft 2. Opposition Shows, 7-7:30:
WPTZ—Meet the Press 8. WFIL—Walsh Looks 'Em Over; Newsreel
SAN FRANCISCO (3 stations) KGO, 6:30-7, Sun.
Feb. ARB Rating 8.
(Previous Month's Rating5.5)
Prec. Show: This Is the Life 3.
Opposition Shows, 6:30-7:
KRON—TV Playhouse32. KPIX—Break the Bank 8.
- and -
KGO. 8:30-9. Mon.
Feb. ARB Rating17.
Prec. Show: Mystery Theater24.
Opposition Shows, 8:30-9: KRON—Voice of Firestone15.
KPIX—Red Buttons31.
WASHINGTON (4 stations)
WTOP, 10:30-11, Tues.
Feb. ARB Rating13.
(Previous Month's Rating11.2)
Prec. Show: Danger
WNBW-Embassy Club;
Bob Considine 5.
WTTGAnywhere, U.S.A 3. WMAL — Wrestling-Baltimore 9.
WHEAT — Wiesting-Datumore 9.
lete Roberts
World Report . 15 26
Trong Report . 15

ete	Roberts	
Wo	rld Report . 15 26	
HIC	: United Artists Television AGO (4 stations) N. 5:45-6, MonFri.	
Feb.	vious Month's Rating1.8)	1.0
Prec	Show: Afternoon Edition	1.1
WBI	KB-Weather; Guest Star BQ-To Talk About; C. Utley NR-Adventure Time	5.4
OS A	ANGELES (7 stations) AC, 6:45-7, MonFrl.	0.0
Feb.	ARB Rating (Average) vious Month's Rating2.0)	4.3
Prec	s, Show: Ed Lyonsosition Shows, 6:45-7:	2.2
Pe	XT—U.S.A. Canteen; erry Como	6.3
	omedy Klub	3.5

KTLA-Handy Hints 2.7

KECA-Space Patrol12.0

KHJ-Action Theater 1.8

KTTV—George Putnam 7.1

I	DETROIT (3 stations)
	WXYZ, 1:30-1:45, Sun.
	Feb. ARB Rating
	(Previous Month's Rating10.0)
	Prec. Show: World Adventures2
	Opposition Shows, 1:30-1:45:
	WJBK-This Is the Life
	WWJ-University of Michigan
F	HILADELPHIA (3 stations)
	WPTZ, 6:30-6:45, Sun.
	Feb. ARB Rating
	(Previous Month's Rating15.4)
	Prec. Show: Frontier Playhouse1
	Opposition Shows, 6:30-6:45:
	WFIL-This Week in Philadelphia
	WCAU-See It Now1
S	AN FRANCISCO (3 stations)
	KRON, 8:15-8:30, FrL
	Feb. ARB Rating
	(Previous Month's Rating5.5)
	Prec. Show: Frankie Albert1
	Opposition Shows, 8:15-8:30:
	KPIX-Cavalcade of America1
	KGO-Ozzie and Harriet3

COMEDY

Abbott & Costello	
Show3026	
Dist.: MCA-TV	
BALTIMORE (3 stations)	
. WMAR, 10:30-11, Thurs.	
Feb. ARB Rating1	4.0
(Previous Month's Rating14.0)	
Prec. Show: My Little Margie3	1.3
Opposition Shows, 10:30-11:	
WBAL-The Citizen Steps In	3,3
WAAM-I've Got a Secret2	0.3
CINCINNATI (3 stations)	
WLW-T, 9:30-10, Frl.	
Feb. ARB Rating	7.5
Prec. Show: Big Story3	6.0
Opposition Shows, 9:30-10:	
WCPO—Tales of Tomorrow1	
WKRC-Our Miss Brooks2	9.9
CLEVELAND (3 stations)	
WXEL, 10-10:30, Tues.	20,5
	3.7
(Previous Month's Rating5.1)	

Prec. Show: Wisdom of the Ages.. 4.9

DAYTON (2 stations) WLWD, 9:30-10, Frl. Prec. Show: Big Story33.5 Opposition Show, 9:30-10: WHIO-Our Miss Brooks45.0

and a factor to each entire

www.americanradiohistory.com

Opposition Shows, 10-10:30:

DETROIT (3 stations)

Series Nane

WXYZ, 9:30-10, Wed.

KGO-Tales of Tomorro The Ruggles ...30 Dist.: Station Distributors LOS ANGELES (7 stations)

	EGO III (Carallelo (I bimillono)
. 8.5	KECA, 7-7:30, Thurs.
12.7	Feb. ARB Rating
	Prec. Show: Space Patrol13.5
.24.4	Opposition Shows, 7-7:30:
.10.9	KNXT-Biff Baker, U.S.A12.4
. 10.5	KNBH-Luer Theater 4.6
	KTLA-Newsreel; Time for Beany 7.2
. 8.1	KHJ-Newspaper of the Air;
20.0	Who Me? 1.2

- S-42	
Roller Derby .	30 52
Dist.: TV Explo	
Feb. ARB Rath	

	Description District
WXYZ, 9:30-10, Wed, Feb. ARB Rating 14.8 Prec, Show: Feature Film 11.1 Opposition Shows, 9:30-10: WJBK—Man Against Crime 24.0 WWJ—Kraft TV Theater 25.5 LOS ANGELES (7 stations) KTTV, 8-8;30, Tues. Feb. ARB Rating 15.4 (Previous Month's Rating 19.0) Prec. Show: Chevron Theater 13.2 Opposition Shows, 8-8:30: KNXT—The Web 11.0 KNBH—Buick Circus 13.0 KTLA—Movie Theater 7.8 KECA — Wrestling 6.8 KHJ—Ted Meyers, News; Sports by Brundige 6 KLAC—Film Playhouse; Public Service Film 3.5 PHILADELPHIA (3 stations) WCAU, 9-9:30, Sat. Feb. ARB Rating 17.9 Prec. Show: Jackie Gleason Show 43.5 Opposition Shows 27.5 WFIL—Top Flight Boxing 16.5 SAN FRANCISCO (3 stations) KPIX, 9:30-10, Fri. Feb. ARB Rating 14.8 (Previous Month's Rating 16.5 Prec. Show: My Friend Irma	Prec. Show: Famous Playhouse3.0 Opposition Shows, 10-10:30: KRON—Robert Montgomery28.0 KPIX—Double Play; News4.8 Sportsman's Club1552 Dist.: Syndicated TV Films CLEVELAND (3 stations) WEWS, 1:30-1:45, Sun. Feb. ARB Rating6.6) Prec. Show: Polka Parade19.8 Opposition Shows, 1:30-1:45: WNBK—Frontiers of Faith14 WXEL—Lights, Camera, Questions 5.7 PHILADELPHIA (3 stations) WFIL, 11:15-11:30, Fri. Feb. ARB Rating2.8) Prec. Show: Newsreel; Weather2.7 Opposition Shows, 11:15-11:30: WPTZ — Wrestling9.7 WCAU—Sports Final; Theater9.7 This Week in Sports15 Weekly Dist.: International News Service BOSTON (2 stations) WNAC, 6:15-6:30, Thurs, Feb. ARB Rating
Opposition Shows, 9:30-10: KRON—Big Story	Opposition Show, 6:15-6:30: WBZ—Victor Best News 5.7 Telesports Digest

SPORTS

KTTV-In Our Times 2.6 KLAC-Dinner Time 2.3

Roller Derby	.3052
Dist.: TV Exploit SAN FRANCISCO	ations
Feb. ARB Rating (Previous Month's	

Prec. Show: Famous Playhouse ...3.0 Opposition Shows, 10-10:30: KRON-Robert Montgomery28.0 KPIX-Double Play; News4.8 ortsman's

Club 15 ... 52 Dist.: Syndicated TV Films LEVELAND (3 stations) WEWS, 1:30-1:45, Sun. Feb. ARB Rating 6.3 (Previous Month's Rating....6.6)

is Week

in Sports15Weel	d
Dist.: International News Service	- 6
BOSTON (2 stations)	
WNAC, 6:15-6:30, Thurs.	
Feb. ARB Rating	3.
Prec. Show: Yankee News Service	3,
Opposition Show, 6:15-6:30:	
WBZ-Victor Best News	5.
elesports	

Digest 15	
Dist.: United Artists Television	
COLUMBUS (3 stations) WBNS, 7-7:30, Wed.	
Feb. ARB Rating	12.2
(Previous Month's Rating10.8)	
Prec. Show: Chet Long	17.6
Opposition Shows, 7-7:30:	
WLWC-Al Morgan Show;	VYYY05
Marion Spelman Show	12.4
WTVN-Captain Video	10.6
A SOURCE STORY OF THE PROPERTY	

Wrestling from
Hollywood60Weekly
Dist.: Paramount TV Productions DETROIT (3 stations)
WWJ, 11:30-12:30, Sat.
Feb. ARB Rating 6.5
(Previous Month's Rating7.8)
Prec. Show: Star Night Theater10.7 Opposition Shows, 11:30-12:30:
WJBK-Hollywood Movie Date 7.9
WXYZ-Midnite Theater 8.5

FEATURE FILM PULLING POWER

Phone-Mail Order Firms Point Way

NEW YORK, April 4. - The | This form of advertising is, in feature film programing is per-haps best illustrated by those ter it can be entered into by anymerchandisers who plug tele- one who has the ad appropriation. est such advertiser, Thrift House such "per inquiry" participations Distributors, Inc., here, has found on feature film shows who didn't tive after three years in this chandise on hand. media only, that it has boosted its 1953 ad appropriation to at least \$800,000 and increased cov-5.0 erage to at least 10 markets.

This compares with the 1952 schedule of \$500,000 in New York only. It all started about four years ago with a single \$150 par-9.6 ticipation via WPIX.

According to Thrift Iouse's agency, Product Services, Inc., these feature film plugs have sold over 50,000 waterless cookware sets and over 75,000 dinnerware ensembles in New York over the past 18 months. And these are articles that sell for around \$50 each. The firm previously sold by house-to-house canvassing. Pending Bill

Les Persky, the agency's president, does not believe that the pending New York State bill to bar phone orders on Sundays would thwart Thrift House's program particularly. He said they are prepared to up their Saturday schedule and run institutional plugs on Sunday.

station's feature film show. After the market's potential is proven KSBW, Salinas, Calif. in this way, Product Services

ning 60 plugs a week via KTTV. gelo, Tex.

sales power of advertising via a way, a descendant of magazine phone and mail orders. The larg- Persons have been known to buy feature film programing so effec- have a penny's worth of mer-

They have even been known to go before the camera and give the pitch themselves. After they have thereby received a bunch of orders or inquiries, then they go to a supplier or distributor, who fills the order or sends around a salesman.

NBC Film Div. **Gets 1st Sales**

NEW YORK, April 4. - The National Broadcasting Company's film division this week made its first sales on the web's new syndicated film series, "The Visitor." The Marion Parsonnet series, tagged "The Doctor" when carried on the network, was sold to WTVU, Scranton, Pa., and WTVP, Decatur, Ill. Other NBC film sales this week include: "Douglas Fairbanks Presents" to WDSU. New Orleans, under the sponsor-When Thrift House first goes ship of Jahnckee Service Cominto a market, the agency buys pany; WMCT, Memphis, under only participations in the local sponsorship of Black and White station's feature film show. After Stores: WFAA-TV, Dallas, and

Sales on "Dangerous Assignbuys time and itself buys the ment" were made to the Ted films. Thrift House sells via Leary Advertising Agency, Denfranchised dealers in each mar-ket. The address of the dealer's Decatur, Ill., and ESBW, Salinas, WNBK-Two for the Money.....22.3 showroom is also plugged, but in Calif. The latter station also sales are by phone orders.

Thrift House now sponsors 13 hours of feature film programing daily and weekly news film packa week in New York, mostly via ages. The news shows were also WABD. In Los Angeles it is run- purchased by KTXL, San An-

BUILDING THE THE RESERVE OF THE

Radio-TV Reviews

Both Sides

TELEVISION - Reviewed Sunday (29), 1:30-2 p.m., EST. Sponsored by American Federation of Labor, via the American Broadcasting Company TV from Washington. Producers, M. S. Novik and Phil Pearl. Director, David Davis. Moderator, Quincy Howe. Panel: Representative Eberharter, Representative Mason, Leo H. Irwin.

As is true of most TV paneldiscussion shows, the success or failure of "Both Sides" will be largely determined by the caliber of its guests. However, the fact that the new airer is sponsored by the American Federation of Labor and emanates from Washington automatically gives it a better than average opportunity to line up big name legislators as guest panelists each week.

Another plus for the show is Quincy Howe, a quietly impressive moderator with an admirable air of polite impartialitya most important attribute for a union-sponsored program.

Tax Issue On the intial half-hour Rep. Noah Mason and Rep. Herman P. Eberharter discussed the question of "Taxes-Should They Be Reduced Immediately?" Neither man disputed the need for a reduction, but Mason, a Republican, held out for an immediate reduction, while Eberharter, a Democrat, was in favor of first balancing the budget. Ironically, Eberharter found himself in the position of defending General Eisenhower's position on the matter against Mason, who testily criticized his own party for what he termed a "betrayal of our campaign promises."

Reed Bill

Both legislators presented concise, thought-provoking data in speaking for or against the Reed bill, which calls for immediate tax reductions and is currently under discussion in the House. Eberharter scored by pointing out that the actual benefit to the working man will only amount to a 55-cent weekly raise in takehome pay. Mason then countered with a reminder that "for every \$1 the working man pays out in taxes today, he pays \$2 in hidden taxes," which the Reed bill will supposedly slash.

A brief question - and - answer period followed the main body of the discussion, with two members of the House Ways and Means Committee querying the representatives for opinions on a proposed extension of the excess profit tax, a national sales tax

plan, etc.

The American Federation of Labor commercials were carefully innocuous, with copy stressing the public service values of unions. June Bundy.





P. O. Box 1941 BRIDGEPORT, CONN.



The Phrase That Pays

RADIO-Reviewed Wednesday (2), 11:30-11:45 a.m., EST. Sponsored by Colgate-Palmolive-Peet thru Sherman & Marquette via the National Broadcasting Com-Producer-director-writer, Peg and Walter McGraw. Organ, Arlo. Emsee, Red Benson.

Colgate goes in for mass appeal shows, and apparently "Bob and Ray" were too esoteric for their needs. To replace the latter it has come up with an audienceparticipation mail-pull show produced by Walter and Peg Mc-Graw, whose most recent claim to fame is a nine-part documentary on the state of the country's prisons. With this type of public service venture in their background, the McGraws themselves would seem to be too elite to get at the millions of housewives CPP wants to sell. And, indeed, the formula for this quiz show will probably take the average listener about a week to un-

In brief: Housewife sends in famous slogan. During the show, another housewife in the studio is called up to the microphone, at which time the housewife who sent in the slogan is rung up on the telephone and asked to give her phrase over the air. Everybody in the world hears it except the housewife at the microphone. She is given two clues-in the form of jingles—on who said it. For getting these two right she gets prizes such as a radio, pen or watch.

Then there's a third clue on the phrase itself. If the lady at the mike gets the phrase, what she wins is the right to try at the bonus question. If she misses, the lady on the telephone goes for the bonus query.

Now, the bonus question is a CPP commerical, such as the Ajax jingle, after which emsee Red Benson asks the lady what it is that Ajax avoids, and if she says "cleanser scum," she wins herself something like a twoweek trip to Bermuda or a TV set. And this gets everybody concentrating real hard on the sales message.

In the 15 minutes, this routine is gone thru twice. Obviously it has everything an a.m. show has to have, except, perhaps, human interest. Anyhow, it ought to keep the gals tuned to NBC between "Strike It Rich" and Bob Hope. May be the format will confuse them for a while. But then, the more twists you make on the quiz format, the further you go into higher mathematics.

Gene Plotnik.

Lux Video Theater The Brooch

TELEVISION - Reviewed Thursday (2), 9-9:30 p.m. EST. Sponsored by Lever Brothers Company for Lux Soap, thru J. Walter Thompson, Inc., via Columbia Broadcasting System-TV. Producer, Cal Kuhl. Writer, William Faulkner. Cast: Dan Duryea, Sally Forrest, Mildred Natwick, Margaret Whycherly, others.

Continued from page 2

in their mental agony. The script flowed along so effortlessly that its over-all mood of frustration and despair seemed a natural outgrowth of the conflict between the three participants, rather than deliberate contrivance by writer, director, and performer.

Utilizing occasional narration to move the story along, Faulkner traced the mother's hysterical attempt to drive the wife away, opening with the girl's arrival as a bride. ("A gentleman does not bring carrion to his home.") Two years later, the girl finally capitulated. However, the son decides to leave with his wife, and, in an ironic twist, his loyalty gave the girl enough courage to face up to the enemy and defeat her.

The Faulkner touch was most 829 S. Campbell, Dept. 4, Springfield, Mo. evident in a bitter twist at the finish, when, in the cruelest possible gesture, the girl persuaded the son they should stay on in the house with his now completely broken mother. Demanding the household keys, the wife observed contemptuously, "Nobody else would put up with her."

TV FILM REVIEWS

American Inventory 'Cancer: A Research Story

TV FILM-Reviewed Sunday (29), 2-2:30 p.m., EST. Sustaining via National Broadcasting Company. Producer, William Hodapp. Associate producer, Bob Wald. Director, Laurence Schwab Jr. Script, John Latham. Narrator, Dr. Charles S. Cameron. Cast: Dr. Clarence C. Little, Dr. Charles Huggins, Dr. Louis Fieser, Dr. C. P. Rhoads and Dr. John Bittner.

April is Cancer Control Month, and the disease has been getting a healthy share of publicity. Now, Teleprograms, Inc., producer of "American Inventory," has gotten together with the American Cancer Society and turned out this half-hour film in color. Altho the production is fuzzy in a few spots, the general concept of the film is intelligent and thoro.

It consists of film clips of five of the country's leading cancer researchers, each one telling and showing the line of attack he's been taking and the progress he's made so far. Each one is working on a different angle, one on genetics, one on hormones, another on milk, and so forth, It is impressive to see with what diligence and ingenuity each one of them is pursuing his particular line. But after the half-hour is over the viewer has the feeling that life has very few safe moments.

The five segments were strung together with fine consideration for video impact. The narrator, Dr. Charles Cameron of ACS, worked against black, constantly walking toward camera while he talked. From time to time, and on cue, an exhibit of some sort would move into camera in an island of light. It was a most effective mode of presentation, and Dr. Cameron's spiel was voluble Gene Plotnik. and lucid.

Don Q, Dick and Aladdin

TV FILM-Reviewed at special screening. Running time 15 minutes. Produced by Stribra Productions. Producer, Leo Steiner and Otto Brand. Director-writer, Palmer Martin, Distributor, Lakeside Television Company, 1465 Broadway, New York 36, N. Y.

It is surprising to find more kiddie-puppet shows coming into the TV film market, since, with one or two exceptions, those already on sale have not been moving. Price on the above named entrant is low, but how low can it get before the station has a real buy and the seller still has a

New angle in "Don Q" is the on-location shots. While the stanza caught started off with a backstage setting, it soon went via flashback to a field of grass and then a cave. Here a beginning of the "Aladdin and His Lamp" tale was unfolded.

The characters are string marionettes and have body sync but static faces. The Aladdin character is both an actor in the backstage sequence and the lead of the flashback. In general the show appeared too wordy, especially in view of the absence of lip sync. Gene Plotnik.

The complete revamping of the WBBM, Chicago, publicity staff last week left this line-up: Chuck Wiley in charge of public relations and continuing special events work; Andy Murphy, re-hired to handle TV, and Sam Parnas to handle AM.

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Legit Reviews

HORSES IN MIDSTREAM (Opened Thursday, April 2) Royale Theater

A comedy by Andrew Rosenthal, Staged by Cedric Hardwicke, Setting by Donald Oenslager, Business manager, Edward Choate, Press representatives, Richard Maney, Frank Boodman and Ben Kornsweig, Stage manager, John Effrat, Pre-sented by Gilbert Miller and Donald

Marie Louise Lili Darvas Ganna Ludmilia Toretzka Charles Pine Cedric Hardwicke Tom AtwoodScott Forbes

Andrew Rosenthal has an evident knack for the turn of a phrase and graceful, urbane conversation. In "Horses in Midstream" he has scripted a mild little sex-comedy. His characters, with one exception, are adultly agreeable and their reactions reasonable. But over-all "Horses" is curiously devitalized drama. It is full of attractive conversation which never seems to get below the surface.

Since it is acted and directed with great skill, and has been mounted in keeping, the comedy is completely pleasant and frequently diverting. But Rosenthal has just written it too placidly neat for its own good. Any prolonged Stem future for it looks extremely doubtful.

Elba Setting

Rosenthal spotlights the menage of a New England banker and his French novelist mistress on the island of Elba. The pair have been living in happy felicity for 31 years, since the old boy deserted his wife and child to run away with her. Into their tranquil Eden crashes a granddaughter from Newburyport, Mass., who comes to scold but remains to worship. In fact, the lass becomes so attracted to their unconventional ways that she decides to go native on her own with a he-man British beachcomber twice her age, who also has taken a domestic runout.

This notion arouses a longdormant New England conscience in grandpa to the point of threatening the placidity of everybody's relationships. But it's only a threat, because an unpleasant visit from the girl's mother put the old boy right back on the beam and convinces granddaughter that she should be off to Paris for a couple of months of solo self-appraisement. It appears that Rosenthal is saying that what may be sauce for the gander is not necessarily sauce for the

gosling. Hardwicke Splendid

As stated, Cedric Hardwicke's staging is splendi; and he brings all his canny experience to bear in playing the waspish, aging refugee. Lili Darvas keeps right in pace with him as his hard-headed but completely understanding paramour. Aside from being highly decorative, Diana Lynn brings an engaging freshness to the puzzled, young granddaughter, caught in the web of her own emotions.

Scott Forbes is convincingly hemannish as the Britisher who admits he's quite willing to accept any good thing until something better comes along. Ludmilla Toretzka adds some amusing moments as a gabby, complaining servant and Carol Goodner contributes a good scene as the girl's bitter mother.

Donald Oenslager has given the play a fine assist via his background of a terraced villa on an Elba mountainside. But even fine acting, staging and dressing, can't make "Horses" run faster than a Bob Francis.

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REGINA

(Opened Thursday, April 2) City Center

on Lillian Hellman's "The Little Foxes."
Staged by Robert Lewis. Set by Rorace
Armisead. Costumes by Aline Berstein. Choregraphy, John Butler. Conductor, Julius Rudel. Company Manager, Gilman Haskell. Press Representative, Lewis Harmon, Presented by The New York City Opera Company.

Regina Giddens......Brenda Lewis Horace Giddens, Her Husband

Alexandra Giddens (Zan), Their Daughter
Priscilla Gillette (Debut)
Ben Hubbard (Regina's Brother)Leon Lishner

Oscar Hubbard...........Emile Renan Birdie Hubbard, Oscar's Wife..Ellen Faull Leo Hubbard, Their son....Michael Pollock Jazz......William Dillard (Debut)
Addie, Cook......Lucretia West (Debut) Cal, Butler Lawrence Winters
Marshall Lloyd Thomas Leech
Belle, Maid Margaret Tynes
Bagtry Russell Goodwin
Manders Charles Kustner BAND

Banjo Addison ClarinetEddie Barefield TromboneTheodore Donnelly

The New York City Center Opera Company has elected to add Marc Blitzstein's four-yearold "music drama" adaptation of Lillian Hellman's "Little Foxes" to its current repertoire at the City Center. Back in '49, this reporter said that he would take his "Little Foxes" without sauce a la Blitzstein, and nothing that the City Centerites are doing now serves to change that opinion. From this pew a revival of 'Regina" seems a great waste of finances and effort.

"Pretentious Bore"

A repeat chore of direction by Robert Lewis seems excellent, and the original sets and costumes by Horace Armistead and Aline Bernstein are again all that they should be, but a reporter is still sure that a vital, smash drama like "Foxes" has gained nothing via operatic embellishment. Most of the Blitzstein score seems a ponderously pretentious bore.

On the top side of the ledger is the singing and playing of Priscilla Gillette and William Wilderman as the daughter and the head of the Giddens household. Both created the original roles, and score accordingly. Brenda Lewis, however, has moved up from the Birdie Hubbard slot, which she originated, to the title role assignment. Miss Lewis is, vocally, highly competent, but delivers one of the hammiest, over-played Regina Giddens on record. Conversely, the current new birdie. Ellen Faull, does full justice to her third act, pathetic soliloquy, which is one of the real high points of Blitzstein's scoring.

Obviously this latest addition boasts good voices thruout and dramatically picks up in its last two stanzas, when the stinking Hubbard tribe begins to get its come-uppance. But over all, it once more seems gaited to a special cognoscenti and, if it were not for Miss Gillette's completely lark-like singing, there would be long stretches of overdone dramatic recitative which add up to utter boredom.

"Regina" hardly seems the sort of fare for the City Center to add to its rep with a hope toward putting pop opera in the black. As far as this ear is concerned, Blitzstein can put his tricky score back in mothballs.

Bob Francis.

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Billy Gray's Band Box, Hollywood

(Tuesday, March 31)

Capacity, 210. Price policy, \$2.50 minimum. Shows at 9:30 and 12:30. Booking policy, nonexclusive. Publicity, Maury Foladare. Estimated budget this Show, \$2,000.

Despite two strikes against him as he went to bat before critical first nighters, comedian Harvey Stone wowed them in his first stint in this nitery. First strike was doubling as emsee. Second count was obvious lack of rehearsal with three-piece combo.

Accustomed to playing to a previously warmed-up audience, Stone was forced to unnecessarily prolong his opening efforts. His initial rapid monolog patter was lost in the din of revelers' yacking. He overcame this distraction, turning it into an asset. ("This looks like a scavenger hunt-trying to find something." Then he got rolling with his wellrounded monolog building up to his well-known GI yarns. These kept the customers mitting for more.

Comedian's singing efforts came off well, the customers catching his hilarious innuendoes. A little more rehearsal with the combo would have paid off better on this score. Stone's effectiveness as a headliner was somewhat detracted by the necessity of his doubling as emsee. However, he'll continue to draw during his fourweek stint.

Jacqueline Fontaine was a mighty pert bundle of vivaciousness. She exhibited the bombastic qualities of a junior Sophie Tucker as she vocalized a medley of "Give My Regards to Broadway," "Yankee Doodle Dandy" and "Mary." She got the mitt for her Sophie Tucker take-off of "Some of These Days" and the catchy "Them There Eyes." Vocalizing, however, lost some of its effectiveness by Miss Fontaine's frequent body movements which necessitated her backing too far off mike. She got the guffaws for her Italian dialect "Little Red Riding Hood." It's sure-fire.

The Day Dreamers, three men and a gal, in their first West Coast appearance pleased with close harmony in a repertoire of old favorites and novelties. Biggest mitt 'as reserved for a stirring "Old Man River." Adequate backing was supplied by trio composed of Bobby Jacobs, piano; Allen Burns, bass, and Al Viola, guitar. Ed Velarde.

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Night Club-Vaude Reviews

Copacabana, New York

(Thursday, April 2)

Capacity, 610. Price range, \$5 minimum. Shows at 8:30 and 12:30. Operator, Jules Podell. Booking, non-exclusive. Publicity, Dreyfus-DeLynn. Estimated talent cost current show, \$7,500.

Every time Jack Carter comesback to New York he's got something new. This time around is no exception. Not only is much of his material new, but his timing is also very much improved. Working in slam-bang fashion, Carter usually opens fast and keeps slugging all the way. Such tactics can be tiring to an audience as he's undoubtedly discovered. This time in, Carter worked more easily, tho opening night butterflies probably troubled him. Working to a large showbiz audience, comic used many inside lines, frequently seguing into a rapid impression of one of the comics present. His carbon of Jan Murray was wonderful; his Milton Berle or Red Buttons were equally faithful. On his set routine, Carter managed to get his share of the straight yocks, not only from the showbiz characters who were with him all the way but, more important, from the average customers.

The surprise of the new bill was Jimmy McHugh and his four girls, Dorothy Coulter, Darla Hood, Eve Marley and Beverly Richards, plus Matty Malneck (fiddle) as the conductor. The act was refreshing for a variety of reasons, chiefly because McHugh, a songwriter of considerable rep, flanked by four girls, made up a completely different sort of an act. The "and-then-I-wrotegimmick" with a novel twist had the girls who can sing and who are all lookers. There was even a little comedy in the group to break up the straight vocalizing. Girls came on first and then brought McHugh on, introducing him as "May we present to YOU, an Irishman named McHugh....' After he spoke a few lines in a cold-laden voice, for which he apologized, McHugh became the embodiment of modesty. In fact he became so self-effacing that people almost forgot he was there. Such modesty may be laudable but in showbiz it can mean murder. All McHugh did was to play the piano without even a spot hitting him.

In any event, the girls went thru a round robin of McHugh's smash hits, most of which are standards today, for big applause-winning results. Girls each did singles; two were sopranos; one was a contralto and (Continued on page 46)

Olympia, Miami

(Wednesday, March 25)

Capacity, 2,170. Price policy, 68 cents-\$1.03. Four shows daily. House booker, Harry Levene. Show played by Les Rohde's

Carmen Cavallaro is the mainwhich is featured by acts strong on the eye-appeal. Strongest of all is a blonde Texan, Sunny Fox, making her debut here with a bevy of special-lyric tunes geared

The gal wears a low-cut gown, one of the lowest of the season, in fact, and opens with a "normal" rendition of "The Maharajah of Magador." Then she swings into her special material, punctuated by hip-tossing and the use of a wide-rimmed red chapeau for a Mae West effect. She got good hands thruout.

For Cavallaro

The customers, however, came for Cavallaro and his keyboard artistry, and he didn't let 'em down. He went thru a whole routine of pop, longhair, boogiewoogie and novelty for a solid act. One novelty, based on a combination of chopsticks and longhair, was particularly good and was reflected in a big mitt.

Twins in an exhibition of tap, to their reception. soft-shoe and acrobatic terping. They're a sprightly pair, and they displayed considerable skill in looks and expression, but her their footwork. Captain Willis singing didn't do too much to the and His Seals came on next for the usual ball-balancing routines. Paddy Cliff emseed and filled a tines. solo spot in okay manner.

Pic, "Androcles and the Lion." Herb Rau.

Clover Club, Miami

(Monday, March 30)

Capacity, 450. Two shows nightly, 9:30 and 12:30. Price policy, \$3.50 food and beverage minimum. Owner - operator, Jack Goldman. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent cost, \$3,500.

On a comeback trail following her TV "biography" on Ralph Edwards' "This Is Your Life," Lillian Roth makes her first major cafe appearance a socko hit. She looks great on stage, she's a virtual bundle of charm, and she belts out the song smashes of two decades ago like the veteran trouper she is.

Her opening is a reprise of tunes she introduced via the screen. Each number got a big ovation from a room less than despite the unfortunate booking time, Miss Roth came thru with flying colors. She has the same old clarity of yore, she's as ebullient as ever, and can capture an audience by singing anything from a 1930 jump tune to a schmaltzy ballad.

At the end she displayed a solid hunk of showmanship which today's crop of warblers deem corny. But, in talented hands like hers, Miss Roth scored big as she walked off singing a "good-bye" song and paraded thru the room—followed by a spotlight-slipping out the front door on the last note. Only Lena Horne has put on a better show at the Clover this season.

"New" Kent

With Miss Roth is the "new" Lenny Kent. Slimmed down to St. Regis, Julianna Larsen did almost a sylph-like figure, Kent one; Miss Rosalind Courtright, has a completely new act. It is current at the St. Regis has onealso completely lily-pure, with and now Miss Meade has onenot one vestige of any blue material that used to punctuate his routines. And he's funnier than ever.

Kent starts off with a song, interspersed with ad libs thrown at ringsiders, and swings into a capsule version of "South Pacific." But his "South Pacific" is Rodgers & Hammerstein in reverse. It's satire at its best, with almost every line good for a solid laugh. Rest of the show, in spite of "summer policy" prices, includes a line of six girls, with solo terping by Dolores Renay.

Show was backed by Tony Lopez' ork. Herb Rau.

Painted Desert Room, Desert Inn, L'as Vegas, Nev. (Tuesday, March 24)

Capacity, 450. Price policy, no minimum, no cover. Operator, Wilbur Clark, Booking, Frank Sennes. Publicity, Gene Murphy. Shows at 8:30 and 11:30 p.m.; extra show Saturday 1 a.m. Estiated talen: cost, \$18.500.

Jimmy Durante is still up there; business is proving that at the Desert Inn. The anticipation developed before his walkon becomes almost unbearable to the audience, even tho the wonderful Wanda Smith Cover Girls ease the pain. The girls are on too long, considering that they are introducing Jimmy Durante. It's cute, tho, and the Schnoz makes good use of the five girls thruout

Durante's "I Don't Like Berets," in which his flair for rearing hats of unusual shapes and designs comes out to full advantage, got big Jocks. The girls worked with him in this number, hanging some 30 hats on his noggin as Jimmy grimaces and grins thruout the procedure, having as much fun as the ... idie.

Pinza Foil is usual bits with Ed ie Jackson and Jack Rotl. are still great, and on the night caught, he had an extra foil in the audience-

ים inza. The DeMattiazzis standard double doll act registered big The show opens with the Migal here. The surprise ending added

> Hathy Barr, prima donna, pulled some good applause for udience. She's fresh and cute, Gould, an excellent dancer and but needs better and sharper rou-

As usual, the Donn Arden dancers turn in some fine productions, with solid terping, featuring Pluff

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Empire Room, Waldorf-Astoria, New York

(Wednesday, April 1)

Capacity, 282. Price policy, \$2 cover after 9:15. Shows at 9:15 and 12:15. Owners, Hilton chain. Exclusive booker, Merriel Abbott. Publicity, Paul Stewart. Estimated talent budget, \$1,250.

Mary Meade, billed as the American girl who made good in Paris, is something to look at. A statuesque blonde, with chiseled features and a flowing white gown to enhance her charms, makes her one of the loveliest girls around. Her singing, however, hardly keeps pace with her looks. The gal's selling is strictly dated; lyrics on semi-specials are crowded due to Seder night. But, occasionally cute but lose their effectiveness because of inept phrasing.

Miss Meade came on after what seemed deliberate "late" walk-on to set up her opening numbr, "Great to Be Home Again," folto Me." A pair of French tunes came next on one of which she pulled up Ed Fitzgerald for a number she translated as "I'm Looking for a Flat." This was preceded by a strolling with a hand mike asking ringsiders if they knew where she could "rent a flat." Fitzgerald's reply suggesting the Pierre pulled laughs. Her next was a prop-costumed "Not as Good as Texas." Miss Meade should be informed that these Texas numbers have now been done to death. Over at the and Texas jibes are wearing thin.

Her pianist (her husband), Ted Grouya, came in for a heavy intro via "we are honored to have with us tonight, etc.," followed by Miss Meade's singing a medley of Grouya's songs, e.g. starting with "In My Arms" and ending with "Flamingo." Grouya is a good pianist, tho hardly an accompanist. He went at that Steinway via trills, runs and arpeggios as if he were doing the single rather than backing one.

A couple of Italian ballads followed, then a rhythmic "I've Got the Home Tout Suite Blues" and a reprise of her opener, "Great to Be Home Again." That the session was over-long goes without saying. A generous pruning is indicated.

On looks alone Miss Meade stands a good chance. But if she's to mean more than one time around, she'll need much more than she showed here.

Nat Brandwynne's show cutting (he handled the baton) was excellent: Mischa Borr's betweenshows stints helped fill the floor. Bill Smith.

Persian Room, Hotel Plaza, New York

(Thursday, April 2)

Capacity, 285. Price policy, \$2-\$2.50 cover. Shows at 9:30 and Owners, Hilton Hotel 12:30. chain. Exclusive booker, Merriel Abbott. Publicity, Ed Seay. Estimated talent cost, \$2,250.

Despite Easter week, when most of the hotels here are sloughed, preem night business was quite satisfactory. The way n aitre d' Fred dresses a room, is an art in itself. He placed people so skillfully that the room always manages to look well-occupied.

Lisa Kirk, strictly whistle bait in a gown that hugged her chassis, did a fine vocalizing job. This time in she showed two new things: a duet (about 16 bars) with her piano accompanist Buddy Pepper, on "Sunny Side of the Street" in Benny Payne fashion for solid returns; and phone gimmick, a refinement of a bit used by her about a year or so ing the page boy distribute white carnations to all the males. With

(Continued on page 46)

looker who should soon be stepping out of line into featured platform. Pace slows somewhat tilling somewh re. The show was for a melange of chatter and tapcut nicely by Carlton Hayes and his orchestra. Al . eeman.

Bill Miller's Riviera, Miami Beach, Fla.

(Friday, March 27)

Capacify, 700. Two shows nightly, 9 and 12. Price policy, \$3.50 food and beverage mini-Owner-operator, Bill mum. Miller. Booking, non-exclusive. Publicity, Les Simmonds. Estimated talent cost, \$2,000.

A cavalcade of jazz, intermingled with a fast-paced revue, marks the new bill here as Bill Miller took a flyer into capturing some of the spring "off-season" business in Miami Beach. He had good crowds on the first weekend, but reservations dropped off during the week, which may or may not have been due to the Passover holiday.

The revue is a complete package, "Larry Steele's Smart Affairs of 1953," and it is entertainment all the way thru. Sole discordant notes in the hour and a half show were unreasonably loud examples of progressive jazz punched out by the Tyler band. Otherwise, the music is quiet and affords excellent backgrounding for a variety of acts.

Among the features are a sixgirl line, a blues singer, comedy by Butterbeans and Susie, an eccentric hoofing trio, a striptease act, an acro-dancing duo, a jazz lowed with "You Do Something harpist, a ballroom team, and patter by Larry Steele, who emsees the proceedings. Most unusual of all is the jazz-harp as played by Oliviette Miller; altho Butterbeans and Susie, that veteran vaude team, scored about the biggest hand. Herb Rau.

Chase Club, St. Louis (Friday, March 20)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows at 9 and 11:45. Booking, non-exclusive. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Estimated talent budget, \$4,000.

Evelyn Knight headlining current bill, drew solid returns. Beautifully gowned, gal opened fast with "Casey Jones," then went into "Tenderly," "Grandfather's Clock," "I Wish I Could Understand Texas," "St. Louis Blues" and wound up with three big record reprises, "Powder Your Face With Sunshine," "Dance With a Dolly" and "A Little Bird Told Me." A pre-sold audience accepted her every number enthusiastically and she finally had to beg off.

Rosario Imperio, booked in at the last minute, opened with a tap routine. Gal did a nice job and received good mitts.

Frank Libuse's, "waiter" routine was a real panic. At times the customers were confused and angry at Libuse's tactics, snatching tips from tables, cigarettes from guests, etc. But Libuse weathered the storm. During actual show, the comic works with Margot Brander, scoring heavily.

Paul Neighbors ork does good job on show music. Neighbors offers an occasional vocal, as does Ralph Anthony from the band. Abie L. Morris.

Chicago, Chicago (Friday, April 3)

Capacity, 4,200. Price policy, 3C to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

Rosemary Clooney's familiar voice chimed her top tunes here and the big Easter week-end house liked what they heard. Making a sweet stage appearance. altho sometime a bit tense, she clicks with "You'll Never Know" and "Come On-A My House."

Opening with "From This Moment On," she follows with a nifty "Half As Much," "Haven't Got a Worry," "Botcha-Me" and "Just a Little Girl."

Comic-mimic Frank Fontaine handles a long list of imitations with a strong continuity gimmick. His character, "John L. C. Sivoneeey," scores with the TV-hep.

Hot piano peppered with equally torrid vocals and footwork is dished up by Maurice Rocco. He rolls with the rhythm and blues ago. This was preceded by hav- and a revved-up "Easter Parade" was inserted for this occasion. Piano material is solid and his deal stand-up keyboarding makes for good novelty and sets the

stage for his dance bits. The Mayo Brothers open with speedy tapping on a miniature ping in the second half.

> Tom Parkinson. Copyrighted material

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VEGAS PRICES SPREAD

Acts Large, Small Wrangle Big Coin

scrambled price situation of talent in Las Vegas Nev.,-attrac- saying, "I don't care if its a small tions as well as standard acts—is act or an attraction, I won't be now beginning to spread to the straight night clubs, those operat- who want to hike up the prices ing without gambling casinos.

paratively minor one, tho it is of dollars in the firm belief that already beginning to be felt. The reaction among the attractions is fairly obvious. Why take four tors for the top dollar. weeks at \$5,000 a week, they reason, when they can get one week in Vegas for \$20,000. Not that all attractions get \$20,000, even tho that seems to be the indicated zas, to be followed by similar ceiling there.

The supporting acts are also demanding and getting more money as a result of the Vegas boom. In Vegas spots, for example, a standard dance team that worked last year for \$750 now asks and gets \$1,000. Good comics with little name value who worked there last year for around \$1,500 now want \$2,500.

When they're offered other dates in non-gambling rooms, their price is obviously less. But it's still higher because of the new salary scale they believe has been set for them in their Vegas jobs. For example Lawrence Melchior got \$10,000 there as a single after getting \$5,500 in the Chicago Theater, and there he worked with four boys whom he paid. But as a result of his Vegas date, his asking price in non-gambling spots as a single is \$7,500.

Outsiders Calm

that exist there. Some of them see the handwriting but are powerless to do anything.

Even the Vegas hotels which started the race don't know how to stop it. Last week, for example, Bill Miller, the Sahara's new

Patachou Inks With Waldorf

NEW YORK, April 4. -Patachou has been signed by the Waldorf-Astoria for a five-year term which will carry her into 1958 at increasing prices for each succeeding year from the current

The French singer originally went in for \$2,000 last November. About a month later she was brought back for \$2,500. Her next date at the Waldorf will be for \$3,000, starting November 26, 1953. She will also play the Empire Room of Chicago's Palmer House next January.

In the meantime, she's booked for three weeks at the Ambassador's Cocoanut Grove, Los Angeles, starting July 15. She will go in with her own package, acts for which are now being chosen by the Lew and Leslie Grade office which books her.

Preceding the Coast date, Patachou will play the Last Frontier, Las Vegas, Nev., teaming up with Cesar Romero in a package deal for the Vegas date that will cost about \$9,000.

DOGGIE DISK STEADY NOW

NEW YORK, April 4. -Merriel Abbott, Hilton Hotel chain talent booker, has an adopted child who's crazy about Patti Page's "Doggie in the Window." Keeps playing it all the time. The Magnavox, however, doesn't repeat a record unless there's another disk on top exerting pressure. In an effort to keep the record spinning, Miss Abbott has tried everything: called the Magnavox people and others. Finally one source suggested a bar of soap on the spindle-and it worked. Now "Doggie" keeps spinning all the time. .

booker and operator of the New NEW YORK, April 4. - The Jersey and Miami Beach Riviera, was quoted in a local paper as now go to Miller and say that The effect is still only a com- so-and-so is offering "X" number

Vegas hotels, hungry for attractions, are now trying to win the curiosity trade via picture names. The Marilyn Monroes, Ezio Pinnames, are now the major lure. Mae West may play the area for an asking price of \$20,000; George Sanders has been submitted for \$20,000. Rosemary Clooney's price is now \$15,000.

Applecart Over Picture names, seeing the fabulous salaries, are hard put to it to resist them. In most cases these flicker names are good for only one time around. But even for the one time they start trouble among such established box-office attractions like Joe E. Lewis, Sophie Tucker, Jimmy Durante, Danny Thomas and others who do business and feel they're worth as much if not more than the "Johnny Come Lately."

Nobody has any solution. The far seeing brass among the talent agencies are worried the bubble will burst. But to keep it in check and stop it from bursting is another matter.

So far talent buyers outside of Vegas claim not to be disturbed by the chaotic price conditions Philly Cafe Ops Refuse to Sign Without Huddle

PHILADELPHIA, April 4. — The Cafe Owners of Philadelphia, affiliated with the National Theater Restaurant Owners of America, flatly said it would not sign any agreement with the American Guild of Variety Artists, "unless first negotiated."

A spokesman for the club owners' association said that it had appeared with Dick Jones, of AGVA, before Father Comey, professor of industrial relations at St. Joseph's College, and a mediator of waterfront disputes for years, but were unable to reach any agreement.

"Not a night club will sign. If Jones wants to put pickets out, let him," said one operator.

Father Comey suggested that the two points, welfare fund contributions and the employeremployee relationship, be referred to in a special amendment, subject to official government interpretation. The club owners said they had agreed but that Jones was adamant.

Jones' Reply

"Sign it as it is or we put pickets around you" was Jones' reply, said Cafe Association spokesman,

In the meantime, Lou Walters, TROA president, now in Las Vegas, Nev., ordered Dave Fox, TROA's executive director, to fur-(Continued on page 46)

Van Johnson to Sands at Vegas

LAS VEGAS, Nev., April 4.— Van Johnson will play his first cafe date since he became a picture name when he opens at the Sands Hotel April 16.

will also be on the show.

Johnson is now hard at work

LIGHT BEAM, **HEAVY THUD**

NEW YORK, April 4. -Charlie Rapp, local club date booker, had a Waldorf show last Saturday (28) in which he used Yvette and Her Parrot. On cue, the parrot is released from a box from an upper tier, following the spotlight which is supposed to be on Yvette. When the bird lands on her shoulder he is supposed to untie her shoulder strap with his beak for the start of a minor strip. The cue was given, but the light man threw the spot on the piano instead of Yvette. The result was the bird smacked into the piano, let out a loud squawk that sounded like swearing and then passed out. The next act had to rush on to cover up. After the show the chairman of the entertainment committee came to Rapp and said, "Hey - that parrot that's a great act. But what does he do?"

PHILLY CLUBS

Local Ops to Fly Non-AGVA Acts In From Chicago

PHILADELPHIA, April 4. -Local night club owners, feuding with the American Guild of Variety Artists, announced they would hire non-AGVA entertainers and fly them into Philadelphia from Chicago and other cities. Furthermore, cafe owners declared a complete boycott of AGVA, which last Thursday tating an entertainment blackout in many of the city's night clubs. The break resulted from a failure of the club owners and AGVA to reach a settlement on a minimum basic agreement and welfare

Meeting Monday, (30) the club owners agreed to sign no contracts with AGVA and to permit no agents of the union to enter their places. They will hire "for-mer AGVA acts," they said, but only on a "non-AGVA status." In a move to encourage AGVA members to work under such conditions, George Hamid Sr., a member of the executive committee of the Theater and Restaurant Owners' Association, said that organi-(Continued on page 46)

6 Chi Bookers War Vs. AGVA

CHICAGO, April 4.-Six Chicago bookers, who normally supply a number of bistros here with acts, mostly exotics, this week joined the fight against the American Guild of Variety Artists and its Welfare Fund.

The percenters, who service members of the Chicago Cafe Owners' Association, announced they would turn in their AGVA franchises and join the Entertainment Managers' Association, club date bookers who have opposed the act union for several months.

The announcement came at the Wednesday (1) meeting of the agents and Milton Raynor, attorney for the CCOA. Present at the confab were Bert Peck, Jack Block, Pat De Carlo, Jack Montgomery, Matt Schiff and Ceasar Aragone. Hal Cowles also was on

Only other action in the Windy City this week came out of a meeting of AGVA's branch executive committee. The group recom-The his price was not disclosed, it is understood he will come in enter into agreements directly for a two-weeker for about with club date clients or work \$15,000 a week. Connie Moore thru franchised agents. As inter- Aero Club, operated by Jack Han-

Cent. Labor Council **Backs AGVA Action** In TROA Struggle

Musicians Walk Out, Refuse to Take Over Jobs Vacated by AGVA

and the American Guild of Va- sign. riety Artists took a new turn here when the Central Labor Council

For the first time in AGVA's history, the musicians have walked out. Musical acts, which were thought would step in and take over jobs left by AGVA people, have also become unavail-

The battle is basically between Theater Restaurant Owners of America and AGVA over the terms of a minimum basic agreement. AGVA has demanded that cafe men contribute \$2.50 per per- ers' Union promptly offered Jones former per week to the union's pickets. Musicians Union, Local welfare fund. TROA is also ask- 77, Waitresses Union, Bartenders ing that cafe ops be listed as Union, Cooks and Pastries Union "operators" and actors as "art- and the Commercial Telegraphers ists." AGVA insists that operators are "employers" and the actors are "employees." The question of bonds is also one that cafes seek to change.

by TROA officials, each member sustained by closing. agreed that he would not sign an AGVA agreement under AGVA here on the scene, said that for terms unless approved by TROA. every dollar TROA would throw The latter org also said if AGVA into the fight AGVA would spend would take any action against three. "TROA expects us to help any of its members, then all cafes organize its membership and then which are members would give it a favored nations clause. promptly close their rooms.

The first test of strength was pulled shows out of the Rath- made in Baltimore last week skeller and the Celebrity, precipi- when the Bandbox show was pulled because its owner, Max Cohen, an official of TROA; refused to sign the AGVA agreement. The major test, however, came here when the local Little

Dean & Jerry Face Hassles On N. Y. Dates

NEW YORK, April 4.-Martin and Lewis may become another hot potato when they come in to play the Paramount next August. Boys are scheduled to open at the theater August 26.

The rub will come when the Copacabana, which says it has received an okay for a September 3 opening, will ask the two lads to come in. The Copa has an old deal for four weeks. Martin and Lewis paid off on the deal on the basis of "pay or play," thereby bowing out of their commitment, according to the American Guild of Variety Artists. Jules Podell, Copa operator, has never cashed the check, and last week received a letter from AGVA indicating that the comics had changed their minds and would honor a September date.

Music Corporation of America, which represents Martin and Lewis, said it knew nothing of the boys going into the Copa. MCA toppers also said that Bill Miller, of the Ft. Lee Riviera, was also in there pitching for the two, but neither had him.

The Martin and Lewis deal for the Paramount will call for \$50,000 against a 70-30 split. The Copa deal is for \$6,500 a week for four weeks.

SAN ANTONIO, April 4.-The preted by one member of the ratty about six miles from the board, this meant that acts could city limits on the Austin Highway, getting an act together. Before he went into pictures, he played cafes and theaters, doing some dancing and singing.

go ahead and work thru club date agents unofficially, but technically they would work for the buyer of the show.

was gutted by fire, causing an estimated \$27,000 damage. A lack of water hampered the firemen in battling the blaze.

PHILADELPHIA, April 4. — Rathskeller and Celebrity Club
The war between the local cafes shows were pulled for failure to

Other Philly clubs also prepared to close as a sign of unity. endorsed AGVA's action and or- Fifteen additional clubs put dered its member unions to in- their shows out. Dick Jones, form its people to support the AGVA's Eastern regional director, promptly announced that such action was considered a lockout and none of the acts would lose. They would be paid their full salaries from the cash bonds the clubs had on deposit with AGVA.

Appeals to Council Jones then appealed to the Central Labor Council, an American Federation of Labor joint body, which approved his action and ordered member unions to give their support. The Seafar-Union also agreed to cooperate.

Two picket lines were thrown around the Celebrity and the Little Rathskeller. They appealed to TROA which sent them \$10,000 In previous statements made to reimburse them for the losses

Jack Irving, AGVA topper, Well, they've made a mistake. We are in this fight to win."

Some of the cafe men had shown a willingness to sign with AGVA, but were reluctant to do so because TROA had informed them that AGVA was acting illegally. AGVA denied the claim. It said, first of all, that cafes were not in interstate commerce and neither was AGVA. A suit has been started by TROA orgs of various cities before the National Labor Relations Board which may answer this question.

At this writing, there are picket lines around the Celebrity and Little Rathskeller. Jones said that before the week was over he "might have lines around the other 15 clubs which are now still operating with no talent."

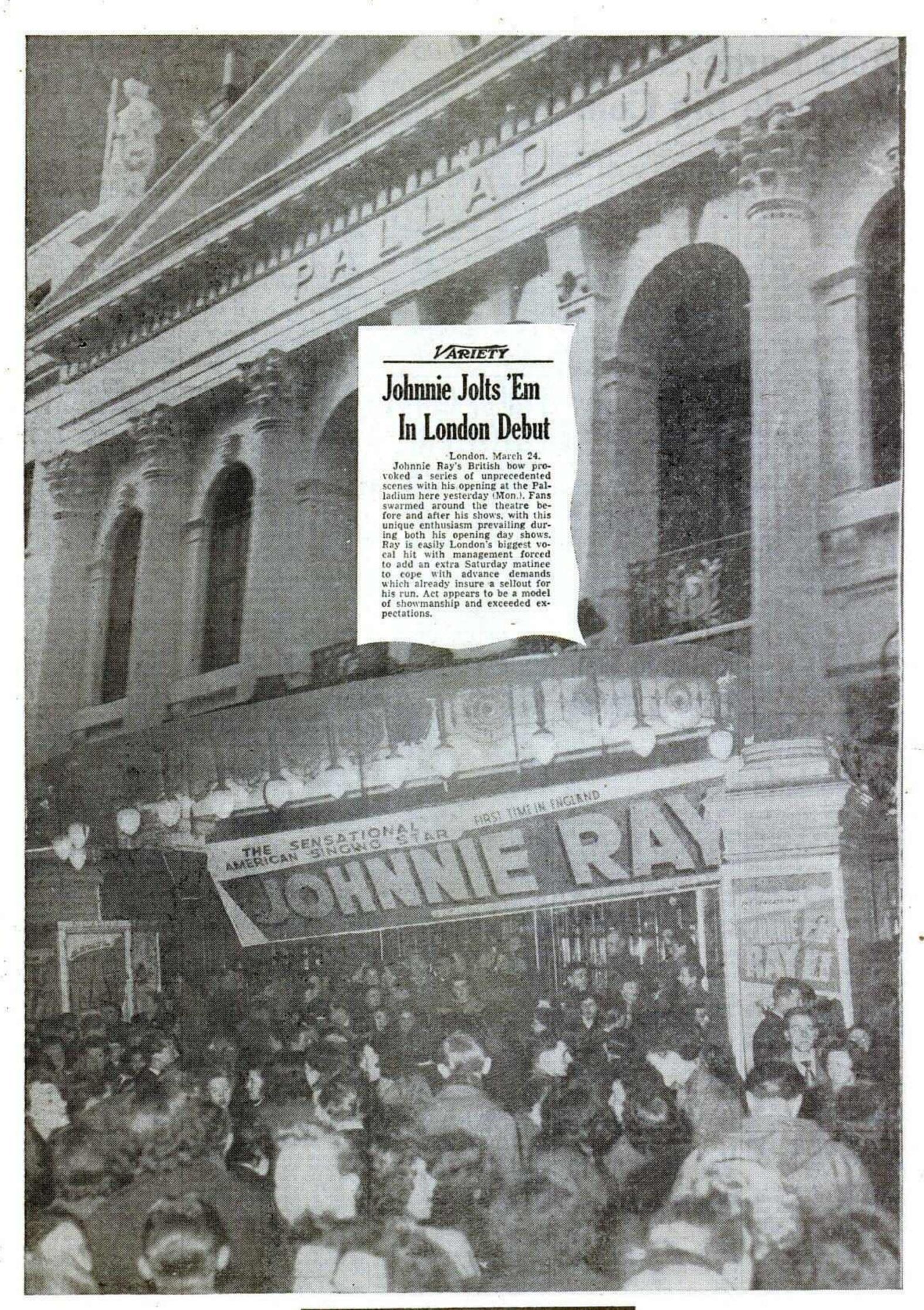
"No sooner we put a line around the joint, the craft unions will not cross-that's it-brother. We've got 'em and intend to lick 'em.'

Jack Irving said he was pleased by the 100 per cent support AGVA people were giving in the battle. "Jones is doing a magnifi-cent job."

LAST CHANCE FOR McEVOY

WASHINGTON, April 4. -This is the last chance for vaudeville performer Thomas McEvoy, wherever he is, to claim the estate of his mother, Elizabeth McEvoy, who died in Bucharest, Rumania, in 1932. The State Department and the Claims Division of the General Accounting Office have been searching for him since that date, but the information on McEvoy has been "so meager" that no further clues were turned up in the last 21 years.

The government called the Washington bureau of The Billboard this week for help. According to James G. Duffy, of GAO's Claims Division, the only existing clue is a letter written by McEvoy to his mother which revealed he was playing the vaudeville circuit in Canada some time between 1910 and 1915. There is no proof that he ever toured in America, Duffy said, altho there is some indication that he may have been in Germantown, Pa., at one time. The estate is "not sizable," Duffy revealed.



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MUSIC

15

Entre Label Creeps Into Pop Market

NEW YORK, April 4. — Entre Records, new label started by Columbia about six months ago for the diskery's low-priced LP line, appears to be quietly and cautiously expanding into the pop market. This week Entre released three single 78 r.p.m. waxings, containing semi-classical and pop efforts by the Andre Kostelanez ork, the Morton Gould crew and the duo-piano team of Ferrante and Teichner.

Columbia does not look on the Entre singles as pop items, but as light classical music, yet they are sending the disks out to pop jocks in many sections of the country.
What makes the pop-styled Entre disks unusual is that the waxings are supervised by the diskery's classical repertoire department, the same division handling the company's Masterwork waxings.

ASCAP Reaps Foreign Dough

NEW YORK, April 4.- In a report by the American Society of eign income were pointed out.

tributed to members approxibroadcasting in England and in for a date at the Paramount. Canada in 1951. In March, the Society sent to members checks totaling \$766,329, foreign royal- cury's best seller list. ties from Argentina, Australia, Belguim, France, Italy, Norway, Sweden, Uruguay and England. George Hoffman, ASCAP comptroller, stated that in 1952 the Society received from foreign societies \$1,329,400-this being in addition to domestic licensing revenue.

MPA Picks Counsel; **Elections June 4**

NEW YORK, April 4. - The Music Publishers' Association has named the firm of Wattenberg & Wattenberg to represent it in legal matters. Counsel for the association of standard music pubberies was formerly Benjamin Pepper, who recently resigned to accept a post in Israel.

Leonard Feist, president of MPA, has set June 4 as the date of the organization's annual elec-

HERMAN HAS 2 MAY BIRTHDAYS

NEW YORK, April 4 .-Orkster Woody Herman celebrates a double anniversary May 15. It's his birthday and his 15th anniversary as a band leader. Lou Brecker of Roseland has booked Herman into the ballroom on May 15. Herman made his first appearance with his original band at the Roseland.

A move is afoot by his friends to re-assemble the orkster's original co-operative band, which was composed of ex-Isham Jones musicians, for the event. Also, leading instrumentalists of the late 1930's are being invited to participate.

Marterie Gets Top Bookings, **Enjoys 2 Hits**

NEW YORK, April 4.-Ralph Marterie, now riding high with two Mercury hit disks, "Pretend" and "Caravan," has been set for a number of choice bookings. The maestro has been signed for the Palladium, Hollywood, starting August 1. This will be his first West Coast appearance. He's also set for the Meadowbrook May 14 for three weeks.

Now rounding out two weeks Composers, Authors and Pub- at the Chicago Theater with Joni lishers regarding the West Coast James, Marterie may go on a semeeting last month, a number of ries of one-nighters coast to coast facts relative to the Society's for- preceding the Palladium date. The tour is being planned by the In November, the Society dis- General Artists Corporation.

Late in the year Marterie is mately \$390,000 in royalties from scheduled to come to New York

Patti Page's "Doggie" on Mer-

RCA Names G. Frazier

Victor this week appointed George Frazier as co-ordinator of

Fraizer has been a free-lance writer and author in the music field for a number of years. He has been entertainment critic for Life as well as record editor for Redbook and Madamoiselle. He authored the book, "The One With the Mustache Is Costello."

His appointment can be interpreted as a step in the direction of renewed activity by RCA Victor in the re-issue field.

Goodman Ork Set for Start of 1-Nighter Tour

NEW YORK, April 4.-Latest | Stars will share the spotlight addition to the new Benny Good- with the Goodman ork on the man all-star ork, which is now rehearsing for its one-nighter trek starting in Manchester, N. H., on April 10, is alto man Willie Smith, who just returned to the States with Charlie Shavers after a European jaunt with the "Jazz at the Philharmonic" unit. The addition of Smith for the forthcoming tour completes the lineup of the B.G. crew, and adds up to what is considered as solid a collection of star performers as has graced any modern ork.

The complete roster for the Goodman crew now reads as follows: Altos, Willie Smith and Clint Nagley; tenors, George Auld and Sol Schlinger; trombones, Vernon Brown and Rex Peer; trumpets, Ziggy Elman, leased next week. The LP plat-Charlie Shavers, Al Stuart; ters are timed to hit the market rhythm, Teddy Wilson, Gene about April 20. One of them will Krupa, Israel Crosby, and Steve feature the Goodman ork play-Jordan on guitar. Thrush with ing Fletcher Henderson arrangethe ork will be Helen Ward, who ments including some previously sang with Benny in the late 30's.

ances will be dance dates, in items cut by the ork. The other Manchester, N. J., and at Port- LP spotlights the ork performing land, Me., on April 10 and 11 Eddie Sauter arrangements, eight respectively. After that all of the of which were never previously one-nighters will be concert released. These sets will also be stands. The Louis Armstrong All- issued on 45 r.p.m. disks.

one-nighter trip.

Reports coming in from promoters on the forthcoming tour indicate that the Goodman-Armand midnight show, are already sold out. Unit has added Nat Shapiro as advance man.

Columbia Records, diskery which has had quite a stake in the great revival of interest in B.G.'s music via the recent Goodman ork LP waxings, is getting behind the tour with a special single record release, featuring Helen Ward and the ork, and two new LP's. The single disk, which was cut in February, is being reunreleased material, as well as Goodman's first two appear- favorite Henderson-arranged

Victor to Issue 89c Label For Sale by Indie Distribs

New Label, to Be Launched in Fall, Will Compete With Present RCA Line

By NEV GEHMAN

September RCA Victor will introduce a brand new record label, The Billboard learned exclusively this week. The new label, as yet day (1). unnamed, will be competitive in every field except classical with its parent label, RCA Victor, and will be sold thru independent distributors thruout the country. It will be priced at 89 cents, including federal tax.

this new line, which is called laagreement by RCA President Frank Folsom to the proposal submitted by Manie Sacks, newly - appointed head of the at this juncture to use label "X" weeks while every angle, includ- Bluebird.

ing all legal aspects, was investi-NEW YORK, April 4. - Next gated. The first that Folsom knew about it was when Sacks presented the completely wrappedup proposal to him on Wednes-

Completely Independent

According to Sacks, who confirmed the decision, organizational plans for the new label are only on paper at this point, but label "X" will operate completely independent of the parent label The final decision to market It will have its own sales force and recording staff. It will have bel "X" for the purpose of this its own roster of artists. In the story, came this week with the artist field, Sacks said that label "X" will bid for established disk names as well as build new record talent. It is not contemplated RCA Victor record department, as a proving ground for artists Sparked by Sacks, the project has and then move the successful been classified as top secret with- ones up to the RCA Victor label, in the organization for some as was done in the past with

In all probability label "X" will also be physically removed from the Victor offices in Radio City. Present thinking favors locating the subsidiary in the company's 24th Street building, where the Victor recording studios are housed. Staffwise, Sacks plans to bring in most, if not all, of the personnel from the outside rather than shift present RCA Victor personnel.

The only decision reached thus far about the name for label "X" is that it will not be Bluebird. Bluebird has been RCA Victor's subsidiary label for some years, but has always been marketed by regular RCA Victor distributors. The elimination of Bluebird from consideration is believed to be because this label is presently used both for low-priced classic and kiddie records.

The determination by RCA Victor to issue a subsidiary label thru independent distributors is a major change for the company which, in the past, has always worked exclusively thru its franchised distributors, but it is a question that has been given close thought sporadically during the last three years. In 1950, for example, serious consideration was given to a label for indie distributors, primarily geared to make the company a stronger factor in the rhythm and blues field. The present RCA Victor step was motivated, according to Sacks, by two factors: added business and the building of new talent, with concentration in all

music fields except classical. When label "X" hits the field ir September, as presently planned, RCA Victor will be the third major record label to have made the move towards indie distribution in the post-war era. Decca made the start some four vears ago with the Coral line, which has proved eminently successful. About six months ago Columbia re-activated its Okeh label and headed for indie distribution in quest for r.&b. business. Since then Okeh has branched out into the pop and hillbilly fields.

Adams Stock Up On Eve of ASCAP Meet

Cleffers Solid for Him, Strong Pubs Also Favor Contender for President

NEW YORK, April 4 .- On the track being licensed at the source eve of the general annual meeting to the film producers. "Caravan" is now second to of the American Society of Composers, Authors and Publishers, scheduled to be held Tuesday (7) noting that the radio licenses exat the Astor, the name of Stanley Adams is mentioned most prominently as the likeliest contender TV blanket license are in initial for the post of president.

The Society's board of directors per-program license, of course, is is scheduled to meet April 30 to in dispute. elect a president and other offi-NEW YORK. April 4.—RCA cers. As of now, there is no doubt that Adams already has the solid come for the calendar year of support of the writer contingent 1952, and will note an increase in special projects. In this capacity, of the board. There is also little foreign revenue (see separate he will supervise show albums, doubt that a number of strong and re-issues for the label, par- publisher members of the board and re-issues for the label, par- publisher members of the board calendar year were \$3,172,000. ticularly in the jazz and pop have been won over to the side of While dollar expenses have in-Adams. A two-third vote of the board will decide the election.

The name of Deems Taylor, a past president, is still being mentioned as a possibility, but right now the edge would seem to be in favor of Adams.

Adams' stature in the eyes of the membership has increased tremendously during the past year. This is true with regard to both writer and publisher groups, both of which regard Adams' work on the writers' classification as having brought a considerable measure of harmony to the Society. Adams' explanation of the writers' classification system, one year ago at the Society's annual meeting, was regarded as a masterful exposition.

Reports Due

The Society's annual meeting this year will hear a number of reports which have already been presented to the West Coast meeting. The report of the executive committee is expected to be given by Deems Taylor. Salient points strong package is a strong box- of the report are that new agreeoffice draw. Both performances ments with ballroom operators skedded in Boston, the evening and motion picture theater owners have been concluded. In the latter case, the license is for the use of music not included on the sound track-music on sound

FIRST GOLD DISK FOR PEE WEE

NEW YORK, April 4.-Pee Wee King will receive a gold disk for having passed the 1,000,000-mark in sales of "Slow Poke." The disk was a number one tune in both the pop and hillbilly fields last year, but didn't quite hit seven figures while it was hot. Sales since then have finally pushed the disk past the mark. The date of presentation has not yet been set. It will be the first gold platter for the Western band leader.

The treasurer's report will an-

alyse the Society's \$16,343,000 in-

This report considers the radio

and television licensing situation,

tend thru 1958 and TV contracts

thru this year. Negotiations for a

stages of negotiation, and the TV

story). Operating expenses for the creased, the ratio as between income and expense has been reduced, Eighty-one per cent of the gross income was available for distribution, it was estimated.

HOT INSTRUMENTALS

Clicks Add Vocals Later for 2d Punch

instrumentals on the ascendancy, the biggest season in instrumenthe newest twist in stretching a tals in many a moon. tune for all it's worth is to kick the copyright off instrumentally and then follow thru at a later date with the addition of a vocal. The latest instance in this trend "April in Portugal," which is just being released in vocal form by Vic Damone (Mercury) and Tony Martin (RCA Victor). This tune has broken out in recent weeks instrumentally via the Les Baxter version, after first being released in 1952 by Freddy Martin.

The same cycle has also happened to a number of other instrumentals including "Ruby," "Pretend," "Hot Toddy," "Little Red Monkey" and "Without My Lover." "Pretend" was big as an instrumental and is now even bigger with a vocal. "Ruby" broke right out as an instrumental, and a lyric was quickly ius La Rosa, whose recent wax acded. "Hot Toddy" is Ralph ing of "Anywhere I Wander" of Flanagan's biggest record to date the Cadence Label turned into and now is a hit in the country substantial hit for the new disk field with a lyric. "Without My ery, has another record comin Lover" never really broke out as out next week that is expected t an instrumental, but now is mov- bear considerable watching b ing strongly via the Jo Stafford the trade. For once again the vocal.

past one big instrumental breaks backing a new tune with an older

NEW YORK, April 4. — With 1951), this year is shaping up as

Instrumental Trend

The trend to instrumentals, anything, is getting more and more pronounced. This week the best-seller chart lists lix instrumental numbers in the top 20 Two of them actually have vocals, "Song From Moulin Rouge" and "Anna." The vocal in the former is very short, and the vocal in M-G-M's "Anna" is un intelligible. Others hitting the lis are "April in Portugal," "Cara (Continued on page 44

Cadence Disk Stirs Interest

NEW YORK, April 4.-Arthu Godfrey's warbling protege, Jul ocal.

Tho each year in the recent stablished waxing protocol by three (witness "Blue Tango" in ditty that showed little move 1952 and "Syncopated Clock" in (Continued on page 44

Cut-Raters Ditch Discounts On Lower-Priced LP Disks

Move by Goody, Other Outlets Is Viewed as Trend to Firmer Prices

By IS HOROWITZ

NEW YORK, April 4. - In a profitable price pegs. significant modification of longstanding policy, the Sam Goody store here has stopped selling at discount any LP's carrying a suggested list price of \$3.15 or less. The move taken early this week was quickly duplicated by another important cut-rater and, for all practical purposes, returned the merchandising of most pop disk packages in this market to a straight list-price business. Other major outlets had earlier abandoned discount-selling of similar items.

Tho Goody, like other major cut-raters here, continues to offer higher-priced LP's at 30 per cent off list, or better, his partial switch to list price has a significance beyond the immediate local impact. Thru advertising in nationally-read media and a considerable mail-order volume, he has forced dealers in many areas to meet or approach his price levels in order to hold local customers. Some of this pressure has now been removed. It can be expected that more than a few disk territories will now find it

Thes'rus Buys Jingl-Library

NEW YORK, April 4.-RCA's Thesaurus has purchased the Ullman Jingl-Library containing some 1,600 transcribed jingles. These will become available to station subscribers, according to an announcement by RCA Recorded Program Services. The library covers 70 different product and service categories. Now renamed the Thesaurus Jingl-Library, it becomes part of the Thesaurus transcription library which offers a broad merchandising and program service.

RCA Thesaurus said the acquisition of the library would satisfy the needs of sponsors of every

Acquisition of the library is the latest move in the expansion of RCA's Thesaurus. The programing service has increased its production of package programs and its use of name talent.

Joe Martin Quits RIAA

NEW YORK, April 4. - Joe Martin this week resigned his post as industry promotion manager of the Record Industry Association of America. He joined that organization last year after several years with The Billboard. In previous years, Martin had been advertising and promotion manager for London Records and editor of several fan magazines. At this point, it is not expected that the RIAA will employ any public relations or promotion personnel. As special projects are planned and put into operation, individuals will be taken on to handle them.

under the new price structure, the Goody outlet experienced a perunit sales drop of about 10 per cent in \$3.15, or less, merchandise. Store execs consider this amount moderate in view of the greater profit margin per disk. By far the greatest proportion of LP's han-

Burtons Settle 201G Tax Case

WASHINGTON, April 4.-William and Margo Burton, of Los Angeles, one-time agents for Dick Haymes, the Merry Macs, Margaret Whiting, and other stage, screen and radio vocalists, were permitted to make a \$30,000 settlement on unpaid income taxes for 1945 thru 1948 totaling, with interest, \$201,912.43, the Bureau of Internal Revenue revealed yesterday (3).

After assessing the Burton furniture, auto, real estate, life insurance and current income and weighing the total against Burton compromise last month by con- lyn competition. cluding that "the interests of the offer of \$30,000."

possible to edge closer to more dled by the store carry higher lists. Only 10 to 15 per cent of In its first week of operation total sales is at the lower figure, Goody estimates. In 1952, the store grossed nearly \$3,000,000, including mail-order turnover.

Lower Cut-off

The Goody move was almost immediately paralleled by the Record Haven Shops, local retail chain and mail-order house. However, the cut-off point at Record Haven, below which list prices would obtain, was set at \$2.85 rather than \$3.15. Store representatives reported no appreciable diminution of sales of lowerprice merchandise as a result of the change.

Only a few weeks ago, Brooklyn department store Abraham & Straus also fixed a cut-off point below which disks would not be discounted. For most packages carried by the store, the listprice "ceiling" is now \$3. Only A. & S. and Macy's among local department stores still offer much of their record stocks at cut rate and the two constantly feud price-wise. Macy's, therefore, for most labels has also set itself a cut-off point at \$3, and thru the use of comparison shoppers condebts, the Bureau accepted the tinually keeps tabs on its Brook-

The Liberty Music Shops and government will best be served other cut-raters who do considerthru acceptance of the amended able mail-order volume, such as (Continued on page 44)

Capitol Fair-Trades Cetra-Soria Disks

First Major Since McGuire Act to Pact Retailers; Goody to Move Up in Courts

tailers since passage of the Mc-Guire Act last summer. The agreements on selling prices, however, pertain only to Cetra-Soria disks, whose acquisition by Capitol became effectiveWednesday (1).

The Capitol move came hard on the heels of a New York Supreme Court decision permanently enjoining Sam Goody from selling Cetra vinyl at below fair trade prices. The set-back suffered by the cut-rater was the result of a suit brought by the Raxor Corporation, which relinquished the line of opera LP's to Capitol in a deal set about two months ago.

In New York, Capitol has signed a fair trade agreement with the Liberty Music Shops to maintain the Cetra list of \$5.95 per 12-inch LP. The manufacturer has also thus far pacted dealers in New Jersey, Connecticut and several New England States. There has been no announced intention by the diskery to fair trade other disks it manufacturers.

NEW YORK, April 4.- Capitol | Meanwhile, considerable spec-Records this week became the ulation has developed over what first major diskery to enter into action Goody will now take in fair trade agreements with re- his continuing fight against the fair trade principle. The outlet is committed to do battle against any move to prevent it from selling at cut rate. Goody's attorney, Abraham Lowenthal, stated he will appeal the injunction decision to a higher court in an attempt to have the State's fair trade act and the Federal Mc-Guire Act (binding non-signers to fair trade agreements) declared unconstitutional.

It is not at this time clear if such appeal will involve only Raxor Corporation, which no longer owns the Cetra-Soria trade-mark, or Capitol as well.

The injunction decision was handed down by Justice Isidore Wasservogel. Tho it rejected the Goody defense arguments, the decision held open the broad (Continued on page 44)

Seek Change in

NEW YORK, April 4. - The council and the officers of the Music Publishers' Contact Employees have agreed upon two changes in the organization's constitution. Changes have to do with the method of nominating and electing officers.

In the past, nominations were made at general meetings simply by the process of verbally nominating a man and having the nomination seconded. Under the new format, nominations require a written petition signed by 25 addition to ASCAP, include Comembers in good standing. This lumbia Pictures, United Artists, petition is to be submitted to the Charles Chaplin, Mary Pickford,

Under the old constitution, elections were held every two be an election each year-on oddbe for officers only, and on even-

ship for ratification.

DISKER MOVES SIGNPOST NEW DEALER TREND

NEW YORK, April 4 .- Two stories elsewhere on this page rate a special nod from dealers. One reports a firming of prices on lower-price LP disks. The other tells of a move by a major diskery to fair-trade a new addition to its line, and a court injunction to prevent Sam Goody from selling a certain label below established fair trade prices.

Taken together, the events point a possible trend of considerable significance to dealers who have struggled mightily to weather the cutrate battle. Relief of sorts appears to be in prospect, when the economic facts of retailing records force even confirmed "30-off" shops to move partially back to list prices.

New Contract Set For Music Contact Men

NEW YORK, April 4.-Music Publishers Contact Employees have negotiated a five-year contract with publishers covering employment of contact men. Paper is a five-year one, retroactive to January 1. Most important provision in the new agreement is Clause 11, which establishes what is virtually a 16-week security period. Clause specifies that in the event an employee goes beyond the first eight-week period of employment-that is, goes into a ninth week—he is automatically assured of a second eight weeks of employment, making a total of 16 weeks. Under the old contract, contact men had a security period of eight weeks. If a man went beyond eight weeks he was subject to a twoweek cancellation notice.

New termer also calls for a hike in pay, but this is considered of scant importance, inasmuch as the contact men generally receive

above minimum scale.

Signed contracts have already been returned to Bob Miller, MPCE chief, by key publisher combines, as Music Publishers Holding Corporation, Big Three, Chappell, Edward B. Marks Music, Broadcast Music, Inc., and others. Deal was set via negotiations with Music Publishers Protective Association.

Courses in Lyric Writing at UCLA

HOLLYWOOD, April 4 .-- A beginners' and advanced course in popular lyric writing will be offered this summer at UCLA.

GRUNTS ON DISKS

Wrestler to Sing for New Coast Waxery

HOLLYWOOD, April 4.-Wrestler Sandor Szabo gets a new hold on the entertainment industry when he records two sides for Hammerlock Records Monday (6). Singing session will be Szabo's first in this country and first effort on the new label, which will feature the wrestler's vocalizing.

Szabo previously sang in his native Hungary, where his two brothers are operatic singers. Until now . Szabo has confined his energy to the grunt-and-groan television circuit, where he's a favorite, having held the world's heavyweight wrestling crown three times and appearing on mats coast to coast.

Record session will be produced by brothers Bud and Mickey Freeman and Gene Deporis. Szabo will be backed by a seven-piece ork directed by Dennis Farnon, featuring a harp and organ. In preparation for the recording stint, Szabo studied four months under vocal coach Dick Loring.

Hammerlock Records will be distributed in the Los Angeles area principally on a mail-order basis thru Hollywood P. O. Box 2328 at \$1 per record. Disk will also be available in record stores. Hammerlock Records will use Capitol's recording and pressing facilities. Records will be pressed on vinylite. Plans for national distribution now are being made.

Met to Tour 16 Cities in U. S., Canada

NEW YORK, April 4. - The Metropolitan Opera Company winds up its 68th New York season Saturday (11) and leaves the next day on its annual spring tour, which this year will carry it to 16 cities in the United States and Canada. Two special trains will carry the 300-man company a total of 7,586 miles during the seven-week junket.

In Toronto, where the Metopera will give seven performances between May 25 and the end of the month, the company will appear at Mapel Leaf Gardens, the icehockey arena which can accommodate well over 11,000 ticketholders for opera presentations. Other cities to be covered are Cleveland, Boston, Washington, Atlanta, Birmingham, Memphis, Dallas, Houston, Oklahoma City, Des Moines, Minneapolis, Bloomington, Ill.; Lafayette, Ind.; Ro-chester, N. Y., and Montreal.

During the 1952-'53 regular season, the Met will have offered a repertory of 24 operas here for a total of 149 performances by next Saturday. It also played six performances in Philadelphia, and two in Baltimore.

Louis Frolich, Showbiz Lawyer, Dies in Gotham

at Lenox Hill Hospital after a brief illness.

The firm of Schwartz & Frohlich for many years has been counsel for the American Society of Composers, Authors and Publishers, and has taken care of the legal representation of motion picture firms and many show business personalities. Clients, in Gloria Vanderbilt and many others.

The offices of the American years, when the entire council Society were closed yesterday day morning at Park West

Judge Ferdinand Pecora, of the Norman Granz, who returned with local European promoters numbered years for members of ASCAP legal battery, spoke at the services. Hundreds of show busi-The new constitution is not yet ness and music luminaries - attended.

> A graduate of Columbia College and the New York School of

NEW YORK, April 5 .- Louis Law, Frohlich in 1916 became as-D. Frohlich, noted copyright law- sociated with Nathan Burkan. The yer, of the firm of Schwartz & latter represented many noted Frohlich, died Tuesday night (31) people in the music business, such as Victor Herbert, the Witmarks, etc. Burkan, largely thru his association with music and show people, became very interested in problems of copyright and copy-(Continued on page 44)

SOLDIER SHOWS FAST FOOTWORK

NEW YORK, April 4 .- On Friday (10) Eddie Fisher changes his status from Pfc. to Mr., and he'll lose no time capitalizing on the demand for him as a show business personality. He'll be discharged from the Army in Washington, D. C., Friday morning. In the afternoon, he opens at the Paramount Theater in New York. Less than three weeks later, the RCA Victor star starts a TV show for Coca-Cola.

Granz Grosses 100G In 5 Weeks in Europe

NEW YORK, April 4. — The eries to handle his jazz waxings, "Jazz at the Philharmonic" unit, which are released here on the tour of Europe, racked up grosses of over \$100,000 for 31 dates. This was nearly twice last year's gross when the "JATP" group played three weeks on the Continent. This year's "JATP" unit made history when it played a concert in England for British Flood Relief, years that the British Musicians' there. stand.

record deals with European disk- seas again.

which just finished a five-week Mercury label. In France and Belgium, his disks will be released by Blue Note Records; in Italy, by the Music Record Company, which will import the finished platters, and in the Scandinavian countries, by Karrusel Records. Granz has not set any deal with an English firm, and is marking the first time in many thinking of starting his own label

dom. The London concert grossed erland, Belgium, Italy and Scanin Germany and Switzerland, to the States Wednesday (1) with handling the other dates. Next the council. a number of the members of his year the jazz impresario intends troupe, stated that he had con- to promote most of his own dates in its final form. When it is, it cluded a number of international when he takes his troupe over- will be submitted to the member-

nominating committee. Union had allowed an American The "JATP tour," which this year and officers were elected. Under out of respect to Frohlich's memgroup to work in the United King- covered France, Germany, Switz- the new constitution, there will ory. The funeral was held yesterclose to \$15,000 for the one-night dinavia, was promoted by Granz numbered years the election will Chapel.



MARLENE DIETRICH . LIBBY HOLMAN GEORGE JESSEL . BEN BERNIE

GE	ORGE JESSEE	*DU-1514
MARLENE (THE BOYS IN THE BACKROOM FALLING IN LOVE AGAIN	**1-714
DIETRICH		*DU-1515
LIBBY	LOVE FOR SALE	**1.715
HAMMOH	MOANIN TWO Ports)	*DU-1517
GEORGE	(HELLO, MOMMAI (Two Parts)	**1.1517
JESSEL	(AU REVOIR-PLEASANT DREAMS	*DU-1513
BEN	LONESOME OLD	
BERNIE	(II 3 A Ion	Play Recor

Above Selections Combined on Decca Long *Deccalite(R) 78 RPM Record (Unbreakable under norma

use) in Illustrated Envelope

** 45 RPM Record in Illustrated Envelope

NEW RELEASES—SINGLES

TAKING IT EASY The Weavers BENONI

IT'S BETTER TO WAIT FOR LOVE 28664* JUST LIKE A BUTTERFLY (That's Caught In The Rain) Louis Jordan

28627* PORTRAIT OF JENNY CLOSE TO MY HEART Bill Snyder

DANIEL IN THE LION'S DEN 28632* (I'm Afraid) THE MASQUERADE IS OVER

Bob Craig and Gordon Jenkins

28668* CRAZY CRAZY (Mama) HE TREATS YOUR DAUGHTER MEAN

Ike Carpenter GLOOMY TOMORROW WHEN THE ONE THAT YOU LOVE IS IN LOVE WITH YOU

Jim Eanes SKUNK SKIN BRITCHES 28624* Lonzo and Oscar BABY ME BABY

THE DAILY DOUBLE-Polka 28640* DEEP IN THE CELLAR-Polka

Georgie's Tavern Band "Also available on 45 rpm (add prefix '9-'to record number)

A HIT! YOU'RE A REAL GOOD FRIEND NO HELP WANTED #2



RED **FOLEY**

ERNEST TUBB

Decca 28634 (78 rpm) and 9-28634 (45 rpm)

BEST SELLERS

COUNTRY

I HAVEN'T GOT THE HEART	28594*
THE LAST WALTZ	Webb Pierce
YOU'RE A REAL GOOD FRIEND NO HELP WANTED #2 Red Fol	28634* ey-Ernest Tubb
SLAVES OF A HOPELESS LOVE AFFAIR BLUE LETTER	28567* Red Foley
HANK, IT WILL NEVER BE THE SAME WITHOUT BEYOND THE SUNSET	YOU 28630* Ernest Tubb
PAYING FOR THAT BACK STREET AFFAIR CRYING STEEL GUITAR WALTZ	28578* Kitty Wells
THAT'S ME WITHOUT YOU	28534* Webb Pierce
JEALOUS LOVE	28579*
BUMMING AROUND	T. Texas Tyler
UH-HUH HONEY	28629*
THAT'S ALL RIGHT	Autry Inman
THE DEATH OF HANK WILLIAMS	28584*
HANK WILLIAMS SINGS THE BLUES NO MORE	Jimmy Logsdon
PEACE IN THE VALLEY	14573*
WHERE COULD I GO BUT TO THE LORD	Red Foley

RHYTHM and BLUES

There'll Be PEACE IN THE VALLEY NEAR THE CROSS	For Me	48279*
Sister Rosetta Tharpe	with Anita Kerr	Singers
I JUST COULDN'T BE CONTENTED HOW WELL DO I REMEMBER	Sister Rosetta	28557* Tharpe
YOU DIDN'T WANT ME BABY A MAN'S BEST FRIEND IS A BED	Louis	28543* Jordan
I'M BOUND FOR HIGHER GROUNDS THERE IS A HIGHWAY TO HEAVEN		28509*
Sister Rosetta	Tharpe and Marie	Knight
		-

FRIENDSHIP Louis Jordan YOU'RE MUCH TOO FAT

"Also available on 45 rpm (add prefix '9-' to record number)

DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

NEW RELEASE!

Music and Scenes from Sound Track of Columbia's Technicolor Production

SALOME

RITA HAYWORTH . STEWART GRANGER and Alan Badel Symphony Orchestra Conducted by Morris Stoloff Stewart Granger by Arrangement with M-G-M Studios Music by George Duning DL 6026 (331/3 Long Play)
 ED-515 (45 Extended Play)

BEST SELLERS

POPULAR

) 28601* Hamish Menzies
28586* Mills Brothers
28560* Four Aces
28582* The Commanders
28628* Louis Armstrong
28611* Del Wood
28590* Russ Morgan
28587* Red Foley
John Scott Trotter
28583* d The Commanders
28646* Florian Zabach
28506* Dick Todd
28470* Bing Crosby
28581* and Fred Waring
28655* Guy Lombardo
28576

*Also available on 45 rpm (add prefix '9.'- to record number)



RED CANARY

Decca 28646 (78 rpm) and 9-28646 (45 rpm)



Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1, 1953 thru March 28, 1953

PUBLISHER	TOTAL SIDES ALL LABELS	CAPITO	A. A	(p, POPULAR; UMBIA	f, FOLK	The second secon	HM & BLUES) MERCURY	M-G-N	ĺ	R
ACUFF-ROSE GROUP	41	2p.	9f 2s	o, 5f, 1r	. 2p. 3f		1p. 2f	5p, 5f		lp
-Milene	10	— 1	f	— 2p	. lp —		1p, 1f	1p, 3f	*******	
	10	2p,	2f	— 1f	. lp, lf	• • • • • • • • •	1f, 1r		*******	10
RDMORE GROUP	waterwater Basers	30-	ENCONTRACTION AND		20040040404					
Ardmore	5	2p. 2	ef	==:::::::		• • • • • • • • • • • • • • • • • • • •	==:	10-		Ξ
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BERLIN	장이 없이 즐겁게 되었다 보겠다면서 다				. 2p —		lp —			4p
SOURNE GROUP		8				M	26			Ÿ
-A.B.C	5	lp-			. 2p —	•••••	1p —	1p —	4	-
—Bourne	11	4p -		2p —	. 1p —	•••••	1b —	2p —	•••••	1p
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—Frederick	1					• • • • • • • • • • • • • • • • • • • •				-
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- Bregman-Vocco-Conn - Triangle	Charles of the Control of the Contro						1p —			
ROADCAST		CONTRACTOR LANGE						100 h		
ENTRAL	170.00			7.7						_
HAPPELL GROUP					30					
-Chappell	21									
-De Sylva, Brown & Hend										
—T. B. Harms —Gershwin							==:			
-Mutual		ACCORD 1990								
-Williamson										
OE DAVIS GROUP	2021	==						24192200		
-Beacon	그리스 아이를 하실하지 않는 것이 하시다니다.							A COLUMN TO LA		
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Raleigh	8			2p —	2p —					-
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Redd Evans	3			7-			2p —		•••••	lp
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-Majabar	8	lp -					1p —			10,
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-Paramount	and the second s			and a second second second	- Contract (1)					
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RANK	11	2р –	2p	, 11, 1F					•••••	40,
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-United	5	lp-			2p		— 1r			10
10.00		1190								
GOLDSEN GROUP Goldsen	2	10 -		10						_
-Hanover	1			lp —						-
—Riverside	2	lp, 1							•••••	-
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-ArkLaTex	1							- 1f		_
—Daniels	1			T = ······					•••••	-
-Hill & Range		4р, :	×	1p, //	1p, 4r		2p —	4p, 41		10
St. Louis	4			*******				- 2r		_
-Frnest Tubb	4				- 21			- 2f	A	
—Bob Wills	2					• • • • • • • • • • • • • • • • • • • •		— 2f	• • • • • • • • • • • • • • • • • • • •	-
OLLIS GROUP		100		1		58				
-Cromwell		CONTRACTOR OF THE PARTY OF THE		30 —			==:::::::			Ξ
Essex	1				T			1p -		_
-Folkways	2		-		2p — .					-
–Hollis –Ludlow		= :					1p —	4-		11
-Melody Trails				1p, 1f · · · · · · · ·	1p, 1f				********	-
AUREL GROUP		W. San		TWI	1140.00					
-Laurel							1p —			
-Sunbeam							2p —			
EEDS GROUP—		protect the	SHOUSELD		3. 9	2000.000	h back to	475		*
-Duchess										
-Leeds	7		If		. 2p —			2p —		10
-Pickwick					. zp —				•••••	-
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MELLIN GROUP —Algonquin —MeUin —Sherwin AILLS GROUP	7		State State State	6 Michigan		No. State of the Con-	HE STATISTICS			11
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MELLIN GROUP —Algonquin —MeUin —Sherwin MILLS GROUP —American Academy —Mills — H. MORRIS GROUP —Mayfair		2p -	= ::::::::: 	 1p, 1r	. 10 —	••••••• •••••	3p —	4p —	••••••••••••••••••••••••••••••••••••••	31
MELLIN GROUP —Algonquin —MeUin —Sherwin MILLS GROUP —American Academy —Mills		2p -	= :::::::: = ::::::::	1p, 1r	. 1p —	•••••••• ••••••	1p — 1p —	4p —		31
MELLIN GROUP —Algonquin —MeUin —Sherwin MILLS GROUP —American Academy —Mills — H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris		2p -	= :::::::: = ::::::::	1p, 1r	. 1p —	•••••••• ••••••	1p — 1p —	4p —		3
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MELLIN GROUP —Algonquin —MeUin —Sherwin MILLS GROUP —American Academy —Mills — H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced	7	2p 1p 1p 1p 1p	= :::::::: = :::::::: = ::::::::	1p, 1r 1p — 1p — 2p —	. 1p — . 2p, 1f . 1p —		3p — 1p — 1p — 1p —	4p — ———————————————————————————————————		31
MELLIN GROUP —Algonquin —Mellin —Sherwin MILLS GROUP —American Academy —Mills E. H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced —Harms —M. P. H. C	7	2p 1p -		1p, 1r 1p — 1p — 2p —	. 1p — . 2p, 1f . 1p — . 4p —		1p —	4p — — — — — — — — — — — — — — — — — — —		21
MELLIN GROUP —Algonquin —MeUin —Sherwin MILLS GROUP —American Academy —Mills E. H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced —Harms —M. P. H. C. —Remick	7	2p 1p -		1p, 1r 1p — 1p — 2p — 1p —	. 1p — . 2p, 1f . 1p — . 4p — . 4p —		1p —	4p — — — — — — — — — — — — — — — — — — —		21
MELLIN GROUP —Algonquin —Mellin —Sherwin MILLS GROUP —American Academy —Mills E. H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced —Harms —M. P. H. C. —Remick —Witmark	7	2p 1p -		1p, 1r 1p — 1p — 2p — 1p —	. 1p — . 2p, 1f . 1p — . 4p — . 4p —		1p —	4p — — — — — — — — — — — — — — — — — — —		3p 2p
MELLIN GROUP —Algonquin —Mellin —Sherwin MILLS GROUP —American Academy —Mills E. H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced —Harms —M. P. H. C. —Remick —Witmark PAXTON GROUP	7	2p 1p 1p 1p 1p 4p 4p 4p		1p — 1p — 1p — 2p — 2p — 2p —	. 1p — . 2p, 1f . 1p — . 4p — . 4p —		1p —	4p — ———————————————————————————————————		3p
MELLIN GROUP —Algonquin —Mellin —Sherwin MILLS GROUP —American Academy —Mills E. H. MORRIS GROUP —Mayfair —Meridian —E. H. Morris MUSIC PUBL. HOLDING G —Advanced —Harms —M. P. H. C. —Remick —Witmark	7	2p 1p -		1p 1p 1p 2p 2p 2p	. 1p — . 2p, 1f . 1p — . 4p — . 4p —		1p —	4p — 2p — 3p — 3p —		3p

Following Are Publishers Who Have Had Less Than 5 Songs Recorded Since January 1, 1953

2, BOOSEY & HAWKES 1, BRAZOS VALLEY 1, HUB 3. BURKE-VAN HEUSEN 1, BRADSHAW 2. C.P.M. 1, CADILLAC 2, CAMPBELL 1, CAPRI 1, MONTEL 1, KEARNEY 1, KELLEM 1, KINGS- TANNEN 1, RONCOM 1, ROS SONGS 1, RUGBY 2, J. W. CHESTER 1, CHIPS 1, CHRISTOPHER 2, CIMARRON 2, CLOVER 1, COACHELLA 2, M. M. COLE 3, COLLINS 2, COLNOR 1, CORNELL 1, CRESTWOOD 3, CUNNINGHAM 1. DALLAS 1, DART 1, DELMORE 2, DELTA 1, DUBONNET 1, EASTERN 1, EDITION MUSICUS 1, EMBASSY 1, EMPIRE 1, FANMAR 1. FIDEREE 1, CARL FISCHER 3, FOREMOST 1, FORSTER 2, SAM FOX 2, GAIL 1, GARLOCK-

A.Q.V. 2, ALTON 2, ARTISTS MUSIC 1, BABB | HAMBLEN 1, HAMPSTEAD 1, HANDY BROS. 1, PARK LANE 1, PAMLEE 1, PATRICIA 2, PAUL 3. BARTON 1, BAXTER-WRIGHT 1, BAYES 1, HARLEY 1, HARVARD 1, HATTORI 1, HERBERT 3, PEMORA 1, PLEASANT VALLEY 1, PLYMOUTH BESS 1, BIG "D" 1, BLAZON 3, BEN BLOOM 1, HERMAN 1, HILLCREST 1, HOLLYBROOK 1, 1, PORGIE 3, PRESKELL 1, PRIMA 1, QUAL-

> WAY 3, KRAMER 1, L. A. SONGS 1, LANAT 1, 1, RUSSELL 4, SCHERER 1, SCHIRMER 1, SHEL-LARGO 1, LEWIS 1, LOIS 2, LYNN 3.

VIN 2, MAYTIME 1, McHUGH & ADAMSON 1, SWAN 1, SYLVIA 2. NOTEWORTHY 1.

1, GRIFFIN 1, HALLIBURTON 2, HALSEY 1, 2, OLD MASTER SONGS 2, PARK AVENUE 1, ZEPHYR 2.

JACOBS 1, JAGLEA 1, JEWEL 1, JOHNSTONE- RED RIVER 3, REVERE 1, REX 1, RIDGEWAY-MAIN STREET SONGS 1, MALOTTE 1, MAN- SMITHE 2, SONG DEX 1, SOPHISTICATE 4, NING 1, E. B. MARKS 1, MARSHALL 2, MAR- SPIER 3, SPITZER 1, STARLIGHT SONGS 1,

MICHELE 2, BOB MILLER-ROBBINS 4, MODERN TACIT 3, TALENT 1, TEMPO 1, TOBIAS-LEWIS 1, AGE 1, MOGULL 1, MONTCLARE 4, MUSIC CITY TOMASA 1, VALLEYDALE 1, VALMOUNT 1, VAN-SONGS 2, MUSIC WORKSHOP 1, NORTHERN 2, GUARD 1, VERONIQUE 2, VILLAGE 2, VINROB 1, VOGEL 3, VOGUE 1, VOLUNTEER 1, WALDO 1, SCHERER 1, GENERAL 3, JOE GOLD 1, GREVER ODETTE 1, OLD CHARTER 4, OLD HOMESTEAD WARD & SEARS 2, WORTHAM-BALL 3,

Music Publishers' Record Scoreboard

Sides in Current Release

For Week Ending April 4

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

PUBLISHERS	TUNE	RTIST AND LABEL
Acuff-Rose Group	10	
—Acuff-Rose	TeardropsLittle Jimmy I Couldn't Keep From CryingJack	Turner, RCA (1)
-Milene	Side Meat and CabbaseLittle Jimmy	Dickens, Col (f)
American	Mexican JoeFontane	Sisters, NCA (p)
Bourne	Gone With the Wind Dick	Haymes, Dec (p)
Brandom Group		
—B&F	Zigany MelodyL	eo Fuld, Mer (p)
	Evening in Monte Carlo	.Terry Shaw, (p)
-Brandom	Easter Bunny SongBaby Pame	la Rich, Mer (p)
	Goody, Goody GumdropBaby Pame	la Rich, (Mer (p)
-Frederick	Then Something Happened to MeElaine	e Carvel, Mer (p)
Broadcast	The Song From Moulin RougeHen	ri Rene, RCA (p)
Burley	ScrewballPee We	e King, RCA (p)
Chappell Group		
—Chappell	April in PortugalKe	n Griffin, Col (p)
Cumppen	My Sweetheart Mamie	is Day, RCA (p)
-Crawford	The Masquerade Is OverBo	b Craig, Dec (p)
Christopher	Wanderlust BluesJoe	Allegro, RCA (p)
Colonial	MisirlouTerr	y Shaw, Mer (p)
Disney	There's Plenty of Fish in the OceanDeni	nis Day, RCA (p)
Carl Fischer	Daniel in the Lion's DenB	ob Craig, Dec (p)
General	High SchoolBob	Whalen, RCA (p)
Hill & Range	I'm Talkin', Start Walkin' Betty Cody-Hal (Lor	ne) Pine, RCA (f)
Hollis Group	. The second sec	
—Folkways	Taking it EasyThe	Weavers, Dec (p)
	Benoni The	Weavers, Dec (p)
Johnstone-Montel	Crazy, CrazyIke C	arpenter, Dec (p)
Leeds	Street of ShadowsHen	ri Rene, RCA (p)
Exces.	Your Home Is in My Arms	Haymes, Dec (p)
Marvin	(Mama) He treats Your Daughter MeanIke C	arpenter, Dec (p)
Mellin	Oriental Polka	th Miller, Col (p)
Midway	Is It Any WonderBob	Whalen, RCA (p)
Mills	Loved and LostElaine	Carvel, Mer (p)
E. H. Morris Group	approved the country the expension of a provention of the control	
-Mayfair	Last StopJo Jo	Johnson, RCA (r)
- WASSENMISO EL	I'm With YouJo Jo .	Johnson, RCA (f)
—Е. H. Morris	It's Better to Wait for LoveLoui	s Jordan, Dec (p)
Muisc Publishers' Holding Group		
-Remick	Just Like a ButterflyLoui	s Jordan, Dec (p)
Robbins Group		
—Lion	Hound DogJack	Turner, RCA (f)
-Miller	Little Red MonkeyKer	n Griffin, Col (p)
	RubyRichard	Hayman, Mer (p)
—Robbins . Shapiro-	Tira, Lira MadeiraMito	h Miller, Col (p)
Bernstein Group		
-Shapiro-Bernstein	You Let My Love Grow ColdDinah Wa	ashington, Mer (r)
-Skidmore	Last Night on the Back PorchPee W	ce King, RCA (f)
Larry Spier	He Who Has LoveFontane	Sisters, RCA (p)
Leo Talent	SenoritaJoe	Allegro, RCA (p)
Trianon	Jealous LoveBetty Cody-Hal (Lor	ie) Pine, RCA (f)

Total Sides for Week Released by Each Label

These totals do not include P. D. Tunes

For Week Ending April 4

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL			–
MERCURY	8	–	–

Total Number of Sides Released by Each Label

January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
	118		
DECCA	92 125	50	2
	74		
RCA	111	78	

Weinberg, 57, Dies in S.

NEW YORK, April 4.—Ralph Weinberg, well-known promoter, years old, is survived by his widow and his son, Eli. The funeral will be held Sunday (5) at his home in Princeton, W. Va.

years. He had promoted key his father's promotion business.

sports events, including boxing and wrestling matches during the first decade of his career and turned to music promotions about Weinberg's tours 20 years ago. thru Virginia, West Virginia, North and South Carolina, Georgia and Florida were welldied Friday morning (3) while known to jazz units, r.&b. packtraveling in his car from Colum- ages and other performers over bia, S. C., to Charlotte, N. C. He the last decade. He handled im-SMITHE 2 SONG DEV 1 SOPHISTICATE A nad been in ill health for the last portant one-nighter tours for the few months. Weinberg, who was 57 major booking agencies, his last promotion being the Billy Eckstine - Ruth Brown - Count Basie unit thru the South.

Weinberg had been active in working for his father for the past the promotion field for about 35 few years, is expected to continue

RECORD SCOREBOARD SHOWS--

Topsy-Turvy Pubber Status In Collaring Disk Releases

short space of a year, some dra- and Nat Tannen and his affiliates held down by comparative newmatic changes have occurred in (19). Tied for 10th place are two comers to the field — Hill & the status of publishers' ability to firms—Four Star and the Howie Range, Acuff-Rose, Tannen, Four collar record releases. A com- Richmond group-each with 17 Star and Howie Richmond. The parison in the number of sides sides. that publishers have been able to acquire from six key record firms (Capitol, Columbia Decca, Mercury, M-G-M and RCA Victor) for the first quarter of this year and the same period a year ago sharply outlines a number of shifts in publisher fortunes. The Bourne (36), Morris (33), Mills results for the first quarter of this year are recapitualted in the Music Publishers' Record Scoreboard on the opposite page.

Firmly entrenched at the top of the heap for the first quarter in side productivity is Hill & Range, with a total of 71 pop, hillbilly and r.&b. sides released by these six diskeries. In second place is Acuff-Rose with 51, followed by the Big Three with 45. Then in order come the Warner group (37), the Chappell firms (29),

NEW YORK, April 4.—In the (26), the E. H. Morris group (20) total of four positions are now

A year ago at this time the top 10 ranking were as follows (the number of sides is listed in parentheses after each firm): Big Three (96), Hill & Range (71), Peer-Southern (55), the Warner group (54), Acuff-Rose (52), Leeds (42), (33) and Chappell (28).

Sharp Differences

A comparison between today and a year ago points up sharp differences both in the over-all standings and the productivity of a number of publishers. At the same time, it brings into statistical focus certain trends that have happened in the business in the past year.

Whereas a year ago old line publishing houses controlled all Shapiro-Bernstein and affiliates but two positions in the top 10, a

In switching to Capitol, Elling-

ton moves to the fourth major label in his career. He leaves a

six-year association with Colum-

New Capitol Talent

by the firm includes thrushes

Bas-Sheva and Vickie Young; war-

blers Bob Manning and Garry

Wells, all for the pop idiom; Fer-

lin Huskey, a c.&w. chanter, and

blues singer Timmie Rogers.

Jackie Gleason's ork, with cornet-

ist Bobby Hackett, is another re-

cent addition to the label. In ad-

dition to the Duke, other standard

New People

in line with company policy over

the years of always building new

people and always having new artists in reserve. As a general

rule, the diskery has been most

successful with talent that it has

built itself, and has generally

steered away from names that

have been with other labels. The

company's signing of Sinatra, El-

lington and Acuff indicates that

the label is fortifying its new tal-

ent policy with the addition of

name artists who have a follow-

ing and who can sell catalog

Gleason ork has scored heavily,

with the first Gleason release the

best selling set of the firm's new

pop albums. Also, Bob Manning's

first slicing, "The Nearness of You" has also shown some sub-

stantial sales action since it was

Of the new talent, the Jackie

items as well as pop hits.

issued a few weeks ago.

Capitol's acquisition of talent is

Roy Acuff, and Betty Hutton.

last two were tied for 10th place. Along with the entry of the new firms to the top 10 it is also interesting to note that Hill & Range and Acuff-Rose both moved up in the over-all standing to first and second positions.

An examination of these newcomers brings out one basic similarity. With the exception of Howie Richmond, all are basically, or had their origin in the hillbilly business. In the cases of the Richmond firms, it was the activity of his newly formed country firm, Melody Trails, which contributed heavily to this firm's high rank.

Sharp Drops

The output of a number of oldline publishers thus far this year has fallen drastically from a year ago. Leeds for instance dropped from 42 sides in the first quarter of 1952 to 15 sides for the same period this year. Mills dipped from 33 to 15, while Bourne fell

off to 16 from the 36 released at this point a year ago.

Even some of those that have been able to stay among the leaders have sagged noticeably in output. The Big Three slipped from 96 to 45 sides; Peer-Southern dropped from 55 to 21 sides; the Warner group from 54 to 37, and E. H. Morris from 33 to 20, Of the old-timers still at the top, only Shapiro-Bernstein and Chappell have maintained last year's

While these have dropped, others have risen. Brandom, which didn't exist a year ago, clocked 16 sides thus far, while Four Star has checked in with 17 on top of no entries a year ago.

The shifts in the pendulum result from a number of factors that were discussed in an article two weeks ago dealing with the growing difficulty that publishers are experiencing in getting tunes recorded. Key reasons were the over-all drop in the number of pop releases while at the same time these six labels have shown greater activity in producing hillbilly and r.&b. fields, country tunes moving into the pop field, more competition at the pub-lisher level, etc. A number of firms have geared themselves for these shifts. Shapiro-Bernstein, for example, has collared eight hillbilly sides with these six record companies this year. Robbins and Chappell have come up with three r.&b. sides each.

Splitting the pop sides from these over-all publisher totals shows the following firms (in-(Continued on page 44)

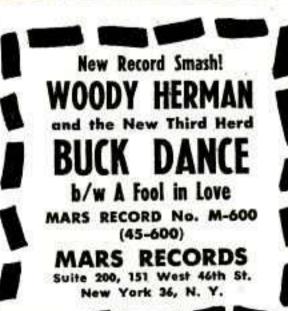
Village Music Company



Capitol-Les Baxter Mercury-Mary Small Beryl Davis

HILL and RANGE SONGS, INC. Beverly Hills, Calif.





Tempo Records Ships Library Of Background Music on Tape

Records this week shipped its first library required. Tempo made library on tape for use with the the selections, supplied the basic new Ampex Tape Reproducer material which has been turned Model 450. The Tempotape reel over to Ampex engineers for reheaviest line-up of orks of any New talent recently signed up contains eight hours of uninter- recording in its plant at Redwood rupted background music, representing nearly 150 different titles on a dual track whose reproduction is completely automatic.

> from speed variation and has consistent modulation. Carefully selected material, without vocals, is played in four two-hour series. talent names who have joined the Compositions are popular stand-Capitol fold are Frank Sinatra, ards.

> > The 14-inch reel contains 480 feet of dual track tape made on and home markets. premium quality plastic base. It costs about the same for a like quantity of material on ordinary phonograph records or LP's. List price is \$65, including reel and box. There is no danger of erasing and, unlike other means of recording, there is virtually no wear on the tape.

The Ampex reproducer itself, only recently perfected, only plays back. It lists for approximately

Irving Fogel, Tempo prexy, says diskery has completed three subjects for a total of 24 hours of material. These represent an initial outlay of \$400,000 in production, artist, arrangement and talent costs for Tempo's library recorder during the last five years.

The pre-recorded tape runs at three and three-quarters inches per second, having been reduced from an original speed of 71/2 i.p.s. and in some cases 30 i.p.s.

Ampex approached Tempo two

HOLLYWOOD, April 4.—Tempo months ago to supply the extensive City, Calif.

Tempo's selection by Ampex resulted from diskery's pioneering in high fidelity and wide-range The Tempotape has a wide recording. Quality of Tempotape range, is low in noise level, free is such that there is no crescendo or diminuendo.

Ampex engineers already have perfected equipment to duplicate

the tapes in multiple quantity. Initial shipment of reels are going to Ampex's 90 distributors who plan to enter the commercial

Fogel points out that markets which will be readily tapped include commercial institutions, industrial plants, supermarkets, banks, doctors' offices, in addition to cafes and cocktail lounges where background music is supplied by phonograph. He further envisions a ready acceptance in homes at a cost far below other recorded means, but with added advantage of completely automatic operation.

Tempo's deal with Ampex is non-exclusive. Tempo already has been approached by another major reproducing firm to supply it with a similar library.

Royalties are paid the Music Publishers' Protective Association, the artists and the American Federation of Musicians.

"Provided in the sales price of each subject (reel) is the same royalty which the industry pays per track for use of material on phonograph records of LP's-2 cents per selection," Fogel said.

MGM-David Rose and

799 7th Ave. N. Y. 19, N. Y.



Duke Adds Luster to Capitol's Talent Plans

NEW YORK, April 4.—Capitol Records' talent expansion program, on both the pop and country levels, took on added luster this week with the pacting of the bia, prior to which he waxed un-Duke Ellington ork. The addition der the RCA Victor and Decca of Duke, late of Columbia Rec- banner. ords, gives Capitol one of the major diskery and also makes the 10th pacting by the diskery in the past few months of new and standard names.

In addition to its talent addition program, the diskery also moved out on the classical level with the acquisition of Cetra-Soria Records, transfer of which formally occurred Wednesday (1).

Duke Ellington's Capitol contract is for one year with options to four years. Alan Livingston, veepee in charge of the diskery's repertoire department, negotiated arrangements in aquiring the talents of the composer-leader. Initial recording session was set by Livingston for next week. Capitol will cut Ellington originals as well as using the ork on non-Ellington tunes. The diskery plans to release the ork on both singles and albums.

> JUST RELEASED! Two Great Sides by

GUY MITCHELL

With Mitch Miller and Chorus

"WALKIN" AND WOND'RIN'"

(My Heart Cries Out in Vain)

"A WISE MAN OR A FOOL"

SANTLY-JOY, INC. 1619 Broadway, New York, N. Y.



Canadians Spend \$13 Million On Disks; Like Bach, Boogie

most of the people who enjoy Bach and Stravinsky also enjoy good jazz and musical comedyand hockey and hot dogs. So says of the top executives of the Canadian phonograph industry.

General manager of the London | Clifford Curzon. Gramophone Corporation of Canada, Ltd., Jamieson is in Van-Columbia and Alberta.

Recording Factors "Recordings, radio and the down.

VANCOUVER, B. C., April 4.— spread of musical interest in the The word longhair and highbrow schools had helped to bring about in music don't make much sense an amazing revolution in the pubnowadays in Canada, because lic's response toward music formerly considered suitable for a small minority of culture hounds." One of London's hottestselling items in the past two Fraser Jamieson, of Montreal, one years, for example, is a long-play release of Beethoven's "Emperor" concerto, featuring British pianist

"The customers who today are budgeting for a Brahms sym-Jones, manager of Texal, Ltd., are also budgeting for recordings London distributors for British of peppy showtunes and 'cool jazz,' and they come from both "Canadians spent \$13 million sexes and all age groups from buying records in 1952," Jamieson | kids to grandparents." Jamieson said. "That was twice as much as recalled that only a few years ago the average figure before World "Most red-blooded men wouldn't War II, and compares with about be seen dead at a ballet." Yet his \$10 million in 1950. More than own and rival disk companies half the sales are in the category now are finding ballet scores of so-called classical or concert among the most popular mermerchandise on their shelvesand the trend is up rather than

Keep Your EYE on These!

Columbia 21087 CARL SMITH

"A WREATH ON DOOR OF MY HEART"

COWBOY COPAS

King 1200

"DON'T YOU EVER GET TIRED"

"THAT'S HOW I TAKE YOU" **ROD MORRIS** Capitol 2424

FAIRWAY MUSIC CORP.

6365 Selma Avenue Hollywood, California

GIVE TO DAMON RUNYON CANCER FUND



BROKEN WINGS Elton Britt

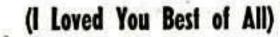
RCA Victor #20/47 5251

I'M GONNA LOCK MY HEART

(And Throw Away the Key)

Eddy Arrold 1 5193

EXELAST NIGHT
ON THE
BACK PORCH



Pee Mee King RCA Victor #20/47 5260

SHAPIRO BERNSTEIN

and CO.

1270 Sixth Avenue · New York 20, N. Y.

The Billboard Music Popularity Charts

Honor Roll of Hits

Trade Mark Rog.

The Nation's Ten Top Tunes

· · · For Week Ending April 4

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

Last | on Week | Charl

1. Doggie in the Window

1 10

By Bob Merrill—Published by Santly-Joy (ASCAP)

BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R

Kujawa, Dana 795

2. Till I Waltz Again With You 2 By Sidney Prosen—Published by Village (BMI)

BEST SELLING RECORD: T. Brewer, Coral 60873; OTHER RECORDS: Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Cel 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; T. Sosebee, Coral 60916; D. Travis and J Swanson, Jubilee 6014; D. Todd, Dec 28506.

3. I Believe

4 6

By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)

BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332 OTHER RECORDS: E. James, Meteor 5000.

4. Pretend 3 10

By Lew Douglas. Parmar & Le Vere—Published by Brandom (ASCAP).

BEST SELLING RECORDS: Nat (King) Cole, Cap 2346; R. Marterie, Mercury 70045, OTHER RECORDS: E. Barton, Coral 60937; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; H. Rene, V 20-5119.

5. Tell Me You're Mine

By Fredianelli-Vasin—Published by Capri Music (BMI)
BEST SELLING RECORDS: Gaylords, Mercury 70067. OTHER RECORDS: Ralph
and Buddy Bonds, Coral 60923. M Carson, Col 39914; R. Morgan, Dec 28569
TRANSCRIPTIONS AVAILABLE: Dolly Dawn, Thesaurus.

6. Side by Side

2 10

By Harry Woods—Published by Shapiro-Bernstein (ASCAP)

BEST SELLING RECORD: Kay Starr. Cap 2334 OTHER RECORDS AVAILABLE:

E. Britt-R Allen. V 20-5178: F Carle, V 20-4741; D. Drew, Mercury 70096; B. Garrett-L Parks, M-G-M 10467; K Griffin, Col 39514; D. Holyman, Rondo 207; D. Jurgens Col 38107: F Petty. M-G-M 30425; P. Scala, London 238; A. String Regent 126

7. Don't Let the Stars Get in Your Eyes

6 19

By Slim Willet—Published by Four Star Sales (BMI)

BEST SELLING RECORDS: P Como. V 20-5064 OTHER RECORDS: L. Ameche
Mercury 70023; E Barton, Cora! 60882; R Foley, Dec 28460; H. Jerome, M-G-M
11385; M. Katz, Cap 2370; G. MacKenzie, Cap 2256; Ted Maksymowicz, V 26-9270;
B Maxwell Mercury 70045; S McDonald, Cap 2216; R. Price, Col 21025; S Willet
Four Star 1614

7. Your Cheatin' Heart

7 7

By Hank Williams—Published by Acuft-Rose (BMI)

BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber. Cap 2377; F. Laine, Col. 39938; H. Williams M-G-M 11416.

9. Wild Horses

9 7

By R C Rogan—Published by George Simon (ASCAP)

BEST SELLING RECORD: Perry Como, V 20-5152. OTHER RECORDS AVAIL

ABLE: R Anthony, Cap 2349

10. Tell Me a Story

11 3

By Terry Gilkyson—Published by Montclare (BMI)
BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945.

Second Ten

	THE STATE OF THE PARTY OF THE STATE OF THE S		
	11. GOMEN NASAI	12	4
	12. KEEP IT A SECRET	10	21
	13. OH, HAPPY DAY	13	14
	14. DOWNHEARTED	17	5
	15. SEVEN LONELY DAYS	15	72
	16. SONG FROM MOULIN ROUGE	8435	1
	17. NO HELP WANTED Published by Acuff-Rose (BMI)	-	1
	18. HOT TODDYPublished by Coachella-Alamo (ASCAP)	19	6
	18. APRIL IN PORTUGAL	_	1
Ì	20. CARAVAN	18	2

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.

TOP SELLERS-POPULAR

. . . Based on Actual Capitol Sales Reports

	Record I	lo.
1.	I'M SITTING ON TOP OF THE WORLD SLEEP	00
2.	PRETEND DON'T LET YOUR EYES GO SHOPPINGN. Cole	46
3.	BLUE GARDENIA CAN'T I	89
4.	YES SIR, THAT'S MY BABY YOKOHAMA MAMA	92
5.	SIDE BY SIDE NOAH!	34
6.	APRIL IN PORTUGAL SUDDENLY	
7.	GET IT WHILE YOU'RE YOUNG H. O'Connell & LIPSTICK-A-POWDER-'N'-PAINT	04
8.	MY BABY'S COMING HOME LADY OF SPAINL. Paul & M. Ford22	65
9.	GOMEN-NASAI I LEARNED TO LOVE YOU TOO LATE M. Whiting & J. Wakely . 24	02
10.	I BELIEVE THE GHOST OF A ROSE	32
11.	MY HEART BELONGS TO ONLY YOU I WAS A FOOL	08
12.	ANNIVERSARY SONG A FEW KIND WORDS	
13.	BALTIMORE ORIOLE POINCIANAFour Freshmen23	
14.	RED LIGHT BARTENDER'S BLUES	86
15.	BUNNY HOP BLOW, MAN, BLOW!	51
16.	OH, HAPPY DAY A MILLION TEARS	
17.	AND THE BULL WALKED AROUND, OLAY! JEEPERS CREEPERS	

A great new country artist . . .

---sings about Hank Williams in

'HANK'S SONG'

coupled with

"I'LL NEVER HAVE YOU"

on Record No. 2397



Based on Actual Capitol Sales Reports

	Record No.
1.	HANK'S SONG I'LL NEVER HAVE YOUF. Huskey2397
2.	SOMEBODY ELSE'S HEARTACHE THE ONE I CAN'T FORGET
3.	NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEWH. Thompson2376
4.	WHAT WILL I DO! TIED DOWN
5.	HILLBILLY HULA I'M A POOR LONESOME FELLOWJ. Carman
6.	PLAYIN' DOMINOES AND SHOOTIN' DICE MEMORIES AND HEARTACHESJ. Dolan2367
7 .	PRETEND THE LAST ROUND-UP
8.	SATISFIED HIDE ME, ROCK OF AGES
9.	GOIN' STEADY JUST OUT OF REACH
10.	LET ME KNOW I'M SORRY TO SAY I'M SORRY
11.	WHEN THE BLOOM IS ON THE SAGE
12.	THE FAMILY WHO PRAYS LET US TRAVEL, TRAVEL ONLouvin Bros
13.	LITTLE OLD RAG DOLL PICKING SWEETHEARTSF. Chapman2330
14.	I DON'T KNOW SWEET TEMPTATION
15.	DON'T LET THE STARS GET IN YOUR EYES BIG FAMILY TROUBLE
-	

the BIG performance of

MANOU

is by



"Is It Any Wonder"

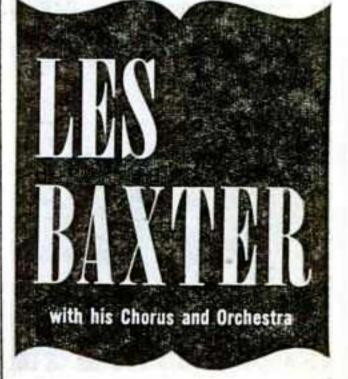
on CAPITOL RECORD No. 2441

BEST SELLING **POPULAR ALBUMS**

	Alb. N	0.
1.	LOVER'S RHAPSODY Jackie Gleason	5
2.	NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton	3
3.	MUSIC FOR LOVERS ONLY Jackie Gleason	
4.	THE KAY STARR STYLE Kay Starr	
5.	BACCHANALIA! Billy May	ı
-6.	THE YOUNG MAN WITH THE HORN Ray Anthony	3
7.	LATE SHOW Hazel Scott	1
8.	CAMPUS RUMPUS Ray Anthony	2
9.	BACKGROUND MUSIC— LIGHT AND LIVELY	
10.	4 Top Artists	5
	SHOW TUNES 3 Top Artists	8
11.	BACKGROUND MUSIC— SONGS WE REMEMBER 3 Top Artists	5
12.	BACKGROUND MUSIC— BRIGHT AND BOUNCY 4 Top Artists	
13.	WITH A SONG IN MY HEART Jane Froman309	

It's April

-time to reorder the great hit by



"SUDDENLY"

on Record No. 2374



COLLE CRYING

SWEET SUE—

Vocal by The Kaye Choir Columbia No. 39977 4-39977

Vocal by THE KAYDETS

COLUMBIA OR RECORDS Trade Marks "Columbia," "Masterworks," @D, @ Reg. U. S. Pat. Off. Marcas Registradas

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending April 4

Tunes are ranked in order of their current national selling

Best Selling Sheet Music

importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and are weighed according to jobber Weeks importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film: (M) indicates tune is from a legit musical. 1. DOGGIE IN THE WINDOW (R)—Santly-Joy..... 2. TILL I WALTZ AGAIN WITH YOU (R)-Village..... 3. I BELIEVE (R)—Cromwell..... 4. PRETEND (R)—Brandom..... 5. KEEP IT A SECRET (R)—Shapiro-Bernstein...... 5 17 6. DON'T LET THE STARS GET IN YOUR EYES (R)-Four Star Sales..... 7. SIDE BY SIDE (R)—Shapiro-Bernstein..... 9. TELL ME YOU'RE MINE (R)—Capri Music...... 10 10. OH, HAPPY DAY (R)-Bregman, Vocco & Conn..... 8 10. TELL ME A STORY (R)-Montclare..... 12. ANYWHERE I WANDER (R) (F)-Frank Loesser.... 13 13. WILD HORSES (R)—George Simon..... 9 14. PETER COTTONTAIL (R)—Hill & Range..... 15. WHY DON'T YOU BELIEVE ME? (R)-Brandom.... 12

Tunes with Greatest Radio and Television Audiences

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

Top 29 in Radio

A Fool Such as I (R)-Robbins-B, Miller- | Keep It a Secret (R)-Shapiro-Bernstein-ASCAP

Anywhere I Wander (R)-Frank-ASCAP April in Portugal (R)-Chappell-ASCAP

Caravan (R)-American-ASCAP Doggie in the Window (R)-Santly-Joy-ASCAP

Downhearted (R)-Paxton-ASCAP Even Now (R)—Pickwick—ASCAP Golden Years (R)-Paramount-ASCAP Have You Heard? (R)—Brandom—ASCAP Hold Me, Thrill Me, Kiss Me (R)-Mills-

ASCAP Hot Toddy (R)-Coachella-Alamo-ASCAP How Do You Speak to an Angel? (R)-Chappell-ASCAP

I Believe (R)—Cromwell—ASCAP I Confess (R)-Witmark-ASCAP Kaw_Liga (R)-Milene-ASCAP

ASCAP

My Jealous Eyes (R)-Famous-ASCAP Ohio (R)—Chappell—ASCAP

Open Up Your Heart (R)-Longridge-ASCAP

Peter Cottontail (R)-Hill & Range-BMI Pretend (R)—Brandom—ASCAP Say It With Your Heart (R)-Feist-ASCAP

Say Si Si (R)-E. B. Marks-BMI Side by Side (R)-Shapiro-Bernstein-ASCAP

Tell Me You're Mine (R)-Capri-BMI Why Don't You Believe Me? (R)-Brandom-ASCAP

Wild Horses (R)—Simon—ASCAP Will-o-the-Wisp Romance (R)-Tirangle-ASCAP

Your Cheatin' Heart (R)-Acuff-Rose-BMI

Top 10 in Television

Doggie in the Window (R)-Santly-Joy- | Lady of Spain (R)-Sam Fox-ASCAP ASCAP Easter in Walkiki (R)-Duet-ASCAP

How Do You Speak to an Angel? (R)-Chappell—ASCAP I Believe (R)—Cromwell—ASCAP It's Love (R)

Peter Cottontail (R)-Hill & Range-BMI Pretend (R)-Brandom-ASCAP Side by Side (R)-Shapiro-Bernstein-ASCAP

Wish You Were Here (R)-Chappell-

England's Top Twenty

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

- 2. Broken Wings-John Fields (Shapiro-Bernstein)
- 4. She Wears Red Feathers-Dash (Oxford) 14. Make It Soon-Connelly (Santly-Joy)
- (Bregman, Vocco & Conn)
- 6. Don't Let the Stars Get in Your Eyes-
- Morris (Four Star) 7. Now-Dash (Ardmore)

Day (Brandom)

- 8. In a Golden Coach—Box & Cox (Box & Cox)
- 1. Doggie in the Window-Connelly (Santly- 10. Because You're Mine-Robbins (Feist) 11. Oh, Happy Day-Chappell (Bregman,
 - Vocco & Conn) 12. Glow Worm-La Fleur (E. B. Marks)
- Wonderful Copenhagen-Morris (Frank) 13. Little Red Monkey-Robbins (Miller)
- 5. Outside of Heaven-Bradbury Wood 15. I Talk to the Trees-Chappell (Chappell) 16. Till I Waltz Again With You-Francis
 - Day (Village) 17. You Belong to Me-Chappell (Ridgeway) 18. That's A-Why-Connelly (Santly-Joy)
- 19. Comes Along A-Love-Kassner (Shapiro-Bernstein) 9. Why Don't You Believe Me?-Francis 20. I'd Love to Fall Asleep-Fieldman
 - (Southern)

umbia Best Bur

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending April 4

			90
	GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961
	I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
	TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmie Boyd	39945 • 4-39945
	THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith	39944 • 4-39944
	I'M THE KING OF BROKEN HEARTS NO ONE WILL EVER KNOW	Tony Bennett	39964 • 4-39964
	I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 • 4-39958
	WHEN YOU WORE A TULIP LOUISIANA WALTZ	Ken Griffin	39966 • 4-39966
æ	SHE WEARS RED FEATHERS PRETTY LITTLE BLACK-EYED SUSIE	Guy Mitchell	39909 • 4-39909
	MISTER TAP TOE YOUR MOTHER AND MINE	Doris Day	39906 • 4-39906
	TWO EASTER SUNDAY SWEETHEARTS MY BUNNY AND MY SISTER SUE	Jimmy Boyd	39955 • 4-39955
	WITHOUT MY LOVER SMOKING MY SAD CIGARETTE	Jo Stafford	39951 • 4-39951
	WALKIN' AND WOND'RIN' WISE MAN OR FOOL	Guy Mitchell	39962 • 4-39962
	GOMEN-NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 • 4-39954
	ANNA DUTCH TREAT	Paul Weston	39968 • 4-39968
	KEEP IT A SECRET ONE TO EVERY HEART	Jo Stafford	39891 • 4-39891

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending April 4

BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084	•	4-21084	
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075	•	4-21075	
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085	•	4-21085	
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022	•	4-21022	
NO SWALLERIN' PLACE JUKE BOX BLUES	June Carter	21074	•	4-21074	
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087	•	4-21087	
NO HELP WANTED HEARTS AND FLOWERS	The Maddox Brother and Rose	7.7	•	4-21065	
ANYBODY'S BABY THE HILLS OF KENTUCKY	Johnny Bond	21082	•	4-21082	
I'M AN OLD, OLD MAN YOU'RE JUST MINE	Lefty Frizzell	21034	•	4-21034	
BITTER TEARS REDSKIN RAG	Leon McAulliffe	21072	۰	4-21072	

BEST SELLING ALBUMS

ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 • 45 Set G 4-18

SWEETHEARTS — Marion Marlowe and

78 Set G-18

Frank Parker

"Lp" CL 6241 • 45 Set B-331

78 Set C-331

BROADWAY'S BEST — Jo Stafford "Lp" CL 6238 • 45 Set B-328

HOLLYWOOD'S BEST—Rosemary Clooney

and Harry James "Lp" CL 6224 • 45 Set B-319

BY THE LIGHT OF THE SILVERY MOON-

Doris Day

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

BERLIOZ: HAROLD IN ITALY

William Primrose, viola, with Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra. "Lp" ML 4542 MARTYN GREEN'S GILBERT AND SULLIVAN

Sixteen G & S favorites "Lp" ML 4643 • 45 Set A-1042

DEBUSSY: PRELUDE A L'APRES-MIDI D'UN FAUNE DUKAS: L'APPRENTI SORCIER

The Philadelphia Orchestra, Eugene Ormandy, Conductor. "Lp" AAL 26

BERLIOZ: ROMEO AND JULIET-DRA-MATIC SYMPHONY (Complete Or-

chestral Score) Philharmonic-Symphony Orchestra of New York, Dimitri Mitropoulos, Conductor.

"Lp" ML 4632

DINU LIPATTI, piano

Selections by Bach and Mozart "Lp" ML 4633

NEW POPULAR RELEASES

MITCH MILLER and his orchestra. Stan Freeman, Harpsichord .

TIRA LIRA MADEIRA ORIENTAL POLKA

39982 • 4-39982

Ken GRIFFIN at the Organ

LITTLE RED MONKEY

APRIL IN PORTUGAL

(The Whisp'ring Serenade)

39983 • 4-39983

NEW INTERNATIONAL RELEASES

Val-Taro Musette

Norbie Baker and his Polka Boys

MASQUERADE POLKA ALPINE WALTZ

MILLION DOLLAR POLKA NIGHTINGALE WALTZ

10107 • 4-10107

10108 • 4-10108

Now on 45 rpm Extended Play! SQUARE DANCES

The First Two Ladies Cross Over • Darling Nellie Gray • Little Brown Jug Possum in the 'Simmon Tree
 Buffalo Boy Go 'Round the Outside Oh, Susanna • Dive for the Oyster, CARSON ROBISON and his Old Timers, Dance Calls by Lawrence V. Loy. 45 Set B-47.

NEW CHILDREN'S RELEASES

Rosemary Clooney with Tony Mottola's Orchestra

LITTLE RED MONKEY

LITTLE JOE WORM (Son of Glow-Worm)

Set MJV-164 • Set

MJV-4-164

Percy Faith and his Music for Children

LITTLE JUMPING JACK FUNNY FELLOW

Set MJV-159 • Set MJV 4-159

NEW FOLK MUSIC RELEASES

"Little" Jimmy Dickens SIDEMEAT AND CABBAGE TEARDROPS (Fell Like Raindrops) 21093 • 4-21093

The Masters Family MARCHING ON TO GLORY THEY'VE MADE A NEW BIBLE

21094-S • 4-21094-S

Sister O. M. Terrell and her Guitar

I'M GOING TO THAT CITY THE GAMBLING MAN

21092-R ● 4-21092-R

The Original . . . The Most Beautiful

Percy Faith and his Orchestra

THE SONG FROM **MOULIN ROUGE**

vocal by Felicia Sanders backed by

SWEDISH RHAPSODY

4-39944

REGORDS

Trade Marks "Columbia", "Mosterworks" (1) @ Reg. U.S. Pat. Off: Marcas Registradas



MUSIC

KEEPS A-'POPPING



of the RAINBOW (with Orchestra directed by Ray Block)

CANDY BAR BOOGIE

(Eight Bites to the Bar)
(with Orchestra directed by Norman Leyden)

Coral 60967 (78 rpm) and 9-60967 (45 rpm)

BROWN
and His Band of Renown

Theme Melody from the Motion Picture "Ruby Gentry"

and

MIDNIGHT SUN

Coral 60959 (78 rpm) and 9-60959 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

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4 BIG NEW ONES!



BETTE MCLAURIN

CAN'T YOU SEE and

IN THE MIDDLE OF A KISS

(with Orchestra directed by Sy Oliver)

Coral 60961 (78 rpm) and 9-60961 (45 rpm)



MANY ARE THE TIMES

THERE'S NO ESCAPE

(with Orchestra directed by norman Leyden)

Coral 60968 (78 rpm) and 9-60968 (45 rpm)

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The Nation's Best Selling Records

CURRENT DOT CATALOG ...

POPULAR

THE HILLTOPPERS Featuring the Great Voice of

JIMMY SACCA Newest release

- 15055 IF I WERE KING (45-15055) I CAN'T LIE TO MYSELF
- 15034 MUST I CRY AGAIN? (45-15034) I KEEP TELLING MYSELF
- 15018 TRYING (45-15018) YOU MADE UP MY MIND

JOHNNY MADDOX

- 15062 ALICE BLUE GOWN TWILIGHT TIME
- 15045 IN THE MOOD (45-15045) BY THE LIGHT OF THE SILVERY MOON
- CRAZY BONE RAG (45-1005) ST. LOUIS TICKLE
- 1012 HULA BLUES (45-1012) I GET THE BLUES WHEN IT RAINS
- 1023 MEMPHIS BLUES (45-1023) ALABAMA JUBILEE
- 1057 SWEET GEORGIA BROWN (45-1057) DILL PICKLES
- 15001 SAN ANTONIO ROSE (45-15001) BULLY OF THE TOWN
- 15004 UNDER THE DOUBLE EAGLE
- (45-15004) MY MARY 15006 STAR DUST (45-15006) PIANO POLKA

15008 JOHNNY MADDOX BOOGIE

- (45-15008) NEAR YOU 15014 WHY WORRY
- (45-15014) FRIDAY NIGHT STOMP 15015 LISTEN TO THE MOCKIN'
- BIRD (45-15015) MOLLY DARLING
- 15020 COCOANUT GROVE (45-15020) LITTLE GRASS SHACK
- 15021 SIOUX CITY SUE
- (45-15021) JOHNNY MADDOX SPECIAL

JOHNNY MADDOX

- **AUTHENTIC RAGTIME** DF102
- (45-DF-102-LP-102)
- 15026 AT A GEORGIA CAMP MEETING (45-15026) ELITE SYNCOPATIONS
- 15027 SUNFLOWER SLOW DRAG (45-15027) PORCUPINE RAG
- 15028 SLEEPY SIDNEY (45-15028) AFRICAN PAS'
- 15029 SMOKEY MOKES (45-15029) TICKLED TO DEATH

HANK GARLAND

- The Great Guitar Soloist
- 15050 TEA FOR TWO (45-15050) GUITAR POLKA

15053 CIMARRON

ROY WIGGINS

IT'S A SIN

LEON BARRY

- The Original
- 15063 MISIRLOU (45-15063) THE SORCERER TANGO

AL LOMBARDI

- His Clarinet & His Orchestra 15060 CHOPPIN'
- (45-15060) NEW SUMMIT RIDGE DRIVE

HILLBILLY

MAC WISEMAN The Nation's Newest Hillbilly

- Sensation Newest release
- 1158 YOU'RE SWEETER THAN HO, EA (45-1158) DON'T LET YOUR SWEET

LOVE DIE

- GOIN' LIKE WILDFIRE
- SHACKLES AND CHAINS
- 1075 LITTLE WHITE CHURCH I'M A STRANGER
- GEORGIA WALTZ • 1092 DREAMING OF A LITTLE CABIN
- FIRE IN MY HEART GOING TO SEE MY BABY
- 1062 TIS SWEET TO BE REMEM-BERED ARE YOU COMING BACK

TO ME?

- I STILL WRITE YOUR NAME IN THE SAND FOUR WALLS AROUND ME
- YOU'RE THE GIRL OF MY DREAMS

I WONDER HOW THE OLD

- FOLKS ARE AT HOME BY THE SIDE OF THE ROAD
- WAITING FOR THE BOYS SIX MORE MILES IT'S GOODBYE AND SO LONG TO YOU

TOMMY JACKSON

- New release
- 1148 FISHER'S HORNPIPE (45-1148) JACKSON'S HORNPIPE
- ARKANSAS TRAVELER • 1085 (45-1085) SOLDIER'S JOY)
- MISSISSIPPI SAWYER • 1086 (45-1086) BOIL THEM CABBAGE DOWN
- 1119 TEXAS SCHOTTISCHE (45-1119) PUT YOUR LITTLE FOOT RIGHT OUT

TOMMY JACKSON

- Square Dances of the Grand Ole Opry
- DF101 (45-DF-101)
- 1137 RAGTIME ANNIE LEATHER BRITCHES (45-1137)
- 1138 UNCLE JOE CRIPPLE CREEK (45-1138)
- 1138 SALLY ANN WHISTLING RUFUS
- 1140 TENNESSEE WAGNER FIDDLIN' RAG (45-1140)
 - SHORTY LONG

Newest release

- 1154. CRYIN' STEEL GUITAR WALTZ
- (45-1154) PRETEND

RHYTHM & BLUES

- MARGIE DAY
- Newest release • 1153 GONNA RAISE A RUCKUS (45-1153) MUST I
- STREET WALKIN' DADDY • 1010
- RIFFIN WITH GRIFFIN • 1019 LITTLE RED ROOSTER

BLUES ALL ALONE

- 1024 BONAPARTE'S RETREAT HOT PEPPER
- SADIE GREEN
- ONE STEADY BABY IF YOU WANT SOME LOVIN'
- YOUR BEST FRIEND STUBBORN AS A MULE "
- (45-1070) PRETTY BABY IT'D SURPRISE YOU (45-1094) I'LL GET A DEAL
- I'M GONNA JUMP IN THE RIVER
- (45-1104) STORMY NIGHT ACE IN THE HOLE (45-1108) THE CLOCK SONG • 1144 MIDNIGHT

(45-1144) MY STORY

GRIFFIN BROS. ORCH.

- Newest release
- 1152 FARE THEE WELL PRETTY BABY (45-1152) GRIFFS MAMBO
- 1020 BLUES WITH A BEAT GRIFF'S BOOGIE
- THE TEASER (45-1095) I'VE GOT A NEW LOVE COMIN' HOME
- (45-1105) STAY AWAY FROM THE HORSES • 1117 I WANNA GO BACK (45-1117) SLOW AND MELLOW
- 1145 BLACK BREAD (45-1145) MY BABY'S DONE ME WRONG
- 1060 TRA LA LA HOPPIN'
- . 1071 WEEPING AND CRYING (45-1071) SHUFFLE BUG

WALLY MERCER Newest release

- 1136 EARLY ONE MORNING (45-1136) MOTHERLESS CHILD BLUES
- 1120 LOOPED (45-1120) YELLOW HORNET ROCK AROUND THE CLOCK • 1099 (45-1099)DON'T WAIT TILL

BIG THREE TRIO

TOMORROW

- Newest release ● 1124 YOU SURE LOOK GOOD TO ME
- (45-1124) SIGNIFYING MONKEY

JOE LIGGINS

- THE HONEY DRIPPER-• 1031 Part 1 (the original) THE HONEYDRIPPER-Part 2 (the original)
- I'VE GOT A RIGHT TO CRY • 1032 (the original) LAST NIGHT BLUES
- (the original) • 1033 TANYA (the original) DOWN HOME BLUES (the original)

IVORY JOE HUNTER

• 1036 BLUES AT SUNRISE (the original) YOU TAUGHT ME TO LOVE (original)

SPIRITUAL

THE FAIRFIELD FOUR Newest release

- 1155 GOSPEL TRAIN (45-1155) GOD GOT HIS EYES ON YOU
- 1159 COME OVER HERE WHO IS THAT KNOCKING?
- HIS EYES IS ON THE • 1160 SPARROW EVERY DAY

RECORDS

- HOW I GOT OVER THIS EVENING OUR FATHER
- STAND BY ME
- HEAR ME WHEN I PRAY WHEN THE BATTLE IS OVER
- STANDING ON THE ROCK
- 1164 SOMEBODY TOUCHED ME MOTHER, DON'T WORRY
- TREE OF LEVEL JESUS MET THE WOMAN AT THE WELL
- 1006 SAVIOR, DON'T PASS ME DEAR LORD, LOOK DOWN
- UPON ME IN THE WILDERNESS LET ME TELL YOU ABOUT
- JESUS • 1015 I'LL TELL THE WORLD

IN THE UPPER ROOM

I DON'T KNOW WHY I HAVE TO CRY WHEN I MOVE IN THE

ROOM

- DON'T DRIVE YOUR CHILDREN AWAY DOES JESUS CARE
- NOBODY TO DEPEND ON OLD TIME RELIGION
- NO ROOM AT THE END TALKING ABOUT JESUS
- 1047 I LOVE THE NAME JESUS LEAVE THEM THERE
- 1048 LOVE LIKE A RIVER ON MY JOURNEY NOW • 1073
- DON'T DRIVE HER AWAY • 1080 PACKING EVERY BURDEN

POOR PILGRIM OF SORROW

- DON'T LEAVE ME • 1081 MY PRAYER
- COME ON TO THIS ALTAR • 1082 WAITING FOR ME
- ANGELS ARE WATCHING • 1083 I'M IN YOUR CARE I CAN TELL YOU THE TIME
- 1109 WHEN WE BOW LET'S GO
- 1110 HOPE TO SHOUT IN GLORY ALL THE WAY
- 1111 I'LL BE SATISFIED I'VE GOT GOOD RELIGION
- 1122 WHERE SHALL I GO? DON'T YOU WANT TO JOIN THAT NUMBER
- 1123 STANDING IN THE SAFETY ZONE DON'T LET NOBODY TURN YOU 'ROUND
- 1125 WHEN I GET UP IN HEAVEN AMAZING GRACE

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- 1141 ROCK OF AGES (45-1141) IN THE SWEET BYE AND
- BYE • 1142 AMAZING GRACE (45-1142) SOFTLY AND TENDERLY
- 1143 HOW FIRM A FOUNDATION (45-1143) SWEET HOUR OF PRAYER

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The Billboard Music Popularity Charts

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JONI JAMES

M-G-M 11470—Joni James, currently the hottest singer extant, should have another big one here. It's a melodic ballad, not quite as strong as her previous powerhouses, but handed a very potent and wistful reading by the thrush. The Lew Douglas ork backs her with a lovely arrangement. This side should keep the jocks busy for months and earn plenty of coins.

Almost Always....80

The thrush does a very good job with this attractive Latin-styled ballad, over a beautifully handled backing by the Lew Douglas ork. Side is delicately pretty and will pull plays. It's a bit different than the chantress' recent hits and a good change of pace for her.

DORIS DAY

When the Red, Red, Robin Comes

Beautiful Music to Love By....78

A very pretty ballad receives a most persuasvie vocal from Dodo, over a soft and tender organ backing. This is an unusual and striking side, and is attractive enough to receive bundles of deejay spins. A lovely platter.

RICHARD HAYMAN

MERCURY 70115—The moody piece of background music from the pic, "Ruby Gentry," gets a typically lush Richard Hayman treatment. It's a smartly turned out instrumental. Yes, the harmonicas are there. This should grab loot and spins.

Love Mood....70

Chorus chants this item by Richard Hayman ork in slow tempo. The backing has modern chords and tonalities. The total effect is one of sophistication, tho not wide appeal.

PETE HANLEY

Should You Change Your Mind....75

Pete Hanley shows off a warm and unaffected set of pipes on this pleasant slicing, backed easily by the smooth ork. Jock's can use this side too.

SARAH VAUGHAN A Blues Serenade80

COLUMBIA 39963—A haunting evergreen gets an outstanding performance by Sarah. The rendition has much heart and Miss Vaughan's usual fine phrasing. Percy Faith and the orchestra contribute a tasteful backing. Deejays should spin this one.

Spring Will Be a Little Late This Year....78

Late This Year....78

The divine Sarah, backed by a beautiful arrangement by Percy Faith's ork, has rendered a tasteful side here. The Frank Loesser tune is lovely.

THE FONTANE SISTERS

He Who Has Love....77

The girls take off stylishly on the lively bounce effort. It's in the manner, to a light degree, of "Rag Mop," and it's cute. The team sings it in fine fashion, showing off their strong harmony over bright ork support. This one should get some action, too.

BETTE McLAURIN

Can't You See?....65

Slow ballad is sung a little too sweetly by the songstress.

JOHNNY LONG ORK

Tune is a big one in the jazz field at the moment. Vocal is on the bop side. Long ork handles it in solid style, with the ensemble doing the vocal in gang style. This could go, ... Watch it.

h it. (Continued on page 37)

NEW RECORDS TO WATCH

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

Popular

Now That I'm in Love

Oo! What You Do to Me—Mercury 70127—
La Page comes right back from "Doggie" with two sparkling performances that bid fair to keep her right up at the top. "Love" has a very slick set of lyrics, and her interpretation matches material. But both sides will have to be watched.

PERRY COMO

Say You're Mine Again
My One and Only Heart—RCA Victor
20-5277

DOLORES GRAY

Say You're Mine Again

Big Mamou — Decca 28676 — "Say You're

Mine Again" is a lovely tune with old-fashioned flavor. The Victor version, with Como
red-hot at the moment, could break out fast.

It's a tune tho that could handle two records, and Miss Gray's is a strong one and
could take the honors as the gal version.

Como flip is his first multi-tape effort while
the Gray flip is the bouncy Cajun tune.

VIC DAMONE
April in Portugal
I'm Walking Behind You
TONY MARTIN

Now Hear This—RCA Victor 20-5279—These are the first vocal versions of the tune that is now breaking as an instrumental. Both of the gents are really singing, Damone like he's again in civvies and Martin as of old. This could be a big fight for the honors.

SARAH VAUGHAN A Blues Serenade

Spring Will Be a Little Late — Columbia 39963—Two excellent efforts by the thrush which are topnotch vehicles for her renowned voice. "Serenade" particularly is well-handled. There's also r.&b. potential here.

Semi-Classical Album

MANTOVANI

ELTON BRITT

winner.

Broken Wings....79

with himself.

Watch it.

RED GARRETT

The Red Rose 73

penned by the warbler.

with this slicing.

THE STEWART FAMILY

SLIM WILLET

Country & Western

Cannonball Yodel81

V 20-5251-This one has a lot of

drive that should keep the coins flow-

ing into boxes. It's Britt at his yo-

deling best. This one could be a

Britt makes this a strong two-sided

record with this sparkling multi-

taped effort. His sensitive voice

comes thru with a lot of feeling as he

warbles his way along in harmony

Live While You're Young 80

FOUR STAR 1637-Slim Willet has

a strong effort here, one that he

penned and which ae sings well in his

own strong and effective style. Tune

is a swingy ditty, with good lyrics

and the backing adds to the disk.

Side could grab spins and plays.

Slim is back on his "Stars in Your

Eyes" kick, but this doesn't measure

up to "Stars" or "Let Me Know,"

Willet's vocal is okay but not as good

as the flip. This ditty was also

V 20-5242-Garrett impresses with his

big-voiced chanting style. The mate-

rial is okay, too. Boy has a lot on

the ball and could create attention

More good reading from Garett on

Don't Go Honky Tonkin'76

Don't Be Ashamed of Your Past....76

another good piece of material.

The Music of Victor Herbert — London LL 746—This has all the prospects of being a natural. Disk includes 14 of the composer's best-known numbers. From the opener "Ah, Sweet Mystery of Life" right thru, it's one lush spine-tingling arrangement after another.

Country & Western

PEE WEE KING

Last Night on the Back Porch
Screwball — RCA Victor 20-5260 — "Back
Porch" is the oldie revived in bouncy style
by King while the flip has some of the
"Slowpoke" flavor.

RED GARRETT

Blame It on the Moonlight
Don't Be Ashamed of Your Past—RCA Victor 20-5242—New artist with the label shows to advantage in his debut. He's got a voice that bears watching. "Moonlight" stacks up as being a potential side, given enough air play.

SLIM WILLET

Live While You're Young—Four Star 1637—
Slim Willet leaves the Latin kick to turn in a strong reading of a new novelty ditty, with a lot of meaning in the lyrics. The country chanter penned the tune, and it should pay him off handsomely. Flip is "Red Rose."

Jazz

BOB SCOBEY

Ace in the Hole
Silver Dollar — Good Time, Jazz 78 — The
Frisco band will delight Dixieland lovers
with these two sparkling sides. Could be a
natural for college shops particularly.

Rhythm & Blues

"5" ROYALES Crazy, Crazy, Crazy

Help Me Somebody—Apollo 446—Follow-up to current hit is already showing signs of action where it has been delivered. Most preference thus far for "Crazy."

DINAH WASHINGTON

You Let My Love Grow Cold — Mercury 70125—This one is already getting good action on West Coast and in Philadelphia. Flip is "Ain't Nothin' Bad."

RAVENS

GILT EDGE 5086-Pleasant bouncy

ditty is sung well by Buddy Brown.

It's the old familiar tune, but the

lyrics make it worth listening to

Tune has already proved itself in

some areas. This version has Bethyl

Brown up front backed by a trio. It's

a good performance that should pick

REPUBLIC 7033-Powerful hunk of

material is well handled by the boy-

girl team. Could make the grade in

the country field and even create a

stir in the pop market via a less-

Wilson goes it alone on a more or

Ten Little Bluebirds in My Lapel76

V 20-5243-Curley Lewis and his trio

warble this happy novelty brightly,

selling the melodic effort with spirit,

with swinging help from the ork. A

good juke disk, especially for Western

Warbler Cotton Thompson turns in

an effective vc al on this rocking

novelty effort, with the Wills crew

lending strong support. Side could

I'm Scared to Go Home 75

KING 1193-Fast rhythm ditty has a

catchy tune, and Osborne punches the

lyrics home. Good juke box material

This refers to women rather then

horses. Singer is telling about hen-

pecking females. It's a verse and

(Continued on page 43)

chorus ditty with a pleasing beat.

grab loot on Western boxes.

less standard type of country blues.

SMILEY WILSON-KITTY CARSON

again. Could do okay.

Jealous Love 74

up some loot.

countrified reading.

JOHNNIE LEE WILLS ORK

Oo Oooh Daddy 74

JIMMY OSBORNE

Nag, Nag, Nag....73

here.

Barnyard Blues....72

Come a Little Bit Closer—Mercury 70119— This disk also has had some early action reports. It's the lead singer all the way on this side with the group working the flip.

Rhythm & Blues

PAULA WATSON

M-G-M 11466—M-G-M, which proved it could break an r.&b. disk loose with the Crickets' "You're Mine," has another mighty potent entry here. It's a lively and cute effort, and it's handed a whale of a performance by thrush Paula Watson, who sings it for all it's worth. The beat is solid, and the lyrics are bright. This could be a real coin-grabber.

Put a Little Bug in My Ear....76

Another good reading by the thrush, on a slight ditty, backed nicely by the ork. This one is pretty, but the flip is much more potent.

CHUCK WILLIS

Baby Has Left Me Again....75
Willis sings this ballad effectively, crying over the fact that his girl has left him one more time. Material is close to pop, tho the backing is r.&b.

M-G-M 11467—Lem Johnson, a good blues singer, puts real feeling into this wistful blues about homesickness. Side is effective, has appeal and could get jock action. It's worth watching. It Takes Money, Honey....71

The warbler explains that the green stuff is needed to keep the earth rotating on its axis. Routine blues.

(Continued on page 41)

Sacred

HANK SNOW

The Glory Land March....80

This side is set to a much faster pace and again is used by Snow as a vehicle for a top-notch reading. Again the Jordanaires assist ably, and the ringing guitar of Snow's is omnipresent to supply the beat.

THOMAS A. DORSEY
I'm Climbing Up the Rough Side

See My Jesus....73
More of the same here.
THE IMPERIAL QUARTET

Shadrack....70

The sacred group tackles the standard spiritual item for a good enough reading.

ADAM ASTON

Tango type melody gets an okay runthru from Aston and the ork. (Continued on page 43)

Jazz

MERCURY 89033—This Basic combo features a solid line-up of jazz artists, including Buddy Rich, Paul Quinichette, Joe Newman and, of course, the Count himself. They really go to town on this swinging version of the Gershwin oldie, with Basic contributing some outstanding piano and Rich knocking himself out on drums. It's a wild side and should have solid appeal in the market.

I Want a Little Girl....77

The pretty oldie is played with charms by the large Basie crew, with the Count, Rich, Quinichette, Newman and Marshall Royal standing out. A listenable platter.

FLIP PHILLIPS-BUDDY RICH TRIO Carloca

MERCURY 89030—Phillips and Rich race thru the Latin-styled evergreen (Continued on page 43)

Latin American

PEDRO VARGAS

Samba ballad is handled by the Mexican chanter in his usual fashion and should please his many fans.

RAMIRIN Tu Recu

Another story-song here. Ramirin details the story of his trip to San Antonio. Good ranch song, this.

RUBEN MORALES

V 23-5968—Material here is "Have You Heard?" and it's done in Spanish. Should catch some coin in the proper territories. En Un Beso De Amor....74

Bary Morales and a gal trio and ork do nicely with the Spanish language version of "Tell Me You're Mine."

V 23-5970 — Boy-Girl combo comes thru with a lively Mexican ranch song well-suited to the Spanish market. El Taximetro....75

This, of course, is the story of the boy, girl and taxi meter.

Children's

SPIKE JONES ORK

More of the same.

V (45) WY 465 — Timed for the season this one should get a share of the business. Jones and the boys de it in their usual gimmicky style.

Mother Goose Medley....79

Copyrighted material

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

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

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

of The Billboard music staff who reviewed the record-Each of the records reviewed expresses the opinion of the members

THIS WEEK'S BEST BUYS

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

Popular

COQUETTE—Billy Eckstine—M-G-M 11439

This is shaping up as Mr. B's strongest disk effort in some time. Reports have been good from Philadelphia, Buffalo, parts of the South, New York and sections of the Midwest. There are no indications at this moment that it will break wide open, but reports have shown building activity. Philadelphia and Chicago also noted it as a good r.&b. seller. Flip is "A Fool in Love."

WHEN THE RED, RED ROBIN COMES BOB, BOB BOBBIN' ALONG—Doris Day—Columbia 39970

Record just released a week ago, has kicked off to a very good start. Midwest points all came in with good reports as did New York and Philadelphia. Flip is "Beautiful Music to Love By."

ALICE BLUE GOWN TWILIGHT TIME—Johnny Maddox—Dot 15062

This one is showing up particularly strong on one-stop and operator reports. Locations that can handle his type of piano work should get on this one. With the exception of Pittsburgh, the areas checked show the record to be moving at a faster clip with operators than with dealers. A previous "New Record to Watch."

THE NEARNESS OF YOU—Bob Manning—Capitol 2383

New artist with the label is moving steadily ahead with this release. Pittsburgh is especially strong on the disk. Reports have also been good from Cincinnati, Chicago, Detroit and Buffalo. Most of the strength is on the retail side at the moment, but it appears to be meeting with growing favor with operators.

Country & Western

I'M GONNA LOCK MY HEART YOU'LL ALWAYS HURT THE ONE YOU LOVE-Eddy Arnold-RCA Vicor 20-5193

Pushing ahead nicely, this disk is meeting with almost as good favor as "Missouri Waltz" and "Moonlight and Roses." Good reports from the East, Chicago, Cincinnati and Tennessee indicate this can be a profitable item for dealers and operators. A previous "New Record to Watch."

KNOTHOLE—Carlisles—Mercury 70109

Record is strong at the moment in Nashville and Cincinnati with good reports also received from Chicago and Pittsburgh. Flip is "Leave That Liar Alone." A previous "New Record to Watch."

Rhythm & Blues

BEAR CAT—Rufus Jones Jr.—Sun 181

"Hound Dog" answer broke loose this week with fury. Hit a number of territorial charts and also is registering strongly in Chicago and around Nashville. A previous "New Record to Watch."

I WANNA KNOW-Du Droppers-RCA Victor 20-5224

Indications are that label may have its first big hit in some years. It's big in Detroit, Washington and Baltimore at the moment and was the top seller in Durham, N. C. Philadelphia and Cincinnati also returned favorable reports.

Show Album

WONDERFUL TOWN-Rosalind Russell-Decca DL 9010

Original cast album from the Broadway smash. Set is in big demand in New York, and a North Carolina report already lists it as a good seller.

Coming Up in the Trade

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

The Dealers Pick

Popular 1. SOMEBODY STOLE MY GAL

- Johnnie Ray-Columbia 39961
- Les Paul-Capitol 2400 3. YOKOHAMA MAMA
- Harry Kari-Capitol 2392
- Paul Weston-Columbia 39968
- I'M THE KING OF BROKEN HEARTS Tony Bennett-Columbia 39964
- YES, SIR, THAT'S MY BABY
- Harry Karl-Capitol 2392 RED CANARY Vince Fiorino-Okeh 6947
- SPINNING A WEB The Gaylords-Mercury 70112

Country & Western

- KNOTHOLE
 The Carlisles—Mercury 70109
- 2 BRING YOUR SWEET SELF BACK TO ME
- Lefty Frizzell-Columbia 21084 3. NO HELP WANTED, NO. 2
- Red Foley-Ernest Tubb-Decca 28634
- 4. SLAVES OF A HOPELESS LOVE AFFAIR
- Red Foley-Decca 28567 5. HANK'S SONG
- Ferlin Huskey-Capitol 2397 6. BLUE LETTER
- Red Foley-Decca 28567 7. TIME CHANGES THINGS Lefty Frizzell-Columbia 21084
- 8. TIED DOWN
- Roy Acuff-Capitol 2385 Rhythm & Blues
- 1. DAUGHTER, THAT'S YOUR RED WAGON
- Gloria Irving-States 115 2. BEAR CAT
- Rufus Thomas Jr.—Sun 181
- 3. PAPPA Benny Brown-Gotham 293
- 4. GOING TO THE RIVER Fats Domino-Imperial 5231

The Disk Jockeys Pick

Popular

- 1. ALBUQUERQUE
 - Ralph Flanagan-RCA Victor 20-5237
- 2. A LITTLE LOVE
- Bob Carroll-Derby 936 3. CO-ED
- Vaughn Monroe—RCA Victor 20-5236
- 4. WILL-O-THE-WISP ROMANCE
- Hugo Winterhalter-RCA Victor 20-5209
- 5. HE WHO HAS LOVE
 - The Four Lads-Columbia 39958
- 6. MAIN STREET ON SATURDAY NIGHT
 - Connee Boswell-Decca 28626

Country & Western

- 1. BRING YOUR SWEET SELF BACK TO ME
 - Lefty Frizzell-Columbia 21084
- 2. HANK'S SONG
 - Ferlin Huskey-Capitol 2397
- 3. KNOTHOLE The Carlisles-Mercury 70109
- 4. THAT'S ALL RIGHT
- Autry Inman—Decca 28629
- 5. I HAVEN'T GOT THE HEART Webb Pierce-Decca 28594
- 6. NO HELP WANTED, NO. 2 Red Foley-Ernest Tubb-Decca 28634

The Operators Pick

Popular

1. SOMEBODY STOLE MY GAL

Johnnie Ray-Columbia 39961

- 2. SLEEP
 - Les Paul-Capitol 2400
- 3. IF I WERE KING The Hilltoppers-Dot 15055
- 4. NO ONE /ILL EVER KNOW
- Tony Bennett-Columbia 39964
- 5. I'LL BE HANGIN' AROUND Russ Morgan-Decca 28590
- 6. MISIRLOU
- Leon Berry-Dot 15063

Country & Western

- 1. I HAVEN'T GOT THE HEART Webb Pierce-Decca 28594
- 2. NO HELP WANTED, NO. 2
- Red Foley-Ernest Tubb-Deeca 28634
- 3. KNOTHOLE
 - The Carlisles-Mercury 70109

Rhythm & Blues

- 1. DAUGHTER, THAT'S YOUR RED WAGON
 - Gloria Irving-States 115

Late Reports on Recent 'Best Buys'

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

Popular

RUBY

Richard Hayman Ork-Mercury 70115

Hit the national retail chart for the first time this week.

GOMEN NASAI

Harry Belafonte-RCA Victor 5210 Has followed Richard Bowers

on to the national juke box chart. The earlier version by the former still has the edge.

Silvana Mangano-M-G-M 11457 Moved to the national retail chart this week and placed on

the Boston, St. Louis and L. A.

territorials.

RAMONA The Gaylords-Mercury 70112 With one hit high on the national juke box chart, Gaylords placed another on this week. "Ramona" also appears on three territorials.

(Continued on page 43)

Country & Western

NO HELP WANTED Hank Thompson-Capitol

After building quietly over a period of about two months Thompson hit both the national retail and juke box

MOONLIGHT AND ROSES MISSOURI WALTZ

Eddy Arnold-RCA Victor 20-5192

Early showing of this record is good, with favorable sales reports coming in from nearly all key points checked across

BRING YOUR SWEET SELF BACK TO ME

the country.

TIME CHANGES THINGS Lefty Frizzell—Columbia 21084

On the Nashville territorial chart this week and reported to be building strength in all areas checked.

BLUE LETTER SLAVES OF A HOPELESS LOVE AFFAIR

Red Foley—Decca 28567 Early good reports on this record still coming in, giving a picture of quite a lot of action thruout the market.

Rhythm & Blues

DAUGHTER, THAT'S YOUR RED WAGON Gloria Irving-States 115

Made the national retail chart this week and came within one place of making the national juke box chart also. Strength is further indicated by its placing on six territorial charts.

MY HAT'S ON THE SIDE OF MY HEAD Four Blazes-United 146

Beginning to move on the West Coast and continuing to sell well in Nashville, Cincinnati and Chicago. East Coast reports indicate that it is still weak there generally.

YOU'RE MINE The Crickets-M-G-M 11428 Hit the New York and L. A. territorial charts this week and continues to rack up good sales in Nashville, Cincinnati and Chicago areas.

RECORD DEALERS-

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

JUKE BOX OPERATORS—

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

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12. PRETEND



*Denotes Available on 45 RPM

1. DOGGIE IN THE WINDOW Jealous EyesPATTI PAGENo. 70070* 2. CARAVAN 3. SEVEN LONELY DAYS If You Take My Heart Away..GEORGIA GIBBS......No. 70095* 4. NO HELP WANTED Texarkana BabyRUSTY DRAPER.....No. 70077* 5. RUBY 6. TELL ME YOU'RE MINE 7. RAMONA Spinning A Web......THE GAYLORDS.....No. 70112* 8. GOMEN NASAI Kiss Your Tears Away...... EDDY HOWARD.....No. 70107* 9. THE BULL WALKED AROUND OLAY 10. POUR ME A GLASS OF TEARDROPS It's a Miracle.......BILLY WILLIAMS.....No. 70094* 11. AFRAID LovelightVIC DAMONE No. 70108*

RHYTHM AND BLUES HITS!

"HITTING ON ME"

WIND

"ECSTASY"

BUDDY JOHNSON

MERCURY 70116*

"SHE'S GOT TO GO"

AND SHOW THE ALITTLE BIT CLOSER"

THE RAVENS

MERCURY 70119*

COUNTRY AND WESTERN HITS!

"KNOTHOLE"

AND

"LEAVE THAT LIAR ALONE"

THE CARLISLES

MERCURY 70109*



ABIGNESS. RELEASES.

DAMONE

FIRST VERSION WITH NEW LYRICS

"APRIL IN PORTUGAL"

AND

"I'm Walking Behind You"

MERCURY 70128*

EDDY
HOWARD
"SAY YOU'RE
MINE AGAIN"



AND

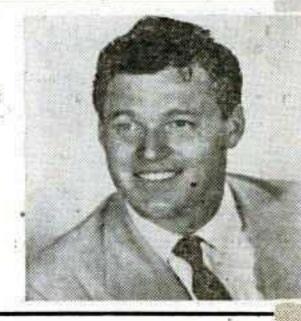
"BROKEN WINGS"

MERCURY 70134*

RUSTY
DRAPER

"BIG MAMOU"

MERCURY 70137*



ARTIE WAYNE

"NO TIME"

AND



"THE FLIRT"

MERCURY 70133*

. . . for Week Ending April 4

TOP POPULAR RECORDS

THE BILLBOARD

Best Selling Singles

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

This Week Week	Weeks on Chart
1. DOGGIE IN THE WINDOW—P. Page 1 My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	11
2. TILL I WALTZ AGAIN WITH YOU— T. Brewer	18
3. I BELIEVE—F. Laine	8
4. PRETEND—Nat (King) Cole 4 Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	9
5. TELL ME A STORY—F. Laine-J. Boyd 6 Little Boy and the Old Man— Col(78)39945; (45)4-39945—BMI	5
6. TELL ME YOU'RE MINE—Gaylords 5 Aye. Aye. Aye— Mercury(78)70067; (45)70067X45—BMI	17
7. YOUR CHEATIN' HEART—Joni James. 7 1'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	8
8. WILD HORSES—Perry Como	9
9. DON'T LET THE STARS GET IN YOUR EYES—P. Como	20
10. SIDE BY SIDE—K. Starr 9 Noah—Cap(78)2334; (45)F-2334—ASCAP	11
11. SONG FROM MOULIN ROUGE— P. Faith	2
12. APRIL IN PORTUGAL—L. Baxter18 Suddenly—Cap(78)2374; (45)F-2374—ASCAP	. 2
13. CARAVAN—R. Marterie	4
14. SEVEN LONELY DAYS—G. Gibbs15 If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	5
15. I BELIEVE—J. Froman	2
16. RUBY—R. Hayman Love Mood— Mercury(78)70115; (45)70115X45—ASCAP	1
17. ANNA—S. Mangano	1
18. I'M SITTING ON TOP OF THE WORLD—L. Paul-M. Ford	3
19. NO HELP WANTED—R. Draper16 Texarkana Baby— Mercury(78)70077; (45)70077X45—BMI	7

Most Played in Juke Boxes

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

This Last	Weeks on Chart
1. DOGGIE IN THE WINDOW—Patti Page. 2 My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	10
2. TILL I WALTZ AGAIN WITH YOU— T. Brewer	18
3. TELL ME YOU'RE MINE—Gaylords 3 Aye, Aye, Aye— Mercury(78)70067; (45)70067X45—BMI	14
3. YOUR CHEATIN' HEART—Joni James. 4 I'll Be Waiting for You— M-G-M(78)11426: (45)K-11426—BMI	8
5. PRETEND—Nat (King) Cole 5 Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	8
6. WILD HORSES—Perry Como 6 1 Confess— V(78)20-5152: (45)47-5152—ASCAP	8
7. I BELIEVE—F. Laine	5
8. SEVEN LONELY DAYS—G. Gibbs10 If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	5
9. TELL ME A STORY— F. Laine-J. Boyd	3
0. DON'T LET THE STARS GET IN YOUR EYES—P. Como	18
1. NO HELP WANTED—R. Draper12 Texarkana Baby— Mercury(78)70077; (45)70077X45—BM1	5
2. HAVE YOU HEARD?—J. James 9 Wishing Ring— M-G-M(78)11390; (45)K-11390—ASCAP	15
2. SIDE BY SIDE—K. Starr	10
4. IM SITTING ON TOP OF THE WORLD —L. Paul-M. Ford	2
5. DOWNHEARTED— E. Fisher-H. Winterhalter	7
6. RAMONA—The Gaylords Spinning a Web— Mercury(78)70112; (45)70112X45—ASCAP	1
7. DANCIN' WITH SOMEONE—T. Brewer.— Breakin' in the Blues— Coral(78)60953: (45)9-60953—ASCAP	1
8. GOMEN NASAI—R. Bowers-Tokyo Ork. 15 Tokyo Boogie Woogie— Col(78)39954; (45)4-39954—ASCAP	2
9. CAN'T I?—Nat (King) Cole	2
9. GOMEN NASAI—H. Belafonte	1

Most Played by Jockeys

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

This Last Week Week	Weeks on Chart
1. DOGGIE IN THE WINDOW—P. Page 1 My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	9
2. TILL I WALTZ AGAIN WITH YOU— T. Brewer	17
3. TELL ME YOU'RE MINE—Gaylords 5 Aye, Aye, Aye— Mercury(78)70067; (45)70067X45—BMI	14
4. PRETEND—Nat (King) Cole	8
5. I BELIEVE—F. Laine	6
6. YOUR CHEATIN' HEART—J. James 6 I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	7
7. SIDE BY SIDE—K. Starr 4 Noah—Cap(78)2334; (45)F-2334—ASCAP	13
8. TELL ME A STORY—F. Laine-J. Boyd.10 Little Boy and the Old Man— Col(78)39945; (45)4-39945—BMI	3
9. DOWNHEARTED— E. Fisher-H. Winterhalter	10
10. CARAVAN—R. Marterie	4
11. SEVEN LONELY DAYS—G. Gibbs13 If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	4
12. WILD HORSES—Perry Como 7 1 Confess— V(78)20-5152; (45)47-5152—ASCAP	9
13. APRIL IN PORTUGAL—L. Baxter— Suddenly—Cap(78)2374; (45)F-2374—ASCAP	1
14. DON'T LET THE STARS GET IN YOUR EYES—P. Como	19
15. I'M SITTING ON TOP OF THE WORLD —L. Paul-M. Ford	2
16. HOT TODDY—R. Flanagan	13
17. SOMEBUDY STOLE MY GAL—J. Ray— Glad Rag Doll— Col(78)39961; (45)9-39961—ASCAP	1
18. HOLD ME, THRILL ME, KISS ME— K. Chandler	12
19. PRETEND—R. Marterie— After Midnight— Mercury(78)70045; (45)70045X45—ASCAP	10
20. NEARNESS OF YOU—B. Manning— Gypsy Girl— Cap(78)2383; (45)F-2383—ASCAP	1

Best Selling Popular Albums

20. HOT TODDY—R. Flanagan......12

Serenade-V(78)20-5095; (45)47-5095-ASCAP

Albums are ranked in order of their current national selling importance at the retail level Results are based on The Billboard's weekly survey among

V(78)20-5210: (45)47-5210-ASCAP

Springfield Mountain-

hk	market area. Separate charts are listed for 33% r.p.m. and 45 r.p.m. Last	on Chart
	33⅓ R.P.M.	
	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec DL-5433 1	13
	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col CL-521 2	3
	SWEETHEARTS-M. Marlowe and F. Parker-Col CL-6241 4	7
	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176 5	13
	MUSIC FOR LOVERS ONLY-J. Gleason-Cap H-352 3	13
	KAY STARR STYLE-Kaye Starr-Cap H-383 7	9
	LIBERACE AT THE PIANO-Liberace-Col CL-6217 7	33
	BENNY GOODMAN 1937-'38 JAZZ CONCERT NO. 2-B. Goodman-Col SL-18010	19
	BYE, BYE BLUES-L. Paul-M. Ford-Cap H-356	16
	JAZZ SINGER-D. Thomas-F. DeVol-V LPM-311810	2
	45 R.P.M.	
	MUSIC FOR LOVERS ONLY-J. Gleason-Cap EBF-325	
	SWEETHEARTS-M. Marlowe and Frank Parker-Col B-331	7
	HANS CHRISTIAN ANDERSEN-D. Kaye-G. Jenkins-Dec 9-364 2	11
	ARTHUR GODFREY'S TV CALENDAR SHOW-A. Godfrey and His Friends-Col G-4-18 6	3
	KAY STARR STYLE-Kay Starr-Cap EBF-363 4	8
	STARS AND STRIPES FOREVER-A. Newman and 20th Century-Fox Studio Ork-M-G-M K-176	14
	JAZZ SINGER-D. Thomas-F. DeVol-V EPB-3118	2
	BACCHANALA—B. May—Cap EBF-374	2
	LIBERACE AT THE PIANO—Liberace—Col B-308	3
•	BYE, BYE BLUES-L. Paul-M. Ford-Cap EBF-356	16

Best Selling Children's Records

Гh We		Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set. Last	Weeks on Chart
1.	PETER	PAN (2)—B. Driscoll-Original Cast—V(78)VY-4001; (45)WY-4001	7
2.	PETER	COTTONTAIL (1)-G. Autry-Col(78)MJV-68; (45)MJV-4-68; (33)4-727 2	3
3.	HANS	CHRISTIAN ANDERSEN (4)-D. Kaye-Decca(78)A-919; (45)9-364; (33)DL-5433 3	,
4.		N HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBX-3138; CBXF-3138	31
5.	MY B	UNNY AND MY SISTER SUE (1)-J. Boyd-Col(78)MJV-160; (45)MJV-4-160	1
6.	CINDI	ERELLA (2)—I. Woods and Others—V(78)Y-399; (45)WY-399 5	164
7.	TRAIN	N TO THE ZOO (1)-N. Rose-Children's Guild(78)1001; (45)1001-45	19
8.	LITTL	E ENGINE THAT COULD (2)-P. Wing-V(78)Y-384; (45)WY-384	100
9.	BOZO	HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78)DBX-3133; (45)CBXF-3133 6	31
10.	UGLY	DUCKLING (1)-S. Freberg-D. Wilson-Cap(78)CAS-3153; (45)CASF-3153	1
11.	PETER	R AND THE WOLF (2)—Sterling Holloway—V(78)Y-386; (45)WY-38610	94
12.	TWEE	TY PIE (1)-M. Balnc-B. May-Cap(78)CAS-3074; (45)CASF-3074	114
12.	LONE (45)1	RANGER VOL. I (He Becomes the Lone Ranger) (1)—G. Trendle—Dec(78)K-29;	22
12.		THE POOH AND THE HEFFALUMP, WINNIE THE POOH AND THE TIGER (2)— tewart—V(78)Y-438; (45)WY-438	10
15,	NOISY	EATER (1)-J. Lewis-Cap(78)CAS-3120; (45)CASF-3120	26



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

NEW RELEASES

RCA Victor-Release #53-15

78 45

BEST SELLERS

POPULAR

Perry Como20-5064 (47-5064)

Perry Como20-5152 (47-5152)

Ralph Flanagan20-5095 (47-5095)

HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED

DON'T LET THE STARS GET IN YOUR EYES/LIES

This Week's RCA Victor **Best Sellers**

78 | 45

POPULAR



A Whale(n) of a Big Hit By BOB WHALEN

Hugo Winterhalter's Orchestra (I Met The One I Love In) HIGH SCHOOL and

> IS IT ANY WONDER 20-5255 (47-5255)*

THE SONG FROM MOULIN ROUGE (Where Is Your Heart) (from the motion picture "Moulin Rouge") STREETS OF SHADOWS (from the motion picture "The Street of Shadows") Henri Rene and his Orch.

Saxophone solo: Alvy West . . 20-5264 (47-5264)*

Timely, Topical and saleable Dennis Day with

Freddie Martin and his Orch. MY SWEETHEART, MAMIE THERE'S PLENTY OF FISH IN THE OCEAN

20-5265 (47-5265)*

HE WHO HAS LOVE MEXICO JOE

The Fontane Sisters......20-5266 (47-5266)*

WANDERLUST BLUES SENORITA

Joe Allegro20-5258 (47-5258)*

GRAB YOURSELF A PARTNER-Polka (For It's Time to Play the Game) ROSALIE

Georgie's Tayern Band Vocal refrain: Ralph DeRosa .. 20-5259 (47-5259)*

COUNTRY-WESTERN



Another Smash Pop C & W Hit By Pee Wee King and his Band LAST NIGHT ON THE BACK PORCH (I Loved Her Best of All) and

SCREWBALL 20-5260 (47-5260)*

JEALOUS LOVE I'M TALKIN', START WALKIN'

> Betty Cody and Hal "Lone" Pine with the Mountaineers 20-5263 (47-5263)*

HOUND DOG I COULDN'T KEEP FROM CRYING

Jack Turner and His Granger County Gang20-5267 (47-5267)*

RHYTHM AND BLUES

LAST STOP I'M WITH YOU

Jo Jo Johnson20-5262 (47-5262)* *45 rpm cat. nos.

SWEET THING/WHY COME CRYING TO ME APRIL IN PORTUGAL/PENNY WHISTLE BLUES Freddy Martin20-5052 (47-5052)

A-L-B-U-Q-U-E-R-Q-U-E/MOON

WILD HORSES/I CONFESS

HOT TODDY/SERENADE

Ralph Flanagan20-5237 (47-5237)

I HAD THE CRAZIEST DREAM/HOME IN PASADENA

NOW THAT I'M IN LOVE/YANKEE DOODLETOWN Sauter-Finegan20-5248 (47-5248)

THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS

LULU HAD A BABY/THE BOYS IN THE BACK ROOM

I FEEL LIKE I'M GONNA LIVE FOREVER/HOW COULD YOU

TRAIN, TRAIN, TRAIN/I CAN'T GET STARTED Buddy Morrow20-5212 (47-5212)

CO-ED/DON'T BUILD YOUR DREAMS TOO HIGH

LITTLE RED MONKEY/ANNA

COUNTRY-WESTERN

Vaughn Monroe20-5236 (47-5236)

MOONLIGHT AND ROSES/THE MISSOURI WALTZ

YOU ALWAYS HURT THE ONE YOU LOVE! I'M GONNA LOCK MY HEART

THE GLORY LAND MARCH/IN DADDY'S FOOTSTEPS Hank Snow-The Jordanaires . . 20-5249 (47-5249)

DON'T LET THE STARS GET IN YOUR EYEBALLS/ UNHAPPY DAY

Homer & Jethro20-5214 (47-5214) A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'

RHYTHM-BLUES

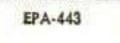
I WANNA KNOW/LAUGHING BLUES The Du Droppers20-5229 (47-5229)

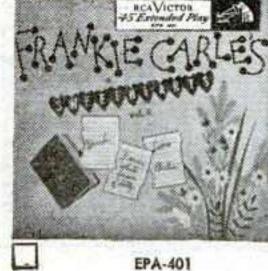
SHE'S DYNAMITE/I'M GONNA TELL EVERYBODY Piano Red20-5224 (47-5224)

HE'S THE BEST IN THE BUSINESS/EVIL EYED WOMAN Terry Timmons20-5227 (47-5227)

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS









EPA-430



3RD HIT IN A ROW

by AMERICA'S #1

MALE VOCALIST



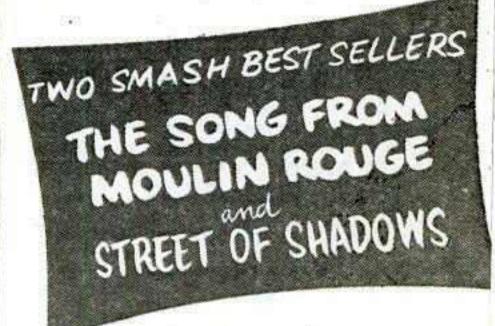
perry como

sings

MY ONE AND ONLY HEART and SAY YOU'RE MINE AGAIN 20/47-5277



henri rene and his orchestra



20/47-5264

FIRST IN RECORDED MUSIC







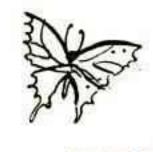
Orchestra and Chorus

The Arranger-Conductor Who Provides Those Wonderful Backgrounds for Joni James

With The First Vocal Rendition Of The Haunting New Hit



From The 20th Century-Fox Film "RUBY GENTRY"



M-G-M Record 11472

From The M-G-M Technicolor Musical "SMALL TOWN GIRL"

Y ECKSTINE

Comes through on another great standard song



M-G-M Record 11439



JACK FINA Orchestra

Plays the new instrumental novelty hit from England

b/w WRONG NOTE RAG

M-G-M Record 11477

TOMMY EDWARDS



A FOOL SUCH AS I

b/w I CAN'T LOVE ANOTHER M-G-M Record 11395

GOING STRONG-THESE ESTABLISHED FAVORITES





KISS

b/w CONDEMNED WITHOUT TRIAL

M-G-M Record 11435

GEORGE SHEARING

THERE'S A LULL

b/w MIDNIGHT BELONGS TO YOU

M-G-M Record 11425

LESLIE CARON and MEL FERRER

COMING UP FAST!

BOB ROBERTS TRIO

N. C. 4 MARCH

from the M-G-M film, "Lili"

HI-LILI, HI-LO

b/w LILI AND THE PUPPETS

M-G-M Record 30759

b/w PERSIAN LAMB RAG

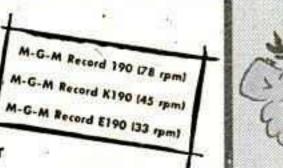
M-G-M Record 11414

AND ANOTHER GREAT M-G-M SOUNDTRACK ALBUM!

from the M-G-M Technicolor Musical, "I Love Melvin"

I LOVE MELVIN

with the original cast starring Debbie Reynolds and Donald O'Connor





In the Springlime...

The DEALERS' · DISC JOCKEYS' · OPERATORS' FANCY



new hit...

MGM 11470-78 rpm K-11470-45 rpm

NEW RECORDS TO WATCH Popular IONI JAMES

Is 11 Any Wonder—M.G.M 11470—Another

Is 11 Any Wonder—M.G.M 11470—Another

wistful performance by one of the hottest
wistful performance by one of which looks
thrushs on the market today which looks
thrushs on the market her string of unlike it should continue her string Always."

broken successes. Flip is "Almost Always."

BILLBOARD, APRIL 4.

On top

- YOUR CHEATIN' HEART and
- I'LL BE WAITING FOR YOU

MGM 11426-78 rpm K-11426-45 rpm

- HAVE YOU HEARD and
 - WISHING RING

M-G-M RECORDS THE GREATEST NAME () IN ENTERTAINMENT

MGM 11390-78 rpm K-11390-45 rpm &

Si Dens

The Billboard Music Popularity Charts

. . for Week Ending April 4

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

Detroit ... APRIL IN PORTUGAL

R. Hayman, Mercury 70114 Pittsburgh....POUR ME A GLASS OF TEARDROPS B. Williams Quartet, Mercury 70094

Territorial Best Sellers

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

New York

- 1. Doggie in the Window
- P. Page, Mercury 2. Till I Waltz Again With You
- T. Brewer, Coral 3. Song 'rom Moulin Rouge P. Faith, Columbia
- 4. I Believe
- F. Laine, Columbia 5. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 6. Wild Horses
- P. Como, Victor
- 7. Ruby R. Hayman, Mercury
- 8. Side by Side
- K. Starr, Capitol
- 9. I Believe
- J. Froman, Capitol Pretend
- Nat (King) Cole, Capitol

Chicago

going strong

SARAH

VAUGHAN'S

CONFESS

A LOVERS7 QUARREL

- Coming Up -

coupled with

Columbia #39963

Oramb/

"SPRING WILL BE A LITTLE

LATE THIS YEAR"

"A BLUES SERENADE"

Q, Rag. U. S. Pat. Off. Morcos Registre

- 1. Doggie in the Window
- P. Page, Mercury
 2. Song From Moulin Rouge P. Faith, Columbia

- 3. Tell Me a Story J. Boyd, F. Laine, Columbia
- 4. Caravan
- R. Marterie, Mercury 5. Till I Waltz Again With You
- T. Brewer, Coral 6. Wild Horses
- P. Como, Victor
- 7. I Believe
- F. Laine, Columbia 8. Your Cheatin' Heart
- J. James, M-G-M 9. Little Boy and the Old Man
- J. Boyd, F. Laine, Columbia
- 10. Ruby B. Hayman, Mercury

Los Angeles

- 1. Doggie in the Window P. Page, Mercury
- 2. Song From Moulin Rouge
- 3. Pretend
- Nat (King) Cole, Capitol
- F. Laine, Columbia
- 5. Don't Let the Stars Get in
- P. Como, Victor 6. Till I Waltz Again With You

- P. Faith, Columbia
- 4. I Believe
- Your Eyes
- T. Brewer, Coral

7. Tell Me You're Mine Gaylords, Mercury

- 8. Anna
- S. Mangano, M-G-M
- 9. Oh, Happy Day L. Welk, Coral
- 10. Tell Me a Story J. Boyd, F. Laine, Columbia

Philadelphia

- 1. Doggie in the Window P. Page, Mercury
- 2. I Believe
- F. Laine, Columbia 3. Tell Me a Story
- F. Laine, J. Boyd, Columbia
- 4. Wild Horses P. Como, Victor
- 5. Tell Me You're Mine
- Gaylords, Mercury 6. Your Cheatin' Heart
- J. James, M-G-M
- 7. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 8. Till I Waltz Again With You
- T. Brewer, Coral 9. Pretend
- E. Barton, Coral
- 10. Anywhere I Wander J. LaRosa, Cadence

Detroit

- 1. Doggie in the Window
- P. Page, Mercury 2. I Believe
- F. Laine, Columbia
- 3. Less Than Tomorrow
- H. Menzies, Decca 4. April in Portugal
- L. Ba 'r, Capitol
- Tell Me a Story J. Boyd-F. Laine, Columbia
- 6. Ramona
- Gaylords, Mercury 7. Your Cheatin' Heart
- J. James, M-G-M
- 8. Pretend
- Nat (King) Cole, Capitol 9. April in Portugal
- R. Hayman, Mercury 10. Song From Moulin Rouge P. Faith, Columbia

Boston

- Doggie in the Window
- P. Page, Mercury
- 2. Tell Me a Story J. Boyd-F. Laine, Columbia
- S. Mangano, M-G-M 4. Pretend
- Nat (King) Cole, Capitol 5. I Believe
- F. Laine, Columbia
- 6. Tell Me You're Mine Gaylords, Mercury
- Till I Waltz Again With You
- T. Brewer, Coral 8. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 9. Wild Horses
- P. Como, Victor 10. Somebody Stole My Gal

J. Ray, Columbia

Pittsburgh

- 1. Doggie in the Window P. Page, Mercury
- 2. Ruby
- B. Hayman, Mercury 3. I Believe
- F. Laine, Columbia 4. Can't I
- Nat (King) Cole, Capitol 5. Tell Me a Story
- F. Laine, J. Boyd, Columbia 6. No Help Wanted R. Draper, Mercury
- 7. Pour Me a Glass of Teardrops B. Williams, Mercury
- 8. Pretend Nat (King) Cole, Capitol
- 9. Ramona Gaylords, Mercury
- 10. Till I Waltz Again With You T. Brewer, Coral

Atlanta

- 1. Doggie in the Window
- P. Page, Mercury

 2. Pretend
- Nat (King) Cole, Capitol
- Till I Waltz Again With You T. Brewer, Coral

- 4. Wild Horses
- P. Como, Victor
- 5. No Help Wanted R. Draper, Mercury
- 6. Tell Me You're Mine Gaylords, Mercury
- 7. Side by Side
- K. Starr, Capitol 8. Your Cheatin' Heart
- J. James, M-G-M 9. I Believe
- J. Froman, Capitol
- 10. Dancin' With Someone T. Brewer, Coral

St. Louis

- 1. Doggie in the Window
- P. Page, Mercury 2. Tell Me a Story
- J. Boyd, F. Laine, Columbia
- 3. I'm Sitting on Top of the World L. Paul & M. Ford, Capitol
- 4. I Believe F. Laine, Columbia
- 5. Dancin' With Someone T. Brewer, Coral
- 6. Your Cheatin' Heart F. Laine, Columbia
- 7. Hot Toddy R. Flanagan, Victor
- 8. Tell Me You're Mine Gaylords, Mercury
- 9. Ruby R. Hayman, Mercury
- 10. Anna S. Mangano, M-G-M

Washington—Baltimore

- 1. Doggie in the Window
- P. Page, Mercury 2. Till I Waltz Again With You
- T. Brewer, Coral 3. I Believe
- J. Froman, Capitol
- 4. April in Portugal L. Baxter, Capitol
- 5. Pretend
- Nat (King) Cole, Capitol 6. Song From Moulin Rouge P. Faith, Columbia
- 7. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 8. Caravan
- R. Marterie, Mercury
- 9. Can't I Nat (King) Cole, Capitol
- 10. Hold Me, Thrill Me, Kiss Me K. Chandler, Coral

Seattle

- Doggie in the Window
- P. Page, Mercury
- 2. I Believe
- F. Laine, Columbia 3. Tell Me You're Mine Gaylords, Mercury
- 4. Don't Let the Stars Get in Your Eyes
- P. Como, Victor 5. Till I Waltz Again With You
- T. Brewer, Coral 6. Wild Horses
- P. Como, Victor
- 7. Yokohama Mama H. Kari, Capitol
- 8. Ramona Gaylords, Mercury
- 9. Song From Moulin Rouge P. Faith, Columbia
- 10. Tell Me a Story
- J. Boyd-F. Laine, Columbia

New Orleans

1. Doggie is the Window

P. Page, Mercury

- 2. Pretend Nat (King) Cole, Capitol
- 3. April in Portugal L. Baxter, Capitol
- F. Laine, Columbia 5. Tell Me a Story

4. I Believe

- J. Boyd-F. Laine, Columbia 6. Side by Side
- K. Starr, Capitol 7. Song From Moulin Rouge P. Faith, Columbia
- 8. Till I Waltz Again With You T. Brewer, Coral
- J. Stafford, Columbia 10. Your Cheatin' Heart J. James, M-G-M

9. Without My Lover

Dallas-Ft. Worth

- 1. Doggie in the Window
- P. Page, Mercury 2. Till I Waltz Again With You
- T. Brewer, Coral 3. Don't Let the Stars Get in Your Eyes
- P. Como, Victor
- 4. Tell Me You're Mine Gaylords, Mercury
- 5. Pretend
- Nat (King) Cole, Capitol 6. Pretend
- R. Marterie, Mercury 7. Side by Side
- K. Starr, Capitol 8. Yokohama Mama
- H. Kari, Capitol 9. Seven Lonely Days
- 10. Gomen Nasai R. Bowers, Columbia

G. Gibbs, Mercury

Denver

- 1. Doggie in the Window
- P. Page, Mercury 2. Pretend Nat (King) Cole, Capitol
- 3. I Believe F. Laine, Columbia
- 4. Till I Waltz Again With You T. Brewer, Coral
- 5. Tell Me You're Mine Gaylords, Mercury
- 6. Side by Side K. Starr, Capitol 7. Your Cheatin' Heart

J. James, M-G-M

Cincinnati

Doggie in the Window

- P. Page, Mercury 2. Your Cheatin' Heart
- J. James, M-G-M 3. I Believe

J. Froman, Victor

- 4. Pretend Nat (King) Cole, Capitol
- Till I Waltz Again With You T. Brewer, Coral

6. April in Portugal

- L. Baxter, Capitol 7. I Believe
- F. Laine, Columbia 8. Ruby R. Hayman, Mercury
- 9. I'm Sitting on Top of the World

L. Paul & M. Ford, Capitol 10. Wild Horses P. Como, Victor J. E. Myers Adds

Crosley Records PHILADELPHIA, April 4. -James E. Myers, in keeping with his firm's expansion program, has added Judith Publishing Company, owned by Ralph Tomano, Russ Smith and Nick Busillo. The latter two were partners with Bill Borrelli and owned the B.B.S.

(Borrelli, Busillo & Smith) and

Scoop recording labels which originally recorded Al Martino with "Here in My Heart." Recently Smith and Busillo parted relations with Borrelli and organized Judith Publishing Company and their own recording label, Crosley Records, on which they have cut four lead-off tunes by vocalist Joe Valino with Don Nicholas' orchestra, two other names formerly linked with the B.B.S. label. Tunes cut were "Oh, How I'Miss You." "No One," "Dear Lord" and "This Is the End."

Hall Seeks Independent **Records Association**

NEW YORK, April 4.-A call to owners of independent record labels, urging them to band together to exploit their products more fully, has been sent out by Don Hall, executive director of Steel City Studios, Pittsburgh, In a letter mailed to indies, Hall proposes the formation of an association of independent recording companies. This organization would be used to promote and help distribute indie wax.

35





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1316			LITTLE RED MONKEY-				Johnston Bros.
			Harry Grove Trio	1241			DREAM LOVER—Robert Farnon
1288		************	HOLD BACK THE DAWN— Anne Shelton	1237			SOME ENCHANTED EVENING (Instr.)— Mantovani
1306		*********	LULU HAD A BABY—Billy Cotton	1261	************		YOURS-Vera Lynn
1295	***********		HI LILI HI LO—Lita Roza	1277) 	ECSTASY TANGO-Edmundo Ros



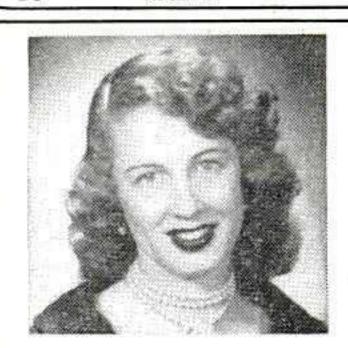
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1265		FORGET ME NOT: WHAT A DAY	1156		IF YOU GO: JEALOUSY AGAIN: LAVENDER BLUE
1261	-	YOURS: LOVE OF MY LIFE AUF WIEDERSEH'N SWEETHEART:	275		THE HYMNS MY MOTHER USED TO
STATE SET US		FROM THE TIME YOU SAY	232		SING: DRIFTING AND DREAMING THE SILVER WEDDING WALTZ:
1208		A LITTLE LOVE: MARRYIN' TIME			YOU'RE THE ONE I CARE FOR

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SAY YOU SAW IT IN THE BILLBOARD!

The Billboard's Music Popularity Charts

Classical Records

. . . for Week Ending February 7

Best Selling Classicals

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Weeks Last This 331/3 R.P.M. Week 1. BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri- 1

man, J. Peerce, N. Scott, R. Shaw Chorale, NBC Symphony Ork, A. Toscanini, conductor.....V(33)LM-6009 2. RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis 2

Symphony Ork, Dorati, conductor. Mercury (33) MG-50009 3. SHAW: DON JUAN IN HELL-Sir Cedric Hardwicke, 5 Charles Laughton, Agnes Moorehead, Charles Boyer

3. PUCCINI: LA BOHEME-L. Albanese, S. Baccaloni, G. -Cehanovsky, A. McNight, N. Moscona, J. Peerce, F. Valentino, Wilhousky & Petri NBC Symphony Ork, A.

5. ANNA RUSSELL SINGS-A. Russell, H. Bworkin, 3, 14

45 R.P.M.

1. RACHMANINOFF: CONCERTO FOR PIANO-A. Rubin- 1 stein, NBC Symphony Ork......V(45)WDM-1075

2. ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony — Ork, A. Toscanini, conductor.....V(45)WDM-605

3. MUSIC OF JOHANN STRAUSS-Minneapolis Sym- 1 phony Ork, E. Ormandy, conductor....V(45)WDM-262

4. BEETHOVEN: SYMPHONY NO. 9-E. Farrell, N. Merri- 3 man, J. Peerce, N. Scott, R. Shaw Chorale, NBC Symphony Ork, A. Toscanini, conductor...V(45)WDM-6009

4. TCHAIKOVSKY: NUTCRACKER SUITE-E. Ormandy, 4 conductor, Philadelphia Ork......V(45)WDM-1020

Reviews of the Current Classical Releases

MARTYN GREEN'S GILBERT AND SULLIVAN - Martyn Green; Columbia Operetta Ork and Chorus; Lehman Engel Cond. (1-12") 80 Columbia (33) ML 4643

Martyn Green has become as well known as a Gilbert and Sullivan performer, via his many roles with the D'Oyly Carte organization, as was Sir Henry Lytton a generation ago. And in this collection of patter and comic songs from the Gilbert and Sullivan operettas, Columbia has manged to capture the dapper comic's irresistible spirit and wonderful inventiveness, with which he amused and entertained countless audiences while he was with the D'Oyly Carte group. The 16 selections performed so gayly here by Martyn Green include "I've Got a Little List," "The Judge's Song," "A Modern Major-General," "Willow Tit Willow" and many, many others. That Gilbert and Sullivan operettas, Columbia has managed to capture the will gain many new fans for Green, now with the American Chartok Gilbert and Sullivan company, is also obvious. The comic sings most of the songs alone, but he is helped occasionally by the chorus and once by Ella Hallman on "There Is Beauty in the Bellow of the Blast."

HIGHLIGHTS FROM AIDA AND FAUST — New York City Opera Company: Laszlo Halasz, Cond. (1-12") M-G-M (33) E 3023

From a sales standpoint the diskery has come up with a good package here, in this double-barreled opera-highlights platter. The set consists of favorite arias from the two familiar operas, arranged chronologically so that they follow the plot. Artistically speaking the set is a good one, with the top artists from the New York City Opera company turning in good perform-ances in their roles, under the energetic direction of the former conductor of the company, Laszlo Halasz. Camilla Williams as Aida, Lydia Ibarrondo as Amneris, Giulio as Radames and Lawrence Winters as Amonasro are fine in the short "Aida." The vocalists in the "Faust" highlights are Frances Yeend as Marguerite, Rudolph Petrak as Faust, Norman Scott as Mephistopheles, Walter Cassel as Valentine and Frances Bible as Siebel. This set should interest many opera fans. The record-

GREIG: SYMPHONIC DANCES, OP. 64; NORWEGIAN DANCES, OP. 35-Danish National Orchestra of the State Radio; Erik Tuxen, Cond. (1-12") 72 Mercury (33) MG 10132

ing is first-rate.

At times lyrical and bright and at other moments brilliant and fiery, these eight dances make for delightful listening. Particularly intriguing are the Norwegian Dances (Opus 35), three of them being treatments of the "halling," an acrobatic Norwe-gian folk dance. The performance under Tuxen is vigorous and expressive. This disk, incidentally, is the fifth in Mercury's series "Music of the North."

DOHNANYI: RURALIA HUNGARICA, OP. 32b; KODALY: HARY JANOS SUITE-Philharmonia Orchestra of London; Wilhelm Schuechter, Cond. (1-12") 68 M-G-M (33) E 3019

The diskery has put together a pleasant package in these two works, both based in the main on Hungarian folk music. The Dohnanyi pieces have not been waxed previously for LP, and thus this half of the waxing marks a first; the "Hary Janos Suite" has been recorded a number of times by various diskeries. They are both played capably and charmingly by the Philharmonia ork, under the forceful direction of Wilhelm Scheuchter. The Dohnanyi "first" and the amount of music on the platter should lend this slicing commercial appeal.

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

FOR MAMIE

Aces to Sing 'Spring' at D.C. Festival

WASHINGTON, April 4. — The Four Aces, who recorded the Decca hit, "Spring Is a Wonderful Thing," will sing the tune Saturday (11) before a National Cherry Blossom Festival audience, including Mrs. Dwight D. Eisenhower. It is no accident that the Festival theme song is 'Spring Is a Wonderful Thing," Participating in the ceremonies at which the First Lady will crown the Cherry Blossom Queen will be the National Ballet Company, U. S. Army Band Glee Club, the Kanazawa Trio of tumblers, soloists Roy Roberts and Anne Branzinski, and Iris Anne Fitch, Miss Washington, D. C.

Gloria De Haven, motion picture and television star, will share the spotlight with Mrs. Eisenhower and Mrs. Richard M. Nixon at festivities Wednesday (8) marking the official opening of the pageant. On Friday (10), 29 Atty. Gen. Herbert Brownell will spin the wheel of fortune to select the 1953 blossom queen from among 53 competing princesses, representing the 48 States and territories. Music will be furnished by courtesy of Local 161, District of Columbia Federation of Musicians, thru a grant from the Music Performance Trust Fund.

> John's Record Shop, North End Detroit store formerly operated by John Morris, has been taken over by Clarice Brown, and will be known as the C&L Record Shop.

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VOX JOX

By GENE PLOTNIK

Sounds and Noises

Lucky Len Ross, KRUX, Phoenix, Ariz., tells that one of his listeners pointed out recently that Teddy Roosevelt was the first bopster: he said "Dig that Canal." Ross asks if Hary Kari is really Yogi Yorgeson in disguise. . . . Tom Edwards, WERE, Cleveland, wants to know the meaning of "Big Mamou," disk put out on Okeh by Link Davis. Edwards thinks it stands for "grandmother," a mistranslation from the French, and he says most of his listeners agree. . . . Bob Lloyd, WAVZ, New Haven, Conn., is now playing kiddie albums on his morning show at the rate of one side per morning, so that a three-record album becomes a junior soap opera. . . John Coleman, WCII, Carbondale, Ill., brings local high school students on his Saturday morning stanza to give newscasts of interest to teen-agers.... Human deejays may be waning, so watch it, fellas. Lee and Lorraine on

YESTERYEAR'S TOPS-

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

- \PRIL 10, 1943 1 I've Heard That Song Before
- Brazil
- 3 As Time Goes By
- You'd Be So Nice to Come Home to
- 5. That Old Black Magic 6. It Started All Over Again
- 7. Why Don't You Do Right? 8. Don't Get Around Much Anymore
- 9. There Are Such Things 10. For Me and My Gal

APRIL 10, 1948

- Now Is the Hour
- 2. Manana
- 3. I'm Looking Over a Four Leaf Clover
- 4. Beg Your Pardon
- 5. But Beautiful
- 6. Baby Face Sabre Dance
- 8. Serenade of the Bells 9. You Were Meant for Me
- 10. Slap 'Er Down Again, Paw

WINZ, Miami, have now brought a three-pound Chihuahua on their Saturday morning show. The beast is called Mr. Wiggles, and claims to be the first dog disk jockey, which is probably the nicest compli-

ment ever paid the profession. One of Wiggles' specialties is calling up local kids to try to find homes for some of his animal friends. . . . Chuck Thompson's trained bantam rooster, Elmer, was on all day recently sharing his phone calls. This was to celebrate the team's 500th broadcast via WFOR, Hattiesburg, Miss.

Chatter

Hub Warner has resigned from KGA, Spokane, after five years to free lance. He's signed a year's contract with KSPO. same city, to do his "Album of Stars" show 10 a.m. daily.... Dave Miller, formerly of WPAT, Paterson, N. J., has moved to WPAZ. Pottstown, Pa. . . . Bob Blackwood has joined KNEA, Jonesboro, Ark., as announcer-Librarian and is running a daily "Melody Magic" pop show at 10 a.m. . . . Teen front in Cincinnati advances. A bunch of kids there have formed a new canteen which they've named after Gil Shepard, WCPO jock. Howard Tinley Jr., formerly with WREV, Reidsville, N. C., has moved over to WFRC. same city, with his nightly "Airplane Album." ... Charlie Trusseil, avem man at WNOW. York, Pa., recently finished 50 personal appearances on the International Harvester Tour. doing his audience participation show John McGuinness, WILD, Birmingham, Ala., has switched from his nightly "Moonlight and Music" to "Best by Request," two-and-ahalf-hour afternoon show He's replacing Gabby Bell, who goes back to sports

Gripes and Gimmix

Lou Barille. WKAL. Rome, N. Y., pleads with the diskeries to put the timing on the disk labels, and to make sure that the time stated actually is the time the disk runs. . . . Sound off, Bob Clausen, KGLO, Mason City, Ia.: "It's my guess that the new policy of Victor and Capitol of not putting out a disk jockey distribution to stations who don't pay the postage is a pretty fair example of throwing away a dollar to save a dime. Distributors don't seem to realize that every time a record is played that company is getting free air time."

DEALER DOINGS

By BOB FRANCIS

Boosts for EP's

"We are sold solid on the recent EP series that RCA Victor has brought out," reports the Harmony Record Shop. Washington. "Music for Romance' and 'Moods in Music' are terrifie!"... "Our sales have increased 50 per cent, since we stocked the new 45 since we stocked the new 45 EP albums," writes Radio Electronics Sales, Hastings, Neb. The outlet notes that many of its LP customers have begun to buy the doughnuts to the point where it has been necessary to put in new display racks.

Sales Hypos

Audrey Golley of the Record Rack, Dearborn, Mich., reports good success in moving old recordings by name artists via two-for-oneing them in special racks, spotted with two small signs. "This has given steady, repeat customers a chance to browse thru them in advance of air plugs which starts over WKMH this week. Most of them have averaged two re-

IT'S SWEEPING THE COUNTRY Duke Ellington's

Ralph Marterie Bas-Sheva Capitol

Esquire Boys Rainbow Ferrante & Teicher Entre (Columbia) Billy Eckstine Leroy Holmes MGM

AMERICAN ACADEMY OF MUSIC, INC. Sole Selling Agent, MILLS MUSIC, INC.

turn visits to pick up records previously looked over or overlooked." Also the customers have asked for newer releases on their faves, and the outlet has profited two-fold from the idea. . . . Jean Samcky, of the Melody Shop, Elizabeth, N. J., makes a point of supplying photos of record-ing artists for those teen-agers who are fan-club devotees. "The youngsters," she says, "appreciate this personal touch and prove to be loyal customers." Also, Miss Samcky is always ready to go out of her way to make the not-toopopular or harder - to - get recordings available to interested buyers. This is done by a special orde: system set up in the store ... Carl Fischer, Inc., New York, recently beamed a good tie-in window display plugging Menahem Pressler's new M-G-M LP, "Piano Music for Children," by such composers as Prokofieff. Shostakovitch, Bloch and Milhaud. Pitch was aimed at prospects among parents, piano teachers and just plain classic fans by featuring the sheet music along with the record. The music featured rates with the most popular teaching material available for young keyboard-virtuosos. . . . Bill Railey, of Railey's Record Shop, Richmond, Va., advises that he is sponsoring "The Hillbilly All-Star Round-Up" Saturday (11) at the local Mosque Auditorium. Lefty Frizzell, Lester Flatt, Earl Scruggs, Wayne Raney and Red Murphy are featured.

Popular Record Reviews

Continued from page 27

LES BROWN

Ruby 75 CORAL 60959-Movie theme melody is played most of the way by the full ork, and it's well played, too. Tune appears to be catching attention, and this version should pick up a piece of the loot.

Midnight Sun....70

Rudy Lang is front and center with an imaginative alto sax solo on this side. Ork behind him makes with nice music.

PEGGY MANN

CORAL 60965—Miss Mann gives a pleasing reading of this ditty, while the George Cates ork back her in lilting style It's a nice job all around. So Did I 74

Gal is way out front on this side, and she projects a lot of feeling in her vocal. Ork backs her quietly but lets out with the brasses between choruses.

ELLEN SUTTON

How 'Ya Gonna Keep 'Em Down on the Farm?74

KEM 2722-The old chestnut-popular circa 1918-gets a standout performance by Ellen Sutton, who shouts it a la Beatrice Kay. Backing by Sir Hubert Pimm gets that bonky tonk flavor. Jukes will use.

You Can't Buffalo Me 70 Thrush Ellen Sutton essays the belting, shouting type of performance satirizing the vaudeville style of the

SAMMY KAYE ORK

I Couldn't Keep From Crying74 COLUMBIA 39977 - Sammy Kaye. with the Kaydets doing the vocal chores, does quite nicely with this country-flavored tune. I'ts a sad, gentle 'melody, well - suited to the Swing and Sway style.

Sweet Sue, Just You....72 A danceable performance of the standard ditty, with the Kaydets on the vocal choruses. Side has some nice swingy passages.

LILY ANN CAROL

I'd Love to Fall Asleep74 V 20-5256 -Lily Ann Carol emotes her way thru this new ballad, which has already been cut by Karen Chandler on Coral. Thrush can sing. and this platter could pull spins. Rollin' Rollin' Stone 71

The tune has a bounce, and it receives a capable performance from the thrush. Material is mighty slight tho, and the chances of much happening to the side is also slight.

DON CHERRY

All By Myself 73 DECCA 28635 - Up-tempo arrangement of the oldie is warbled nicely by the singer, with attractive backing by the Martin crew.

If They Should Ask Me 73 Don Cherry, backed happily by the Slew Foot Five, does a warm job on this slow ballad. Jocks will hand it

ANN LEAF

KING 1195 — Ann Leaf, who has played her organ stylings via radio shows for a number of years, shows how to make the Minshall Organ swing on this instrumental slicing of the attractive Latin effort. A nice side

Prom Rag....72

Cute, melodic rag is played rhythmically by the lass on the organ. This is the girl's debut release on the label.

KAY STARR I Cried For You72

CRYSTALETTE 650 - A waxing made a number of years ago and featuring thrush Kay Starr, supported by a group of top-flight jazz artists, should get some attention for the new label. The chantress sings the oldie nicely, with the help from jazzmen Willie Smith, Zutty Singleton, Barney Bigard, Alan Reuss and others. Platter will interest collectors and jazz fans.

Frying Pan....68 Same comment.

DENNIS DAY

There's Plenty of Fish in the Ocean 72 V 20-5265 - Fetching novelty tune sung with spirit by Dennis Day. Freddie Martin's ork backing is strong, lending a sea chantey effect.

My Sweetheart Mamie. . . . 68

The oldie gets a toutine performance by vocalist Dennis Day with the Freddy Martin orchestra. Ditty is of another era and has some novelty

DAMITA JO (Oh Jenny)

V 20-5253-Folk-flavored tune of the New England woman waiting for her seafaring man. Performance by Damita Jo catches a mood.

Missing ... 65

Tune, sung by Damita Jo. smacks of the special material category. It's a dramatic lyric-of a kind difficult to produce on a disk. This side misses.

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The Billboard Music Popularity Charts

. . . for Week Ending April 4

TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Shreveport, La.'s KWKH and WSM, announced that the station little Rock's KTHS began their he direction of KWKH program irector, Horace Logan. Biggest ountry news involved is that oth 50 kw'ers will be carrying he Saturday night "Louisiana layride" broadcasts simultaneusly. The show will emanate rom Little Rock, April 18, 25, May 2 and 9.... Smiley Burnette s making plans for the transcripion of 60 new shows for Radizark Enterprises, Springfield,

April Fool's Pranks: Mercury's smilin' Eddie Hill on his midlight April 1 record show from

Please Play

Recorded by Wilma Lee & Stoney Cooper Columbia

Dolly Long Porter Wagoner RCA Victor R. F. D. MUSIC PUB. CO., INC.

146 W. 54th St., N. Y. 19, N. Y.

had taken his show off the schedister operation March 24 under ule and this was the last night. The switchboard was flooded with long distance calls confirming, since Hill had been second most popular country jockey in The Billboard's recent poll. Before leaving the air the "Good mornin' you-all" jockey told his many listeners that it was an April Fool joke.... The March 28 WLS Chicago "National Barn Dance" featured Tiny Stokes and Sonny Fleming as Lulu Belle and Scotty. Captain Stubby doubled for Arkie, The Arkansas Woodchopper, while Phillis Brown, Lulu Belle and the Beaver Valley Sweethearts gave the burlesque treatment to Captain Stubby and The Buccaneers. Response was big! . . . Sam Bradley, of KCHS, in Truth or Consequences, N. M. is playing host to Ralph Edwards and his National Broadcasting Company shows which is the city's namesake. The April Fool's Fiesta continued thru April 5.

> WLOK, is heading the Country Cousins shows on WLOK-TV. The group consists of Amos Place, George Bowerman and Ted Rains. a truck as profession, recently try jockey.

signed with Vogue Records.... Intro's Curly Wiggins is readying for a Southern tour to promote his "My Heart is Free Again".... Songwriter Lou Wayne, spending most of his time in Houston house-building with his contractor brother, returns to his San Antonio home for musical week-

Eddy Arnold (RCA Victor) was recently presented a gold money clip by the Houston Variety Club in appreciation of his contributions to the charity work of Houston. Presentation was made at annual Capon Dinner given by prominent restauranteer, Bill Williams, who also is known for his charity leadership. The dinner was aired over Glen McCarthy's ABC net show.

WRVA's (Richmond, Va.) "All Night Record Roundup" recently switched to 45 r.p.m. disks exclusively.... M-G-M's Jesse Rogers was recently in Miami Beach for several weeks recuperating from Clay Eager, of Lima, O.'s surgery.... Columbia's Johnny Bond will sit on the panel of the Peter Potter TV "Juke Box Jury" in April. . . . WOKE's manager, Harry Weaver, of Oak Ridge, ... Gene Sterling, who d.j.'s on Tenn., is looking for a replace-Seattle's KRSC, appears on Seat-tle's "Jr. Ranch Show," and drives cently left station without a coun-

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country Weeks with a high volume of sales in country and western records. Last | on The reverse side of each record is also listed, Week Chart 1. KAW-LIGA-Hank Williams..... Your Cheatin' Heart-M-G-Mc78)11416; (45)K-11416-ASCAP 2. NO HELP WANTED—Carlisles..... That Heart Is Not for Sale-Mercury(78)70028; (45)70028X45-BMI 3. YOUR CHEATIN' HEART—H. Williams..... Kaw-Liga-M-G-M(78)11416: (45)K-11416-RMI 4. LAST WALTZ-W. Pierce..... I Haven't Got the Heart-Dec(78)28594; (45)9-28594-BMI 5. FOOL SUCH AS I—Hank Snow..... Gal Who Invented Kissing-V(78)20-5034; (45)47-5034-ASCAP 6. EDDY'S SONG-E. Arnold..... 4 Condemned Without Trial-V(78)20-5108; (45)47-5108-BMI 6. MEXICAN JOE-J. Reeves..... 1 Could Cry-Abbott(78)116; (45)45-116-BM1 8. DEATH C HANK WILLIAMS—J. Cardwell...... 7 Two Arms-King(78)1172; (45)45-1172-BMI 9. I COULDN'T KEEP FROM CRYING-M. Robbins -After You Leave-Col(78)21075; (45)4-21075-BMI I'd Have Never Found Somebody New-Cap(78)2376; (45)F-2376-BMI

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.	(personny	Weeks on Chan
1. KAW-LIGA—Hank Williams	. 1	8
2. NO HELP WANTED—Carlisles	. 2	.14
3. YOUR CHEATIN'-HEART—H. Williams	E) (650	5
4. GOIN' STEADY—F. Young	. 4	13
5. MEXICAN JOE—J. Reeves	. =	2
6. FOOL SUCH AS I—H. Snow	. 5	10
7. BUMMING AROUND—J. Dean	. –	5
8. I'LL GO ON ALONE—M. Robbins	. 7	17
9. KNOTHOLE—Carlisles	. —	1
10. EDDY'S SONG-Eddy Arnold	. –	5

Most Played in Juke Boxes

V(78)20-5108; (45)47-5108-BM

Four Star 1613-BMI

Records are ranked in order of the greatest number of plays on juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country week using a high proportion of country and western records.	Last Week	Week on Char
1. YOUR CHEATIN' HEART—H. Williams	2	7
2. KAW-LIGA—Hank Williams	1	8
3. NO HELP WANTED—Carlisles	3	9
4. FOOL SUCH AS I—H. Snow	8	5
5. I COULDN'T KEEP FROM CRYING—M. Robbins Col(78)21075; (45)4-21075—BMI	5	3
5. MEXICAN JOE—J. Reeves	9	2
7. EDDY'S SONG—E. Arnold	6	9
7. THAT'S ME WITHOUT YOU—W. Pierce Dec(78)28534; (45)9-28534—BMI	=	1
9. NO HELP WANTED—H. Thompson	–	1
10. BUMMING AROUND-J. Dean	–	1

INTRODUCING JIMMY WORK



IF I SHOULD LOSE YOU

DON'T PLAY WITH

on Capitol Record #2372-78 RPM #F-2372—45 RPM

RUSH YOUR ORDERS TODAY

DISTRIBUTOR



The Billboard Music Popularity Charts

. . . for Week Ending April 4

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

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

Nashville ... BRING YOUR SWEET SELF BACK TO ME L. Frizzell, Columbia 21084

FAMILY WHO PRAYS

Louvin Brothers, Capitol 2296

Territorial Best Sellers

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

Nashville

- 1. No Help Wanted
- Carlisles, Mercury 2. I Couldn't Keep From Crying M. Robbins, Columbia
- 3. Knothole
- Carlisles, Mercury
- 4. After You Leave M. Robbins, Columbia
- 5. I Haven't Got The Heart W. Pierce, Decca
- 6. Your Cheatin' Heart H. Williams, M-G-M
- 7. Last Waltz W. Pierce, Decca
- 8. Kaw-Liga
- H. Williams, M-G-M. 9. Bring Your Sweet Self Back
- to Me L. Frizzell, Columbia 10. Family Who Prays Louvin Brothers, Capitol

New Orleans

- 1. No Help Wanted
- Carlisles, Mercury 2. Kaw-Liga
- H. Williams, M-G-M
- 3. Last Waltz W. Pierce, Decca

- 4. No Help Wanted
- H. Thompson, Capitol 5. Playing Dominoes and
- Shootin' Dice J. Dolan, Capitol
- 6. Your Cheatin' Heart
- H. Williams, M-G-M
- 7. Goin' Steady F. Young, Capitol
- 8. So Long
- M. Mullican, King 9. Death of Hank Williams
- J. Cardwell, King 10. Paying for That Back Street Affair

Dallas-Ft. Worth

1. Kaw-Liga H. Williams, M-G-M

K. Wells, Decca

- 2. Mexican Joe
- J. Reeves, Abbott 3. No Help Wanted
- Carlisles, Mercury I'll Go On Alone
- M. Robbins, Columbia 5. Your Cheatin' Heart
- H. Williams, M-G-M
- Bumming Around J. Dean, Four Star
- 7. I Haven't Got the Heart W. Pierce, Decca

- 8. I Couldn't Keep From Crying M. Robbins, Columbia
- 9. Last Waltz W. Pierce, Decca
- 10. That's Me Without You S. James, Capitol

Houston

- 1. Mexican Joe J. Reeves, Abbott
- 2. Kaw-Liga H. Williams, M-G-M
- 3. Bumming Around
- J. Dean, Four Star
- I Haven't Got the Heart W. Pierce, Decca
- 5. I Couldn't Keep From Crying
- M. Robbins, Columbia 6. No Help Wanted
- Carlisles, Mercury 7. Your Cheatin' Heart
- H. Williams, M-G-M 8. Don't Let the Stars Get in
- Your Eyes S. Willet, Four Star
- 9. Big Mamou L. Davis, Okeh
- 10. Playing Dominoes and
- Shootin' Dice J. Dolan, Capitol

Cincinnati

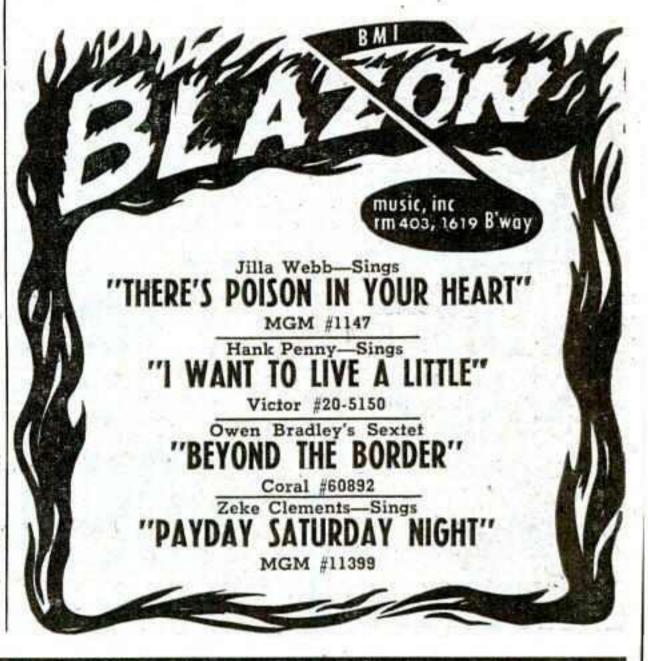
- 1. Kaw-Liga H. Williams, M-G-M
- 2. No Help Wanted Carlisles, Mercury
- 3. Your Cheatin' Heart
- H. Williams, M-G-M 4. Knot Hole
- Carlisles, Mercury
- 5. Eddy's Song E. Arnold, Victor
- 6. Paying for That Back Street Affair
- K. Wells, Decca Fool Such As I
- H. Snow, Victor
- 8. Bumming Around J. Dean, Four Star
- 9. I Couldn't Keep From Crying M. Robbins, Columbia
- 10. Mexican Joe J. Reeves, Abbott

KODA HONORS EREKE DENKE

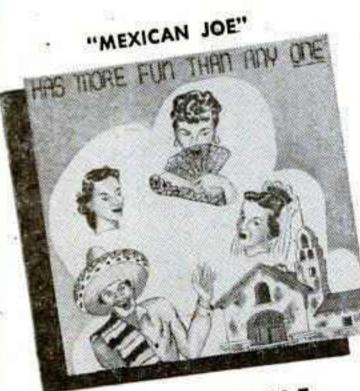
COPENHAGEN, Denmark, April 4. — KODA, Danish counterpart of the American Society of Composers, Authors and Publishers has awarded its 1952 annual prize for the best-selling popular song hits of the year to Ereke Denke, whose "Give Me Your Heart, Maria" and "Listen to My Song" were top hits of 1952.



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TWO HITS ON ONE RECORD



A DANCABLE ARRANGEMENT WITH DEWEY GROOM'S TEXAS LONGHORNS. SUNG BY JOHNNY GIMBLE



GROOM AND HIS TEXAS LONGHORNS



JOHNNY GIMBLE



WESTERN BALLAD MUSICAL BACKGROUND BY THE TEXAS LONGHORNS. VOCAL BY DEWEY GROOM

"TEARDROPS IN THE CHAPEL"

WHERE TOW OFFRITTS PROSED AMAY

SCORES AGAIN

WITH THESE SONGS - "MEXICAN JOE" AND "TEARDROPS IN THE CHAPEL"

YOUR LOCAL RADIO STATION FOR

DIRECT FROM MANUFACTURER TO YOU ONLY



Original Recording of

PLAYIN' DOMINOES AND SHOOTIN' DICE

Vocal by Red Cook RECORD NO. 314

DEWEY GROOM

RICHTONE RECORDING COMPANY

for the Unknown

ORDER DIRECT BY MAIL

P. O. BOX 6081

DALLAS, TEXAS

GOTHAM YEAR! **CLIMBING!**

DORIS BROWNE'S

BELIEVE

b/w

Record G 290

Watch This! SOMETHING NEW!

BEYOND

The Harmonizing Four



Record G 737

First Time on Any Label 2 Ace Spiritual Groups Together on One Record

(BS TRUMPETEERS and THE HARMONIZING FOUR

singing

MOTHER'S PRAYER

THIS WICKED RACE

Record G 738

America's Hottest Spiritual

CARRY YOU THROUGH

The Angelic **Gospel Singers**



Record G 729

The Billboard's Music Popularity Charts

. . For Week Ending April 4

TOP RHYTHM & BLUES RECORDS

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.

Cincinnati

- 1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
- 2. Hound Dog W. M. Thornton, Peacock
- 3. Hittin' on Me W. Johnson, Mercury
- 4. Crawlin'
- Clovers, Atlantic 5. Daughter That's Your Red Wagon
- S. Kari, States 6. Person to Person E. Vinson, King
- 7. Soft
- T. Bradshaw, King
- 8. Baby, Don't Do It Five Royales, Apollo
- 9. She's Got to Go Ravens, Mercury
- 10. Going to the River Fats Domino, Imperial

St. Louis

- 1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
- 2. Hound Dog W. M. Thornton
- 3. My Hat's on the Side of My Head Four Blazes, United
- 4. Crawlin' Clovers, Atlantic
- 5. Woke Up This Morning B. B. Ling, RPM
- 6. 24 Hours E. Boyd, Chess
- 7. Red Top
- King Pleasure, Prestige 8. Whoopin' and Hollerin'
- E. Forrest, Duke
- 9. Daughter That's Your Red Wagon
- 10. Bear Cat R. Thomas Jr., Sun

S. Kari, States 1. Hound Dog

THE ORIGINAL VERSION

of

MUUNU UUU

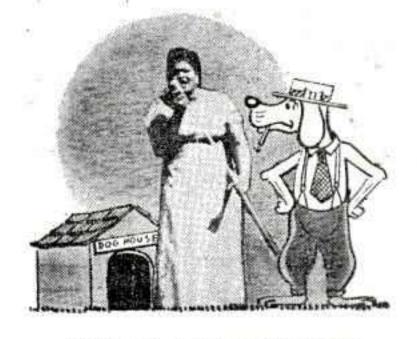
and

NIGHTMARE

PEACOCK #1612

(Destined To Be Year's Best R & B Seller)

WILLIE MAE "BIG MAMA" **THORNTON**



BEWARE OF IMITATIONS FOLLOW THE LEADER FOR GOOD RESULTS

Original



Best

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

This Week's Territorial Best Sellers to Watch

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

Cincinnati ... SHE'S GOT TO GO

Ravens, Mercury 70119

Cincinnati New Orleans....GOING TO THE RIVER.

Fats Domino, Imperial 5231

New Orleans St. Louis BEAR CAT Atlanta

Philadelphia....MOON DUST

Charlotte

Los Angeles....PAPPA

Washington, D. C.-Baltimore, Md. Detroit....I WANNA KNOW

- R. Thomas Jr., Sun 181
- B. Doggette, King 4605
- B. Brown, Gotham 293

Du Droppers, Victor 20-5229

New Orleans

- A. Milburn, Aladdin
- 2. Bear Cat
- R. Thomas Jr., Sun 3. (Mama) He Treats Your Daughter Mean
- R. Brown, Atlantic 4. Going to the River
- Fats Domino, Imperial 5. Cross My Heart J. Ace, Duke
- 6. Baby Don't Do It Five Royales, Apollo
- 7. Crawlin'
- Clovers, Atlantic
- 8. Let Me Go Home Whiskey A. Milburn, Aladdin
- 9. Soft T. Bradshaw, King
- 10. I Don't Know W. Mabon, Chess

Philadelphia

- 1. I Believe E. James, Meteor
- 2. Red Top King Pleasure, Prestige
- Crawlin' Clovers, Atlantic 4. Let 14e Go Home Whiskey
- A. Milburn, Aladdin
- Baby, Don't Do It Five Royales, Apollo 6. Hound Dog
- W. M. Thornton, Peacock 7. Daughter That's Your Red Wagon S. Kari, States 8. Moon Dust
- B. Doggett, King
- 9. Johnny Johnny J. Moore, Modern
- 10. Bells Dominoes, Federal

New York

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

A REAL BUY

SMILEY LEWIS "BIG MAMOU"

> "PLAYGIRL" Imperial 5234

Los Angeles

- 1. Hound Dog
- W. M. Thornton, Peacock 2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
- 3. Crawlin' Clovers, Atlantic
- 4. Soft T. Bradshaw, King
- 5. You're Mine Crickets, M-G-M
- 6. Pappa B. Brown, Gotham 7. Baby, Don't Do It
- Five Royales, Apollo
- 8. K. C. Loving L. W. Littlefield, Federal
- 9. I Don't Know M. Mabon, Chess
- 10. Let Me Go Home Whiskey A. Milburn, Aladdin

Chicago

- 1. (Mama) He Treats Your
- Daughter Mean R. Brown, Atlantic
- 2. Hound Dog W. M. Thornton, Peacock
- 3. Crawlin' Clovers, Atlantic
- 4. I Don't Know
- W. Mabon, Chess 5. Baby, Don't Do It
- Five Royales, Apollo 6. Daughter, That's Your Red
- Wagon S. Kari, States
- 7. Whoopin' and Hollerin'
- E. Forrest, Duke 8. My Kind of Woman
- E. Slay, Savoy
- T. Bradshaw, King 10. Yes, I Know L. Hayes, Recorded in Hollywood

Detroit

- (Mama) He Treats Your Daughter Mean
- R. Brown, Atlantic 2. Hound Dog
- W. M. Thornton, Peacock 3. Crawlin'
- Clovers, Atlantic

 4. Baby, Don't Do It
 Five Royales, Apollo
- T. Bradshaw, King 6. Let Me Go Home Whiskey A. Milburn, Aladdin Red Top.
- King Pleasure, Prestige
 8. Woke Up This Morning
 B. B. King, RPM
 9. I Don't Know
- W. Mabon, Chess I Wanna Know Du Droppers, Victor



Copyrighted material

The Billboard Music Popularity Chart

. . . for Week Ending April 4

Weeks

Week.

TOP RHYTHM & BLUES RECORDS

Charlotte

- 1. Let Me Go Home Whiskey
- A. Milburn, Aladdin 2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
- 3. Hound Dog
- W. M. Thornton, Peacock
- 4. Woke Up This Morning B. B. King, RPM
- 5. 24 Hours
- E. Boyd, Chess 6. Baby, Don't Do It
- Five Royales, Apollo
- 7. Pappa
- B. Brown, Gotham 8. Daughter, That's Your Red
- Wagon S. Kari, States
- 9. I Don't Know W. Mabon, Chess
- 10. Nobody Loves Me Fats Domino, Federal

Atlanta

- 1. Hound Dog
- W. M. Thornton, Peacock 2. (Mama) He Treats Your
- Daughter Mean R. Brown, Atlantic
- 3. Let Me Go Home Whiskey A. Milburn, Aladdin
- 4. Woke Up This Morning
- B. B. King, RPM

- 5. Crawlin'
- Clovers, Atlantic 6. Baby, Don't Do It
- Five Royales, Apollo
- 7. Daughter, That's Your Red Wagon
- S. Kari, States
- 8. 24 Hours
- E. Boyd, Chess
- 9. I Believe
- E. James, Meteor 10. Bear Cat
- R. Thomas Jr., Sun

Washington—Baltimore

- 1. Hound Dog
- W. M. Thornton, Peacock 2. (Mama) He Treats Your
- Daughter Mean R. Brown, Atlantic
- 3. Baby, Don't Do It
- Five Royales, Apollo 4. Red Top
- King Pleasure, Prestige
- 5. I Wanna Know
- Du Droppers, Victor
- 6. Crawlin' Clovers, Atlantic
- 7. Woke Up This Morning
- B. B. King, RPM 8. Let Me Go Home Whiskey
- A. Milburn, Aladdin 9. Dream Girl
- Jesse & Marvin, Specialty
- 10. Para

Scat Man Crothers, Recorded in Hollywood

Rhythm & Blues Record Reviews

Continued from page 27

HOT LIPS PAGE ORK

What Shall I Do?72 KING 4616 - A bluesy performance by Hot Lips Page and ork. The vocal done with sincerity by Henry Mance. Deejays will spin.

The Jungle King 70 Gravel-voiced Page mouths the vocal of this ditty to the answering chants of a chorus. Deejays will give it a

whirl for its novelty value. LITTLE ESTHER

FEDERAL 12126-Thrush's vibrating voice makes the decibel needle oscillate with her vibrant reading of this slow ballad. Everyone behind her is playing something different, but it all works out nicely.

Hound Dog....72 This is a cover version of the Willie Mae Thornton disk, which has been one of the fastest breaking hits in some years. This one will be hardpressed to compete. It fails to build the same excitement of the original.

RED SAUNDERS ORK

OKEH 6953-The Mexican mambo is performed well by the Saunders ork. which turns in some crisp ensemble work on the platter over a wild beat. Side should interest the mambo fans.

Warbler, Joe Williams, backed by a large chorus, is satisfactory with his vocal on this new ballad over pop large chorus, is satisfactory with his ork backing. Side is more in the nature of a pop than an r.&b. disk.

STOMP GORDON Devil's Daughter70

DECCA 48290 - Flavorful blues, shouted by Stomp Gordon. Horn and piano passages are featured and come



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Hollywood 46, Calif.

DEALERS!

NEW RECORDS Write for 12-page FREE CATALOGUE

MORE PROFITS ON

All speeds, also albums 1/2¢ & up

500 "Standards"-Hits

Over 1,000 Satisfied Customers

VEDEX COMPAN 734 10th Ave., New York 19, N. Y Tel. CI 7-3494

thru strongly in the backing. Hide the Bottle ... 69

Strongly-marked rhythm and a recurrent riff on this blues by Stomp Gordon. Fair vocal performance and

LOIS HINDS

That's Alright for You69

OKEH 6951-Lois Hinds comes thru in okay style on this swingy riff effort with the ork's supplying a big beat. Okay side, the echo is overdone.

It Must Have Been (Two Other People) 65

The thrush is capable on this new ballad, clipping out the words to the opus with dispatch. Backing is pretty. The side is danceable, but material holds little meaning for the market.

LARRY DARNELL

Crazy She Calls Me65

OKEH 6954 - Slow ballad is sung moodily by Darnell with a quiet ork backing him. It's next-door to after hours stuff.

I'll Be Sittin', I'll Be Rockin'. . . . 62 Routine side is given a nice reading by Darnell, but there's not too much else to recommend it.

WYNONIE HARRIS

Mama, Your Daughter's Done

KING 4620-Wynonie Harris shouts an answer to the original "Mama." Backing of this version has a rhumba beat. Lyrics have a salty appeal, Should share the action, even tho

Wasn't That Good? 74 Rollicking novelty chanted in lusty

style by Wynonie Harris. Backing is full of gimmicked sounds tying in with the lyric. Good for boxes.

PICKED AS A "NEW RECORD TO WATCH" The Orioles

Dem Days—Jubilee 5115—Group switches their style to a more straight-forward presentation. There's a lot or punch in this one and it could break out. Flip is

'Bad Little Girl." The Billboard April 4, 1953

ORDER NOW!

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

THE RESIDENCE OF THE PARTY OF T Watch This One Climb! Checker #770

LITTLE WALTER

CHECKER RECORD CO.

4858 Cottage Grove Ave. Chicago, Illinois

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with

National Best Sellers

Last | on a high volume of sales in rhythm and blues records. The Week | Chart reverse side of each record is also listed. 1. (MAMA) HE TREATS YOUR DAUGHTER MEAN— Ruth Brown......Yes, It's You—Atlantic 989—BMI 2. HOUND DOG-W. M. Thornton..... Night Mare-Peacock 1612-BMI 3. CRAWLIN'—The Clovers..... Yes, It's You-Atlantic 989 4. LET ME GO HOME WHISKEY—A. Milburn...... Three Times a Fool-Aladdin 3164-BMI 5. BABY, DON'T DO IT—Five Royales..... Take All of Me-Apollo 443-BMI 7. WOKE UP THIS MORNING—B. B. King..... Don't Have to Cry-RPM 380-BMI 8. (DAUGHTER) THAT'S YOUR RED WAGON-S. Kari-G. Irving..... Down for Debbie-States 115-BMI 9. SOFT—Tiny Bradshaw..... Strapge-King(78)4577; (45)45-4577-BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays

10. 24 HOURS—E. Boyd......

Tickler-Chess 1533-BMI

nationally in juke ooxes. Results are based on The Billboard's weekly survey among operators thruout the country using a Last | on Week Chart Week high proportion of rhythm and blues records. 1. (MAMA) HE TREATS YOUR DAUGHTER MEAN-Atlantic 986-ASCAP 2. BABY, DON'T DO IT—Five Royales..... Apollo 443-BMI 3. 24 HOURS—E. Boyd..... Chess 1533-BMI 3. HOUND DOG-W. M. Thornton..... Peacock 1612-BM1 CRAWLIN'—Clovers Atlantic 989-BMI 6. WOKE UP THIS MORNING—B. B. King..... 7. I DON'T KNOW-W. Mabon.....

RHYTHM & BLUES NOTES

8. WHOOPIN' AND HOLLERIN'-E. Forest.....

9. LET ME GO HOME WHISKEY—A. Milburn......

10. CROSS MY HEART—J. Ace..... —

By BOB ROLONTZ

The answers to r.&b. tunes, combo. Buddy Beason is hanwhich have become prolific with the many replies to such smash hits as "I Don't Know," "Mama" and "Hound Dog," are being given a serious scrutiny by the original copyright holders of the tunes on the original hit waxings. It appears that they do not think too highly of writing an answer to a hit unless a license is obtained and permission to write a parody is given by the publisher.

Duke 108-BMI

Aladdin 3164-BMI

Specialty Records has purchased the Champion label, Southern-based r.&b. diskery. . . . Newborn. The label has also signed the Spirit of Memphis Quartet, for its spiritual division. The group was formerly on the King label.

Laverne Baker plays the Palace, Harrisburg, Pa., opening April 6. . . . Philadelphians will be able to see thrush Bette McLaurin at Powelton's, beginning April 6.

Erskine Hawkins and his ork open at the Farm Dell, Dayton, O., April 13. . . The Freddy Mitchell ork, now waxing for Mercury, has signed with the Gale Agency. . . . The Orioles pulled \$1,000 above percentage at a one-night stanc Friday (21) at The Audubon Ballroom, New York. . . . Floyd Dixon heads back to the Coast to cut some records for Aladdin next week. . . . Margie Day joins the Paul Williams one-nighter unit, May 1.

. . Amos Milburn will be at the Howard Theater, Washington, from May 15 to 21. . . Eddie Boyd is now heading out for his first swing thru the East. He will play one-nighters with thrush Linda Hayes, starting in Boston, April 3, and continuing in the territory thru April 26. . . . The Blenders have been signed by Joe Davis for M-G-M r.&b. waxings. First releases will be rushed out in two weeks.

Jimmy Nuzzo's ork is back in Chicago. . . . Irv Marcus, of Peacock Records, back in New York this week. . . . M-G-M Records will release platters next week by thrush Paula Watson, warbler Lem Johnson ar ' the Birmingham Boogie Boys

dling an r.&b. show over KFOX; Long Beach, Calif.

Lenny Sloan is launching a name policy at his Emerson's Show Bar, Philadelphia, with a package including Jackie Davis Trio, Johnny Hartman and Connie Carroll.

Meridian Acquires 'Mine Again' Rights

HOLLYWOOD, April 4.-Blue Peacock Records has pacted, to a River Masic Company, publisher long-termer, jazz pianist Phineas of the new tune, "Say You're Mine Again," has turned over the selling rights for the sheet music to Meridian Music, E. H. Morris subsidiary. The tune, which was originally waxed by the Allied label, a subsidiary of Allied Record Manufacturing Company with the Three Dons and Ginny Greer, has caused a flurry in the trade and has been grooved by three of the majors.

Recordings of the ditty have been cut by Perry Como on RCA Victor, Dolores Gray on Decca, June Hutton and Axel Stordahl on Capitol, and the Modernaires on Coral.

'Say You're Mine Again" was penned by Nathan and Heisler, and the deal with E. H. Morris was set by Harry Bluestone, of Blue River. Allied Records'-version of the tune was its first waxing for the pop field, tho the diskery has released records for

both the kiddie and classical

market.

A SURE FIRE HIT! **FATS DOMINO** 'MARDI GRAS IN **NEW ORLEANS**"

"GOING TO THE RIVER" Imperial 5231

imperial Records





"LET'S MEET ON 125th STREET" Atlantic =992

'BIG LEG MAMA''

TINY GRIMES

and his Rocking Highlanders

THE MAN I LOVE"

Atlantic = 990 STICK MEGHER

> "MEET ME IN JHE MORNING"

A NEW ATLANTIC GOSPEL HIT THE ROSETTES

> "SOMEWHERE" and "WHEN IT'S TIME FOR ME TO GO"

234 WEST 56th St. NEW YORK 19, N.

Atlantic #3003

ATLANTIC RECORDING CORP.

Strong on All Lists!

Emmett Slay Trio

DOLLY COOPER with Hal Singer Orchestra

58 Market St., Newark, N. J.

PROMOTERS

Each week The Billboard receives inqui asking the names of individuals who m underwrite and promote attractions auditoriums and arenas. We can refer quiries from your territory to you.

—Please state the date and type of even at least one event which you have prome in the past. Specify whether or not you w financially responsible or secured responsible underwriting. Write Arena-Auditor Department, The Billboard, 188 W. Rando St., Chicago 1, III.

Jazz

SCAR PETERSON PLAYS DUKE ELLINGTON OSCAR PETERSON PLAYS COLE PORTER 76

Mercury (33) MGC 606, MGC 603 It isn't any secret that a guy named Oscar Peterson really knows his way around a piano, but just to make certain that everyone gets a chance to find out how good he is, Norman Granz has issued four 12-inch LP platters featuring the 88'er playing works by some of the country's top composers. The Ellington and the Porter sets are in this series of "Oscar Peterson Plays Great Songwriters." To anyone who is unfamiliar with Peterson, these sets will give them a chance to hear one of the country's outstanding jazz pianists; to those who know his works, the sets will indicate again Peterson's inventiveness, imaginative improvisation and his rhythmic drive. On both platters the planist is ably supported by bassist Ray Brown and guitarist Barney Kessel. The Ellington slicing is one of the best things turned out by Peterson to date, and with the many

sides to date by the Canadian-born

planist, that is saying a lot. But

somehow he seems to have the feel



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for Duke's compositions, especially "Things Ain't What They Used to Be," "In a Mellowtone," "I've Got It Bad and That Ain't Good" and "Cottontail." On the Porter sides the pianist sets a fine mood with "Everytime We Say Goodbye," rocks it with "Anything Goes" and turns in good performances on "Begin the Beguine," "Night and Day" and "Just One of Those Things." There should be little doubt that the many fans of the pianist will want to get hold of these new slicings.

NEW ORLEANS HORNS68 King Oliver, Louis Armstrong, Freddie

Keppard (1-10") Riverside (33) RLP 1005

The Riverside label, recently formed fazz diskery, has come up with another collection that will please the jazz fan, this time featuring three great horn men playing traditional New Orleans music. Sides are taken from original masters, and in spite of slight surface noise, they should prove a source of delight to many collectors. The Three King Oliver sides are "Mabel's Dream," "Riverside Blues" and "Southern Stomps," and the combination of Oliver and Armstrong with the Oliver ork is precious stuff. Freddie Keppard can be heard at his best on "Stock Yards Strut" and the famous "Salty Dog," the latter featuring a vocal by Charlie Jackson. There are two sides in the set by Bernie Young's ork, with Young on trumpet, and one cutting by the lesser known Charles Matson ork, which features an anonymous trumpet player. Liner notes are first-rate, and the personnel (where known) of the orks is given

HOT VS. COOL

(BATTLE OF JAZZ)73 McPart'and and Gillespie (1-10") M-G-M '3) E194

Well-known critic and impresario Leonard Feather has packaged this on-the-spot battle between the bopsters and two-beaters which took place at Birdland. The idea was a fine one-having each group play the same song in its own style. It also worked out well on wax. Some amazing bits of muscianship are contained in this disking. For example, the twobeat combo playing "How High the Moon" and the cool crowd tackling "Muskrat Ramble." Among the cats on the session are Edmond Hall, Vic Dickenson, Dick Carey, George Wettling, Jack Lesberg, Buddy De-Franco, Ray Abrams, Don Elliot, Ronnie Ball, Max Roach and Al McKibbon Disk is well-packaged.

BATTLE OF JAZZ (Yolume 1)......70 Bud Freeman Ork and Joe Marsala Ork

(1-10") Brunswick (33) BL 58037

A little over a decade ago, when 52d Street in New York was truly a hotbed of hot music, one of the great hangouts was the Hickory House where crowds gathered to hear the successive Joe Marsala combos perform some wonderful music. Bud Freeman's group was knocking 'em dead at the same time at other spots. All this is recreated in this album of eight re-issued sides. In addition to Marsala and Freeman, the disk features such fine sidemen as Adele and Marty Marsala, Shelley Manne, Max Kaminsky, Carmen Mastren, Brad Gowans, Pec Wee Russell, Dave Bowman, Eddle Condon and others. In all this is fine nostalgia-laden stuff for the many who would like to remember. Packaging is first rate, and the re-recording is excellent.

Popular

Ethel Merman, George Sanders, Donald O'Connor (1-10")

Decca (33) DL 5465

Decca has already racked up healthy sales on the album taken from the Broadway show, "Call Me Madam." Reviews of the movie version have

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been uniformly high. This album is a good one. The show is blessed with a number of top-notch tunes, all ably proffered by Miss Merman and Messrs. Sanders and O'Connor. This, incidentally, is the soundtrack version, thus giving the customers an opportunity to re-live the movie just as they saw it. This stacks up as a package to really push.

ALBUM REVIEWS ALBUM REV IVI 51 POP POP POP POP POP POP LOVERS RHAPSODY77

Jackie Gleason Ork (1-10") Capitol (33) H366

Capitol Records has followed up its best-seiling LP release with Jackie Gleason, "Music for Lovers Only," with another set featuring the comic as ork leader. However, this time Gleason is showcased as a songwriter as well as a conductor, since the work "Lovers Rhapsody," which takes up one side of the LP disk, was coauthored by Gleason in collaboration with C. Dudley King. The work is a light, superficial piece of background music, of the type written slickly for movies, but it is well played by the ork, and it has a romantic appeal. The other side of the LP contains four standards, arranged in the sweet style of Gleason's last release, and featuring the incomparable Bobby Hackett on trumpet. Hackett's work against the soft stringed ork is outstanding. The set should appeal to those who enjoyed the first Gleason waxing, and the cover will appeal to all males, even if they don't enjoy

ELLINGTON UPTOWN75 Duke Ellington Orchestra (1-12") Columbia (33) ML 4639

For the many, many Ellington fans this will be a most welcome package. It's the new Ellington crew doing some new material and a couple of the old Ellington favorites in new style. Material includes "Skin Deep." with Louis Bellson; "The Mooche," "Take the 'A' Train," with a vocal by Betty Roche; "Perdido," and "A Tone Parallel to Harlem.' it's delightful and a treat for sore ears.

COCKTAIL HOUR69

(1-10")

Norman Paris Trio (1-10") Columbia (33) CL 6235

This piano, bass, guitar combo has been delighting visitors to New York's East Side clubs for some time now. It's a fine musicianly combo which would please the critical musician yet sell itself to those who want the melody clear. Selections included are "Falling in Love With Love," "Hello, Young Lovers," "Dancing I ambourine," "Oh, What a Beauti-ful Morning," "Fascinating Rhythm," "Right as Rain," "Something Sort of Grandish" and "Lover."

HERB JEFFRIES SINGS FLAMINGO AND OTHER SONGS IN A MELLOW MOOD 70

Coral (33) CRL 56066 Most, if not all, of these runes were previously released as singles by Jeffrics "Flamingo" and "Basin Street Blues" were hits for the chanter some five years ago and then re-cut as in this package with the Les Brown ork. Rest of album consists of "I'm Yours to Command," "Love Me," "Passion," "I Didn't Know I Loved You," "Wonder Why" and "Dark is the Night." The guy is fine; his fans will, attest to that Packaging is strong asset.

NEAL HEFTI ORK:

Coral (33) CRL 56083

The Neal Hefti ork is neatly spotlighted in this collection of original compositions, all of them penned and arranged by the ork leader. The set shows off the band's individual style. its strong ensemble work and enthusiastic approach to music. Of the eight sides in the collection "Coral Reel," "Lake Placid" and "Falling is Love All Over Again" are the standouts, the many of the ork's followers will get a kick out of "Sure Think" and "Why Not?" This set by one of the country's new orks should interest many. Some of the sides have been issued singly.

HAZEL FLAGG Original Broadway show cast (1-12") V (33) LOC 1010 Another in the recent flow of original

cast albums. While the Broadway show itself is already well established. it seems doubtful that the album will fall into the same class. Each of the 14 tunes included undoubtedly advances the story line, but there are very few that can stand apart from the plot. As yet the only tune that nas made any headway pop-wise is "How Do You Speak to an Angel?" but it's still far from a smash. The best that can be siad for the others is that they're good show tunes. For one who has seen the show, the set might be wanted for the memory department, and it should pick up sales in New York, Philadelphia and other cities where the show has been

Country & Western

EDDIE HEYWOOD AND HIS PIANO AND ALL STARS73

Brunswick (33) BL 58036 How High the Moon; Them There Eyes; Penthouse Serenade; On The

Sunny Side of the Street; Time on My Hands; Night and Day. Many jazzites will be grateful to Brunswick for re-issuing these waz-

ings which were originally cut back in 1945. One side features Heywood

with Ray Nance on trumpet and violin, Aaron Sacks on clarinet, Don Byas on tenor. John Simmons on bass and Shelley Manne on drums. The flip includes Heywood, with Johnny Hodges on alto and Manne on drums. "How High the Moon" features Nance, Heywood and Byas, while "Pethouse Serenade" has a Nance violin solo that is outstanding. Heywood and Hodges and Manne shine on "On the Sunny Side of the Street." This platter should be of great interest to jazz fans.

NEW ORLEANS BANDWAGON PRESENTS-FRANK ASSUNTO'S DUKES OF DIXIELAND65 (1-10")

Nol (33) 2

This six-piece New Orleans two-beat group is a fine one. They cut the oldies with the drive of a polished combo. Assunto is but a 19-year-old trumpet man. Rest of the combo varies from youngsters to old-timer Buck Rogers who died not so long ago. Vocal on "Jazz Me Blues" is by 16-year-old Betty Roche, who sounds an awful lot like Kay Starr. Two-beat collectors should listen to this.

COUNTRY FAVORITES, Vol. 1.....84 Ernest Tubb, Red Foley, Goldie Hill, Webb Pierce, Kitty Wells (1-10")

Decca (33) DL 5451 Decca has packaged in this new series eight sides by five of the label's top c.&w. artists, slicings that have been big hits in the country markets. Sides include Red Foley's "Midnight" and "Don't Let the Stars Get in Your Eyes," Webb Pierce's "Back Street Affair" and "That's Me Without You," and Ernes: Tubb's "Fortune in Memories" and "Somebody Loves You." And not to forget the girls, the collection includes the big-selling "It Wasn't God Who Made Honky Tonk Angels," with Kitty Wells, and "I Let the Stars Get in My Eyes," featuring Goldie Hill. Those who like their country platters on LP will certainly want this powerful set.

DANISH BOOM

Record Sales High, Plants **Up Capacity**

COPENHAGEN, April 4. -Morning sheet, Politiken, carried a half-page survey of Denmark's booming record business last Sunday (29), by Paul Hammerich. According to this survey, there are from 3,000,000 to 3,500,000 phonograph records sold each year in Denmark. At present there are not as many different platters to choose from as there were prior to the war, but sales of individual recordings are higher. Present listing of platters is about 20,000. Per capita purchases in this country top those of America. Current sales of all categories of waxings are the highest of all times, and pressing plants must be enlarged to handle the de-

Danish records have attained such a high standard that there is much optimistic talk of a considerable increase in their export. This development applies to all of the three record groups-classical, jazz and popular melodies. The better class of music is constantly registering a greater appeal to the Danish public, althe the mainstay of the phono business continues tc be the pop numbers.

Musical education thru the schools, radio and daily press have done much to encourage the trend to better music, but technical developments in the phono field have been even greater factors in this trend. In particular, the introduction of long-playing records has resulted in more listeners.

The traditional tendencies of the Danes have made it somewhat sales of Patti Page's waxing of difficult for modern composers, classical or jazz, to compete with Mercury and other distributors of old favorites, but this attitude is gradually changing, and recordings of modern tune writers' works are now getting a good Danish papers but seldom hit the

LONDON BALLY

Herbert Disks By Mantovani Gets the Works

NEW YORK, April 4.-London Records is readying what is probably the biggest single promotion in its history for the forthcoming "Music of Victor Herbert" by the Mantovani ork. Using the slogan "The perfect combination - the music of Victor Herbert, the ork of Montovani and the sound of FFRR," a hard-hitting campaign hitting all levels of the record business has been set.

The 12-inch LP includes 14 of Herbert's best-known tunes from his operettas. Eight of these tunes were re-recorded by Mantovani and will be available as single records, as a four-record 78 r.p.m. album, and as two single-record 45 EP sets. This, incidenally, marks London's bow into the 45 EP market. The merchandise ships to distributors on Monday

Dealers will be flooded with a raft of promotional material including hangers, streamers, stickers, cover easels, ad mats and unlimited co-op advertising funds. Leading jockeys will receive telegrams announcing the issue, and over 1,000 will receive copies of the four singles, biographies, etc.

More than 300 "one stops" and juke box operators will be shipped sample copies of the single records, and title strips. They will also be bombarded with promotional material.

One of the early exponents of the lush violin orks, interpreting both pop and semi-classical music, Mantovani has established himself as one of the label's top artists, and his style has been borrowed by many of the studio orks on other labels.

The issue of his Victor Herbert set coincides with the 40th anniversary of the American Society of Composers, Authors and Pub-lishers of which Herbert was one of the founding fathers.

Cugat Unit Sells Out in Honolulu

HONOLULU, April 4.-Xavier Cugat and his orchestra arrived here from the Orient on March 25 on the Philippines Air Line, after concluding engagements in Manila and Japan, to appear a. the Honolulu Civic Auditorium for a four - performance stand March

Opening night was a sell-out, with approximately 2,600 in attendance. Fred Matsuo is the promoter, and the Puerto Rican Athletic Association the sponsoring organization. After each performance Cugat appeared at the Waikiki Lau Yee Chai nitery for dancing. Acts appearing were the Four Step Brothers, Los Barrancos, Abbe Lane, Aura San Juan and the McQuaig Twins Prices were pegged at \$3, 32.40 and \$1.50.

Patti's Dog Makes Copenhagen News

COPENHAGEN, Denmark April 4.-Mercury platter distributors have hit the news columns of no less than three local papers during the past week with stories and pix playing up the record "The Doggie in the Window." American records frequently have their products reviewed in the music or record columns of news columns.

SCREWBALL

flip side

LAST NIGHT ON THE BACK PORCH



• Record Reviews

Country & Western

Continued from page 27

TOMMY WARREN

COLUMBIA 21083 - This pretty effort receives a warm reading from warbler Tommy Warren who sings it with charm and feeling. Side is an attractive one and should grab spins. Roses for Your Wedding 74

Tommy Warren does a good job on this melodic weeper, singing of his breaking heart due to the marriage of his girl to someone else. Good for spins.

BETSY GAY

INTRO 6070-Betsy Gay tackles the wild blues effort now creating a blaze in the r.&b. field. She sings it well, shouting out the lyrics with occasional excitement, tho without the power the tune needs. Side will probably pick up plays and spins.

This Is My Last Night in Town....72 The thrush turns in an effective performance of a bluesy ballad, as she sings of her troubles with a man. Performance is more potent than the material. With the right tune the thrush has a chance to break thru.

JIMMY DAVIS

Neon Love75 DECCA 28656 - Davis comes thru with a fine reading of this bouncy weeper. Material is interesting. Backing includes a muted trumpet and a honky tonk piano.

Big Mamou....74 Tune has been kicking up early action in both the hillbilly and pop fields. The ex-governor's version, which is done in both English and Cajun French, should do okay in the bayou country.

HANK LOCKLIN

Crazy Over You 74 FOUR STAR 1632-Flavorful country ditty, sung with fine perception by Hank Locklin. The backing has a well-marked beat in keeping with the melody line.

Won't You Change Your Mind....68 A weeper. Hank Locklin does an adequate performance on the vocal to a routine backing.

CLIFFIE STONE

Pretend 74 CAPITOL 2407 - Probably not too late to rake in some coin on this tune in a c.&w. instrumental. Cliffie Stone's ork, with plenty of strings, turns in a pleasant version.

The Last Round-Up 73 Danceable, lively performance of the great Western song by Cliffie Stone and the Hepcats. An instrumental all

BOB NOLAN

I Can't Lie to Myself74 V 20-5241-Nolan, sans the "Sons of the Pioneers," delivers a moody ballad which should do okay. The House of Broken Dreams 73

More of the same.

MERL LINDSAY Singing Water Baby Blues73 MERCURY 70117 - The string ork pounds out a big beat, while the group delivers a gang-sing reading of the up-tempo country blues item.

Cotton Pickin' Boogle 69 Mundane reading and boogle mate-

WAYNE RANEY

Falling 72 KING 1187-Raney comes thru with another of his typical wax efforts. Should do as well as most of his previous releases. Betrayed Waltz....72

Same comment.

JOHNNY HALL

HOLLYWOOD 415-Routine country bouncer is neatly delivered by Hall and the combo.

Lover's Lane ... 68 Material here is less effective.

LATTIE MOORE

I'm Gonna Tell You Something72 KING 1194-An up-tempo effort receives a good reading from the chanter as he describes his love for his girl. It's a pleasant and melodic side.

Foolish Castles 69 The warbler handles this country weeper capably as he makes his bow on the King label. Moore sings it with some feeling.

EDDIE HAZELWOOD

Hound Dog 71 INTRO 6060-Hazelwood tackles the rhythm and blues material for an effective country blues item.

I'm Startin' Sweetheartin' Again 70 The big beat and Hazelwood's chanting make this an interesting hunk of 'country wax.

EDDIE DEAN-McDONALD SISTERS

Driftin' Alone71 ODE 1601-Above average hunk of material and performance here, tho it's mighty close to "Cry of the Wild Goose" in every way.

The Human Torch....67 Dean does okay and the tune is nice enough, but the market would seem to be limited these days for this much dignity.

BILL TUTT

Talking Blues No. 270 GILD EDGE 5085-Tutt engages in a Rapid-fire discourse about what he has been up to of late. Backing behind him is in form of a breakdown. Very good floor material and could spark some action via this disk. Greenback Dollars 68

Tutt pours out his heart as he tries to get his gal back. It's a verse and chorus ditty which singer handles in okay style.

TOMMY MOONEY

A Thousand Times Ten Thousand 65 FLOTO 78003 - Semi-religious ditty which preaches peace is handed a heartfelt reading by Mooney and the string combo.

Rose Covered Garden ... 65 More parlor material here.

TOMMY MOONEY

FLOTO 78001-So-so recording quality affects the disk enough to overshadow what sounds like an okay country boogie.

That's My Baby 63 Country blues ditty sounds above average, but again, recording is only

Jazz

Continued from page 27

with joyous haste. Flip's tenor work is exciting, and Rich's drums pound all the way. Hank Jones gets in a few measures on piano. A bright side.

Three Little Words 77 Flip Phillips, Buddy Rich and Hank Jones have a wonderful time with the melodic oldie, with Phillips giving out as his fans have come to expect. Rich, of course, adds a mighty beat, and Jones is first-rate on piano. A good disk.

THE GIL MELLE SEXTET

Mars 77 BLUE NOTE 1607 - Tenorman Gil Melle has a chance to show off some fine sax work on this haunting riff effort, with good support from the group. Sextet includes George Wallington and Max Roach. Monica Dell contributes a short vocal intro. This is an unusual and interesting platter for jazz fans.

Sunset Concerto....74 On this side, too, Melle gets in some good sax stylings on a sometimes pretty effort, helped warmly again by the group. This platter should attract all those who perk up at new sounds.

LOU DONALDSON

BLUE NOTE 1599 - A bright riff effort with a rhumba beat receives a strong performance from Donaldson on alto, backed solidly by Silver on piano, Blakely on drums and Ramey on bass. A good side for the market. Things We Did Last Summer....73 The altoman contributes a smooth,

effortless reading of the standard with warm help from the boys. Pleasant listening.

THE SWINGIN' SWEDES

BLUE NOTE 1605-Personnel on this waxing consists of Sweden's top jazzmen, winners of the poll last year in the Swedish jazz magazine Estrad. The group does a mighty pretty job with the Gershwin oldie, handing it a smooth performance. This is a pleasant and listenable side. Pick Yourself Up 74

On this side the boys swing out to good effect. Pianist Hallberg has an exciting solo.

HORACE SILVER Safari 75

BLUE NOTE 1608-Horace Silver, a bright new face on the jazz scene, demonstrates his unusual piano technique and agility on this wild and cool riff opus, backed solidly by Gene Ramey on bass and Art Blakely on drums. It swings. Thou Swell 74

The planist lets go on the old favorite penned by Rodgers and Hart. His piano work is bright and facile, and the bass and drums add a strong beat. Another good side.

Sacred

Continued from page 27

MIECZYSLAW FOGG

Przy Kominku69 DANA 622-Bary Fogg turns in an emotional European - style performance on a lovely ballad. It's sung in Polish. Szkoda Zyc, Gdy Sie Niema....68

More of the same here.

BUFFINE

DANA 626-Another European tango here with chanter Buffini handling the lyrics.

Tak Smutno Ml Bez Clebie....68 Ditto.

Music as Written

WALLICHS ATTENDS BOYD DISTRIB DEBUT . . .

Glenn Wallichs, prexy of Capitol Records, flies to Denver Monday (6) to attend grand opening Mexico City to serve as musical festivities of the Boyd Distributing Company's new block-long building. Wallichs will attend the ceremonies at the invitation of Cecil Boyd, head of the intermountain distributing firm. The material for publication by his Boyd Company is Capitol's distributor in the Denver area as well as El Paso and Albuquerque territories?

SHURA-TONE INTROS LOW-COST PHONOS . . .

Shura-Tone Products, Brooklyn phonograph manufacture:, has introduced two new low-cost in Nashville. models for immediate delivery. One, a three-speed portable with New York dual cartridge, lists at \$34.95. The other is an acoustic kiddie consolette carrying a suggested list of \$16.95.

HAYDEN SOCIETY'S NEW CATALOG . . .

The Haydn Society has concluded a deal with the French diskery, L'Anthologie Sonore, to issue here the latter's catalog of rarely-heard classical music written prior to the 18th century. First disks will be released in a few months. The entire series will comprise about 40 LP's.

LORBER TO AID COL. COUNSEL . . .

Alfred Lorber has been appointed as assistant to Norman Adler, the general attorney for Columbia Records. Lorber had served on the legal staff of the Celanese Corporation of America and with the firm of Rosenman, Goldmark, Colin and Kaye.

NEW RECRUIT WINS CONTEST . . .

Pvt. Faron Young. Capitol country warbler who recently joined the Armed Forces, was the prizewinning contestant on the ABC network show, "Talent Patrol," this week. He will be featured next month on the c.&w. Army Recruiting Show, which will emanate from Washington. He expects to do a guest shot on the Prince Albert show from Nashville sometime next month,

Late Reports on Recent 'Best Buys'

Popular

Continued from page 28

DANCIN' WITH SOMEONE Teresa Brewer-Coral 60953 Brewer, another solid favorite with ops, comes on the na tional juke box chart this week with her latest.

SOMEBODY STOLE MY GAL Johnnie Ray-Columbia 39961 On the national disk jockey chart this week and comir.g close to placing on both the national retail and juke box charts. Good reports from key contacts thruout the country.

LESS THAN TOMORROW Hamish Menzies-Decca 28601

Making an early appearance high on the Detroit territorial chart and getting good reports in Chicago, Pittsburgh, Buffalo and the Carolinas. Record has yet to happen on West Coast, New York, Boston and Philadelphia.

YOKOHAMA MAMA YES, SIR, THAT'S MY BABY Harry Kari-Capitol 2392

Continued sales strength on West Coast and Southwest. Midwestern and Eastern reaction, however, has been mixed, the most favorable sales reports coming from Pittsburgh, Chicago and the Southeast. Operator reports in Boston, New York, and Philadelphia have been fair.

HE WHO HAS LOVE I WONDER, I WONDER, I WONDER The Four Lads-Columbia

39958 In general holding the areas in which it appeared strong last week. Signs of moving up in New York and Buffalo.

CHARLES GREVER OFF TO MEXICO ...

Charles Grever prexy of Grever Music, has planed to adviser for a film to be made there depicting the life of his his mother, Maria Grever, com-poser of "Ti-Pi-Tin" and other song hits. He'll also bring back firm here.

GABLER SIGNS LEON MERRITT . . .

Milt Gabler, Coral a.&r. chief, has signed Leon Merritt to a term pact. The folk chanter, who writes his own material, cut his first sides for the label recently

Deejays Willie Bryant and Ray Carroll are now broadcasting from Birdland every night over Station WHOM, here, from 10 p.m. to 1 o'clock.... Kenny Clarke has signed with the "Piano Playhouse" show over the ABC net-work. The pianist has some waxings due for release via M-G-M Records.... Baron Elliot's Quartet just made four sides for the Jubilee label, featuring singers Bob Blanque and Mildred Don. The sides will be released in three weeks.... Doris Day will pay New York a visit next week. ... Felicia Sanders will fly to Los Angeles next week for a month's vacation. . . . Thrush has been at the Blue Angel here for the last two months.... Pia Beck, Dutch jazz pianist and Philips artist who has been here raising money for Holland flood relief, received her card from the AFM today. Pianist, handled by Shaw Artists, will play club dates.

Louis protege, has been pacted next week for Chattanooga to atby GAC. . . . Hal Cook, national tend a conference of Southern sales chief of Capitol Records, music educators. left Friday (3) for a two-week Keys Music has been assigned before returning here. . . . Don

Ovens, Capitol Records promotion manager, is now working out of the New York distributing branch. . . Debbie Surkin has joined Rainbow Records as promotion chief. She will visit deejays and distributors for the disk-

ery. . . . Tuxedo Records has pacted Woody Smith to a term contract. Smith appeared on Broadway in "Peter Pan" and "Four Saints in Three Acts." He was a deejay over WWRL, Long Island, and was soloist with the American Negro Opera Guild.... Warbler Dave Wilson cut four sides with Connie Butler's ork on the Jubilee label last week. First disks will be out next week. . .

Cathy Favaro, assistant to Dick

Linke, of Capitol Records. leaves

for a two-week Florida vacation

April 18. . . . Stan Cooper, of Jef-ferson and Redd Evans Music, leaves for a Midwest road trip Sunday (5) to visit jocks and onestops concerning the firm's new tunes. . . . Juggy Gayle, of United Music, starts on an extended road trip Wednesday (8) to see disk jockeys. . . . Request Records has added Gimbel Brothers, Baltimore, as its Virginia distributor. The firm also made a deal with Gordon V. Thompson in Toronto to handle distribution and pressing for Canada. . . . The Blue Hill Troupe, Gilbert and Sullivan unit, will present "Iolanthe" at Hunter Auditorium April 8, 9, 10 and 11.

Joseph Dworkin, president of the Phonograph Manufacturers' Association, has appointed I. Rothman chairman of the org's membership committee. . . . Herb Leibeck, Decca promotion man headquartered in Cincinnati, in town for a few days this week for confabs at the diskery's home office. . . . Leonard Feist, of Mercury Music and prexy of the Mu-Thrush Dolores Parker, a Joe sic Publishers' Association, leaves

sales trip thru the Midwest. He as selling agent for Helawne Muwill visit the West Coast offices sic and Arbie Music. Firms pub-(Continued on page 44)

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Recording Tape — Plastic base; new, non-spliced; 3 reels 7", \$5; 3 reels 5", \$3.50. Vogue Tape Co., Dept. B, 118 Bleecker St., New York City 12. OR 4-0688. ******************

The Record Exchange ****************** NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES

Biggest Selections on all Speeds. English, Polish Instrumentals. Write for catalog and nearest distributor

DANA RECORDS New Rochelle, N. Y 344 North Ave.

Want to Buy-Used old-time Records, 1900 through 1926, following labels: Victor, Columbia. Pathe, Brunswick, etc.; state you title and price. Write to Harry Dyck Hillsboro, Kan.

ADVERTISING RATES

.16

REGULAR-CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word\$.20 3 or more CONSECUTIVE or 26 .18 insertions, per word 52 CONSECUTIVE insertions,

Minimum \$3

per word

DISPLAY-CLASSIFIED

Any advertisement using display make 3 or more CONSECUTIVE or 26 insertions, per agate line 52 CONSECUTIVE insertions,

per agate line 1 inch equals 14 agate lines.

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1, 1953 thru March 28, 1953

Continued from page 18

PUBLISHER	TOTAL SIDES ALL LABELS	CAPITOL	COLUM A	f, FOLK; r, RHYTHM & BLUES) DECCA MERCURY	M-G-M	RCA
				41 — —		
Southern	2	1p—		. lp— ——	. ——	
REGENT GROUP	6		1p —	1p — — — 2p — 1p, 1f		2p, 1
—Feist	14		3p —	2p — 2p — 1p — 2p — 2p 1f 1p —	. 5p —	2p — 1p, 3
	1					
SHAWNEE GROUP —Paull Pioneer —Shawnee				1p	7	
TANNEN GROUP Bellemeade	3 15	= -	— 1f — 3f	== : 1p, 2f : == :		1f, 1f
WORLD GROUP —Republic —World		and a find the first the f	2p —	2p — 1p —	. 1p	1p -

Music as Written

Continued from page 43

Charlie Hasin off on a distributor and scores of others. juant covering Oklahoma City, Omaha, Minneapolis, Chicago, Detroit and Buffalo. . . . Boston distributor Sam Clark moving to new headquarters at 263 Huntington Avenue. He was in town this week along with Len Smith, Albany, N. Y., distributor. . . . Milt Ebbins in from the coast for the Billy Eckstine opening at the Bandbox. . . M-G-M's Harry Meyerson off to Chicago to record Joni James. He'll return April 8.

Chicago

at the Chez Paree. . . . Palmer made up of Kenny King, Gordie House features Kitty Kalle, starting April 23. . . . Ralph Marterie | matters. . . . At the Club One moves to the Melody Mill Ballroom for a few days before leaving town on a road tour. Dan Belloc also at the Mill with his Dot Recording ork. . . . Josephine Premice opened last week at the Black Orchid. Lola Ameche is on the same bill. . . . Stan Kenton in his last week at the Blue Note.

Rosemary Clooney opened at

the Chicago Theater for a week's New York for one day to attend Frank Jones of Columbia. the wedding of Judy Balaban and Jay Kantor before returning to Hollywood to make "Red western division, in town chatting the Hartford, Conn., Theater. . . area sales manager.

its artists this week, Garry Wells and Ray Anthony. Other Capitol artists attending were Stan Kenton, Les Paul and Mary Ford. Other celebrities were Fran Alli-

Brunswick to Cut 2d 'Jazztime, USA' Album

NEW YORK, April 4. Brunswick will cut its second 'Jazztime, U. S. A." album at a live concert at Pythian Temple here Friday (3).

The concert realism the label wants to capture on the set will boost the production nut considerably, since the diskery must pay the musicians both concert and recording scale, even tho tickets have been distributed cuffo. Musicians on the date will include Buddy Rich, Terry Gibbs, Georgie Auld, Budy Greco and Neal Hefti.

Brunswick has also signed the Do-Re-Me Trio to a term pact.

lish Red Buttons' material. . . . | son, of Kukla, Fran and Ollie; | Charley and Henry, have made Several weeks ago the source Archie Levington, local publisher; recent TV guest appearances in from whom Al Gallico acquired Tony Zale, former middleweight connection with some of their "Neon Love" was incorrectly champion, and Donna Roberts, tunes. On a recent Freddie Martin Russ Morgan, David Rose, Leroy listed. Tune came from Roy West, Miss U. S. Treasury. Guests in- show, the maestro featured a half of Rangeland Melodies, in Kansas cluded Jim Lounsberry, Sid hour's time of Tobias songs. . . City. . . . Julie Stearns, of Broad- McCoy. Eddie Ballentine, Saxie Henry left Tuesday (7) for New cast Music, has returned from the Dowell, Margaret Frye, Lorraine York where he'll close out his West Coast. His firm's tune, Younglove, Gene Goodman (Re- business affairs before returning "Moulin Rouge," has just made gent Music Publishers), Ted Trav- to Hollywood permanently.

the M.D.S. "rack." . . . M-G-M's ers, Bill Wells, Fred Reynolds The Rudder Record and Pub-

Toronto

Jane Turzy is at Bassel's with her husband playing the guitar Laine, during his six-day date at records, and turned the money City, April 7. received over to the Hospital for Sick Children. . . The Four Matys are playing the Silver Rail upstairs, while in the basement, Lena Horne opened last week a local group, the Debonnaires, Grant and Doug Clegg, handle Two, Dick Handel on the piano is backed by Milton Martin and George Eugene. . . . Byron Steele the Irish tenor, is handling chores at the dining lounge of the One Two. . . . Allan Dean was followed at the Colonial by Mel Torme. . . . Librarians and deejays in town grouped together to each send a wire to Andre Kostelanetz on occasion of his conductstay. Joe Shribman, Rosemary's ing the Toronto Symphony Ormanager, reports she will go to chestra. Promotion is handled by

Hollywood

Thrush Karen Chandler planed Garters" for Paramount. . . . Pete in from Rochester, N. Y., for a Hanley will do a deejay tour here spot on Perry Como's TV-er here next week for his cutting of "Big April 8. She's also set for the Red Mamou." . . . Bob McCluskey. Buttons show Tuesday (14) and RCA sales manager of the Arthur Murray's Monday (27). rhythm and blues, country and Week-end of April 18 she plays with Bob Nossett, RCA Chicago Ellen Sutton makes two radio guestings next week to plug her Capitol Records feted two of latest Kem release, a revival of which Herbert had known as a "How Ya' Gonna Keep 'Em Down young man in Germany. on the Farm?" April 6 she'll introduce the disk on Bill Ballance's with Ben Hunter on KFI. . . . dise," written by Dmitri Tiomkin Schwartz, continued to operate and Ned Washington. Deal, concluded last week, is forerunner Burkan. Thru the late 1930's and of all-out exploitation effort into the 1940's Schwartz & Frohwhich includes recording of com- lich was instrumental in guiding Goldman, music firms' general

> tune, "I Can't Forget You," has ples of copyright protection for been released by Vogue, has as- songwriters, composers and pubsumed music assignment on the lishers. new KNBH-TV show, "Stairway to Stardom." . . . Jane Wilson and Annette Warren vocalized for a Navy Department enlistment program recorded by Tempo Records gram recorded by Tempo Records Eleanor; two sons, Richard and instead of Martha Wright and Iva Everett; a sister, Mrs. Samuel Withers as previously reported. Fried, and three brothers, Morris,

lishing Company last week opened offices here. Diskery's "Rainbow Street" is wowing the Swedish market, according to Leo Berger, Rudder exec. Coast office will be headed by Bruce Bolcome. . . and Ted Boles on bass.... Frankie French thrush, Lucienne Boyer, opened April 8 at the Ambassador the Prince George, presented a Hotel's Cocoanut Grove with special show for the teen-agers at Benny Strong's ork. . . . Nick Eaton Auditorium on a Saturday Lucas started a one-week stint afternoon. He signed Columbia in the Domino Club, Salt Lake

Philadelphia

Clarence Fuhrman, holding ment when released only a few forth at Wagner's Ballroom, has months ago. signed to return to the Ocean City (N. J.) Music Hall for the Make Up Before We Say Goodsummer season's music making night," a new tune published by under municipal auspices. . . . Ellis Tolin is the new drummer Loves to Dance," which is pubboy with Charley Ventura at his lished by United Music. The lat-Open House nitery at near-by ter tune was released about six Lindenwald, N. J. . . . Johnny months ago with Perry Como on Austin will introduce a band RCA Victor and sold about policy at Club Shaguire, Camden, N. J., fronting a 10-piece band with Lois Martin for the vocals as the first of the territorial bands replacing the floor show policy. .. Al Small returns t. t e Kay Karlton Club, which was formerly the Celebrity Room, with the change in the ownership of the mid-town room.

Louis Frolich

Continued from page 16

right law. He was in sympathy with Victor Herbert with regard to the latter's desire to create a performing rights society in the United States similar to that

In this way Burkan became a protagonist of copyright protec-KNX airer and April 8 appears tion. When Burkan died in 1936, he had already become moted in Warner Bros.' music firms, Harms this field, particularly in music and Witmark, will publish title and films. Frohlich, with another song of Aspen's "Return to Para- Burkan associate, Charles Burkan associate, Charles the firm in the tradition set by plete score, according to Mack ASCAP policy with regard to the many legal battles which the Society fought thruout the United Eddie Truman, whose newest States to implement the princi

Frohlich was co-author with Schwartz of "Copyright in Motion Pictures."

Surviving Frohlich are his wife, . . . The Tobias brothers, Harry, Edward and Alexander.

Clicks Add Vocals Later

· Continued from page 15

van," "Ruby" and "Hot Toddy." | helped in whetting the public's The instrumental version of "Pretend" is on the jockey chart, The era of the "belting voice" had along with three other instru- also been looked on with juanmentals.

In addition to these in the hit class, a raft of other instrumentals are on the market, several of them kicking up considerable action in some quarters. Included here are such tunes as "Ecstasy Tango," "Little Red Monkey," "Marching Strings," "The Magic Touch," "Magic Music Box," "Suspicion," "Swedish Rhapsody" "Will-o'-the-Wisp Romance," "Red Canary," "A-l-b-u-q-u-e-rq-u-e," "Choppin'," "New Sum-mit Ridge Drive," "It's a Wonder-ful World" and "Bunny Hop."

That this trend is not just a flash in the pan is pointed up by the number of versions that have appeared on many of these. There are seven versions of "Anna" out. "Ecstasy Tango" pulled five dif-ferent records. "Moulin Rouge" has been saturated by practically all the major labels. Several others have multiple versions.

Studio Orks

Tho the instrumental push is hitting pay dirt, much of it is coming from studio orks rather than traveling bands. Key figures in the latter class at the moment are Ralph Flanagan and Ralph Marterie. Another hot road band on wax these days, tho not on the charts at the moment, is Buddy Morrow. But the bulk of the recordings and disk clicks by orks these days seem to be coming from studio groups headed by Percy Faith, Richard Hayman, Les Baxter, Mantovani, Hugo Winterhalter, Henri Rene, Mitch Miller, Anderson and Victor Young to name just a few. From this list it is obvious that all key labels have got into the act.

The turn to "just music" is being viewed with relief by many radio stations as the greatest programing boon in years. It is known that station management in many quarters had started taking steps to control the number of gimmick records played. Planned programs of instrumental music had been instituted in a growing number of instances in the last year. These quite possibly have

Cadence Disk

Continued from page 15

La Rosa's newest disk is "Let's the Big Three, and "My Lady 100,000 copies. It is true that this was the pre-"Stars Get in Your Eyes" Como, but the disk didn't mean too much. On the sheet music side, United moved less than 5,000 copies due to the Como record. However, when La Rosa handed it extended performances last month over the Arthur Godfrey TV and radio shows, the firm moved about 10,000 copies to

two weeks. It is rare that any diskery has covered a tune with a pop singer a few months late, especially when the tune never really got off the ground. According to many tradesters, La Rosa indicated that there could always be an exception to a rule when he cut "Anywhere I Wander" months after it was out by strong artists on major labels and jumped it into the hit category. Some skeptics, however, claim that this was due to the plugs on the tune and the record by La Rosa via the Godfrey shows and the fact that the record hit with the movie rather than a fair test of the record sans hypo.

the tune in a period of about

Scoreboard

Continued from page 19

cluding all affiliates) as the leaders in pop record output: Big-Three (41), MPHC (34), Chappell (26), Acuff - Rose (18), Hill & Range (18), E. H. Morris (17), Shapiro - Bernstein (17), Bourne (16), Disney (14), Famous (14) and Laurel (14).

On the hillbilly side, the five top publishers for the first quarter of the year are Hill & Range (49), Acuff-Rose (32), Tannen (17), Peer (17), and Four Star (11).

appetite for this kind of music. diced eye by many broadcasters. They have been concerned with the fact that, the record buyers were putting out the dough for the gimmicked and belting platters, the bulk of the buyers were teen-agers. Most of the normal station's deejay time is during hours of the day, however, when the listening audience consists predominantly of older people.

The instrumental kick has also started publishers striking out in new directions with renewed interest in collaring movie tunes and poring thru old catalogs.

Cut-Raters Ditch

· Continued from page 16

The Record Hunter, have also in recent months upped the level below which no discount is offered. At Liberty the cut-off point is now \$3.45, raised from a former \$2.50. All disks up to \$4 now go at list at Record Hunter, as against an earlier peg of \$3. Liberty, in addition, has eliminated discounts on all show albums, regardless of the manufacturer's suggested list (The Billboard, March 28).

The Goody move, viewed in the context of similar actions by other major outlets, points an undeniable trend toward a firmer record price structure. The economic facts of the disk business have apparently convinced even die-hard cut-raters that some of their volume must be done at list in order to show a profit on total store operations.

Other factors which bear on the trend include the fact that the major diskeries control a greater proportionate share of pop merchandise business than of strictly classical. The heavy demand is for the Victor, Decca, Columbia, Capitol, etc., OP's, and on these cut-raters only occasionally snare quantities of vinyl at bargain prices, thru trans-shipping or otherwise. It is far easier to come by bargains on some fast-selling longhair labels, juggle these with others carried, trim going prices for all to 30 per cent off list, and still come out ahead.

Cap Fair-Trades

Continued from page 16

question of the constitutionality of fair trade acts with respect to mail order sales. Ir read, in part:

Decision

"The court is aware that the supposed lack of power of a State to reach direct interstate sales prior to the passage of the Mc-Guire Act now raises serious questions as to the constitutionality of the Federal statue as well as the State Fair-Trade law. However, inasmuch as counsel for both sides herein have indicated their intention to obtain a ruling by a higher tribunal . . . I am of the opinion that the subsequent problems as to the constitutionality of this statute and Federal fair trade policy . . . are best reserved for the determination of an appellate court."

HOLLYWOOD, April 4. - The former Cetra-Soria line will be manufactured and distributed in this country by Capitol under a separate Cetra label, once present stock is exhausted. Capitol is currently designing the new Cetra label, which will carry Capitol credit only as fine print at the bottom of the label, reading 'Manufactured by Capitol Records, Inc."

The only major change by Cap will be in dropping the Soria name from the former Cetra-Soria tag. The Coast major will retain the toned-down albums used by Soria, rather than swinging over to the brighter art used for its own classical albums.

Capitol intends to level its promotional guns on an all-out campaign to kick off its acquisition of the Italian opera line. The diskery is currently preparing special display material and sales aids to be distributed to dealers.

PROMOTERS

PROMOTERS

—Get on our Mailing List.

—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III.

Communications to 188 W. Randolph St., Chicago 1, III.

Hefty Promotion Pushes Expo Sentinel Show To New Gate High at Chicago

Living Exposition at Navy Pier cial days were designated and here closed Sunday (29) with a trimmed with extra events. record gate of 258,914 for the nine-day run, according to Di-rector Grover E. McDonald. Top day was Sunday (22) with a 38,000 gate for the 500-booth

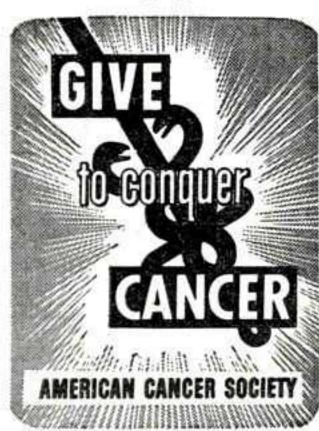
Promotion campaign included special supplements in Chicago dailies; posters on 12 railroads and in florist shops; awarding of a homemaker of the year title; nightly fireworks by Thearle-Duffield, and the naming of a

Festival, Inc., Wins Fight for Wash'ton Arena

WASHINGTON, April 4. -Green light to use the \$800,000 Carter Barron Amphitheater here for commercial theater flashed on this week when Secretary of Interior Douglas McKay climaxed a three-way controversy by accepting a bid from Washington Festival, Inc. The theatrical corporation, headed by actress Constance Bennett, will present musical shows featuring Broadway and Hollywood stars from June 15 to September 17, according to Interior. In announcing the con-tract, McKay said the "broad interests of the national capital community" will best be served by use of the amphitheater "for the purpose originally intended." Decision on the use of the 4,000seat outdoor theater in Rock Creek Park, built by Congress in 1950 for presentation of the Washington sesquicentennial historical pageant, "Faith of Our Fathers," became Interior's problem when the Sesquicentennial Commission handed over control last year.

Award of the amphitheater to the Bennett group, which will assure the government \$50 a day in rentals plus 1 per cent of the first \$30,000 of gross receipts and 15 per cent of all over \$30,000, does not, however, end the controversy. Already owners of near-by homes, some of them costing as much as \$100,000, thru legalist John F. Hillyard, expressed surprise at the Department's action.

"We were promised that Secretary McKay would hold a conference with all parties concerned before coming to a decision on the to question," Hillyard declared. The group earlier (The Billboard, March 7) protested that "crowds, noise, dust, traffic, parking, horns and whistles" associated with commercialization of the outdoor theater would cause "irreparable harm" to the neighborhood. Also dissatisfied by the decision presumably are Irvin and Israel Feld, who operate under the name of Super Attractions, and who also offered to rent the theater. Like the Bennett group, they promised to concentrate on musicals and other cultural programs.



Auditorium Managers: Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of as complete a list of local property and the species of the property of the species of the property of the species of the property of th sponsor-promoters in your area. Send us the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1,

CHICAGO, April 4.-Modern | Miss Modern Living. Seven spe-

MOTOR SPORTS

3 Auto Shows In Debut in Greater N. Y.

the National Hot Rod-Sports Car Show as opening-day attraction. Show runs for two weeks and is being held in tents at the funspot. Pittera directed the sports car show in Madison Square Garden, February 21-March 1.

Herb Shriner, TV comic, opened the doors of his International Motor Sports Show at Grand Central Palace. It runs thru Sunday (12), with admissions \$1.25 for adults, 60 cents for children.

Auto-Lite debuted its free annual Easter Parade of Stars Automobile Show at the Waldorf-Astoria Hotel. Show ends Thursday (9).

Transor Rodeo Clicks in Trio Of Arena Dates

FORT WAYNE, Ind., April 4.-Al Tansor's World Championship Rodeo played the new War Memorial Coliseum here March 27-28 as the final stop on a threestand route which Tansor Enterprises, Inc., of Milwaukee, described as highly successful.

Attractions supporting the shows include Johnny Rivers, of Boys Town, Neb., and his horse, Tucson; Strong's roping act and clown Berle Reeder. Stock was supplied by Nedro Calzarva, of Libertyville, Ill., and Al Tansor, of Livingston, Mont., was director and producer.

Purse of \$2,250 was distributed to cowboy winners at Fort Wayne. Purse at Youngstown, O., New Arena, February 13-15, was \$3,500. At War Memorial Arena, Johnston, Pa., rodeo gave four shows, March 20-22. Purse was \$3,000.

Dramatic & Musical Routes

Affairs of State: (Selwyn) Chicago.
Bagels and Yox: (Forum) Los Angeles.
Ballet Sextet: (Municipal Auditorium)
Shreveport, La., 8; (Paramount) Baton
Rouge 9; (City Aud.) Vicksburg, Miss.,
10; (Civic Aud.) New Orleans 11-12.
Ballet Theater: Pittsburgh 9; Cincinnati
11; Philadelphia 13-14; Providence 15;
Hartford 16, Newark, N. J., 18.
Borge, Victor: (Cass) Detroit.
Call Me Madam: (Shubert) Chicago.
Can Can: (Shubert) Philadelphia.

Can Can: (Shubert) Philadelphia.
Constant Wife, with Katharine Cornell:
(Mayfair) Portland, Ore., 8-13.
Deep Blue Sea: (Nixon) Pittsburgh.
Dial "M" for Murder: (Harris) Chicago.

Farfel Follies: (Music Hall) Houston, Tex., 6-8; (Music Hall) Kansas City, Mo., 9-11, Fourposter: (Parsons) Hartford, Conn., 6-8; (Shubert) New Haven 9-11. Gigi: (Metropolitan) Seattle.

Good Night Ladies: (Erlanger) Buffalo. Greco, Jose: (Civic O. H.) Chicago. Guys and Dolls: (Music Hall) Kansas City, Mo., 6-8; (Forum) Wichita, Kan., 9-12, Am a Camera: (Wilbur) Boston. Maid of the Ozarks: (Erlanger) Philadel-

Male Animal. (Blackstone) Chicago. Masquerade: (Court Square) Springfield, Mass., 9-11. Men of Distinction. (Locust St.) Philadel-Mrs. McThing, with Helen Hayes: (Er-

langer) Chicago. New Faces: (Shubert) Boston. Oklahoma: (National) Washington 9-11. Pink Elephant: (Forrest) Philadelphia. Point of No Return: (Geary) San Fran-

Skinner, Cornelia Otis: (Shubert) Washington. Slavenska Franklin Ballet: (Convention Hall) Tulsa, Okla., 9. South Pacific: (Taft Auditorium) Cincin-

Stalag 17: (Playhouse) Wilmington, Del.

At Milwaukee **Sets New High**

Sentinel Sports Show pulled more than 168,000 persons this year, setting a new high for the big event handled by Charles Collins. All space in the Milwaukee Auditorium and Arena was used. Show closed 10-day run

Previous turnstile peak was 163,000 in 1951. The score last year dipped to 147,000 because NEW YORK, April 4.—Three of weather. Exhibits covered travdifferent motor sports shows el, trailer and boat exposition opened in Greater New York to- material as well as sports. It's day. Palisades (N. J.) Park, in time just prior to the Wisconsin association with Fred Pittera, had fishing season, and receives good co-operation from sporting goods people thruout the State.

Twelve-act entertainment package this time included Larry Griswold, diving act, who was injured early in the run, and the Timber-Toppers, novelty treeclimbing act.

Toronto Expo Beats 13 Jinx, Draws 200,000

TORONTO, April 4.-Attendance at the Canadian National Sportsmen's Show set new record this year, with 200,000 persons clicking thru the turnstiles. Loyal Kelly, general manager, said he had signed for an additional 160,000 feet for 1954. Attendance was 10 per cent above that of last year.

The arena show sold out its 7,000 seats for six of eight nights. Show opened Friday, March 13. Four jugglers en route from New York crashed their car and went to hospital; the lion owner from Simcoe suffered injuries by his cat that required amputation of his arm, and Paul Remus, one of the performers in the stage and tank show, collapsed on stage and died before reaching a

The show run next year will be March 12-20.

Shows Continue At Grand Central

NEW YORK, April 4.-Grand Central Palace, which will be taken over by U.S. Internal Revenue Department December 15, will continue to house exhibitions until that date. Any alterations to the building will be confined primarily to planning and architectural studies, and minor physical changes will not be noticeable to exhibition visitors.

The International Motor Sport Show, which opened today, runs thru April 12. It will be followed by the Frozen Foods Exposition April 20-23.

New York Antiques Exposition will be held May 2-10. This precedes the American Medical Association's technical exposition June 1-6. June 15-20 will find an engineering material show, which will be followed by the National Furniture and Home Furnishings Show, September 17-27. National Hardware Show is set for October 5-9. The closer will be the National Business Show, October

Tobacco Road: (Davidson) Milwaukee. Top Banana: (Lyceum) Minneapolis, White Cargo: (Majestic) Boston. Williams, Emlyn: (Curran) San Francisco.

Miscellaneous

Miller's, Irvin C., Brown-Skin Models: (81)
Altanta, Ga., 8; (Frolic) Birmingham,
Ala., 9; (Pekin) Montgomery 10; (Gem) gusta 17.

Skating Shows

cisco.
School for Brides: (Shubert) Detroit.
Shakespeare Readings: (Colonial) Boston Ice Capades of 1953: (Ak-Sar-Ben Auditorium) Omaha, Neb., 9-15; (Coliseum) Fort Worth, Tex., 17-22. Ice Cycles of 1953: Kitchener, Ont., Can., 7-11; Ottawa 15-18, Ice Follies of 1953; (Arena) Minneapolis, Minn., 8-12; (Arena) Milwaukee, Wis., 13-19.

NEWS NUGGETS

James to Ft. Worth; Graham to St. Louis

Coliseum here will have "Ice National Exposition grounds in MILWAUKEE, April 4.— Capades, 'April 17-22; Roy March did good business.
Thirteenth annual Milwaukee Rogers, April 23, and the Harry TOLEDO SPORTS AREA James band, April 28. A tentative booking of the Nat (King) Cole and Billy May package is set for April 22. E. M. Race is building manager.

> BUILDERS' EXPO OPENS: "BIG" PACKAGE SET . . .

ATLANTA—Home Builders' Show opens here Wednesday (8) for a five-day run at Municipal Auditorium, managed by H. H. Niebrugge. Boston Symphony is Vogues Equals booked for April 27 and the "Big Show of 1953" comes in for April 30.

"PACIFIC," REVIVALIST IN DAY-DATE STANDS . . .

ST. LOUIS—Billy Graham's religious rallies will occupy Kiel Auditorium here for all but a few days during the last 15 days of April. Legiter, "South Pacific," will day and date the revivals with an April 20-25 engagement. St. Louis Globe Democrat is sponsoring a National Folk Festival, April 8-11.

VANCOUVER AUD SETS CORONATION SHOW . . .

VANCOUVER—A Coronation Cavalcade is scheduled at Georgia Auditorium here June 2-6. Pageant will flashback to Queen Victoria's reign. A British products show will replace the recently folded Arena Musicals for July

Boston Garden **Grosses Best** Of 7 Seasons

BOSTON, April 4. — Boston Garden is experiencing its best season since 1946, according to Edward J. Powers, vice-president and treasurer. Top grosses add up a combined take of about \$1,500,000, he said. Season opener, the Cisco Kid

and Pancho rodeo, was 11 per cent ahead on attendance for 16 showings. "Ice Follies" and "Ice Capades" each grossed in the neighborhood of \$450,000. The Ringling-Barnum circus, which is due in May, grossed \$250,000 last year. Garden's hockey gross is up this year about 15 per cent.

Motor Sports Show Opens

NEW YORK, April 4. - Many domestic and foreign car exhibits will be on view publicly for the ance. first time at the second annual International Motor Sports Show which opened today at Grand Central Palace. It appears that attendance records for the Palace may be broken because of the present tally of advance ducat sales. Show runs for nine days thru April 12.

FORT WORTH, April 4.—Will and August. Vancouver's second Rogers Memorial Auditorium & annual Home Show at the Pacific

TOLEDO SPORTS ARENA ANNOUNCES BOOKINGS . . .

TOLEDO-Sports Arena's future bookings include "Biggest Show of 1953," with Ella Fitzgerald, Frankie Laine, Woody Herman and Louis Jordan, May 2; Ralph Flanagan's band, May 8, and "Ice Cycles," May 25-31.

'52 With Fewer Shows at Macon

MACON, Ga., April 4.—"Ice Vogues" closed a six-day run at the Macon auditorium Thursday (2) on a par with last year's record gross, despite the fact there were only seven perform-ances, compared to eight in 1952. The '52 Sunday night crowd was so slim it was decided to eliminate the night show this year, Promoters Virgil King and Jimmy Waits Jr. said.

Performances drew capacity crowds, averaging about 3,000 each. "Vogues" had a line of 16 girls and about a dozen featured performers. Local papers praised the lighting and costuming. Bobby Johnson is

company manager. Troupe had a jump of nearly 500 miles from Johnson City. Tenn., to local date and after closing had a jump of about 400 miles to Nashville. Ordinarily, local date is played earlier but State basketball tournament had the auditorium tied up. Formerly the icer moved to Albany, Ga., but this date was eliminated this year, and King and Waits will sponsor the troupe for an outdoor stand in Columbus, Ga., May 25-30. Formerly moving mainly by rail, the show is now largely motorized, with many performers having their own automobiles.

Another pact for 1954 was inked, the promoters said.

Globetrotters Pull 36,944

NEW YORK, April 4 .- The Harlem Globetrotters basketball team, combining showmanship with their expert ball handling, drew 36,944 persons to Madison Square Garden, Sunday (29), for an afternoon and night perforn-

A crowd of 18,471 saw the afternoon game between the Trotters and the Collegians, with 18,473 attending the night stanza. The Garden appearance was the start of a coast-to-coast 19-city tour, which is titled the world series of basketball. A Monday night stand (30) at Toronto drew 12,489.

Fort Hesterly Top Season; Biggest' and 'Holiday' Win

terly Armory here closed its winter season April 1 with alltime highs in attendance and gate receipts. Manager Joe L. Givens said the SRO sign went up for nearly all attractions.

Top money-makers, he said, "Biggest Show of 1952," one night, \$17,000; Horace Heidt, one Knozville, Tenn., 12; (Bijou) Nashville 14; night, \$6,000; Harlem Globetrot(Douglas) Macon, Ga., 16; (Lenox) Auters, one night, \$10,000, and ters, one night, \$10,000, and "Holiday on Ice," 12 shows, \$87,-

TAMPA, April 4. - Fort Hes- Negro dances, and Givens sail they were highly successful.

Givens handled promotion ch all the attractions and now booking summer and fall event Wrapped up for next season and Gene Autry, "Biggest Show of 1953," and "Holiday on Ice." New sound system has been installed and other improvements scheduled for this summer.

PROMOTERS

Weakest attraction was the University of Tampa basketball team.

Other successful shows included Lionel Hampton, Red Foley, and the New Year's Jubilee. This was the first year for

Hocus-Pocus

NIGHT CLUBS-VAUDE

ricks (Thomas the Magician) drews' Magic Magazine, published played Birmingham March 21 as in England. I have sent several for the Atlanta office of Midnight Rocket Society for possible use on more than eight or 10 weeks if June were heading South on their they can help it. They'll hop into own." Cincinnati for the Society of American Magicians' convention late in May. On the season just ended, they confined most of their activity to Mississippi and East Texas.

from New York on the Maasdam April 16 for Europe, where they have bookings in England, France and Spain to carry them thru the summer. "The European dates will be on our own and not for USO," Jay explains. "We have been very busy in recent months and the nine days at sea will enable us to grab off a little rest. We also plan to take in the Coronation in London. There is more work for us in Europe this summer than over here, now that

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People in all lines for Theatres and Clubs Jack Montgomery, Mgr. Club Dept. 27 N. Dearborn St. Chicago 2, III.

THE CHAUDETS, back on the we have played about everything road, this time with a trailer, for USO Camp Shows. I will be moved into the B.O.F. Club, Spo- on the front cover of Geni magic McHugh in a warm duet (a la kane, last Monday (30) after two magazine for April on a space Crosby and his son) on "When weeks at the Clover Club, Port- ship going to the moon. I'll also land, Ore. . . . Thomas A. Hen- be in the April issue of Max Anthe first of a string of one-nighters of my valves to the American Attractions. There are six Georgia a space ship. The valves are autodates following Birmingham, with matic in opening and closing, are the trek ending in Atlanta April self-sealing and work with a 25. . . . Birmingham Magic Club minimum of pressure, and are not is holding a luncheon session each affected by change of tempera-Saturday, 1:30-3 p.m., in the Magic ture. Yet they hold a terrific Nook of the Molton Hotel, that pressure of oxygen. I have had city. Lamar Davidson, secretary, much experience with various invites visiting magi to break types of valves, which I use in bread with the Birmingham trix- my Magic Kettle." . . . "He Saves sters. Don White was a recent Lives With Magic" is the title of honored guest. . . . George W. a two-page feature on Lieut. Lee ture field, it seems as if the Stock, 88, former dean of Cincin- Allen Estes, Safety First Magician nati magicians, and his wife, of the Kentucky State Police, ap-Mary, recently celebrated their pearing in the April issue of Path-15th year at the Masonic Home, finder, which boasts a circulation name and rep. Springfield, O. Old magic friends of some 2,500,000. Written by are urged to drop them a line. . . . Stanley J. Meyer, the piece is Magic Dealers' Association will illustrated with two photos showmeet in Philadelphia in conjunc- ing Estes demonstrating his safety doubt they were a smash hit, retion with the Silver Anniversary first lessons to the moppets thru peating their original success at Convention of the International the use of magic. . . . Logan the El Rancho, Las Vegas, some Brotherhood of Magicians to be Pritchett (Mr. Zuko) writes from held there June 11-13. J. A. W. Little Rock under date of March Killips, chairman of the conven- 24: "Russell Swann was here last be able to get plenty of dates out tion's dealers' committee, an- night headlining a show with of his Copa engagement. There's Vargas and Marlene as new prinnounces that the dealer with the Charlie Spivak's orchestra. My best display at the conclave will first time to see Russ, and I was be presented with the Sphinx quite impressed with his abilities Award. . . . McDonald Birch and as an entertainer. He really gets wife, Mabel Sperry, now back at a lot out of his chopper and the their home, Birchwood, at Malta, paper ball routine with a be-O., after one of the longest tours wildered spectator. I have seen in several years, typewrite that few assistants who added more their next season, opening in Sep- to an act than does the lovely and tember, will be a short one-not capable June Nolden. Russ and

Caught Again

PALACE, NEW YORK: Now in AY PALMER and Doreen sail its 10th week, the acts are smooth as velvet, with business continuing big; practically every show has standees.

Danny Kaye, one of the few performers in history who has become almost a legend in his own lifetime, is better than ever. He handles audiences easily, toying with them on participation gimmicks, sets up situations in slick fashion and apparantly can do no wrong. The packed houses love him.

Ahead of him the show is also considerably improved, chiefly because Fran Warren has improved. She now does five numbers, mixing them up in good fashion. She even has a songdance gimmick (provided by Lou Spencer of the Dunhills) that is good for extra hands and a sharply inproved selling style. On the night caught Miss Warren was almost a show stopper.

The acro-dance team of Darvas and Julia, closing the first half of the bill, is still one of the finest around. The girl's almost macabre splits, ending in her magnificent bows, continues to pull tremend-

ously. The Dunhills' precision terps are standard but draw continuous solid mitting. The Pieros' juggling and the antics of Marquis' monkey act complete a show doing terrific business. Bill Smith.

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Copa, New York

Continued from page 12

one, Darla Hood, a bouncy kid, did the comedy personality numbers. She punched out "Sunny Side of the Street," a lively "I've Got a Touch of Texas," and joined You and I Were Young Maggie Blues" for a rousing finisher.

Eve Marley's "Porgy," which McHugh explained he wrote for a "Blackbirds Revue" in the 1930's, was also well sung. But number had two drawbacks. First, it dropped the pacing, and second the entire "Porgy" score is associated with George Gershwin, even tho McHugh collaborated with Dorothy Fields on the original. With so much in the McHugh catalog, plus his well-established rep as a great standard songwriter in the pop and motion pic-"Porgy" number could be easily substituted for one more easily associated with the McHugh

In any event, when McHugh and the girls finished (they did about 30 minutes) there was little weeks ago.

If McHugh is willing he should hardly a room in the country where the act couldn't go. It would be a natural for hotel

Dance team of Cabot and Dresden opened the show after the initial production line number. Team worked hard getting good hands for the one-arm and twoarm lifts and spins.

The rest of the show is a holdover. Ramona Lang and Jack Purcell do the production terps; Helene Dimone and Ted Martin do the singing in big-time fashgirls now move with more spirit

Michael Durso's band cut the show in its customary fine style. Frank Marti's band did the relief Bill Smith.

Philly Clubs

· Continued from page 14

zation would pay any fines levied on entertainers by AGVA.

Hamid said the Philadelphia club owners intended to recruit entertainers largely in Chicago where, he said, an independent union of variety artists had been organized recently in opposition to AGVA.

The owners' meeting followed a noisy but futile get-together of club owners and entertainers in LuLu Temple. Herman Comroe, president of the Philadelphia Cafe owners Association, said his group had invited AGVA members to the meeting "to hear our side of the story."

A picket line was thrown up outside LuLu Temple by Dick Jones, Eastern regional director of into an order to give them AGVA. Later, Jones permitted two dozen members to cross the picket line to attend the meeting, into a solidly presented "If I explaining they were persons who had not been paid by the cafe night" and ending on her now owners or had grievances about working conditions. Inside, Joseph Campo, a national board member of AGVA, asked Comroe big hands. whom he represented.

"None of your business," Com-

From there on, the meeting was routines. The chatter accompanymarked by bitter charges and counter - charges. Jones, who joined the session later, accused received friendly responses. But Comroe of trying to break up the

Philly Cafe Ops

Continued from page 14

nish the Celebrity and the Little Rathskellar with "necessary funds" to permit them to fight back. It is understood that the amount furnished was \$10,000.

TROA officials also called an executive meeting here Tuesday to plan future strategy. One official said that Jack Irving had routine that seemed completely offered to call off everything if out of place.

"you put up the \$10,000, show us your roster, and we'll sit down was excellent all the way. Mark

Out of place.

Dick LaSalle's show backing was excellent all the way. Mark

Out of place.

Complete with illustrated routine. \$3.50

THE "PROP-SHOP" (Free Catalog)
P. O. Box 1352-B Philadelphia 5, Pa. offered to call off everything if out of place.

and talk." In the meantime, the Detroit equally top grade. Incidentally, cafe operators association warned the light cues enhanced much of that if AGVA persisted in using Miss Kirk's presentation. Bill "dockworkers to picket, we'll Richardson, who does the lighting

close our places." Members of the Seafarers' including the Plaza, probably put Union have volunteered to picket in considerable rehearsal time. the closed places.

Burlesque Bits

Jess Meyers, manager of the in Room 138 of the Benjamin Empire, Newark, N. J., and Marty Franklin Hospital, Alum Creek Knopf, treasurer of the Hudson, Drive, Columbus, O., for TB the Union City, N. J., have purchased next two years, according to manager Jay McGee and concessionrecently from Jack Carr, the Theatrical Bar, on Maryland Avenue, aire Tom Fern of the Gayety, in and the Boardwalk, in Atlantic the same town, would like to hear City, a show folk rendezvous from friends.... Theodora, who which they will operate as a side was married recently to a saxoventure. Entertainment will conphone player connected with the sist of two female pianists and Magic Bar in Akron, leaves the two female singers. . . . Laura State Theater in Canton, O., on a Bruce (Mrs. Stinky Fields) enhoneymoon to the West Coast to tered the John Hopkins Hospital, visit her mother. Baltimore, March 30 for a checkup. . . . Stan Stanley, straight man, Hutton to Play and his wife, Pamela Pierce, strip principal in the same Hirst unit, Chi Shubert celebrated their daughter, Cecilia Ostrow's, first birthday April 2 at their home in Baltimore. Cecilia travels with her parents via a portable crib.... Hudson, Union City, will feature Milt Douglas, Joe Morris, Perry Mayo and Ricci Cortez, all Hirst circuit newcomers, week of April 19; Penny Page, Bob Ferguson and Sammy Spears, April 26; Flash O'Farrell, Al Rio and Walter Brown, May 3, and Winnie Garrett, Irma and Manny King, May Toddle House, Culver City, Calif., has Pat Flannery, Peggy cipals. . . . Bobby Lang joined Francine, Nicky Knight and Sharron Jerre at Jimmy's Gay Inn, St. Louis, last week. Priscilla, straight foil for Milt Douglas in a new Hirst cast, is a former Gus Edwards dancing star. ... Comic Bennie Moore was appointed Deputy Sheriff of Essex County, Newark, N. J., thru Charles Madison of the sheriff's record department. A badge and credentials now adorn the Moore wallet ... Empire, Newark, has Vicki Welles booked as a feature son? She's got measles. . . . ion. Doug Coudy must've worked the week of May 8, and Rose La- Henny Youngman opens at the hard with his chorus line. The Rose, May 15, both return dates. Montleon Hotel, New Orleans, Gaby DeLys and Meela the than they've displayed in a long | Peeler, like Lynn Yorke and Rose LaRose, are two new Hirst circuit subjects for the different strip routine department. The former employs a bare-feet ballerina technique with a mirrored dresser as props, and the latter uses electric

lights under a transparent cos-

tume. All four would make apt

candidates for the proposed arti-

cle on strip schools and routines

Donald C. Hoefler, a writer in

Hicksville, N. Y., has in mind...

Josephine Day will join her hus-

band Ralph Clifford in Buffalo

when she closes at the State, Can-

ton, O., for the season.... Comic

Freddie Frampton, who will be

greater impact, some spicing of

Vincent Youman tunes, seguing

Could Be With You an Hour To-

trade-marked "True to You in

My Fashion" which she did in

"Kiss Me, Kate," winding up with

hotel date here, opened with good

ing his blowing up of balloons

into animals was interesting and

when he left the balloons and went into a routine using his jacket for a multi-purposed prop.

he lost them. Chief reason was

the talking bits. Latter showed

little originality and was suffi-

ciently distracting to take attention off the coat-squirming rou-

tines. With one working against

each other the end result was a

dull reaction. He got them back

with a bagpipe routine, altho

here it was the better chatter

that won the responses. He

finally wound up with a hoofing

Monte's relief sessions were

for most of the East Side hotels,

Bill Smith.

returns for his standard balloon

Wally Boag, in his first class-

Persian Room

Continued from page 12

Edith Piaf has notified Eddie Elkori and the Lew and Leslie Grade office she wants to be represented by them. She formerly was managed by Eddie Lewis who died last week. . . . Dorothy Lamour cancelled out of the Vogue Terrace, Pittsburgh, Rea-Tuesday (7). . . . Bandbox, Newark, N. J., has upped its budget, dropped musical acts and is going in for semi-names. It has bought Maxie Rosenbloom.

NEW YORK, April 4. - Betty

Hutton will do a two-hour show

at the Shubert Theater, Chicago,

starting May 4 and ending May

The package, similar in format

to that used by Miss Hutton at

the Palace Theater, will be pro-

duced by her husband, Charles

O'Curran. She will work the en-

tire second half, and acts, some

already hired, will work the first

Extra Added

New York

Red Buttons is now recording for Columbia. Two sides are going for him. . . . The Parksville Cocktail Lounge is getting a face lifting, with capacity increased to 400, and putting it out for acts. New budget is \$2,000; new name will be Club Elegant. This spot is being booked by Norman Weiss, Mercury Artists.

A check given Billy Eckstine for a Bronx club date bounced.... And a Washington night club is also issuing rubber checks to

actors.

Here and There

The long-shuttered Bal Tabarin, Paris, France, reopened Wednesday (1) with a big show featuring mike buried in the phone enajuggler Paul Berny and the usual Can-Can ensemble. . . . Patricia bling her to throw I-like-you lines at ringsiders. Gal got into d'Or, English juggler, is at the the number via a special, then Moulin Rouge, and America's into a stroller with "You're Too Molly Picon opened at the Al-Marvelous." The rest of her rou- hambra Tuesday (31). tine consisted of standards put



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Coliseum Club **Benefit Shows**

TOLEDO, April 4. - A benefit roller skating show, with a cast of 90, will be held in the Coliseum Skating Club Rink here April 13

Proceeds from one performance will be donated to the National Foundation for Infantile Paralysis. The other performance will provide funds to send Toledo contestants to State, regional and national figure skating contests of the Roller Skating Rink Operators' Association.

Heading the cast will be Eugene Harless. Ohio juvenile figure skating champion; Sherry Schroeder. State junior champion, and Elaine Potrzebowski, State dance champion. Alden Sibley is show director. Use of the Coliseum has been donated by Al W. Kish, operator of the rink.

RSROA Office Moves

DETROIT. April 4.-Headquarters of the Roller Skating Rink Operators' Association, which have been in Arena Gardens since the formation of the organization, have been moved to new quarters at 17314 Wyoming Avenue, under the direction of Secretary-Treasurer Robert D. Martin.

The skating surface for wood and masonite floors. The ultimate in clear

liness and traction PERRY B CILES, Pres. Muskegon, Michigan Curvecrest, Inc. We invite you to bring your skates to Curvecrest and see for yourself

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Whirlaway Biz Tops '52 Pace

JOLIET, Ill., April 4. Business at Whirlaway Rink here is well above last year's figures, according to owner Al Spiers. In skatery is maintaining a gratifying box-office pace, Spiers re-ports, in spite of the lack of big promotional events. Concession volume is holding up well, too, altho skate sales have fallen to a negligible amount.

Skating classes were discontinued several seasons back. What brings business to me is the large number of church and organizational parties I keep setting up," said Spiers, who also reports a continuous repeat of bookings among Scout organiza-

Advertising in the local weekly newspaper has brought Spiers excellent results in contacting Advertising in the local weekly excellent results in contacting groups in search of a way to earn a few dollars for their treasuries.

Aronson, Brown For Trek Abroad

PITTSBURGH, April 4.-Milton Aranson, president of the features and prize awards as high-Johnny Jones Jr. Company, rink lights of the event. accessory supply firm here, and Victor J. Brown, operator of New Dreamland Arena. Newark, N. J., leave April 9 aboard the S.S. United States for an eight-week versary point and "name the objaunt thru Europe.

The trip will take Brown and valued at \$200 were offered. Aronson to the factories of three major European skate manufacturers and to rinks in France, the girl of their choice for each 10 Italy, Spain. Denmark. Switzer- cents they spent at the rink. land and England. They expect Winner received a pass good for to bring back valuable informa- four months of skating at the rink. tion on rink and skating activities | Second-place winner received a on the Continent.

Houston Rainbow Show Pulls Turnaway Crowds

annual Roller Skating Revue at cost money at the moment. It will Rainbow Rink, March 23-25, was pay off in the long run, he said, marked by turnaway crowds at because it was a practical demonall three performances. The show stration of the rink's ability to his seventh year of operation, the J. S. Pruett, owners of Rainbow, placed 11 skaters first in the State with Johnnie Fragale, pro instruc- meet. This May, at San Antonio, tor, as director and costume de- they expect to do better. signer.

A cast of 56 youngsters, several of them State champs, went thru 31 acts with professional precision, enlivening them with jumps and spins. The show lasted two hours.

Fragale said that due to lack of seating capacity and expense of

Anniversary

Deuback Spot

DALLAS, April 4.—Deuback

Skating Rink here, operated by

J. Ed and Victor Deuback, held

its 16th anniversary celebration

March 21-28 with many special

Among special events offered

were a 45-minute floorshow the

last three nights, nightly games,

and a rink sweetheart, anni-

ject" contest for which prizes

In the sweetheart contest pa-

trons were permitted one vote for

three-month pass, third-place win-

ner a two-month pass and fourth-

place winner a one-month pass.

Other entries received skating

offered a variety of prizes. In its monthly publication the rink listed

15 riddles giving clues about some

object common to the rink. Winners were given a choice of the merchandise prizes in the order of

The anniversary point contest was designed to keep patrons re-

turning during celebration week.

Everyone was given a card in ad-

vance of the celbration or during the first five nights. Patrons at-

tending the first night received

credit for one point, two points

the second night, etc., so that if

they attended all eight nights they

received eight points the final

night. The five patrons with the

most points received their choice

rink in 1937, the first one in Dal-

las County. Since then the operators have maintained a continuous improvement program. This has embraced an increase in size

of the skating floor twice, installation of a large parking area,

addition of a lobby, skate room,

lunchroom and salesroom; instal-

JACK ADAMS & SON, Inc.

The Deubacks opened their

The "name the object" contest

tickets.

their finish.

of prizes offered.

HOUSTON, April 4.-The 1953 costumes and scenery, the revue

New Skatery For Hartford

HARTFORD, Conn., April 4.-A \$10,000,000 shopping center, to include a department store, roller rink and bowling alleys, is planned for a 107-acre site in Newington, Conn., Hartford suburb, by Sol G. Atlas, creator of shopping centers.

Atlas has obtained an option from Elmer Mortensen, Newington dairyman, with zoning of the area for business already approved at a town hearing. Shopping center agents are Joseph P. Vetrano, Bristol, Conn., and Otto Kempf, New York.

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The Final Curtain

BAILEY-Bert,

81. Australia's most successful single producer, artists' manager, actor, director and playwright for over 50 years, March 30 in Sydney. Perhaps his most famous production, on which he did the book adaptation, was "On Our Selection." He co-authored with Edmund Duggan "The Squatter's Daughter" and "The Man From Out Back," and pro-duced such other hits as "The Native Born" and "Mom Dawson, Boss" for which he played the lead as well as handled directorial chores. All of Bailey's productions were trademarked by spectacles-water falls, herds of sheep, etc. He had been in the theater since he was 17. His daughter, Tim, survives.

BEETSON-Frederick W.,

76, motion picture industry leader March 31 in St. John's Hospital, Santa Monica, Calif. For many yeras he was executive head of the Association of Motion Picture Producers; an organizer of Central Casting Corporation, its president from its 1925 incorporation until 1944, and one of the founders of Motion Picture Relief Fund. He was AMPP's first secretary and treasurer, first executive vicepresident, a post he held until 1944. Beetson served as Central Casting treasurer from 1935 to 1942 and chairman of executive committee of MPRP from 1930 to 1938. He was a life member of the MPRF. During World War II he was a member of the Hollywood Victory and War Activities committees. He was a native of New York. He is survived by his widow. Mabel Johnson Beetson, and a son, Frederick W., by a former marriage. Interment in Forest Lawn Memorial Park, Glendale, Calif., April 3.

BERNSTEIN-Ruth H., 39, conductor of the Philadelphia School of the Theater, March 30 at her home in Philadelphia, Surviving are her parents and a brother, Services April 1 in Philadelphia, with burial in Adeth Jeshurun Cemetery there,

IN LOVING MEMORY OF MY WIFE and best friend Elsie Murphy Brown

Who passed away April 1, 1951. WE MISS YOU GREATLY. W. S. BROWN, MISS BILLIE REED

FROHLICH-Louis D., 68, copyright lawyer and counsel for the entertainment industry, March 31 in New York, (For details, see Music de-

GOLDING-Walter R., 58, operator of the Community Theater, West St. John, N. B., and sports pro-moter, in St. John, N. B., March 21 of a heart attack. Surviving are two sisters and a brother. Burial March

77, Danish pyrotechnical expert, March 22 in Copenhagen. For 30 years he was in charge of illuminations and fireworks displays in Tivoli Park. His services were also in demand by other establishments as well as by the Danish Army, for which he provided special flares and other items.

IN MEMORY Of My Dearly Beloved Husband GARNEAU Who Passed on April 11, 1941 MIMI GARNEAU You shared my load as we traveled the road side by side.

ISAACSON-Alexaoder,

24 in St. John.

56, former vaude actor known as Al Rome, March 26 in Jefferson Hospital, Philadelphia. He began his theatrical career at the age of 18 and for nearly 25 years played the Keith and Shubert circuits, appearing with his wife, professionally known as Betty Wood. During the past eight years they appeared in night clubs in Philadelphia area. In addition to his widow, five brothers and a sister survive. Services March 30 in Philadelphia, with burial in Hatboro (Pa.) Cemetery.

KIRBY-Julius T., 72, secretary of Horn Jefferys Company, film manufacturers, March 30 in La Canada, Calif. His widow, Plorence; a son, John, and two sisters, Mrs. Marion Widdicombe, Whittier, Calif., and Mrs. Louise Barnes, Denver, survive. Inter-ment in Forest Lawn Memorial Park, Glendale, Calif.

LEBEDEFF-IVAN, 58, motion picture actor, March 31 in Los Angeles of a heart attack. Born in Russia, the son of an imperial privy

councillor, he entered the theater as writer and actor following the 1917 revolution, In 1922 he made his film debut in "King Frederick." D. W. Griffith brought him to the U. S. in 1925 to play in "Sorrows of Satan." He had many other film credits, stretching over a quarter of a century. He also wrote several novels, including "Legion of Dis-honor" and "Brothers," and authored screen plays. He is survived by his widow, Vera.

LILLY-John E., 78, veteran theater owner since 1922 at Sulpher Springs, Tex., March 22. At one time he had interests in theaters at Alba, Winnsboro, Mount Pleasant and Honey Grove, Tex. Survivors include a son, a daughter, a brother and a sister,

Births

A daughter, Colleen Patricia, to Mr. and Mrs. Gene Duffield, in Detroit March 4. Father is salesman for the National Theater Supply Company.

son to Mr. and Mrs. Ted Forrest March 24 in Philadelphia. Father is & Gordon, Torrington, Conn., orchestra leader at Big Bill's night club, Drive-In Theater.

SHAVER-

A daughter, Janet Ann, to Mr. and Mrs. Ralph Grant Shaver Jr., March 15, at Albany, N. Y. Father is a local band leader, and mother is the daughter of Michael Garramone, local juke box

LIMEBACK-Clarence A., 40, outdoor showman, March 28 in Rich-

mond, Va., of a heart attack. He had traveled with a number of carnivals in the past, including the Cetlin & Wilson and James E. Strates shows, Recently he had joined the Side Show on the Marks Shows. Burial in Mount Airy, N. C.

McHUGH-Frances, 40, former stage actress and wife of

film actor Tom Tully, March 30 in St. John Hospital, Santa Monica, Calif. She was a native of Buffalo,

MOSES—Alan L.,
71, at Grand Manan Island, N. B.,
March 23, after a brief illness, He succeeded his father and grandfather in the operation of a marine curio museum here for many years. Funeral was held here March 26.

NASTFOGEL-Stephen, scenic artist, March 27 in Detroit, He

had been an artist for the former Bonsteele Playhouse, Players Theater, Shubert-Layette Theater and the old Federal Theater project. At one time he was associated in the production side of show business. He designed the sets for "City of Freedom" and "Light Up the Land," the former the official pageant for Detroit's 250th Birthday Celebration in 1952. Interment in Mount Olivet Cemetery, Detroit.

PARSON-E. S., 60, president of the Athabasca, Alta., Agricultural Society, March 22, at his home in Athabasca, Alta., after a lengthy illness. Survived by his widow and 11 children.

PORTER-Lee W., 61, concessionaire with the Douglas Greater Shows, March 25 in Tacoma,

Wash, Survived by his widow,

REICHARDT-Horace E., 64, retired manager of the Theodore Presser Music Company, Philadelphia, March 24 at his home in that city. He was also an organist and teacher of choral groups. Surviving are his widow, Beatrice M.; two sons, a stepson, two sisters and a brother. Services March

32, owner of Harry Burke Shows, March 30 in Baton Rouge, La, (Details in Carnival section.)

26 in Philadelphia, with burial in River-view Cemetery, Lancaster, Pa.

33, owner and manager of Harry Burke Shows, in our Lady of the Lake Hospital, Baton Rouge, La. March 30, He is survived by his widow, Ida Young Shutz; father, E. T. Shutz, and a daughter, Mickey Alice. Burial in NaSKELTON-Horace W.

79, associate of William H. Rowe in the inventing and development of the cigarette vending machine, March 26 in Glendale, Calif. (See Coin Machines department for details,)

SMITH-Philip W., Quartet, popular singing group in the 1920's, March 28 in Brooklyn, He had played most of the vaude circuits and was seen at the Orpheum and Palace

THURY-MRS. ILONA,

in New York.

pital, New York, after a long illness. born in Budapest, where she attended dramatic school. She toured Serbia and Russia with a traveling stock company, and appeared in a series of musical she became a night club entertainer in Hungarian restaurants in New York. She retired four years ago. She leaves two sons, John and Matthew; a daughter, Helen, and two grandchildren.

TURNER-Maurice Clark.

74. president of the Dixie Lecture and Concert Management Bureau, March 22 in Dallas, Survived by his widow, a son, three grandchildren and two sisters.

Von HAMMERSTEIN-Maximilian,

68, pianist, March 31 at his home in Philadelphia. He was a member of the Olney Symphony Orchestra and other musical organizations in Philadelphia, Surviving are his widow, Minnie, and two daugh-ters. Services April 3 in Philadelphia, with burial in Washington Memorial Park.

ZIMMERMAN-George Edmond,

61, prominent radio executive of the Southwest and one-time member of the National Broadcasting Company public relations department staff, March 29 in Little Rock. He spent his last active years in radio as a vice-president and general manager of radio Station KARK, NBC's Little Rock outlet, He had re-tired in 1950 because of ill health, Zimmerman joined the KARK staff in 1936, leaving his position with NBC. Prior to his move to New York, he was an official at WEAA, Dallas, during which time he supervised the installation of equipment at KFDM, Beaumont, Tex., and KPRC, Houston. He first became interested in radio while serving as a member of the Army Signal Corps during World War I.

Drivin' 'Round the Drive-Ins

W. BROCK WHITLOCK, of issue permits for new drive-in Olden, N. J., has acquired theaters in the State. A similar the Trenton Drive-In. It will be located near the new drive-in beis expected to open June 1. . . . The Marotta Brothers, Amsterdam, N. Y., are building a 250car drive-in near Morrisville, Pa., with Bob Baronof handling the details. . . . Percy A. Niemond, who managed the Pastime Theater, Lewistown, Pa., until - the house was sold last month, will transfer to the Midway Drive-In, between Lewistown and Mifflintown, Pa., owned by Irvin Berney.

. . Drive-in owner, Alan Holdcroft, who lost 90-car speakers at his Delmar Del., spot last year, offered a \$50 reward at the first performance of the season March 21 to prevent thefts this year. The reward, which is for information leading to the conviction of persons taking the car speakers, is a repeat of one made last fall when the drive-in closed. Valued at \$10 each, the stolen speakers cost Holdcroft \$900. He believes that the speakers are stolen for use as an extra radio speaker in the rear of cars. .. Drive-in theaters would benefit by a bill passed recently by Delaware House of Representa-

tives and sent to the State Senate. It would permit Sunday movies in unincorporated aeras between noon and 6 p.m. and after 8 p.m. The same provisions once applied to theaters within incorporated towns, but was changed to permit continuous Sunday operation after 2 p.m. . . . Rex Colmer, Cranbrook, B. C., drive-in

op, is building a 300-car theater at Marysville, B. C. He plans to show three-dimensional films. Markoff Theaters, Colchester, Conn., for many years in the small-town Connecticut exhibition field, has announced plans for construction of its first outdoor theater, a 500-car capacity project, show himself for a fall Stem arat Portland, Conn., this spring. . . . William Daugherty has been ject is a full production of the

of 43 to 0, a bill giving the County testing at La Jolla, Calif., either Boards of Supervisors the right to in July or August.

16 acres of land near Robbinsville, | bill is on the House calendar. The N. J., for the construction of a measure actually takes away the 1.000-car open-airer to be named authority to issue licenses for drive-ins from local township boards of trustees. The State reing built in Levittown, Pa., which cently received publicity because a local township board voted against issuing a license for construction of a drive-in near Boone, Ia., because a minister had opposed it on immoral grounds. Two of the three trustees were members of the minister's church. The bill requires publication of an application for construction of a drive-in for three weeks prior to consideration of the permit by the county board. The measure also sets out certain specifications and sanitary regulations that must be met in construction of the new spots. The tower must be at least 200 feet from the highway and strong enough to withstand a minimum of 30 pounds of pressure per square foot. A parking area must be provided between the highway and the entrance to the theater sufficient to accommodate at least one-fourth capacity of the drivein. Another requirement calls for lighting facilities inside the theater sufficient to give 1-foot candlepower in all parts and in addition separate rest rooms for the men and women. The bill provides that if the drive-in is on a primary closed," pens Walter Reynolds road the highway commission may from Tulsa, Okla. "It's too bad require blinker lights to be installed on all exits.

Legit Line-Up

· Continued from page 2

ricist of "Hazel Flagg," has collaborated with his wife, Jacqueline Dalya, on a new musical. It is titled "The land of the Laughing Dollar" and concerns a fight by the Seminoles to get back Florida from the U.S. The score is by David Mann, and Martha Raye may play an Indian heroine. Hilliard plans to produce the rival. . . . Latest Jose Ferrer pronamed manager of the Lockwood current Parisian success, "The Dazzling Hour." Ferrer will be making his debut as an adaptor with this one. Otherwise, he will figure as producer-director, but THE Senate of Iowa's State Leg- not act in it. His triple-threat islature has passed, by a vote "Hamlet" is still a possibility for

Roadshow Rep

those of the good old days would Southwest Texas April 1. call a production. No, the rep show is still a live issue and there is no doubt in my mind but that it will always be so. Shakespeare said it with: 'The play's the thing, with a lot of detail.'"

THE Sugarfoot Green Minstrels are in Cleveland, Miss., quarters prepping for the 1953 tour. Rehearsals get under way April 15, with Bill Cornell doing the producing. Noon-day parades will be held in all spots played by the all-Negro show this year. Sporty Johnson wil emsee, assisted by Guy and Chuck Johnson, skaters. Eugene McCormick will head the band whose roster will include Ernest Thomas, Roy Wallis and Buster Price. Skeeter Brock and

Kilroy will handle the comedy. . . . Harry (Hap) Allen, who operates a sign shop in Vandalia, Ill., writes that he'd like to read communications here from any old-timers who were with him on the LeCourte & Flesher Attractions. Allen says that those days stroller showman, will pick up and move West where he expects to remain for about six months.

. . Gilbert N. Collins recently wound up his fourth hobby show and indoor fair around Pendleton. Ore., to what he terms fair results.

LII-BROWN BOBBY BURNS, circus and minstrel man and former lighting technician with Bill Bailey's Minstrel Show, returned to his home in Lake Helen, Fla., in time to act as a replacement with the Daytona Beach, Fla., Lions Club Minstrel Show. While working the show as a stagehand, Burns was drafted into the burnt cork when two prin-

cipal ends were unable to appear. . The Menke brothers, Ben. Capt. J. W. (Bill) and Harry and Frank, both of whom passed away recently, were the subject of a feature story titled "And the Vilain Still Pursued Her," in the March 31 issue of The Cincinnati Times-Star. Written by Charles Ludwig, the story was prompted by the death of Harry, who with Ben and Capt. Bill, who owns the Goldenrod, was prominently associated with Ohio River showboats. . . . "I was hoping to see the Bill Bailey Minstrel Show and was disappointed when I read in The Billboard that it had that the cost of help and travel is too much to overcome. I've worked a few schools with my animal act and am waiting to go into small towns in Western Oklahoma and New Mexico with my outdoor novelty attraction. I've been out here for three months." 1924 Vine St.

HARRY HUGO, whose Players HORACE E. GOULD, who is re-15 in Kearney, Neb., comes thru ness at his home, 65 Ballou Street, with the following from his home base: "I agree with Neil Schaff- business career as a program boy ner that the people who repeat- back in the early '80s at the old edly mention that the old rep Music Hall (now the Olympic 69, formerly a member of the Temple show is passe should get out of Theater) there. When the Opera their shells and look around. I House opened in 1888 he went have visited several rep shows, including Neil and Caroline years later managed the front and Schaffner's, Bisbee's Comedians, back of the house. Spot is now Hank Brunk's, the Plunketts, known as the Park Theater. Later, 77, once a leading actress in Hungarian Chick Boyes, Harry Evans and when the B. F. Keith interests and German language plays in this others and not only saw good leased the Bijou as a vaude house shows but full houses too. Inci- in 1914, Gould was named stage The former Ilona Konyechni, she was dentally, we even get a good house manager and remained in that now and then. After 44 years, I position until Publix purchased feel that those who gave up did the theater in 1930. Gould, who so of their own choosing. The war will celebrate his 85th birthday plays in Budapest. She came to the U. S. jobs were tempting so we lost a June 6, also spent a season with in 1905, and was starred in German and lot of good performers and man- Sig Sawtelle and is well known agers in our field. But in the in circus circles. . . . Will Comerabove-mentioned shows all had ford, who pens from Fort Myers good bills, good mounting and a that he has been in Florida for near-perfect cast, all of which the past three months, moved to

> GEORGE CALKINS writes from Alexandria, La., that he worked a few schools in that area to fair returns. He's now on his way to Texas to take on his summer store show and museum operation. He says that the small units that he has seen in Louisiana seemed to be doing okay. . . . Standard Play Service, Kearney, Neb., last week announced the leasing of "Husband Hunters" to Joe Tomiska: "Long Lost Perkins" to the Plunkett Show; "Kentucky Thoroughbred," Ralph Masters, and "Sympathy" and "Border Justice," Radio Guild Players. . . . Mr. and Mrs. E. J. Callahan will have an outdoor show in Central Nevada this summer. They spent most of the winter in Fresno. Calif., and report that there is not much doing for performers in that sector. . . Art Churner writes from Biloxi, Miss., that he is pleased to learn that several tent minstrel shows will be in that area this summer. "Let them bring are gone but that fond memories on good shows and we'll give 'em still linger on. . . . Dick Provest, a turnout," Churner says. He is an old-time Silas Green Show fan his trail near Hugo, Colo., soon and at one time was a magician.

> > ROADSHOWMEN

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"TOMAHAWK," "THUNDER ON THE "TOMAHAWK," "THUNDER ON THE HILL," "BEDTIME FOR BONZO," "CAT-TLE DRIVE," "SADDLE TRAMP," Hundreds of top titles in our library, Stop living on promises. Book with MINOT and make money. Our Catalogue is free. Our prices are the lowest. State make of your projector and number of days you can use programs. Serials and shorts are added at no extra charge. Write your nearest Minot office.

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All Colored Minstrel "Sugar Foot Green Minstrel starts re-hearsing April 15th. Can use Musicians who read music, Chorus Girls with flash.
Also need one Boss Canvasman, white
or colored; must be reliable. Pay every
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New prints of such titles as "In Old Montana" and "Melody of the Plains" only
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"City Without Men" New 16mm, sound print only \$87.50. EDWIN SCHNATZ

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. Rehearsals Start This Month, Final Casting 1953 Season. It Won't Be Long Now MEMPHIS, TENNESSEE. Can use few more experienced and talented people ... Musicians who can read music ... young, neat Chorus Girls ... Exotic Dance Team, prefer Cuban or Calypso numbers ... Male and Female Vocalist ... Specialties, Variety and Novelty Acts for main show and concert attraction ... Man and Wife for Popcorn and Snow Cones. Also merchant advertising announcements. Flat salary for Concessions ... commission merchant ad announcements ... Can always use reliable, sober and talented people. ... Good pay every day. ... Drunks, drifters and agitators, stay away from us. ... All people previously contracted 1953 season write and send your address. Reply EARLE HENDREN, Box 160, or Phone 3081, Erwin, Tenn., until April 14; thereafter Box 535 or Phone 7-2827, Memphis, Tenn.

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In Excise Tax Battle For Outdoor Show Business

NAAPPB Names Hawkins D. C. Rep; Membership Urged to All-Out Fight

in admission taxes was predicted in Congress and, in general, keep this week by George A. Hamid, his eye on the political scene. He president of the National Associa- will not function as a lobbyist. tion of Amusement Parks, Pools and Beaches, but, he added, it to task for its failure to get solidly would take the concerted efforts behind the effort to secure tax reof association members to achieve lief, Hamid said that there was the desired gains.

association had hired Paul Hawkins, a Washington attorney and member of a law firm in that city, as a representative in the capital. His job will be to sift all information of interest to the association

Ex-Detroit Fair Exec Guilty Of Bribe-Taking

15-Year Maximum **Prison Sentence** Faced by Phillips

DETROIT, April 4.-Sidney J. Phillips, former president of the industry. Michigan State Fair's board of managers, Thursday (2) was convicted of accepting a \$300 bribe members of the association will from Harry Bernstein, known in show business as Al Wagner, tions, he said. owner-manager of the Cavalcade of Amusements. As a result, Phillips faces a prison term of up to 15 years.

The former State fair exec was found guilty on two counts by a jury of 11 women and one man. Recorders Judge Joseph A. Gillis, in setting sentence for April 15, pointed out the first count provides a 10-year maximum term and the second, a maximum of five years.

Indicted during the one-man grand jury probe conducted by Circuit Judge Chester P. O'Hara into the 1950 State fair operation, Phillips was charged specifically with violating his trust as both a public official and education official.

According to the testimony, Phillips accepted the bribe September 3, 1950, from Bernstein (Wagner) to give a Side Show a more favorable position in the fair's concession line-up. Bernstein (Wagner) testified in the

Toledo Budgets 106G, Frames Sesqui Program

TOLEDO, April 4.-The Toledo city council has adopted a \$106,-900 budget for the observance of Ohio's sesquicentennial this summer. Use of the Toledo Zoo grounds and amphitheater and Walbridge Park, which adjoins Walbridge Amusement Park, has been okayed.

Sesqui Center at the city park will include midway, an exhibit of 150 years of progress in Northwestern Ohio, and 12 performances of a pageant depicting history of the Toledo area. Major events will be scheduled in a two-week period, climaxed by fireworks and a water show in the Maumee River, off Walbridge Park, on July 4.

Charles H. Blake Productions of Hollywood and Louisville have commission has okayed expendi- making fewer difficulties than they forts to revise the law itself. Some funds for Camden County Combeen signed to produce the historical pageant. County sesqui ture of up to \$40,000.

Blake has been in the city to gather pageant material, and he said the show would be staged in the tempo of a Broadway musical. Engagement in the zoo amphitheater will be extended beyond 12 days if warranted.

NEW YORK, April 4.-A cut from the deluge of bills submitted

Taking the membership at large real danger in a lackadaisical appointed to the strong, united effort try. But threats of strikes this areas that should be strike-free Hamid also announced that the proach. By way of example, he being made by the motion picture year are few. industry which, he said, was seeking tax relief only for its industry.

all other outdoor show groups was trast to last year when the Motor ness of their value in maintaining not designed to be discriminatory. The only feasible and fair approach to the whole problem, he said, is a general reduction of all admis-

sion taxes. Hamid, who returned to his New York offices this week from a West Indies cruise, said that he has been devoting virtually all of his time to tax matters. He said that only last-minute efforts on the part of several association members succeeded in forestalling a bill, HR157, introduced by Congressman Mason, of Illinois, which would provide tax relief for motion picture theaters only. Exother segments of the amusement the firm bearing his name, is now

held the week of April 20 and try by April 10.

· Continued from page 1

cuts. Dingell, sponsor of a bill

to reduce excise levels to their

Hearings on Admission

Levy Set for April 20

Communications to 188 W. Randolph St., Chicago 1, III. Hamid Sees Success '53 Forecast Looms Bright

ened up the last few years, using fewer people, paying them more, and, as a result, getting more for their money. This stepped - up efficiency has in part offset the labor headache.

Touring shows which played the industrial areas last year were jolted hard by strikes, par- year, inasmuch as most of them ticularly those in the steel indus-

efforts of the park association and thumping business, a sharp con-City was wracked by strikes.

Last year touring shows underwent a sharp upswing in and are due to repeat. Last year

carnivals and circuses tight- industrial areas to farm territories. This year, however, there should be a reversal with industrial area business sharply up and farm grosses about even or, at worst, slightly off from

last year. Generally, amusement parks face better business than last are situated in industrialized impact of better conditions in the industrial areas. One recently in ened their drive to book them but could be inclined to spend as increasingly important role, not Hamid said that the tax relief Detroit, for instance, experienced also because major businesses

Fairs enjoyed a big year in '52

close second. Personnelwise, both business when they shifted from for the first time in more than a 20 per cent federal gate tax, the repeal of which proved a boon

to many. On the whole, conditions of the average person in the farm areas, from which most fairs draw, are substantially as good as in '52. There has, of course, been a softening in farm prices but on the whole they are sufficient for profitable operation. Moreover, the average person in the farm sections, it is figured, is well

Keen Competition

Keen competition has set in among manufacturers of consumer products and the fairs will benefit from this, for more national firms, as well as local outlets, are seeking exhibits at fairs than ever before. This would serve to upgrade the commercial exhibit end of fairs and at the same time increase the

income from that source. The more alert fairs are prepared to make a strong publicity - advertising pitch in order to build or maintain attendance. Evidence of this was given by the strong turnout for the Publicity - Advertising - Promotion Clinic for Fairs, sponsored by The Billboard in February. Topflight press chiefs from 90 per cent of the leading fairs of the U. S. and Canada were represented at the workshop and aired many ways in which fairs could make their advertisingpublicity campaigns more

effective. Good as the prospects are for cuses, zoos, parks and carnivals. the outdoor business in the U.S., prospects in booming Canada are even brighter. There are indicabackbone of his business, he tions that more U. S. circuses will go over the border this year than for some years, even tho a recently revised tariff has increased the expenses of shows going into that country.

Canadian Boom

The Canadian boom is at its lustiest in the oil provinces of Alberta and Saskatchewan. On top of the boom, Canadians also benefit this year from lowered income taxes - and this, too, should have a beneficial effect upon outdoor show business.

Canadian show operators do not labor under a 20 per cent federal tax as in this country. Since the lush years of '46 and '47, showmen in the U.S. have seen grosses level to where there isn't a comfortable spread between their break-even point and revenue. The gate tax is seen as a contributing factor. Owneroperators are striving to obtain relief from the tax, which, even tho paid directly by the patrons, cuts deeply into possible income.

HENRY TREFFLICH

Siam-Bound to Swap Gorilla for Jumbos

arranging a trip to Bankok, Siam, A meeting on this bill will be which will find him in that coun-

The purpose of the trip is to ef- porting business. be present to state their object an exchange of a gorilla for two four-foot baby elephants

NEW YORK, April 4. - Henry | which he will have flown back Trefflich, one of the world's lead- to the U. S. Trefflich's travels, sented stageshows, as well as all ing animal importers and head of which take him to the four cornhim to keep abreast of the varied regulations and controls which currently beset the animal im-

While 75 per cent of his business is the supplying of animals for research purposes, Trefflich is also a leading supplier for cir-The importation of monkeys for research organizations is the said, and pointed out one of the major problems that he now faces in just this one type of animal.

The regulations on monkeys in India, from which he obtains a healthy share of simians and which is the leading source of rhesus monkeys, do not permit the exporting of monkeys from March 31 thru August 31 because of the heat, according to Trefflich. Naturally, this hits hard at anyone who would be supplying monkeys to amusement parks, carnivals, zoos and circuses, whose season begins during this period. Trefflich therefore has to and a half dozen more introduced get shipments started from India in the Senate seeking exemption prior to the March 31 deadline. exclusively from the federal ad- He currently has 1,800 rhesus missions tax for movie houses. monkeys on their way to take The Mason Bill was singled out for care of normal demands during

the committee. The line-up of fair price, except from Portugese witnesses : king to be heard on West Africa. Gorillas from there asking theater owners from the 48 easier method would be to han-States to designate spokesmen so dle the trans-shipping at West African ports, but Belgium and French colonies prohibit the pass-(Continued on page 59)

Gorillas are unobtainable, at a the measure is so great that the have to be taken to Spain for recommittee announced that it is loading. This hikes the cost. An

> **Bus Service** Is Set for Camden Expo

NEW YORK, April 4. - Camden, N. J., Exposition of Progress, profit by arrangements which have Bomb Test," a feature of '52 shows to be held June 1-6, stands to

The location, across Merlton Pike from the Garden State Race Track, has not previously had good bus transportation. Special buses which ran to the track did not benefit the across-the-road events, but the situation has been remedied by the providing of bus service from Camden at 10-minute intervals direct to the show grounds.

The exposition will help raise did previously. I am sure that of the lawmakers have asked for munity Center, and Christian Henry DuBose, 27, auto ra within a short time the authorities outright repeal, but it seems un-

been made to provide bus service

Paramount Adds 2 Bldgs.

TULSA, April 4.-Activity at the Paramount Fireworks Company here, is hitting its peak and two new buildings are being erected to better handle July business, F. Herrin Jr., general manager announced.

Herrin also said a new set piece called the "Las Vegas Atomic Test," was being framed and would replace the "Bikin

A partial list of fairs signed by Paramount includes Trenton Hastings and Clay Center, Neb. Norton and Stockton, Kan.; Tulsa Watonga, Chandler, Cordell an Idabell, Okla.; Texarkana, Fred ricksburg and Tyler, Tex.; Mir den, Verda, Abbeville and Liv ingston, La., and Platte City, M

Henry DuBose Killed In Auto Race Crash

PORTLAND, Ore., April 4.

1939 status, said: "If you try to get New Easement By State Dept. On Circus Acts Continued from page 1

nations, and his birthplace merely happens to be the country in which a single day. his mother was at the time."

An example of the new understanding by immigration authorities is the green light given to en-Bros-Cristiani Circus. Also a have received an okay from Ringshow.

fectiveness of Hildreth's voluntary efforts came this week from George A. Hamid Sr., of George A. Hamid & Sons, and Hans Lederer, of Lew in his letter to Hildreth, stated: "I think thru your efforts and that of our sensible congressmen and representatives in Washington, the McCarran Act is causing fewer difficulties than we had antici-pated." "I personally want to thank you for your interest in this matter, and I believe the entire circus world owes you a vote of thanks." Lederer similarly voiced thanks and stated "It now seems

definitely be due to your help." houses are continuing in their ef- talent in all fields of entertainment. play a date there.

(The Billboard, February 21) that | piecemeal exemptions for one rival interests seeking tax relief special group without seeking refor themselves alone may cancel lief for others, it's liable to wreck out chances of ending all excise the whole thing."

The House Ways and Means Committee's upcoming hearing will center on a bill by Rep. Noah M. Mason (R., Ill.), which is identical with more than a score of others introduced in the House the hearing inasmuch as Mason the next five months. is a Republican and a member of that the hearing can be limited to

The committee has received several thousand letters from movie people urging admissions tax exemption for movie houses. A try of a British act for the King member of the committee's clerical staff who had read all of the number of new acts from abroad letters, said, "Some are honest enough to admit that TV is hurtling Bros. and Barnum & Bailey ing them." All of the letters have Circus and for the Clyde Beatty stressed that the movie exhibit business has slumped in the last Further recognition of the ef- few years, this has been the period of TV's rise.

In one recent move, as part of the nationwide drive by theater owners to get exemption from the and Leslie Grade, Ltd., Inc. Hamid, 20 per cent Federal Admissions to the event. Tax, the Independent Theater Owners' Association, Inc., urged Rep. Emanuel Celler (D., N. Y.) to support "emergency" legislation. Theater owners have been putting special stress on this "emergency" aspect in order to get special attention. Harry Brandt, president of ITOA, which represents 300

(Continued on page 62)

within a short time the authornies outright repear, but it seems unwill understand the problem of likely that the law will be wiped the committee. Harry G. Grafton the Sunday (29) before an es
the circus trade, and if something off the books. There is some
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the circus trade, and if something off the books. There is some of the circus trade, and if something off the books. chance for at least mild revision.

A special day for underpriviprogram of the Portland Special Modification of the law would leged children will be held at the way. His car left the track a should be accomplished it will chance for at least mild revision. A number of lawmakers in both probably be a boon to professional spot when James E. Strates Shows rolled over. DuBose is surviv

GENERAL OUTDOOR



Coney Island, now as for more than 80 years, is synonymous with "fun." Cotham's teeming millions, aided by low-cost transportation and easy access by automobile, throng to its beaches, its boardwalk and its amusements. In its early days, Coney was a resort for the relatively few—the well-heeled gourmands, the horse racing enthusiasts and the sports fans. Always, however, its lure has been to the fun-seeker. And now nowhere else in the world is there a greater concentration of amusements with mass appeal. Picture above shows a typical week-end throng.

ONEY ISLAND of yester- in the 1840's, when a bridge over Its beaches were the hiding as Plank Road, it now is Coney places for pirates' loot in the Island Avenue. Its completion top which was used as an obcalled "The Canals of Venice" World's Fair in 1939, towering over it.

resort. The smartest brains in the amusement business turned it into the world's biggest playg-ound. And brilliant restau- picture in 1874 to open his pavilrateurs made its name synonymous with not only the hot dog but with the best in a wide range

Coney Island has known many deals. One of the first gave the area to the white men in ex. of the Brooklyn, Flatbush and historians record, was swung in 1654, with the Indians, of course, picking up the money, guns and

Historians differ, however, on

Five years later, pirates used

year was many things, a narrow creek that made it an synonymous with Coney. The tinsel and incandescents, Dream-large pavilion of glass and steel island was opened. Known then famous wooden elephant, tower- land featured its gigantic white and has a 250-foot parachute

the Oceanic Hotel was built and destined to become the amuse-donkey ride under the "Coal Raven Hall was constructed in ment center of the world. He Mine," the Mile Sky Chaser and initely established as a resort.

Feltman's Hot Dogs Charles Feltman entered the Island. ion and give the hot dog to

change for 15 fathoms of shell Coney Island reached the island money, two guns and three and the Iron Steamboat began pounds of powder. That deal, regular service between Manhattan and Coney. The Coney Island boom was on!

That same year George C. Tilyou opened his first playhouse, velop housing, hotels, etc., the cert halls as Koster's, Wilson and the Surf Theater. There were no latter wanted an end to racing. Kojan's, Inman's Casino, Conhe origin of the name, some paved streets along the beach Both groups succeeded, and, with ners', Count Vaccas', Perry's Glass naintaining it stemmed from the then, but Tilyou improvised, the shift, more accent was placed Pavilion or Gruenwald's, or, in one-shaped sand dunes, others Using old planks, he built a board on Coney as a huge playground such cabarets as that of Hattie

The initial developer built capital of the turf world with Loop went up in 1901. hell Road, the first road to the opening in 1879 of the Coney oney in 1734 and visitors came Island Jockey Club, the success stiff opposition, starting in 1903 and Eddie Cantor were singing only did race tracks cease to y stagecoach and boats to search of which spurred the building when Fred Thompson and Skip waiters and Marie Dressler was operate, but concert halls were or clams. At the end of the o three other tracks, Sheepshead Dundy built Luna Park and a peanut vender in Dreamland. evolution, however, there was Bay, Brighton Beach and installed Capt. Paul Boynton and one person on the island. Gravesend Bay. And, at these his "Shoot the Chutes," with sea

Coney Flourishes

Thru the '80's Coney flourished, oney's beaches as a hiding place with the well-heeled spending Gumpertz managed that operatheir swag. Biggest hidden lavishly at race tracks, theaters, tion, with Wells Hawks, who assure uncovered was \$28,000 hotels, restaurants and at special invented the slogan, "Everything Mexican dollars, which four events. One of the latter was had seized from a big the world's championship heavy
Bark Rivalry

Steeplechase Park, now operated invented the slogan, "Everything by George Tilyou Jr. and his brother, Frank, with Jimmie Onerato. Called "The Funny Dlace" Steeplechase now has 35

spent his entire bankroll to bring a dance hall besides the "Shoot the Ferris Wheel from Chicago's the Chutes." Columbian Exposition to Coney Outdoor attractions on Surf

Starts Park

Coney underwent a transition patronized by celebs. caused by real estate developers Scores of famous name stars in

one person on the island. Gravesend Bay. This, at these his blood the chates, with sea Over the years, fire took a big at in the early 1800's the population. Suburban Futurity and Brooklyn pool

Added competition came from Dreamland Park, built by Wil-

places for pirates' loot in the Island Avenue. Its completion 1830's, its salt-bearing air sparked the development of sparked the development of the first major amusement area in the New York area, and easy access enabled it to grow into a sports mecca for mounting numbers. Then, in 1847, the Oceanic Hotel was built and to become the amuse
top which was used as an observatory, was erected in 1884, and a fast scenic railway known and the huge pachyderm, with eyes made of glass four feet in "Creation," Bostock's Wild Anianals, and "Fighting the Flames."

Luna Park, which had a 13-diameter, became a landmark. The imaginative Tilyou, who gover it.

The imaginative Tilyou, who destined to become the amuse
world's Fair in 1939, towering over it.

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world's Fair in 1939, towering over it.

Avenue and the Bowery were many. Among the first restau-Coney and the world. Shortly and then added rides and other renowned clambake; Henderson's, In 1895, he started a small park rants were Feltman's and its after, Ocean Parkway, one of the amusement devices. One of them an annex to Henderson's Music main thorofares leading to the Up Hill and Down Dale Hall, a vaude palace; Ravenhall's; island, became a reality in 1876. Wooden Horse on Track Rails Joe's on the Bowery, and Wilson's simulated the steeplechase riding. clam chowder boat on Steeple-This led to the park being named chase Walk. All have vanished. The one big eatery left is the At the turn of the century, Clam Bar on Surf Avenue,

and those opposed to open bet- the entertainment world got their hat it came from the Dutch who walk at the edge of the ocean or park. L. A. Thompson built Davis, Diamond Toni's, Scotty alled the island Konijn Island and he named it the Bowery, now the largest ride, the Roller Coast-Morgan's, Foley's and Joe O'- the last of which, in 1946, reduced er. William F. Mangels invented Brien's. To list a few who started it to a desolate area. The land Coney shifted into the gay the Whip. And the Loop-the- at Coney, Weber and Fields began now is used as a parking lot and

was devasted by flames in 1911 and never rebuilt. The original Steeplechase Park was destroyed Steeplechase Park, now operated The subways were extended to Steeplechase Park, now operated Coney, making it easily accessby George Tilyou Jr. and his coney, making it easily accessible to Manhattan's millions. p they wrecked after killing weight fight in 1899 in which Captain.

Captain.

Captain.

Captain.

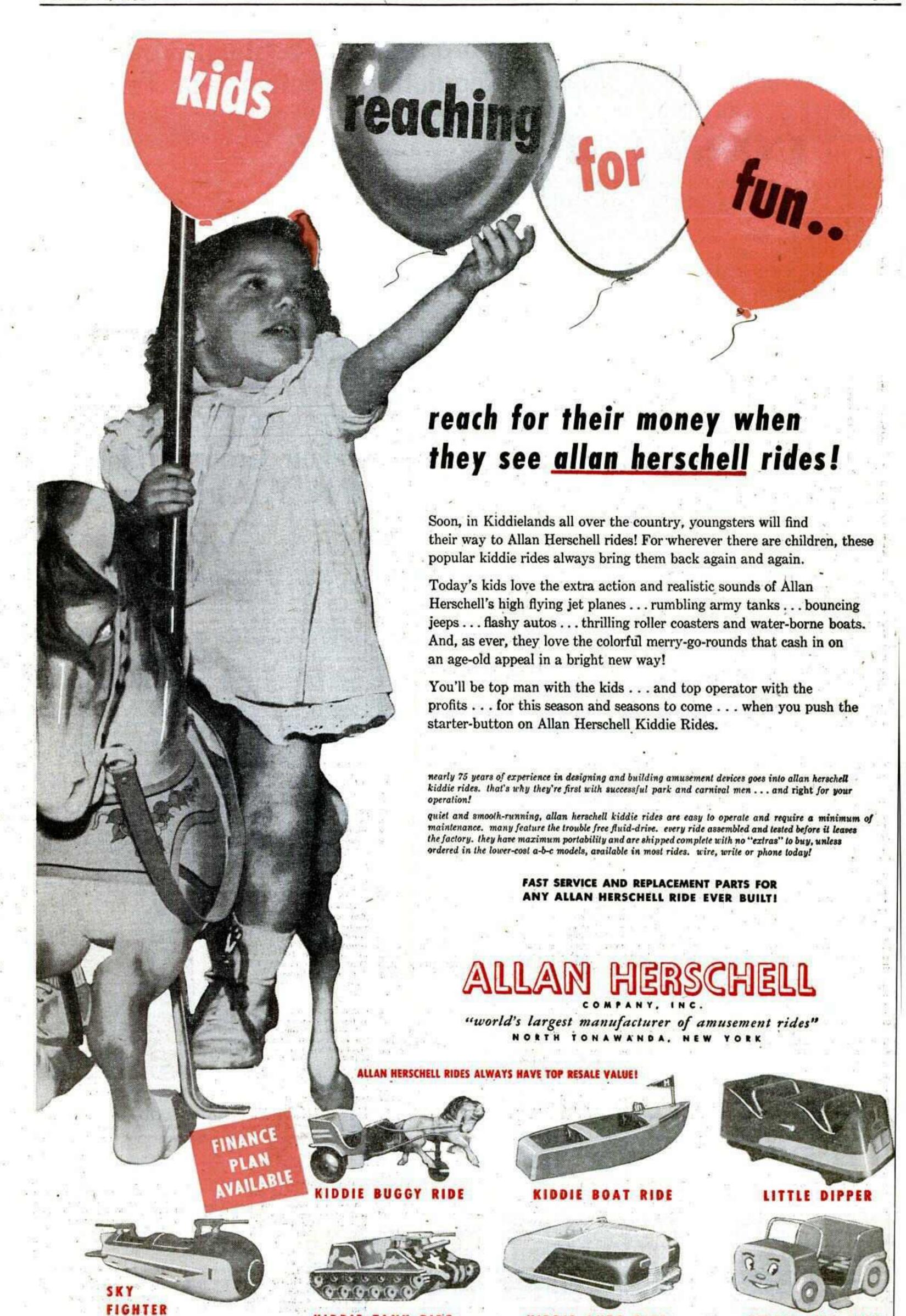
Coney began its real upsurge

Coney began its real upsurg



closed and a move was launched to widen and lengthen some of the Boardwalk and otherwise convert Coney into another Atlantic City. The changes in geography were made. The great \$3,000,000 three-mile-long Boardwalk was . completed in 1923. Large bathhouses and pools were opened.

(Continued on page 138)



KIDDIE TANK RIDE

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RESISTANT to .FIRE . WATER . WEATHER . MILDEW

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Fastest Money-Making KIDDYARDES SEE PAGE 166 THIS ISSUE

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and Cart. METAL PRODUCTS COMPANY

ARP, TEXAS

Manufacturers

FLAMEPROOFING ON RISE

More States Enact Legislation Regulating Treatment of Tentage

required by an ever-increasing number of States.

A survey by States of existing regulations follows:

ALABAMA-All canvas, curtains, cloth, rope, netting and decorative material shall be rendered flameproof, a test being made of the tent by the fire department prior to such erection and on the decorative and other materials before they are attached or placed therein. In lieu of such tests, the fire department may accept a certificate from the manufacturer that the material has been tested by Underwriters' Laboratories, Inc., or some other recognized laboratory, and found to be permanently flameproofed provided the material has proper identification markings and is not more than three years old or has not been waterproofed subsequently by a process which increases its flammability.

ARIZONA-No State law but all cities have local ordinances requiring that all tentage must be flame resistant. ARKANSAS—No State or

CALIFORNIA-It is unlawful for any person, firm or corporation to establish, maintain or operate any circus Side Show, carnival, tent show, theater, skating rink, dance hall, or a similar exhibition, production, engagement or offering or other place of assemblage in or under which 10 or more persons may gather for any lawful purpose, in any tent, awning or other fabric enclosure unless such tent, awning or other fabric enclosure and all auxiliary tents, curtains, drops, awnings, and all decorative materials, are made from a nonflammable material or are treated and maintained in a flame-retardant condition... "Flame-retardant" is specified as a treatment by solution or process approved by the State Fire Marshal that will render the fabric or material resistant to flame or fire to the extent that it will successfully withstand standard fire-resistive tests promulgated by the State Fire Marshal.

COLORADO-State statutes do not prescribe the use of flame-resistant tentage materials, but by Chapter 163, Secton 10, 1935 Colorado Statutes, annotated, towns and cities are given authority to regulate such use.

CONNECTICUT-Amusement tents, including top, side walls and canopies and

Craner Heads Tracy, Calif., Celebration

TRACY, Calif., April 4.—Art Craner, veteran showman and coordinator of the Los Banos May Day festival, will serve as general manager of the Tracy Diamond Jubilee here September 4-7. The event will mark the establishment of the Southern Pacific Railroad junction here and be combined with the welcoming to the city of the new Deuel Vocational School, a homecoming and Labor Day observance.

The celebration, historical in its basic nature, will have as a theme, 75 years of progress, which began when the SP opened its division here in 1878.

The construction of the Deuel Vocational School, the latest and most modern of penological institutions, cost \$20,000,000.

More than 75 organizations are to be associated with the festival to be directed by a 13-man board

The four-day program will include a queen contest, parades, dances, carnival midway, banquets, Whiskerino contests, Western and old-time dress contests, junior horse show, and rodeo.

Pete Roos, Harvest Days Association president, also heads the Diamond Jubilee group; Ray Centoni, is vice-president, and George Sawyer, of the Chamber of Commerce, secretary.

Craner was general manager of the Tracy Central Valley Project dedication celebration in 1951. He has served as co-ordinator of the Los Banos May Day festival and Merced County Spring Fair and Livestock Show in Los Banos for 15 years. He moves here May 15 following the Los Banos event, April 25-May 3.

Stock Cars Set For Bridgeport

BRIDGEPORT, Conn., April 4.-The stock car racing season gets under way Monday night (6) at Candlelight Stadium here, it was announced by Carl J. Brunetto. president of the Bridgeport Sportsmen's Club, which owns and operates the stadium.

Plans have been completed with the United Stock Car Racing Club to provide some of the top drivers in the East for the weekly competition. Auto racing is planned for every Monday night.

DELAWARE-No State regulations; usually covered by local ordinances.
DISTRICT OF COLUMBIA—No tent in which more than 200 members of the public may assemble shall be used unless the fabrics of such tent and all tents within 50 feet thereof have been tested and approved by the fire marshal of the District of Columbia or his deputy or inspectors as having been made of flameproof material or as having been satisfactorily treated or saturated with a flameproofing solution.

FLORIDA-No State regulations, Some local ordinances.

GEORGIA-Every tent in which the general public is invited shall be flameproofed and a certificate substantiating such flameproofing shall accompany the application for a license to operate within the State of Georgia,

IDAHO-No State regulations; no known local ordinances, ILLINOIS - All tents occupied for

assembly, or in which animals are stabled, or those located within that portion of the premises used by the public; and all tents in places of outdoor assembly in or about which any devices using fuels are operated, and all tarpaulins and decorative materials in connection with any of these, shall meet the requirements for resistance to fire prescribed in the Federal Specification for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746, except that not be subjected to accelerated weathering, and of decorative and other materials Safety nets shall be exempt from the (Continued on page 134)

CHICAGO, April 4.—Flame- all decorative material affixed therein fire. . . The administrative official shall proofing of canvas is being and maintained flame resistant. (1) make field tests in accordance with methods recommended by the National methods recommended by the National Fire Protection Association "Flameproofing of Textiles"... or (2) require a certificate or other evidence of approval by a laboratory of recognized standing, or (3) he may accept the report of tests made by other administrative officials or a recognized testing laboratory as evidence that the tents, tarpaulins and decorations have the required resistance to fire.

INDIANA-In order to qualify for a Class C show permit, which embraces, among other amusements, those given under tents or canvas, the State Fire Marshal requires that the tents or canvas be labeled as being resistant to fire or be subjected to a test.

IOWA-No regulations, Large number of cities and towns have regulations. KANSAS-No State law, A number of

cities do have local ordinances, KENTUCKY-All canvas, curtains, cloth, ropes and decorative material shall be rendered flameproof. Before erection a certificate shall be furnished from the manufacturer stating that the tent materials have been tested by a recognized laboratory and found to be permanently flameproofed or that these materials have been flameproofed in accordance with Federal Specifications CCC-D-746. Proper identification markings shall be provided, Tents shall not be used more than three years after flameproofing and shall not be waterproofed subsequent to flameproofing by any process which increases its decorative materials for indoor use need flammability. A flame test of the tent

ACT'S RECORDS COUNT

Fair Group Wins Plea; N. Y. Aerial Law Eased

ALBANY, N. Y., April 4.-An | Labor, a second copy to his office aerial safety code law was signed case of possible spot checks. was announced Thursday (2).

or staging thrill acts working 20 feet or more above the ground. At the same time, it will serve to increase the number of potential working weeks in this State for high acts. Fair and park managers and others who normally use thrill-type attractions displayed considerable reluctance in buying this type of act when the law passed last year held them responsible for the physical safety of any and all performers appearing at their events and working 20 feet or more above the ground.

Under the amendment, the thrill act with bookings in New York can now submit to the Department of Labor, Board of Standards and Appeals, a report of their performing experience, together with a description of the safety precautions taken. The acts should also state how long they have worked without an accident.

Fairmen Lead Fight

The fairmen were able to explain to Governor Dewey's counsel several months ago the problem they faced in booking suitof directors, chosen from the able attractions as a result of the Chamber of Commerce, Harvest law. The meeting was arranged Days Association and the city thru the efforts of Chester Du-Mond, commissioner of agriculture; James A. Carey, the department's supervisor of fairs; George A. Hamid, New York talent booker, and the State Association of Fairs, headed by Ray Converse. Phil Caird, Schagitcoke, attended the meeting.

> acts under contract to him and falo booker, with his dog act. likely to play New York, suggest- Has a duplicate of the original ing that they have prepared re- Gentry Dog Show of which he ports in triplicate, forwarding the was equestrian director and

amendment to the New York and retaining the third for use in

by Governor Dewey March 28, it If the fair group had been unsuccessful in achieving the amend-The amended law is designed to ment, it is known that many of ease the criminal responsibility the State's 50 events would have faced by persons selling, buying excluded the aerial thrillers from this year's programs.

Bill Holland for Bill Reed Thriller

DAYTON, O., April 4.—Bill V. Reed, who will have the Jimmie Lynch Death Dodgers out on his own this season, announced here today that he has signed Bill Holland, national auto race driver, as a feature of his attraction.

Holland, who holds the best record of any driver at the Indianapolis Speedway, where he started four times and never finished worse than second, will be featured in the ramp drives and other events, Reed said. Holland won the Indianapolis 500-mile auto race in 1949 and will have the mount in a Slick Air-Freight in the 1953 event.

Reed says he will play over 110 dates in the Midwest this season, opening at Wichita, Kan., May He is already set for the Utah State Fair. The unit will this season carry 18 people, with four on the advance. An extra feature this season, Reed reports, will be three fems billed as the Death Dodgerettes.

Leo D. Powers signed another Hamid is circularizing all of the season with Ray Kneeland, Buforiginal copy to the Department of trainer for a number of years.

PATCH YOUR TENTS in ONLY MINUTES!

WITH SPEE-DEE FABRIC CEMENT

Also, Concession Covers-Truck Covers Tarpaulins and All Canvas Products

SPEE-DEE Patches OUTWEAR the FABRIC. UNAFFECTED by WATER, WIND, TEMPERATURE CHANGES.

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WATERPROOF OWOSSO CHEMICAL PRODUCTS CO., INC. OWOSSO, MICHIGAN

Canvas Experts Kayo Tent Foes

Treatment Retards Flames, Water; Extends Fabric's Life Expectancy

THANKS to Uncle Sam, canvas-users now can get more for their money than to the dip, which makes the cloth ever. Not only can they ob- more resistant to the ravages of tain flame-resistant canvas but mildew, and dyes are used to they can get as much as 100 color the canvas to the desired per cent more life out of the fabric as a result of research two methods are used. One is by sparked by the needs of the means of rollers, which squeeze Armed Services. A comparatively new industry, finishing of ric. The canvas is then exposed canvas was virtually unknown before 1935. It received its biggest impetus during World War II when military specifications called for canvas that was truly resistant to the inroads of nature and upwards of a billion yards was processed for federal use. And its importance is increasing with the postwar trend toward more stringent State and municipal fire standards directed at carnivals, circuses and other amusements using temporary or removable fabric structures.

Two processes of treatment are currently used. The first and newer method is to have the canvas chemically impregnated before it is cut and sewed into a shelter. The other is to treat the canvas by brushing, spraying or knifing the compound into the canvas or onto the finished tent.

One Operation

rolls are shipped direct from the mately 10 per cent, is easily in a single operation, the duck tent. or twill is treated against flames, water and mold and at the same time dyed to the specified color od have laboratories equipped The cloth, in seemingly endless to run continuous tests on the rolls, is fed into a tank where it canvas under process. Pieces is completely immersed in a of the material are subjected chemical compound of antimony to fire or char tests, underoxide, chlorinated resins and go tests that determine their re-While in the dip the cotton put in contact with moldfibers completely absorb the producing agents to determine compound and are thus impreg- their reaction. In addition, some nated but unchanged so far as firms have machines in which physical characteristics are con- the elements-sun and rain-are cerned.

After complete absorption, the fabric. canvas fibers will not support combustion. And if brought into tests on government specificadirect contact with a flame, a tions, which, over the years, have chemical reaction takes place proved most exacting. In testing that releases a flame-smothering for fire resistance, a swatch of gas. The fabric will glow mo- canvas is hung vertically in a mentarily and will char, but does rack with a hot gas flame held not burst into flames as would against its bottom edge for 12 untreated canvas.

In rendering tents more waterand workable.

The immersion system of processing does two other things to the canvas. Fungicides are added

The next step is drying and the surplus liquid from the fabto heat to set the finish firmly and at the same time dry out the material.

A second system of drying is called festooning. After leaving the immersion tank, the long strips of canvas are draped symmetrically on long ceiling-height racks where they are allowed to dry for almost a day. In order to augment the natural drying by air, blowers and exhaust fans are brought into play to insure complete periodic changes of air. Some of these drying towers are able to accommodate over 25,000 square yards of cloth at one time.

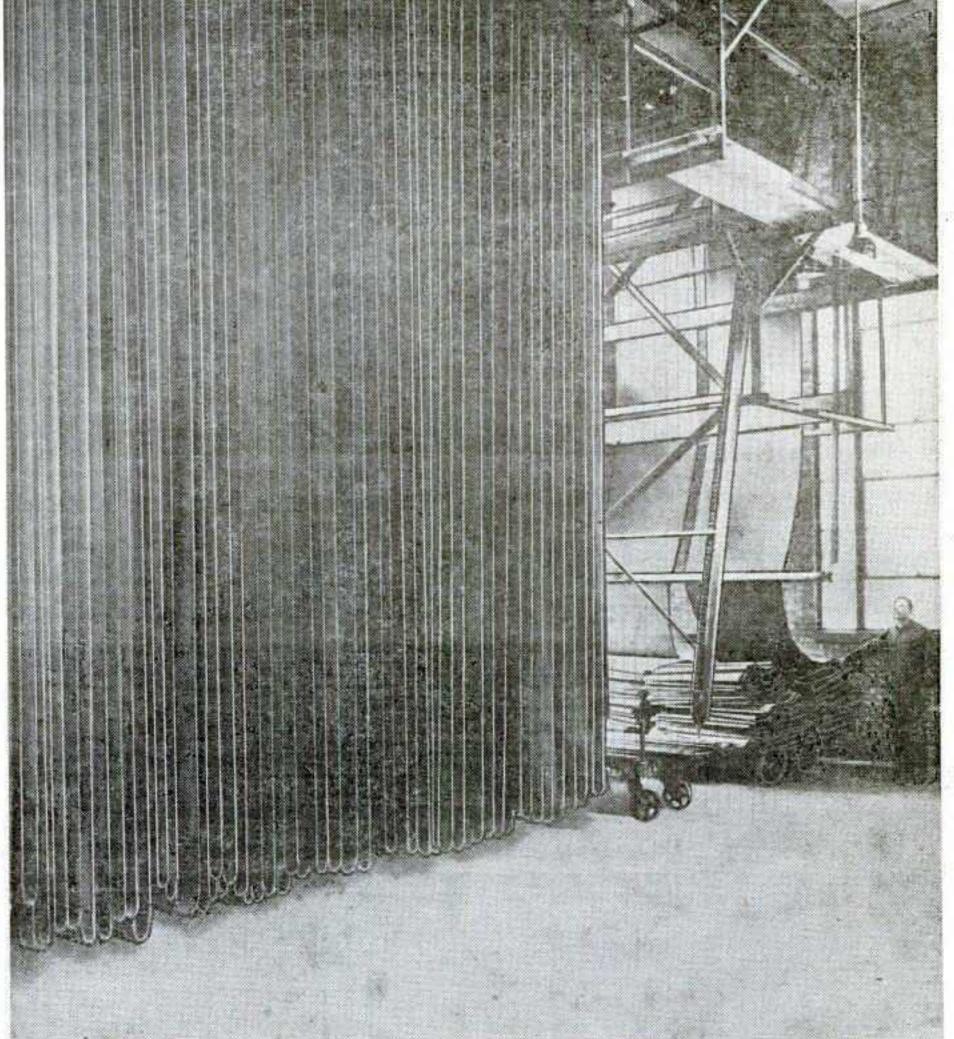
While exponents of the immersion treatment admit that the process adds from 25 to 40 per cent to the weight of the finished tent, they point out that lighter weigh: canvas can be used due to the increased durability it gains thru being processed. Further, they claim that the in-In the first method, the canvas creased cost of the tent, approxi-

Testing

Most processors using this methfungicides and dyes sistance to water and are also simulated to further test the

Most laboratories base these seconds.

Under federal specifications, proof each type of fabric is which are more or less standard handled according to its compo- in the industry, the acceptable sition. Loosely woven cotton average maximum length of the cloth is treated to fill the gaps in char produced cannot exceed 4.5 the weave, while close-woven inches on grey weight canvas, material is treated to saturate weighing under 10 ounces per the fibers. Both processes are square yard. Maximum char designed to leave the duck supple length for 10-20 ounce material is 3.5 inches while canvas weigh-



mills to a processing plant where, made up by the longer life of the After treatment against flames, water and mold thru immersion, the canvas must be dried. The long strips of canvas above are being dried by "festooning," a natural air process.

ing over 20 ounces is allowed a char of only 2.5 inches.

Water Test

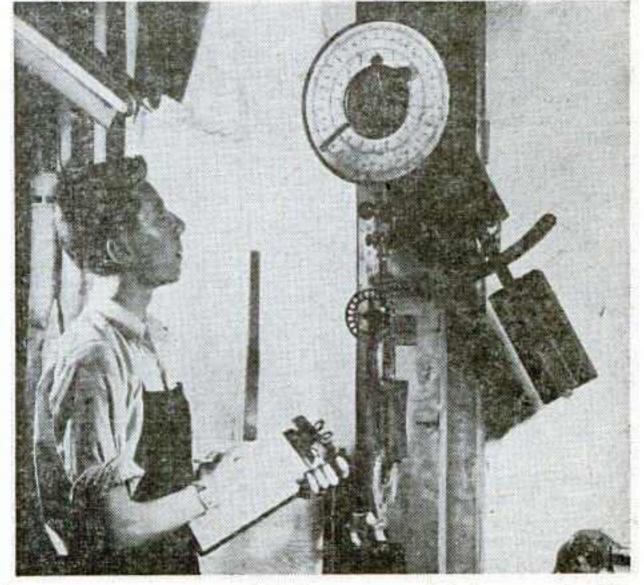
To test the material for its resistance to water, a Suter water tester is used. A sample of the treated canvas is subjected to water under pressure and must show no leakage greater than one-third of an ounce under various pressures dependent on the weight of the duck. Aging of the duck an. further testing usually follows to insure that the treated material will react favorably under continuous use.

Various tests are made to measure the reaction to mold, an enemy of canvas particularly active in the Southern United States and in tropical countries. One trial entails burial of a piece of material for a specific time in soil that is highly conducive to mold production. Another test is thru direct treatment of the canvas with mold from vegetable matter. Both these tests, as well as others, have proven beyond a more impervious to mildew.

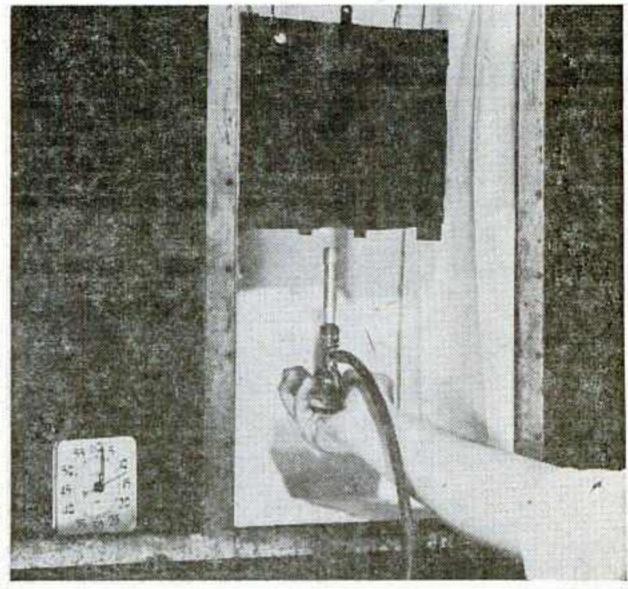
Adds Strength Greater tensile strength is another advantage of processed canvas, an important characteristic in extending the life of show business tents. Treated canvas, when subjected to a tensile strength tester, a machine that tears it apart, withstands considerable more pressure than canvas that has not been processed.

Altho these tests, plus continuous research, have brought along canvas-treatment in a relatively short time, practical operators recommend that a good grade of canvas be specified to get maximum benefits from the process. They point out that a good grade of duck will lend itself better to the treatment, and will produce a better tent, than a cheap grade of drill with a poor thread count.

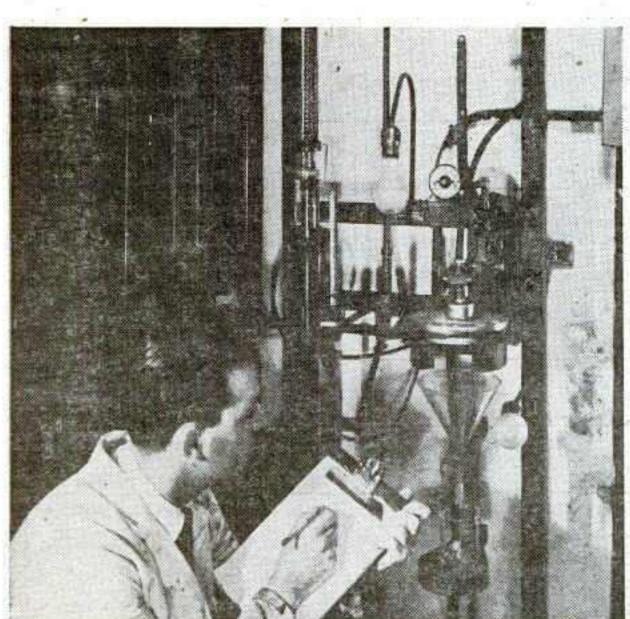
As an off-shoot of the research into the processing of canvas, it was recently discovered by science that color also plays a role in its durability. According to the United States Department of Agriculture, exhaustive tests indicate that blue and green cotton canvas fiber will outlast un-dyed fabric when exposed to outdoor orange and yellow materials.



doubt that treatment of canvas This strength-testing device, which tears canvas samples apart, furnishes with fungicides will make it conclusive evidence that treatment strengthens fabrics.



elements, and will far outlast Fire-resistant qualities of canvas are scientificially measured above by direct contact with a hot gas flame.



Laboratory technicians keep a close watch on the rain resistant qualities of

the canvas with this water tester.

Makers Lack New Major Ride

Survey Points to Void in Adult Device Class; Kiddielands Pace Market; Little Coin Effect

By JIM McHUGH

RIDE manufacturers responding to the 1953 Survey conducted by The Billboard were unanimous in commenting on three important needs or developments confronting the industry.

First, and most important, was the unanimous acknowledgment of the need for one or more major riding devices to stimulate new interest and buying. Secondly, they reported the continuing growth of kiddielands, based on inquiries and sales, and only one or two reported that the pace in this field was falling off. They also agreed, almost without exception, that the mushroom growth of coin-operated rides, which today are found in supermarkets and other retail outlets from coast to coast, is having little or no efof the multiple rider units.

era there is an absolute lack in the development of entirely new major riding devices. The intermediate coaster, built by Overland Amusements, the Allan Herschell Company and others, in addition to having been custom built at one or more spots, perhaps comes closest to being new and in the major category altho its patronage. percentage-wise, will almost alage of juvenile trade.

Concentrate on Kid Units

In the immediate postwar years ing. new major devices were being offered by nearly every manufacmenting and manufacturing of the stopped when it became evident that almost anything that would run and transmit some element of thrill could be readily sold. After that the kiddielands began sprouting in almost unbelievable fashion and manufacturers, faced with tight restrictions on needed parts and work needed for the construction of one major unit were all that was needed to formulate as many as 10 or more kiddle out adding to pay rolls. units. Cumulatively the kiddie rides served to double the gross Their sales price was only a fraction of the cost of the big units and the latter, of necessity, were priced out of the market in some instances, even in the plush 1947 season. In addition, with a kiddie unit priced from \$1,000 to \$3,000. line or he couldn't, and in the latter case there was no need to tussle overly long with the problems of financing since, the chances a good season and many carnivals line.

All manufacturers reported a continuing strong demand for their units and as long as this highly satsfactory situation prevails, there is small chance that dollars, time and effort will be invested in the designing, testing and marketing of new major units. The process of originating today is more costly than ever and the assurance of discharging these costs and making a profit thru sales apparently is a fleeting one, insofar as the manufacturer is concerned

New Major Rides Needed

It does seem, however, that a sweep the field. It would do best initially in the carnival world since that business is more competitive owner of a unit cannot be caught costs. without a feature ride when his competitor is dangling it in front of a committee or fair board as vision and desire to bring the participation.

"mostest of the bestest"

The boom in kiddielands apparently is nowhere near an end. Word of new units arrives nearly every week and, most important to the manufacturer, many are being planned and launched by persons entirely new to the outdoor amusement field and their efforts are building a truly new market. On Long Island alone the kiddieland count is now about 20 and at least two new costly enterprises are planned. The fact that kid spots are even now being offered for sale is evidence enough that all cannot succeed in whole or in part and the mortality rate will ever be present, in whatever percentage, as in any other new

The growth of coin-operated rides, which even exceeds the vitamin-like expansion of kiddiefect on the continuing popularity lands, is not regarded as a threat to the multiple-rider, manually op-For the first time in the postwar erated mechanical units. The unconcerned attitude expressed by the builders of the major units is understandable since a competitive element would be difficult to imagine. However, those builders who concentrate on units designed for children and for use outdoors rather than indoors showed a like disregard for the possible encroachment of the coin units. A couple of manufacturers who build ways show a much bigger percent- both multiple-rider and coin-operated units also indicated that competition between the two was lack-

Coin Units Supplemental

The coin-operated units apparturer of big units. The experi- ently are regarded, and welcomed, as supplemental units. The amuseadult units slowed down and then ment rides in outdoor show business have long been built for peak business and their 20-100 capacity is needed for the big events or days when the tremendous grosses they earn would otherwise be lost. The coin units have their place in outdoor show business. On big days there are never enough seats on enough rides for everyone so that the operators can be sure that materials, soon found out that the no patronage, or money, was missed. On dull days and during curtailed operation the mechanical wonders can help to fill in nicely, being available at all times with-

The spurt in buying by amusement parks evidenced a year ago when the funspots generally were reveling in a fine season while the carnivals were breathing easy only because they were able to wind up in the clear, rather than in heavy debt, seems to have leveled off. The traveling organizations, according to this survey, are buying rides on a par with the parks. The a buyer could either get it on the kiddielands, however, continue most important, accounting for at least one-third, and very likely more of the total volume.

The parks last year mostly had are, another buyer was waiting in went into quarters with comfortable winnings despite a rocky start Accordingly, it can be assumed, the lack of new, enticing major units is largely accountable for the continued usurpation of the No. 1 buying role by the moppet spots.

Parks have fewer maintenance and replacement problems than carnivals, usually, because of the static nature of their business and, consequently, the buying binge that industry went on in the last couple of years was traceable, in large part, to the replacement of worn and antiquated equipment.

While the elimination of government materials controls was welcomed by all manufacturers, the greater supply of needed commodities was not translated into terms of any great meaning for the innew, appealing unit today could dustry. Some few ride builders predicted that higher costs and resultant higher prices might result, but others said that it might work in reverse with greater production than parks, for instance, and the and sales bringing about lower

Only a few of the manufacturers today are involved in government work. And, furthermore, there doesn't seem to be a great desire concrete evidence of his progress, on the part of any to increase their

1953 RIDE	MANUFACTURERS'	SURV	EY
FIRM NAME	Gespands	PACITY	PRICE
Allan Herschell Co., Inc.	36-foot Carrousel (2-abreast)	28	
104 Oliver St.	36-foot(Carrousel (3-abreast)	38	
North Tonawanda, N. Y.	40-foot Carrousel (3-abreast) 45-foot Carrousel (3-4-abreast)	44 50-58	****
	Kiddie Carrousel	24	
	Sky Fighter Buggy Ride	16 20	
	'Auto Ride	20	
	Little Dipper Boat Ride	16 24	
	Jeep Ride	20	****
	Tank Ride Caterpillar	16 36 adults	••••
	The second second	54 childre	n
(4)	Moon Rocket Looper	110 . 20	****
	Whiz Bang	40 adults 60 childre	n
Bisch-Rocco	Kiddie Jet	15	\$ 2,600
P. O. Box 311	Kiddie Street Car	20	2,600
Argo, Ill.	Flying Scooter (8 cars) Flying Scooter (10 cars)	16-24 20-30	12,000 17,000
A. K. Brill	Sells plans only for different	PARTICIPATE TO THE PARTICIPATE T	50.00000
P. O. Box 875 Peoria, Ill.	rides	5	
Custer Specialty Company 139 Bradford St.,	Bubble Bounce Swing-A-Way	32 adults 16 adults	\$15,000-\$18,000 7,000- 10,000
Dayton 10, Ohio	Sime it it ay	10 addits	1,000- 10,000
Dodgem Corporation Lawrence, Mass.	Dodgem		Ta.
Eli Bridge Co.	Baby Eli Wheel	12	\$ 3,335
Jacksonville, Ill.	No. 5 Big Eli Wheel	24 adults 24 adults	8,300 8,700
111	No. 12 Big Eli Wheel No. 16 Big Eli Wheel	32 adults	11,171
H. E. Ewart Co.	38-ft. Merry-Go-Round		caste il ci
707 E. Greenleaf Street	(3-abreast)		\$14,000
Compton, Calif.	34-ft. Merry-Go-Round	10	12,450 1,969
€.	Flying Horses Ferris Wheel (kiddle)	24	2,154
	Auto Ride	10	2,154
	Airplane Ride Rocket Ride	10 10	1,894 1,722
	Chairplane	10	1,371
₹ĕ	Street Car Pony Cart	14	1,537 2,661
Excelda-Ohio Co.	Auto Ride		\$ 3,750
Div. of Replac Corp. 21830 St. Clair Ave. Cleveland 17, O.	Carrousel Boat Ride	20 20	2,795 1,895
Eyerly Aircraft Co.	ctopus	16-32	\$ 9,950-\$12,419
P. O. Box 670 Salem, Ore.	Rock-o-Plane Fly-o-Plane	16 adults	10,945 12,650
t and the second	Rolloplane	8 adults	6,830- 7,249
70	Midge-o-Racer Bulgy	9	4,600 4,165
Orbit Manufacturing Co.	Orbit	16-24	\$12,500-\$15,000
Wichita Falls, Tex.			
King Amusement Co. 32 Orchard St.	Miniature Train Kiddie Airplane	10	\$ 1,595 1,490
Mount Clemens, Mich.	Kiddin Rocket	20	1,810
	Kiddie Elephant Kiddie Racing Car	20	1,210 2,050
200	Kiddie Fire Chief Auto	16	2,995
W.	Kiddie Tractor . Kiddie Pony and Cart	16	1,995 2,960
	Kiddie Army Tank	16	2,985
	Kiddie Little Choo Choo - Kiddie Combination Auto	16 18	3,050 2,568
	Kiddie Speedboat	25	1,495
	Rodeo Merry-Go-Round Midget Racing Car	97	5,795 595
W. F. Mangels Co.	Roto-Whip Speedboats	16 childre	
Coney Island 24, N. Y.	Speedboats Pony Cart	16	2,200 2,500
•	Carrousel Whip	30 16-24	4,500
Miniature Train Co.	G-16 Limited	48	\$14,200- 14,750
Rensselaer, Ind.	G-16 Suburban G-12 Streamliner	36 14	9,125 3,285
Murdock Manufacturing Co.	Airplane Ride	15	\$ 1,894
056 DelRay Ave. Venice, Calif.	Auto Ride Space Ship	10 15	2,154 1,656
AND THE PROPERTY OF THE PROPER	Flying Horses Chair Swing	10 10	1,894 1,595
Overland Amusements Lexington, Mass.	Kiddie Fire Engine Roller Coaster (intermediate)	20-28- 12 adults	\$ 2,900
	SAN TO THE TAX TO SAN THE SAN	18 childre	n 17,500
Ottaway Amusement Co. 224 W. Douglas St. Wichita, Kan.	Steam Train	18-100	\$ 5,250-\$ 7,000
Philadelphia Toboggan Co. 130 E. Duval Street Philadelphia 44, Pa.	Junior Coasters Large Coasters Mill Chutes and Old Mills	(E)	\$20,000-\$25,000 75,000 30,000
C. W. Parker Company	Teen Ager Baby "Q"	32 adults	\$ 5,342-\$ 7,342
Leavenworth, Kan.	Monthson and the control of the cont	and ch	ildren
	Kiddie Ferris Wheel Kiddie Fairy Swing	24 childre 8 childre	
9 190	Kiddie Aeroplane	8 childre	n' 700
	Kiddie Zeplinger 32-foot Baby "Q" 2 abreast	10 childre 32 adults	

36-foot Baby "Q" 3 abraest

42 adults

9,725- 11,725

(Continued on page 64)

SOME DECLINES REPORTED

Most Show Equipment Lines Halt Upward Price Trends

OVER-ALL picture for general show equipment this season is that prices, which season is that prices, which cent higher, and he expects a son's outlook. have been on a steady upswing slight increase in general busifor years, are leveling off. The ness this season. Billboard's annual spring survey revealed that in almost all period of some uncertainty be- Pellegrini Bros. Statuary Comphases of show equipment, present 20 per cent federal tax Pellegrini, whose company man-1953 prices would be no higher on admissions will be changed. ufactures plaster for concession than last year.

erators were reported at or below the 1952 levels. Most shows supplies it was also found were un-

changed in price.
W. M. Temple, manager of Central Show Printing Company, Mason City, Ia., reported that constantly increasing wages small arms. H. W. Terpening, generally good business for the and tax levels were forcing prices up as much as 15 per cent. He's expecting a good season with costs other than wages starting to show a downward trend during the next several months. Meanwhile, to his line of posters, window cards and bumper strips, has been added a new line of posters and cards printed with luminous ink and ager of the William B. Ferry charts, graphology charts, ed his company, builders of light silling at a higher price.

Ticket Uncertainty Company, Rochester, Ind., also costs of the past year and that he stated. reported an increase in prices no price increases were contemof printing for circuses, carni- plated. The company, makers of vals and theaters, and again refreshment stand equipment, Son, Fi tsburgh, tent and canvas 5,000 and 10,000-watt models at the increased costs of labor and this season is offering new Kid- house, prices for canvas products lower prices than types formerly

Some increases were noted in Kansas City Ticket Company, The firm is offering a large new the rates for show printing. But Kansas City, Mo., however, was selection and nationwide delivation and its control of the con prices for various types of tickets remain generally unchanged.

because of the shortages; how- are unchanged. ever, he said no further increase was anticipated this season.

Concession Prices Level

his company was able to absorb The Barnhart - Van Trump increased labor and material

Typical of those suppliers which see little change in their and material costs. The Olesen Ticket printers are facing a price and supply picture is the company this year is offering cause of the possibility that the pany, of Old Forge, Pa. Siro switchboards as a new item. It H. E. Doolittle, manager of the use, predicts only a fair season.

Robert M.. Hammer Amusement Devices, Louisville, are not high-fidelity speakers, broadband Shooting gallery supplies still adding any new games to their television boosters and other are plagued by shortages brought catalog, which includes Ken- similar equipment. Its predicto their business by government tucky Derby and Balloon Racer tion is for increasing business, gallery maker and supplier, of season. Sno-Master Manufactur-Ocean Park, Calif., said his busi- ing Company, Baltimore, makers ness could not be good until the of ice-shaving machines, obinternational situation improves. served no business decline and er's neck and clipped to the His prices were raised last year does not anticipate one. Its prices shirt-front. The makers point out

Business outlook for 1953 is in doubt from the viewpoint of Joseph Ledoux & Son, Brooklyn. Russell G. Jones, sales man- Prices and varieties of astrology Company, Boston, Mass., said fortune-telling cards, palm charts plants and engine-driven generand future mate photographs will ators, anticipated equaling or continue the same as last year, bettering its record-setting 1952

Cotton Duck Down

per cent this season. L. M. Sweeney, partner, said that a reduction in cotton duck prices made the reduction possible. He said he expected business to be fair and perhaps slightly under the 1952 level. His company is making a pitch this season for unusual tent construction jobs.

William C. Todt, special lighting director of the Otto K. Olesen Company, Hollywood, stated that prices for lighting equipment were expected to be about the same, with a few items showing a 5 per cent hike because of labor custom built auto-transformer also deals in floodlights, spotlights, searchlights, black light equipment, generators, dimmers and other lighting equipment.

New Microphone

Electro-Voice, Inc., of Buchanan, Mich., offers microphones, with unchanged prices.

A new item offered by Electro-Voice is a palm-size publicaddress microphone which may be suspended about the speakthat its use leaves both hands

Charles J. Gaffney, vicepresident of the Universal Motor Company, Oshkosh, Wis., reportbusiness-

This year, Universal is offer-According to A. Mamaux & ing all-new generators in 1,000,

will be down by from 7 to 10 offered. Gaffney stated that the new models not only cost less, but also weigh less. Generally, the company's products are priced the same as, or lower than, last year, with savings resulting from improved production processes, he said.





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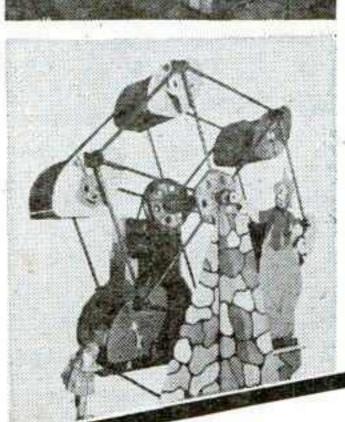
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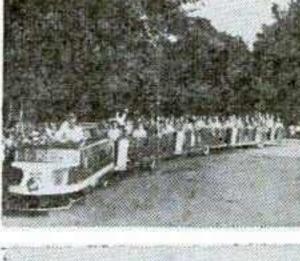
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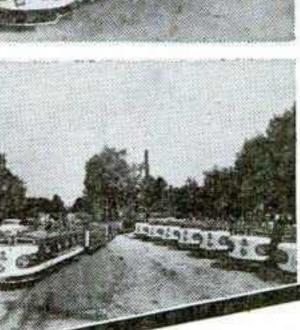
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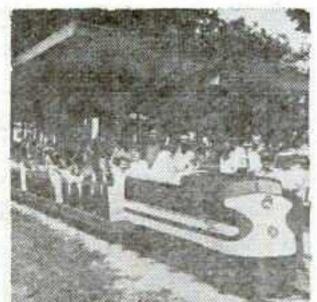






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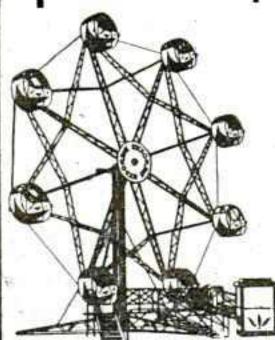
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CASH IN ON COLORS!

Paint Experts Give Tips on How To Lure and Delight Fun-Seekers

EVERY successful outdoor the primary colors, "A child's eye meant to be walked on. The cannot absorb subtle colors," he bucket seats on the rides and the evolution. He uses simplicity for Marry Co Round borses among perience that paint and color, dramatic effect, emphasizing line. others, get this treatment. most tools of showmanship, wide-eyed with wonder are his ulletin colors are strongly to the form of current and any painted out and any painted out and any painted out any pa to the form of enchantment he has to sell—the magnet that derland," "Bambi" and "Old King where beautiful, clear durable draws crowds whether his interest Cole." lies in bringing new life and drama to a carnival, amusement park, cirto a carnival, amusement park, circolors win in attracting crowds is Ray, but the new synthetic base cus or fairground. He knows, too, Dr. Dorton, the North Carolina bulletin colors. They have brilthat he must keep abreast of the new trends of color usage just as he must keep informed regarding that will blend without clashing." new developments in the production of paints and finishes if he is to gain maximum's benefits.

Today's approach is a far cry from the time when outdoor amusement structures were usually painted in red, white and blue. So says John C. (Jack) Ray -and Ray is a man who should know. One of the foremost builders of park and carnival structures, his studios at Toronto are known all over the Continent.

Two other men who agree with him heartily are also leaders in the color-and-paint revolution in the outdoor amusement field. They are Herman Huseby, of Rockaway Beach, N. Y., and Dr. J. S. Dorton, of Shelby, N. C. Beauty, Enchantment

Huseby, a recent graduate of the New York Art Students League, has turned Rockaways' Playland into a place of "beauty and enchantment." Dr. Dorton, whose role is that of fair manager, has been hailed for his work in planning unusual effects for the grounds at Shelby, Charlotte, and Raleigh, N. C.

Just what are these three men dramatic atmosphere? What types of paint are they using and why? How do they employ paint to promote safety and preserve equipment? We asked them in a series of interviews and here's what they had to say:

"We're using all the new colors manufacturers are bringing out chartreuse, lemon, purplish maroon-combining them with the old standard shades for modern effect," Ray said.

"We use the bold approach emphasizing architectural forms by painting them in one flat brilliant color, with contrasting areas in the background."

Striping and bordering are becoming a thing of the past, Ray believes. Instead, he often uses the same color in increasingly lighter tints to give dramatic contrast and direct the eyes of the crowd.

Color Lures

"We can actually pull people into out-of-the-way zones thru the use of color," he says. "On the side of a building we apply horizontal let-downs, in three or four tones of one color. This carries the eye along to the spot we want to emphasize."

Ray favors warm colors because "they naturally excite and give off a feeling of gaiety and warmth." He warns, however, against writing off cool colors when painting to attract people.

"Their effect of cleanliness and freshness is dynamic," he points out. "Combine any brilliant color with white and you will keep it from seeming harsh and bold. One way to do it is to break down one color into successively lighter tints by adding more and more white in each side-by-side application."

Huseby likes cool colors, tooso much in fact that he's painted wedding cake.. The horses are points up the effect.

Brilliant Trappings

Trappings on the horses are

their settings," believes Huseby, who strives to make Playland a the imagination of young and old hits the surface. alike.

any combination of such colors require no varnishing.

Prefer Lighter Tints

whatever we are painting and the undercoater should be used first." lighter ones at the top. We feel for decorative purposes."

They act as 'lifter-uppers,' bring- the synthetic rosin bulletin color. ing color and life to people's spirits."

Hundreds of flags contribute greatly to Dr. Dorton's fairground what we spend on them." "We such paints. use pine or poplar trees," he explains, "painting them with and 20 to 30 feet high. Sometimes we alternate the aluminum with a five-foot band of black or blue or deep orange. On top of each pole we fasten a ball—the copper kind ordinarily used in bathroom tanks. These are cheap, can be attached with a six-inch rod screwed into the pole, and painted gold or silver. They help make a fine-looking flag pole."

Paints Waterfall For the North Carolina State Fair, Dr. Dorton even paints a waterfall. It's a man-made wonder, 30 feet tall, constructed of galvanized iron. Thousands of gallons of water tumble over it every day into a concrete pool below, stocked with fish and ground manager, as well as to waterfowl.

"We use Nile green paint on the corrugated iron over which the water flows," he says. "Columns at each side are aqua and white, capped by sunshine yellow towers. At night, we flood the cascading water with colored lights."

The waterfall is an extremely popular feature, a sort of symbol and meeting place for everyone, Dr. Dorton pointed out. "We capitalize on the idea by constantly reminding children and others separated from family and friends to go to the waterfall to meet them," he said.

subject of keen interest to every tant as a preservative. It's as park, carnival, and circus decora- vital there as it is in producing waterfall. Dr. Dorton says he uses essential to the big top's charm. a good gloss paint and it takes the water well. Concrete paint is used for the pool.

Durability Cited

Speaking of durability, Huseby has adopted a method of painting National Paint, Varnish and Lacat Rockaway which he believes quer Association on how to prewill make it unnecessary to repaint any oftener than every two helpful to anybody with a paint the Carousel at Rockaway's Play- or three years. They have a land so that it looks like a huge serious moisture problem there, hands. Here's a summing-up: because of the beach location, and snow white and so is the Merry- have found it nencessary in the Go-Round itself. Bright color past to repaint yearly. Some be coated with a knot sealer after equipment, in fact, has been getting a fresh coat twice a year.

The new method is to spray brilliant green and blue, with heated enamel onto the surfaces plenty of gold leaf too. The deck to be coated. He says this pro-is "country-turf green." As a vides what is practically a bakedsafety measure, the whirling edge on finish. The paint is heated on of the deck is painted sunshine a electric plate with a thermoeven temperature. Then it's "Amusement parks are getting poured into a spraying device for closer to the theater in planning application. When the weather is cold, the paint is heated to a higher temperature to counteract

For displays designed for hard wear, Huseby sprays on hot should be applied with a brush children, he says he sticks with deck enamel—the kind that's (Continued on page 59)

explains. He uses simplicity for Merry-Go-Round horses, among

painted cut-outs of story-book Huseby for use on building characters such as "Alice in Won- fronts, panels, and other places A man who believes that warm ground-in-oil colors, points out fair genius. He uses "practically liance and body, he says, and

"A paint job with these will last outdoors two or three years with-"However, we prefer the lighter out fading, requiring only a one-tints," he says. "We use the coat repaint," he declares. heavier colors near the base of "Remember tho, that a good

New woodwork, including plypastel colors have more variety wood, always gets a good coat of r decorative purposes." slow - drying, oil - penetrating "We firmly believe," he primer when Ray's outfit is precontinued, "that buildings, paring equipment. For Roller entrance gates, flag standards and Coasters, footings, and unpainted light columns-all beautifully woods, he uses wood-penetrating painted and illuminated, 'shout a preservatives. On metal parts of welcome.' They create an atmos- ride equipment, he first applies phere of hospitality and friend- rust-preventing metal primers ship that nothing else short of then lacquer or fast-drying, hardpersonal and individual contact- finish enamel. For masonry, he which is impossible-can do. first uses a masonry sealer, then

Fluorescent paints, activated by black light, are also used by Ray, in connection with "dark rides." All stunts on such rides are magic. He has, incidentally, found painted with fluorescents, he a way to make flag-poles that says, noting remarkable improve-"look as tho they cost 10 times ment in the color brilliance of

Fluorescents Useful

Ray also finds fluorescents aluminum paint. They are five or useful as safety aids on these six inches at the base, two to two rides, which brings up another planning this year to create and one-half inches at the top, point—paint as an accident preventive. Danger points in equipment built by Ray are spotlighted by painting them bright yellow, orange, or red-colors which stand out against a neutral gray background. Ramps are generally used instead of steps and are clearly indicated with light colors, as are handrails.

At Playland, Huseby draws attention to stairways by painting alternate steps in red and white. He also has bright painted signs of warning at any danger points about the park.

Paint to "hold the show together" is of keen interest to every amusement park and faircarnival and circus proprietors. Consider, for instance, the traveling shows. If ever paint had a maintenance job to do, it's with them. No wonder that at Ringling Bros. and Barnum & Bailey winter quarters they use annually around 1,160 gallons of aluminum paint, 810 gallons of steel car rrimer-surfacer, 300 gallons of asphaltum, 1,000 gallons of white paint and 500 gallons of turpentine.

Rough Treatment

What with one-night stands, rough treatment from roustabouts, broiling sun on hot, dusty lots, rain, hail, wind and mud, all The durability of paint—a that paint is terrifically importor-is well illustrated at this the atmosphere of glitter that is

> In painting for beauty and durability, one must build from the ground up, as all the men interviewed emphasized. A few specific suggestions from the pare surfaces should therefore be job for a show or park on his

NEW WOOD: All knots and sappy places on new wood should the priming coat has been applied and becomes dry. In case of two coat work, apply sealer before the priming coat.

METALSURFACES: All greasy or oily metal surfaces to be painted should be cleaned with benzine or mineral spirits yellow as an eye-catching static control which keeps it at before any paint is applied. All new galvanized metal surfaces should be treated with a solution made by adding eight ounces of either copper acetate or copper sulphate to one gallon of warm real fairyland that will capture the cooling effect of the air as it water in an earthenware or glass vessel, or with a proprietary On places that must take extra etching liquid. The solution

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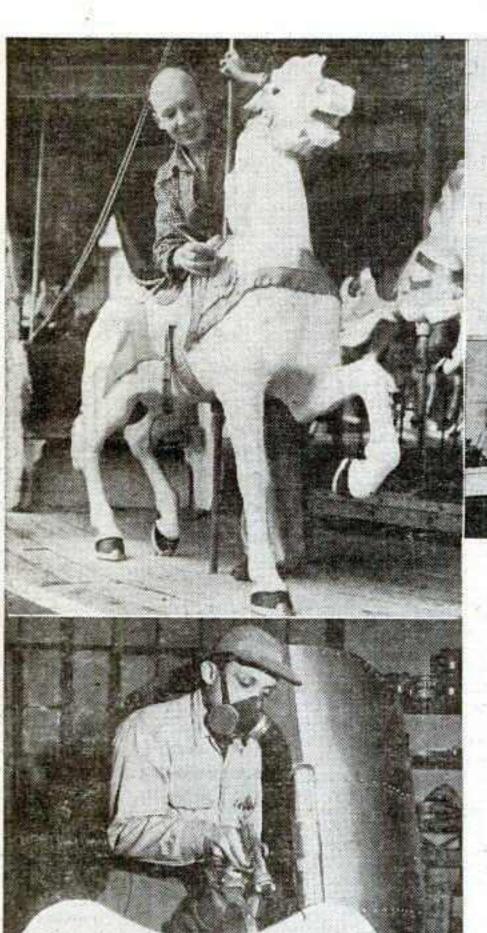
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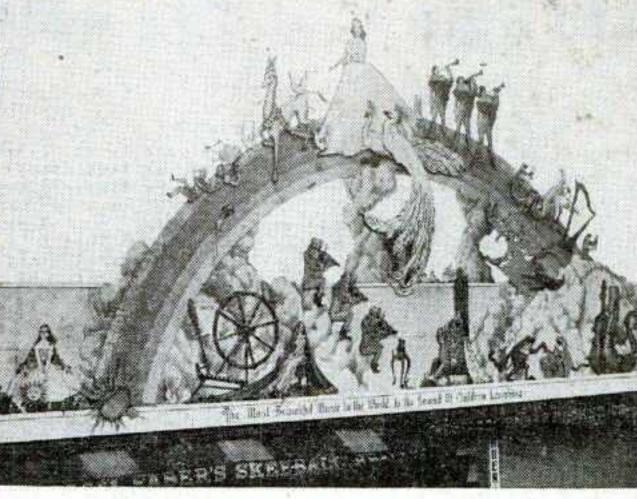
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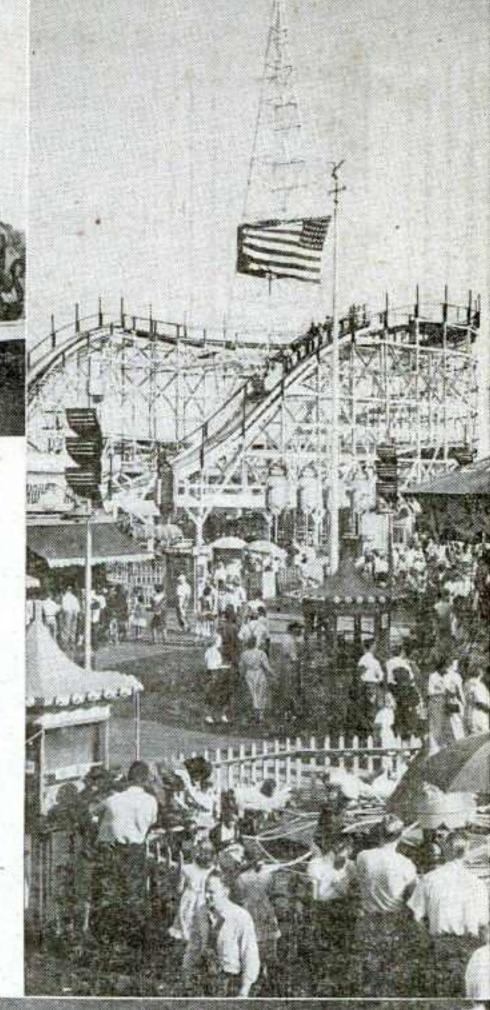
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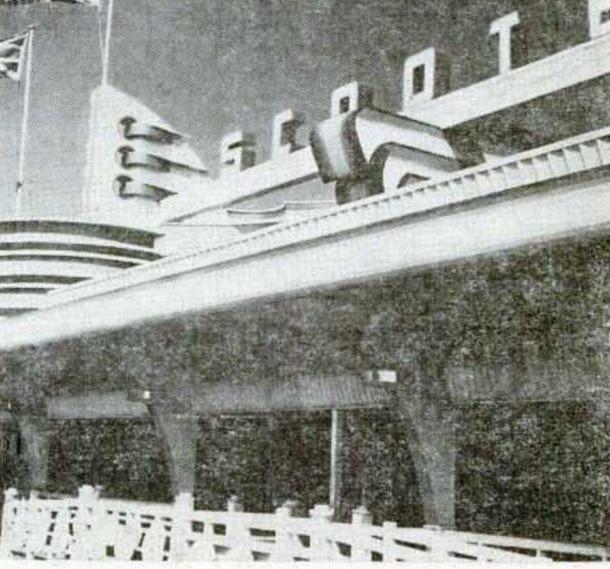


PAINT-COLOR...THE BEST BALLYHOO

Rockaways' Playland provides an outstanding example of the manner in which paint-color, wisely chosen and skillfully applied, can bring tremendous benefit to the outdoor amusement business. Here at Rockaway Beach, N. Y., Herman Huseby, director of arts, is applying the principles of fine art to the color-styling and decorating of this popular park. Upper left, Huseby adds a touch of color to the trappings of one of the horses on the nation's first all-white Merry-Go-Round, Lower left, Harold Alexander, looking himself like a man from Mars, applies heated enamel to the tail of a rocket at Rockaway, Above, the Rainbow at Rockaways' Kiddie Park is done mainly in primary colors because, says Huseby, "A child's eye cannot absorb subtle colors." Huseby, a graduate of the New York Art Students' League, has sold canvasses for as high as \$1,000, Right, the popular Roller Coaster at Rockaway, seen in Cinerama, is carefully paint-protected at all times to safeguard it against wear and weather. (Photos: Rockaways' Playland.)







Warm colors lead the crowds into attractions designed by John C. Ray, of Toronto, noted builder of park and carnival structures. The Scooter building (above), at the Canadian National Exposition, has edges painted in everlightening shades of orange. The deepest shade is repeated in vertical columns which direct the eye down to the entrance. Below, a Penny Arcade built by Ray, a former theatrical designer, has pennies in heaven to attract the crowds at the Toronto fair. (Photos by the John C. Ray Studios.)



"Meet me at the Waterfall" has become a byword at the Cleveland County Fair, Shelby, N. C., where Dr. J. C. Darton is the guiding genius and able director. The man-made cascade (above) is 30 feet high and constructed of galvanized iron. Thousands of gallons of water tumble over it every day into the painted concrete pool below, where fish and waterfowl swim about. Below, Nile green paint is being used on the corrugated iron over which the water flows. The columns at each side are being painted aqua and white, capped by sunshine yellow towers. At night the waterfall is flooded with colored lights. (Upper photo: Willis Photo Studio, Shelby, N. C. Lower photo: Lewis P. Watson, Raleigh, N. C.)



Approximate Date

157 Temples Put Sponsored Indoor Circuses Into Class Vacated by Big Traditional Shows

By TOM PARKINSON

NE hundred fifty-seven sponsors form the nucleus around which the huge indoor business has been built. That's 'how many Shrine Temples there are in the United States and Canada, and showmen recognize the Shrine in general as the best auspices one can get.

The big indoor circuses play many other dates, and cases are cited in which non-Shrine auspices do better than certain temples. But the Shrine is the lifebeat of indoor sponsored show business, and it can be credited with boosting such outfits as Polack Bros., Hamid-Morton, Orrin Davenport and Tom Packs into the same relative positions that Sells Floto, Hagenbeck-Wallace, and Al C. Barnes once held in the circus world.

Who wins contracts with the cream of the temples-the surefire sponsors among the 157 possibles-is of primary importance to everyone in circus business. Changes in plans or policies of a big Shrine Temple constitute a major event, directly affecting not only top indoor producers and promoters, but also every employee on their shows, including acts, and the management of all other circuses.

Loss of a Shrine contract to some shows can mean loss of a week's wages to their acts. Gain of a new contract .nay mean shuffling financially important assignments for dollar-wise promoters. Independent and competing auspice shows make their routing plans with an eye cocked to the changes in Shrine circus schedules. Dickering for temple contracts s roughly akin go the campaigns by carnivals to sign State fairs.

Thus, the question of who holds key Shrine contracts is highly significant. It has been that 'vay for 10 or 15 years; it's likely to be that way for a long time to come.

Clubs Are Sponsors

The existence of 157 temples is not the entire picture. Among them are several which have sponsored the same show for decades, and each usually is considered firmly in the pocket of that circus. There are temple: which will not or can not sponsor a show, and they are effectively removed from the market. In between are the great bulk of Shrines, and their circus sl.ifts and shuffles provide some of the trade's liveliest action.

Highly important, too, are the Shrine Clubs, which are branches of the all-important temples. Usually, clubs are in smaller towns near big-city temples. It's I t certain how many clubs there are, but the office of the Shrine's Imperial Recorder sets the number between 2,000 and 3,000. Some clubs assist with a temple-sponsored show c'ubs sponsor their own shows and these dates are vital to all indoor and outdoor auspices circuses.

Basic Idea Isn't New

There's nothing new in the basic facts that circuses play indoors or under auspices, even Shrine auspices. America's first circuses were indoor affairs and tented trouping came later. Frequently, early showmen framed indoor shows for winter work. Shipp & Feltus Circus was a cioneer in oth indoor and auspice work 35 to 50 years ago. Starting about the turn of the century, standard one-day stand shows contracted occasional auspices, usually for opening days. All kinds of organizations were used for these dates, but fraternal groups soon came to the fore. The Van Amburgh Wild Animal Circus started it 1906 season with the auspices c. the Atlanta (Ga.) Shrine Temple.

Davenport to Detroit

That's also the year in which the Ancient Arabic Order of Nobles of the Mystic Shrine for Nobles of the Mystic Shrine for North Arabic Order of North Arabic Shrine in 1910.

North Arabic Order of Nobles of the Mystic Shrine for North Arabic Shrine in 1910.

Morton, Polack Start

Orrin Davenport, then a leading bareback rider with Ringling Bros.' Circus, was asked by the Detroit Shrine Temple to frame a winter circus package in 1906.

Shrine in 1910.

Morton, Polack Start

Morton, Polack Start

Later this month, Davenport will stage the first circus Kew of the first circ

SHRINE TEMPLE SHOWS: WHO HAS THEM

riere is a compilation showing which circus producer, hold Shrine Temple contracts and where those temples are located. Listings are by city. Included are the name of each temple, name of the show producer, if any, and the approximate time of the annual circuses. In almost all cases the chart show producers for 1953 dates.

	City	Temple	Circus Gil Gray	Approximate
	Aberdeen, S. D	Yelduz	Gil Gray	April or May
	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~			A Process of the Contract of t
Š	Albany, N. Y.	Cyprus	None	None -
	Altoons Pa	Taffa	Gil Gray	August
	Amarillo Tex	Khiva	None	None
			None	
į.	Ashland, Ore	Hillah	None	None
	Atlanta	Yaarab	Hamid-Morton	November _
			Polack Bros	
			Polack Bros	
	Billings Mont	Al Bados	None	None
			None	
			None	
	Boise, Idaho	El Korah	Polack Bros	June
			None	
			None	
			None	
			Hamid-Morton	
			Polack Bros	
			None	
	Chattanooga	Albambra	None	None
	Charleston, S. C	Omar	Polack Bros	September
	Charleston, W. Va	Beni Kedem	Polack Bros	December
	Charlotte, N. C	Oasis	None	None
			Polack Bros	
	Cincinnati	Syrian	Cole Bros	April
			Orrin Davenport	
	Concord N H	Rektash	None	None
ŋ	Cumberland, Md.	Ali Gahn	Tom Packs	July
	Dallas	Hella	None	None
	Davenport, la	Kaaba	Temple	October
	Dayton. O	Antioch	Orrin Davenport	March
	Deadwood, S. D	Naja	Polack Bros	July
	(At Rapid City, S. D.)		District Daniel	CHONNEL CONTRACTOR
	Der Moiner	Za Ga Zia	Polack Cros	October
	Detroit	Moslem	Orrin Davenport	None
	Detuth Minn	Aad	Orrin Davenport	Anril
	East St. Louis, Ill	Ainad	Tom Packs	June & July
	El Paso, Tex	El Maida	None	None
	Erie, Pa	Zem-Zem	Polack Bros	March
	Evansville, Ind	Hadi	Temple	November
	Fargo, N. D	El Zagal	Polack Bros	July
	France Calif	Tebras	John Andrews None	November
	Fort Wayne Ind	Miznah	Polack Bros	Februare
	Galveston, Tex	El Mina	None	None
	Grand Forks, N. D	Kem	Orrin Davenport	May
	Grand Rapids, Mich	Saladin	Orrin Davenport	January
	Greenville, S. C	Hejaz	None	None
	Hainax, N. S	Philae	None	None
	Harrishure Pa	Zembo	Polack Bros	January
	Hartford, Conn.	Sphinx	Frank Wirth	April
	Hastings, Neb	Tehama	Gil Gray	April
ķ	Helena, Mont	Algeria	Gil Gray	June
	Houston	Arabia	Orrin Davenport	November
	Indianapolis	Murat	Polack Bros	March
	Jackson, Miss	Wahabi	None	None
	Jacksonville, Ma	Morocco	None	None
	Knowville	Kerhela	Orrin Davenport	November
	Leavenworth, Kan	Abdallah	Hagen Bros	Mone
	Lewiston, Idaho	Calam	None	None
	Lewiston, Me	Kora	None	None
	Lexington, Ky	Oleika	Polack Bros.	September
	Lincoln, Neb	Sesostris	Gil Gray	May
	Little Rock	Scimitar	Polack Bros	September
	Los Angeles	At Maleibak	None	None
	Louisville	Kosair	Polack Bros	July
	Macon, Ga	Al Sibah	Temple	November
	Madison, Wis	Zot	None	None
	Madisonville, Kv.	Riznah	F R Grey	Cantomba
	Marquette, Mich	Ahmed	None	None
	Memphis	Al Chymia	Hamid-Morton	February
	The state of the s			reconveniences.

[7] [10.0.7000.00 - [40.0.0.00 -] [10.0.00 - [20.0.00	
Meridian, Miss Hamasa	
MiamiNoneNone	1 VIC
MilwaukeeTripoliHamid-MortonFebru	ITV
Tipoli	
MinneapolisZurahCurtis-Van TilburgFebru	ary
Mobile, Ala	nber
Montgomery, AlaAlcazarPolack Bros Septen	ber
Montpelier, VtMt. SinaiNoneNone	0.00
Wompener, VtWit. Sinat	
Montreal	
Muskogee. OklaBedouinNoneNone	
Nashville	
Newark, N. JSalaamNoneNone	100
Name of the state	
New Bern. S. CSudanNoneNone	ONE THE
New OrleansJerusalemTom PacksNoven	iber
New York	
Norfolk, VaKhedivePolackApril	75
Nortoik, Va	
Oakland, Calif Aahmes Polack Bros April	
Oklahoma CityIndiaPolack BrosOctobe	ar .
Omaha	
Parkersburg, W. VaNemesisNoneNone	
	20
Peoria, III	Control 6
PhiladelphiaLu LuPolackNoven	ber
Phoenix. ArizEl Zaribah PolackMay	
Pine Bluff, ArkSaharaNoneNone	
PittsburghSyria	
Pittsburg, KanMirzaPolack BrosMay	
Portland. OreAl KaderTempleApril	
Providence	
Pueblo, Colo	
Rawlins. Wyo	
Reading, PaRajahNoneNone	
Regina, Sask Wa-Wa	
Reno	6
Richmond, VaAccaNoneNone	
Roanoke, Va	ITV.
Rochester, N. YDamascusOrrin DavenportFebrua	
Rockford, IllTebalaPolack BrosAugus	
Rutland, VtCairoNoneNone	
Sacramento, Calif Ben Ali Polack Bros May	
Sacramento, Cam	
Saginaw, Mich Elf Khurafeh Orrin Davenport Januar	y
St. John, N. BLuxorNoneNone	
St. Joseph. MoMoilaGil GrayMarch	
St. Louis	
St. PaulOsmanOrrin DavenportMarch	
Salina, Kan	
Salt Lake City El Kalah Polack Bros June	
San Antonio	**
San Amond	10
San Diego, CalifAl BahrPolack BrosJuly	0.00
San FranciscoIslam Polack Bros	(1)
Savannah, Ga Alee	
Seattle	£.
School and the Walter	
Sheridan, WyoKalifNoneNone	
Shreveport, LaEl KarubahTempleNoven	me.
Sioux City, Ia Abu Bekr Gil Gray March	
Sioux Falls, S. D El Riad Orrin Davenport March	
Spokane El KatifNoneNone	
	10000
Springfield, Ill Ansar	ibei
Springfield, Mass Mella	
Springfield. MoAbou Ben AdhemGil GrayMarch	
Syracuse	
Sylacuse	
Tacoma, WashAfifi TempleSpring	
TampaNoneNone	
Terre Haute, IndZorah	
Toledo	S
Tolego	t.
Topeka, KanArabTempleNone	
Toronto	55
Trenton, N. JCrescentNoneNone	
Troy, N. Y Oriental None None	
Tity, N. I.	
Tulsa, OklaAkdar	
Utica, N. YZiyaraPolack BrosOctobe	t.
Vancouver, B. C Gizeh	
Waco, Tex	*1
Water Tex.	g.
WashingtonAlmasHamid-MortonApril	
Watertown, N. YMediaKing-CristianiNone	
Wheeling, W VaOsiris	
Wichita, KanMidianOrrin DavenportNovem	Tie
Wichita Falls, Tex Maskat	
Wilkes-Barre, Pa Irem	
Winnepeg	
Shrine Temples located outside of the continental United States and	Canade +
	Canade

Temple

Circus

nam, of Grand Rapids, Mich., Morton Circus John Robinson circus, which had not been produced A Yankee Circus in produced shows for the Colum- produced in about 30 years. Eg-pt for that city's Shrine tem- bus, O., temple from 1918 thru ple. The Billboard said then that 1923. he probably had opened a new field for circus performers, offerwinter engagements desirable than vaudeville. "The inspiration is a first-class on and it is probable that the idea work," it said. "The possibil ties carre Polack Bros.' Circus. of the winter circus are immense."

Davenport soon paired Grand Rapids date with his Detroit stand, and it's another he still has. The 1907 season also found Oscar Lowande, a riding cohort of Davenport, operating an indoor show in the East. Rhoda Royal, equestrian dire tor and show owner, operated an incoor show under Shrine, Elks and Eagles auspices in 1907, and - 1910 he was associated with Frank Spellman and John Rob-

Spellman had an indoor production for the Newark, N. J.,

inson in producing similar shov 5.

He has been doing it ever since. for the Shrine at Dallas. From at Toledo last year Polack re-Ii. January, 1907, A. G. Gillig- that start came today's dar. 1- activated the Zenobia Temple

Irving Polack got into the growing indoor circus game in 1922 with his Eastern States Circus, which became the Western States Circus before claing in 1924. !lilt Holland had an inwill be taken up by promoters door circus in which Polack and societies and that before bought half interest in 1929, and long our big circus acts wili be two years later Polack and Louis engaged in profit: 2 winter Stern joined forces in what be-

More Temples Sign

Altho circuses have been available to Shrine temples for 50 years and show agents have stalked Shrine committees constantly for 10 or 15 seasons, not all temples have gotten into the field and each season brings some newcomers.

Mirza Temple, Pittsburg, Ka ., will back its first circus when Polack Bros comes in May. Gil Gray produced the St. Joseph, Mo., temple's first circus in first show to be sponsored by show.

Bagdad Temple, Butte, Mont got into show business with both feet last year. It sponsored Palack Bros. as its first circus venture and "Holiday on Ice" as its initial experience in noncircus lines. Both attraccions are to repeat this season.

K.C., St. Paul Are Veterans Some of the oldest Shrine circuses, in addition to Davenport's Detroit and Granc Rapids dates, are at Kansas City, Mo., and St. Paul. Ararat Temple, Kansas City, began about 1919, booking its own show thru such producers as Davenport, Frank Wirth and Ernie Young. Davenport has had it continuously since 1944.

Osman Temple, St. Paul, be-1924, and in all but a couple of worth, Kan., in May as 'he Rink Vright has produced the had the date.

tion as the 21st under Sphinx Temple auspices. These were started in 1930, but they were suspended for three seasons following the 1944 circus fire at Hartford. Acts have been booked thru Frank Wirth for all but one of the Hartford shows.

Gray Starts Aberdeen

Aberdeen, S. D., is another yet eran Shrine sponsor. There Gil Gray began with a tent show in 1934. He has continued with Yelduz Temple annually except for 1936, when Polack intervened

A long-term exclusive run for Polack Bros. is with Ben Ali Temple, Sacramento, where the first annual was staged 19 years ago. The Davenport, Ia., temple will put on its 16th production this fall, and it also sponsors a stand by the Roya! American Shows. Polack began the Davenport show with an eight-year gan producing circuses about run, and since then it has been produced a..d promoted by years. Davenport's package has Kaaba Temple except during a supplied the performance. An- three-year hiatus. Arabia Temother marathon run is that of ple at Houston also will have 16 Tangier Temple in Omaha. Its shows to its credit this year current run is the 24th. Bob John Andrews produced them John Andrews produced them March. Howard Suesz will take Morton held the contract for the for several recent seasons, and his 'Hagen Bros.' Circus to Leav- first two years, and since then last fall Orrin Davenport again

CASH IN ON COLORS!

Tips on Effective Paint Usage Cited by Experts

Continued from page 56

proceeding with the priming coat. An alternate treatment that may be used instead of the preceding is this: Wash all galva-

nized surfaces with benzine or mineral spirits to remove film of oil or other foreign matter, then apply a coat of zinc dust-zinc oxide, or other standard pre-pared galvanized primer, red, or blue lead made especially for this purpose.

(Never apply paint to a metal surface in temperatures below 40 degrees).

NAIL HOLES, CRACKS, AND JOINTS: Putty up all defects after the priming or first coat is dry and before the second coat is applied. Use a pure linseed oilwhite lead-whiting putty, colored to match the finish coat.

OLD WOODWORK, EXTERI-OR: Remove all loose or scaling coats. If desired, all "alligatored" approved metal primer. Thoroly paint can be removed by burning clean all metal surfaces such as

and allowed to dry well before off or using paint remover. Prime all bare wood and putty all nail holes and other irregular-

> OLD WOODWORK, INTERI-OR: Wash all glossy paint surfaces with a mild alkaline such as sal soda, trisodium phosphate, or sodium silicate, and rinse thoroly. Remove all loose and blistered paint. Putty, glaze, or spackle all cracks and other minor irregularities. Sand thoroly and prime all bare wood.

> PLASTER SURFACES: Wash all glossy surfaces with a mild al'taline such as sal soda, trisodium phosphate, or sodium silicate, and rinse thoroly. Remove all loose and blistered paint, and smooth edges by sanding. Cut out and properly fill all plaster cracks with patching plaster, spackle, or Swedish putty. Prime all bare plaster.

METAL SURFACES: Remove paint, using sandpaper and scrap- all rust and loose paint film and ers, before applying any new touch up bare surfaces with an

Henry Trefflich to Siam

Continued from page 49

ing of gorillas into or thru their territory. This seems to be a move to enable them to garner the market for their own gain.

Trefflich is bringing a rhino in during June for the Central Park Zoo here, and has zebras arriving for instance, as the amount for shortly for the Colorado Springs (Colo.) Zoo. He also has a pair of few years ago. tigers coming from Siam for the San Diego (Calif.) Zoo.

Animal Stations

Two animal stations are kept manned the year-round for the acquisition and shipping of animals. The African station, in Freetown, employs two whites and seven natives. Another station is maintained in India. Collectors are also stationed in the Philippine Islands to obtain monkeys, but the necessity of shipping them to the U.S. by air makes the cost per animal rise. The result is a selling price equal to that of the Indian monkeys which arrive by ship, altho the Philippine cost per animal is less.

to Trefflich, but their threat is the hands of a publisher. Being diminishing. He said that they readied for fall release, the book do not guarantee the condition or will have a 20,000 first printing. health of animals upon Stateside In the book, Trefflich pays tribarrival, and his standing uncon- ute to the show-business industry, ditional guarantee policy on ani- which has never in any instance mals he sells has proven its merit. Let him down.

Labor costs have increased thruout the world, as has the cost of transportation. Thus, the animal importer said, he has to pay as much for an animal in Africa, which he sold a like animal a

An interesting phase of the Trefflich firm's business is the leasing of monkeys to parks and other amusement spots. The practice of leasing monkeys is on the upswing especially among drivein theater operators. Trefflich expects to have 1,000 to 1,500 monkeys out this season on lease. Each monkey leased brings in \$35. with the lessee paying freight costs each way. However, upon the return of the monkey in good condition, Trefflich refunds half the original deposit. Thus, the park or drive-in owner pays only \$17.50 for the use of a monkey for the season.

Trefflich's experiences of 25 years in the animal business will Foreign animal dealers have in-vaded the U. S. market, according Never Talk Back," which is in

downspouts, gutters, flashings, roof decks, etc., of all accumulated dirt before proceeding with painting.

So much for the preparation of the surface, that all-important first step. It's essential to the proper use of paint-and remember that paint, properly used at parks, carnivals, circuses, and fairgrounds, has almost magic powers to lift the spirits of the crowds that come in search of gaiety and fun. This is one case where a good beginning means a good ending, too!

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Little Rock-Rodeo. Oct. 5-10. Clyde E.

Springdale-Springdale Rodeo. July 1-4. CALIFORNIA

Clovis-Clovis Rodeo. April 25-26. Eureka-Eureka Rodeo, June 26-28. Glennville-Glennville Rodeo. June 7. Livermore-Livermore Rodeo, June 13-14. Los Angeles-Sheriff's Rodeo. Aug. 23.

Frank D. Grace. Salinas-California Rodeo. July 16-19. R. J. Wallace,

Saugus-Saugus Rodeo. May 2-3. Visalia-Visalia Rodeo. June 5-7. Willits-Willits Rodeo, July 4-5. W. D. Ford.

COLORADO

Boulder-Boulder Rodeo. July 26-27. Colorado Springs-Pikes Peak or Rodeo. Aug. 4-8. R. J. Watson. Durango-Spanish Trails Fiesta, July 31-Aug. 2. J. Franklin McKelvey. Greeley-Greeley Rodeo, July 3-4. Littleton-Junior Rodeo, Aug. 21-22. Forrest F. Hammes. Monte Vista-Monte Vista Rodeo. July

29-31. J. H. Beatty. IDAHO

Boise-Boise Rodeo. July 2-5. Burley-Burley Rodeo. Aug. 20-22. Caldwell-Night Rodeo. Aug. 4-8. Telpher E. Wright.

Filer-Filer Rodeo. Sept. 2-5. Gooding-Gooding Rodeo. Aug. 13-15. Idaho Falls-Idaho Falls Rodeo. Aug. 12-

Jerome-Jerome Rodeo. Aug. 27-29. Lewiston-Lewiston Roundup. Aug. 28-30. Joe M. Skok. Nampa-Snake River Stampede. July 14-18. Virginia Smith.

Pocatello-Frontier Days. July 16-18. Mrs. Muriel Ruggles. Preston-Preston Rodeo. July 30-Aug. 1. Rexburg-Rexburg Rodeo. July 3-4. Soda Springs-Soda Springs Rodeo. Aug.

Weiser-Weiser Rodeo, July 30-Aug. 1. KANSAS

Abilene-Abilene Rodeo. Aug. 24-27. Phillipsburg-Phillipsburg Rodeo. July 30-Aug. 2. Russell-Russell Rodeo. June 9-11.

MISSOURI Camdenton-Camdenton Rodeo. July 9-12 MONTANA Billings-Midland Fair Rodeo. Aug. 11-15.

H. L. Fitton. Butte-Butte Rodeo. July 15-18. Kalispell-Kalispell Rodeo. May 9-10. Lewistown-Lewistown Rodeo. July 30-Aug. Henry J. Otten.

Livingston-Livingston Rodeo. July 4-5. Red Lodge-Red Lodge Rodeo. July 3-5. Shelby-Rodeo. July 23-26 (tentative). Clifford R. Coover.

NEBRASKA Burwell-Burwell Rodeo, Aug. 12-15. North Platte-North Platte Rodeo, June

Omaha-Ak-Sar-Ben Rodeo. Sept. 25-Oct 4. J. J. Isaacson. Valentine-Fair Rodeo. Aug. 23-24. Hugh Potter.

NEVADA

Elko-Elko Rodeo. June 26-28. Las Vegas-Elks Rodeo. May 14-17. E. J. Gilbreath. Reno-Reno Rodeo. July 3-5. Ray Peter-

NEW MEXICO

Carlsbad—Carlsbad Rodeo. May 27-30 Deming-Deming Rodeo. Oct. 8-11. Gallup-Gallup Rodeo. June 27-28. NORTH DAKOTA

Sanish-Sanish Rodeo. July 3-5. Doug McGrady.

OKLAHOMA

Vinita-Vinita Rodeo. Aug. 26-30. OREGON

Klamath Falls-Klamath Roundup. July 2-4. Dick Kenny. Molalia-Molalia Buckaroo. July 3-5. Ernest W. Clark. Pendleton-Pendleton Roundup. Sept. 10-

12. Charles Erwin. Prineville-Crooked River Roundup. Aug. 7-9. J. A. Cain.

St. Paul-St. Paul Rodeo. July 3-5. Gene Smith. SOUTH DAKOTA

Belle Fourche-Black Hills Roundup. July

3-5. J. F. Koller. Deadwood-Days of '76. July 31-Aug. 2. Nell Perrigoue. Huron-Huron Rodeo. July 3-5.

Rapid City-Black Hills Range Days Aug. 13-16. Paul Brzua.

Burnet-Burnet Rodeo. May 14-16.

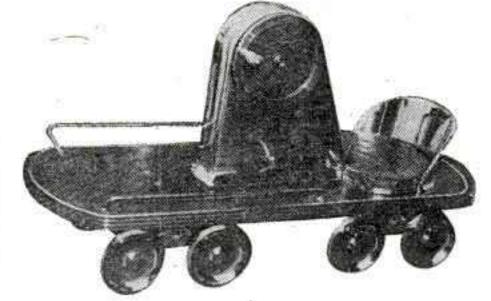
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Gladewater-Gladewater Rodeo. June 16-19. Wm. T. Randolph.

Kerrville-Jaycee Rodeo. July 1-4, Ed Honea. Llano-Llano Rodeo. June 4-6. Raymond

Winkel. Midland-Midland Rodeo. June 3-7.

Pecos-Pecos Rodeo, July 2-5. Pampa-Top o'Texas Rodeo. Aug. 4-8. E. O. Wedgeworth. Rock Springs-American Legion Rodeo.

July 3-5. S. L. Guthrie. San Saba-Jaycee Rodeo. June 18-20. L. P. Cobern.

Yoakum-Yoakum Rodeo, June 11-13. Don Teas.

UTAH Lehi-Lehi Rodeo, June 24-27.

Logan-Logan Rodeo. Aug. 20-22. Nephi-Nephi Rodeo. July 9-11. Vernal-Vernal Rodeo. June 26-27.

WASHINGTON Ellensburg-Ellensburg Rodeo, Sept. 5-7. George Prescott, Omak-Omak Stampede. Aug. 8-9. R. C. Rader, Spokane-Spokane Rodeo. July 16-18. Clayton Kauffman. Toppenish—Topenish Rodeo, July 3-5. Walla Walla—Southeastern Wash. Rodeo.

Sept. 5-7. Leslie L. Stewart. Yakima-Yakima Rodeo. April 18-19.

WYOMING Buffalo-Buffalo Rodeo. Aug. 19-21. Tud Smith. Cody-Cody Stampede. July 3-4. D. R.

Stoutt. Casper-Casper Rodeo. Aug. 12-15. R. S. Latta. Cheyenne-Cheyenne Frontier Days. July

21-25. Willard Murfin. Douglas-Wyoming State Fair Rodeo. Sept. 2-5. Gordon L. Roush. Evanston-Cowboy Days. Sept. 6-7. A. C.

Williams. Gillette-Gillette Rodeo. Aug. 27-29. Fred Oedekoren.

Greybull-Days of 49. June 13-14. Gordon Blaney. Guernsey-Old-Timers' Rodeo. July 4-5. Carroll J. Schard. Jackson-Jackson Rodeo. July 25. J. E. Amschel.

Lander-Lander Rodeo. July 4-5. Bertha L. Norman. Newcastle-Newcastle Rodeo. Aug. 21-23. Clarence E. Nagus. Wheatland-Wheatland Rodeo. Aug. 29-30.

John Ballard. CANADA Cardston, Alta.—Cardston Rodeo. July 14-15. Bert Gibb.



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TRAILER TRENDS

'53 Mobile Homes Stress Fem Appeal

By EDWARD L. WILSON Managing-Director, Trailer Coach Manufacturers' Association

T'S a woman's world, and the builders of mobile homes have recognized that fact in designing their 1953 models.

With homes on wheels now built about as large as practical considerations permit, attention has been focused on interior refinements — eye-pleasing decor and more labor-saving ap-

pliances. Among the new models displayed at the national Mobile Homes Show in Houston early in March was a compact 35-foot home which departs from the conventional end-to-end floor plan-ning which has prevailed until now. In this model a bedroom and bath are placed side by side at one end, leaving added room for the master bedroom, the kitchen and the living room. The smaller bed-room is fitted with double bunk beds and a bedside cabinet. In the bathroom is a tub and shower combination. In the master bedroom, a full size bed extends from one wall, again a departure from the conventional placement of furnishings.

Louvred windows lend a modern beauty to another 1953 model. These jalousies open a full 90 degrees, giving complete ventilation over the entire window area. When shut they seal tightly, keeping out inclement weather and forming a picture window. Beautifuly flowered draperies complete the charming picture in this mobile home.

Two Stories

mobile home that has two stories and sleeps eight persons comfortably. What's more, one of these two-story models has an attic-a second story storage space for seasonal clothing and equipment and for the semiuseless odds and ends that even a space-conscious traveling family inevitably accumulates.

Another two-story model offers a large kitchen fitted with a full size chrome dinette set.

For the musically minded, there are several mobile home models with living rooms large enough to accommodate an electric organ or spinet piano in ad-dition to the usual furnishings. One manufacturer even displayed his large home on wheels complete with organ and musician-being careful to point out, however, that these are not standard

of a home owner's eyes but can a lounge chair unfolds to form upset the best laid plans of any a dining table seating eight; a interior decorator, is of the most

modern style in today's trailer coaches. Many models offer indirect ceiling or valance lighting in all or most of the rooms. Others have stylish and efficient lighting appliances in the way of lamps and wall fixtures. One model, attractively finished in a tropical motif, was actually designed around the lighting system which was planned by lighting engineers retained by the manufacturers to work with his designers.

Lighting

All models have adequate reading light, of course. The result of this emphasis on lighting is a plan that is right from the standpoint of both appearance and good vision.

Air conditioning made its appearance in many more mobile shows at the 1953 show. Cleverly placed in attractive cabinets, the powerful, quiet units are made to blend with the over-all decor of the home and enable the mobile homemaker to be com-

fortable in any climate.

Heating equipment, of course, is as modern as the rest of the home. Forced-air heating and radiant heating in floors is available in many models. All the heating units, of course, are thermostatically controlled. Pow-erful, quiet blower fans, which distribute the heat evenly during the winter months, can be used for cooling during the summer in those homes which do not have air-conditioning units. They can bring in fresh outside air and change the air in the home eight to 10 times an hour.

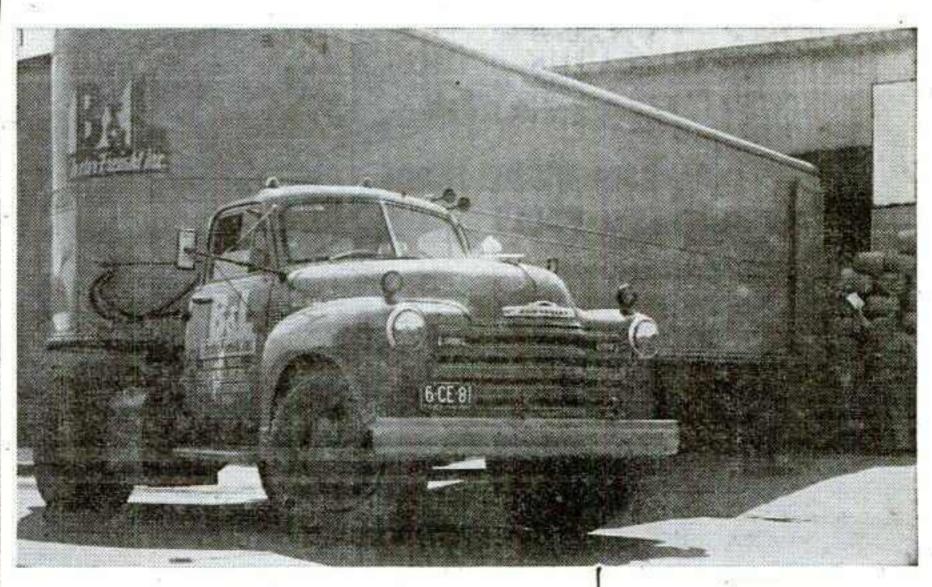
New notes in kitchen cabinets were sounded at the show. Several models displayed curveddoor cabinets over the sink or For the larger family, there's work base. The shelves in this cabinet are mounted on a center pole so that the inside of the cabinet revolves like a lazy susan.

A number of kitchen cabinets have doors that have no protruding handles but open at a gentle tap-and close easily like any other door.

Two Sections

A mobile home in two sections was exhibited by one manufacturer. The two units can be towed separately or together. For short jaunts from the home base, the owner can take half his house with him—a complete living unit—and not have to tow the full mobile home.

Most of the mobile homes coming off the production lines this year actually have more usable space than many modern apartments. Probably nowhere is the space-saving ingenuity of the Lighting, which not only has a decided effect on the health convert to double or bunk beds; (Continued on page 62)



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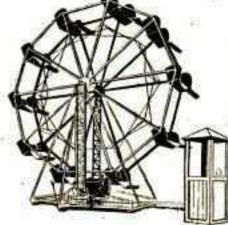


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Trailer Mfrs. Aim Pitch at Fem Trade

Continued from page 61

of the cabinet, and a desk is attention. expanded to a 52-inch dining table with leaves stored in a top Interior tables are common.

many coaches occupy as little as matched wood, fitted with dec-48 by 54 inches and have tub orative pegs and topped with a and shower combinations, one 38- fluted cornice that conceals foot mobile home with two bedrooms has two entrances to the

power vents.

have been developed for these trailer rooms. homes. Rustproof, stainless, chip most chemicals.

One manufacturer of plumbing sized beds. fixtures exhibited a bathtub made hand.

Eye-level ovens, which are getting the attention of home designers thruout the country, are available in some mobile homes. No longer need mama slave over for hobbies or club activities. a hot oven-now she can watch

corner cabinet becomes a table homes, are optional equipment merely by an extension of the in some mobile homes. Autofront and insertion of leaves matic garbage disposal units also stored in a special compartment are making a bid for mildady's

Interiors

Interior wall finishes have redrawer. Dining tables with ex-ceptionally large drop leaves are featured in many mobile homes, basket-weave wood wall has reand snack bars extendable into placed the traditional smooth bles are common.

Fully equipped bathrooms in finished in varied widths of finely indirect lighting.

Around-the-room valances can bathroom, one from each bed-room. Many of the baths are all wall-to-wall carpeting, built-in aluminum and ventilated with television and other luxuries.

Such added conveniences as Push Colors built-in vanities, full-length mir-Plumbing fixtures in a variety rors and ample electrical outlets of attractive colors and finishes complete the livability of these

For the children there are and shatterproof, they eliminate space-saving bunk beds, finished many complaints common with in Western style or other youthordinar fixtures. By comparison appealing decor to please the they are light as a feather and small fry. And for overnight are unaffected by food acids and guests, many trailer living rooms contain sofas that open into full

The sum of these conveniences of reinforced plastic; it is light is easier housekeeping. There is enough to be picked up in one a place for everything, and for the neat homemaker who likes to keep everything in its place, the mobile home offers an easyto-keep answer. That means more time for the children, or

The proof of the pudding, it is the progress of her baking thru said, is in the eating. In 1952 the glass oven door as she passes more than 83,000 families purchased a new mobile home-that's Automatic washing machines, enough people to fill a city the specially designed for small size of Norfolk.

Admission Tax Hearings

Continued from page 49

theater owners in New York and most. In most cases where there commercial neighborhoods."

Bills favoring the movie interests by seeking special exemption for that industry have been pouring into the Congressional hoppers at a rate of about three a week since the start of the session. Most of the bills have identical wording. The latest one was tossed into the hopper Wednesday (1) by Rep. William T. Granahan (D., Pa.). Others besides Dingell, Granahan and Mason who have as legit theaters, night clubs and introduced such legislation include Reps. O. C. Fisher (D., Tex.), Hale Hoggs (D., La.), James B. Frazier Jr. (D., Tenn.), Harold C. Hagen (R., Minn.), Harold A. Patten (D., Ariz.), Clyde Doyle (D., Calif.), Gordon L. McDonough (R., Calif.), James E. VanZandt (R., Pa.), Clement J. Zablocki (D., Wis.), Carl Elliott (D., Ala.), Cecil R. King (D., Calif.), James C. Davis (D., Ga.) and Clair Engle (D. vis (D., Ga.) and Clair Engle (D., Calif.). This does not include legislation introduced by Rep. Victor Wickersham (D., Okla.), and Rep. Thaddeus M. Machrowicz (D., Mich.) and other congressmen to wipe out the federal tax on all admissions. On the Senate side of the Capitol, Sen. Everett M. Dirksen (R., Ill.) was one of the first to back legislation to terminate the tax on movie admis-

The ponderous mass of bills, identically worded, is practically unheard of on Capitol Hill inasmuch as it takes only one bill to get the consideration of Congress. On controversial subjects such as this, there have been half a dozen identically worded bills at the

Northern New Jersey, told Celler is a controversy, a difference of "our industry can no longer af-ford the equivalent of a 20 per cent gross sales tax and remain in business." Brandt said that in addition to theaters already introduced so far this session seekclosed, others are "on the verge ing changes in the Social Security of closing but are hanging on in Law but few of these bills are the hope that Congress will realize that it is far better for the nation's economy to help the theaters to remain open, retain their show of strength. The assumption employees and cause trade in is that the sponsors of this legis-commercial neighborhoods." lation will provide a nucleus to gain widening Congressional sup-

Obviously, relief for other elements of the amusement industry covered by the admissions tax is seriously threatened by the movie theater drive. Significantly, Capitol Hill has received no evidence of any such militant drive by the other industries affected, including outdoor showpeople as well concert theaters.

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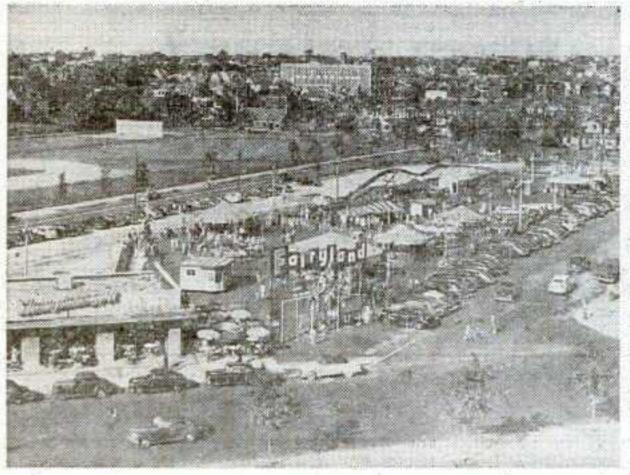
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Fairyland, New York kidspot, occupies one of the few plots of open ground in the Elmhurst section of Queens. At least a half million persons, a big percentage of them children, reside within a couple of miles of the park and distribute a gross estimated at around \$250,000 annually among its 14 riding devices. Bernard Berkley, operator of the park, pioneered week-end operation throut the year and continuing good patronage on Saturdays and Sundays when the skies are clear attest the wiseness of this innovation,

Kid Spot Topper: N. Y's. Fairyland

Year-Round Week-End Operations Yield 250G Gross Yearly at Choice Location

By JIM McHUGH

N UNORTHORDOX approach in the framing, presentation and operation of a Kiddieland has paid big dividends for Bernard Berkley and his partners in the Queens. The New York City spot is credited with being one of the most successful in the nation, dollar-wise, since its estimated gross runs to around \$250,000 annually, and with pioneering the year-round week-end operation.

The establishment of Fairyland came about more or less accidentally, being a second choice er, Jeep and water boat ride endeavor after plans to erect a manufactured by the Allan Herhuge coliseum fell thru.

The arena plans were formulated a couple of years after the war when the Ringling Bros and Barnum & Bailey Circus and Madison Square Garden were wrestling over contract terms in renewing a long-standing pact. For a time it looked as the the circus would be happy to move . elsewhere if suitable housing were available at a savings and it was with this in mind that Berkley and his associates gave serious thought to the construction of a new mammoth showplace. But, the story goes, while the other major arena attractions needed to keep a big house busy were receptive, they wanted too much to say, considering the fact that they would have no share in the cost of the structure.

The plan was abandoned, and perhaps luckily, since it resulted in the establishment of Fairyland. The location, only 20 minutes from Times Square by subway. was deemed perfect for an arena and it has worked out perhaps even better as a mecca for moppets since, within the proverbial stone's throw, there resides some 500,000 persons, a big percentage of whom come within the proper age brac et for kid spot

patronage.

Location Paramount It is the location that is of paramount importance, Berkley and his manager, Al McKee, say, Fairyland is located on Queens Boulevard at the intersection of Woodhaven and is accessible by foot, automobile, bus and subway. The subway station is within a Wheel.

measuring 250 feet by 600 feet, 3,000 to 4,000 cars on a Sunday. represents a total estimated in- The turn-over is important and vestment of about \$300,000-a makes this possible since the onesizable gamble in a strange busi- time capacity of the lots is only ness for the uninitiated, as Berk- about one-third of this total. The ley was believed to be. But the rapid turnover of the cars makes funspot clicked from the start in it necessary to keep eight attendendeavor would be successful, no the areas are hard-surfaced and one had any way of knowing that the handling of the vehicles is it was located in the heart of a relatively easy. populace that developed into an The price schedule is the same ideal pool of patronage.

People who live in the Elmhurst area for several miles around Fairyland earn incomes that allow them to pay up to about \$150 a month for apartments. This means, the park operators say, that they are sufficiently well off to be able to spend a dollar or two on enteroperation of Fairyland, taining their children just about any time they want to or whenever the youngsters manage to talk them into an outing. 14 Ride Units

The park contains 14 ride units in addition to a restaurant and Penny Arcade. The rides are a large Merry-Go-Round and kiddie Merry-Go-Round, Sky Fightschell Company; a Whip, Pony Cart and dry boat ride manufactured by the W. F. Mangels Company; an auto fire engine and little Ferris Wheel manufactured by Pinto Bros.; a train manufactured by the National Amusement Device Company; a Baby Turtle manufactured by Chambers and a No. 10 Ferris Wheel manufactured by the Eli Bridge Company.

The area contains no shade trees, water other than drinking fountains, or any other restful or recreational refinements, other than benches lined along one fence, which would tend to hold patrons on after they have exhausted their money or interest in the riding devices. McKee estimates that the average stay is under one hour during which time the moppets are satiated with the pleasures the spot affords, and the parents or other guardians can leave with their charges and with a clear conscience, knowing that they have treated the small fry to all there

The turn-over aspect is important here as it must be at all other Kiddielands operating on restrictive premises, McKee points out, since the peak patronage at Fairyland is reported to run as high as 15,000 persons on good Sundays at the height of the season. Obviously, the exodus from the spot must stay ahead of the new arrivals, else patrons would be piled 10 high like Arabian tumblers.

Ample Parking Fairyland is fortunate in that block and the first sight to greet it has ample parking facilities. the human moles as they climb to Ample parking can make quite a the surface is the park's Ferris difference in the gross and the Berkley spot has five lots, all of The park, located on a plot them paved, which can handle unanticipated fashion. While it ants working on a Sunday even was naturally hoped that the tho the parking is ideal in that

seven days a week. Single ducats,

good on any ride, are priced at 14 cents and are good for either adult or child admissions. Tickets are also sold in blocks of five for 49 cents and the sale of these makes up the biggest part of the gross. The park also peddles a \$2,50 "season book" of tickets containing 28 ducats, or enough to take a youngster around the park twice.

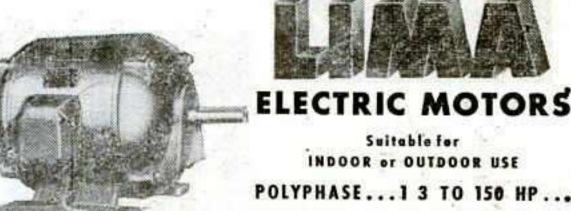
At Fairyland the \$2:50 book of tickets is obviously not regarded as a luxury item by doting parents who spring for 200 or more in the course of a normal Sunday. On a balmy Saturday in the middle of March, 80 of the books were sold to help build the \$1,600 gross for the day. While Fairyland tickets are good any time in the future, most of those purchased appear to be used in a hurry

Few Bargain Deals

The park is not much interested in cut ate deals. To begin with, business continues excellent and there is no particular reason to lean over backwards in offering price inducements to groups. Secondly, McKee is of the opinion that bargain days actually drain or the good days. As a result, he maintains, while the stimulated bargain days may result in big business on a single day during the week, the end result will probably show a weekly or seasonal gross only on a par, or even less, than might normally be expected.

Last season, with Doc Morris handling promotions, a number of tie-ins were established with

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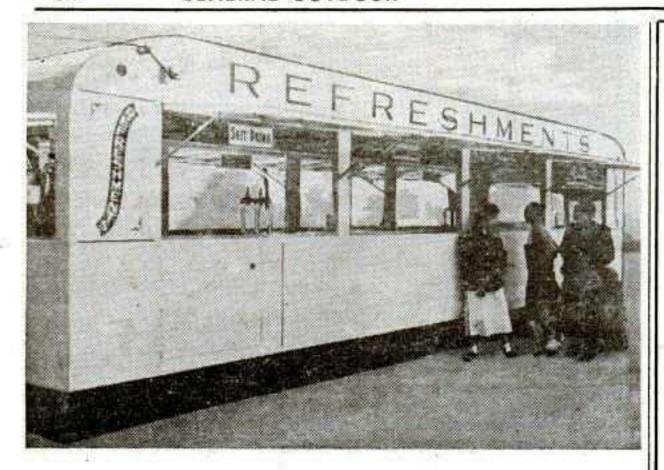
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 Continued from page 54 FIRM NAME UNIT CAPACITY PRICE Pretzel Amusement Ride Co. 17 New Street, Bridgeton, N. J. Pretzel Ride \$5,400 3,150 Whirlo 24 children Circus Ride 24 children Toonerville Trolley 14 children -2,000 Ride Hi Ride Mfg. Co. Chairplane 24 adults-\$ 1,650 Route 13, Harrison Road Chairplane 24 children 1,000 Murphysboro 3, Ill. Airplane 12 children 1,275 Sellner Manufacturing Co., Inc. Tilt-a-Whirl 28 adults \$12,500 501-535 Fowler Street . Fairbault, Minn. Standard Kiddie Rides Mfg. Co. Kiddie Rocket-Sky Fighter \$ 3,500 Kiddie Electric Locomotive Train 201 E. Broadway 2,750 Long Beach, L. I., N. Y. Whirl-a-Round 3,500 Kiddie Ferris Wheel 3,300 Kiddie Circus Ride 2,500 Smith & Smith, Inc. Ferris Wheel 30 adults \$ 5,750 303 Franklin Street Chairplane 24 adults 4,300 Springville, II. Y. Airplane 15 children 2,860 Boat Ride 14 children 2,050 Auto Ride, Trailer Mounted 20 children 3,850 Chairplane 20 children 1,985 Stacey Johnson Amusement Little Jug Boat Ride 28 children \$ 2,450 Ride Manufacturing Junior Ferris Wheel 2,750 36 children 3640 N. W. 47th Street Airplane 15 children 2,100 Miami 42, Fla. Mobile Space Cars 20 children 2,100 Space Chaser 42 children 4,000 Truck Mounted Ferris Wheel 16 children 2,500 Truck Mounted Merry-Go-Round 14 children 2,300 Thornton Steam Trains 24 adults \$ 3,000-\$ 5,000 Miniature Steam Trains 3945 Second Avenue 48 children Des Moines 13, Ia. Warners Merry-Go-Round Co. 30-ft. Merry-Go-Round \$ 5,500 Box 181 36-ft. Merry-Go-Round 8,000 Bay St. Louis 5, Miss. Vogel Neon Mfg. Co. Kid-E-Kruze Torpedo Boats \$ 1,995 P. O. Box 3183 Kid-E-Kruze Flying Saucers 1,495 80 Western Street Amarillo, Tex. Weld-Built Body Co., Inc. 59-03 Preston Court 14 children \$ 3,000 Seven Engine Locomotive Triangular Whisp 18 children 3,050 Brooklyn 34, N. Y. Oblong Whisp 18 children 2,750 Boat R'de 24 children 2,650 Tank Ride 14 children 2,650 Airplane Ride 12 children 2,050 Truck Mounted Whisp 12 children 2,500 Truck Mounted Merry-Go-Round 24 children 3,700 up 13 children 2,025 Truck "" "nted Merry-Go-Round (up and down horses) 10 children 3,200 up Williams Auto Rides \$ 2,250 Kiddie Auto Box 212 Permatrack 1,500 Lansing, Kan. Williams Amusement Device Co. Kid-E-Coaster 15 children 2820 N. Speer Blvd. Silver Streak 24 children Deluxe Flyer Adult Train Denver 11, Colo. 20-40 Special Park Train 36 - 54\$ 7,500 Midget Circus Wagon Mfg. Co. Prairie Schooner 12 children 2506th and Ferrell Streets Stage Coach 6 children 350 Mountain View, Mo. · Wagon 250 Express Wagon 225 Stake Wagon (above are designed to be pulled by ponies) et Jr. (Miniature Coaster) National Amusement Device Co. 540 per h. entury Flyer (Miniature Train) Box 448, V. A. F. 120 per h. Kiddie Farris Wheel Dayton 7, O. 12 Pony Cart 20 Large Roller Coaster 12 - 24.... Old Mills Trackless Train 48-84 C. W. Parker Amusement Co. Teen-Ager Baby Q Wheel Kiddie Ferris Wheel Leavenworth, Kan. Kiddy Fairy Swing Kiddie Aeroplane Kiddie Zeplinger 10 2-Abreast Baby Q, 36-foot breast Baby Q, 36-foot Sunshine Manufacturing Co. Sunshine Kiddie Wheel (electric) 20 children \$ 2,000 2105 E. Chelsea St. Sunshine Choo Choo (electric) 20 children 2,000 Tampa, Fla. Sunshine Whirl Wind (gas or 16 adults and electric) children 5,900 Sunshine Boat Ride 16 children 2,500 Sunshine Para Shoot 18 childern and adults 6,000 20 adults \$12,000-\$13,000

1953 RIDE MANUFACTURERS' SURVEY

Frank Hrubetz & Co. Front and Shipping Streets

Uxbridge Road, Hillingdon Heath Speedway

Salem, Ore.

Lang Wheels, Ltd.

Spitfire Round-Up

Skooter

Helicopter

Miniature Train

2 car (adult) £180 per car 2 car (adult) £220 per car 6 car (child'n) £190 per car 10-12 child'n £1600

32 child'n £1650-£2150

50 child'n £ 900-£1150

24 adults

Hampton Amusement Co. 2231 Oakdale St. Louis 20, Mo.

Exbridge, Middlesex, England

Kiddie Flyer Hand Car

22 10 10 25

Juvenile Autodrome

Miniature Juvenile

\$ 1,850-\$ 2,250

12,000- 13,000

N. Y.'s Fairyland Scores 250G Gross Annually

Continued from page 63

of tickets, from door to door in every phase of outdoor show only a little more than two years many instances, and the kids endeavors. The Kiddielands, or old, is a good example, he says. turned out in hordes. Besides drawing additional patronage, the promotions served to publicize the funspot, a highly desirable achievement.

The park spends an estimated \$40,000 on advertising in the course of a year. Most of this money goes into billing, with two sheets being used extensively, bus and subway advertising. The paper for the billing, which is on a 52-week basis, costs an esti-mated \$15,000. It costs the management 30 cents to post each sheet. Last summer three billing crews were kept busy posting

Publicity and Promotion A publicity mah, Sid Schectman, was employed last season. The selling effort, however, appears to be confined mostly to the Is'and area with only minor forays being made into Manhattan and Brooklyn in search of patronage. The need, McKee says, is not so much for publicity as

for a combination of publicity and promotion.

Direct mail is used to spur interest in the opening of daily operations, scheduled this year for April 15. Initially Berkley mailed out some 300,000 announcements to addresses culled from phone directories. Each contained a coupon good for a bargain rate. The returns aided the park in building a mailing list of families with children. Many persons who did not receive the coupons when their neighbors did asked for and received coupons. The bargain ducats are not given out promiscuously. Each family is entitled to one and then only once a year.

McKee says that Fairyland shows no evidence of suffering from the competition of the estimated 18 or 20 other Kiddielands located on the Island. There are enough people, apparently, to go around. At least Fairyland is satisfied with capacity business virtually assured from 3 to 6 p.m. on every Sunday during the regular season when good

weather prevails. The park opens at 10 a.m. and continues on to 10:30 p.m. each day during the season. The open-ing is timed for noon during the off-season week-ends. On warm summer nights it's closer to 11 when the power is shut off.

The Roller Coaster is the most popular ride in the park but doesn't earn the biggest grosses because it lacks capacity, riding only 12 persons at a time. The train, with a capacity of 48, does the biggest business on the best days because it can handle the most riders. On slow or normal days the Merry-Go-Round, with its 32 horses, will earn top money. The teen-agers give the larger units a good play and it is estimated that the Coaster, Ferris Wheel and train patronage is made up of about 20 per cent adults.

Being located in New York City poses some special operating problems that most Kiddielands thruout the country are not faced with. To begin with no operator can be under 21. This excludes most college students, a group that might otherwise contribute highly desirable, personal and intelligent help. In addition, all operators have to be licensed. While the fee is only 50 cents per license, each operator must undergo tests and is permitted to operate only the rides listed on his license.

City inspectors are on the constant lookout for violations, including fire, electricity, safety, health, etc., but this concerns McKee not at all since, he says, he likes to be a jump ahead of them all with equipment in perfect shape. A year around crew of seven men, with two work buildings equipped with all of the needed tools, makes it possible to keep on top of every likely

mishap.

On week-days it takes from 20 to 24 persons to operate Fairyland. Saturdays the total jumps to 25 to 30 and on Sundays as many as 30 to 34 persons are needed. Help has been plentiful with most of the operators otherwise employed and interested in the extra work to earn extra dollars.

The popularity of Kiddielands in general and Fairyland in particular continues to amaze Mc-

special sections, he recalls, were long considered a necessary evil at major park installations. While operators everywhere have since attributed proper stature to Kiddieland operations, the separate units, located close in to highly concentrated population centers beverage and bread firms. The Kee, even the his experience in firms distributed many thousands the business covers virtually McKee maintains. Fairyland,

MINIATURE STREAMLINERS MOST ATTRACTIVE, RELIABLE AND EASY TO OPERATE. Two sizes, 12 and 20 inch gauge. Prompt delivery at present. WILLIAMS

NEW EXCITING KID-E-COASTER All steel construction, 400 passenger per hour capacity. Engineered for maxi-mum safety. Requires space 35 feet in diameter, Net weight 3000 pounds. Write for free illustrated circulars.

WILLIAMS AMUSEMENT DEVICE CO. 2820 N. Speer Blvd. Denver 11, Colo.



CANADA WORLD DRY SYRUPS

For syrup information call your local Canada Dry Ginger Ale, Inc., office





Canada Dry dispensers.







AT LAST-EASY DIP BETTER BATTER

GON A ST

(Also a better dip for fish, shrimp, chicken, etc.) For better PROFITS build a repeat business by serving a smooth, uniform, golden brown hot dog made with EASY DIP BETTER BATTER. YOU TOO can now serve America's fastest selling hot dog.

NO MORE WORRIES-WITH EASY DIP

Make your batter just as you need it. No more worry about too few or too many buns. With EASY DIP no more unappetizing—unsightly splits, blow outs and grease soaked products because EASY DIP is scientifically blended.

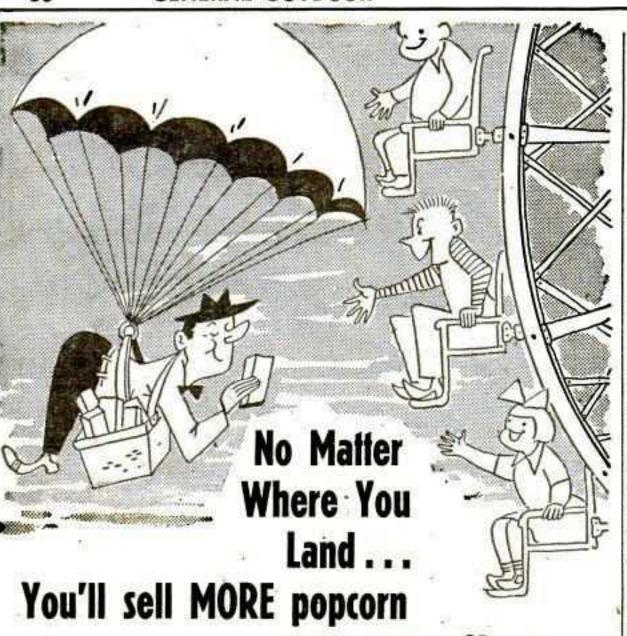
HUGE ACCEPTANCE BY CUSTOMERS AND OPERATORS EVERYWHERE IT WORKS—IT'S GOOD—YES, "EASY DOES IT" AVAILABLE WITHOUT FRANCHISE OR RESTRICTIONS ANYWHERE IN U. S. A.

27c per lb. 100 lb. lots-200 to 900 lbs. 25c per lb. 1000 lbs. or over 24c per lb.

Prices f.o.b. Chicago or Los Angeles subject to change without notice. Cash with order—no C.O.D. please. Or send \$3.00 for 5-lb. sample package—postage prepaid.

P. O. Box 146 Corona Del Mar, California





Popsit Plus, the liquid popping oil, gives popcorn BUTTERLIKE appearance, flavor and aroma . . . corn that looks so good, smells so good, each passerby has to buy!

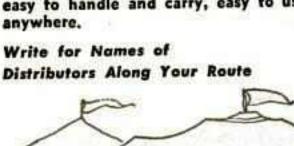
with popsit plus

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 preheat-AND local warehouses renew your

stock quickly, gallon sixe cans are easy to handle and carry, easy to use anywhere.



popsit plus!

Made by C. F. Simonin's Sons, Inc. Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

"SERVING THE SOUTH"

Another GOLD MEDAL Service NEW ORLEANS CONCESSION SUPPLY COMPANY

Distributors for GOLD MEDAL PRODUCTS ECHOLS STAR

Machines and Supplies

Cotton Candy

Candy Apples

SnoKones Peanuts

Hot Dogs Popcorn

and other concession items.

Voltage Boosters



Gold Medal Whirlwind Floss Machine

NEW ORLEANS CONCESSION SUPPLY CO.

608 TCHOUPITOULAS St.

NEW ORLEANS 12, LA.

• For GOLD MEDAL Products ON THE ATLANTIC COAST contact

POPPERS SUPPLY CO., INC. of PHILA. Philadelphia 22, Pa.

complete line of concession equipment & supplies

every conceivable kind of

WHAT DO YOU HAVE TO SELLS

EQUIPMENT, SUPPLIES AND SERVICES

has been sold in The Billboard Write Box 666, 2160 Patterson St., Cincinnati, Ohio

NEW PRODUCTS OFFERED

Concession Equipment, Supplies Expected to Sell at 1952 Prices

PHERE'S universal opti- peanut roasters, candy making general, according to merchandisoutlook for concessions supplies and equipment this seaformly steady prices are in store for buyers.

These points were brought out in a survey made by The Billboard of the concession supply and equipment field. Without exception, these firms reported prices have not changed since last season. For the future picture, only one hinted that price tags might carry bigger numbers later. And countering that was another company's report that some price cutting was believed possible in certain areas. A second outfit said that, while equipment prices were unchanged, supplies would cost somewhat less than last season.

Those responding to the survey questions spoke of greater competition in their fields, but none looked for any drop in business. The few who predicted they would run even with last year were outnumbered by those who reported indications of good to excellent increases in business.

Most of the companies announced one or more new items which they would handle this season. The firms covered in in sno-cones, floss and popcorn Moran. machines; warmers, fryers, griddles, paper cups and containers, flavorings, sirups, drink of New York, is highly optimistic drink sirups, which mix one galdispensers, candy apple supplies, about the season and future in lon to five gallons of water for a

DROUTH HITS CROP

The Billboard. The suppliers partner.

reported continued increases

showed, prices will be about 15

per cent over the 1952 quotations.

Individual suppliers, however, varied in their estimates. Some

leading houses said their rates

were expected to continue un-

changed. Others reported 5 per

cent and 10 per cent hikes, while

one company announced prices

were preparing for their most

successful seasons. Their replies

were sparked by predictions of "good," "very good" and "excel-

lent" business. They cited con-

tinued general prosperity thru

the country, with employment and income high.

stunted popcorn production in

many areas, according to the

reports. Oils are bringing higher

prices on the commodity market,

the suppliers stated. Moreover,

they speak of upped costs for

White Corn Plentiful

J. L. Larson, owner of the Midland Popcorn Company, Min-

neapolis, pointed to a bright pic-

ture in one phase of the corn

outlook. He said prices for white hybrid corn, which is available in

abundance, would be down by 5

per cent, and he stated that

ample stocks of paper stocks would also permit a similar

New in Midland's catalog is to

be a hand butter dispenser de-

signed to hold a pound of butter

and to sell for a low price. His

firm also handles popcorn and

candy floss machines, floss paper.

apple skewers and other conces-

sion equipment in addition to

popcorn and corn supplies. The

firm will handle Sno-Konette

machines and equipment, still

drink sirups and drink cups,

reduction in carton prices.

labor and freight.

were up by 22 per cent.

in costs of grain and oils.

Popcorn Suppliers

Almost universally, the of Dover, Minn., reports that two

Most generally blamed for forc- equipment field and was some-

popcorn balls.

ing the price of corn upward was what less enthusiastic about pros-

the drouth in the South, which pects for the season in general.

suppliers reported optimistically sizes of popcorn cones would be on the business outlook for the offered this year, with a larger

season. Several declared they size being new to the line.

mism about the business equipment, kettles, hot dog ing manager Norman Lebhar. cookers, and carbonators.

Brockway Adds Lines

mounted with variable speed mo- drinking straws. tor which operates without voltage boosters. Concession Supply Company has been named factory representative for Puritan Paper Cups Company. It also added Cretors line of popcorn machines, Dad's Root Beer equipment and supplies, Buckingham dispensers with waterfall animation, Hollywood popcorn merchandisers and Helmo-Lacy food equipment.

The Comstock-Castle Stove Company, Quincy, Ill., is introducing a 40 by 20-inch griddle range for bottled gases. It is described as suitable for all fry cooking and designed for use on circuses, carnivals and fairs.

From William Moran, sales manager of the Star Manufacturing Company, St. Louis, comes word of a new model large hot dog steamer and bun warmer. Capacity of this model is 350 hot the survey included those dealing dogs and 200 buns, according to

New Sno-Cone Cups

Box Prices Steady

in popcorn machine sales.

Edison Britzius, owner of the

S. T. Jacobson, owner of the

ny, Chicago, is among those

Krispy Kist Korn Machine Com-

"ho reported conservatively on

the outlook. While not comment-

ing on popcorn alone, he told of

generally stable price conditions

in the concession supply and

Krispy Kist is adding a new

line of popcorn cake units, the

owner announced, and also new

will be a hand-operated mold for

In line with what these and

other suppliers stated in the sur-

vey, W. S. Traubel, sales manager

of the Embro Popcorn Company, St. Louis, reported higher costs of

production, as well as the short-

age of corn, would be responsible

for the anticipated price increases

for the coming season.

F itzius Manufacturing Company

who states that both the public and operators are turning to

B. H. Brockway, president of paper cups and containers more son. What's more, the makers Concession Supply Company, To- each year. His company this seaand distributors report uni- ledo, announced improvements in son is introducing a conical cup the firm's Model 120 floss ma- especially designed for serving chine. New motor mounts make sno-cones, and it comes in five, it vibrationless, he said, and the six and 10-ounce sizes. It also machine also is double fused, handles cups for hot or cold equipped for remote control and drinks, food containers and

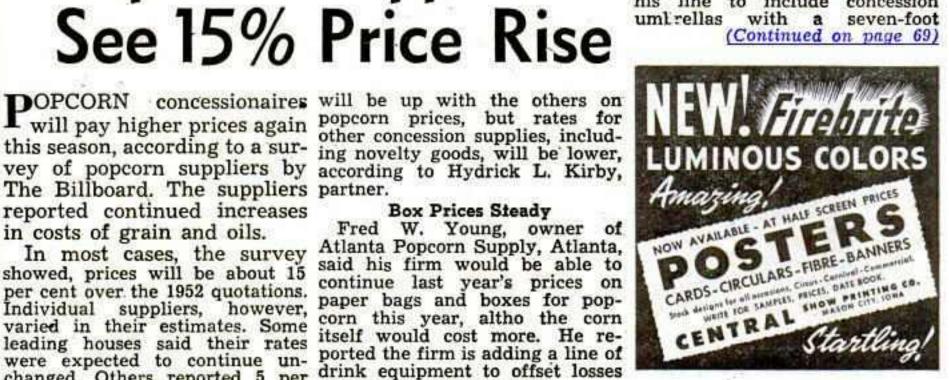
Liley Sales Company of Kansas City, which deals in drink dispensers and sirups and sandwich equipment, this year is putting out a new carbonator and also a new model of the Sandwich King. The company reports its drink products have been moving on a less seasonal basis than many others.

Philip L. Lowe of the Theatre Candy Company, Boston, is featuring "one-stop" service and states it is the only outfit in New England with the set-up. Full stocks of sirups and equipment are kept on hand as well as a wide variety of stock replacement parts for concession equipment. Lowe stated he anticipates another increase in business at amusement parks and beaches while carnival trade will remain about the same as in 1952.

Sirups, Steamers, Umbrellas

Coronet Food and Supply Company, of Arverne, N. Y., is The Lily-Tulip Cup Corporation continuing its full line of fruit completed product. Sirups are packed four one-gallon containers to a case, and the firm offers nationwide shipping service.

C. R. Frank, national distributor of drink, popcorn, floss, snocone and apple equipment and supplies, this season is expanding his line to include concession uml rellas with a seven-foot (Continued on page 69)



WHEN IN THE DEEP SOUTH, SUH! See Us for Complete Service

GOLD MEDAL PRODUCTS SNO-KONE SUPPLIES and **EQUIPMENT!**

FRESH ROASTED VA. PEANUTS "JUST-RITE" POPCORN & POPCORN SUPPLIES Candy Apple Sticks

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PROMOTERS

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Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.

Please state the date and type of event or at least one event which you have promoted in the oast, Specify whether or not you were financially responsible or secured responsifinancially responsible or secured responsi-ble underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, III.

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(MONEY MAKERS)

KID-E-KRUZERS

Torpedo Boats-Flying Saucers. "America's Nicest Rides for Youngsters."

VOGEL NEON MFG. CO. P. O. BOX 3183 AMARILLO, TEX.

Cash with order F.O.B. Collinsville, III. MACHINE FOLDED

100,000 \$31.00 10M \$10.30 — 20M \$12.60—30M \$14.90—50M \$19.50 All same copy-Each price change, \$3.00. Each color change, 60¢. STOCK PRINTED ROLL TICKETS additional roll 60¢. DALY TICKET COMPANY COLLINSVILLE

Larson reported. Kirby's Products, Union, S. C.,



THE SNO-KONETTE ICE SHAVER

Let the SNO-KONETTE help you make more money on Sno-Kones this year. The SNO-KONETTE was the first combined ice-shaving unit and dispensing case combined and it is still the leader in its field. All-aluminum, cannot rust, light and easy to carry. Lighted case with flashy three-colored sign—separate switches on light and motor—rubber mounted motor for quiet operation. Removable pan for easy cleaning, equipped with drain plug. The SNO-KONETTE does not COST you money—it MAKES you money.

OUR COMPLETE STOCK OF CONCESSION SUPPLIES AND EQUIPMENT SAVES YOU MONEY

SNO-CONE SUPPLIES

Snow Shavers

Hand Ice Scrapers

Cups, Trays and Dispensers

Flavors, Syrups and Dispensers

Neon and Fluorescent Signs

Everything for a complete stand

POPCORN-PEANUT SUPPLIES

Popcorn

Poppers-Gasoline, Electric and Hand

Operated

Bags, Cartons, Cones

Oils. Seasoning

Peanuts
Peanut Roasters and Warmers

CANDY FLOSS SUPPLIES

Machines

Cones

Papers Coloring a

Coloring and Flavoring

CANDY APPLE SUPPLIES

Stoves, Kettles, Thermometers

Pans, Sticks, Bags Coloring and Flavoring

DRIVE-IN THEATERS, SNACK BARS COOK HOUSES, GRABS

Griddles, Stoves, Burners, Hot Plates

Hot Dog Steamers and Warmers Carry-Out Trays

Food Serving Equipment Hot Drink Cups—Lily Cups

Spoons, Napkins

THE WHIRLWIND COTTON CANDY MACHINE

Buy the Floss machine that all of the smart operators are buying—the machine that wi make all the floss you can handle—with no time out for repairs. Easy to operate—an youngster can handle it with perfect success. Guaranteed to give you complete satisfactio or you get your money back. Don't buy any floss machine until you see the Whirlwind—you will buy it later so why not buy it first and save money.

This year use our machine-made Cotton Candy cones—we have installed additional equip ment and can give you all you want. Machine-made cones work faster, look better and ar now being demanded by many Health Inspectors.

CONCESSION SUPPLY CATALOGUE

Our new 80-page Concession Supply catalogue has just been mailed to all of our customers—
if you did not get a copy, write for it today. It contains prices and description of our complet
line of Concession Supplies and Equipment, tips on how to run the various types of stand
and lots of valuable information. Send for yours today.

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320 EAST THIRD STREET, CINCINNATI 2, 0410

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by the Armed Forces; range up to 1/4 mile-best_at 400 feet.

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trigger action on pistol grip. No warm-up lag. Weighs 51/2 lbs. complete.

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supplied by 6 ordinary flashlight batteries-available anywhere. Battery life . . . Intermittent operation . . . 8 hrs. per day for (3) three weeks. Approx. 120 to 150 hours,

NO WIRES

to wet up; no tubes to replace. Indestructible under ordinary care. Packs and travels well—no failures.

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RURAL ROUTE 2

"Ask Harry about

its performance!"

\$124.00 plus express

10% advance cash

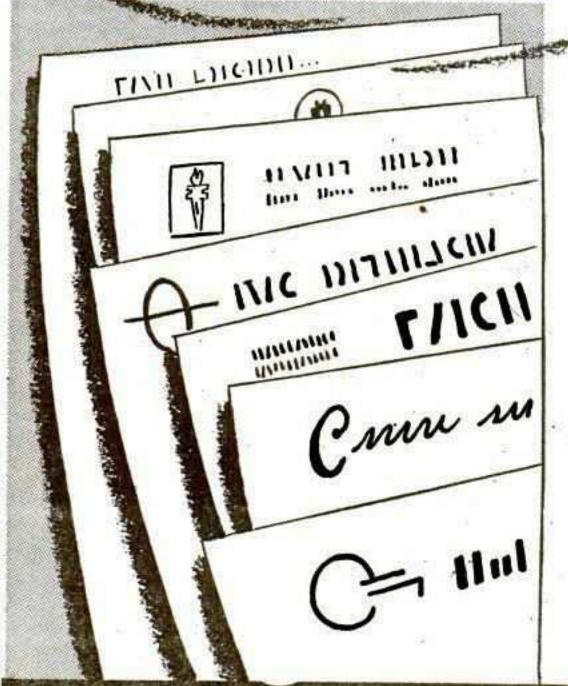
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PERU, INDIANA

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OUR BEST ADS ARE WRITTEN BY THE CUSTOMERS WE SERVE YEAR AFTER YEAR



Because we satisfy our customers by careful attention to detail, precise quality control and the knowledge of the art of tent-making learned in 65 years of producing tents for every phase of outdoor show business. Regardless of the job, large or small, every customer merits the same attention.

PIONEERS AND LEADERS IN THE USE OF FLAME-RESISTANT CANVAS FOR OUTDOOR SHOW BUSINESS

UNITED STATES TENT & AWNING CO.

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2315-21 W. HURON ST. CHICAGO 12, ILL.

S. T. JESSOP GEO. W. JOHNSON Chmn. Board Pres.

PUBLICITY

Sponsors Need Press Aid, Directions, Showman Says

By R. E. BECK Owner, Robert's Revues

ERIDING today's circus press agentry is not enough. The points which Murray Powers, of the Akron Beacon - Journal, hammered home in regard to publicity efforts by sponsored circuses have been in the minds of showmen and circus owners for a long time. They, too, see the decline of this great American insti-

Circus men will tell you that fulfilling contracts, keeping commitments and putting the show over the road is next to performing a modern miracle. But Powers pointed out that this is not enough.

Sponsoring groups, thru inaction and inertia, have magnified this point during the past five years. Penalties for this short sightedness are running high, with both the auspices and the circus dragging out an array of thinly worn excuses.

Both Sides Lose

The loss on the part of the circus is not any greater than that of the sponsor. The prevailing attitude of many circuses is that there is always another sponsor.

Failure on the part of the circus is that it does not understand the sponsors' attitude. Sponsors the country over feel firmly that the great institutution of the circus is their best fund-raising vehicle. So as Powers points out, auspices—good or bad, adequate or inadequate—have had little to do except to sponsor another circus promotion.

He points out that enthusiasm run high with the sponsor at the time the contract is signed. This interest recedes until a few days them some constructive positive previous to the show's arrival. A rebirth of interest is occasioned by arrival of the show's press

agent. Perhaps the show has no press agent and sends in window cards in the hope that eager beavers will put them out. The circus may even send some "copy" or a mat, addressed to the signee on the contract. The attitude of circus brass has been that the sponsors have their advance tickets, they have mats and stories; what

Auspices proceeding on their own initiative to promote, exploit and publicize for a successful circus date are of a rare vintage indeed. They lack the know-how and understanding of just what to do and when.

more could they want?

But they could do the job. They would be eager to carry out a well-planned and presentable series of ideas and suggestions. The course open for this action is clear.

Fill the time between the contract signing and the actual show

with progressively good public relations. The challenge has been riding high and getting more difficult to meet every day.

"No Help Needed" Idea Combat for this creeping paralysis must come from show business. The circus must carry the initiative in its own field. Some few press men have given considerable thought to the challenge. However, many of today's press agents are riding on laurels of a by-gone era.

A common fallacy is that the contracting agent is to impress and, if possible, awe the prospective sponsors. Many a group has been duly informed that here stands the personal representative of the sole possessor of theall-powerful "bag of tricks" credited to many phases of show business.

The impression left with the sponsor is that the circus will need no assistance from the group.

A completely new approach must be fashioned. Old ideas must be discarded, and new ideas must take their place. Thinking circus people have learned that successful dates are accompanied by much . tivity on the part of the auspices. Many of the auspices' endeavors may be detrimental; however, much of the action is advantageous and essential to success of the date.

Give Them Material Now these observations throw light on an obvious truth that under mediocre planning and determined leadership some of the sponsors' dates have been successful. These sponsors, by keeping a number of committees active, avoided the ever present route to failure; namely, inertia.

Give them a nucleus. Give public relations angles.

Give them ideas and thoughts to work out from the time the contract is signed. Fill that time with a series of good public acts. Bring the sponsoring organiza-tions into the picture. Don't divorce their interest by retaining all the mythical suppositions of the "bag of tricks."

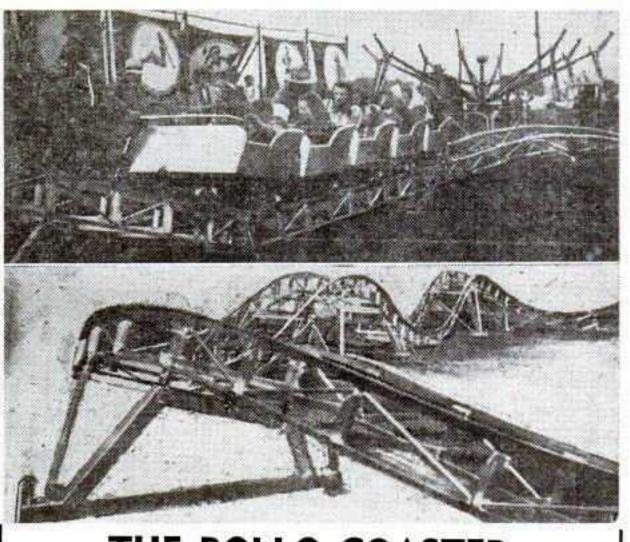
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Quick Service Write for our price list

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P.O. Box 327 St. Louis 3, Mo.



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The nationally known quality ride with a background of years of dependable trouble free service.

Widely imitated but never equalled. No Price Rise in Three Years.

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New Products

Continued from page 66

spread and an improved hot dog steamer available in two sizes.

D. S. Campbell, fountain promotion manager of the Dixie Cup Company, Easton, Pa., manufacturers of all types of paper cups and containers, tells of a new cup designed especially for serving beer. Another new Dixie product is a paper plate available with or

designs to match colors of the company's cup products. The plates come in packages of six and eight. Neither the beer cup nor the plates are fair-traded, Campbell pointed out.

Campbell states that the paper service field is highly competitive, with new sales, new uses and new makers entering the picture rapidly.

M-K-M Dispenser Company, Inc., Wescosville, Pa., will again offer its counter and wall models of dispensers for liquids or semiliquids. The product is particularly designed for dispensing muswithout plastic coating and in tard, ketchup and mayonnaise.



DOWNEY . "Teleskopic" LIGHT TOWERS

"LIGHTING THE MIDWAYS FROM COAST TO COAST"

THE "ONE" PROVEN AND PRACTICAL

LIGHT TOWER

SHOWMEN: Light Up, Flash and Beautify your Midways. The Downey "Telescopic" Light Towers are endorsed by the LEADING State, County and District Fairs as the most practical. Make a Hit at your dates by lighting the Amusement Areas with the Finest Light Towers on the market. Absolutely foul-proof, attractive in the Air. throwing plenty of light from any height, easy to put up and take down (2 men can easily erect them completely in 30 minutes), light in weight (less than 600 pounds). parts interchangeable, no loose nuts, bolts or screws. Durable and will last a Lifetime.

MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS - From the Largest Railroad Shows to the Smallest Outfits.

EVERY USER IS THOROUGHLY SATISFIED-Not one Single Complaint in the seven years we have been manufacturing these Light Towers.

IN USE WITH PERFECT SATISFACTION at Amusement Parks, Fair Grounds, Kiddie Lands, Drive-Ins, Expositions, Amusement Centers, Stadiums, Parking Lots, etc.

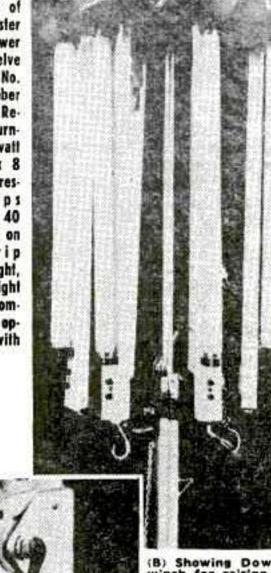
SEND FOR BROCHURE, giving full description, details, prices and terms.

ONLY \$700.00 COMPLETE

This Present Low Price of \$700.00 F.O.B. St. Louis, Mo. WILL BE MAINTAINED, SUBJECT TO CHANGE ON 30 DAYS' NOTICE, IF MARKET CONDITIONS FORCE US TO INCREASE THIS PRICE.

ORDER NOW AT THIS LOW PRICE.

(A) Photo of mockup showing general construction features of light cluster section, Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light. colored light or color combinations optional with user.)



Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole

ST. LOUIS 1. MO.

cable mechanism em-ployed in raising and lowering towers pro-'ect against foul in NUMBER

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A

TOP SELLING FORCE

(Phone: CHestnut 0444)

ROOT BEER

REAL OLDTIME ROOT BEER

America's Favorite and Selling Beverage of Its Kind

More Theatres made more money on Hires than on any similar syrup in 1952.

Hires is the world's second largest single selling Fountain Syrup.

Hires has built up a great national demand by millions of dollars spent on National Advertising. Again in 1953 Hires Campaign in LIFE, LOOK and POST will again bring more dollars to you.

Yes, Hires does more to help you sell than any similar type product. Make it your leader, too, in 1953.

THE CHARLES E. HIRES CO.

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REPEAT SALES

Write for Your Copy of Equipment Folder Today!

OSTWAR FORMULA HOLDS

Big One's Top Feature for 1953 Is North's Budget Tightrope Act

Continued from page 2

ne accomplishments of talent beory of a parental chore.

ig One, has come up with anlistin Jr., a five-year-old xylo-

f all times. Mister Mistin, a tyke with isn't noticed. houlder-length golden curls, ressed in a Fauntleroy suit, akes a spotlighted entrance at e back door, and struts to the enter ring where his instrument mounted on a revolving poium built on a jeep. He follows is father and brother who have layed a duet, presumably to reate contrast. After a bid for ttention and a downbeat to Ierle Evans' band, Mistin attacks ne xylophone and amazingly nough plays the difficult and engthy "Poet and Peasant Overare" from start to finish. The me consumed is 10 minutes. For he next 5 minutes the audince is asked to participate in inging accompaniment. The first une is unfamiliar and silence gigns. The next tunes, "Harvest Ioon" and "East Side, West Side" re more familiar, but the audince is not enthralled or coperative.

veen overdoses of feminine pul- preceding intermission, this act a full grouping with the personpritude, will still find enough of creates no crescendo of excite- nel doing handstands and other ne latter spread thruout the pro- ment—no climax. At one stage, gymnastic feats, and Tell Teigen, ram to convince them that tak- Mistin's father covers the key- high pole act, this year's principal ig the offspring to the circus board of the instrument, but the contribution to the gasp departannot be relegated to the cate- lad is unperturbed and he plays ment. Teigen performs on a Again this year, the band leads John North, who has been full for circus. The impression is that high pole reaching well into the f surprises ever since coming the audience is awaiting some Garden rafters. He uses chairs as with sparkling blue uniforms. The ito his heritage as head of the gimmick, some "big trick" that props, building to a maximum of coats are skirted and encircled will hoist the lad up to his circus ther in the person of Mister billing but, of course, it doesn't on each on the way up. Using a Evans is attired in lemon yellow materialize. The boy took a numhone player as the dominant ber of bows that weren't there exit. The act could use more Three platforms containing 10 now feature; a lad slated to get and he comes on again to the erhaps the greatest circus billing | center ring in the finale for further applause, but his presence apparent ease displayed.

It may be that the revamping of this act could make it more exciting for the audience. The contrast provided by the father and brother is hardly worth the time. The "Poet and Peasant" will prove overly long and boresome to all but the musically inclined. While the lengthy and difficult overture naturally points up the lad's accomplishments, a switch to "Honor Roll of Hit" tunes might at least stimulate a little foot stomping among the juveniles.

Lacking in Thrills

Singularly lacking in thrills, the circus this year is dependent upon the daring and superb ex-

Spotted in the closing spot, ports-whose big trick consists of just as well. But it is not enough small, squared platform atop a the parade on the arena floor. The four high and doing hand stands with white stripes. Bandmaster mechanic, he does a hand slide to with gold epaulets and plumes. showmanship to heighten the girls each and located in the centhrill content and to erase the ter and end arenas are hoisted to

The principal spec, "Candy ultimate in pageantry beauty. tic American flags. Fifteen ele-The 11-minute parade includes such eye-filling floats as a showboat with gushing smokestacks and bubbles kicked up by the paddle wheel, a memory ship, carousel, stage coach, Wizard of Oz, a Little Red School House with attached Chic Sale unit, and a sparkling unicorn float pulled by elephants. Video, fairyland and comic strip characters are all depicted.

"Derby Day Honeymoon" is the usual sparkling display of the Ringling ring and carriage stock, augmented by the ballet dressed as jockeys and carrying banjos and Southern belles. A "derby hibition of Pinito Del Oro with winner" is draped with a blanket her trapeze head-balancing sans of roses in the center ring as the net, a familiar fixture for several pageantry ends. The high school years; the Camillo Mayer Troupe acts follow with Roberto de Vasof high-wire walkers, three men concellos in the center ring. The and a girl, one of last year's im- flanking riders are Marion Seifert

smoothly.

Ballet Troupe Excels

The ballet, featured in "Minnehaha," an aerial spec, gave one of the smoothest opening night performances ever seen here. Lavishly costumed in imaginary Indian finery, the 42 girls worked aloft on webs. Climax is the simultaneous playing of glocken-Del Oro is featured in the center ring.

The final spec, "Americana U.S.A.," is heavily populated with personnel and full, rich color. bandsmen are a sight to behold the top of the Garden. Cover cloths on all three are dropped Land," comes close to being the simultaneously, revealing giganphants in a long mount are part of the pageantry.

Animal Acts

The show opens with the usual trained wild animal displays. lions are in the center ring, work- act. ing in a bar cage. In the end rings are Trevor Bale with six tigers and Albert Rix with 12 bears, both shielded by the mesh chain gates originated by the circus several years ago. The acts on opening night were not particularly exciting, altho Konyot worked hard to create the illusion.

The Pivotos and the Renellys, aerial voltigeur, are imports featured in a high act display. Both display are the Fredonia Family, are good turns, but have to fight the Dorvils and Abbott Girls, the hard for audience attention with such artists as The Platos, Nina Karpowa, Great Frisk, the Montons and Miss Mara, all competing at the same time.

this year are the seven baby ele- turn that could use more selling. phants imported last year by the The import features a youth who Big Show, trained by Louis Reed does a one-hand stand and slide and presented for the first time down some 15 feet of wire, using Wednesday night by Eugene a mechanic clutched in his hand. Scott. The little ones should be The preliminaries include a numfavorites everywhere. Scott can ber of acrobatic and juggling perhaps look over the back of the stunts on a stand, a part of the largest one, while the tiniest apparatus, which is built as a comes but to his waist. Five of stage, or platform unit. Also in the bulls wore hugh straw bonnets, the other two flat sailor hats. Jeanne Sleeter and Rose Alexander each worked five big bulls in the end rings.

Hypnotic Bit

and The Maxims, contortionists, both imports, headed up the disand the Heirolls, roller skaters. novel gimmick, involving a hypnotic bit with the subject doing remarkable bends made possible by having his feet anchored to the ring curb.

The Liberty stock, 11 chestnut horses worked by Czeslan Mroczkowski in the center ring; 11 mixed worked by his wife, Gena mett Kelly and Otto Griebling Lipowska, and eight others by Miss Marion in the end rings, had performance, as always. their best opening night here in several seasons. Mroczkowski had his golden Palomino working beautifully in a single spot. The animal is made to lie on its back, feet extended. A lighted candle is placed on one hoof and the trainer flicks out its flame with a night. Vocalist Harold Rone did swish of his whip.

An import, Tassi's Vagabond Canines, a single mongrel dog and its disheveled trainer, are center-ringed in a display that includes Hammerschmidt's Wonder Apes, an import last year, and Angelo Bisbini's six ponies worked by Bostock. Tassi's canine is well trained, working with a minimum of cues and probably sure to rollick the children, as are Hammerschmidt's monkeys, but like the simians, which they replace, it hardly stacks up as center ring material for the Big One.

Biggest Hand for Tasso

ring. Alcetty spins extra large pings and harness. plates on the end of flexible rods. Literally dozens of celebrities wire, he tosses a number of sau- opening night.

and Erika de Vasconcellos. The cers and cups from his toe to his horses, dapple greys, worked head where he builds them up in exciting fashion. A teapot, sugar and spoon climax the turn. Gunter was another popular favorite, building up a series of balls and pegs on his head.

The flying acts, with the Concellos in the center ring flanked by the Artonys and Comets, spiels, a now old device. Pinito staged their usual beautiful daring and skillful display. A couple of misses were registered but served to win the audience, if anything.

> The riding acts, the Zoppis, Bostocks and Parents, put on one of the least-finished performances seen at the Garden, or with the Big One, in many a year. Most of the riders appeared inept, and even amatuerish. Even the stock worked poorly with a follow horse reined to a lead horse but, even so, unable to maintain a smooth pace.

A good perch act, the Morlings, an import, utilizes rather high perches. It is flanked by a number of good acts, including the Renowned Riggettis and the Ricardos, on unsupported ladders; the Rassos, unicycle rope skipping on a high prop, and the Oscar Konyot and his 12 fighting Fenis-Ferroni Duo, a rollo-rollo

Many Acrobats

The Sons of the Midnight Sun, an acrobatic import from Lapland, gets some ineffective production with a woman and her two small children seated in a prop canoe inside the ring curb while three men perform some rather ordinary acrobatic feats on a table-like prop with stairs. Other acrobatic troupes in the teeterboard turns of the Freddi Troupe, and the Bokara Troupe. The Abbott Girls do their usual whirlwind cartwheels around the track.

New to the pachyderm ranks | The Heltanos present a novel the display are the Hasleys, trampoline with corner poles; the Six Frielanis, cyclists, and the Cycling Ricoris.

Clown Department

While clown alley this year ap-Harry and Long, bar gymnasts, pears to be underpopulated, the buffoonery department includes a good production number, Paul play which included holdovers Jung's Misfit Army. Eight motley the Great Linares, wire walkers, soldiers, including Prince Paul, go thru a hilarious slapstick manual Senor Tonito, the billed, didn't of arms. This turn has been work. Harry and Long have a spruced up considerably from last year. A second production number, Souper Douper Market, was confusing, with much work still needed to build to a proper climax. The central prop is a mockup supermarket and the joeys are bustling figures laden with all manner of merchandise. Emare much in evidence thruout the

The music, by John Ringling North, and lyrics, by E. Ray Goetz, is rather pleasant, but at the same time inconspicuous and unlikely to stick with the patrons. Merle Evans and his band did exceptionally smooth on opening

a nice job.

Richard Barstow gets credit for the staging, a job well done, and Miles White for the designing. Others responsible for the performance include Pat Valdo, general director; Antoinette Concello, aerial director; Edith Barstow, choregraphy; Ralph Allan, production co-ordinator; Angelo Nicholas, equestrian director; Norman Carroll, special announce-ments; Doug Morris, lighting; Frank Spencer, assistant to White; Duane Thorpe, assistant to Valdo.

Fabric for the costumes was supplied by Dazian's, Inc.; shoes A novel plate-spinning turn, by La Ray Boot Shop, stockings the imported Alcettys, flanks by Jessie Zimmer, jewelry by Dieter Tasso, slack wire juggler Coro. A special nod should go to in the center ring, and Helmuth Carl Holthusen and W. A. Dyke Gunter, another juggler in an end for the magnificent horse trap-

Extension units raise one to per- were on hand for walk-arounds haps 25 feet in the air. The rod and participation in the specs to is made to bend precariously. help raise funds for Cerebral Tasso, however, a popular favor- Palsy. However, unlike last year, ite last year, drew the biggest they refrained from breaking into hand of the night. While bal- the acts and the performance ran anced on one foot on the slack as smoothly as it ever does on



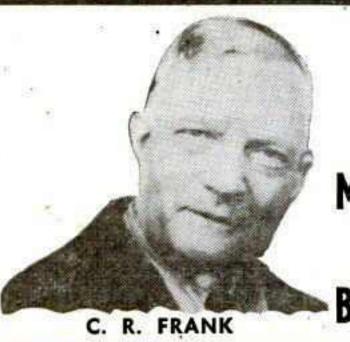
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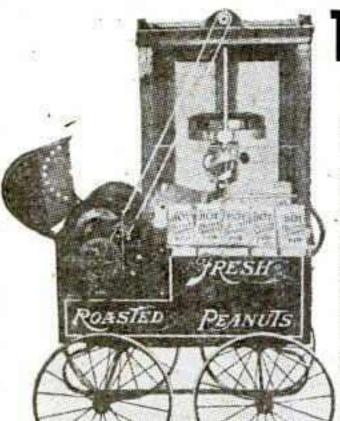
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PEANUT ROASTER AND POPCORN POPPER COMBINED IN ONE

We Sell All Models

Star Popcorn Machines We Sell Popcorn Seasoning, Popping Oil, Popcorn Boxes, Bags, Salt . . . ALL POPCORN SUPPLIES

When people want something to munch they want one or the other, either peanuts or popcorn. Perhaps both.

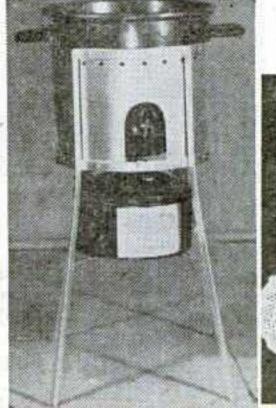
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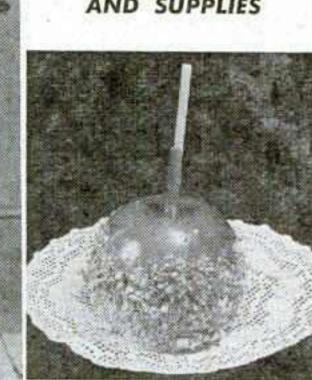
Bear in mind. It roasts peanuts electrically and it pops the popcorn over an electric 3-heat burner. It has airconditioned show case. It is an attraction at any place of business. Prices are low. Order today.

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Ready to use, just heat and dip apples, 1 gallon covers 10 dozen apples. Will not run off apple.

SUPPLIES NEEDED: Kettle for heating and dipping, our Caramel, Apples, Skewers, Granular Peanuts or Shred-

ded Coconut for coating. CARAMEL—1 gal. can, .\$3.50; case of 6 gal. \$18.00

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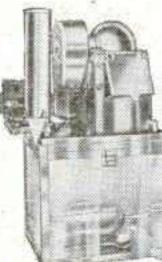
GRANULAR PEA-NUTS, 30 lb. carton 9.00 GLASSINE BAGS-For Apples, per 1000... COMPLETE STOVE-

Kettle With Cole-man Gas Plant .. 75.00 Or With "Bottled Gas" Burner CANDY APPLE PANS-18x26, ea. ..

FOR RED CANDIED APPLES-Glucose, 5 gallon Red (Dry) Color, lb. Setsquick, 1 lb. Send for recipe Beach Umbrella, 7

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The Echols IMPROVED ELECTRIC ICE SHAVER

num with stainless ERAL YEARS. steel shaft and blades. Equipped with 1/3 H.P., 1750 RPM, 60 Cycle, AC

Here is a mochine of greater capacity that ECHOLS IMPROVED ELEC- will furnish all the TRIC ICE SHAVER AND snow you need on your busiest day, giv-PLEXIGLAS SNOW CASE, ing you a more even PRICE-\$250.00 grade of fine snow,

with all choke-ups ellminated. Ice is fed into the hopper of the machine with a scoop (which is furnished with the machine), the machine automatically feeds the ice against the stainless steel blades, giving a uniform grade of fine snow whether large or small pieces of ice are fed into the machine-(or both). This leaves the operator free to start selling snow cones while the machine continues to make snow. At his convenience he can fill or refill the hopper without stopping the machine, there is no feed lever to operate.

HIGH SPEED ICE SHAVER

THIS IS THE ECHOLS **ICE SHAVER THAT HAS** BEEN MAKING BIG is made of Highly PROFITS FOR CONCES-Polished Cast Alumi- SIONAIRES FOR SEV-

> Snowcones are in big demand at Amusement Parks, Beaches, Ball Parks, Race Tracks, Circus Grounds, Carnivals, Fair Grounds, Reunions, Homecomings, Refreshment Stands. Confectioneries or anywhere that a number of people assemble.

ICE SHAVERS WITH THE PRICE-\$110.00 SNOW CASE.

SNOW CONE SUPPLIES

PLAIN SNOW CONE CUPS, 6.-oz RR, case 5000, \$17,50, SNO-KONE CUPS (Printed Design), case 5000, \$18.50; SNO-KONE CUPS (Printed Design), case 5000, \$18.50;
10 M or more, \$17.50 case.
SYRUPS—ready to use—case 4 gallon (All Flavors),
\$6.40 per case; S. G., \$1.75.
CONCENTRATES: All Flavors, \$1.75 Qt.; GALLON,
\$6.00; 4 Qts., \$6.50.
WAGNER MEAS-U-RITE Syrup Dispensers: 1 Gal.
CROCK Dispensers, \$5.50 ea.
FLAT WOOD Snow Cone Spoons—\$1.25 M; Case 10 M,
\$11.00.
Snow Cope CUP TRAYS—ALUMINUM—Holds & Cupt Snow Cone CUP TRAYS-ALUMINUM-Holds 6 Cups-

\$2.50 each. Concession Umbrella—7 Ft. Spread—\$22.50.

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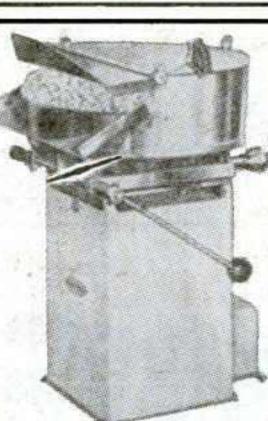


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PACKED IN QUARTS OR GALLONS. FOR FOUNTAIN - SNO CONES OR ANY DRINK USE.



POPPING CAPACITY: 2 lbs. of raw corn per popping. DIMENSIONS:

Overall height to top of pan, 26". Base, 111/4" x 171/2".

CRETORS #41 POPPING UNIT

> NONE BETTER-NONE AS GOOD List Price \$274.00

fast, efficient and

trouble - free. corn direct in season ing and salt. Weight equalizing device on pan makes dumping easy. Dump handle interchangeable for right or left hand operation, Extra heavy bottom and light sidewalls of popping pan keeps heat where needed . . . assures maximum popping vol-

ume. White enome base. Enclosed transmission. Gears run in oil. Option of manufactured gas or bottled gas. Equipped for gasoline fuel at extra cost. 110 volt, 60 cycle electric motor power.

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FOR USE WITH ALL concentrated fruit and cola syrups.

IDEAL FOR SNO-CONE flavors.

FAUCET MEASURES

one ounce of syrup at each operation. Insures perfect drink and full profit from every bottle.

FITS STANDARD BOTTLE

Faucet attaches to standard 38MM gallon bottle, replacing bottle cap.



STAINLESS STEEL

Faucet is made from stainless steelclean and sanitary.

EASY CLEANING

Faucet can be quickly and easily taken apart for washing.

DISPENSER

clamps to any counter or back bar.

MISCELLANEOUS SUPPLIES

POPCORN: BAGS: OILS: BOXES: Glassine CONES: FLOSS CONES READY ROLLED: FLOSS FLAVORS: FLOSS COLORS: Floss SUGAR A.A. CON, is the BEST for FLOSS: CARAMEL DIP for APPLES: GLUCOSE: FLAT NAPKINS: HOT and COLD DRINK CUPS: PEANUTS-ROASTED or RAW: FLOSS RIBBONS and BANDS: BEACH UMBRELLAS \$22.50. Syrup DISPENSERS: Many other items-Tell us your requirementswe will be pleased to send details and LOWEST PRICES.

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SAVE \$125—Spring Special—SAVE \$125

GENERAL OUTDOOR

Multiplex large 45-gallon Root Beer Barrel, \$195.00, listed at \$275.00; two gallons Super-Strength Root Beer Concentrate FREE.

TEMPRITE Bantam Carbonator, \$175.00, listed at \$210.00; two gallons Super-Strength Root Beer Concentrate FREE.

BUY BOTH FOR ONLY \$360.00.

One-year factory guarantee.

Super-Strength Root Beer Concentrate, \$20.00 per case of 4 gallons.

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RUSH YOUR ORDER NOW . . . ONLY TWO OUTFITS TO SELL AT THIS LOW PRICE OHIO CHEMICAL PRODUCTS CO.

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CONCESSION & SHOW TENTS

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TENTS

Concession & Cookhouse & Meiry-Go-Round & Caterpillar Tops and Big Tops & Flashy
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JERSEY CITY 2, N. J.

Mrs. Haroy Arrives in N. Y.; Unloading Is Major Chore

awaited arrival of Mrs. Haroy, the agent, acquired the chore of na-65-ton embalmed whale, became a tional publicity director and has reality this week as the mammal set the tub thumping machinery arrived via ship from Belgium and into motion. was unloaded at a Brooklyn pier.

Unloading of the whale, on its own special railroad car, was ac- arrival plus pictures of the uncomplished without incident via loading scene. The first announcethe Monarch, powerful floating ment of the whale appeared in derrick. After transfer to a car The Billboard in December. The float, the mammal was taken to first news story concerning the the New York Central Railroad yards in Weehawken, N. J., where the European coupling devices on board over a month ago and started the flat car will be replaced with a round of daily phone inquiries conventional American coupling from persons interested in repregear. The unloading chore required the major portion of the ing it. day.

The whale's owner, Leif Soegaard, has been awaiting the arrival of his prize possession since he planed to the U.S. after seeing the whale loaded in Antwerp two weeks ago. He is working out details for showing the whale here before beginning a nation-wide tour.

Learning Fast

Altho not a showman, Soegaard, a Dane, shows signs of rapidly joining the ranks. One of his first announcements after the whale's arrival was to inform the press that a traveling companion for the whale will be a Danish shrew mouse that weighs a tenth of an ounce. His interest in the whale was purely academic, as he has long made a study of evolution and was intrigued by the whale, reversed the process of evolution wherein mammals came from the sea to begin their existence on land. He is an antique dealer by profession.

elvad, New York importer. Last six weeks following surgery.

NEW YORK, April 4.- The long | week, Bill Doll, New York press

Local papers picked up the story and carried news of the whale's decision to bring the whale to America appeared in The Billsenting the whale and/or exhibit-

Feinberg Sets Moppet Deal

NEW YORK, April 4. - Abe ago, announced this week that a Al Martin. 60-minute package kiddle show is set for appearances at fairs and parks beginning May 30, and will include additional Howdy Doody show favorites.

The package, in addition to Chai and Somay, acro-contortion. Clarabell, includes Princess Summer-Winter-Fall, Chief Thunderthud, Buffalo Vic as emsee, and a pianist. The booker has arranged a mammal which he believes has extra merchandising tie-ups with sponsors of the TV show.

Mrs. Boyle Woolfolk, wife of the Chicago agency head, expect-Preliminary planning for the ar- Presbyterian Hospital, Chicago, rival was carried on by Axel Tag- where she has been confined for

Talent Topics

Larry Griswold, high divetrampoline performer, who rerecently returned to action after being laid up for several months with an injured hip, was again injured at the Milwaukee Sentinel Sports Show last week. The accident occurred near the end of the show's run and another act substituted.

Count Popo DeBathe was a recent visitor in Los Angeles en route to play the St. Louis Police Circus. On his way to the circus, DeBathe will stop off for a school date in El Paso and another engagement in Omaha.

Lang Troupe, teeterboard, are back in the Midwest after a long tour and will play the Omaha Shrine Circus, April 6-11. Following will be an engagement at the Sahara, Las Vegas, and other West Coast dates. Recent engagements included the Chicago Theater; Fox Theater, Detroit; Fairmont Club, Hull, Que., and two weeks at Blindstrub's in Feinberg, who originated the per- Boston. Following the West sonal appearances of the Howdy Coast jaunt, troupe will play Doody clown, Clarabell, two years eight weeks of Eastern fairs for

> Talent set for the Sunday (19) "Super Circus" TV program in Chicago includes Trampoloneys, trampoline; Hollywood Skyrockets, double swaypole, and

Out in the Open

The I.Q. Baseball Pitching Machine being used by the New York University baseball team has reed to be released soon from ceived considerable publicity in Gotham sports pages.

Jack McCormick, space director for the New Jersey State Fair, Trenton, returned to New York last week following a six-week vacation in Hot Springs.

Breeze Rides Bow in Cincy

FALMOUTH, Ky., April 4.— Nelson Breeze reports that his ride unit opens the 1953 season as an added attraction in connection with the Cole Bros.' Shrine Circus at the Cincinnati Garden April 6-11. The Breeze rides will remain at the Garden for the April 18-26 Home Show.

Breeze, who also operates the Falmouth Fair, said that the 1953 annual will run six days, offering special attractions thruout the August 17-22 run. It opens on a Monday night with an old-time gospel singing choir contest. Other attractions set for the fair include circus acts, the Jimmy Lynch Death Dodgers and horse and goat shows.

Vogel Cuts Price On Kid-E-Kruze

AMARILLO, Tex., April 4.- The Vogel Neon Company here this week announced that the price of its Kid-E-Kruze Flying Saucer has been cut from \$1,795 to \$1,495 Capacity of the ride has been reduced from 24 to 16 passengers. It may now by transported on a 12-foot trailer.

According to Harold W. Vogel, the ride, which is 25 feet in diameter, may now be unloaded and set up in 30 minutes and may be dismantled and loaded in 30 minutes, by two men.

The cabs or saucers are now shaped of pressed metal.

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workmanship-and are surely worth what we sell them for-they come in three No. 2 APRONS are made of 10 oz. duck-they have two pockets measuring 9 inches each — the apron ties are made of webbing fastened into gromets not sewed on. Price \$1.00 ea. No. 3 APRONS are made of 10 oz. duck, they have three pockets, each pocket measures 9 inches -Apron ties are made of webbing fastened to the apron by gromets not sewed on. Price \$2.00 ea. No. 4 APRONS are made

of 10 oz. duck, they have four pockets, can be used for change and bills. They measure 131/2 x 18 inches overall, all aprons are made in dark colors and will not show soil. Price \$3.00 ea.

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Amusement Parks

Alabama

Anniston-Oxford Lake Park, W. E. (Billy) Morgan, owner-mgr.; has six rides, 10 concession games, rink, Penny Arcade, coin machines.

Birmingham-Fair Park Kiddieland, Alabama State Fair Authority, R. H. Mc-Intosh, mgr.; has 26 rides. Penny Arcade; books attractions occasionally.

Phenix City-Idle Hour Park, owned by city; Clyde B. Layfield, mgr.; has 10 rides, 40 concession games, pool, rink, Penny Arcade, coin machines: books orchestras and attractions.

California

Palboa-Balboa Fun Zone, Al Anderson, owner-mgr.; has five rides, 23 concession games, Penny Arcade, coin machines; books free attractions.

Compton-Tiny Town Park, Harry C. Matthews, owner-mgr.; has 11 rides; books attractions, television and movie stars. Guernewood Park - Guernewood Village, Jack W. Wright, owner-mgr.; has five rides, eight concession games. rink. Penny Arcade, coin machines

Long Beach-Virginia Amusement Park, Long Beach Amusement Co., owners, Mason E. Kight, pres.; L. P. (Pat) Murphy, mgr.; has six rides, 20 concession games, Penny Arcade.

Long Beach-Long Beach Am. Co "Nu-Pike," L. P. (Pat) Murphy, gen. mgr.: has 14 major and 12 kiddle rides, 27 concession games. Penny Arcade, pool; books orchestras. Los Angeles-Beverly Park, David E Brad-

ley Jr., owner-mgr.; has 12 rides, Penny Los Angeles-Lucas Kiddieland and Kiddies Hollywood Park, 2521 Riverside Drive, Bernard Pludow, owner-mgr.; has 22 rides, 15 concession games, Penny Ar-

cade, coin machines; books orchestras and attractions. Ocean Park. (Santa Monica)-Ocean Park Amusement Pier, Roy C. Troeger mgr.: has 12 rides, 51 concession games. Penny Arcade, coin machines; books attractions occasionally; six rides in Kiddieland. Oceanside-Oceanside Beach Amusement

Park, Harry Gordon, owner; Milton Nicholas, mgr.: has four rides, 12 concession games, Penny Arcade. Pico-Streamland Park, M. S. Cipes, owner-mgr.; has 15 rides, four conces-sion games. Penny Arcade; books pay

Redondo Beach-Redondo Beach Park, Terrel G. Fox, mgr.; has eight rides, concession games

San Bernardino-Perris Hill Kiddieland, Kent C. and V. B. Danner, owners; has

San Diego-Mission Beach Amusement Center, Roy J. Hurd, mgr.: has 10 rides, 30 concession games, pool, rink Penny Arcade, coin machines; books orchestras and attractions.

San Francisco-Whitney's Playland at the Beach, George K. Whitney, owner-mgr.: has 25 rides, 30 concession games, rink, Penny Arcade, coin machin

Santa Cruz-Santa Cruz Beach, Thomas W. Cutting Jr., mgr.; has 14 rides, 15 concession games, pool. Penny Arcade, coin machines; books orchestras and free attractions.

Santa Monica-Newcomb Pier W. D. Newcomb Jr., owner-operator; has four rides. seven concession games, Penny Arcade.

Sunland-Sunland Park, Fox & Sons Amusement, owner, and Terrell G. Fox. mgr.: has 11 rides, six concessions, pool, rink. Peny Arcade and Sportland,

Venice-Lake Park, Inc., Ted S. McElroy, mgr.; has 23 rides. 10 concession games; books attractions.

Colorado

Denver-Eitch Gardens, Arnold B Gurtler, mgr.; has seven major and 11 kiddie rides, 14 concession games, Penny Atcade, coin machines; books orchestras and attractions

Denver-Lakeside Amusement Park, Benjamin Krasner, mgr.; has 19 rides, five concession games, pool, Penny Arcade. coin machines; books orchestras Pueblo-Minnequa-Lakeside Park, Harry

W. Eliswood, mgr.; has eight rides, 14 concession games, pool. Penny Arcade, coin machines: books orchestras and attractions

Connecticut

Bridgeport-Pleasure Beach, owned by city. John C Molloy, mgr.; has 15 rides, 12 concession games, rink, Penny Arcade, coin machines; books orchestras, attractions occasionally.

Bristol-Lake Compounce Amusement Park, Pierce & Norton Co., Inc., owners: has seven major and four kiddle rides, seven concession games, rink, Penny Arcade. coin machines; books orchestras and free

Middlebury-Lake Quassapaug Amusement Park, M J. Leon. mgr.; has six rides, three concession games, beach, rink, Penny Arcade, coin machines: books orchestras and attractions.

New Haven-Savin Rock Park, Frederick E. Levere, mgr.; has 47 rides, 75 con-cession games, rink, three Penny Arcades, coin machines; books orchestras and attractions.

New London-Ocean Beach Park owned by city; Augustus B. Menghi, supt.; has 11 rides, two concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Waterbury-Lakewood Park, owned by city, J. J Curtin, supt of parks, has two rides, three concession games

Delaware

Post Cann Augustine Beach and Park, Tommy Texis, owner and mgr.; has five rides, 12 concession games; books free a:tractions

Florida

Daytona Beach-Forest Amusement Park, Jim Forest, owner and manager; has six rides, three concession games.

Jacksonville Beach-Griffen Amusement Park, F A Griffen Sr. owner; F A Griffen Jr., mgr.; has nine rides, two concession games.

Jacksonville-Riverview Amusement Park; books rides, acts and shows. Jacksonville-Reid's Playland Park: address Box 662.

Jacksonville Beach-Boardwalk, Boardwalk Assn., mgr.; has 20 rides, 18 concession games, pool, Penny Arcade, coin ma-

Miami-PBA Children's Playground, Police Benevolent Assn., owners: I. C. Rezeau, mgr., has six rides; books attractions. St Petersburg-Veterans' Amusement Park, Dick H. Kratz, owner-mgr.; has 10 rides, 20 concession games; books free attrac-

West Palm Beach-Haverhill Grove Amusement Park, Mac Marckres & Bud Watson, owners; has five rides, 10 concession games, coin machines: books orchestras attractions

Georgia

Atlanta-Fun City, Lakewood Pairgrounds, Mike Benton, mgr., has 25 rides, five concession games, two lakes, rink; books attractions.

Augusta-Funland, Dr. J. C. Norvell, ownermgr.; has 10 rides, 12 concession games,

Idaho

Coeur d'Alene-Playland Pier, W. Earl Somers, mgr.; has six rides, two concession games, Penny Arcade.

Illinois Aurora-Exposition Park, Orville P. Fox. owner; Don Johnson, mgr.; has five

rides, pool, rink; books orchestras. Chicago — Riverview Park, George A. Schmidt, gen. mgr.; has 40 rides and major attractions, 75 concession games, rink, three Penny Arcades.

Danville-Fairgrounds Park, W F. Brown, owner and mgr.; has four rides, two concession games, pool, rink, coin ma-

Fox Lake-Fox Lake Kiddleland, Thomas Sacco, owner-mgr.; has six rides, three

concessions, Penny Arcade, Lake Villa—Sherwood Park, George Rox mgr.; has six rides, five concession games, pool, Penny Arcade, coin machines; books pay attractions.

Lyons—Fairyland Park, Richard Miller, owner; Alfred Miller, mgr.; has 18 rides, 11 concession games; Penny Arcade. Oak Lawn-Green Oaks Kiddyland, 4001

W. 95th St.; M. J. Doolan, owner: R J. Zirzow, mgr.; has 14 rides. Paris-Twin Lakes Park, owned by city. Chas P and Harry E Brown, mgrs. has five rides, concession games, bathing beach. Penny Arcade, coin machines

Indiana

Angola-Buck Lake Ranch Park, Harry Smythe, mgr.; has seven rides, eight concession games; books orchestras and attractions.

Fort Wayne-West Swinney Park, H. E. Hart, owner: has nine major and four kiddie rides, 15 concession games, Penny Arcade, coin machines; books attractions. Hamilton-Circle Park, D B Waterhouse, mgr. has four rides, four concession games, pool, rink, Penny Arcade coin

machines; books attractions. Indianapolis-Riverside Amusement Park John L & Robt D Coleman, owners H. E. Parker, mgr.; has 24 rides, 16 concession games, rink, Penny Arcade. ocoks orchestras and attractions

Michigan City-Washington Park, Harold K. Barr mgr.; has five major and eight kiddle rides, 12 concession games, beach. Penny Arcade; books orchestras.

Monticello-Indiana Beach, T. E. Spackman, mgr.; has four major and three kiddie rides, pool, rink, Penny Arcade coin machines; books orchestras and attractions.

South Bend-Playland Park, Earl J. Redden Jr., mgr.; has 12 rides, six concession games, rink, Penny Arcade, coin ma-chines; books orchestres and attractions.

Iowa

Arnolds Park-Eenit Amusement Park Eldo M. Benit, mgr.; has 10 rides, five concession games: rink, Penny Arcade. coin machines; books attractions,

Bear Lake-Bayside Park. H. A. O'Leary. mgr.; has five rides, six concession gt mes, rink ouncil Bluffs-Playland Park, Abe Slusky mgr.; has 20 rides, 24 concession games. Penny Arcade, coin machines; books attractions.

lavenport-Mississippi Valley Amusement Park, H A Gettert, mgr.; has five rides five concession games. Penny Arcade

sooks orchestras and attractions es Moines-Riverview Park, Bart Kooker. mgr.; has 15 rides, seven concession games, Penny Arcade; books orchestras and free attractions.

tuthven-Grand View Park, Ross Hancock rink, Penny Arcade, coin machines books orchestras and acts occasionally Sioux City-Riverview Park, R. M Warfield, owner; M. R. Warfield, mgr. has 12 rides, 15 concession games, Penny

Arcade, coin machines, Storm Lake-Lakeside Beach, Walter Lawrence, mgr.: has four rides, four concession games, lake, rink, Penny Arcade; books orchestras, pay and free attractions

Kansas

sonner Springs-Lakewood Park L D Wiard, owner-mgr.; has five rides, 16 concession games, pool, rink; books orchestras and free attractions

Vichita-Joyland Hillside and Joyland Central. The Ottaways, mgrs.; has 20 rides, 10 concession games. Penny Arcade coin machines

Kentucky

Dayton-Tacoma Park, Charles & Graham, owner-mgr., has three rides, pool rink. Penny Arcade.

Lexington-Joyland Park, G D Kincaid pres.; has 15 rides, 10 concession games, pool Penny Arcade: coin machines books orchestras and attractions. Louisville-Fontaine Perry Park J R

Singhiser, mgr.: has 16 rides, 16 concession games, pool, rink. Penny Arcade. coin machines books - orchestras free attractions

Louisiana

New Orleans-Audubon Park, owned by city. George Douglas, mgr.; has seven rides, pool; books free attractions. New Orleans-Portchartrain Beach, owned by Playland Amusements, Inc., and managed by Harry J. Batt Sr.; has 19 rides. 14 concessions, Penny Arcade. Uses bands

for special events only; books bands. Maine

Old Orchard Beach-Palace Playland, Seashore Am Corp., owners; Samuel Osher, mgr.; has eight rides, 15 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions Upper Gloucester-Royal River Park Howard I Small, mgr., has three rides, concession games, pool, rink. Penny Arcade; books orchestras and attrac-

York Beach-Punland Amusement Park Max and Samuel Spector, owners; has 10 rides, eight concession games. Penny Arcade, coin machines; books attractions.

Maryland

Baltimore-Carlin's Park, John J. Carlin, owner; has 20 rides, 15 concession games pool, roller and ice rinks, Penny Arcade, coin machines; books free atrac-

Baltimore-Kiddyland, Charles W. Swan. mgr.; has eight rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions. Baltimore-New Bay Shore Park. William

F. Chew owner; William F. Shinnick, mgr.; has 10 rides, 10 concession games beach. Penny Arcade: books attractions Baltimore—Gwynn Oak Park. A. B. Price & Sons, owners; David W Price mgr has 26 rides, 15 concession games, Penny Arcade: books orchestras and free acts Braddock Heights-Braddock Heights Park,

J. H. Baker, mgr.; has three rides, two concession games, rink Penny Arcade books pay attractions.

Chesapeake Beach-Seaside Park, Seaside Park, Inc., owner: J. M. Bector mgr



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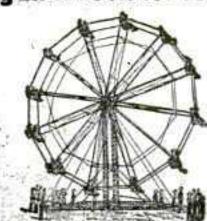
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No. 12 BIG ELI Wheel, this 45foot Wheel is a most versatile riding device, large enough for parks, small enough for easy portability. No. 16 BIG ELI Wheel, the greatest high ride for all practical purposes. This 55-foot wheel is an outstanding park attraction.

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pool, Penny Arcade, coin machines books pay acts occasionally.

Chesapeake Beach—Chesapeake Beach Park, Inc., Frederick J. Donovan, mgr.; has five rides, seven concession games, pool, rink, Penny Arcade, coin machines; books orchestras occasionally.

Chestertown-Tolchester Park and Beach, Raiph McGinnis, mgr.; has 10 rides, two concession games, Penny Arcade; books pay attractions.

Earleville-White Crystal Beach, Alfred E. Green, owner-mgr.; has two rides, eight concession games, Penny Arcade, coin machines.

Glen Echo-Glen Echo Park, G. P. Price, mgr.; has 15 rides, pool, coin machine; books orchestras and attractions. Marshall Hall, near Washington, D. C .-

Marshall Hall Park, L. C. Addison, mgr.; has 14 rides, 10 concession games, Pen-ny Arcade, coin machines. Ocean City-Windor Resort, D. Trimper

Jr., mgr.; has 10 rides, 10 concession games. Penny Arcade, coin machines. Pasadena-Cottage Grove Beach and Park, Norman E. Clarke, owner-mgr.; has eight rides, 10 concession games, Penny Ar-

cade, coin machines; books attractions;

orchestras occasionally. Massachusetts

Agawam, near Springfield-Riverside Park, Edward J. Carroll, owner-mgr.; has 21 rides, 14 concession games, rink, Penny Arcade, coin machines; books orchestras and free acts.

Auburndale-Norumbega Park, Norumbega Park Co., owners; Roy Gill, mgr.; has 14 rides, 20 concession games, Penny Arcade; books orchestras, acts.

Dartmouth-Lincoln Park, John Collins, owner-mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin machines; books orchestras and attractions Fitchburg-Whalom Park, James J. O'Malley, mgr.; has 13 rides, three concession games, beach, rink, Penny Arcade; books

orchestras and attractions. Holyoke-Mountain Park, Holyoke Street Railway Co., owners; Louis D. Pellissier mgr.; has six rides, six concession games, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Mendon-Lake Nipmuc Park, James Simpson, mgr.; has three rides, four concession games, beach, rink, Penny Arcade, coin machines; books orchestras and attractions occasionally.

Nantasket Beach-Paragon Park, Lawrence M. Stone, mgr.; has 12 rides, seven concession games, rink, Penny Arcade, coin machines; books orchestras, free

New Bedford-Acushnet Park, Daniel E. Bauer, owner-mgr.; has five rides, eight concession games, rink, Penny Arcade.

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has four rides, 10 concession games, Revere, Boston-Revere Beach, has 50 rides, 40 concession games, rink, Penny Arcade, coin machines; books attractions,

Salisbury-Salisbury Beach, Chamber of Commerce; has 10 rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books free attractions. Worcester (Shrewsbury) - White City Park,

Sam Hamid, mgr.; has 11 rides, 18 concession games, beach, Penny Arcade, coin machines; books free attractions.

Michigan

Bay City-Wenona Beach, O. D. Colbert, mgr.; has 11 rides, 14 concession games, rink; Penny Arcade, coin machines, books orchestras and attractions.

(St. Clair Shores)-Jefferson Detroit Beach Park, Harry Stahl, mgr.: has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books orchestras, Detroit-Motor City Park, Mrs. Helyn Horwitz, mgr.; has 12 rides six concession

Detroit-Edgewater Park, Cy Wagner, mgr.; has 29 rides, 18 concession games, Penny

Arcade; books orchestras. Detroit - Detroit Kiddyland, 8 Mile & Schafer Roads, Charles Zack, mgr.; has 10 rides.

Detroit-Bob-Lo Park, H. E. Gorry, mgr. has 15 rides, rink, Penny Arcade, coin machines; books free attractions. Flint-Flint Park, Flint Park & Amusement Co., owners; has 16 rides, 12 concession games, rink, Penny Arcade; books

free attractions. Grand Rapids-Ramona Park, G. R. Motor Coach Co owners; Don Williams, mgr.; has 25 rides, 30 concession games, rink, Penny Arcade, coin machines; books free attractions.

Haslett-Lake Lansing Park, Roger E. Haney, mgr.; has 14 rides, 12 concession games rink, Penny Arcade, coin machines; books orchestras and free at-

tractions. LaSalle - Toledo Beach Park, Harlin L Walter, mgr.; has 10 rides, seven concession games, rink, Penny Arcade, coin

St. Joseph-Silver Beach, Mrs. L. J. Drake, owner; H. J. Terrill, mgr.; has 11 rides, 12 concession games, Penny Arcade, coin machines; books orchestras. Utica-Utica Amusement Park, Myron Brown, mgr.; has six rides, concession games, Penny Arcade; books orchestras.

Walled Lake-Walled Lake Park, Fred W. Pearce & Co., owners; R. K. Templeton, mgr.; has 16 rides, 14 concessions, rink, Penny Arcade.

attractions.

Minnesota

Excelsior-Excelsior Amusement Park, Fred W. Pearce Co., Inc., owners; Fred W. Clapp and J. P. Colihan, mgrs.; has 16 rides, 11 concession games, Penny Arcade: books free attractions.

Fairmont-Interlaken Park, Al Menke, mgr.; has four rides, six concession games, lake, rink; books orchestras and free attractions.

Saint Paul-Amusement Park on Harriet Island, Rocco and Carlo Schiavone, mgrs.; has 10 rides.

Missouri

Joplin-Riverside Amusement Park, H. A. owner-mgr : has two rides. three concession games, pool; books attractions occasionally.

Kansas City-Fairyland Park, Marion Brancato, owner, Harry Duncan, mgr.; has 24 rides. 20 concession games, pool, Penny Arcade: books orchestras and

free attractions. North Kansas City-Winnwood Beach, R. G. Young, mgr.; has four rides, three concession games, pool, rink,

Robertson (St. Louis)-West Lake Park, Joseph Botta, owner: P. D. Kramer, mgr.; has 12 rides, seven concession games, pool, rink. Penny Arcade, coin machines. Joseph-Lake Contrary Amusement

Park, L. F. Ingersoll, owner-mgr.; has nine rides, four concession games, Penny Arcade, coin machines; books orchestras, St. Louis-Forest Park Highlands, A .W

Ketchum, mgr.; has 21 rides, 17 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions. St. Louis—Chain of Rocks Amusement

Park, 10783 Lookaway Drive, Carl F. Trippe, owner-mgr.; has 14 rides, six concession games, pool, rink, Penny Arcade, coin machines; books attractions and orchestras.

Springfield-Doling Park, W. W. Morrison, lessee; has nine rides, two concession games, rink, Penny Arcade, coin machines; books attractions.

Valley Park (St. Louis Co.) - Valley Beach Amusement Park. Reno Weggeman, owner-mgr.; has three rides, eight concession games. Penny Arcade, coin ma-

Nebraska

Lincoln-Capitol Beach Park, G. J. Carpender, mgr.; has 13 rides, 10 concession games, pool, rink, Penny Arcade, coin machines: books orchestras and

Omaha-Carter Lake Kiddieland & Pleasure Pier, James D Carpenter, mgr.; has 14 rides.

New Hampshire

Manchester (Goff Palls)-New Pine Island Park, Dennis Collins, mgr.; has 20 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras and

Manchester-Crystal Lake Park, Mrs. John Kilonis, mgr.; has three rides, eight concession games; books free attractions

New Jersey

Asbury Park-Palace Amusements, E. Lange & Z. Resnick, owners-mgrs.; has five rides, five concession games, Penny Arcade, coin machines Atlantic City-Million Dollar Pier, Max

Tubis, mgr.; has 18 rides, 20 concession games, Penny Arcade, coin machines; books pay attractions. Atlantic City-Steel Pier, George A. Hamid

& Son, owners; Richard Endicott, mgr.; has 28 concessions, three games, coin machines; books orchestras and attractions.

tlantic City-Steeplechase Pier, owned by Atlantic Amusement Co. and managed by Bill Hooper; has 10 rides and 12 concessions.

Clementon-Clementon Lake Park, Theodore W. Gibbs, mgr.; has 15 rides, 15 concession games, Penny Arcade, coin machines; books free attractions; orchestras weekly. Grenloch-Grenloch Park, W. W. Dough-

erty, mgr.; has four rides, six concession games, lake, Penny Arcade; books attractions, orchestras occasionally. Irvington-Maplewood-Olympic Park,

Henry A. Guenther, owner-mgr.; has 25 rides, 30 concession games, pool, rink, Penny Arcade; books free attrac-

Lake Hopatcong—Bertrand Island Park, Ray D'Agostino, mgr.; has 10 rides, 30 concession games, lake, Penny Arcade, coin machines; books orchestras and attractions.

Long Branch-Funland Park, Samuel Edelstein, mgr.; has six major and seven kiddle rides; 10 concession games; coin machines; books free attractions.

Mays Landing-Lake Lenape Park, Eugene Leiling, mgr.; has five rides, four concession games, rink; books attractions, Palisade-Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 25 rides, 20 concession games, pool, Penny Arcade: books orchestras and at-

tractions. Pennsville-Riverview Beach Park, L. K. Chrisman, mgr.; has 14 rides, four concession games, pool, rink, Penny Arcade. Pitman—Alcyon Park, Alcyon Park, Inc., owners; Joseph Applebaum, mgr.; has five rides, 10 concession games, lake, rink, Penny Arcade, coin machines and auto race track.

Seaside Heights-Freeman's Amusement Center, J. Stanley Tunney, mgr.; has 15 rides, 60 concession games, Penny Arcade, coin machines.

Seaside Heights-Seaside Heights Casino, J. Christopher, mgr.; has five rides, 20 concession games, pool, Penny Arcade, coin machines.

West Orange-Crystal Lake Park, D Mauro, owner-mgr.; has six rides, four concession cames, pool, Penny Arcade. Wildwood-Casino Arcade Park, S. B. Ramagosa & Sons, owners; Gilbert

·Ramagosa, mgr.; has 6 rides, 22 concession games. Penny Arcade, coin machines Wildwood-Playland Park, Cedar Schellenger Corp., bwners; George H. Coombs, mgr.; has 14 rides.

New York

Angola-Lalle's Amusement Park, Michael Guzzetta, mgr.; has eight rides, 17 concession games, Penny Arcade; books orchestras and free attractions.

Auburn-Owasco Lake Park, Joseph J Padlick, mgr.; has 10 rides, five concession games, Penny Arcade, coin machines; books free attractions, orchestras. Averill Park-Crystal Lake Park, M. Gertrude Wagstaff, mgr.; has four rides, five concession games, beach. Buffalo-New Liberty Park, Harry A.

Illions, owner: P. Percy Morency, mgr.; has 14 rides, 14 concession games, books attractions.

Canandaigua-Roseland Park, William W. Muar, owner-mgr.; has 13 rides, 20 conconcession games. Penny Arcade, coin machines; books free acts.

Caroga Lake-Sherman's Amusement Park, the Shermans, owners; has seven rides, eight concession games, beach, Penny Arcade, coin machines; books orchestras and attractions.

Coney Island-Steeplechase Park. Steeplechase Amusement Co., owner: James J Onorato, mrg.; has 31 rides, concessions, pool, Penny Arcade, coin machines, Corfu—Boulder Park, Indian Falls, Theo.

Morrot, owner-mgr.; has six rides, 14 concession games. Geneseo-Long Point Park, Mrs. H. W. Berry, owner; C. F. Johnston, mgr.; has three rides, five concession games, rink,

Penny Arcade, coin machines; books bands; free attractions at times. Geneva-Seneca Park, Anthony Santiello, owner. Jamestown-Celoron Park, Harry A. Illions, owner; E. M. Swank, mgr.; has 22 major rides, 8 kiddie rides, 14 conces-

sion games, rink, Penny Arcade, coin machines; books orchestras and attrac-Lake Ronkonkoma, L. I.-Turner's Park, H. William Berger, mgr.; has seven rides, six concession games, lake, coin ma-

chines. Manlius (Syracuse) - Suburban Park, Fred W. Searle, owner-mgr.; has eight major and four kiddle rides, eight concession games, rink. Penny Arcade, coin machines; books free acts and orchestras.

lagara Falls — Midway Beach Park, Joseph F. Paness, owner-mgr.; has 10 rides, nine concession games, Penny Arcade, coin machines; books orchestras

and attractions.

Olcott—Idlewild Park, C. H. Tothill (Youngstown, N. Y.), mgr.; has six rides, 10 concessions. Olcott-Olcott Beach Amusement Park.

Hubert Flynn, owner; Edward J. Flynn mgr.; has six rides, 20 concession games. rink, Penny Arcade, free acts. Olcott Beach-Kiddieland, A. C. Fox. owner; has four rides, five concession

games. Peekskill-Indian Point Park, E. D. Kelmans, owner-mgr.; has 20 rides, conces-

sion games, Penny Arcade, pool. Richfield Springs-Canadarago Park, Joe Magee, owner-mgr.: has three rides, 10 concession games, lake, rink, coin machines; books orchestras and attractions.

Rochester-Dreamland Park, Sea Breeze, George W. Long, owner-mgr.; has 12 rides, eight concession games, rink, Penny Arcade; books free attractions. Rochester-Palace Amusement Park, Loon Lake, Harry Stone, owner.

Rockaway Beach-Seaside Amusement Park, Peter Drambour, mgr.; has 10 rides, 17 concession games, Penny Arcade.

Rockaway Beach—Rockaways' Playland,
. A. Joseph Geist, owner: Lowell Young, mgr.; has 15 major rides, 16 Kiddie Rides; books vaudeville free acts, fireworks and Penny Arcades.

Rye-Playland, Col Allan E. MacNicol, dir.; has 25 major rides, 13 kiddie rides, 25 games, ballroom, pool, ice rink, Penny Arcade, coin machines; books attractions, Saratoga Springs-Kaydeross Park, Jack Gross, mgr.; has four rides, three concession games. Penny Arcade, coin ma-

chines. Sea Breeze-Boardwalk, A. H. Bornkessel owner-mgr.; has seven rides, 18 concession games, Penny Arcade, coin machines; books attractions.

Sylvan Beach-Northside Amusement Park. John Yauger, mgr.; has four rides, three concession games. Williamsville—Glen Park, Harry Altman,

mgr.; Clyde Urban, supt.; has eight rides, six concession games, rink, Penny Arcade, coin machines; books orches-tras, pay and free attractions.

Youngstown—Lakewood Park, C. H. Tot-hill, mgr.; has 6 rides, 12 concession games, lake; books orchestras.

North Carolina

Asheville—Recreation Park owned by city; Harry McDonnold, supt.; has five rides, three concession games, pool, rink; books pay attractions. Atlantic Beach-Atlantic Beach, Inc., A. B.

Cooper, owner; Newman Willis, mgr.; has six rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions. Atlantic Beach-Atlantic Amusement Park,

Earl Klutz, mgr.; has eight rides, eight concession games. Charlotte - Suttle Amusement Park on

Route No. 29, Ralph Suttle, mgr.; has four rides, pool; books attractions Charlotte-Airport Park, owned by Partlows, Inc., and managed by J. A. Partlow; has 16 rides, 15 concessions and books free acts.

Hickory-Lake Hickory Amusement Park, E. W. Hollar, owner; W. E. Horne, mgr.; has six rides, 15 concession games, beach; books attractions.

one concession game, pool, rink, coin machines: books free attractions

Ohio

Akron—Sandy Beach Park; has three rides, eight concession games, Penny Arcade; books free attractions.

Akron—Summit Beach, Ed M. Palmer, mgr.; has 19 rides, 20 concession games, pool, rink, Penny Arade; books attractions at times.

Bascom-Meadowbrook Park, J. G. Haugh Estate, owners; Walter Kelbley, mgr.; has eight rides, five concession games,

pool, Penny Arcade. Bucyrus-Seccaium Park, R. A. Jolly, mgr.; has six rides, 10 concession games, Penny Arcade, coin machines.

Buckeye Lake-Buckeye Lake Park, John J. Carlin Sr., owner; A. M. Brown, mgr.; has 15 rides, 27 concession games, pool, rink, Penny Arcade, coin machines; books orchestras, free attractions. Canton-Meyers Lake Park; Carl M. Sin-

clair, mgr.; has seven rides, concessions, beach, rink, Penny Arcade, coin machines; books orchestras, free acts. Celina — Edgewater Park, Mrs. C. M. Myers, owner; Theo. V. Temple, mgr.; has three rides, 10 concession games, beach, Penny Arcade, coin machines; books orchestras and free attractions.

Chippewa Lake—Chippewa Lake Park, owned and managed by Parker Beach; has 14 major and 18 kiddle rides, 25 concessions, beach and Penny Arcade; books local and traveling bands and uses free

Cincinnati—Zoological Garden, owned by city; J. F. Heusser, mgr.; has eight rides in Kiddieland, Penny Arcade; books attractions at times.

Cincinnati-Coney Island, Edward L. Schott, mgr.: has 24 rides, 19 concession games, pool, Penny Arcade; books orchestras, free attractions.

Cleveland-Euclid Beach Park, The Hum-phrey Co., owner; H. C. Shannon, mgr.; has 14 big and 7 small rides, concession games, rink, Penny Arcade, coin machines.

Cleveland-Puritas Springs Park, James E. Gooding, mgr.; has 20 rides, 15 concession games, rink, Penny Arcade, coin

machines; books attractions. Columbus-Norwood Park & Picnic Grove, owned by Raymond Norwood and managed by Raymond Norwood Jr.; has 15 15 major and kiddle rides, miniature golf,

Penny Arcade, picnic facilities. Columbus-Zoo Park, Leo and Elmer G. Haenlein, mgrs.; has 14 rides, five concession games, Penny Arcade, coin ma-

Dayton-Lakeside Park, Lakeside Park Co., owner; Gerald Niermann, mgr.; has 14 rides, eight concession games, Penny Arcade, coin machines; books orchestras. Dayton-Forest Park, Frankie's Amuse-ments, Inc., owners; E. C. Oliver, mgr.; has eight major and 10 kiddle rides, nine

concession games. Findlay-Riverside Park, owned by city; Service-Director, mgr.; has 10 rides, 10 concession games, pool, rink, Penny Arcade; books orchestras and attractions. Geauga Lake-Geauga Lake Park, Charles

W. Schryer, mgr.; has 22 rides, 20 concession games, pool, rink, Penny Arcade. Lake Milton-Craig Beach Park, Harry H. Jacobs, mgr.; has 12 rides, 20 concession games, lake, Penny Arcade, coin machines.

Marion-Crystal Lake Park, Maurice F. Ludwig, mgr.; has five rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions periodically

Middle to wn-LeSourdsville Lake, Don Dazey, mgr.; has 12 rides, five concession games, pool, Penny Arcade; books orchestras and attractions

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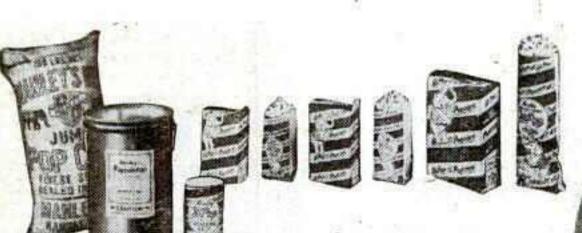
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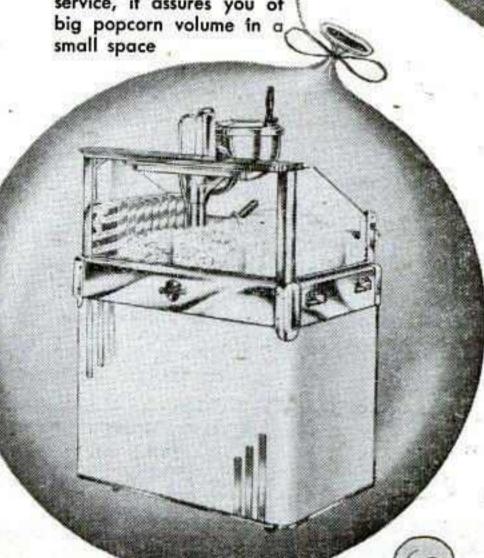


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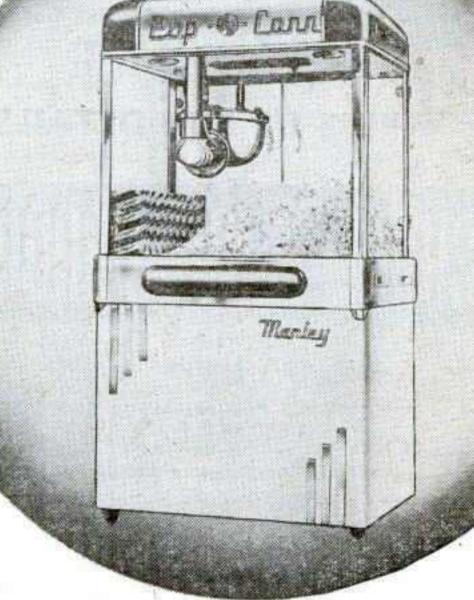
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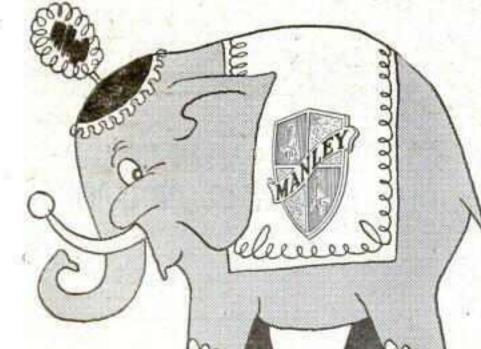
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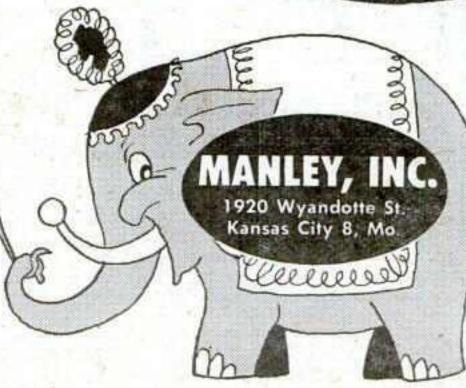
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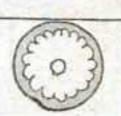
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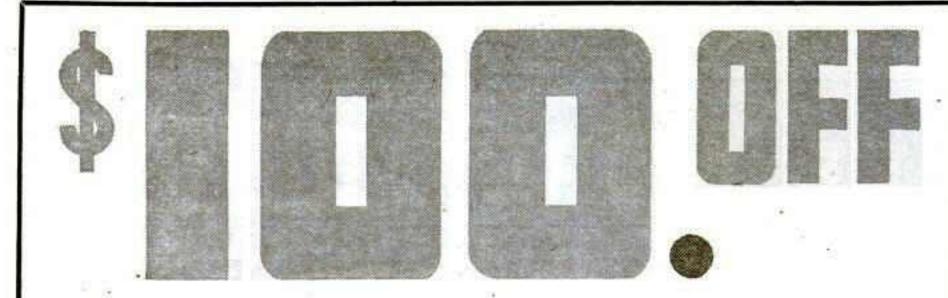
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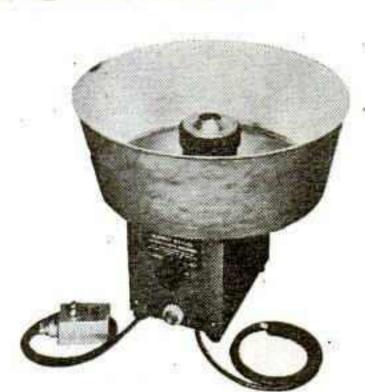
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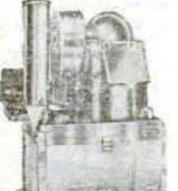
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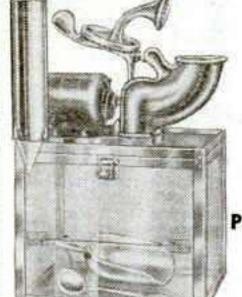


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H. W. TERPENING 137-139 Marine St., Ocean Park, Calif. New Philadelphia—Tuscora Park, owned by city, Harold Messe, mgr.; has five rides, three concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Russells Point-Russells Point Boardwalk, Jack Stone, mgr.; has seven rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Russells Point-Sandy Beach Park, Spor Enterprises, Inc., owners: Paul Spor Sr., mgr.; has 15 rides, 10 concession games, rink, Penny Arcade, coin machines; books orchestras; attractions occasion-

Sandusky-Cedar Point, owned by Cedar Point, Inc., and managed by E. S. Starr; has 20 rides, 20 concessions, Beach; Penny Arcade and Sportland, Uses local and traveling bands and books free acts.

Springfield-Springfield Springs Park on Route 40, Fred L. Rivenburgh, owner and mgr.; books attractions.

Toledo-Sunnyside Beach, Louis A. Abrass

and Charles Abde,, mgrs.; has 10 rides, 10 concession games, pool, Toledo-Walbridge Park, T. M. Harton Co., Inc., owner; S. E. Custer, mgr.; has 15 rides, slx concession games, Penny

Urbana-Lakewood Beach, Dave Conrad, mgr.; has seven rides, nine concession games, pool, Penny Arcade, coin machines; books orchestras and attractions.

Vermillion-Crystal Beach Park, James M. Ryan, mgr.; has 12 rides, concession games, Penny Arcade; books orchestras and attractions.

Youngstown-Idora Park, M. A. Rindin, mgr.; has 25 rides, 15 concession games, Penny Arcade, coin machines; books at-tractions and orchestras.

Zanesville-Moxahala Park, Tim J. Nolan, owner-mgr.; has 10 rides, six concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Oklahoma

Cache-Craterville Park, Frank Rush, mgr.; his six rides, concession games, pool, rink, Penny Arcade; books attrac-

Lawton-Dee Dee Park, B. F. Hutchins, owner; has three rides, four concession games, pool, rink, coin machines; books orchestras, pay and free attractions. Oklahoma City-Springlake Park, Roy and Marvin Staton, mgrs.; has 12 rides, 11 concession games, pool, Penny Arcade, coin machines.

Tulsa—Lakeview Amusement Park, Cecil Elifritz, owner-mgr.; has 17 rides, 10 concession games, Penny Arcade, coin machines; books pay and free attrac-

Oregon

Portland-Jantzsen Beach Park, Hayden Island Am. Co., owners; Erle G. Swanson Jr., mgr.; has 20 rides, 21 concession games, pool, rink, Penny Arcade; books orchestras and attractions.

Portland-Oaks Amusement Park, Robert Bollinger, mgr.; has 18 rides, rink; books free attractions. Seaside—Gayway Park, Vernon G. Raw, owner-mgr.; has eight rides. Pennsylvania

Allentown—Central Park, James A. Joseph, mgr.; has 12 rides, 12 concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions. illentown-Dorney Park, R. L. Plarr, mgr.; has 19 rides, six concession games, pool, rink, Penny Arcades; books orchestras, pay and free attractions.

Altoona-Lakemont Park, S. B. Taylor, mgr.; has 17 rides, 12 concession games, pool, rink, Penny Arcade; books at-

tractions occasionally.

Barnesville—Lakeside Park, J. Tomat, mgr.; has six rides, eight concession games, lake, rink; books orchestras, pay and free attractions.

Bellefonte-Hecla Park, A. F. Hockman, owner; H. R. Hockman, mgr.; has four rides, six concession games, pool, rink, Penny Arcade, coin machines; books orchestras and free attractions.

Chalfont—Forest Park, Richard F. Lusse, owner-mgr.; has 14 rides, five concession games, pool, Penny Arcade; books orches-

tras and attractions. Conneaut Lake—Conneaut Lake Park, W. J. Tarr, gen, mgr.; has 25 rides, 20 concession games, beach, Penny Arcade, coin machines; books orchestras and attrac-

Easton-Bushkill Park, Thomas V. Long, owner-mgr.; has 15 rides, five concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Easton-Willow Park, Shelby Bros., ownersmgrs.; has five rides, four concession games, pool, Penny Arcade, coin ma-

Elysburg-Knoebel's Grove, H. H. Knoebel Jr., mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books free attractions.

Erie-Waldameer Beach Park, F. W. A Moeller, owner-mgr.; has 15 rides, 12 concession games, Penny Arcade, coin machines; books orchestras and free attractions.

Halifax-Tourist Park, Camden Cobern, mgr.; has five rides, 19 concession games, Penny Arcade, coin machines; books orchestras and free attractions.

Hanover-Forest Park, A. Karst, ownermgr.; has 10 rides, 14 concession games, rink, Penny Arcade, coin ma-chines; books orchestras, pay and free

attractions. Hawthorn-American Legion Park, H. J. Heffner, mgr.; has three rides, eight concession games, rink; books pay attractions.

Hazleton-Hazle Park, Ray Grontkowski, owner-mgr.; has five rides, 10 concession games, kiddle pool, rink, Penny Arcade, coin machines; books orchestras and at-

tractions. Hershey-Hershey Park, Hershey Estates, owner; G. W. Bartels, mgr.; has 23 rides, two concession games, pool, Penny Arcade, coin machines; books orchestras

and free attractions. ake Ariel-Lake Ariel Park, Bert Derby, owner-mgr.; has 12 rides, eight conces-sion games, beach, Penny Arcade; books attractions,

ancaster-Rocky Springs Park, Nicholas Sacoolas, mgr.; has nine rides, five concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions.

Lewistown-Kishacoquillas Park, Harry Fisher, owner-mgr.; has six rides, 10 concession games, pool, rink, Penny Arcade, coin machines; books orchestras and attractions

Ligonier-Idlewild Park, C. K. MacDonald, mgr.; has 15 rides, pool, Penny Arcade; books free attractions.

Mahanoy City-Lakewood Park, Charles A Donahue, mgr.; has 15 rides, five con-cession games, pool, rink, Penny Arcade. books name bands and pay attractions. Mechanicsburg-Willow Mill Park, H. DeH

Stoner and Ira J. Brehm, owners-mgrs.; has nine rides, 10 concession games, Penny Arcade; books free attractions. Mechanics urg-Williams Grove Park, J. Robert Richwine, mgr.; has 17 rides, 14 concession games, Penny Arcade, coln machines; books attractions.

Mount Gretna-Mount Gretna Park, Gene P. Otto, owner-mgr.; has four rides, 24 concession games, lake, Penny Arcade, coin machines; books orchestras and

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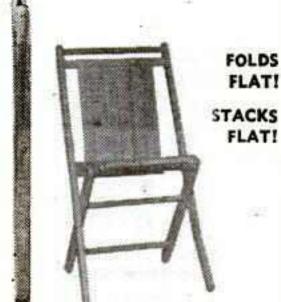
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New Castle-Cascade Park, owned by city, C. C. Coulthard, mgr.; has seven rides, three concession games, pool; books orchestras.

Perkasie-Menlo Park, Henry S. Wilson, owner and mgr.; has four rides, four concession games, pool, rink, Penny Arcade, coin machines.

Philadelphia-Woodside Park, John J. Worthington, mgr.; has 17 rides; pool leased to the city; Penny Arcade, coin machines,

Pine Grove—Twin Grove Park, G. H. Yergey and G. I. McGrady, owners; Paul Kern, mgr.; has seven rides, seven concession games, pool, Penny Arcade; books pay attractions.

Pittsburgh-West View Park, George M. Harton, pres.; has 32 rides, 15 games, Penny Arcade, coin machines; books orchestras and free attractions.

Pittsburgh-Kennywood Park, Carl Henninger, mgr.; has 26 major and 15 kiddle rides, 10 concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions.

Portersville—Shawood Park Stanley M. Shaw, owner-mgr.; has five rides, six concession games, rink, Penny Arcade, coin machines.

Reading-Carsonia Park, Joseph Sigg, mgr.; has eight rides, concessions, pool, rink, Penny Arcade; books orchestras, acts

Royersford-Lakeview Amusement Park, Harry J. Alba, mgr.; has 10 rides, six concession games, pool, Penny Arcade, coin machines; books orchestras and free attractions. Sanatoga-Sanatoga Amusement Park, Karl

W. Spatz, mgr.; has 10 rides, 12 concession games, pool, Penny Arcade; books orchestras and attractions. Scranton (Moosic)-Rocky Glen Park, Benj. and Mae Sterling, owners; has 18 rides, one concession game, lake, Penny Ar-

cade, coin machines; books orchestras and free attractions. Shamokin-Edgewood Park, George H. Jones, mgr.; has eight rides, 10 concession games, pool, rink; books free at-

Sunbury-Rolling Green Park, R. M. Spangler, owner-mgr.; has 14 rides, seven concession games, pool, rink, Penny Arcade, coin machines; books free attrac-

Sunbury—Island Park, E. R. Caravella, mgr.; has six rides, 15 concession games, pool, rink, Penny Arcade, coin machines; books attractions. Uniontown-Shady Grove Park, Mike

Cabot, mgr.; has six rides, 18 concession games, pool, rink, Penny Arcade: books orchestras and attractions. Walnutport-Edgement Park, Rollin E. Minnich, owner-mgr.; has four rides, four concession games, pool, Penny Ar-

cade, coin machines; books free attrac-Wilkes-Barre-Sans Souci Park, Hanover Am. Co.; owner; Mrs. Nellie Barr, mgr.; has 15 rides, 12 concession games, pool, rink, Penny Arcade; books orchestras

and attractions. Willow Grove (Philadelphia) - Willow Grove Park, E. E. Foehl, mgr.; has 18 rides, 12 concession games, Penny Arcade, rink; books pay attractions and orchestras.

York-Brookside Park, Robert Hoffman, owner; Floyd P. Schell, mgr.; has five rides, 20 concession games, Penny Arcade, coin machines; books free attrac-

Rhode Island Riverside-Crescent Park, Arthur R, Sim-mons, mgr.; has 18 rides, 20 concession games, rink, Penny Arcade, coin ma-chines; books attractions.

Warwick-Rocky Point Park, Vincent Perla, owner; Paul S. Haney, mgr.; has 23 rides, 30 concession games, pool. Penny Arcade, coin machines; books orchestras and free attractions.

South Carolina Beaufort—Sea Island Park, Sherman Hu-sted, owner; L. E. Raley Jr., mgr.; has 15 rides, 30 concession games, rink, Penny Arcade, coin machines books orchestras and attractions

Myrtle Beach-Pavilion Amusement Park, Earl E Husted, mgr.; has 20 rides, 30

concession games, Penny Arcade, coin machines; books orchestras, pay and free attractions.

Tennesese

Chattanooga—Warner Park, owned by city;
A. L. Bender, mgr.; has nine rides, pool,
Penny Arcade; books attractions. Chattanooga—Lincoln Park, owned by city: has four rides, three concession games, pool; books attractions.

Chattanooga—Lake Winnepesaukah, owned by Mrs. Minette Dixon; has 13 rides, 6 concessions, pool and Penny Arcade, Uses acts occasionally.

Knoxville-Chilhowee Park, owned by city. Mack Franse, mgr.; has eight major and six kiddle rides, five concession games, rink, Penny Arcade; books name bands and free acts.

Memphis—Fairgrounds Amusement Park, owned by city; Eddie Toulon, mgr.; has 16 rides, 12 concession games, pool, Penny Arcade; books attractions.

Texas

Corpus Christi-North Beach Amusement Park, W. C. Combs, mgr.; has eight rides, 15 concession games, rink, Penny

Oallas-Vickery Amusement Park, L R. Hickman, owner; J. A. Cook, mgr.; has five rides, four concession games, pool. Dallas-Fair Park, State Fair of Texas, owners: James H. Stewart, mgr.; has 22 rides, 14 concession games, pool, rink, Penny Arcade; books attractions.

Pase-Washington Park, owned by city; J Koons, mgr.; has 13 rides, five concession games, pool, rink, Penny Arcade.

Galveston-Beach Amusement Park, James B. Crabb, mgr.; has 10 rides, eight concession games, coin machines.

Galveston-Galveston Pleasure Pier, Jack Mankey, mgr.; has one ride, nine concession games, Penny Arcade: books or-Houston-Playland Park. Louis Slusky.

mgr.; has 16 rides, 34 concession games, Penny Arcade, coin machines: books attractions. Houston-Katy Road Kiddieland, Harry

W. Hennies, owner; Joseph S. Scholibo, mgr.; bas 14 rides; books free acts at Port Arthur-Pleasure Pier, Robert Lacy, lessee; has 11 rides, nine concession games, pool, Penny Arcade; books or-

chestras and pay attractions.

San Antonio—Playland Park, James E.

Johnson, owner; has 16 rides, 20 concession games, Penny Arcade, coin machines; books attractions at times.
Wichita Falls—Orbit Amusement Park.

Wayland D. Keith, owner and mgr.; has seven rides. 12 concession games; books attractions.

Salt Lake City-Saltair Beach, William M. Armstrong, mgr.; has eight rides, six concessions games, Penny Arcade, coin machines, books orchestras and attractions.

Sait Lake City-Lagoon, Robert E. Freed, mgr.; has 16 rides, 20 concession games, pool, coin machines; books orchestras and attractions.

Virginia

Buckroe Beach-Buckroe Beach Resort. P. V. Stieffen, owner-mgr.; has 11 rides, 15 concession games, Penny Arcade, coin machines; books attractions and orches-

Norfolk-Ocean View Park, Albert Miller, mgr.; has 15 rides, 18 concession games, beach, Penny Arcade; books orchestras and attractions.

Norfolk (London Bridge) - Seaview Beach, N. S. Miller, mgr.; has five rides, Penny Arcade, coin machines; books orchestras and free attractions. Roanoke-Lakeside Park, H. L. Roberts, owner-mgr.; has 12 rides, 10 concession

games, pool, rink, Penny Arcade, coin machines; books orchestras. Virginia Beach—Casino Park, has six rides, 20 concession games, pool, Penny Arcade, coin machines; books orchestras

and attractions. Virginia Beach-Seaside Park, Dr. Dudley Cooper, Jack L. Greenspoon, owners; has 11 rides, 23 concession games, rink,

chestras and attractions.

Washington

Blaine-Birch Bay Amusement Park, M. T. Cook and R. G. Nordman, mgrs.; has five rides, 10 concession games, Penny Arcade, coin machines.

Penny Arcade, coin machines; books or- | Seattle-Playland Park, Carl E. Phare, owner-mgr.; has 14 rides, 12 concession games, Penny Arcade.

Spokane-Natatorium Park, Louis Vogel, owner-mgr.; has 9 rides, four concession games, Penny Arcade; books orchestras and free attractions.

West Virginia

Chester-Rock Springs Park, R. L. Hand, owner-mgr.; has eight rides, four concession games, rink, Penny Arcade; books orchestras and attractions.

(Continued on page 136)

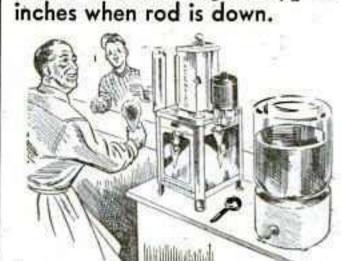


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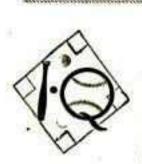
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1953 Fair Dates

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RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated June 27.

Alabama

Attalia-Etewah Co. Fair Assn. Oct. 5-10, Riley L. Hamby. Birmingham-Alabama State Fair Authority. Oct 5-10. R.H. McIntosh. Florence-North Alabama State Fair, Sept. 21-26. C. H. Jackson, P. O. Box 165. Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 28-Oct. 3. Marie Dickson, P.O. Box 104.

Arizona

Phoenix-Arizona State Fair. Nov. 6-15. George W. Blake. Yuma-Yuma Co. Fair, Inc. April 8-12. Ken Baker.

Arkansas

Bentonville-Benton Co. Fair Assn. Sept. 22-25 (Tentative). V. Rose, Berryville—Carroll Co. Fair & Livestock Show. Sept. 9-12. Kathleen Simpson. Blytheville-N, E. Ark. Dist. Fair. Sept. 21-27. R. E. Blayford.

Clinton-Van Buren Co. Fair Assn. Sept. 17-19. Owen H. Biles. Fort Smith-Ark.-Okla. Livestock Expo. Sept. 28-Oct. 3. Pat Condren, 613 Har-

Hampton-Calhoun Co. Fair Assn. Sept. 24-25. O. Prissman. Harrisburg-Poinsett Co. Fair Assn. Sept. 28-Oct, 3, L. K. Collier. Jasper-Newton Co. Fair Assn. Third week

of Sept. Connie Greer.

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dew resistant, too. For proven durability and

workability specify CHEX-FLAME treatment.

Little Rock-Ark, Livestock Show, Oct. 5-10. Clyde E. Byrd, 2601 Howard St. Mulberry-Crawford Co. Pair Assn. Sept. 24-26, C.D. Chastain.

Ira Hartness. Sept. 14-19. Chas. Varn, c/o Chamber

of Commerce. Russellville-Pope Co. Fair Assn. Sept. 16-18. Richard H. Lee, c/o Chamber of Commerce.

Joseph J. Speer.

Antioch-Contra Costa Co, Fair Assn. July 30-Aug. 2. Norman D. Sundborg, P.O. Box 25.

Auburn-20th Dist. Agrl. Assn. Sept. 18-20. A. J. Cecchettini, P.O. Box 103L Bakersfield-Kern Co. Fair & Assn. Sept. 28-Oct. 4. Lloyd H. Goad.

Show, Sept. 25-27. H. J. June. Calistoga-Napa Co. Fair & Horse Show, July 3-5. Roy F. Schoepf, 1435 Oak St. Cedarville-Modoc Co. Fair Assn. Aug. 28-30 E. B. Mathews.

Warrener.

Colusa-Colusa Co. Harvest Festival &

Ralph H. Barnes, 3750 Harris St. Ferndale-Humboldt Co. Fair Assn. Aug. 10-16. Dr. J. N. D. Hindley.

Oct, 2-11, T. A. Dodge, 1121 Chance Ave, Galt—Sacramento Co. Fair. July 16-19. Robt M. Baker, P.O. Box 365.

27-30. Edith B. Scott, P.O. Box 1104, Gridley-Butte Co. Fair Assn. Aug. 27-30. Joseph E. Whitaker. Hanford-Kings Co. Fair Assn. Oct. 15-18.

Hayfork-Trinity Co. Fair Assn. Aug. 28-30, J. D. Berry, Hemet-Farmers' Fair of Riverside Co.

Lancaster-50th Dist, Agrl, Assn, Sept, 10-13, A. G. Marquardt, Box 1145. Lodi-Grape Festival & Natl, Wine Show.

Sept. 18-20. C. S. Jackson, P.O. Box 848. Los Banos-Merced Co. Spring Fair & Livestock Show, April 29-May 3. C. W. Bates. Los Angeles-Great Western Livestock Show, Nov. 28-Dec. 3. A. M. Mathews. Madera—Madera Dist. Fair. Sept. 24-27, J. T. O'Shaughnessy, Route 1, Box 358, Mariposa—Mariposa Co. Fair. Sept. 5-7, Dale K. Campell, P. O. Box 333.

Northridge—San Fernando Valley Fair, Sept. 3-7. Max P. Schonfeld, Oakland—California Spring Garden Show. May 1-8. Ned S. Rucker, 920 Fallon St. Orland-Glenn Co. Fair, Sept. 16-20, R. E.

Assn. Aug. 20-23. L. W. Lewin. Dolph Young.

Placerville—El Dorado Co. Fair. Sept. 11-13. Leslie W. Sanders, P.O. Box 144. Pleasanton—Alameda Co. Agrl. Fair. June 26-July 11. Wray L. Bergstrom, P.O. Box

Pomona-Los Angeles Co. Fair Assn. Sept. 18-Oct. 4. B. C. Shepherd. Quincy-Plumas Co. Fair. Aug. 13-16.

Piggett-Clay Co. Fair Assn. Sept. 24-26. Pine Bluff-South Ark. Livestock Show.

California

Anderson-Shasta Dist. Fair. Sept. 10-13.

Angels Camp-Calaveras Co. Fair. May 15-17. Carl T. Mills.

Boonville-Mendocino Co. Fair & Apple

Chico-Silver Dollar Fair. May 21-24. Ed

Chowchilla-Chowchilla Jr. Fair. May 6-11. E. H. Clendennen.

Horse Show, Sept. 3-6. Wm. S. Randall, Crescent City-41st Dist, Agrl, Assn. Aug. 21-23, L. W. McClure, Box 26. Del Mar-22d Dist. Agrl. Assn. June 26-July 5, Paul T. Mannen, Box 578.

Dixon-Solano Dist. Fair, May 15-17, Bob McClure, P.O. Box 455. Eureka-9th Dist. Agrl. Assn. June 24-28.

Fresno-21st Dist. Agrl. Assn. of Calif.

Grass Valley-17th Dist, Agrl. Assn. Aug.

Aug. 26-30. Harry Hofmann. King City-Salinas Valley Fair Assn. May 8-10. Loring H. Burns. Lakeport-Lake Co. Fair Assn. Sept. 4-6.

C. Philip Lewis.

McArthur-Inter-Mountain Fair of Shasta Co. Sept. 5-7. George Ingram. Merced-Merced Co. Fair. Aug. 26-30. W. C.

Woxberg, P.O. Box 1352, Monterey—7th Dist, Agrl. Assn. Aug. 27-30. George T. Wise, P.O. Box 1151, Napa—25th Dist, Fair. Aug. 12-16, Lowell

Walker, 510 S. Plumas, Willows, Calif. Paso Robles—San Luis Obispo Co, Fair

Petaluma-4th Dist. Fair. July 23-26.

Plymouth-26th Dist. Agrl. Assn. Aug. 28-30. George Plinkler.

Tulsa E. Scott.

Red Bluff-30th Dist. Agrl. Assn. Aug. 79. Joseph A. Soares, P. O. Box 70.

Roseville-Placer Co. Fair. Assn. July 23-26. Nic Huddleston, P.O. Box 710. Sacramento-California State Fair, Sept. 3-13. E. P. Green, P.O. Box 2036.

Salinas-Calif. Rodeo, Horse Fair & Stock Show. July 16-19. F. E. Dayton. San Francisco-Grand Natl, Livestock Expo. Oct. 30-Nov. 8. Nye Wilson, Geneva Ave. at Rio Verde St.

San Jose-Santa Clara Co. Pair Assn. Sept. 14-20. Russell F. Pettit, 2530 South First San Mateo-San Mateo Co. Fair Assn. Aug.

14-22, William M. Wilson, P.O. Box 1027. Santa Ana-Orange Co. Fair Assn. Aug. 11-16. R. M. C. Fullenwider, 20391 Newport Blvd. Santa Barabara-Santa Barbara Fair &

Horse Show. July 14-19. Horace W. Santa Maria—Santa Barbara Co. Pair, July 22-26. Reldon Dunlap, P.O. Box 670, Santa Rosa-Sonoma Co, Fair Assn. July

31-Aug. 8. H. Jack Liebau, 333 5th St. Sonora-Mother Lode Fair. Aug. 6-9. C. B. Matthews. Stockton-San Joaquin Co. Fair. Aug. 31-

29, E. G. Vollmann, P.O. Box 1609. Susanville—Lassen Co. Pair & Livestock Show Aug. 18-23. A. A. Jensen, P.O. Box

Tulare-Tulare Co. Fair Assn. Sept. 22-27. A. J. Elliott. Tulelake-Tulelake-Butte Valley Fair, Sept.

10-12, Sam W. Kellett, Turlock-Stanislaus Co. Dist. Fair, Aug. 10-15, C. A. Rigsbee, P.O. Box 547. Ukiah—12th Dist. Pair, Aug. 20-23. Henri

Warner, P.O. Box 711. Vallejo-Solano Co. Fair Assn. July 17-25. Al St. John, Ventura-Ventura Co. Fair. Oct. 7-11. L.

E. Ver Husen, P.O. Box 888. Victorville-San Bernardino Co. Fair Assn. Aug. 26-30. Oren Robertson. Watsonville-Santa Cruz Fair Assn. Sept.

24-27. E. P. Johnson, Woodland-Yalo Co. Fair. Aug. 20-23. Stuart B Waite, Box 826, Yreka-Siskiyou Co. Fair Assn. Aug. 28-

30. Edward B. Mathews. Yuba City-Yuba-Sutter Fair. July 30-Aug. 2. Roy L. Welch.

Colorado

Brighton-Adams Co. Fair & Rodeo Assn. Aug. 21-23, Sam Schwab, Burlington-Kit Carson Co. Fair. Aug. 13-15. Earl Boren, Selbert.

Julesburg-Sedgwick Co. Fair. Aug. 20-22. C. W. McMillan, Littleton-Arapahoe Co. Fair. Aug. 21-22, Forrest P. Hammes.

Loveland-Larimer Co. Fair & Rodco, Aug. 17-19. Denny Washington. Pueblo-Colorado State Fair, Sept. 6-10.

Rocky Ford-Ark. Valley Fair & Watermelon Day. Sept. 1-3. Ted L. Chenault, P.O. Box 151.

Connecticut Berlin-Berlin Fair, Oct. 2-4. Louis Good-

rich. Kensington. Bethlehem-Bethlehem Fair. Sept. 12-13. Paul Johnson, Bridgeport-Fairfield Co. 4-H Fair. Aug.

21-22. Dorothy Keller, Brooklyn-Brooklyn Fair, Sept. 18-20. Mrs. H. Freeman Strunk,

Chester-Chester Fair, Aug. 29-30. William Stark. Danbury-Great Danbury Fair. Oct. 3-11.

John W. Leahy. Durham-Durham Fair, Sept. 25-27. Lillian N. White.

East Granby—Hartford Co. 4-H Fair, (Aug. 29-30 tent.) Elizabeth Liss. East Hampton-Haddam Neck Fair. Sept. 7. Leonard Selden. East Hampton-Marlborough Grange Fair.

Aug. 29, Mrs. Gladys E, Dancause, Glastonbury-Glastonbury Grange Fair. Oct. 10. Henry H. Anders. Goshen-Goshen Fair Assn. Sept. 5-7.

Theodore C. Ellis. Fair. Sept. 18-19. Guilford-Guilford Marie E. Griswold. Hazardville-Four Town Fair. Sept. 29-30. D. Everett Neelans.

Jewett City-Pachaug Grange Fa .. Sept. 11-12, Edward Thornton. Lyme-Hamburg Fair. Aug. 14-15. M. P. Brevillier.

Madison-Future Farmers' Fair, Sept. 12, Meriden-Meriden Grange Fair, Sept. 18-19. Mrs. Berta B. Tinkham, 585 Main St. Middletown-Middlesex Co. 4-H Fair. Aug. 21-22. Gladys Kelsey.

New Haven-New Haven Co. 4-H Fair, Aug. 14-15, Warren Breckett. North Haven-North Haven Fair Assn. Sept. 9-12, Gertrude Miller.

Norwich-New London Co. 4-H Fair, Sept. 4-5. Doreen Krohn, Norwichton-Norwich Grange Fair. Sept. 18-19. Mrs. John L. Browning.

Old Lyme-Old Lyme Country Fair & Horse Show, Aug. 1. N. R. Sheffield. Orange-New Haven Co. 4-H Fair Assn. Aug. 14-15, Kathryn Willenbrock. Portland-Portland Agrl. Fair. Sept. 19-

20. Karl Newsom. Putnam-Woodstock Pair. Sept. 5-7. Donald Williams.

Riverton-Union Agril, Soc. Oct. 10-11, Grace D. Seymour, R.D. 2, Winsted. South Windsor-Wapping Fair. Sept. 12. Mrs. Elsie Porcheron.

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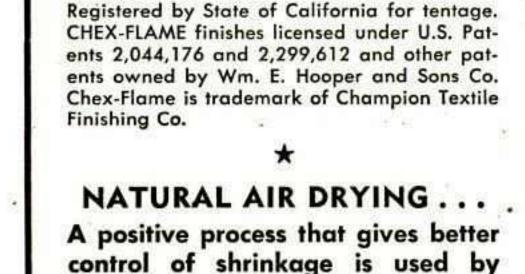
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15-16. Anne Martin, Southbury-Pomperaug Grange Fair. Aug. 7-8. Jerome C. Keech. Southington-Union Grange Fair, Sept.

11-12. Joseph Bell. Stafford Springs-Stafford Fair. Oct. 1-4. Louise Benton. Terryville-Terryville Country Fair. Sept.

19-20. Frank Dzielinski. Torrington-Litchfield Co. 4-H Fair. Aug. 28-29. Beatrice Kasznay. Torrington-Harwinton Fair, Oct. 3-4.

Merle Plaskett, Wallingford—Wallingford Grange Fair. Sept. 18-19 Flora Hough. Waterbury—Cheshire Grange Fair. Sept. 12. Carl Bernhardt.

Willimantic-Tolland Co. 4-H Fair, Aug. 28-29. Barbara Richards. Willimantic-Echo Grange Fair. Sept. 12. Willard Olds.

Winsted-Winchester Grange Fair Aug. 15-16. Mrs. Lester J. Ramsay.

Delaware Harrington-Kent & Sussex Co. Fair. July 27-Aug. 1. T. B. Holloway,

Florida. Pensacola—Pensacola Interstate Fair. Oct. 19-25, J. E. Erenkel, Box 255. Tampa—Fla. State Fair. Feb. 2-14, J. C.

Huskisson, P.O. Box 1231,

Georgia

Atlanta-Southeastern Fair Assn. Oct. 1-11. J. W. Seay, P.O. Box 1006. Americus-Americus Civic Fair Assn. Oct. 12-17, William E. Smith,
Athens—Athens Agrl, Fair, Oct. 12, F. H.
Williams, Box 151
Bainbridge—Decatur Co. Fair, Oct. 12-17.

T. E. Rich, Box 210. Cartersville-Bartow Co. American Legion Fair. Sept. 21-26, Victor H. Waldrop. Conyers—Rockdale Co. American Legion Fair. Sept. 28-Oct. 3, J. W. McColium. Cordele—Central Georgia Fair. Oct. 26-31.

J. D. Rainey. Eastman-Dodge Co Legion Fair. Oct. 12-17. R. T. Ragan, Elberton—Dodge Co. Legion Fair. Oct. 12-17. R. T. Ragan, Macon-Georgia State Fair. Oct. 19-24. E. Ross Jordon, P.O. Box 739.

Manchester—Tri-County Fair, Sept. 28-Oct. 3. Welby Griffith, Monroe—Walton Co. American Legion Pair, Oct. 12-17, P. D. Briscoe Jr. Montezuma-Macon Co. Pair. Oct. 5-10. Clarence H. Hair.

Idaho

Earl Varner

Swainsboro-Emanuel Co. Fair. Oct. 5-10.

Blackfoot-Eastern Idaho State Fair, Sept. 15-19, Ruth C. Hartkopf. Boise-Western Idaho State Fair, Aug. 25-29. Ambrose W. Johnson, Route 4. Bonners Ferry-Boundary Co. Fair. Sept. 17-19. J. L. Graves, Burley-Cassia Co. Fair & Rodeo, Aug 20-

22. S. Clark. Cambridge—Washington Co Fair Assn. Aug. 28-30. Buck Howland. Downey—Marsh Valley Fair. Aug. 28-29. Arvilla McKay.

Piler-Twin Falls Co. Fair & Rodeo, Sept. 2-5. Thomas Parks. Homedale-Owyhee Co Fair Aug. 20-22. Harold McJunkin, Marsing. Nezperce-Lewis Co. Fair Assn. Sept. 24-

Gordon Dailey. Orofine-Clearwater Co Fair. Sept. 18-20. Arlen N. Bruce. St. Maries-Benewah Co. Fair Assn. Sept

17-19. R. Loren Kambitsch.-Weiser-Weiser Round-Up & Fair Assn. July 30-Aug 1 C Wade

Illinois Aledo-Mercer Co. Agri. Soc. July 28-31. C. O. Ford. Anna-Southern Illinois Fair Assn Aug. 24-28. Robt. W. Brown. Altamont-Effingham Co. Pair Aug 9-14 M. C. Alwert.

Arthur-Moultrie-Douglas Fair Aug. 4-8. H. E. Hood. Augusta-Hancock Co. Fair Assn. July 16-19. L. Wayne Robison.

Belleville-St, Clair Co. Fair Assn. Aug. 1-8. Geo. L. Gerken. Belvidere-Boone Co. Fair Assn. Aug. 14-16. Mrs. Frieda Spencer. Benton-Franklin Co. Fair Assn. July

27-31. Joe Bauer Bloomington-McLean County Fair Aug. 10-13, Charles Beeler. Bridgeport—Lawrence Co. Pair Assn. Grover C. Gross. Brownstown-Fayette Co. Fair Assn July 27-31. Glenn Paradee, St. Elmo. Cambridge-Henry Co. Fair Aug. 11-14. Esther B Werback.

Carlin-Macoupin Co Fair Assn. July 29-Aug 1. John T. Harding. Carlyle-Clinton Co. Fair Assn. July 29-Aug. 1 Eldon Hazlet Carmi-White Co. Fair Assn. Aug. 17-22.

B. Berfield Carrollton-Greene Co. Agri. Fair. July 11-17. Neile Witt. Charleston-Coles Co Fair. Aug. 2-8. Robt. R. Blackford

Chicago-Intl. Livestock Expo. Nov. 28-Dec. 5. William E. Ogilvie. Union Sock-Cullom-Cullom Fair Assn Aug 14-15.

John Perring. Decatur-Macon Co. Fair Assn. July 30-Aug. 1. Danville-Vermillon Co. Fair Assn. Aug. 2-7. Harvey Pearson. Du Quoin-Du Quoin State Fair. Aug. 30-Sept. 7. D. M. Hayes.

Elgin-Kane Co. Fair Assn. July 30-Aug. 2. Albert H. Brant, Elizabeth—Elizabeth Community Fair, Aug. 5-7. R. J. Strauss. Fairfield—Wayne Co. Fair Assn. July 6-10.

Sam Miller. Fairbury-Fairbury Fair Assn. Aug. 25-29. P. J. Maur. Farmer City-Farmer City Fair Assn. Aug. 2-7. L. R. Stensil.

Pisher-Fisher Fair Assn. July 22-23. Flora-Clay Co. Fair Assn. July 28-31. Loren Petty, Clay City. Freeport—Stephenson Co. Fair. Aug. 26-29. Roy Hefty, Orangeville. Georgetown—Vermilion Co. Fair Assn. Aug.

17-22. G. E. Blayney. Greenup-Greenup-Cumberland Co. Pair Assn. Aug. 24-29. W. E. Freeman. Greenville-Bond Co. Pair Assn. Aug. 24-28. T. T. Dewey.

Griggsville-Western Illinois Fair. July 1-5. J. R. Skinner, Hillsdale. Harrisburg-Saline Co. Fair. Aug. 3-8. L. Hancock. Highland-Madison Co. Fair. Assn. Aug. 5-9. H. H. Wilson. Hampton-Rock Island Co. Fair. Aug. 19-22. Wayne Feaster, Hillsdale. Henry-Marshall-Putnam Fair. Sept. 1-4.

R. H. Monier, Sparland. Jacksonville-Morgan Co. Fair Assn. Aug. 3-6. Wm. Cochran. Jerseyville-Jersey Co. Fair Assn. July 21-25. Ed Roady. Kankakee—Kankakee Co. Fair Assn. Aug. 9-14. Roy Robinson.

Snoxville—Knox County Fair, Aug. 3-7. Ray Swanson. Lewistown-Fulton Co. Fair & Racing Assn. Aug. 4-8. Chester Boone. Lincoln-Logan Co. Fair Assn. Aug. 9-14. Wilbur E. Layman.

Marion-Williamson Co. Agrl. Assn. Sept. 7-12, Sam Dunaway. Marshall—Clark Co. Pair, Aug. 9-11. Fred Huffington. Martinsville-Martinsville Fair Assn. July 19-25. H. T. Bennett.

Southbridge-Windham Co. 4-H Fair. Aug. | Mazon-Grundy Co. Dist. Fair. Aug. 3-7. W. Carter. McLeansboro-Hamilton Co. Fair Assn. July 1-5. H. Mead. Melvin-Ford Co. Fair Assn. Sept. 9-12. C. D. Thompson. Mendota-Tri-Co. Fair Assn. Sept. 5-7.

Paul A. Stenger. Mendon-Adams Co. Fair Assn. Aug. 8-12. Vernon E O'Brien.

Metropolis—Massac Co. Fair Assn. June 28-July 4. Paul T. Powell, Vienna. Milford—Iroquois Co. Agrl. & 4-H Club Fair. Aug. 4-7. Kenneth T. Rickart. Mt. Carmel—Wabash Co. Fair Assn. July 12-18. E. G. Pixley, West Salem.

Morrison-Whiteside Co. Agrl. Assn. Aug. 19-22. V. M. Dearinger. Mt. Sterling-Brown Co. Fair, Aug. 4-7, Thomas G. Jackson, Mt. Vernon—Mt. Vernon State Fair Assn.
July 1-5. E. C. Pierce.
Nashville—Washington Co. Fair Assn.

Aug. 17-21. Wilbur D. Smith, Newton-Jasper Co. Fair Assn., July 12-18. Milo Flynn. New Berlin-Sangamon Co. Fair Assn, July

29-Aug. 1 C. M. Reimer, R. R. 4, Spring-Oblong-Crawford Co. Fair Assn. Aug. 31-Sept. 4. O. B. Price. Odell-Odell Fair Assn. Sept. 9-12.

Olney-Richland Co. Fair Assn. Aug. 4-7. Arol Preston Pana-Christian Co. Fair Assn. Sept. 3-7. Mervin O. Denton. Paris-Edgar Co. Fair Assn. July 26-Aug.

1. P. S. Henry. Pecatonica-Winnebago Fair Aug. 21-23. Wallace Belshaw.

Peoria—Heart of Illinois Exposition, June
30-July 5, R. Y Bartholomew, Exposition

Gardens. Peotone-Will Co. Fair Assn. Aug. 28-30. Robt. W. Klipp. Petersburg-Menard Co. Fair. Aug. 25-28. C. A. Lenz. Pinckneyville-Perry Co. Fair Assn. July

13-17. Mrs. J. H. Stumpe. Pontiac-Livingston Co. Agri. Fair Assn. Aug. 4-6. G. K. Gee. Princeton-Burrau Co. Fair Assn. Aug. 25-28. Wayne Slutz, Pleasant Hill-Pike Co. Fair Assn. Aug. 24-28. J. L. Laugharn.

Roseville-Warren Co. Fair Assn. Aug. 25-28. John Felt. Rushville-Schuyler Co. Fair & Livestock Show Assn. July 1-4, Harvey Settlis, Salem-Marion Co. Fair Assn. July 13-18.

C. Glenn Jones, Sandwich-Sandwich Fair. Sept. 9-13. C. R. Brady. Shawneetown-Gallatin Co. Fair Assn. Aug. 31-Sept. 4. C. I. Oldham.

Sparta-Randolph Co. Fair Assn. July 6-10, W. J. Brown Springfield—Illinois State Fair. Aug. 14-23. James E. Tays. Stronghurst-Henderson Co. Fair, July 28-31. Ralph Butler.

Sullivan-Moultrie Co. Fair Assn. Aug. 4-8. Paul Krows. Taylorville-Christian Co. Fair. July 19-25, J. W. Berry. Urbana-Champaign Co. Fair Assn. July 28-Aug. 2. Jesse Prather. Vienna-Johnson Co. Fair Assn. July 19-25. E M. Gorden.

Richardson. 23. W H. Tammeus.

Warren-Warren Fair, Aug. 20-23. J. W.

Indiana

Akron-Akron Agrl Fair Assn. Sept. 15-19. Ivan Boylan. Anderson—Anderson Free Fair Assn. July 1-4. William J. Hutton. Angola-Jaycee Town, Farm and Home Expo. July 7-11. Bill Goodwin. Angola-Steuben Co. Farm & Home Assn July 7-11, Roscoe Deller, Freemont. Auburn-DeKalb Co. Free Fall Fair Assn. Sept. 29-Oct. 3. Harry L. Provines.

Aurora-Aurora Farmers' Pair Assn. Oct. 2-3, Robert Wright. Bedford-Lawrence Co. 4-H & Gold Medal Exhibit. Aug. 17-19. John F. Armstrong. Bicknell-Knox Co. Farm. Fair Assn. Aug. 11-15, Erwin D. Scott.

Bloomington-Monroe Co. Fair Assn. Aug. 18-21. Justin Graves. Bluffton-Bluffton Free Street Fair & Agrl. Assn. Sept. 22-26. Robert G. Venis. Boswell-Benton Co. Fair Assn. Aug. 26-

28. Lendal Loyman. Bourbon-Bourbon Fair Assn. Sept. 13-19. Wayne Metheny. Brazil-Clay Co. Agrl. Soc. Aug. 18-21, R. D. McHargue.

Brookville-Franklin Co. 4-H Agrl. Assn. July 28-31. Mrs. Joanne McCracken, Brownstown-Jackson Co. Free Fair. Assn. .Aug. 9-15, Richard Elliott. Cannelton-Perry Co. 4-H Fair. Aug. 13-15. Eloise Taylor.

Cayuga-Vermillion Co. Fair Assn. July 14-18. Allen H. Helt. Centerville-Wayne Co. 4-H Club Fair. Aug. 9-14, Mrs. Doris Clevenger, Milton.

Columbia City-Whitley Co. 4-H Clubs, Inc. Aug. 27-29 Rose C. Kerch. Connersville—Payette Co. Free Pair Assn. Aug. 9-14. G. Ross Dorset.

Converse-Miami Co. Agrl. Assn. Aug. 11-15, G. L. Knox. Corydon-Harrison Co. Agrl. Soc. Aug. 24-29. Dr. L. B. Wolfe, Covington-Fountain Co. 4-H Club Pair. Aug. 3-6. Robert W. Himes.

Crown Point-Lake Co. Central States Fair. Aug. 22-29 J. Hiram Johnston. Danville-Hendricks Co. 4-H & Agrl, Fair Assn. Aug. 4-5. Edgar Reitzel, Clayton. Denver-Denver Community Assn. Aug. 24-29. Mrs. Elmer Hagan.

Ellettsville-Monroe Co. Fall Festival Assn. Sept. 17-19. Mrs. Bernice Hudson. Elnora-Daviess Co. Fair. July 27-Aug. 1. Leland Sargent. Evansville-Tri-State Agri & Ind. Expo. Sept. 22-27. C. J. Becker,

Flora-Carroll Co. 4-H Exhibit Assn July 27-30. Harold R. Berry, Delphi. Franklin-Johnson Co. 4-H & Agri. Pair Assn. July 27-Aug. 1. L. A. Winslow. Frankfort-Clinton Co. Fair, Inc. Aug. 23-29. Russell Brant.

Fort Wayne-Allen Co. 4-H Clubs, Inc. Aug. 11-13. Mrs. Esther Salomon. Goshen-Elkhart Co. Fair. Aug. 3-8. Dart K Bemenderfer. Greencastle-Putnam Co. Fair & 4-H Club Assn. Aug. 3-8. Thomas R. Hendricks.

Greensburg-Decatur Co. Agri. Fair Assn. July 27-31. Mrs. Otto Enos. Greentown-Howard Co. 4-H Fair. Aug. 5-8. Charles Evans. Hamlet-Starke Co. 4-H Club Pair, Aug. 5-

8, Tom Bell, Knox. Hartford City—Blackford Co. Fair, Aug. 11-15. Fred Mador. Huntingburg-Dubois Co. Fair Assn. Aug. 3-8. Kermit R. Ruttkar. Indianapolis-Indiana State Fair. Sept. 3-11, Kenneth F. Blackwell. Jasonville—Tri-Co. Fair Assn. July 21-25.

J. R. McDonnell. Kendallville-Moble Co. Fair. Aug. 17-22. Clinton S. Rimmel. Kentland-Newton Co. Fair. Sept. 1-4. M. Schuh. Lafayette-Tippecanoe Co. 4-H Exhibit

Assn. Aug. 17-21. Mrs. Sarah J. Norris, Buck Creek. Lagrange—Lagrange Co. Corn School, Inc. Aug. 3-8. Arnold L. Ford. LaPorte-LaPorte Co. Agrl. Assn. Aug. 17-23. Robt. M. Morse. Lawrenceburg-Dearborn Co. Fair, Inc. July

27-Aug. 1. Harold Carlton.

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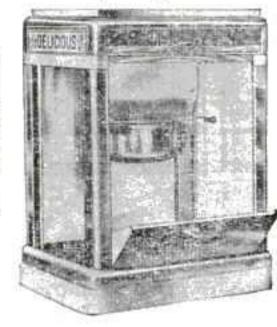
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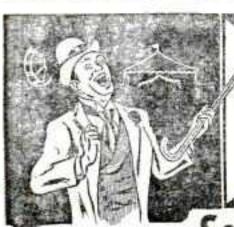
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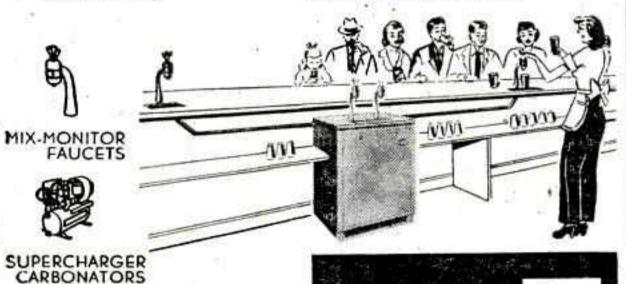
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25. Wm. Thomas Jr. Lyons-Lyons Com, Club Fair, Aug. 25-29. Robert Gillan.

Marion-Grant Co. Fair Assn. Aug. 4-8. Guy Harris. Mt. Vernon-Posey Co. Agrl. Improvement

Center. July 21-24. Charles K. Mann. Muncie-Delaware Co. Fair. Assn. July 26-Aug. 1. Ray Brookman. New Albany-Floyd Co. 4-H Club Corp. Aug. 10-12. Glen Barkes.

New Bethel-Marion Co. Fair Assn. Aug. 10-15, Jerry Rabourn, Acton. New Castle-Henry Co. 4-H Club Exhibit, Aug. 3-6. W. G. Smith.

North Vernon-Jennings Co. Fair Assn. July 5-11, Silas Fox. Oakland City-Oakland City Com. 4-H

Fair, July 28-Aug. 1. Paul Catt. Osgood-Ripley Co. Fair. July 19-25. Rollin Crum. Paoli-Orange Co. Fair Assn. July 29-Aug.

1. Raymond Farlow. Peru-Miami Co. 4-H Club & Livestock Show Assn. Aug. 2-7, Mrs. Carl Yoars,

Petersburg-Pike Co, Fair & 4-H Club Exhibit, Inc. July 22-25. E. P. Dougan, Portland—Jay Co. Fair Assn., Inc. Aug.

2-7. Orien E Holsapple. Princeton-Gibson Co. Hort. & Agrl. Soc. Aug. 10-15. F. E. Strickland. Rising Sun-Ohio Co. Farmers' Fair Assn.

July 14-18, Wilford W. Hall. Rensselaer-Jasper Co. Fair Assn. Aug. 17-21, Phil Wood. Reynolds-White Co. Agrl. Assn. Aug. 4-8

Lucile Parrish, Monticello. Rochester-Fulton Co. 4-H Fair Assn. Aug. 4-8. Bill Hadley. Rockport-Spencer Co. Fair Assn. July 20-24. Max H. Schumacher. Rockville—Park Co. Fair Assn. Aug. 10-

15. Howard B?reman. Rushville-Rush Co. Agrl. Assn. July 27-31. E. E. Privett.

Salem-Farmers-Merchants Fair Assn. Aug. 19-21. Raymond R. Tash. Scottsburg-Scott Co. Agrl. Soc. Aug. 3-7. J. T. West.

Shelbyville-Shelby Co. Pair Assn. Aug. 2-7. Charles Campbell, South Bend-St. Joseph Co. 4-H Fair. Aug. 5-8. Oscar Valentine. Spencer-Owen Co. Fair Assn. Aug. 18-22. John Archer.

Sullivan-Sullivan Co. 4-H Agrl. Fair Assn. Aug. 5-8. Mrs. Robert C. Meisker, Merom. Terre Haute-Wabash Valley Fair Assn. Aug. 16-23. E. J. Acree. Valparaiso-Porter Co. Agrl. Soc. Aug.

4-8. John A. Jones. Wabash-Wabash Co. Agrl. Fair Assn. Aug. 17-22. Dale J. Miller. Warsaw-Kosciuske Co. Fair Assn. Aug. 17-22, Henry Butler.

Williamsport-Warren Co. 4-H Fair Assn Aug. 11-15. Mrs. Cash Clawson, Attica. Winamac-Pulaski Co. 4-H & Community Fair Assn. July 20-25, Malcolm Lawrence,

Winchester-Randolph Co. 4-H Club Show Aug. 6-7. Mrs. Clyde Gordon, Parker. Windfall-Tipton Co. 4-H Fair, Inc. Aug. 4-6, Bessie Beckett, Tipton. Worthington-Greene Co. Fair Assn Aug. 4-8 Robert Prvor

Iowa

Adel-Dallas Co. Fair Assn. Aug. 20-22. J. D. Brown. Albia-Monroe Co. Pure Bred Sire Assn. Aug. 10-15, Lloyd M. Reid. Algona-Kossuth Co. Fair. Aug. 19-22. L. W. Nitchals. Alta-Buena Vista Co. Fair Assn. Aug.

10-13. G. A. Soderquist. Allison-Butler Co. Fair July 30-Aug. 2 Charles J. Miller. Audubon-Audubon Co: Agrl. Soc. Sept. 14-18. D. C. Perley.

Atlantic-Cass Co. 4-H Fair Assn. Aug 17-21, Geo. Hosfelt, Massena, Avoca-Pottawattamie Co Fair Assn. Aug. 12-15. H. E. True. Bedford—Taylor Co. Fair Assn. July 26-Aug. 1 Guy H. Miller.

Bloomfield-Davis Co. Fair Assn. . Aug. 18-21. C. C. Wagler. Boone-Boone Co. 4-H Fair Assn. Aug. 17-

20 T. N Nelson. Burlington-Burlington Hawkeye Fair, Aug. 3-8. James H. Bright. Cedar Rapids-All-Iowa Fair, Aug. 16-23. Andrew C. Hanson.

Centerville-Appanoose Co. Fair Assn. Aug. 11-14. John M. Elliott, Central City-Linn Co. Fair Assn. July 31-Aug. 2. T. W. Lewis.

Cherokee-Pilot Rock Plowing Match. Aug-19-21, Robert Mortenson, Clarinda-Page Co. Pair Assn. Aug. 12-15. Kenneth R. Fulk. Columbus Junction-Louisa Co. Fair Assn.

Aug. 17-20. H. M. Duncan. Colfax-Jasper Co. Fair Assn. Aug. 17-20. Mrs. Fred Jensma, Monroe,

Coon Rapids-Four-County Fair, Aug. 19-22. Boise McLaughlin. Corning-Adams Co. Fair Assn. Aug 5-9. Robert J. Gauthier.

Corydon-Wayne Co. Fair Assn. July 30-Aug. 2 A. L. Cobel. Cresco-Howard Co. Fair. Aug. 27-30. R. Fitzgerald.

Davenport-Mississippi Valley Fair. Aug. 17-23. Frank Harris. Decorah-Winneshiek Co, Fair Assn. Aug.

20-23. Leon R. Brown, Cresco. Denison-Crawford Co. Fair Assn. Aug. 12-16. Bryan Weberg, Kiron. Des Moines-Polk Co. 4-H Fair Assn. Aug. 11-13. Donald G. Harman.

Des Moines-Iowa State Fair. Aug. 29-Sept. 7. L. B. Cunningham, State House, Derby-Derby Dist, Fair, Aug. 17-20, Harry E. Robison. De Witt-Clinton Co. Club Show, Aug.

10-14. Norman J. Goodwin. Donnellson-Lee County Fair. July 21-25. J. R. Doherty. Eagle Grove—Eagle Grove. Dist. Jr. Pair.

Aug. 24-26. Gerhard Hanson. Eldon-Wapello Co. Agrl. Fair Assn. Aug. 24-27. L. N. Hall, Eldora-Hardin Co. Agrl. Soc. Aug. 10-12.

Wilson Hadley, Elkader—Elkader Fair, Aug. 23-26, E. F. Emmetsburg-Palo Alto Co. 4-H Show. Aug. 17-19. H. E. Barringer.

Estherville-Emmet Co. Agrl. Show. Aug. 24-26. Donn Carnal, Pairfield-Jefferson Co. Fair Assn. Aug. 10-13. Henry McCleary, Packwood. Ponda-Pocahontas Co. Fair Assn. Aug. 22-24. B. F. Barber. Fort Dodge-Webster Co. 4-H Fair. Aug.

11-13. Jake W. Bram. Greenfield-Adair Co. Fair Assn. Aug. 17-20. Dean D. Carlos. Grinnell-Poweshiek Co. Agrl. Fair. Aug. 17-20. Stanley Stover, Brooklyn. Grundy Center-Grundy Co. Fair Assn.

Aug. 5-8. C. H. Trepo. Guthrie Center-Guthrie Co. Fair Assn. Sept. 8-11. G. W. Prince. impton-Franklin Co. Fair Assn. Aug. 22-25. Kenneth Showalter. Harlan—Shelby Co. Fair Assn. Aug. 25-27. Ward Shaw.

Humboldt-Humboldt Co. Pair Assn. Aug. 24-27. Levi Olson. Ida Grove-Ida Co. Agri. Soc. Aug. 9-12. Paul D. Peterson.

Independence-Buchanan Co. Fair. Aug. 11-14, W. J. Campbell, Jesup. Indianola—Warren Co. Fair Assn. Aug. 3-6. Glen Felton.

Logansport-Cass Co. Fair Assn. July 19- | Iowa City-Johnson Co. 4-H Fair Assn. Aug. 11-15. H. J. Montgomery. Jefferson-Greene Co. Fair Assn. Aug. 3-6, R. K. Richardson.

> Keosauqua-Van Buren Co. Fair, Aug. 4-7. Arthur J. Secor. Knoxville-Marion Co, Fair Assn. July 29-Aug. 2. Chas. H. Voyce, LeMars-Plymouth Co. Fair Assn. Aug.

> 17-19, Arlie A. Pierson. Leon-Decatur Co. Fair Assn. Aug. 3-5 L. R. Aten.

> Lorimor-Union Co. Fair Assn. Aug. 13-15. Bob Hammans. Malvern-Mills Co, Fair Assn. Aug. 4-7. Thos. W. Gidley Jr. Manchester-Delaware Co. Fair, Aug. 4-7.

Truman Ingels. Manson-Calhoun County Fair. July 27-29. Bill Partlow Maquoketa-Jackson Co. Fair Assn. Aug.

6-9. L. S. Lein. Marshalltown—Central Iowa Fair. Sept. 11-15 Leonard L. Grimes.

Mason City-North Iowa Fair Assn. Aug. 11-16, Millard C. Lawson. Missouri Valley—Harrison Co. Fair Aug. 18-20, Floyd M. Ward. Monticello—Great Jones Co. Fair Assn. Aug. 25-29. Claude Appleby. Mount Ayr-Ringgold Co. Fair Assn. Aug.

11-15. Stuart W. Hoover.

Mount Pleasant—Henry Co. Agrl Assn.

July 27-Aug. 1. N. H. Bainter.

Moville—Woodbury Co. Fair Assn. Sept. 9-12. Wayne W. Luse.

Nashua-big Four Fair Assn. Aug 21-23 Norton Bloom, National-Clayton Co. Fair Assn. Aug. 14-17. Elmer Stickfort, Garnavillo.

Nevada-Story Co. 4-H Fair, Aug. 17-20. Glenn Randau, R. F. D. 2, Ames. Northwood-Worth Co. Fair Assn. Aug. 17-19 A. T. Grosland. Onawa-Monona Co. Fair Assn. Aug. 24-27. Haro u J. McNeill.

Osage-Mitchell Co. Agrl. Soc. Aug 20-23. Harry D. Hedrick, Osceola-Clarke Co. 4-H Fair Assn. Aug. 12-15. Doyce Miller Oskaloosa-Southern Ia Fair Assn. Aug. 3-8 Clyde A. Hanna.

Postville-Big 4 Fair. Sept. 4-7. Chuck Primghar-O'Brien Co. 4-H Fair Assn. Aug. 17-19. John A. Longstreet. Rock Rapids-Greater Lyon Co. Fair. Aug.

15-16 Bob Sutton.
Rockwell City—Calhoun Co. Expo. Aug. 68. Pauline Zuspann.
Sac City—Sac Co. Fair Assn. Aug. 24-26. L: Freese. Sibley-Osceola Co. Fair. Aug 31-Sept 2. Don E. Skiver.

Stoux Center-Stoux Co. Youth Fair, Aug. 11-13. D. A. Rohweder, Orange City, Spencer-Clay Co. Fair Assn. Sept. 14-19. Bill Woods. Spirit Lake-Dickinson Co. 4-H Club Con-

gress, Aug. 19-21, L. E. Hendricks, Thompson-Winnebago Co. Jr. Show. Aug. 19-21 C. E. Judd. Tipton-Cedar Co. Fair Assn. Aug. 11-14. Eugene R. Moore. Traer-Tama Co Fair & Livestock Assn.

Aug 5-8. Wm, Tams, Vinton-Benton Co Fair. Aug. 3-6 Dr. David H. Hibbs. Washington-Townsley Park Fair Assn. Aug 12-13, Thomas Robb. Waterloo-Natl Dairy Cattle Congress. Oct. 3-10. E. S. Estel.

Webster City-Hamilton Co. Fair Assn. Aug. 5-9. R. B. Douglas. Waukon-Allamakee Co. Agrl, Soc. Aug. 17-20, Lynn Probert, Waverly-Bremer Co. 4-H Fair, Aug. 11-13. Lyle Ormston. West Liberty-Union Dist. Agrl. Soc. Aug.

24-27 Robert F. Barclay. West Union-Fayette Co. Fair. Aug. 25-29. Ed Bauder What Cheer-Keokuk Co. Fair Assn. Aug. 14-17 Arl Hart, Delta. Winterset-Madison Co. Fair Assn. Aug.

17-20 J. Earl Graves.

Kansas Abilene-Cent. Kan. Free Pair. Aug. 24-28. C. S. Peck. Alma-Wabaunsee Co. Fair Assn. 26-29. Mrs. A. A. Schultz, Alta Vista in hony-Harper Co.-Anthony Fair Assn. July 22-25 Dale Gates. Auburn-Auburn Grange Fair, Oct 2-3, Mrs. Irene Brobst.

Allen-Northern Lyon Co. Fair, About Sept. 1. Roy Schiesser. Ashland-Clark Co. Fair Assn. Aug 25-27. R. L. Crosby. Beloit-Mitchell Co. Fair Assn. Aug. 11-14 O. C Gentry.

Belle Plain-Belle Plain Fair, Assn Sept, 11 Dallas E. Davis. Believille-Republic Co.-N. C. Kan, Free Pair Aug. 31-Sept. 4. Homer Alkire Berryton-Shawnee Co.-Berryton Grange Fair. Aug. 27-29 Ann Worthington. Big Springs-Douglas Co. Fair Assn Sept,

2-4. Max Bahnmaier, Lecompton. Blue Rapids-Marshall Co Stock Show & Fair Assn. Aug. 26-29 Mrs. R. D Riegle, Waterville. Burden-Cowley Co.-E. Cowley Fair Assn Aug 19-21. C. A. Harris.

Burlington-Coffey Co. Fair Assn. Sept. 2-4. Russell W. Milliken. Caldwell-Sumner Co. Fair Assn. Sept. 3-5. Chester C. Heizer. Canton-McPherson Co. Fair Assn. Aug 12 14. L. C. Hamilton. Chency-Sedgwick Co. Fair. Aug. 20-21

Frank A. Ryniker. Clay Center-Clay Co. Free Fair Assn. Aug 11-14. Ernest Tolin. Coffeyville-Inter-State Fair. Sept. 4-7. Lawrence M. Smith. Colby-Thomas Co. Fair Assn. Aug. 11-14. J. B. Kuska

Columbus-Cherokee Co American Legion Fair Assn. Aug. 24-29. Joe W. Cook. Conway Springs-Sumner Co - Conway Springs Fair, Sept. 17-18, Lyle E. Goltz, Cottonwood Falls-Chase Co. Fair and Agrl, Soc. Aug. 6-8. Fred J. Arnold. Dighton—Lane Co. Free Pair. Aug. 5-7. E. A. Bryant,

Dodge City-Ford Co,-Great Southwest Pair, Aug. 28-Sept. 1. Dean Kastens. Downs-Osborne Co.-Downs Celebration. July 22-25. Bill Harrison. Effingham -- Atchison Co. Fair Assn. Aug.

25-28. R. D. Morgan. Eldorado-Butler Co. Fair Assn. Aug. 18-20 F. A. Bacon. Ellis-Ellis Co. Jr. Pree Fair Assn. Aug. 19-22. Robert King. Emporia-Lyon Co. Fair Assn. Aug. 25-28. W. C. Grimwood.

Fort Scott-Bourbon Co. Fair Assn. Aug. 25-29. James Batten. Garden City-Finney Co. Free Fair. Aug. 26-28, Hoy B. Etling. Gardner-Johnson Co. Free Fair Assn. Aug. 24-26. C. Roy Gay. Garnett-Anderson Co, Fair Assn. Aug. 26-28. Fred L. Coleman.

Girard-Crawford Co. Fair Assn. Aug. 24-27. Marvin Green. Glasco-Cloud Co. Fair. Aug. 17-19, Kenneth Schwartz. Goodland-Sherman Co.-N. W. Kan. Fair. Aug. 18-21. H. R. Shimeall. Hardtner-Barber Co. Fair Assn. Aug. 27-29. J. M. Molz.

Harper-Harper Co. Agrl, Fair, Aug. 19-21. R. E. Dresser. Hill City-Graham Co. Fair Assn. Aug. 6-8. Ralph C. Bethell. Hillsboro-Marion Co. Fair Assn. Sept. 1-4. Dr. W. M. Thies.

Holton-Jackson Co. Fair Assn. Aug. 18-

21. Henry H. Knouft.

No. 1 Cards, heavy white, black back No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, 53 50; 50 Cards, 54; 75 cards, 54.50; 100 cards, 55.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Manuscards as \$1.50. Heavy Cards, #3, same weight as #1, in Green, Red. Yellow @ \$6 per 100. DOU-BLE CARDS, No. 1 size, 5½x14½, 10¢ es.

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Howard-Elk Co.-Howard Fair Assn. Aug. Brookville-Bracken Co. Fair. July 1-4. 19-21. Noel Mullendore. Hutchinson—Kansas State Fair, Sept. 20-25, Virgil C. Miller. Iola—Allen Co. Free Fair, Aug. 24-29, Or-ville L. Kretzmeier. Junction City—Geary Co. 4-H Show, Aug. 26-28, Paul B. Gwin. Kincaid-Kincaid Farmers Free Fair Assn. Sept. 24-26, J. A. Adams Jr. Kingman—Kingman Co. Fair Assn. Aug. 24-26. Wilbur Sloan, Cleveland, Kinsley-Edward Co. 4-H Fair. Aug. 20-21. Hugh Cramer. Lane—Franklin Co.-Lane Co. Fair Assn. Aug. 16-18. Clarence Baffrey. Liberal—5-State Fair Assn. Sept. 2-7. Chas. Longton-Elk Co. Pair Assn. Sept. 10-12. Bert Speer, Howard. Manhattan-Riley Co. Fair Assn. Sept. 1-3, Jack Jorgensen. Minneapolis-Ottawa Co. Fair Assn. Aug. 10-12. Mildred Shaffer. Mount City-Linn Co. Fair Assn. Aug. 20-22. John H. Morse. Ness City-Ness Co. Free Fair Assn. Aug. 13-15. Clyde A. Strobel. Newton-Harvey Co. Fair Assn. Aug. 25-28. Jack R. Turman, Norton-Norton Co. Fair, Aug. 10-14, M. R. Krehbiel. Oberlin-Decatur Co. Fair. Aug. 3-6, R. J. Onaga-Pottawatomie Co. Fair Assn. Aug. 16-18. Wayne N. Stallard. Osage City-Osage Co. Fair Assn. Aug. 19-21. Floyd T. Hepworth.
Osborne—Osborne Co. Rural Pair Assn.
Aug. 17-21. L. E. Woolley.
Oswego—Labette Co. Fair Assn. Aug. 4-6. Ottawa-Franklin Co. Agrl. Soc. Aug. 26-28. Dean DeGarmo. Overbrook-Overbrook-Osage Co. Fair Assn. Aug. 27-29. Emery E. Fager. Paola-Miami Co, Fair Assn. Aug. 17-19. H. M. Cramer. Pratt-Pratt Co. Fair Assn. Aug. 13-15. Mrs. H. FitzSimmons. Richmond-Richmond Free Fair Assn. Aug. 19-21. John H. Roeckers. Rush Center-Rush Co. Agri. & Fair Assn. Aug. 10-12, Ed Cline, McCracken, St. Francis-Cheyenne Co, Fair Assn. Aug. 25-28. Harold D. Shull. Salina-Salina Co. Fair Assn. Sept. 1-4. Albert Frehse. Sedan-Chautauqua Co. Free Fair & Re-union. Oct. 1-3. Carl Ackarman. Smith Center-Smith Co. Fair Assn. Aug. 4-7. Jack Ayres. South Haven—Sumner Co.-South Haven Fair, Aug. 27-29. K. K. Kilmer. Stafford—Stafford Co. Pair Assn. Aug. 19-21. Arthur Harzmann. Stockton-Rooks Co. Free Fair. Aug. 25-28. Geo. F. Ostmeyer. Sylvan Grove-Sylan Grove-Lincoln Co. Free Fair, Aug. 12-15, A. L. Naylor, Thayer-Thayer Picnic & Fair Assn. Sept. 2-4. H Minnich, Topeka—Kansas Free Fair Assn. Sept. 12-18. Maurice E. Fager. Tonganoxie—Leavenworth Co. Fair Assn. Aug. 26-28. Henry F. Geib. Wakefield-Wakefield Free Fair. Sept. 30-Oct. 2. William Steffen. Wakeeney-Trego Co. Free Fair. Aug. 18-

Winfield-Cowley Co. Free Fair. Sept. 1-4, Noble Bradbury. Kentucky

Sept. 9-12. James D. Cashero.

15. Raymond McDaniel,

Hugh Cramer.

Alexandria-Alexandria Fair, Sept. 5-7. J. W Shaw, 644 Monmouth St., Newport, Beattyville-Lee Co. Fair. Sept. 24-26. Lee Booneville-Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard. Brodhead Fair, Aug. 11-15. Jim Messer, Crab Orchard, Ky.



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Burlington—Boone Co. 4-H Fair, Aug.
13-18, Joe Claxon.
Cadiz—Trigg Co Fair, July 30-31. Keith
S. Venable. Calhoun-McLean Co. Fair. Sept. 23-26. Leroy Northington. Carrollton—Carroll Co. Fair, Aug. 12-15. Harry Berge.
Central City—Muhlenberg Co, Fair. July
29-Aug. 1. Billy Scott.
Columbia—Adair Co. Fair & Horse Show,
July 29-Aug. 1. L. H. Gore.
Covington—Kenton Co. Fair. Aug. 5-6.
C. A. Wicklund.
Falmouth—Falmouth Fair Aug. 17-22 Mrs. Falmouth-Falmouth Fair, Aug. 17-22, Mrs. Nelson Breeze. Franklin-Simpson Co. Fair. Sept. 24-26. Woodrow Coots. Glasgow-American Legion Fair, July 22-25. Brents Dickinson. Germantown-Germantown Fair, Aug. 12-15. R. K. Asbury, Augusta, Ky. Greensburg-Green Co. Fair. Aug. 18-22. Jimmie Monson. Greenup-Greenup Co. Fair. Sept. 17-19. V. B. Howland. Harrodsburg-Mercer Co. Fair & Horse Show. July 27-Aug. 1. C. M. Shewmaker Hodgenville-Larue Co. Fair. Aug. 26-29. Thomas Miller. Inez-Martin Co. Fair. Sept. 17-19, Mrs. Rushle G. Webb. Irvine-Estill Co. Fair. Sept. 11-18, Fred Brockman. Jeffersontown-Jefferson Co. Fair. Aug. 13-15, Louis Hartung. Leitchfield-Grayson Co. Fair. Sept. 3-7. W. Wilson, Caneyville, Ky.

Lawrenceburg —Lawrenceburg Fair—Horse
Show. July 21-25. Walter Patrick.

Louisville—Kentucky State Fair. Sept. 1119. J. Dan Baldwin. Madisonville—Hopkins Co. Fair Aug. 31-Sept. 3. Hammond Kington, Mumfordville—Hart Co. Fair Sept. 3-5, L. G. Johnson, New Castle-Henry Co. Fair. Aug. 20-22. O. D. Perkinson. Nicholasville-Jessamine Co. Fair. July 13-18. Robert B. Purcell. Owenton-Owen Co. Fair, July 22-25. Ray Williams. Owingsville-Bath Co. Fair, Aug. 23-25. Joe R. Thompson. Joe R. Thompson.

Paducah—McCracken Co. West Ky. Fair.

July 7-10. Mrs. Ruth L. Fawkes.

Pikeville—Pike Co. Fair. Sept. 24-26.

Harold G. Dowdy.

Richmond—Madison Co. Horse Show. July

8-10. Harold Richardson.

Russell Springs—Russell Co. Fair. Aug. 5-8. Frank H. Mintmire,
Russellville—American Legion-Logan Co.
Fair. Aug. 10-15. S. Jay Freeman,
Salyersville—Magoffin Co. Fair. Last
week in Sept. Prichard King.
Shelbyville—Shelby Co. Fair. Aug. 3-8. Ray P. Weller.
Springfield—Washington Co. Fair Assn.,
June 15-20. Charles E. Montgomery.
Stanton—Powell Co. Fair. Aug. 24-29. J. W. Sturgis-Union Co. Fair. July 21-25. Albert L. Thornsberry. Taylorsville-Spencer Co. Fair. Sept. 25-26. J. Rene Harris. Warsaw-Gallatin Co. Fair. Aug. 26-29. 21. Lew H. Galloway.

Washington—Washington Co. Fair Assn.
Sept. 10-12. John Rateuke. R. P. Davis. West Liberty-Morgan Co. Fair. Sept. Midland-Midland Co. Fair. Aug. 18-22. 14-19, Mrs. Boyd Blair. Williamstown-Grant Co. Fair. July 29-Wellsville-Franklin Co. Fair. Sept. 3-4. Aug. 1. Robert Hume. West Mineral-Mineral Dist. Free Fair. Louisiana Wetmore-Nemaha Co. Free Fair. Aug. 13-

Abbeville-La, Dairy Festival & Fair. Oct. 16-17. Roy Theriot. Amite-Tangipahoa Parlsh Fair. Oct. 1-6. Harvey Hutchinson. Bastrop-Morehouse Parish Fair. Oct. 13-17. C. G. Scott. Columbia-Caldwell Parish Fair. Sept. 17-18. Geo. McNight. Coushatta-Red River Parish Fair. Sept. 23-26. Lester Vetter. Covington-St. Tammany Parish Fair. Sept. De Ridder-Beauregard Parish Fair. Sept. 29-30, John T. Wooten. Donaldsonville-S. La. State Fair, Oct. 1-4. Adolphe Netter. Eunice Southwest La. Fair Assn. Oct, 14-18. Mrs. Wilma Bedell. Box 148. Perriday-Concordia Parish Fair, Oct. 20-24. Mrs. J. O. Glanton. Franklin-St. Mary Parish Fair. Oct. 2-4. Chas. R. Prevost. Franklinton Washington Parish Fete. Oct. 14-17. Frank Heyward, Bogalusa. lammond-Southeast Louisiana Dairy Festival. May 22-23. Joe Blanchard. Jennings-Jefferson Davis Fair & Oil Expo. Oct. 28-31, T. E. Owens, Lutcher-St. James Parish Fair. May 1-4. E. L. Roussel Marksville-Avoyelles Parish Fair. Oct. 5-11. Kermit Ducote. Minden-Bossier-Webster Fair & Forest Festival, Oct. 12-17. Brodie Pugh. Morgan City-Louisiana Shrimp Festival & Fair. Sept. 5-6. Lynn Fonteneau. Natchitoches-Natchitoches Parish Fair, Oct. 12-17. A. J. Hargis. New Iberia-Louisiana Sugar Cane Festival. Sept. 25-28. Geo. Hedger, New Orleans-Mid-Winter Fair & Poultry Show. Nov. 13-15, Mrs. Clare Hicks. New Roads-Pointe Coupee Fair. Oct. 9-11. Richard Patrick.

Opelousas-Louisiana Yambalee, Oct. 6-8. Steven Dupuis. Oberlin-Allen Parish Fair Assn. Oct. 8-10. G. C. Meaux, Olla-North Central La, Dist. Pair. Oct. 5-10. H. Vinyard. Plaquemine-Iberville Free Fair, Sept. 12-14. E. J. Burleigh. Port Allen-West Baton Rouge Parish Fair Assn. Inc. Sept. 18-21. L. S. Marionneaux. Route 1. Ruston-Lincoln Parish Fair. Oct. 12-13.
M. C. Mathews.
Ruston-North La. State Fair. Oct. 14-17.
M. C. Mathews. Shreveport-Caddo Parish Fair. Oct. 22-23. C. B. Carroll. Shreveport-Louisana State Fair. Oct. 24-

Nov. I. W. R. Hirsch, P. O. Box 1100. Sulphur—Calcasieu-Cameron Fair. Oct. 19-24. Mrs. Harold Owens. Thibodaux-Lafourche Parish Fair. Oct. 18-20. Sabin Blanchard. Tallulah-Louisiana Delta Fair. Oct. 19-

23. J. M. Gilfoil. Verda-Grant Parish Fair Assn. Oct. 1-3. Odelia Purvis, New Verda. Vivlan-Vivian Fair. Oct. 16-17. T. H. Winnsboro-Franklin War Memorial Fair.

Oct. 14-17. W. B. Schriber. Maine

Bangor-Bangor Fair. Aug. 3-8. John W. Blue Hill-Blue Hill Fair. Sept. 5-7. Rodney H. Bartlett. Farmington-Franklin Co. Agrl. Soc. Sept. 22-26. Frank Knowlton. Fryeburg-West Oxford Agrl. Soc. Oct. 5-10. Myron Kimball, Lewiston-Maine State Fair Assn. Sept. 7-12. J. J. Bourisk. Machias-Washington Co. Fair. Sept. 15-19. H. J. Beckett, Eastport. Monmouth-Cochnewagon Agrl. Assn. Sept. 25-26. C. H. Maxim. North Waterford-World's Fair Assn. Oct. 2-3. Wilbur L. Button. Norway-Norway Fair. Sept. 14-19. Leroy

White w Total at

C. Luce.

Presque Isle-Northern Maine Fair. Aug. Aug. 10-15. Robt. D. Andrews. Skowhegan-Skowhegan State Pair, Aug. 15-22. Roy E. Symons.
Springfield-North Penobscot Fair. Sept.
5-7. Paul K. McKenney. Topsham-Topsham Fair. Oct. 12-17.

Emery W. Booker, Brunswick. Union-Union Fair Assn. Aug. 25-29. Ivan Sherman. West Cumberland—Cumberland Farmers Club. Sept. 28-Oct. 3. Harold P. Small.

2-7. E. R. Hayes. Maryland

Hagerstown-Hagerstown Fair. Sept. 21-26. John L. Swain. Timonium-Maryland State Fair & Agrl. Assn., Inc. Sept. 2-12. John M. Heil. Massachusetts

Windsor-South Kennebec Agrl. Soc. Sept.

Blackstone—East Blackstone Fair, Sept. 11-13. Jesse E. Deacon. Blandford-Union Agrl. & Hort. Soc. Sept. 6-7. Lee Wyman, Brockton — Brockton Fair, Sept. 12-19. Frank H. Kingman. Greenfield-Franklin Co. Agrl. Assn. Sept. 13-16. R. H. Campbell.

Cummington—Hillside Agrl, Soc. Aug. 28-30. Eleanor L. Williams. Huntington — Littleville Community Fair Assn. Oct. 2-3. Leon J. Kelso, Chester. Marshfield—Marshfield Agrl, & Hort, Soc. Aug. 23-29. Horace C. Keene, Spencer—Spencer Agrl, Assn. Sept. 5-7.

Philap A. Quinn. Topsfield—Essex Agrl. Soc. Sept. 6-12, Paul

Michigan Alpena-Alpena Co. Agrl. Soc. Sept. 3-7. Glen Nugent, R. 1, Lachine. Alma-Gratiot Co. Fair Assn. Aug. 19-21. John W. Baker, Ithaca.

Armanda—Armanda Agrl. Soc. Aug. 27-30.

Roy Conner, Richmond.

Allegan—Allegan County Agrl. Soc. Sept. 13-19, J. H. Snow. Bad Axe—Huron Co. Fair. Aug. 11-15. William E. Logan. Cadillac—Northern Dist. Fair. Sept. 7-11.

Arvid E. Swanson, P. O. Box 267.

Cassapolis—Cass Co. Fair. Aug. 9-15. Mrs. Oak Tumbleson, Box 72, Charlotte-Eaton Co. 4-H Fair. Sept. 1-5. Sidney Phillips. Coldwater-Branch Co. 4-H Fair, Septem-ber, Luella Hamilton, Corunna-Shiawassee Co. Agrl. Soc. Aug. 17-18. Blair Woodman. Detroit—Michigan State Fair. Sept. 4-13.

James M. Hare. Escanaba—Upper Penninsula State Pair.

Aug. 18-23, Ray La Porte.

Fowlerville—Fowlerville Agri. Soc. Aug. 4-9. Andrew Rudnicki. Hart-Oceana Co. Agrl. Soc. Sept. 9-11, George W Powers. Hartford-Van Buren Co, Agri, & Hort. Soc. Sept. 7-12. Paul F. Richter Jr. Hillsdale-Hillsdale Co. Agri. Soc. Sept. 27-Oct. 3. H. R. Kelley. Imlay City-Eastern Michigan Fair. Aug. 4-8. Ralph Crego. Ionia-Ionia Free Fair. Aug. 8-15. Rose

Iron River—Iron Co. Agrl. Soc. Aug. 25-26.
V. C. Vaughan. Jackson-Jackson Co. Agrl. Soc. Aug. 30-Sept. 4. Ilone Storms. Mason-Ingham Co. Agrl. Soc. Aug. 17-22. Joy O. Davis, Box 8.

Mount Pleasant-Isabella Youth & Farm Fair Soc. Aug. 25-29, Maynard S. Gil-Petosky-Emmet Co. Fair, Aug. 21-28. Winfield S. Hinds. Saginaw-Saginaw Co. Agrl. Soc. Sept. 13-

19, C. H. Harnden, P. O. Box 508. Sandusky-Sanilac Co. 4-H Fair. Aug. 18-22. Albert T. Hall.

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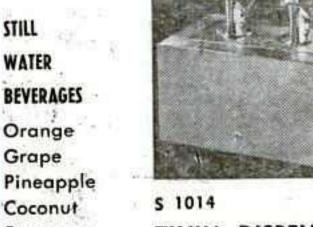




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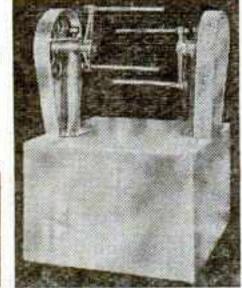
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Stalwart-Stalwart Agrl. Soc. September. | Wheaton-Traverse Co. Agrl. Assn. Sept. Mildred Warren, Minnesota

Ada-Norman Co. Agrl. Soc. June 25-27. G. M. Thompson. Aitkin-Aitkin Co. Agrl. Soc. Aug. 17-19. F. C. Kaplan. Albert Lea-Freeborn Co. Agrl. Soc. Aug. 24-27, Herman D. Jenson.

Alexandria—Douglas Co. Fair, Aug. 24-27, C. W. McDonald. Anoka—Anoka Co. Agrl. Soc. Aug. 14-16. Henry Hammer. Appleton-Swift Co. Fair, Assn. Aug. 27-30. J. G. Anderson.

Arlington-Sibley Co. Agrl. Assn. Aug. 13-16. Louis Kill. Austin-Mower Co. Fair & Midwest Live-stock Show, Aug. 11-16, P. J. Holand.

Bagley-Clearwater Co. Agrl. Soc. July 30-Aug. 2. Mrs. Margaret Davids. Barnesville-Clay Co. Fair, July 9-11. Theo.

Barnum-Carlton Co. Agrl, & Ind. Assn. Aug 28-30. Claude R. Poston, Moose Lake.

Baudette-Lake of the Woods Co. Fair Assn. Aug. 5-7, Lloyd L. Wonser. Bayport—Washington Co. Agrl. Soc. Aug. 7-9. Fred S. Lammers, Stillwater, Bemidji-Beltrami Co. Fair. Aug. 6-8. G. E. Guyan.

Bird Island-Renville Co. Agrl. Soc. Aug. 24-26. Harold Baumgartner. Blue Earth-Faribault Co. Agrl. Soc. Aug. 20-23. Harold A. Myers. Breckenridge-Wilkin Co. Agrl. Soc. July

30-Aug. 2. Cyril Wenner. Brainerd—Crow Wing Co. Fair Assn. Aug. 6-9. B. C. Wilkins. Caledonia-Houston Co. Agrl. Soc. Aug. 26-29. Merle O. Almo.

Cambridge—Isanti Co. Agrl. Soc. Aug. 12- R. S. Parker.
 Canby—Yellow Medicine Co. Fair Assn. Aug. 14-16. Dewain L. Englund.

Cannon Falls—Cannon Valley Fair Assn. Aug. 27-30. R. J. Goodwin. Clinton-Big Stone Agrl. Soc. Aug. 14-16. Robert L. Wells. Detroit Lakes-Becker Co. Fair, Aug. 6-7. G. W. Peoples, Box, 707.

Duluth-South St. Louis Co. Fair Assn. Aug. 6-9. Robert L. Leslie. Route No. 1, Box 1146. Elk River—Sherburne Co. Agrl. Soc. Aug. 6-8, E. E. Bjuge.
Fairmont—Martin Co. Agrl. Soc. Aug. 13-16. John S. Livermore.

Faribault-Rice Co. Agrl. Soc. Aug. 13-16. Frank Duncan. Farmington-Dakota Co. Free Fair. Aug. 13-16. W. E. (Gene) Moher. Fergus Falls-Otter Tail Co. Agrl. Soc. Aug. 26-29. Knute Hanson.

Fertile-Polk Co. Agri. Fair. Assn. July 12-15. Reynold Erickson. Fosston-Northwestern Minn, Agrl. Assn. July 10-12, H. Algaard. Garden City-Blue Earth Co. Pair. Aug. 17-19. Daniel James. Glenwood-Pope Co. Agrl. Soc. Sept. 18-20. Gilman P. Gandrud.

Grand Marais-Cook Co. Agrl. Soc. Aug. 26-28. Mrs. O. H. Johnson. Grand Rapids-Itasca Co. Agrl. Assn. Aug. 20-23. Francis Mullins. Hallock-Kittson Co. Fair Assn. July 2-5. Calvin R. Bouvette.

ferman-Grant Co. Agrl. Assn. 30. Dean Brenner. Hibbing-St. Louis Co. Fair Assn. Aug. 14-16. J. J. McCann. Hopkins-Hennepin Co. Agrl. Soc. July 17-19. Mike W. Zipoy.

Howard Lake-Wright Co. Fair, Aug. 13-16, Paul Eddy. Hutchinson-McLeod Co. Agrl. Assn. Sept. 14-19. Everett Oleson.

Le Center-LeSeuer Co. Fair Assn. Aug. 10-12. R. D. Evans, Jackson-Jackson Co. Fair Assn. Aug. 20-23. Anton C. Geiger, Box 607. Jordan—Scott Co. Good Seed Assn. Sept.

10-13. R. J. Joachim. Kasson-Dodge Co. Fair. Aug. 6-9. Harold J. Lynard. Litchfield-Meeker Co. Agrl. Soc. Aug. 18-20. D. E. Murphy.

Little Falls-Morrison Co. Agrl. Soc. Aug. 14-16. D. T. Sargeant. Littlefork—Northern Minn. Dist. Fair Assn.

(Aug. 7-9 tent).

Long Prairie—Todd Co. Fair. Aug. 10-12,
Logan O. Scow.
Luverne—Rock Co. Agrl. Assn. Aug. 10-12. George A. Golla. Madison-Lac qui Parle Co. Agrl. Soc. Sept. 10-13. H. W. Swenson.

Mahnomen-Mahnomen Co. Agrl. Soc. July 24-26. Jerry Risek. Mankato-Tri-Co, Fair & Blue Earth Co. Agrl, Assn. Sept. 22-23. Ben J. Jones.

Marshall-Lyon Co. Agrl. Soc. Aug. 31-Sept. 3 F J. Meade. Montevideo-Chippewa Co Free Fair. Aug.

20-23. S. O. Syverson. Box 49. Mora-Kanabec Agrl. Soc. Aug. 20-22. Victor Ellstrum. Morris-Stevens Co. Agrl. Soc. Aug. 21-23. Ralph E. Smith.

Motley-Morrison Co. Agrl, Assn. Aug. 21-23. J. P. Jacobs. New Ulm-Brown Co. Agrl. Sco. Aug. 20-23, William A. Lindemann. Northome—Koochiching Co. Agrl. Assn. Aug. 3-5. Betty Boquist. Park Rapids—Shell Prairie Agrl. Assn. Aug. 17-19. Miss B. E. Breuer, Osage.

Perham-East Otter Tail Co. Fair. Aug. 6-9. C. B.Weber, Pillager—Cass Co. Agrl. Soc. Aug. 18-

20. E. J. Stark. Pine River-Cass Co. Agrl, Assn. Aug. 24-26. Wayne Haff. Pine City-Pine Co. Agrl. Soc. Aug. 10-12. E. J. Wamhoff, Hinckley.

Pipestone-Pipestone Co. Agrl. Soc. Aug. 24-26. R. S. Owens. Preston-Fillmore Co. Agrl. Soc. Aug. 20-

9. C. B. Weber. Princeton-Mille Lacs Agrl. Soc. Aug. 17-19, R. C. Angstman. Address Red Lake Falls-Red Lake Co. Agrl. Soc. July 23-25. Glenn Fellman. Redwood Falls-Redwood Co. Agrl. Soc. Sept. 10-13. E. J. Henderson. Roseau-Roseau Co. Agrl. Soc. July 20-22.

Charles Christianson. Rush City-Chicago Co. Agrl. Soc. Aug. 17-19. George W. Larson, North Branch. Rochester-Olmsted Co. Agrl, Assn. Aug. 19-23. Gordon E. Reynolds.

Saint James-Watonwan Co. Fair Assn. Aug. 27-29. Hubert Ransom. Saint Paul—Minnesota State Fair, Aug. 29-Sept, 7. D. K. Baldwin,
Saint Peter—Nicollet Co. Agrl. Soc. Aug. 27-30, Dr. Roy A. Dean,
Sauk Rapids—Benton Co. Agrl. Soc. Aug. 21-23, C. H. Varner, 104 E. St. Germain

Street, St. Cloud. Shakopee-Scott Co. Agrl. Soc. Aug. 13-15, R. T. Schumacher.

Slayton-Murray Co. Agrl. Soc. Aug. 20-23. W. M. Leebens, Fulda. Sauk Centre-Stearns Co. Agrl. Soc. Aug. 13-16. Wm. Sisser. Thief River Falls-Pennington Co. Agrl.

Soc. July 29-Aug. 1. J. M. Roche. Two Harbors-Lake Co. Agrl. Soc., Inc Sept. 2-5. Torstein Grinager. Tyler-Lincoln Co. Fair Assn. Aug. 20-23. Therkel Jorgensen.

Wabasha—Wabasha Co. Agrl, Fair Assn.
July 31-Aug. 2. Douglas P. Mossberg.
Waconia—Craver Co. Agrl. Soc. Aug. 1619. Louis E. Schreiber. Wadena-Wadena Agrl. Soc. Aug. 2-6. Don Baker-Fallon Co. Fair. Sept. 4-6. E. R. Brown. Warren-Marshall Co. Agrl. Assn. July 16-19. Kenenth S. Nelson.

Leon J. B. Sexton.

White Bear Lake-Ramsey Co. Agrl. Soc. July 30-Aug. 2. Willmar-Kandiyohi Co. Fair, Sept. 16-19. Albert E. Thompson. Windom-Cottonwood Co. Agrl, Soc. Aug. 24-26, H. J. Vossen. Worthington-Nobles Co. Fair Assn. Aug.

10-13, A. W. Vye.

17-19. L. A. Hons. Zumbrota-Goodhue Co. Fair. Aug. 27-30. A. E. Colling Jr.

Mississippi Fulton-Kawamba Fair & Livestock Assn. Sept. 28-Oct. 3. H. L. Holland. Forest-Scott Co. Fair Assn. Oct. 12-17.

Ananias Ware. Jackson-Mississippi A. & I. State Fair. Oct. 12-17. J. M. Dean. Laurel-South Mississippi Fair. Sept. 28-Oct. 3. R. B. Jeffries. Meadville-Franklin Co. Sept. 28-Oct. 3

J. A. Torrey. Meridian-Mississippi Fair & Dairy Show. Sept. 28-Oct. 3. Berney Smuckler, New Albany—Union Co. Fair Assn. Sept. 21-26, L. C. Williams, Philadelphia—Neshoba Co. Fair. Aug. 10-14, F. W. Hays, P. O. Box 267.

Picayune—Pearl River Co. Livestock Assn. October. J. M. Sinclair, Poplarville, Miss. Pontotoc—Pontotoc Co. Fair Assn. Sept. 21-26. C. F. Randle, Tupelo—Mississippi-Alabama Fair & Dairy

Show, Oct. 6-10. James M. Savery. Westpoint—Clay Co. Fair & Livestock Show. Sept. 14-19. T. F. Akers. Yazoo City-Yazoo Co. Fair Assn. Sept. 28-Oct. 3. J. N. Ballard. Missouri

Appleton City—Appleton City Pair & Stock Show, Aug. 18-21, C. D. Peeler. Ava—Douglas Co. Fair Assn. Sept. 10-12, Robt. E. Bowles. Bethany-Northwest Missouri State Fair. Sept. 5-11, L. M. Maple. Boonville—Boonslick Fair Assn. Aug. 18-20. Harry Stretz. Bowling Green—Pike Co. Fair Assn. Sept.

9-12. Avin E. Boise. Buffalo-Dallas Co. Fair Assn. Aug. 13-15. Roswell Wayne. Butler-Butler Fair Assn. Sept. 16-18. - A.

F. Hilgedick. Caruthersville—American Legion Fair' Assn. Sept. 30-Oct. 4, Harry E. Malloure, Box 103.
California—Moniteau Co. Fair Assn. Aug. 18-22. Harold Kindle. Cape Girardeau-Southeast Missouri Dist. Fair. Sept. 14-19. Carrollton-Caroll Co. Fall Festival, Sept. 10-11. Eva Chaney.

Clinton-Henry Co. Agrl. & Mechanical Soc. Aug. 11-14. James Deakins, Cole Camp-Cole Camp Fair. Sept. 10-12. John W. Ragland. Columbia-Boone Co. Fair & Horse Show. Sept. 4-7. Ray Bruckner. Concordia-Concordia Fall Festival. Sept. 23-26. Dr. P. G. Goemann,

Dexter-Stoddard Co. Fair Assn. Sept. 21-26. James Q. Donaldson. Eldon-Miller Co. Fair Assn. Aug. 12-15. Fayette-Howard Co. Fair Assn. Sept. 10-12. Mrs. W. D. Settle. Fredericktown-Madison Co. Fair Assn. Aug. 21-22. Gerald B. Cook, Fulton-Callaway Co. Fair Assn. July 30-

31 Russell Jennings. Galt—Galt Community Fair. Sept. 10-12. W. B. Huffine. Gilman City-Gilman City Fair Assn. Aug. 6-8. M. R. Hutcherson. Hermitage—Hickory County Fair Assn. Sept. 10-12. James B. Hardy. Humansville—Humansville Fall Festival.

Sept. 11-12. Carl E. Beaty. Hume-Hume Fair. Sept. 10-11. Logan S. Huntsville-Huntsville Fall Fair. Sept. 11-12. John T. Sutliff.

Ionia-Ionia Fair. Sept. 4-5. Alberta M. Pfaff. Ironton-Iron Co. Fair Assn. Aug. 26-29. George A. Tumbler. Jefferson City-Cole Co. Fair Assn. July

23-25. Charles Edmondson. Kansas City—American Royal Livestock & Horse Show. Oct. 17-24. Harry Darby. Kennett—Kennett Fall Festival. Sept. 14-

19. George P. Bilbrey. Kirksville—Northeast Missouri Fair Assn. Aug. 11-14. N. C. Allen. Lamar-Lamar's Farm & Ind Expo. Sept. 17-19. Bud Moore. Lee's Summit-Jackson Co. Fair & Jr. Horse Show. Aug. 12-15. Linn-Osage Co. Fair Assn. Sept. 4-7. Francis Knollmeyer.

Lucerne-Lucerne Stock Show. Aug. 28-30. Charles B. Studabaker. Mansfield-Ozark Summit Expo. Aug. 4-8. Gus Rushing. Box 214, Mansfield-Wright Co. Fair Assn. Sept. 2-5. F. A. Dennis. Marshfield-Webster Co. Fair. Aug. 26-29. Ellis O. Jackson. Maryville-Northwest Missouri Horse Show. July 22-23. Leola Swaney. Mexico-Audrain Co. Fair. Assn. Aug. 4-7.

James H. Higgs. Memphis—Scotland Co. Fair Assn. July 21-24. W. T. Ware. Neosho-Southwest Missouri Harvest Fair. Sept. 22-26. Nevada-Vernon Co. Youth Pair. Aug. 26-27. James E. McCall.

Osceola-St. Clair Co. Fair Assn. Sept. 3-5. F. W. Hart. Owensville-Gasconade Co. Fair Assn. Aug. 13-15.

Paris-Monroe Co. Agrl. & Mech. Fair. Sept. 3-4. Russell L. Jackson. Platte City-Platte Co. Agrl., Mech. & Stock Show, July 23-26, J. F. Sexton. Princeton-Mercer Co. Fair Assn. Aug. 4-6. Ross L. Swofford.

Prairie Home-Prairie Home Fair. Aug. 4-6. John Lee Eighmy. Richmond—Ray Co. Free Fair, Sept. 8-10. Savannah—Am. Legion & Andrew Co. Fair, Aug. 5-9. Fred Chambers, Sedalia-Missouri State Fair. Aug. 22-30. Rollo E. Singleton. P. O. Box 111.

St. Charles-St. Charles Co. Fair. Sept. 9-13. Kurt E. Schnedler. Shelbina—Shelby Co. Fair Assn. Aug. 4-7. Sikeston—Delta Agrl. Show. Sept. 4-6. W. S. Corrigan. Springfield-Ozark Empire Pair. Aug. 15-21. Glen B. Boyd. P. O. Box 630.

Stover-Stover Fall Festival. Sept. 24-26. Lloyd E, Alwin. Tipton-Tri-Co. Agrl. & Mech. Soc. July Trenton-North Central Missouri Fair, 16-21, Leland McMullen, P. O. Box 533, Triplett-Northwest Fall Festival, Sept.

Unionville-Putnam Co. Agrl. Soc., Inc. Sept. 8-11. M. S. Wyckoff. Vandalia-Community Fair. Sept. 1-4. Pete Stiner.

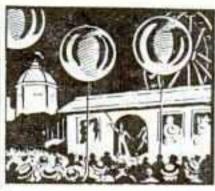
Versailles-Morgan Co. Fair Assn. Sept. 9-12; James R. Scrivner. Warrensburg-Johnson Co, Fair Assn, Sept. 10-12, E. F. Low. Warrenton-Warren Co. Fair Assn. July 30-Aug. 1. Marvin Stickrod. Washington-Washington Fair Assn. Aug.

13-16. Reynelds Hamlin, West Plains-Howell Co. Fair Assn. Aug. 26-29. George A. Tumbler. Montana

Hoff, Billings-Midland Empire Pair & Rodeo. Aug. 10-15, Harry L. Fitton, Box 1302, Chinook—Blaine Co. Fair, Assn. Aug. 15-Waseca-Waseca Co. Fair Assn. Aug. 6-9. 16. Floyd Bowen.

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Ted Rule. Dodson- Phillips Co. Fair. Aug. 8-9. Wil-

liam B. Black. Forsyth-Rosebud Co. Fair. Aug. 18-20. Harley Roath. Fort Benton-Chouteau Co. Fair. Sept. 11-13. W. J. Shirley.

Glasgow-Valley Co. Fair. Aug. 30-Sept. 1. Glendive-Rocky Mountain Assn. of Fairs. Aug. 24-26. Howard M. Willson. Great Falls—North Montana State Fair. Aug. 3-8. Leo C. Dailey. P. O. Box 1524. Hamilton—Rayalli Co. Fair. Sept. 3-5. Glenn Chaffin.

Havre-Hill Co. Fair & Rodeo. July 20-22. Earl J. Bronson. Kalispell-Northwest Montana Fair, Sept, 15-17. Earl U. Jones.

Lewistown-Central Montana Fair. July 30-Aug. 1. C. W. Cooley. Libby-Western Lincoln Co. Fair. 21-23. Mrs. Kyle Beebe. Livingston-Park Co. Fair. Aug. 28-30. Howard E. Crane.

Miles City-Eastern Montana Fair, Aug. 27-29. J. H. Bohling. P. O. Box 870. Plains-Sanders Co. Fair. Aug. 29-30. Garth P. Howser, Lone Pine. Shelby-Marias Fair, July 23-26, Clifford D. Coover.

Sidney-Richland Co. Fair & Rodeo. Aug. 27-29. Donald G. Nutter. Terry-Prairie Co. Fair. Aug. 22-23. Ford E. Martin.

Twin Bridges-Madison Co. Fair. Aug. 21-23. Ed Atkins, Whitehall,

Nebraska Albion-Boone Co. Fair. Sept. 16-19. Floyd Gilmer. Arlington—Washington Co. Fair. Aug. 26-28, H. C. McClellan. Auburn-Nemaha Co. Fair Assn. Aug. 20-22. G. E. Codington. Aurora-Hamilton Co. Fair Assn. Aug. 31-Sept. 3. H. E. Toof. Bartlett-Wheeler Co. Agrl. Soc. Sept. 4-6. Clay Kugler. Bassett-Rock Co. Fair Assn. Aug. 7-9. Earl L. Anderson. Beatrice-Gage Co. Fair & Agrl. Soc. Aug. 24-27. E. P. Goble. Beaver City-Furnas Co. Fair Assn. Aug.

Bladen-Webster Co. Agrl. Assn. Aug. 6-8. Mrs. Elizabeth Boyd. Bloomfield-Knox Co. Agrl. Soc. Aug. 28-30. C. B. Alexander. Bridgeport-Morrill Co. Fair Assn. Sept. 5-8. D. E. Mayer. Broken Bow-Custer Co. Agrl. Soc. Aug. 25-

17-19. Earl Lester, Edison.

28. M. L. Gould. Burwell-Nebraska's Big Rodeo & Garfield Co. Frontier Fair Assn. Aug. 12-15. Paul Central City-Merrick Co. Fair Assn. Aug.

17-22. Agnar Anderson. Chambers-Holt Co. Fair. Sept. 1-4. Edwin A. Wink. Clay Center-Clay Co. Agrl. Assn. Aug. 21-23. Lisle Hanna. Columbus-Platte Co. Fair. Sept. 1-4, W. L. Boettcher.

Roy E. Johnson, Crete-Saline Co. Fair Assn. Aug. 20-23. George Feeken. Culbertson-Hitchcock Co. Fair Assn. Aug.

20-23. Ervin Coyle, McCook, Deshler-Thayer Co. Fair Assn. Aug. 20-22. M. E. Beckler. Dunning-Blaine Co. Fair Assn. Sept. 3-6. Vernon Johnson.

Elwood-Gasper Co. Free Fair. Aug. 12-14. M. R. Morgan. Eustis—Eutis Fair & Corn Show. Aug. 3-5.
Dean Hueftle,
Fairbury—Jefferson Co. Fair. Aug. 4-7.
Emil R. Schoen,
Franklin—Franklin Co. Agrl. Soc. Sept.
1-4. Cliff Ashburn.
Gordon Sharidan Co. Fair & Bades Sant

Gordon-Sheridan Co. Fair & Rodeo. Sept. 11-13. George B. Comer. Geneva—Filimore Co. Fair Assn. Aug. 18-21. Howard W. Hamilton.

Grant-Perkins Co. Fair Assn. Aug. 19-22. W. E. Cannady, Madrid. Harrison—Sioux Co. Fair Assn. Aug. 27-29. Melvin Meier.

Hartington-Cedar Co. Fair Assn. Aug. 22-24. James A. Walz. Hastings-Adams Co. Fair Assn. Aug. 3-7. John Fitzgibbon.

Hemingford—Box Butte Co. Fair Assn. Aug 20-22, Paul Stull. Holdrege-Phelps Co. Agrl. Soc. Aug. 11-14. Edgar Borg, Funk, Homer-Dakota Co. Agrl. Soc. Aug. 20-22.

James Allaway. Humboldt—Richardson Co. Agrl. Soc. Sept. 16-18. L. E. Watson. Hyannis-Grant Co. Fair Assn. Aug. 28-

30. Mrs. Earl Hayward. Imperial—Chase Co. Fair Assn. Aug. 26-29. Herman Brill. Johston-Brown Co. Fair. Sept. 5-7. Ken-neth Graff, Ainsworth Graff. Ainswoth,

Kearney-Buffalo Co. Fair Assn Aug. 31-Sept. 4. W. S. Wimberley. leigh-Colfax Co. Fair Assn. Aug. 27-30. Otto C. Weber.

Lewellen-Garden Co. Fair Assn. Sept. 10-12. James A. Fought. Lexington-Dawson Co. Agrl. Soc. Sept. 1-4. Monte Kiffin.

Lincoln—Lancaster Co. Fair. Sept. 6-11. Clarence Patterson. Route 3. Lincoln. Lincoln—Nebraska State Fair. Sept. 6-11. Edwin Schultz, State House, Box No. 127, Lincoln. Loup City-Sherman Co. Fair Assn. Aug.

15-18. Clark S. Reynolds, Madison-Madison Co. Fair Assn. Aug. 10-12. Earl J. Moyer. Minden-Kearney Co. Fair Assn. Aug. 5-7.

Mervin Peterson. Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 7-12. W. W. Hickman.
Neligh—Antelope Co. Fair Assn. Aug. 28-31. Clinton Stonebraker. Nelson-Nuckolls Co. Fair Assn. Aug. 3-5.

H. McAdamson, Norden-Keya Paha Co. Agrl. Soc. Sept. 11-13. Leonard McCormick. North Platte-Lincoln Co. Pair, Aug. 16-20.

H. B. Manners,
Oakland—Burt Co. Agrl. Soc. Aug. 25-28.
Edgar Hansen, Lyons, Neb.
Ogallala—Keith Co. Agrl. Soc. Aug. 20-22. Ray G. Nelson. Ord—Loop Valley Agri. Soc. Aug. 4-6. Stanley Nolte.

Orleans—Harlan Co. Fair Assn. Aug. 13-15. James Mitchell. Osceola—Polk Co. Agrl. Soc. Aug. 3-6. Victor Sterup.

Pawnee City-Pawnee Co. Agrl. & Mech. Assn. Sept. 22-25. J. Tom Sawyer. Pierce—Pierce Co. Agrl, Soc. Aug. 29-Sept. I. Herman Scheer.

St. Paul-Howard Co. Agrl. Soc. Sept. 8-11. H E. Elstermeier. Scribner-Dodge Co. Fair Assn. Sept. 16-18. Virgil Swanson. Seward-Seward Co. Fair Assn. Aug. 17-19. Norman Gerkensmeyer.

Sidney-Cheyenne Co Fair. Aug. 22-26. W. E. Cunningham. Spalding-Greeley Co. Pair Assn. 3d week of Aug. Don C. Smith.

Spenser-Boyd Co. Fair Assn. 26. Louis Klasna, Springfield-Sarpy Co. Fair Assn. Aug. 20-22. Elmer Wittmus, Papillion Stanton-Stanton Co. Agrl. Soc. Sept. 13-

15. Wm. F. H. Beyer. Stapelton-Logan Co. Agrl. Soc. Aug 28-30. V. K. Magnuson. Stockville-Frontier Co. Agrl. Soc. Aug. 27-30. Ted Current. Syracuse-Otoe Co. Fair. Aug. 25-27. Frank

Deer Lodge-Powell Co. Fair. Aug. 21-23. | Tecumseh-Johson Co. Free Fair. Aug. 11-14. Lloyd D. Halsted. Wahoo-Saunders Co. Fair Assn. Aug. 24-26. B. E. Noerenberg.

THE BILLBOARD

Walthill-Thurston Co. Fair. Sept. 2-5. Alfred D. Raun. Waterloo-Douglas Co. Fair. Sept. 16-19. R. S. Herrington. Wayne-Wayne Co. Fair Assn. Aug. 26-29. Al Bahe.

Weeping Water-Cass Co. Free Fair. Aug. 25-28. Joe Bender. West Point-Cuming Co. Agrl. Soc. Aug. 30 Sept. 3. Ed M. Baumann. York-York Co. Pair Assn. Aug. 12-14. E. H. Littrell.

Nevada

Elko-Elko Co. Fair & Livestock Show. Sept. 4-7. Jim Olin. P. O. Box 648. Ely-Nevada Fair of Industry. Aug. 27-29. P. P. Hoover,

New Hampshire

Center Sandwich — Sandwich Town & Grange Fair Assn. Oct. 12. Doris L. Benz. Contoocook—Contoocook Valley Fair Assn. Sept. 4-7. Charles A. Jones, Andover,

Lancaster-Lancaster-Fair, Sept. 4-7. A. J. Kenney. Rochester-Rochester Agrl. & Mech. Assn. Sept. 20-26. Albert H. Brown. Stafford, N. H.

New Jersey

Flemington-Flemington Agrl. Fair Assn. Sept. 1-7. Morristown-Morristown Co. Fair Assn., Inc. Aug. 18-22. Alexis L. Clark.

Trenton-New Jersey State Fair. Sept. 27Oct. 4. Norman L. Marshall, P. O. Box

New Mexico

Albuquerque-New Mexico State Fair, Sept. 26-Oct. 4. Leon H. Harms, P. O. Box

Belen-Valencia Co. Fair Assn. Sept. 12-14. Fred D. Juning Jr., P.O. Box 178, Los Lunas, N. M.

New York

Afton-Afton Driving Park & Agrl, Assn., Inc. Aug. 17-22. Frederick Crane. Altamont-Tri-Co. Fair. Aug. 24-29. Stuart T. Rombough. Angelica-Allegany Co. Agrl. Soc. Aug. 5-8.

L. L. Stillwell. Bath-Steuben Co. Agrl. Soc. Aug. 10-15. J. Victor Faucett. Box 470. Booneville-Boonville Fair Assn., Inc. Aug. 2-8. Charles H. Fickbohm. Caledonia Caledonia Fair. Aug. 11-15.

Victor Scroger. Cobleskill-Cobleskill Agrl, Soc. Sept. 14-19. Dr. D. W. Beard. Cortland—Cortland Co. Agrl. Soc., Inc. Aug. 25-29. Harry B. Tanner. DeRuyter—Tioghnioga Carnival & Fair.
July 23-26, Ray E. Wells.
Dundee—Dundee Fair Assn. Sept. 22-24. L. R. Hammer. Dunkirk-Chautauqua Co. Fair. Sept. 7-12. Carlton J. Larson, P. O. Box 170.

Fonda-Montgomery Agrl. Soc. Sept. 5-9. Concord-Dixon Co. Fair Assn. Aug. 26-28, Gouverneur-Gouverneur Fair. Aug. 10-14. Bligh A. Dodds. Ithaca-Tompkins Co. Agrl. & Hort. Soc. Aug. 10-15, Richard K. Blatchley. Little Valley-Cattaraugus Co. Agrl. Soc. Sept. 1-5, J. W. Watson. Lowville-Lewis Co. Agrl. Soc. Aug. 17-22.

Asa Gordon, Turin, N. Malone-Franklin Co, Agrl. Soc. Aug. 24-29. Stuart A. Child. Palmyra—Palmyra Union Agrl, Soc. Aug. 25-29. W. Ray Converse, Penn Yan—Yates Co. Agrl. Soc. Aug. 5-8. Oliver Wilcox. P. O. Box 12. Rhinebeck-Dutchess Co. Fair. Sept. 1-5.

R. C. Murray, Box 142.
Sandy Creek, Sandy Creek, Richland, Ornell, Boylston Agrl. Soc. Aug. 18-22.
Seymour Hicks, Parish, N. Y. Schaghticoke-Schaghticoke Fair. Sept. 7-

Schaghticoke—Schaghticoke Fair. Sept. 712. Gordon L. Banker, R. D. 1, Troy.
Vernon—Vernon Agrl. Soc. Sept. 23-27.
James F. Burke.
Westbury. L. I.—Mineola Fair & Ind.
Expo. Oct. 10-18, Charles Bochert.
Westport—Essex Co. Agrl. Soc. Aug. 19-22.
Keeton B. Lobdell, Wadhams, N. Y.
Whitney Point—Broome Co Agrl. Soc. Aug.
3-8. Osmer J. Brooks.

North Carolina Ahoskie-Atlantic Dist. Fair Assn Oct. 13-17, C. E. Robbins, Asheboro—Center of North Carolina Fair. Sept. 21-26. W. C. York. Beaufort-Carteret Fair. Inc. Sept. 28-Oct.

3. T. E. Kelly.
Burlington.—Alamance Co. Veterans' Agrl,
Fair, Inc. Sept. 14-19, Robert N. Ganno Jr., Box 423. Charlotte-Southern States Fair. Oct. 6-10. Dr J. S. Dorton. Cherokee-Cherokee Indian Fair, Sept.

29-Oct 3. Wm. E. Ensor Jr. Durham-American Legion Fair Assn. Sept. 21-26, R. Zach Long.

Elizabeth City—Seven Co. Fair. Oct. 2630. Norman Y. Chambliss, Rocky Mount.

Enfield—Enfield Firemen's Agrl. Fair. Oct.

5-10. W. B. Burchette. Fayetteville-Cumberland Co. Agrl. Fair. Sept. 28-Oct. 3. Elbert C. Jackson, Goldsboro-Wayne Co. Agrl. Fair. Sept.

14-19. Oleand F. Peele. Greensboro-Greensboro Agrl. Fair, Inc. Oct. 6-10. Mrs Clyde Kendall. Box 5127. Greenville-Pitt Co. Fair Assn. Oct. 12-17. J. H. Moye.

Hamlet-Richmond Co. Agrl. Fair. Oct. 5-10. J. C. Worley. Henderson-Vance Co. Colored Fair. Oct. 12-17. Robt. B Hawkins, Henderson-Golden Belt Fair, Inc. Oct. 5-11. C. M. Hight.

Hickory—Catawaba Fair Assn. Sept. 28-Oct. 3. Corbin Green. P. O. Box 776. High Point—High Point Fair. Sept. 22-27. T. C. Potts. Kings Mountain-Beth-Ware Com. Fair.

Sept. 16-19. John H. Rudisill Jr. Lexington-Davidson Co. Agrl. Fair. Inc Sept. 28-Oct. 3. Curtis A. Leonard. Littleton-Littleton Tri-Co Fair. Oct. 5-10 T. R. Walker. Louisburg-Franklin Co. Fair. Oct. 5-10.

Dr. Arthur Hynes Fleming, P. O. Box 66. Monroe—Union Co. Fair Assn., Inc. Oct. 19-24 M. W. Williams. New Bern—Tri-Co. Agrl. Fair. Oct. 12-

17, W. A. Godley.
Pittsboro-Chatham Co. Colored Fair. Sept.
14-19, H. G. Bryant. Raleigh-North Carolina State Fair, Oct. 20-24. Dr. J. S. Dorton. Reidsville-Reidsville Fair Assn., Inc. Sept. 28-Oct. 3, Mrs. K. Price Oliver.

Rocky Mount—Rocky Mount Agrl, Fair. Sept. 28-Oct. 3. Norman Y. Chambliss, Rutherfordton—Rutherford Co, Agrl. Soc. Sept. 14-19. John H. Jones. Shelby-Cleveland Co Fair. Sept. 22-26. Dr. J. S. Dorton.

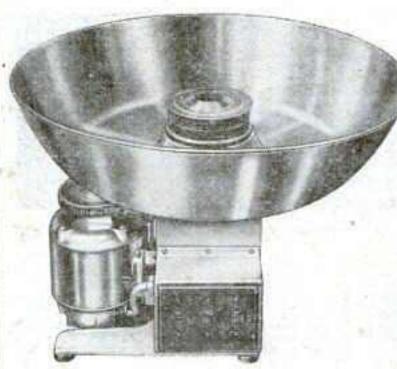
Shelby-Cleveland Co, Negro Fair. Oct. 7-10, A W. Foster. Spring Hope-Nash Co. Fair. Sept. 21-26. Hobart Brantley. Statesville—Iredell Co. Agrl. Fair. Sept. 21-26. Clyde Smyre. P. O. Box 333. Warrenton-Warren Co. Fair. Sept. 21-26.

Washington-Beaufort Co. Fair. Sept. 7-12. Blount S. O'Neil. Wilson-Wilson Co. Fair, Inc. Oct. 12-17. Ernest P. Batton.

Beach-Golden Valley Co. Fair, Sept. 11-12. Walt Mattison. Bottineau-Bottineau Co. Free Fair. June 22-24. A. E. Stewart. (Continued on page 92)

North Dakota

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teed to be absolutely mechanically perfect

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money and worry-unsolicited letters of

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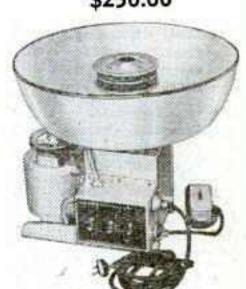
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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Beauty: St. Genevieve, Mo., American Eagle: Brooksville, Miss.

American Midway: Waco, Tex.

A.M.P.: Augusta, Ga., 10-18.

Baker United: Terre Haute, Ind., 10-17. B. & H.: Great Falls, S. C. Big State: Rosenberg, Tex. Blue Grass: Owensboro, Ky., 16-18. Bogle, F. C. Pittsburg, Kan., 11-18. Bohn & Sons United: Seguin, Tex.

Borderland: Eagle Pass, Tex. Breeze, Nelson, Rides (Cincinnati Garden) Cincinnati, O. Brewer's United (3300 Airlane) Houston,

Brown & Wallace: Nashville, Tenn. Burke, Harry: Baton Rouge, La. Burkhart: Poplar Bluff, Mo.; Piedmont

13-18. Capital City: Valdosta, Ga.; Warner Robins 13-18. Carolina State: Jacksonville, N. C. Cavalcade of Amusements: Pensacola, Fla. Cavalcade of West: Yreka, Calif.; Med-

ford, Ore., 14-19. Central American: Emporia, Kan., 18-25. Crafts Expo.: San Gabriel, Calif., 7-12, Dion, Ted: Tickfaw, La. Drew, James H.: Dunbar, W. Va., 6-13.

(Continued on page 111)

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Bailey Bros.: Ennis, Tex., 10, Beatty, Clyde: Los Angeles, Calif., 6-12; Whittier 13; Anaheim 14; Escondido 15; San Diego 16-19.

Blue Banner: Dallas, Tex., 7-9; Brownwood 10; San Angelo 11; Midland 12; Odessa 13; Carlsbad, N. M., 14; Roswell 15; Clovis 16; Albuquerque 17-18. Capell Bros.: Hemphill, Tex., 8; Newton 9. Circus Enterprises: DeFuniak Springs, Fla.,

6; Geneva, Ala., 7; Opp 8; Elba 9; Enterprise 10; Ozark 11; Brundidge 13. Cole Bros.: (Cincinnati Garden) Cincinnati, Cole & Walters: Spiro, Okla., 9.

Davenport, Orrin: Columbus, O., 6-11; Hibbing, Minn., 13-18. Diano Bros.: Temple, Tex., 7; Bryan 8; Huntsville 9: Lufkin 10; Crockett 11;

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Nunis Opens Track Season

At Reading READING, Pa., April 4. — A jammed grandstand, with overflow crowds watching from bleachers and near-by housetops, greeted AAA racers at the fairgrounds

here March 29 when Racemaster Sam Nunis opened the season. Inclement weather didn't hurt the box office. An increase of 51 per cent over last year's opener, which also had weather trouble, was reported by track officials.

Nunis combined record speed with a carnival flavor as he uncorked innovations such as a rocket salute, the release of thousands of colored balloons and a drivers dress inspection. Tommy Hinnershitz, four-time Eastern AAA champion, set a new 10-lap, 5-mile record of 4 minutes, 27.7

The season's opener on a mile track at Trenton, N. J., will be staged by Nunis Sunday (19). He is working on some new ideas for this event, and hoping for good weather. Last year's Trenton debut was washed out twice.

Fred MacBride heads his pressradio staff this season, Nunis said.

Palestine 13; Jacksonville 14; Henderson

Gran Circo Americano Loyal Repensky: Chambas, Cuba, 8; Falla 9; Florencia 10; Iquara 11; General Carrillo 12; Cumbre 13; Caibarien 14; Camajuani 15; Cruces 16; Cienfuegos 17-19.

Hagen Bros.: Sherman, Tex., 6: Denison 7; Waurika, Okla., 8; Duncan 9; Lawton 10; Chickasha 11; Midwest City 13; Shawnee 14; Wewoka 15; Seminole 16; Norman 17; Oklahoma City 18-19. Hagan-Wallace: Greenville, S. C., 7; Spar-

tanburg 8; Lancaster 9; Rock Hill 10; Gastonia, N. C., 11; Morgantown 13; N. Wilkesboro 14; Lenoir 15; Boone 16; Elizabethtown, Tenn., 17; Bristol, Va., 18. Hamid-Morton: Buffalo, N. Y., 6-11; Harrisburg, Pa., 13-18.

Kelly-Morris: Greenville, Ala., 7; Troy 8; Opelika 9; Cuthbert, Ga., 10; Cochran 11: Fort Valley 13: Hawkinsville 14; Albany 15; Moultrie 16.

King Bros. & Cristiani: Griffin, Ga., 7; Newnan 8; Rome 9; Marietta 10; Athens 11; Asheville, N. C., 13; Hickory 14; High Point 15; Burlington 16; Danville, Va., 17; Martinsville 18. Mills Bros.: Greenville, O., 18, Polack Bros. (Eastern): (Municipal Arena)

Norfolk, Va., 7-11; (Auditorium) Canton,

Polack Bros. (Western): (Murat Theater) Indianapolis, Ind., 6-12; (Auditorium) Oakland, Calif., 17-26.

Ring Bros.: Linden, Ala., 8; Uniontown 9; Marion 10; Centerville 11; Calera 13. Ringling Bros. & Barnum & Bailey: (Madison Square Garden) New York, thru

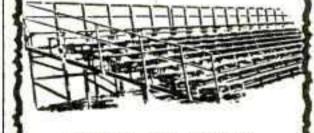
Wallace & Clark: Predonia, Kan., 11.

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VIDEO ACTS AID **GLEN ECHO BOW**

Press Prevue, Extensive Ad Campaign Help Build Preem

Echo Amusement Park in near-by heavy user of WMAL-TV time. Baltimore opens its 1953 season today, bowing with an Easter street car ads, newspaper display

a moppet TV show; Joe Campbell, America contest in this area. singing cowboy, and Superman, all of whom were set at the park by WMAL-TV thru sponsoring companies such as Sunbeam Blaze Damages Bread, Kelloggs and others. The trio will greet the youngsters, sign autographs and distribute gifts and tickets for free rides Houston Spot's and sponsor's samples.

Park has been refurbished for opening. A \$15,000 Skee-Ball installation was completed recently.

Cafeteria

Park cafeteria will continue in

announced that name orks already of the loss was in a string of booked to play the open-air ball- eight concession stands leased to room include Stan Kenton, Billy C. S. Scott. May, Buddy Morrow, Ray Anthony and Freddie Schaffer and be replaced at once, and the his all-girl orchestra. Promotion Houston Chronicle's annual Easter for a later giveaway will be started today as patrons sign for a 1953 automobile. Arrangements fire occurred Tuesday (24).

Riverside and Compounce Bow 1953 Season

HARTFORD, Conn., April 4 .-Connecticut Valley's two largest Conn., resumed operations this

season, is running on week-ends only during April and May. The amusement area opens at 7 p.m. Saturdays, and at 1 p.m. Sundays.

Mid-week activities include ginning April 16, and regular daily schedule goes into effect

Schurer Ork Back

Russ Schurer and his orchestra are back for their 15th season in Easter week-end activity continthe music shell. Fred Hoath is vocalist. Free entertainment Sunday afternoon, starting at 2:30 and continuing thru the evening, is furnished by Trailherders, in shape. A major job was the re-

(Continued on page 86) pair and renovation of the Sky-

WASHINGTON, April 4.—Glen were made thru McKee Pontiac,

Park's opening was plugged via week-end show featuring artists space and over WMAL and park operators on what they from WMAL-TV. Funspot also will anticipate for the season. An On hand today, and again on hold a Miss Glen Echo beauty con-Monday, will be Ruth Flaherty; of test. It also will promote the Mrs.

Stands, Rides

HOUSTON, April 4-A 2-alarm operation as will the shaded picnic fire, which started in a ride, grove. A press reception and cock- caused an estimated \$50,000 damtail party was held Thursday (2). ages at Playland Park, owned by G. P. Price, general manager, Sam and Louis Slusky, here. Most

> The owners said losses would party was to be held at the park Sunday (5) as scheduled. The

A short circuit in the Pretzel ride was believed to have caused the blaze. The Pretzel was deswere not damaged. The parksaid his stock of concession sup- funspot. plies and equipment was not rescued from one of the buildings.

as usual on the day of the fire.

FUNSPOTS SEE ROSY '53; EXPECT BIGGER CROWDS

Optimism Holds Strong; Prices Go Unchanged; Labor Supply Okay

ent picture of optimism is reflected in comments this spring by anual survey by The Billboard revealed that the funspots are primed for increases in their already-thumping grosses.

This time there is little difference in reports from various parts of the country. Park management everywhere expects at least as much business as in 1952, and most of the executives are looking for a sturdy increase.

slightly.

See Bigger Crowds

But offsetting that change will be another increase in attendance, crowds will turn out for this season's midway activities. A smattering of the spots believe that turnstile scores will be about the same as in 1952, but none

rides, games and food items. Coloring the over-all view is Attitude seems to be that the the expectation in some spots price now is right and that any that per capita spending will increase would cut takes sharply. show a decline. About one-third This backs up the comments of of those replying to the survey some, who said that any drop in The spots now are free to levy

CHICAGO, April 4.—A consist- thought per capita would skid to less loose change in the public pocket.

85

The lone spot reporting plans to increase ride prices represented a special case. It is a park just getting back into full activithey believe. A wide majority ty after several seasons, of inof operators predict bigger action. The rise there will put the spot in line with other parks. But the standard rule calls for no change in ride or game rates.

Food prices fall into a slightly Equally consistent are the operators' policies on prices for rides, games and food it.

Stability of the park price structure would indicate that the recently removed price ceilings had no effect in the business. questionnaire reported they per capita spending would be due what the market will bear, and they apparently feel that the going rates for 1952 fill this bill for '53. Another factor is the probability that some operators are anticipating change in the federal gate tax situation.

The nation's midway playgrounds are plowing big money into maintenance and improve-ments. Their budgets and cash layouts for this type of work are as big as in the past. Much of this investment is for annual paint-up and clean-up tasks; however, a good chunk, as usual, is going to additions to the park

(Continued on page 86)

Rockaways' Expects 10% Boost in Gross

Funspot Celebrates Silver Anniversary; Geist Predicts Volume of \$1.25 Million

NEW YORK, ...pril 4. — Rocka-

aires ran to \$1,150,000, and Geist crease unit volume attendance. The park was open for business expects the total to grow to \$1,-250,000 this year.

Geist bases his predictions on ways' Playland, which this year normal weather conditions. Last celebrates its silver anniversary year, 14 week-ends were rained facilities. This year most of troyed and the Merry-Go-Round under current ownership, ex- out during the important portions was burned slightly. Other rides pects to see extra silver in its till of the funspot's season. He feels this season, to the tune of a 10 that the slated increases in rents owned buildings were partly per cent increase, according to A. and transit fares for Gothamites covered by insurance, but Scott Joseph Geist, president of the will slash the amount of money prospective patrons will have to Last year's gross for Playland spend on amusements, but is covered. Eight monkeys were and all the franchised concession- counting on the weather to in-

Prices Same

unit volume increase only, because prices at Playland have remained the same for the last eight years with the exception of a slight increase in some rides last Island at the mouth of the Detroit year. However, he said that the cost of operation at the park has increased well beyond the anticipated 10 pc cent increase in vol-

A \$100,000 maintenance and refurbishing program was comin advertising, publicity and promotional activities.

week-ends and begins full-scale trackless train, carrying 48 adults operation May 18.

-4/ D | 1 Detroit's Bob-Lo Schedules Bow Geist explained that the 10 per cent increase expected will be a unit volume increase only, be-

DETROIT, April 4. — Opening of Bob-Lo Park, on Bois Blanc River, has been set for Decoration Day, according to W. B. Browning, general manager. A preopening "shakedown cruise" for invited guests, including public officials, will be given two days earlier. Prospects for park business look good, with an improvement over last year's all time high anticipated, Browning said.

A crew has been working this winter on a general refurbishing campaign, including removal and reconstruction of a number of buildings. Two major additions are a Laugh in the Dark, and a The park currently is open National Amusement Company or 72 children.

Amusement Park, Agawam, Mass., and Lake Compounce, Bristol, Ocean View Opens week-end, Compounce opening today and Riverside Sunday. Compounce, marking its 108th Season April 4

NORFOLK, April 4.—With the rocket, most popular of the park's will be awarded to the best hits its stride. dressed in all age groups. The

ues Monday, when the traditional egg roll will be held. this year in getting the funspot

raising of the park's colors, ac- 22 rides, according to Albert companied by Ocean View Drum Miller, park manager. Ed Lundsand Bugle Corps music, Ocean berg aided in the changes to the pleted at the park the past winter. roller skating Thursday night, be- View, Virginia's largest amuse- ride, which involved the placing Geist explained that increased ment park, opened the 1953 season. of batter braces, deeply set in costs of operating the park is part Tomorrow (5) the traditional cement. Ride now boasts a whip of their normal curve which rep-Easter Parade on the open-air action which steps up the free- resents the 25-year cumulative stage heads the agenda, and prizes wheeling speed as the rocket car effect of their consistent efforts

125 Employed

The park will afford employment for 125 persons and will add Over \$100,000 has been spent a pay roll of \$250,000 for the season. Included in the \$100,000 spent for park improvements was an additional 330-foot strip of concrete boardwalk and bulkhead at the park's mid-section. This leaves only a short span to be done this coming winter to complete the five-year program for building a concrete bulkhead across the entire park property.

> The funspot spent \$30,000 for complete renovation of existing and addition of new lavatories. This is the first of many major changes planned. Another will be the possible replacement of older buildings with modern fire-proof structures. This probably will get under way next year after the bulkhead work is completed.

Pony and Cart Ride

cart ride for kiddies this year as Mary Stoffel. A reptile pit display charm school. will be under direction of Tarzan you-win, cork gallery, glass Banks, and there also is an exhibit containing relics of both World Wars.

their fishing luck.

Dallas Midway Starts; Promotion Plans Hyped

DALLAS, April 4.—State Fair Parl: midway opened Saturday, (4) for its longest season in history. It will remain open until composed of the 19 concessionaires September 27 and will then close down to prepare for the 1953 State Fair of Texas, October 10-25.

The highlight of the opening day program was a bathing beauty contest on the midway stage after the rides started turning at 2 p.m. Winner will represent the park at the annual Dallas-Fort

Rucker and Tennant will work with officers of the Fair Park Amusement Owners' Association, on the midway.

Organ Grinder Bally

Series of twice-nightly free shows will begin June 15 and John Fiorella, organ grinder and monk, will be scheduled on tour of shopping centers by Rucker to promote the park.

Tennant said the fun zone had been completely redecorated and refurbished with a new color scheme. Better lighting also has been installed.

The midway has 38 rides operating, including 11 in Kiddie The contest was directed by Town. Prices range from 9 cents Joe Rucker Jr., special events in Kiddie Town to a flat 25 cents director for the State Fair of on the Roller Coaster. Park is Texas, who will give full time open from 6 p.m. to midnight on

Negroes), July 4 and Labor Day.

Kaydeross Seeks Okay On Bus Line Proposals

SARATOGA SPRINGS, N. Y., policies will prevail, with the April 4.—Jack Gross' Kaydeross parking lot improved since last Park here expects to operate a season. Outlook for picnic bookbus line between Saratoga ings is good, and a pitch is being Springs and the funspot on Sara- made for labor union outings. toga Lake this season. A bus ex- Employment is holding up well cursion tie-in is being discussed in the area, with no shortage of with the Schenectady-Troy Bus spending money foreseen.

of its patronage comes by char-Schenectady. The bus would replace the defunct street car line. Completion of the bus deal

A free gate and free parking maintenance work.

Jack and Lee Gross have three

Gross has applied for necessary rides, bathhouse, boating, beach permits and has won city appro- and tap room. Arthur Armstrong val. Okay of the State public has three kiddie rides, while service commission is still need- Dave and Ida Kaufman, in for miles from the town and much Sportland and Pokerino. Arthur and Sylvia Gries will have baltered bus from Albany, Troy and loon darts, ball games, pitch-tillpitch and dolls.

The hilltop Casino will be would be in line with the trend taken over this season by Charles

The park introduced a pony and well as a zoo and aviary, titled Worth press photographers' con-Noah's Ark, All types of wild life test. Members of that association ed. The park is about three their 18th season, will operate and rare birds will be exhibited served as judges and entrants under the direction of Walter and were mainly students of a local

Nick and Frances Sakakini have this spring to planning an inten- weekdays and from 2 p.m. to recently reported spreading thru New York and New Jersey funspot neighborhoods.

Season Starts May 3

Gross will open his season May 3

The Greene, Louise Gries and Bill 3 for week-end operation, and a for week-end operation week-end operation.

The formula for the fishing side of special events and promotions and in selling block ride tickets. This will be selled to block ride tickets. This will be the first itme the midway for the fishing and for the fishing side operation and promotions and in selling block ride tickets. This will be selled to block ride tickets. This will be se target date of May 16 has been (Hoot) Gibson. The Cauld-cover-alls available for patrons extensive plugging for more bus-ends and the big holidays, June wells will handle office and who feel too well-dressed to try iness, Fred Tennant Jr., midway 19 (Emancipation Day for Texas superintendent, pointed out.

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WOULD REZONE CONEY ISLAND

Resort Ops Oppose Plan to Make **Funspot Residential Community**

of Coney Island.

unrestricted and business classifi- in keeping with a residential area. cation to a mixture of business, re-tail, local retail and residential Commerce met Thursday (2) to

were economically "hanging by north side. their teeth."

Amusement Ops Opposed

Stuart Constable, an aid to Moses tractions are "hanging on by their platform while they pushed the and representative on the Planning teeth" economically. Commission, explained that the re-

are expected to thrive indefinitely tinue to thrive."

NEW YORK, April 4.-A public at Coney Island and the rezoning city hall session by the City Plan-ning Commission Wednesday (1) not immediately affecting amuse-brought forth a plan devised by ment activities currently there. Robert Moses, park commissioner, But as amusements and rides disfor the rezoning of virtually all appear in their natural course, it was held that the proposed rezon-Under the plan, it is proposed to shift an area encompassing nearly replacement by retail stores, playall of the resort from its present grounds and other improvements

designations. Change is expected take action on the proposed rezonto enable Coney Island to fit into ing and up-grading of their area. a plan and pattern envisioned for By unanimous agreement, it was it as a largely residential seaside voted to send a protest to the City Planning Commission against Moses was described as believing changing the south side of the that new housing projects spring- boardwalk with its amusements ing up in the area were setting the from a business to a residential pace for future Coney Island de- area. The directors pointed out velopment and that many of the that this would have a disastrous lesser patronized amusements there effect on property values on the

Silberman Opposed

Moe Silberman, group president, Representatives of some of the disagreed with a statement in the resort's amusement concessions proposal of Park Commissioner and rides opposed the proposal. Robert Moses that amusement at-

zoning project was "long-range" is Coney Is and, and its visitors and was designed to "up-grade" enjoy the attractions once de-Coney Island. enjoy the attractions once de-scribed by Moses as honky-tonks. Larger amusement operations, As long as there's a beach and a such as Tilyou's Steeplechase Park, boardwalk, Coney Island will con-

Industry Leaders Meet to lak lax

sentatives of the amusement park on admissions under 60 cents. Batt industry met in the Internal Rev- pointed out that the amusement enue office in the Ingalls Building park industry catered to the small here Thursday afternoon (2) with wage earners, principally women Max Weaver, senior agent of the and children, who sought amuseheadquarters in Dayton, O., to dis- ment and recreation at a cost fitcuss proposed new regulations on ting their pocketbook. He also amusement excises in keeping cited the fact the park men worked with the amended Federal Revenue Act, as reported in The Billboard last week.

Meeting with Weaver, who is on a special assignment out of Washington to meet with amusement industry representatives, particularly outdoor showmen, in his area to determine their views and proposals on tax regulations affecting their business. Meeting with him here to outline their views on the matter were Paul Huedepohl, national secretary of the National Association of Amusement Parks, Pools and Beaches; Edward L. Schott, president and managing director of Coney Island, Inc., Cincinnati; Don Dazey, manager of LeSourdesville Lake Park, Middletown, O.; William B. Schmidt, manager of Riverview Park, Chicago, and Ralph Wachs, manager of Coney Island here.

The talks centered on amusement park operation and the problems created by an intricate taxing system, with Weaver asking the questions and the park men giving the answers. Questions included one concerning admissions tickets and the use of turnstiles in checking admissions, and also whether tickets should carry a number or code, as well as the printer's name, and how long after date of use the tickets should be stored. The law now requires that tickets be held six months. The park men expressed themselves in favor of a shorter storage period for tickets, citing both the storage problem and fire hazard involved.

While the park men present voiced themselves as being in favor of a change in tax regulations as concerning their industry, they were also unanimous in their proposal that the present 20 per cent excise tax be reduced appreciably, declaring that altho it is on the books as a 20 per cent nick, it actually runs much more than that along with fireworks, stage and on the lower admissions.

In the absence of Harry J. Batt, and organization outings. of Pontchartrain Beach, New Or- The Ocean Beach Park Board, leans, Schott read a paper pre- which supervises city-owned-andpared by the former outlining in detail the problems faced by amusement park operators under the present tax regulations, suggesting a number of proposals on new regulations, and suggesting further that the present tax law learning in detail the present tax law learning in operated Ocean Beach Park at New Londor, Conn., has voted to open the season Sunday, May 24. All concessions are required to open on that date. The board also voted not to levy night parking the present tax law ing charges until Sunday, June 20.

Which supervises city-owned-and-open and operated Ocean Beach Park at New Londor, Conn., has voted to open the season Sunday, May 24. All concessions are required to open on that date. The board also voted not to levy night parking in parking the present tax law ing charges until Sunday, June 20.

CINCINNATI, April 4 .- Repre- | be changed to exempt all taxes with coins of small denominations, requiring considerable extra handling.

> The park men present were much impressed with Weaver's attitude in directing his questions and the capable and efficient manner in which he conducted the hearing. Weaver told The Billboard that a detailed report of the is for the funspots to stay with session would be filed with the whatever combination of news-U. S. Commissioner of Internal Revenue in Washington. He also declared that a final hearing would be held in Washington at a date to be determined later.

While in Cincinnati, Weaver also met with representatives of the local movie interests as well as with Morris Zaidins, official of Cincinnati Garden and business agent of the local box-office men's union, to obtain their views on the tax situation.

Weaver also announced plans for meeting with Floyd E. Gooding, of the Gooding Amusement Company, Columbus, O., and other outdoor showmen in the area at an early date to pick up their views and suggestions.

Riverside

(Continued on page 86)

Western unit, featuring Pee Wee Menard and Slim Coxx.

Prior to reopening, Riverside underwent a complete face-lifting with new decorative motif, miscellaneous repairs and increased lighting and landscaping.

Special events again are featured, with stock car auto race starting opening night in the stadium and the annual Easter Parade and kiddies' egg hunt Easter afternoon.

Dancing in June

Dancing will be added in June, aerial acts, clambakes, picnics

TIMES ARTICLE

Evolution of Carrousel Is Traced

NEW YORK, April 4.-The sound of Carrousel music from the park is synonymous with the arrival of spring. Using this as a theme, Phyllis McGinley wrote an article entitled, "Carrousels! Spring!," which appeared in The New York Times Sunday Magazine (29). With photographs and drawings, she showed the evolution of the ride thru the years.

The article credits William F. Mangels, who wrote "The Outdoor Amusement Industry," with a considerable amount of background on the development of the ride down thru the centuries. The Mangels firm builds Carrousels at its Coney Island plant, as well as other adult and kiddie

Photos show children riding the Carrousels in New York's Central Park, London, Paris, Berlin and India. Reproductions of old woodcuts and drawings show 14th-century knights spearing the brass ring in a game then called little war, young princes learning to joust aboard the revolving ride and the rides being operated manually by men walking a circular Silberman said "Coney Island their steeds were suspended.

Rosy 1953

· Continued from page 85

the additions are in the way of show fronts, concession stands and parking areas.

Once again, the parksters are holding back on major ride purchases. Some are buying replacements; a few are popping for new varieties. But the majority of parks figure they have all the adult devices they can use. It's likely that industry reports of the need for some new major ride designs are borne out by the absence of big ride sales to parks.

Kiddie rides, however, are selling. About half of the parks represented in the survey are buying some sort of rides for this season, and almost without exception these are in the kiddie class.

Generally, each park is sticking to its tried and true policies of past seasons in regard to publicity and promotion. Those in new television areas are watching that medium's effect and may pop for some time. A few others are making switches in emphasis from one medium to another. But the usual practice this spring papers, radio, billboards and tieins they have used before.

Similarly, there is no over-all change in the special events phase of the business. Most parks are planning extra attractions on a schedule similar to that they had in '52, and usually this calls for holiday affairs or regular free Somewhat surprising is the

park labor supply situation. Despite high employment thruout the country and consequent demand for workers, the parks declare they are in a satisfactory position labor-wise. They all recognize that wages will be up, but they report the increases are relatively small, and the usual word is that the funspots have the folks they need.

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SANTIAGO, LIMA

Batt Sizes Up Chileans As Likely Midway Fans

By HARRY J. BATT President, Pontchartrain Beach, New Orleans

(This is the second of three articles in which the author discusses the status and opportunities of recreation areas in South America.)

Imagine modern, bustling cities of over a million population without amusement parks or beach resorts and you have a are stamped with picture that might make any alert United States park operator

> Yet that is the picture of both Lima, Peru, and Santiago, Chile, the first two South American more like libraries and public stops of the caravan of 54 mayors and other business and civic officials which recently visited our Southern neighbors en route to the Inter-American Mayors Congress at Montevideo.

I was amazed at the size and business activity of both cities and was keenly interested in the concern that municipal authorities in both places showed in the future development of recre-

The government has built a 60,000-seat stadium in Lima. It is one of the most beautiful I have ever seen, and it's near the heart of the city. Football is the most popular sport, but it seemed | acres. It includes two No. 5 Ferto me that Peruvian capitalists ris Wheels, one 1930 model and municipal officials now realize that they need other enter-tainment facilities and are about ready to invest in North American know-how and initiative.

Peru is a land of the very rich and the very poor. Prices are double-deck variety, the only one extremely low. Gasoline is 6.5 of its kind I have ever seen. cents a gallon, since there are no taxes. A haircut is 10 cents and and drink emporiums with stage

the Pacific only a short distance Parque, and I couldn't help but away, we found beaches were think how I would like to transnot sandy, but were made up largely of small rocks, and provided no recreational or entertainment features whatsoever.

Peruvians are counting heavily on a recent rich oil strike to ferred with Senor Rafael Vanbring the prosperity which they have heard so much about from North America. General Manuel Odria, president of Peru, welcomed us at the palace, a most one with the know-how to install beautiful structure, and there was a reception later by the mayor for our entire delegation.

Santiago Nearly Ready Of the two big cities, Santiago, Chile, seems to offer the greater immediate possibilities.

Here are located a million and a half friendly people, made L. largely of German, Spanish, Irish and Italian stock, who have prac-tically none of the amusement park facilities and services found ir our country.

Our visit to Chile coincided with the official visit of General Peron, president of Argentina, to Gen. Carlos Ibanez, Chilean president. The town was decorated with flags and bunting and seemed quite gala.

However, the wage scale for the mass population is still low. Office help now receives \$50 to \$60 per month but North American living standards are beginning to have their effect. Everyone looks to a fairly rapid increase in wealth and consequent buying power in the near future. There is a beach resort, Vina del Mar, about 125 miles west of Santiago, which boasts

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a casino, hotels and other facilities catering to the upper class.

Santiago has two race tracks that operate thruout the year, and the Chilenos, who enjoy this sport, would certainly find well-run attractions of the midway to their liking. Any people that go to the races at 8 a.m. would certainly patronize amusement resorts as operated in the States.

We met President Ibanez, of Chile, at the Presidential Palace and Mayor Mamerto Figueroa, of Santiago, at a reception in the city hall. Incidentally, these city halls below the equator look museums, and they are equipped with beautiful gardens and spacious and elaborate reception

Flying over the Andes from Chile to Montevideo, Uruguay, was a thrilling experience.

Double-Deck Carousel

At Montevideo one sees miles and miles of beaches, and across the street from the largest of these-Ramirez Beach-is the ational facilities for their people. T do Parque. The beach attracts thousands of people a day, but the poorly equipped Rodo Parque leaves much to be desired as a

modern amusement park. The entire park area does not occupy more than four or five Skooter, two carousels, one gondola type kiddie swing, one Chairplane, and a few homemade rides, all in the poorest state of repair.

One of the carousels was a

A few beer-garden type food a bottle of fine wine is 30 cents. entertainment complete the en-At the port city of Callao, on tertainment picture at Rodo plant any one of a dozen of our better amusement parks down there for the edification of the Uruguayans.

While in Montevideo I condrell, minister of trade and industry, who is directing the planning of an exposition to be built in this city. He is seeking somethe amusement zone and will grant a long-term lease to the person who will properly develop this part of the exposition. At the conclusion of the exposition the amusement zone will remain as a permanent park.



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Orange Show Tops '52 Run By 59,422

Total 264,934 Gate Misses '49 Record By Only 25,755

SAN BERNARDINO, Calif. April 4. — The 38th annual National Orange Show, which closed its 11-day run here Sunday (29), pulled a total attend-ance of 264,934. This beat the 1952 mark by 59,422 and was only 25,755 behind the all-time peak set in 1949.

Starting 13 days later than in '52, the event, headed for the first time by Manager Earl E. Buie, had fairly good weather. Opening night, Monday (19), there was rain but it came near closing time. The final Saturday and Sunday drew overcast skies.

At the end of the first six days the gate count stood at 141,802, compared with 154,213 to the same point during the record '49 run. A total of 16,395 came out on the sixth day, compared with 18,355 last year. Draw for the day was Lawrence Welk and his orchestra in '52 with Bob Crosby holding forth this year. The 1953 daily tabulations dropped under '52 on only two other occasions, the eighth and 11th days.

Auto Show Feature

An automobile show in a big top was one of the features this year. It marked the first time such an event was held in several years. Tony Brigham was concessions manager.

Sorrow spread over the grounds Friday (27) when it became known that the mother of Mrs. Buie had passed away.

The Swing Auditorium stageshow, booked by H. Eames Bishop, of Beverly Hills, included Russ Morgan and his ork, Jimmy Boyd, Frank Fontaine, Rex Allen, Margaret Whiting, Tito Guizar, Tony Martin and Bob Crosby.

Crafts 20 Big Shows played the midway.

Toledo Event Extends Run To Six Days

TOLEDO, April 4.—The Lucas County Fair, in an attempt to increase its total attendance, will this year extend its run to six days, instead of the four of previous years. Dates this year are August 4-9, according to Carlton Diefethaler, president of the-

In addition, the longer run will be tied in with Ohio's sesquicentennial celebration.

O. W. Disher, of Waterville, has been named fair manager, and is to make some plant rearrangements to care for the expected larger turnouts. The fair's 4-H Club Building is being enlarged to accommodate vocational agricultural exhibitors.

Another major improvement, which will be ready for fair week, is a new 60-foot stage in front of the grandstand. Horse barns have been completely rewired, and a year 'round maintenance man has been hired to prep the buildings and grounds.

Grandstand entertainment is being lined up by officials who expect to complete their program in the near future. Other officers include L. W. Fullington, vicepresident, and John Birmingham, treasurer.

Woodstock Fair Set

HARTFORD, Conn., April 4 .-Agricultural Society are working

consists of President Henry J. the Queens-Nassau County Fair, at Indian Point Park, Peekskill, Dunleavy and Erwin G. Neumann, October 10-18. co-chairmen; Walter King, Gardner Richardson, Gordon S. Busher, Henry Joy. Roscoe Stevenson, Donald Williams and Mrs. Vilhelm Pedersen and associate members, Philip S. James, Nancy Ebbs.

Night shows will be featured by every fair in the State, save the one at Avon, N. Y. Highspot of the New York annuals is the State Fair at Syracuse, September fair is slated for September 6-12, according to E. D. Kelmans, association president.

PUBLICITY CHECK LIST

Digest of Clinic for Fairs Points Ways to More Effective Campaigns

How can the quality and effectiveness of radio releases be improved?

By preparing special releases, tailored to the needs and style of newscasts, instead of sending stations the same stories that go to newspapers. Preferably - particularly in the case of larger fairs - radio news writers, or persons experienced in that field should prepare the releases for use by radio stations.

What is the best way to handle radio programing during the fair? Wherever possible by having one person specialize in coordinating radio programing.

Such person with a radio background, should assist in ferreting out exhibitors, contestants, fair officials, department execs and attraction people who would make good subjects for radio interviews.

How is the fair advertising dollar generally broken down?

Usually 60 per cent goes for newspaper advertising and other publications, 25 per cent for radio and TV, and the remaining 15 per cent for other advertising.

What can be done to make releases to newspapers more effective?

By supplying editors with wellwritten, exclusive features and photos, built around exhibitors, contestants, etc., of their area. The material should be wellwritten, factually current and whenever possible accompanied by high-quality photos.

How much emphasis should be put into publicity photographs? Greater use should be made of

photos, not only for newspapers, magazines and trade journals, but also for TV. Video outlets have shown keen interest in using such pictures on newscasts.

Are window cards losing their effectiveness?

Not when given good, lasting locations. However, it is becoming increasingly difficult to obtain such locations and the trend by fairs is to reduce the number of cards used.

How do billboards rate as advertising media?

Fixed locations, whether of three-sheet or 24-sheet size, continue in high favor with most fairs. Early, advance leasing of boards is required to assure effective representation.

When should a publicity campaign be launched?

Intensively, not earlier than three weeks before opening day, altho rural campaigning should start much earlier and even at the home base city there should be some publicity on the fair leading up to the step-up a few weeks before the opening.

Are taped recordings playing a bigger role in fair radio publicity?

Yes, because their use enables stations to present interesting, lotreatment in advance of openings and also because the recordings also build public relations among subjects interviewed.

What facilities should be available for out-of-town radio stations during the fair?

If possible, tape recording facilities should be made available to ease the cost and manpower load for stations.

Does television pose a threat to fair attendance?

QUESTIONS— **ANSWERS**

It's planning time for publicity - advertising - promotion campaigns. Digested from the discussions at the Clinic for Fairs sponsored by The Billboard, here is a question-answer list that should be valuable as a guide "in executing, as well as setting up promotion campaigns.

vantage but fairs should insure against telecasting any of their events that carry admission charges.

What parts of the program should be stressed in paid advertisements?

Amusement attractions should be played up in all paid advertising. The most successful fairs put the greatest emphasis on their attractions in their paid space and time. Even in livestock magazines, the most successful fairs put strong stress upon their amusement programs.

What media of advertising is considered best for fairs?

Newspapers are rated the prime medium, but there is no varying degrees of effectiveness to roll their own mats. to fairs of the various mediums.

How early should advertising be started in livestock magazines?

What can be done to assist carefully. newspaper photographers and television or newsreel cameramen during the fair?

atop a panel truck that is availprovided who knows the grounds used. and by using this one mobile Can a fair unit, it cuts down traffic on the special events? fairgrounds.

Are snapshot contests successful as special events?

Those tried, even under sponpulling few entries and sparking little interest.

What types of spot advertising can be used on television?

Animated film strips are considered by some experts to be tops. On: fair has successfully used shorts taken from its 16mm. films to point up various departments and attractions. Banners or signs, carrying the name and dates of the fair have also been successfully used.

Can a publicity department successfully operate its own photo lab to furnish rural newscalized, humanized public service papers and TV with spot news photos?

> Yes, one fair, operating on this basis, processed 1,100 negatives in its dark room and had them in the mails in short order. Not only did it obtain good breaks in newspapers thruout the State but many were used on TV.

> What can be done to increase children's attendance?

One tried method of building children's attendance is by enlisting support of school superin-Fairs and TV can work to- tendents in the area thru disgether effectively for mutual ad- tribution of folders stressing the

educational phases of the fair. Wholesale distribution of free tickets thru these same channels has worked and running paid advertisements on comic pages is another method of capturing moppet interest.

What is a good method of promoting advance ticket sales?

even the prices were hiked sub- sessions. stantially over the previous year. A queen, picked in a contest by a fair and tied in with the sale, made personal, and radio and TV appearances. Another fair has farm bureaus, dairy stores, banks and county agents selling its ducats.

controlling press and radio passes County home agent, joined in a been devised?

No. The problem is largely local and must be solved on that basis. Policies vary widely, ranging from liberal distribution of press tickets to a paid ticket policy even for newsmen, photographers, etc.

declining?

Yes, sharply, and the trend will become stronger this year. Most conclusive evidence to tell the rural papers now have facilities

What is the ideal composition of a publicity staff?

For a large fair, a central co-No later than three months ordinator, with specialists before the opening day. Adver- assigned to reporting on livestock, tisements in such publications woman and other activities, plus should be keyed to the reader's a radio-TV co-ordinator is desir- session. prime interest — livestock — but able. For smaller fairs, one pershould give at least equal space son can combine all such duties Woolfolk Agency, Chicago, and to the fair's amusement program. by organizing his work and time Mrs. Flint were the only

What size publicity mats are workshop. most acceptable to newspapers?

One-and-two-column mats get One fair has built a platform best reception. Mats threecolumn or more in size are rated able for their use. A driver is relatively small chance of being

Can a fair have too many

No, the more the better, providing they are well planned and executed. They bring people to the grounds, add color to the prosorship of large camera and film | ceedin,s, heighten news coverage companies, have failed to click, and in some cases can overcome a remote location.

Alabama Assn. Names Jackson 53 President

BIRMINGHAM, April 4.-C. H Jackson, secretary of the North Alabama State Fair, Florence. Association of Alabama Fairs, other fair executives. The credenat a meeting here Monday (30). tials carry a numeral designating L. Hamby, Etowah County Fair, fairs by the holder. Attala, vice-president, and Marie Dickson, Madison County Fair,

Huntsville, secretary-treasurer. tion are fair associations in Pike, being one of its founders in 1903. Dale, Geneva, Talladega, Law The fair, managed by John H. rence, Baldwin and Tuscaloosa McMurray, a WFA director and counties, and the Ala-Flora Agricultural Fair at Atmore.

R. H. McIntosh and Mrs. Gordon Patrick, both of the Alabama State Fair, were hosts at the meeting.

Sunapee, N. H., Elects MacDonough

SUNAPEE, N. H., April 4. ford Gamsby, Marvin Larky and

contain more advertising.

50 Tenn. Execs Turn Out for 1-Day Workshop

JACKSON, Tenn., April 4 .-Over 50 Tennessee fair executives discussed methods to increase drawing power at the Monday (30) workshop for West Tennessee fairs in the New Southern Hotel. A. U. Taylor. One of the most successful in of the West Tennessee District recent years sold 196,000 tickets Fair here, presided at the

Martin Belew, 'executive Distribution was made three cretary of the Milan Chamber utility company offices, banks of Commerce, spoke on "Commuand even a chain of gas stations. nity Fairs"; C. E. Johnson, Tipton County Fair, addressed the group on "County Fairs," and Martin Zook, general manager of the Mid-South Fair, Memphis, discussed "Interrelationship Among Fairs." Roy McPeake, president of the Decatur County Has any successful system of Fair, and Nancy Taylor, Decatur discussion on demonstrations, style revues, recreation and entertainment.

opened by Tom R. Wingo, Gibson County agent, who spoke on Exhibits That Teach Lessons and Is the use of boiler plate Judging - Evaluating All Exhibits" was discussed by John O. Bradley, Madison County, and Bill Wynne, of the Memphis Fair spoke on "Commercial Exhibits."

"How to Make Fairs Self-Supporting and Profitable" was the title of an address by Horace Dunagan, of the Dyer County Fair. This was followed by a spirited question and answer

attraction reps on hand for the

VET EXECS

WFA Honors Dr. Corliss, R. H. Smith

SACRAMENTO, April 4.-Dr. J. H. Corliss, Western Washington Fair, Puyallup, Wash., and Robert H. Smith, Humboldt County Fair, Ferndale, Calif., hold service records among some 600 Western fair officials. They were presented with honorary credentials entitling them to outside gate admission at all annuals of the Western Fairs Association.

It was learned that Dr. Corliss and Smith had established service records when WFA put into effect its courtesy plan among its membership. The association developed the plan to encourage fair people to visit other events was elected president of the and to exchange information with Other new officers are Riley the number of years service to

Of all passes issued to date, Dr. Corliss' bears the highest number. He has served the Puy-New members in the associa- allup annual for a half century. also president of the Canadian Association of Exhibitions, celebrates its 50th anniversary this year on September 20-27.

California's longest record of continuous service as a fair director is believed held by Smith, who was recently re-elected president of the board of directors of the Humboldt County Fair Association.

NEW YORK, April 4.—New son hits its stride in August, with Lake Grange Agricultural Fair fair in 1906, Smith was at that time also made secretary of the annual, and served as both director and secretary until 1917, when he resigned as secretary but continued as a director.

In 1947, he was elected presiincluding Hattie Gamsby, Clif- dent, which office he has held since. Dr. J. N. D. Hindley, Fred Emery.

This year's fair will be held boldt County Fair and a former September 7. Premium book will president of WFA, expressed the be more widely circulated this belief that Smith's record as an year, and, according to plans, will active fair director was unmatched anywhere in California.

New York State Sets 50 Fairs for 1953

on plans for the 93d Woodstock is the Yates County annual at Fair, September 5-7.

The arrangement committee season closer at Westbury, L. I., held last year for the first time assistant treasurer, and directors

York State Department of Agri- eight fairs scheduled for the sec- Association has elected Vance culture and Markets this week ond week, nine the third week MacDonough president for this Directors of Woodstock (Conn.) announced the dates of 1953 Em- and nine the last week. Eight year. Philip Johnson and Kathpire State's 50 fairs. Earliest fair fairs will be in operation the first ryn Nutting are vice-presidents; is the Vates County annual at week in September.

Soon...the Curtains will go up on the GREATEST SHOWS in our History

Countless hours of planning have gone into the production of our 1953 presentations; soon the sound of carpenter's hammers, the artist's magic brush, the seamstress' nimble fingers . . . will be putting together the physical properties. Next come the rehearsals of our fabulous production numbers. Finally that priceless ingredient, showmanship, is added to make the elements that go into every Barnes-Carruthers show . . . a brilliant production unsurpassed anywheres!

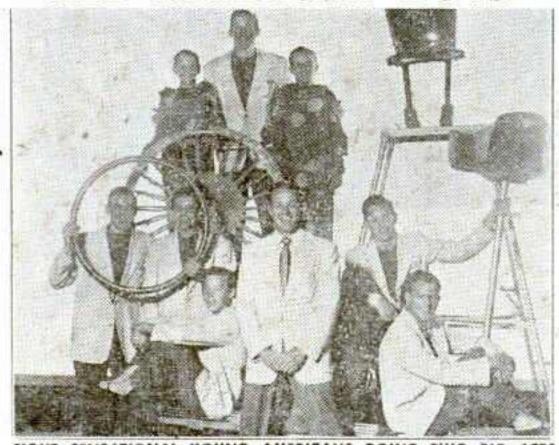
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DOUBLE TEETERBOARD—DIVING TRAMPOLINE

Featured on Network TV and Leading Sport Shows A terrific "FLASH" for Your Fair-Drive-In or Park CALL-WRITE-WIRE

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HUNTINGTON, W. VA. PHONES: 28987 OR 37934

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Thru your agent . . . or

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EXCEPTIONAL VALUES—USED TENTS IN MANY SIZES

LIQUIDATION OF INVENTORY, FOR FAIRS — CARNIVALS — EXPOSITIONS. FLAMEPROOFED, KHAKI, COMPLETE WITH WALL - POLES - STAKES 24×40 40x 80 50x 80 60x260 80x300 80x200 100x300 30x50 40×100 60x140

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c/o Friendship Fire Co.

Phoenixville, Pa.

3 Fearless Stars AND 2 GORGEOUS JAYDEE THE

* World's highest contortion trapeze act * - Available -CARNIVAL CELEBRATIONS Contact

JERRY D. MARTIN Per. Add.: c/o The Billboard, Cincinnati 22, Ohio

INDEPENDENT SHOWS Wanted for the

SELINSGROVE FAIR

The largest Fair of its kind in Pennsylvania

WEEK OF JULY 20TH

Want independent Shows with own outfits. Can also use a few more legitimate Concessions.

Write

ROLAND E. FISHER, SEC. Selinsgrove, Penna.



Cy's Goldarn

FLAMING WRECK

They say "A terrific act" and "Most sensational of all."

Courtesy to agents 10048 Walnut, Bellflower, Calif.

SET FOR 38TH YEAR

Horse-Buggy Age-Born IMCA in Solid Growth

Contest Association, orsanctioning body that governs more big car dirt track racing than any other organization.

Oddly, not one fair manager Despite the growing pains of among the six who organized the early years, the new organi-

west fairs were faced with the Texas, Kentucky, Michigan, Minneed for regulations for fair- nesota, Nebraska and Louisiana grounds speed programs and a as well as the Southeastern desire to cut the high sanction fees which had been in force.

The six, named as a committee by the American Association of Memphis. Fair Managers, represented five of the major State fairs, including Curtin, Decorah, Ia.; C., E. Cameron, Alta, Ia.; B. M. Davison, Springfield, Ill.; J. C. Simpson, In 1917, to the accompaniment St. Paul, and I. S. Mahan, Oklahoma City.

Good Response

The committee polled the fairs to determine whether they wanted an organization of their own. The mailing produced a strong affirmative response, 35 members of the American Association of Fairs signing up immediately as IMCA: founders.

The organization was incorporated in Illinois with capital stock of \$2,500 in the spring of 1915. Shortly after the first five subscribers, each holding 50 shares of stock purchased at \$10 per share, met in Chicago for the fi t directors' meeting. Dickinson was elected president and Mahan secretary.

Licensed promoters the first year included J. Alex Sloan, who subsequently became top dog in the Midwest; the Friedmann brother. Bill Pickens and Ralph Hankinson.

The IMCA operated on slim funds, yet in its first year netted \$310.75 surplus and \$721.68 the second year, with the surplus rising to \$1,981.40 in 1917.

The ability of the organization

B. C. Assn. Sets Dates

CLOVERDALE, B. C., April 4. Dates for British Columbia fairs were set at the annual meethere recently. L. W. Johnson, closer co-operation between small fairs in order to develop more cost of \$10,000. annuals.

Dates accepted by the association were Saturna, August 26; Courtenay, September 4-7: Lasqueti, September 8; Cobble Hill, September 9; Alberni and Duncan, September 10-12; Luxton and Sooke, September 12; Nanaimo, September 16-19; Ladysmith, couver, August 26-September 7; Squamish, September 7; Agassiz, September 11; Cloverdale, September 18-19; Langley, September 11-12; North Burnaby, September 11-12; Abbotsford, September 15-16; Aldergrove, September 25, and Ladner, September

FOR SALE We are now selling space for Side Shows, Freak Shows, also Custard, Peanut, Pop-

MERCER COUNTY FAIR & HORSE SHOW, INC Contact: C. M. Shewmaker, Jr., Phone 130 or 598

Now in Stroblite

THE International Motor to operate profitably and yet keep sanction fees at a minimum, prompted directors t appropriate ganized by a generation of fair \$2,000 for medals and trophies executives of the horse and for record-breaking drivers in buggy era, this season will 1922. In addition that year, trolaunch its 38th year as the p'ies were presented three IMCA promoters, Sloan, Hankinson and Vernon Soules.

Org Expands

Despite the growing pains of IMCA was an auto racing au- zation continued to expand. By thority but each was aware of 1918, stockholders inch led State the appeal of the new-fangled sport to fair-going crowds.

That was in 1914, when Mid
Illinois, Oklahoma, Wisconsin, State Fair, Atlanta: Eastern States Exposition, Springfield, Mass., and the Tri-State Fair.

About that time Sloan launched an IMCA conquest of Southern Minnesota, Iowa, Illinois, Okla- fairs. His invasion of the South homa and Michigan. They were was successful and he pushed G. W. Dickinson, Detroit; E. J. successfully into California and

(Continued on page 137)

150G Lakehead Exhn. Building

FORT WILLIAM, Ont., April 4. -Construction of a \$150,000 general purpose building has commenced at the Canadian Lakehead Exhibition plant, which straddles the Fort William-Port Arthur boundary. It is expected to be ready in time for the August 10-15 ex-

According to exhibition Secretary-Manager William Walker, the 75 by 165-foot buff brick structure will be used for exhibition of poultry, rabbits, dogs and cattle judging. It will also be available for non-fair activities throut the year. The building will have a smooth floor without pillars, rest rooms and interior construction of title Dado and plywood.

Clinton, N. C., **Buys Grounds**

CLINTON, N. C., April 4. -Sampson County Agricultural Fair and Live Stock Show directors have purchased a 25-acre tract of land for a permanent ing of the B. C. Fairs Association fairgrounds. The plot is located two miles west of Clinton on supervisor of the group, urged Highway 24. It is understood that the tract was acquired at a

Va. Association Issues News Letter

DANVILLE, Va., April 4. - A newsletter, titled "Fair Topics," has been inaugurated by the Vir-September 23-24; Gibsons, Au- ginia Association of Fairs. Ungust 10-14; Chilliwack, August dated, the four-page mimeo-20-21; Haney, August 21-22; Pa- graphed bulletin will be compiled cific National Exhibition, Van- and circulated as often as sufficient news of interest to association members is compiled. President C. C. Finch announced.

The first issue, already in circulation, contains news of several Virginia events. However, the emphasis is on the Danville Fair, operated by Finch, and an effort is being made to secure the full cooperation of all member events so that the contents will be representative of the acivities of the association and its membership, Finch said.

President Finch was aided in the publication of the first issue by W. E. Finch, association sec-

THE MAN FROM MARS RIDES AGAIN

Now in Stroblite

Altho still confined to Cooper Hospital, Camden, N. J., from my last accident doing my Man From Mars Act, with 3 broken vertebrae and 4 breaks in the left wrist and 2 in the right wrist, thanks to medical science, I'll be able to do my same death-defying performance after Just 1st. The act that no attempt has ever been made to duplicate. The act where ANYTHING can and sometimes does happen. 51 broken bones from neck to toes. How much longer can I take it? Has THE MAN FROM MARS A CHARMED LIFE? Now booking for indoor and outdoor dates. THIS IS NOT A SUITCASE ACT (I wish it was). Some open time available. Write, wire; Midwest: Wilson Storey, 850 Euclid Ave., Cleveland, Ohio; East Coast: Wm. Shilling, 1560 Broadway, New York City; New England: Al Martin Agency, Hotel Bradford, Boston, Mass., or "Speedy" Babbs, 2160 Patterson St., Cincinnati 22, Ohio.

Now in Stroblite Now in Stroblite P.S.: I'll be on "YOU ASKED FOR IT" TV, aired West Coast April 6, and East Coast later. My second appearance by demand.

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America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

Current Bookings

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APRIL
YOUNGSTOWN, OHIO, April 7 thru
12, Charley Coffen, Director
405 Home Savings & Loan Assn.
JACKSONVILLE, FLA., April 28 thru
May 3, Edgar V. (Bud) Smith, Director, 317 West Forsyth 8t.
NORFOLK, VA., April 26 thru May 3
Jack T. Craig, Director
P.O. Box No. 6156
MAY

SAN ANTONIO, TEXAS, May 10 thru
17, Carl Olson, Director
819 Gunter Building
KNOXVILLE, TENN., May 5 thru 10
Paul Waters, Director
317 Gay Street

Paul Waters, Director
317 Gay Street

MONTGOMERY, ALA., May 5 thru 18
E. H. Auerbach, Chairman
First National Bank Bldg.
WICHITA FALLS, TEXAS, May 6
Thru 10, L. A. Gifford, Director
Metr. Holt Hotel
CHARLESTON, S. C., May 19 thru 24
J. Walker Owens, Chairman
Chamber of Commerce Bldg.
DALLAS, TEXAS, May 2 thru 10
H. F. VanHorn, Director
"Penthouse," Stoneleigh Hotel
WACO, TEXAS, May 12 thru 17
Dorothy Godfrey, Director
620 North 5th Street
NASHVILLE, TENN., May 20 thru 24
Paul Waters, Director
205 Exchange Building
TACOMA, WASH., May 20 thru 24
George Colouris, Director
11031/2 North Division St.
CEDAR RAPIDS, IOWA, May 27 thru
31, Paul Waters, Director
606 Guaranty Bldg.
CHATTANOOGA, TENN., June 8
thru 15, C. B. Osborne, Chairman
Electric Power Company
NEW ORLEANS, LA., Sept. 26 thru
Oct. 4, H. F. VanHorn, Director
c/o Municipal Auditorium
DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director
c/o Rocky Mountain News
SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Rocky Mountain News
SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Waco Home Show, Waco, Texas
BILLINGS, MONT., Nov. 3 thru 8
Carl Olson, Director
c/o Don Jewell, Box 744
BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LAFAYETTE, COLUMBIA, ROANOKE,
L YN C H B U R G., ALEXANDRIA,
LAKE CHARLES; SAN ANGELO,
TEXT. GREAT FALLS LYNCHBURG, ALEXANDRIA, LAKE CHARLES; SAN ANGELO, TEX.; GREAT FALLS, MONT.; SAN DIEGO, CALIF.; LOS AN-GELES, CALIF.; OTTUMWA, IA.

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SAHARA—Las Vegas

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Roy Acuff
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Lonzo & Oscar
Minnie Pearl
Bill Monroe
Ernest Tubb

Duke of Paducah
Hank Snow
George Morgan
Carl Smith
Carter Family
Moon Mullican
Johnny & Jack
Ray Price
Martha Carson

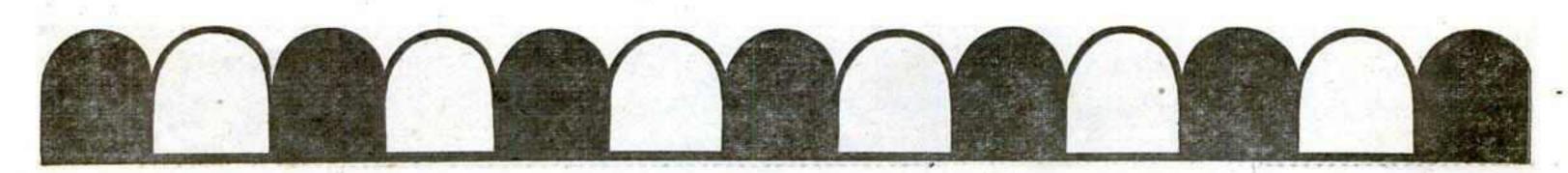
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FEATURING Their Own Original WORLD FAMOUS CREATION THE DOUBLE HANDSTAND

ON A SINGLE SWAY POLE

Presenting hand balancing, adagio poses on an 18" Platform. Beautiful colored lighting effect.

REPRESENTED BY AL MARTIN AGENCY Hotel Bradford Boston, Mass.

PERMANENT ADDRESS

3442 N. Vineland Ave. Baldwin Park, Calif.

Star Dusters HOPE & MIKE KENT

1953 Fair Dates

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Continued from page 83

Cando-Towner Co. Fair. Harry Hanson. Carrington-Foster Co. Fair. Sept. 15-18.

H. C. Duntley.

Cooperstown-Griggs Co. Fair. June 29-July 1. George Simons.

Crosby-Divide Co. Fair Assn. June 18-20. Vernon Nichols.

Fargo-Red River Valley Fair Assn. Aug. 31-Sept. 5. A. D. Scott. Fessenden-Wells Co. Free Fair. July 7-10.

Tony Lill, Cathy, N. D. Flaxton-Burke Co. Fair. July 6-8. B. B.

Forman-Sargent Co. Fair. Sept. 7-9.

Beth Wucherpfennig. Grand Forks-Greater Grand Forks Fair. July 19-26. Ralph Lynch.

Hamilton-Pembina Co. Fair. July 16-18. Franklin Page. Jamestown—Stutsman Co. Fair Assn. July 2-4, G.A. Ottinger.

Langdon-Cavaller Co. Fair. July 11-15. Dick Forkner. Lisbon-Ransom Co. Fair. July 23-25. L. E.

Lilyquest, Minot-North Dakota State Fair, July 27-Aug. 1. Bob Finke. Minnewaukan-Benson Co. Fair. Sept. 2-4. V. A. Helberg.

Mott-Hettinger Co. Fair. Sept. 7-8. Adelia Soehren. Rolla-Rolla Fair, Inc. July 6-8, Laurel

Rugby-Pierce Co. Fair. July 2-4. August Schneibel. Wishek-Tri-Co, Exhibs, Assn. July (Open) Herman Olson.

Ohio Andover-Andover Street Fair. Sept. 11-12. George R. Sanford. Ashland-Ashland Co. Agrl. Soc. Sept. 29-Oct. 3, H. G. Dotson. P. O. Box 329. Athens-Athens Fair. Aug. 23-27. L. C. Baker.

Attica-Attica Ind. Seneca Co. Fair. Aug. 12-15, Grover C. Meyers. Bellefontaine-Logan Co. Fair. Aug. 24-28. C. E. Johnston.

Bellville-Bellville Ind. Agrl, Soc. Sept. 16-19 E. O. Kochhelser, R. D. 1, But-Berea-Cuyahoga Co, Fair Assn. Aug. 19-23. Wm. H. Kroesen.

Bowling Green-Wood Co. Fair Assn. Aug. 10-15. John L. Clarke. Burton-Geauga Co. Fair Asan. Sept. 3-7. Thane Atwood, Middlefield.

Bucyrus-Crawford Co. Fair Assn. Aug. 4-8. James F. Gebhardt, R. 3. Sycamore. Cadiz-Harrison Co. Agrl. Assn. Sept. 17-19: Lanee H. Borger. Caldwell-Noble Co. Agrl. Soc. Sept. 3-5.

J. K. Walkenshaw. Canfield-Mahoning Co. Fair Assn. Sept. 3-7. E. R. Zeiger, 1404 Central Tower, Youngstown 3.

Mrs. Fern Saal, 933 N. Market Ave. Carrollton-Carroll Co. Agrl, Soc. Sept. 30-Oct. 3. E. Weaver Casper. Sandy Valley, Malvern, O. Celina-Mercer Co. Fair Assn.

Chillicothe-Ross Co. Fair

June 25-27. Cincinnati—Carthage Fair. Sept. 16-19. Clarence A. Peters, 124 W. Court Street, Cincinnati.

Circleville-Pickaway Co. Fair Assn. Sept. 16-19. Henry L. Reid Jr.

Circleville-Circleville Pumpkin Show. Oct. 21-24. Ned H. Dresbach.

Columbus-Ohio State Fair. Aug. 28-Sept. 4. H. S. Foust. Coshocton-Coshocton Co. Fair Assn. Oct. 7-10. C. V. Croy, R. 1, Trinway,

Croton-Hartford Co. Fair Assn. Aug. 11-15. Wm. Arter.

Dayton-Montgomery Co. Fair. Sept. 7-10. Goldie V. Scheible. Delaware—Delaware Co. Fair. Sept. 22-

26. W. B. Deal. Dover-Tuscarawas Co. Fair Assn. Sept. 23-26. W. G. Findley, New Philadelphia. Eaton-Preble Co. Fair Assn. Sept. 15-18. Wm. B. Pryor, Eaton,

Findlay-Hancock Co. Fair Assn. Sept. 7-11. C. Ray Moore. Fremont-Sandusky Co. Agrl. Soc. Sept. 6-11, Russell S. Hull.

Georgetown-Brown Co. Soc. Oct. 7-10. Luther Kestel. Gallipolis—Gallia Co. Fair Assn. Aug. 13-15. Wm. R. Smith, Bidwell. Greenville—Great Darke Co. Fair. Aug. 22-28. Chester A. Riegel. Route 4. Hamilton—Butler Co. Agrl. Soc. Sept. 27-

Oct. 2, Bartow Truster, Seven Mile, O. Hicksville-Agricultural Fair of Defiance Co. Aug. 23-28. S. G. Blosser. Hilliards—Franklin Co. Fair Assn. Aug. 19-22. Arch A. Alder.

Hillsboro-Highland Co. Fair Asan. Sept. 9-12. Clarence Larkin.

Jefferson—Ashtabula Co. Fair Assn. Aug. 11-15. E. F. Walburn. Kenton—Hardin Co. Agrl. Soc. Sept. 29-Oct. 2. Mrs. I. E. Wetherill. Lebanon—Warren Co. Fair Assn. Sept.

1-5. Corwin Nixon. Lancaster-Fairfield Co. Agrl. Soc. Oct. 14-17. Russell W. Alt. R. R. No. 1, Baltimore, O.

Lisbon—Columbiana Co. Agrl. Soc. Aug. 25-29. Clarence Crosser, R. F. D. 4. Lima—Allen Co. Fair Assn. Aug. 22-27. Harold W. Poling, Box 1015.

Logan-Hocking Co. Fair. Sept. 23-26. Ed-ward G. Miller. R. No. 3. London-Madison Co. Fair Assn. Aug. 23-27. Robt, Hines, R. 2, Mt. Sterling. Loudonville-Loudonville Agrl. Soc. Oct,

6-8 Donald L. Nash. Lucasville—Scioto Co. Fair Assn. Aug. 4-8. A. S. Moulton.

McConnelsville-Morgan Co. Agrl. Soc. Sept. 9-12. Ray G. Smith, Route, No. 2. Mansfield—Richland Co. Pair Assn. Aug. 12-15. Glenn Guthrie, 357 Bartley Ave. Marietta-Washington Co. Agrl. & Mech. Assn. Sept: 6-9. V. C. Schriver.

Marysville-Union Co. Fair Assn. 16-19. Otto E. Rausch, R. 1, Plain City. Marion-Marion Co, Fair Assn. Aug. 22-27. Clifford Campbell, R. 1. Morral. Maumee-Lucas Co. Fair Assn. Aug. 4-9.

O. W. Disher, Waterville. Medina-Medina Co. Agrl. Soc. Sept. 9-12. C. W. Mapes, R. D. 6. Millersburg-Holmes Co. Fair Assn. Aug 20-22. Verle H. Spreng, Lakeville.

Montpelier-Williams Co. Agrl. Soc. Sept.

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Napoleon-Henry Co. Fair Assn. Aug. 19-22. James D. Murray.

Norwalk-Huron Co. Fair. Sept. 15-19. Mrs. Elfreda Crayton, Old Washington-Guernsey Co. Pair Assn. Sept. 30-Oct. 3. Thos. Gracey, Cam-

Owensville-Clermont Co. Agrl. Soc. Aug. 19-22. J. W. Evans. Ottawa-Putnam Co. Fair Assn. Oct. 7-10.

P. E. Kohli, Painesville—Lake Co. Agrl. Soc. Aug. 25-29.

J. H. Belcher, Mentor, O.

Piketon—Pike Co. Fair Assn. Aug. 13-15.

Frank B. Cooper. Plain City-Plain City Pair. Aug. 5-8,

Walter Minshall. Proctorville—Lawrence Co. Agrl. Soc. July 29-Aug. 1. Owen Griffith, Ironton, O. Pomeroy-Meigs Co. Pair Assn. Aug. 18-21. C. L. Heaton.

Randolph-Randolph Co. Fair Assn. Sept. 11-12. R. P. Hamilton. Richwood-Richwood Fair. Sept. 5-8. Dana

D. Lowe, R. 3, Marysville, St Clairsville-Belmont Co. Agrl. Soc. Sept. 9-12. W. R. Butcher Jr. Seaman-Seaman Fall Festival. Sept. 23-

26. H. M. Satterfield. Smithfield-Jefferson Co. Fair Assn. Aug. 19-22. W. E. Rose, R. 1, Rayland. Springfield-Clark Co. Fair Assn. Aug. 19-

22. Bryan P. Sandles. Tiffin-Seneca Co. Agrl. Soc. Aug. 23-27. Ralph D. Stacy. R. 4. Troy-Miami Co. Fair Assn. Aug. 16-21. L. J. George, Covington.

Van Wert-Van Wert Co. Fair. Sept. 7-11. N. E. Stuckey. Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 15-19. Ross A. Winter. Urbana—Champagin Co. Agri. Soc. Aug. 9-14. Howard Goddard, R. 4. Wapakoneta-Auglaize Co. Agrl. Soc. Aug.

9-14. Harry Kahn. Warren-Trumball Co. Fair Assn. Aug. 4-8. Frank M. Neal, Nutwood. Washington, C. H .- Fayette Co. Agrl. Assn. July 28-Aug. 1. Frank E. Ellis. Wauseon-Fulton Co. Agrl. Soc. Sept. 7-11.

e. C. Ackerman. Wellington-Lorain Co. Agrl. Soc. Aug. 24-28. Clair L. Hill. Wellston-Jackson Co. Fair Assn. July

22-25. Carl G. Dahlberg. West Union-Adams Co. Fair Assn. Aug. 18-21. Charles S. Kirker. Wilmington-Clinto Co. Fair Assn. Aug. 11-15. A. A. Veith.

Woodsfield-Monroe Co. Fair Assn. July 28-30. Ralph P. Schumacher. Wooster-Wayne Co. Fair Assn. Sept. 15-19. W. J. Buss.

Xenia—Greene Co. Agrl. Soc. Aug. 4-8.
Mrs. J. Robert Bryson. Route No. 3. Cherry Hill, Xenia. anesville-Muskingum Co. Agrl. Soc. Aug. 18-22. Perl D. Elliott, New Concord, O.

Oklahoma Altus-Jackson Co. Fair Assn. Sept. 9-12. Leonard Salomon. Bartlesville-Washington Co. Fair Assn. Sept. 21-25. John D. Pope. Beaver-Beaver Co. Free Pair Assn. Sept.

Mrs. Alice Shook Blackwell-Kay Co, Free Fair, Assn. Sept. 8-12. W. R. Hutchison, Newkirk, Okla. Boise City-Cimarron Co. Fair Assn. Sept. 23-26, Eugene Williams,

Buffalo-Harper Co. Fair Assn. Sept. 10-12. Peyton Burkhart. Chandler-Lincoln Co. Free Fair Assn. Sept. 9-12. Oran Stipe.

Cherokee-Alfalfa Co. Fair Assn. Sept. 7-10. Wayne A. Eskin, Lexington-Davidson Co. Agrl. Fair. Sept. Cheyenne-Roger Mills Co. Fair Assn. Sept. 10-12. Gerald W. Cupp.

Chickasha-Grady Co. Fair Assn. Sept. 15-17. Bob Lamar. Collinsville-Collinsville Tri-Co. Fair Assn. Sept. 17-19. John Fox. Cordell-Washita Co. Fair Assn. Sept. 16-19. James V. Son.

Duncan-Stephens Co. Pair Assn. Sept. 8-13. Edward Gregory. Durant-Bryan Co. Fair Assn. Sept. 16-19. John Stogner. Fairview-Major Co, Fair Assn. Sept. 15-

17. Harold Miller. Frederick-Tillman Co. Fair Assn. Sept. 8-11. Wayne G. Liles. Guthrie-Logan Co. Pair Assn. Sept. 17-19. Harold Casey.

Guymon—Texas Co. & Panhandle Dist. Free Fiar. Sept. 16-19. Robert Sheets Holdenville—Hughes Co. Free Fair. Sept. 3-5. Jesse M. Barbe. Hugo-Choctaw Co. Fair Assn. Sept. 10-12.

Robert Massengale. Hydro-Hydro Dist. Fair. Aug. 27-29. Mrs. Graca R. Felton. Idabel-McCurtain Co. Fair Assn. Sept. 8-11. R. F. Dugan.

McAlester-Pittsburg Co. Fair Assn. Sept. 9-12. M. W. Priddy Jr. Madill-Marshall Co. Fair Assn. Sept. 17-19. Dale Ozment.

Medford-Grant Co. Fair Assn. Sept. 21-26. J. D. Edmonson. Muskogee-Oklahoma Free State Fair. Sept. 26-27. M. E. Twedell. Newkirk-Kay Co. Fair Assn. Sept. 6-12. W. R. Hutchison,

Norman-Cleveland Co. Free Fair Assn. Sept. 2-5. Vernon J. Frye, Nowata-Nowata Co. Fair Assn. Sept. 20-23. L. C. Chessmore.

Oklahoma Cty-Oklahoma State Fair & Exposition, Sept. 26-Oct. 3. C. G .(Pete) Baker, P. O. Box 974.

Oklahoma City-Oklahoma Co. Free Fair. Sept. 21-23. Harry F. James. Pawhuska-Osage Co. Fair Assn. Sept. 14-18. A. A. Sewell. Perry-Noble Co. Fair Assn. Sept. 13-16. D. R. Pruitt.

Pond Creek-Grant Co. Pree Fair. Sept. 21-25. J. E. Edmondson, Medford, Okla. Shawnee-Pottawatomie Co. Pair Assn. Sept. 21-24. Otto Krausse. Stillwater—Payne Co. Fair Assn. Sept. 21-24. Geo. E. Stroup.
Taloga—Dewey Co. Free Fair. Sept. 10-12.

Donald Tallent. Tulsa-Tulsa State Fair. Oct. 3-9. Clarence

C. Lester. P. O. Box 5175. Walters-Cotton Co. Pree Fair. Sept. 10-12, J. M. Hart. Watonga-Blaine Co. Fair Assn. Sept. 14-17. Vance L. Deaton.

Waurika-Jefferson Co. Fair Assn. Sept. 16-18, Hugh DeWoody, Wewoka—Seminole Co. Fair Assn. Sept. 14-17. H. D. Martin.

Woodward-Woodard Co. Fair. Sept. 17-19. Bill Taggart. Oregon

Eugene-Lake Co, Fair Assn. Sept. 14-19. H. P. Welch. Condon-Gilliam Co. Fair. Sept. 18-20. Ernest J. Kirsch.

23. Duane Hennessy. P. O. Box 406. Hermiston-Umatilla Co. Fair Assn. Aug. 20-23. Fred Hagelstein, Hillsboro-Washington Co. Fair Assn. Aug. 26-30. Edward J. Ball. La Grande-Union Co. Fair Assn. Sept. 17-

Gresham-Multnomah Co. Fair. Aug. 17-

19. Mrs. Vivian Hartle. Lakeview-Lake Co. Fair & Round-Up. Sept. 5-7. Lane Thornton, Moro-Sherman Co. Fair. Assn. Sept. 11-13. Mary O. Coons.

Myrtle Point-Coos Co. Fair Assn. Aug. 13-16. J. H. Clarno.

Mount Vernon-Knox Co. Agrl, Soc. July North Portland-Pacific Intl. Livestock | Corsicana-Corsicana Livestock Show & Expo. Oct. 20-24, Walter A. Holt, P. O. Box 96.

Salem-Oregon State Pair. Sept. 5-12, Leo G. Spitzbart, P. O. Box 621, Pennsylvania

Albion-Albion Community Fair, Sept. 17-19, C, Carlton Harry. Allentown—Great Allentown Fair. Sept. 20-26. Reba D. Schall.
Bloomsburg—Bloomsburg Fair Assn. Sept. 28-Oct. 3. Harry B. Correll. Carlisle-Carlisle Fair, Assn. Aug. 17-22. Beauford S. Swartz. P. O. Box 325. Centre Hall-Grange Encampment & Centre Co. Fair. Aug. 29-Sept. 3. R. G.

Homan. Clearfield-Clearfield Co. Fair. Aug. 3-8. Joseph Hogintogler.

Conshohocken—Spring Mill Fair. July 8-18. C. H. Johnston Jr. Box 171. Dallastown-Great Dallastown Pair, Aug.

24-29. John H. Kell. Dayton-Dayton Agrl, Assn. Aug. 24-29, Mrs. Maime Jordon, R. D. No. 2. Ebensburg—Cambria Co. Fair Assn. Sept. 7-12, Walter Good.

Porksville-Sullivan Co. Agrl. Fair. Sept. 2-5. Lawrence Higley. Gratz—Gratz Fair Assn. Sept. 22-26. Harry W. Davis.

Greensburg - Harrold Community Fair Assn., Inc. Aug. 19-22, Mrs Jacob L. Errett. R. O. 6, Box 82, Harford-Harford Agrl. Soc. Sept. 3-5. Elton Robbins. Honesdale-Wayne Co. Fair Assn. Sept.

14-19. R. W. Gammell. Huntingdon-Huntingdon Co. Agrl. Assn. Aug. 17-22, J. Nevin Fouse. Indiana-Indiana Co. Fair. Aug. 31-Sept. 5. Bertha E. Jones, Plumville. Jamestown—Pymatuning Joint Community Fair, Sept. 10-12, J. D. Ryburn, Kutztown—Kutztown Fair Assn. Aug. 17-

22. Elmer A. F. Kline. Lititz-Lititz Com. Show Assn. Sept. 14-19. Wm. N. Young. McConnellsburg—Fulton Co. Fair. Assn. Sept. 2-5. Henry W. Daniels. Mansfield—Mansfield Fair. Aug. 12-15.

Philip W. Farrer, Mechanicsburg—Grangers Picnic Fair, Aug. 23-Sept. 7, J. Robert Richwine. Myerstown-Myerstown Community Fair,

Oct. 7-9. John R. Sherman. Northampton-Twin Co. Agrl. Assn., Inc. Sept. 16-19. Eugene R. Milham. Port Royal-Juniata Co. Agrl. Soc. Sept. 7-12. Dwight B. Hower. Selinsgrove—Selinsgrove Fair. July 20-26.

Shade Gap-Shade Gap Fair, July 27-Aug. I. Spartanburg-Spartanburg Com. Fair Assn. Sept. 10-12. C. J. Burton. Tioga-Tioga Valley Pair. Aug. 25-29, Carl

Roland E. Fisher.

H. Porrest. Troy-Troy Agrl. Soc. July 27-Aug. 1. H. D. Holcombe Wattsburg-Wattsburg Agrl, Soc. Sept. 1-5. H. M. Burrows. Wind Ridge-Riehhill Agrl. Soc. Aug. 6-8. Floyd Campbell.

York-York Inter-State Fair. Sept. 15-19, Samuel S. Lewis, South Carolina

Anderson-Anderson Fair. Oct. 5-10. I. V. Hulme, P. O. Bov 176, Bennettsville-Marlboro Co. Pair Assn. Sept. 28-Oct. 3. J. M. Jackson. Camden-Kershaw Co. Fair Assn. Oct. 12-17. J. D. Crawford. Charleston-Charleston Agrl. & Ind. Fair Assn., Inc. Nov. 4-7, W. M. Frampton. Columbia-South Carolina State Fair, Oct,

19-24. Paul V. Moore P. O. Box 393. Florence-Eastern Carolina Agrl. Fair. Oct. 26-31. J. T. Lazar. Kingstree-Williamsburg Co. Fair, Sept. 14-19. H. C. Crawford.

Lancaster-Lancaster Co. Fair Assn. Oct. 12-17. Robt. B. Knight. Laurens-Laurens Co. Fair Assn. Oct. 26-31. Gus Metzger. Manning-Clarendon Co. Agrl. Expo. Nov. 2-7. James E. Gamble. Newberry-Newberry Co. Am. Legion Fair. Oct. 26-31. Frank Sutton.

Orangeburg—Orangeburg Co. Fair Assn. Oct. 26-31. W. A. Schiffley. Orangeburg—Orangeburg Co. Colored Fair. 5-10. W. C. Lewis. Rock Hill—York Co. Fair Assn. Oct. 12-17. H. D. Black. Spartanburg-Piedmont Interstate Fair. Oct. 12-17. Tom M. Craig.

Sumter-Sumter Co. Fair. Nov. 2-7. J. Cliff Brown. Union-Union Co. Fair. Oct. 18-24. Hydrick L. Kirby Sr. Walterboro-Colleton Co. Fair Assn., Inc. Oct. 19-24. Joseph L. Schwab.

South Dakota Edgemeent-Fall River Co. Fair. Aug. 30-31 J. Cole. Huron-South Dakota State Pair. Sept. 7-12. Helen Cleland, Box 1725. Mitchell-Corn Palace Festival, Sept. 21-26, W. T. Wilt, Onida-Sully Co. Fair. Assn. Aug. 24-26. John F. New. Parker-Turner Co. Fair Assn. Aug. 10 Sept. 1-2. Laurence Montgomery. Sloux Falls-Sloux Empire Pair Assn., Inc. Aug. 24-30. Al Halverson, Box 841,

Tripp-Hutchinson Co. Fair Assn. Sept. 2-5. Eugene H. Hoff. Tennessee Centerville-Hickman Co. Fair. Sept. 9-12. J. L. Flinn. Chattanooga—Chattanooga Hamilton Co. Interstate Fair, Sept. 21-26, Mrs. Maude

H. Atwood. Cookeville-Putnam Co. Agrl. Fair Assn. Sept. 3-5, Tom Gentry, Box 526. Gainesboro-Jackson Co. Fair Assn. Sept. 17-19. Anna Ruth Upchurch. Greeneville-Green Co. Agrl. & Ind. Fair. Sept. 3-5. Bonnabelle Barkley. Harriman-Roane Co. Fair Assn. Sept. 8- W. B. Stout.
 Huntingdon—Carroll Co. Pair. Sept. 21-26. J. P. Walters. Jackson-West Tenn. Dist. Fair. Sept. 14-19. A. U. Taylor.

Jackson-Madison Co. A & M Fair, Sept. 21-26. J. E. McNeely. Knoxville—Tennessee Valley Agrl. & Ind. Fair, Sept. 14-19. Pat W. Kerr, P. O. Box

Memphis-Mid-South Fair, Sept. 24-Oct. 3 G. W. Wynne. Nashville-Tennessee State Fair. Sept. 21-26. L. E. Griffin, P. O. Box 90. Parsons-Decaturville-Decatur Co. Assn. Sept. 21-26. B. C. Datley, Parsons. Sparta-White Co. Fair. Sept. 9-12, T. Stanton Hale.

Trenton-Gibson Co. Fair. Sept. 7-12, Mrs. Rachel Holt. Woodbury-Cannon Co. Fair, Aug. 27-29. Mrs. James H. Cummings. Texas

Amarillo-Tri-State Fair. Sept. 21-26. Rex Baxter. Angleton-Barzoria Co. Fair. Assn. Oct. 6-10, L. E. Bumgarner, Box 706.

Baytown-Baytown Fair. Sept. 30-Oct. 3. Nelson McElroy. Beaumont-South Texas State Fair. Oct. 15-24. Karl D. Schwartz, P. O. Box 3150. Cleburne-North Central Texas Fair &

Rodeo Assn. Sept. 7-12, E. L. Reid. Corsicana-Corsicana Live Stock Show. Sept. 28-Oct. 3. R. W. Knight. Center-Shelby Co. Fair Assn. Oct. 6-10. Jack Motley.

Dallas-State Fair of Texas, Oct. 10-25. S. B. Cox, P. O. Box 7755. Dimmitt-Castro Co. Fair Assn. Sept. 10-12 or 17-19, Robt, Curtin. Fredricksburg-Gillespie Co. Fair Assn. Aug. 21-23. Wm. Pestmecky.

Rodeo, Sept. 29-Oct. 3. R. W. Knight, P O. Box 426. Crockett-Houston Co. Pair. Oct. 6-10, H.

E. Munden. Gainesville-Cooke Co. Fair Assn. Aug. 31-Sept. 5. Leroy Robinson. Hempstead-Waller Co. Fair Assn. Sept. 24-26, R. E. Lea. Humble-Humble Fair & Rodeo. April 23-25. J. A. Jennings,

Huntsville-Walker Co. Fair Assn. Oct. 6-10. Maurice Turner. Iowa Park-Texas-Oklahoma Fair Assn. Sept. 28-Oct. 3. Ted Overbey, Box 412. Lamesa-Dawson Co Fair Assn. Sept. 17.

DeWayne Davis. Lubbock-Panhandle South Plains Pair. Sept. 28-Oct. 3. A. B. Davis, P. O. Box McKinney-Collin Co. Free Fair Assn. Sept.

30-Oct. 3. Leon Dollens. Marshall—Central East Texas Fair & Livestock Expo. Sept. 7-12. Joe L. Mock, P. O. Box 312. Mount Pleasant-Titus Co. Fair & Dairy Show, Aug. 24-29. Sam Williams,

Nacogdoches-Nacogdoches Co. Fair & Livestock Expo. Sept. 30-Oct. 3. Ben Rittercamp. P. O. Box 305. Palestine—Anderson Co. Fair. Oct. 12-17. C. O. Miller Jr., P. O Box 508

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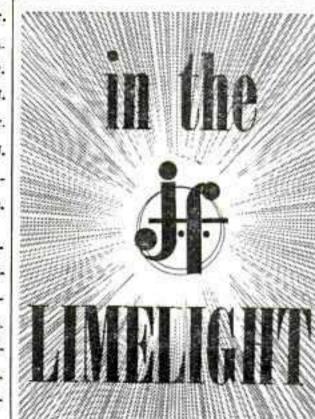
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Pampa-Top o' Texas Rodeo & Fair. Aug. 4-8. Paul Crouch, Richardson-Richardson Community Fair.

Aug. 25-29. P. R. Hickman. Plainview-Plainview Fair. Oct. 8-10. W. B. Smith.

Tyler-East Texas Fair, Sept. 14-19. C. R. Heaton. Seguin-Guadalupe Co. Agrl. Pair. Oct. 1-3. F. M. Stewart.

Waco-Heart o' Texas Fair. Sept. 26-Oct. 4. O. M. Neely.

Wharton-Wharton Co. Fair. Sept. 22-26. H. Charles Koehl Jr. P. O. Box 104. Utah

Brigham City-Box Elder Co. Peach Days. Sept. 11-12. D. M. Mason. Cedar City-Southern Utah Livestock Show,

Sept. 10-12. Alex Williams. Coalville-Summit Co. Fair. Sept. 3-5.

Eugene Pace, Delta-Millard Co. Jr. Livestock Show. May 21-22. H. Nielson and G. Walker. Deseret-Days of Old West & Millard Co. Fair. Aug. 14-15. Bud Bassett, Delta.

Duchesne Duchesne Co. Fair. Sept. 3-5. John S. Strang, Box 51. Ephraim-Sanpete Rambouillet & Jr. Fat Stock Show, May 22-23. G. Beal and G.

Heber-Wasatch Co. Fair. Aug. 14-15, William J. Bond, Hurricane-Washington Co. Fair. Aug. 21-

Kaysville-Davis Co. Fair. Aug. 21-22. M. P. Leonard, Farmington. Logan-Cache Co. Fair. Aug. 20-22. R. L.

Manti-Sanpete Co. Fair. Sept. 3-5. Dr. Wendall H. McGarry.

Midvale-Midvale Harvest Days, July 9-11. Dr. J. O. Jones. Moab-Moab Jr. Livestock Show. May 18. Winford Bunce. Morgan-Morgan Co. Fair. Aug. 28-29.

Peter Evans. Murray-Salt Lake Co. Fair, Aug. 19-22. Mae Beilo, 2636 S. 20th East, Salt Lake Nephi-Utah State Suffolk Sheep Show & Juab Co. Fair. Sept. 3-5. J. E.

North Salt Lake-Intermountain Jr. Fat Stock Show. June 3-4. J. A. Hooper, U. P. Annex Bldg., Salt Lake City. Ogden-Ogden Livestock Show. Nov. 13-18. E. J. Fjeldsted. Orderville-Kane Co. Fair. Aug. 28-29. W.

Worthington.

R. Heaton. Panguitch-Garfield Co. Fair & Livestock Show, Aug. 27, Jim Tebbs. Parowan-Iron Co. Fair. Sept. 3-5. Thales

Richfield-Southern Utah Jr. Livestock Show. Aug. 26-28. Von Harrett, Richmond-Black and White Days, May 15-16. Quentin Peart.

Salt Lake City-Utah State Fair, Sept, 12-20. J. A. Theobald, P. O. Box 2136. Spanish Fork-Utah State Jr. Livestock Show, May 5-9, Willis Hill,

Tooele-Tooele Co. Fair. Aug. 28-29. Eu gene L. Morrill, Tremonton-Box Elder Co. Fair. Aug. 27-29. W. E. Kerr.

Vernal-Uintah Basin Jr. Livestock Show May 26-27. Marvin Smith, Vermont

Barton -Orleans Co. Fair Assn. Aug. 20-22. Mildred Baker, Essex Junction-Champlain Valley Expc., Inc. Aug. 31-Sept. 5, Harris K. Drury. Hartland-Hartland Fair, Inc. Aug 13-16.

M. P. Rogers. Lyndonville-Caledonia Co. Fair, Assn. Aug. 27-29. Henry E. Ross. Rutland-Rutland Co. Agrl. Soc. Sept. 7-12. Arthur B. Porter Tunbridge-Union Agrl. Soc Sept. 24-26. P A Farnham

Virginia Chester-Chesterfield Co. Assn. Sept. 17-19. D. W. Murphey. Dungannon-Scott Co Fair Assn. Sept. 16-19. Paul W. Collins. Luray-Page Co. Fair. Aug. 24-29. Mrs.

E. H. Fogleman. Manassas-Prince William Co. Fair, Aug. 17-22. Harry O. Swan, Nokesville. Martinville-Martinsville Agrl, Fair. Assn., Inc. Sept. 14-19, O. B. Hensley, Pennington Gap-Lee Co. Fair Assn. Aug. 31-Sept. 5. R. C. Carter Blackburg, Va. Petersburg Petersburg Fair, Inc. Oct. 5-10. Willard Eanes. P. O. Box 705.

Richmond-Atlantic Rural Expo Sept, 25-Oct. 3. J. A. Mitchell. Roanoke-Roanoke Fair, Inc. Aug. 31-Sept. 5, Arthur C, Walker, P. O. Box 87. Suffolk-Tidewater Fair Assn., Inc. Oct. 20-23. H. C. Holman.

Tazewell-Tazewell Co. Agrl, Fair. Aug. 18-22. Herbert Ward. Warsaw-Northern Neck Agri, Pair, inc. Sept. 14-19. Dorris S. Simon, Tappahan-Woodstock-Shanandoah Co Fair Assn.

Inc. Aug. 31-Sept. 5. Marvin W. Renalds Washington Battleground-Clark Co Fair. Aug. 27-30. R. E. Tribe, R. 5, Box 356, Vancouver.

Bremerton-Kitsap Co. Fair. Aug. 27-30. R. E. Hensel. Chehalis - Southwest Washington Fair. Aug. 26-30. Mrs, Pearl Miller, Davenport-Lincoln Co. Fair, Assn Sept. 10-12, C. Ross Trout. Box 185. Deer Park-Spokane Co. Fair. Sept. 3-6.

Vern Kynett, Ellensburg-Kittitas Co. Fair. Sept. 4-7. Wendell W. Prater. Route 1. Kennewick-Benton Co. Fair. Aug. 28-30.

Ray Marsh. Langley-Island Co. Fair Assn. Aug. 28-30. Benj. M. Herring, Route 1, Box 201. Menlo-Pacific Co. Pair Assn. Aug. 20-22. Mrs. M. Sexton, R. I. Raymond. Monroe-Evergreen State Fair, Sept. 9-12. Paul Hollomon, Snohomish. Moses Lake-Grant Co. Fair. Sept. 11-13. George Dougherty.

Mount Vernon-Skagit Co. Fair Assn. Aug. 27-29. Mrs. Julia Tewalt. Odessa-Lincoln-Adams-Grant Co. Livestock Show. Aug. 28-29. T. C. Anderson. Olympia-Thurston Co, Fair Assn. Aug.

21-22, Ed Ayer. Port Townsend-Jefferson Co. 4-H Club Fair, Sept. 4-6. Mrs. Ward B. Williams, Puyaltup-Western Washington Fair Assn.

Sept. 19-27. J. H. McMurray.
Republic—Ferry Co. Grange Fair Assn.
Sept. 4-6. G. M. Wilcox, Malo.
Seattle—Washington Jr. Poultry Expo. Oct. 20-21. John G. Wilson, 814 Second Ave.

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Spokane-Spokane Interstate Fair. Sept. 4-7. P. H. Welch. Waterville-North Central Washington Fair, Sept. 18-20. G. Merton Dick. Box

Yakima—Central Washington Fair, Sept, 9-13, J. Hugh King, Box 1381.

West Virginia

Lewisburg-Ronceverte—State Fair of West Virginia, Aug. 24-29, C. T. Syden-stricker, Box 829, Lewisburg, W. Va. Marlinton-Pocahontas Co, Fair. Aug. 17-22. A. C. Barlow, Route 1. Moundsville-Marshall Co. Fair. Sept. 2-5. P. T. Sullivan.

Pennsboro-Ritchie Co. Fair. Aug. 26-28. S. Denton Hall.

Petersburg-Tri-Co. Fair Assn. Sept. 9-12. R. E. Spencer.

Wisconsin

Antigo-Langlade Co. 4-H Club Fair, Aug. 21-23. Ira V. Goodell. Baraboo-Sauk Co. Agrl. Soc. Aug. 31-Sept. 3. A. H. Thayer. Beaver Dam-Dodge Co, Fair Assn. Sept. 9-13. Forrest Knaup. Box 96. Black River Falls-Jackson Co. Agrl, Soc. Aug. 27-30. Douglas Curran. Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 6-9. David Baehman, Thiensville. Chilton-Calumet Co. Agrl. Soc. Sept. 4-7. Herbert Harder.

Chippewa Falls-Northern Wisconsin Dist. Fair. Aug. 4-9. A. L. Putnam. Box 284. Crandon-Forest Co. Agrl. Soc. Sept. 10-13. Lester Grandine, Argonne, Wis. Darlington-Lafayette Co. Agrl. Soc. July 29-Aug. 2. Joe Sauer.

DePere-Northeastern Wisconsin Fair, Aug. 13-23. R. O. Planert. Durand-Pepin Co. Jr. Fair. Aug. 18-19. A. Parker. Eagle River-Vilas Co. Agrl. Soc. Aug. 21-23 Herman M. Smith.

Eau Claire-Eau Claire Co. Junior Fair. Aug. 10-13, W. A. Hamm. Elkhorn-Walworth Co. Agrl. Soc. Sept. 4-7. R B. Harris. Elroy-Elroy Fair Assn. July 31-Aug. 2. Lawrence Amberg. Elsworth-Pierce Co. Fair Assn. Aug. 21-23. H. G. Seyforth. Fond du Lac-Fond du Lac Co. Agrl. Soc.

Aug. 12-17, Harold J. Wills, Friendship—Adams Co. Agrl. Soc. Sept. 9-13, Robert Roseberry. Galesville—Trempealeau Co. Agrl. Soc. July 23-26. Frank M. Smith. Gays Mills-Crawford Co. Fair & Agri. Soc. Sept. 11-13. Paul L. Paulson, Prairie du Chien. Gillett-Oconto Co. Youth Fair, Aug. 21-23. G. H. Wohlk, Oconto.

Glenwood City-St, Croix Co. Fair, Assn. Aug. 3-5. George Steffen. Glidden—Ashland Co. Agrl. Soc. Sept. 4-7. Walter W. Wilcox, Route 1, Ashland, Wis. Grantsburg—Burnett Co. Co-Op Agrl. Soc. Sept. 3-5. Alwin Christopherson, Green Lake—Green Lale Co. Jr. Fair. July 31-Aug. 2. Francis J Ptacek. Hayward-Sawyer Co. Agrl. Fair Assn. Aug. 24-26, Sheman W. Weiss. Iron River-Bayfield Co. Fair. Aug. 14-16.

David Holt, c/o Co. Agt. office, Wash-Janesville-Rock Co. 4-H Fair, Inc. Aug. 5-6. Hugh Alberts. Jefferson-Jefferson Co. Pair. Aug. 12-16 Horace L Burl. Crosse-La Crosse Inter-State Pair

Assn. Aug. 5-9. Joseph W. Frisch. Ladysmith-Rusk Co Fair, Aug. 27-30 F. Lancaster-Grant Co. Agrl. Society Co-Op Fair. Sept. 10-13. A. S. DeBuhr. Lodi-Lodi Union Agrl. Soc. Sept. 24-27. J. B. Hamre. Luxemburg-Kewaunee Co. Agrl. Soc. Sept.

5-7, Elroy C Hoppe, Madison-Dane Co. Jr. Fair. July 23-26 Blance Losinski, Mt. Horeb. Manitowoc-Manitowoc Co. Fair, Aug. 19-23. A. F Rank. Marshfield-Central Wisconsin State Fair. Sept. 4-9. W. A. Uthmeier. 'box 48. Mauston-Juneau Co. Agrl. Soc. Aug 13-

16. Francis E. Pfaff. Medford-Taylor Co. Co-Op. Youth Fair, Aug. 20-23. Joe J. M. Tuss, Menomonie-Dunn Co. Agrl. Soc. Aug. 13-16. Lyle C. Pollock. Merril-Lincon Co. 4 H Free Fair. Aug. 17-20, William Steckling, Route 6,

Milwaukee-Wisconsin State Fair, Aug. 22-30. Willard M. Masterson. Milwaukee-Milwaukee Jr. Fair. Aug. 12-13. J. M. Mackey, 9035A, Watertown Pl. Rd., Milwaukee 13.

Mineral Point-Southwestern Wisconsin Fair, Sept. 4-7, C. L. Winn. Mondovi-Buffalo Co, Agrl. Soc. July 30-Aug. 2. Harry Pitzgerald. Monroe-Green Co. Agrl. Soc. Aug. 5-9. Wm. A. Brown Box 376. Neillsville-Clark Co. Agrl. Soc. Aug. 6-9 Harold Huckstead. Oskosh-Winnebago Co. Fair & Expo. Sept. 1-6. Taylor G. Brown.

Phillips-Price Co. Agrl. Soc. Aug. 27-30. L. F. Wiemer. Plymouth-Sheboygan Co. Fair. Sept. 4-7, W. H. Eldridge. Portage-Columbia Co. Fair Assn. July 30-

Aug. 2. Harold Lochner, Rhinelander-The Hodag Fair. Aug. 27-30. J. M. Reed. Rice Lake-Barron Co. Co-Op Agrl. Soc. Aug. 27-30. Harry Vruwink, Barron. Richland Center-Richland Co. Agrl. Soc. Sept. 17-20. H R. Madsen, Saxon-Iron Co. Fair Assn. Aug. 28-30. Mrs. Plorence Hardie, Cedar.

Seymour-Outagamie Co. Fair Assn. 6-9. Michael Burns, Shawano-Shawano Co. Agrl. Soc. Sept. 4-7. Louis W. Catteau. Slinger-Washington Co. 4-H Club Fair, July 30-Aug. 2. E. E. Skaliskey, West

Spooner-Washburn Co. Jr., Fair Assn. Assn. Aug. 17-19. W. H. Dougherty. St. Croix Falls-Polk Co. Fair Soc. Aug. 14-16. John Clayton. Sturgeon Bay-Door Co. Fair Assn. Aug. 27-30. John H. Miles. Superior-Douglas Co. Fair Assn. Aug. 17-23. Seegar Swanson. Tomah-Monroe Co. Fair. Assn. July 24-27. Ed. T. Liddane. Union Grove-Racine Co. Agrl. Soc. Aug.

6-9. Arnold Dittbrenner, Rochester, Wis Viroqua-Vernon Co. Agrl. Soc. Sept. 24-27. Jerome Riedy. Wausau-Marathon Co. Agrl. Soc. Aug 12-16, C. J. McAleavy. Wausaukee-Marinette Co. Fair Assn. Aug. 14-16. Victor H. Quick. Marinette. Wis. Wautoma-Waushara Co. Fair. - Assn Aug 13-16 Burnett Johnson. Webster-Central Burnett Co. Fair Assn. Aug. 20-22. Wm. C. Bockmeyer.

Westfield-Marquette Co. Youth Assn. Aug. 13-16. Howard Schultz. Weynuwega-Waupaca Co. Agrl. Soc. Sept. 10-13.A. A. Stroschein. Wilmot-Kenosha Co. Fair Assn. Co-Op. Aug. 13-16. Henry S. Frank.

Wyoming

Basin—Big Horn Co. Fair. Aug. 18-20. Dr.
M. B. Walker.
Casper—Central Wyoming Fair & Night
Rodeo. Aug. 12-15. R. S. (Bob) Latta. Douglas-Wyoming State Fair & Rodeo. Gillettee-Campbell Co. Fair & Rodeo. Aug.

27-29, Fred Oedekoren. Lusk-Niobrara Co. Fair. Aug. 21-23. Clarence Magus. Newcastle—Western Gateway Fair & Rodeo, Aug. 21-23, Garth Percival, Powell—Park Co. Fair, Aug. 21-23, Paul McCalmon.

Sundance-Crook Co. Fair, Aug. 28-30, Willet Keyser. Wheatland-Platte Co. Pair & Rodeo, Aug. 29-30. John Ballard. CANADA

Alberta

Alberta-Calgary Exhn. & Stampede. July 6-11. M. E. Hartnett. Edmonton-Edmonton Exhn. July 13-18. Barbara E. Bannerman, Vermilion-Vermilion Exhn. July 23-25. S. C. Heckbert, Box 1999.

British Columbia Chilliwack-Chilliwack Agrl. Assn. Aug. 20-22. E. Jack Vowles. Port Alberni-Alberni Dist, Fall Fair, Assn. Sept. 10-12. P. Dorofay.

Vancouver-Pacific National Exhn. Aug. 26-Sept. 7. Ida E Rae. Manitoba

Brandon-Prov. Exhn. of Manitoba. June 29-July 2, S. C. McLennan. New Brunswick

Predericton-Fredericton Exhn Sept. 7-12. W. R. Crewdson.

Ontario Aylmer.—Alvmer & East Eigin Co. Fair. Aug. 24-26, T. L. Barnecott. Apsley-Apsley Exhn. Sept. 8-9. Bayfield-Bayfield Exhn. Sept 30-Oct. 1 Beaverton-Beaverton Exhn. Sept. 17-19. Bellville-Bellville Agrl. Soc. Aug. 17-20. Thos. Walker. Blyth-Blyth Exhn, Sept. 22-23.

Bruce Mines-Bruce Mines Exhn. Sept. 10-11. Brussels-Brussels Exhn. Oct. 1-2. Caledon-Caledon Exhn. Sept. 25-26. Caledonia-Caledonia Exhn. Oct. 1-3. Carp-Carp Exhn. Oct. 2-3. Charlton-Charlton Exhn. Sept. 8-9 Chesterville-Chesterville Exhn. Sept. 8-9. Clarence Creek - Clarence Creek Exhn. Sept. 18-19. Clifford-Clifford Exhn. Sept. 15-16. Clinton-Clinton Exhn. May 30.

Collingwood-Collingwood Exhn. Sept. 24-Delta-Delta Fair. Sept. 7-9, T. M. Grant, Drayton-Drayton Exhn, Sept. 19-21, Dresden-Dresden Exhn. Sept. 1-3. Dungannon-Dungannon Exhn. Sept. 22. Durham-Durham Agrl. Soc. Sept. 8-9. T. R. McFadden, Box 139.

Elmira-Elmira Exhn. Sept. 4-7. Exeter-Exeter Exhn. Sept. 23-24. Fordwich-Fordwich Exhn. Oct. 2-3. Ft. William-Pt. Arthur-Canadian Lakehead Exhn. Aug. 10-15. Galt-South Waterloo Agrl. Soc. Sept. 24-26, Hugh C. Elliott. Harrow-Colchester South & Harrow Agrl. Soc. Sept. 24-26. J. L. Chapstick. Ingersoll—Ingersoll North & West Oxford Agrl. Soc. Sept. 8-9 J. C. Montgomery. Kemble-Kemble Exhn. Sept. 22-23, Kingston-Kingston Exhn. Sept. 29-Oct.3. Lansdowne-Lansdowne Agrl. Soc. Aug. 31-

Sept. 1, L, W. Moxley. Leamington — Leamington Exhn. Aug. 10-15. Lindsay-Lindsay Central Exhn. Sept. 22-26. Bert McLean. Lombardy-Lombardy Exhn. Sept. 18-19. London-Western Fair, Sept. 14-19. W. D. Jackson.

Lucknow-Lucknow Exhn. Sept. 29-30. Markham-Markham Exhn. Oct. 1-3. Matheson-Matheson Exhn. Sept. 15-16. Midland-Tiny & Tay Agrl, Soc. Sept, 17-19 Robert G. Nesbitt, Milton-Milton Exhn, Sept. 25-26, Mount Forest-Mount Forest Exhn. Sept. Neustadt-Neustadt Exhn. Sept. 18-19. New Hamburg Exhn. Sept. 18-19.

Ohsweken-Ohsweken Agri, Soc.-Six Nations Indian Fair. Sept. 24-26, Mrs. Jos. C. Hill, Orilla-Orilla Exhn, Sept. 10-12, Ottawa-Central Canada Exhn. Assn. Aug. 22-29. H. H. McElroy. Owen Sound-Owen Sound Agrl, Soc. Sept. 28-30. Arthur Lemon. Peterborough — Perterborough Ind, Exhn. Sept. 15-19. G. A. Gillespie.

Newington-Newington Exhn. Sept. 8-9.

Port Perry-Port Perry, Reach & Scugog Soc. Sept. 5-7, R. D. Woon. Rocklyn-Rocklyn Exhn. Oct. 7-8. Rockton-Rockton Exhn. Oct. 10-12. Schomberg - Schomberg Exhn. Oct. Seaforth-Seaforth Exhn. Sept. 24-25. Simcoe-Norfolk Co. Agrl. Soc. Oct. 5-10.

Harold I. Pond. Shannonville - Shannonville Exhn. Sept. Shedden-Shedden Exhn, Sept. 22-23. Smithville-Smithville Exhn. Sept. 25-26. St. Mary's-St. Mary's Exhn. Oct. 6-7 Straford-Stratford Agrl, Soc. Sept. 21-23.

Frank H. Bell. Sutton-Sutton Exhn. Aug. 6-8. Teeswater-Teeswater Exhn. Oct. 6-7. Tillsonburg-Tillsonburg & Dist, Agrl, Soc. Sept. 21-23. Jack M. Climie. Tiverton-Tiverton Exhn. Oct. 1-2. Toronto-Canadian National Exhn. Aug. 28-Sept. 12, R. J. Dixon. Uxbridge-Uxbridge Exhn. Sept. 30. Welland-Welland Co. Agrl. Soc. Sept. 14-19. R. H. Travers, R. R. 3, Fenwick, Ont.

Williamstown-Williamstown Exhn. Sept. Woodbridge-Woodbridge Agri. Soc. Oct. 10-12. W. M. Myers. P. O. Box 168. Zurich-Zurich Exhn. Sept. 28-29.

Prince Edward Island Charlottetown-Provincial Exhn. Aug. 10-15. Comm. G. H. Buntain, Assn.

Quebec Chapeau-Chapeau Agrl, Soc. Sept. 8-9. Mrs. Thomas Kennedy. R. R. No. 1, Granby-Granby Hort, Soc. Aug. 14-16. Ormstown-Ormstown Exhn. June 3-6. Carlyle Dickson. Papineau-La Societe d'Agri, du Cta Pa-

pineau. Sept. 1-2. Donat Thibaudeau. R. R. No. 1. Thurso. P. Q. Quebec City-Expo. Provinciale de Quebec Sept. 4-13. M Emery Boucher. Richmond-Richmond Co. Agri. Soc. Aug. 20-22. Antoinette Linahen. Box 328. Rimouski-Rimouski Agrl. Soc. Sept. 12-17 Alfred Michaud. Saint Hyacinthe-Saint Hyacinthe Re-

gional Fair. Aug. 3-6. Alphonse Saint Jean-Saint Jean Agrl. Soc. Sept. 5-7. J. R. St. Arnaud. Sherbrooke-Canada's Great Eastern Exhn. Aug. 29-Sept. 4. A. C. Ross. Sherbrooke-Sherbrooke Winter Pair & Fat Stock Show & Sale, Oct. 12-15, A. C. Trois-Rivieres-Exposition Regionale, Aug. 22-28, H. Paul Martin. Victoriaville—D'Arthabaska Agrl Soc. Aug. 13-16. J. Vincent Lanouette. Box 219. Waterloo—Shefford Agrl, Soc. Aug. 7-9. Allan Grainger.

Saskatchewan Kelvington - Kelvington Exhn. July 31. Robert Boyes, Lloydminster-Lloydminster Agrl. Exhn. Assn. July 20-22, George K. Ross. Box Sept. 2-5. Gordon L. Roush, P. O. Box Moose Jaw-Moose Jaw Exhn. Co. Ltd. June 29-July 1, Mrs. V. Hyland, Ste. 2, Central Chambers. Regina-Regina Exhn. July 27-Aug. 1. T. H. McLeod. Prince Albert—Prince Albert Exhn. Aug. 6-8. D. F. Kelly. Saskatoon—Saskatoon Ind. Exhn. Ltd. July 20-25, S. N. MacEachern. Weyburn-Weyburn Agrl. Soc. June 26-27, Royden Schultz, Box 574, Yorkton-Yorkton Agrl. & Ind. Exhn. Assn. Ltd. July 13-15. William H. Wilk-

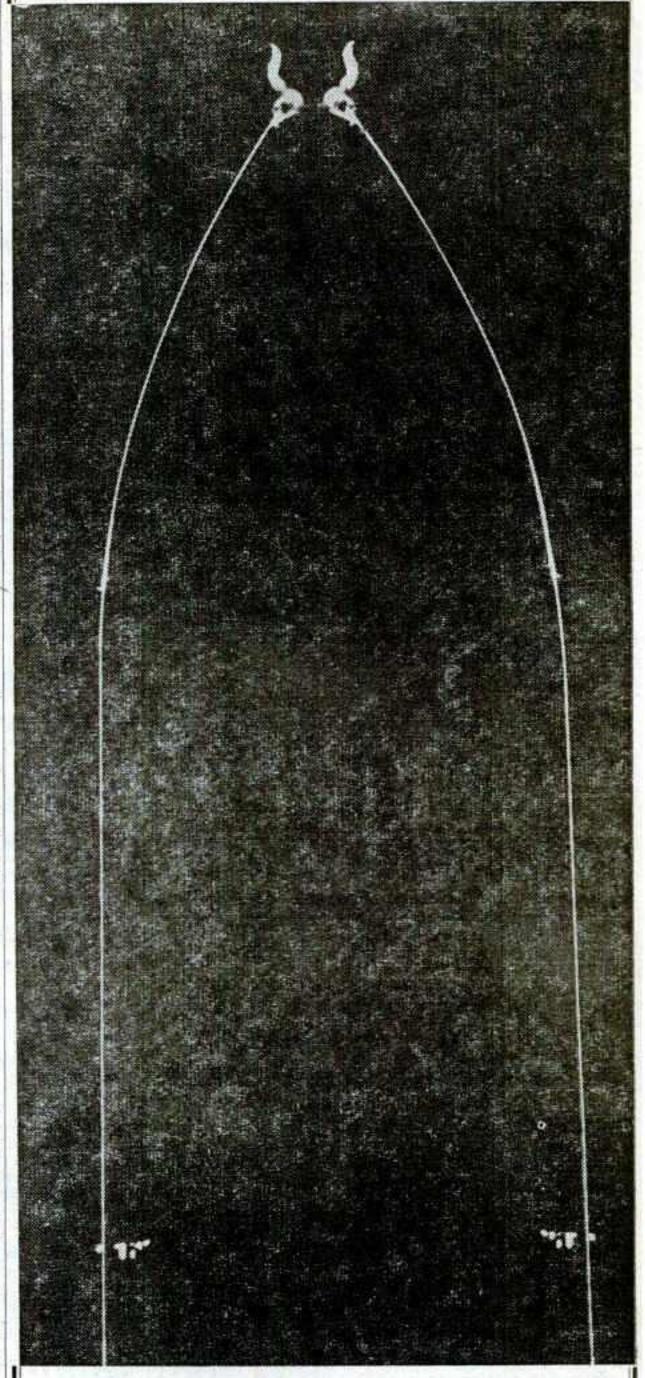
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Clyde Beatty Opens Los Angeles Stand

First Move Late; Moore Returns; San Fernando Business Big at Night

LOS ANGELES, April 4. -Launching its 1953 season Wednesday (1) in San Fernando, the Clyde Beatty Circus made a 22-mile jump to open an 11-day run here Thursday afternoon (2). Green help and general opening confusion caused a late matinee start, but things were in readness for a premiere showing that

Beatty pulled a strong threequarter matinee house in San Fernando, about half way between this city and Newhall, where it was in winter quarters. The night performance gave the show a capacity house. Both performances were under the auspices of the San Fernando Civic Association.

The afternoon show here was about an hour late opening and the crowd quickly overflowed one of the two blue sections that was installed in the reserves. The train was spotted shortly after that morning, and the lateness was blamed upon green help. The night show started on time with a section or two of reserves filled with radio, movie and television celebrities.

The local date, which ends Sunday (12), is under auspices of the Kiwanis Welfare Club.

Gainesville Unit Opens April 15; Features Added

GAINESVILLE, Tex., April 4. -Gainesville Community Circus will start its 24th season with three performances under the show's big top at Fair Park here April 15-17. It will go next to San Antonio for three performances April 24-25 at the Fiesta San Jacinto.

On opening day in Gainesville, there will be a parade with a dozen bands, decorated floats, and several hundred astride horses in the line of march. One of the features will be the Moslah Temple band and drum and bugle corps from Fort Worth.

The circus this year has a number of new features, including Jimmy, performing chimp, presented by Paul McGehee: comedy magic act by Dr. J. R. Reuther and clowns; four single trapeze acts concluding with loop-the-loop trapeze, foot loops. muscle grind and foot revolve; four teams of double trapeze performers; Vernon Pratt's six-horse Liberty act, and Barbara Gallaher, national AAU tumbling champion of 1952.

Opening Spec The show's opening spec is titled "Fiesta Time" and the personnel, 74 in number, will wear festival costumes of many nations. The wardrobe was made under the direction of Marie Henry, assisted by Bertha and Dolly Conners.

The swinging ladder number will have an Irish theme, and the web number will feature (Continued on page 97)

Bary Zoo Train. Opens April 4

VANCOUVER, B. C., April 4 .-Howard Y. Bary's British Africa Zoo Train will start its season Elephants; Unus, finger stand; here Saturday (4). The three-car walk-thru will be spotted on center of the city. -

show here.

Appearance of W. M. Moore, veteran general agent, gave rise to rumors that he might take over that post now occupied by Harry Golub. Beatty told The Billboard that Moore was in charge of the privilege car and that Golub would continue in his post. Moore and Golub have been conferring on some of the railroad interchanges, it was said.

Golub pinch-hit for Jimmy Hurd, Side Show manager, at the Thursday matinee performance. Hurd was unable to take over the openings because of illness.

Phil Escalante suffered a slight injury at the night performance when he was hit with the wrong end of the explosive mallet during a turn in the comedy part of his bar act. He was unable to perform his slack wire work. Escalante, with some salve applied while standing up, returned to his full chores on Friday.

Show on opening night here ran 2 hours and 20 minutes. It will be shaved down 10 minutes, Johnny Cline, equestrian director, said.

ZOO EXECUTES ALICE, FAMED ELEPHANT MOM

SALT LAKE CITY, April 4.—Alice, the only elephant in modern times to calf in the United States, was executed at the Hogle Garden Zoo here Sunday (29) because she had become ill-tempered. Her age was set at 78 years.

Alice had been on several rampages recently, and it was feared she would injure other animals or humans. The carcass was sent to a rendering works.

She was on the Sells-Floto Circus until 1917, when she was sold to the zoo. She was mated with the elephant, Snyder, and had her first calf April 27, 1912, at Salinas, Calif., where the show was playing. The calf, named Baby Hutch, lived two months.

A second baby bull was born at the show's Denver quarters on March 28, 1914, and was named Tambon. It died April 26, 1914. Little Miracle, the third calf, was born to Alice two years later and lived 21 weeks. The fourth calf was born April 29, 1918, after Alice had been sold to the zoo. It was named Prince Utah and lived only a short time.

Bailey Grandstander Opens In Rain at Kilgore, Tex.

season here Monday (30) with and Samuel Steffen is at the 76th Street building thru June 8. troupers getting soaked in the afternoon and dampened at night while a total of 4,300 payees watched from the ballpark's grandstand.

Show is using two rings, stage and aerial rigging. Playing under auspices, it moves on four trucks, with Robert (Big Bob) Stevens as agent. Bailey title here and also at Marshall and Nacogdoches, Tex., was minimized in favor of the name of the auspices in newspaper ads. Only the auspices' title is used in publicity and on show window and tack

Tickets here went for \$1 and 60 cents, with reserves at \$1.50, a scale which will be followed at most upcoming stands. Promotion here was handled locally, but the show has phone crews in other spots.

There are two concession trucks, one prop vehicle and a cookhouse rig. Claiming to be the only ballpark circus carrying its own cookhouse, Bailey has his kitchen on the truck, while the show's only canvas is that for dining top and for sheltering the electric organ. Cookhouse fed 55 persons on opening day.

Program Detailed

Stevens was back on the show for the starter. J. Ralph Duke is equestrian director, and Vern Colbert assists. Jerry Karmack

KILGORE, Tex., April 4.- is subbing for Tommy Comstock Bailey Bros.' Circus launched its at the organ until Saturday (4),

> Program has been running over two hours but is to be trimmed to 100 minutes. Opening rundown follows:

Loretta LaPearl and Tony Gentry, dog acts; Helen and Jerry Hartley with Bob DeVenney, jargo elephant; Maurice Marmolejo, wire; Georgeinna Duke, loop the loop and rings; Ted (Eddie) Hodgini, Buck Leahy, Vern Colbert and Loretta La-Pearl, clowns; Sylvia Gregory, Shirley Stevens, Beverly and Donna Duke and Armida Guitaros, ladders; Gentry's College Chimps; clown band; Sylvia Gregory, iron jaw; Buck Leahy, contortion, and Jerry Hartley, roly boly; Ralph and Beverly Duke, unsupported ladder: Ted Hodgini, comedy car; intermis-

The Hartleys (3) and the Dukes (5), globes, hoops and rope spindogs; Guitaros Sisters (2), wire, and Antoinette Guitaros, bounding rope; clowns; Tony Gentry, baby elephant; aerial ballet; clowns; Mario Rojas, unicycle: clowns; Duke Sisters (2), high pole traps; fireworks.

Pyro display was cut because of weather here. Candy pitch precedes the show and Cracker Jack pitch comes at intermission.

Series of two-day stands was

BIG TOP GARDEN RUN

NY Historical Society Opens Circus Exhibit Tuesday (7)

York Historical Society will open its circus exhibit Tuesday (7), with a collection of material covering the last 150 years.

Occupying one of the largest exhibit rooms, the collection ranges from posters announcing the exhibition of the first elephant seen in America to a miniature replica of the Big Top.

The society's interest in the circus stems from its director, Dr. R. W. Vail, an ardent circus fant Working as a librarian, Dr. Vail began collecting rare circus posters and finally published the first studios of the early American circus.

Circus Replica

The huge table in the center of the circus exhibit includes a big top, Side Show, 21-car circus train complete with Pullman coaches, elephant car, flats, cookhouse and hundreds of animals, performers and roustabouts. The nine by 16-feet exhibit is the work of Dr. H. G. Rowell, another circus fan, and current director of the Washington Irving home restoration project, Tarrytown, N. Y., from which Dr. Rowell shipped his circus replica.

The exhibit also has life-sized mechanical clowns, historical pictures and posters ranging from the ones announcing the appearance of General Tom Thumb in New York during the 1850's to Buffalo Bill's Wild West Show.

Circus Time, as the exhibit is titled, will be on view to the public free of charge at the Society's

Memorabilia

Exhibition will give circus lovers an opportunity to see circus memorabilia, an opportunity infrequently available in the North since the country's two largest circus libraries are in the South.

One, the Harry Hertzberg collection, is housed in an annex to the San Antonio public library and includes the coach used by Tom Thumb.

The other, the two-year-old Museum of the American Circus, is owned and operated by the State of Florida as part of the John and Mabel Ringling Museum of Art, and is located about 10 miles from Ringling's winter quarters at Sarasota, Fla.

Sullivan's Role John L. Sullivan, curator, hopes to build up the largest collection in existence of circus books, clippings, photos, lithographs, heralds, correspondence and handning; Loretta LaPearl, boxing bills. The idea for a circus museum germinated when Sullivan built a model circus for a store window display in Sarasota during a polio drive.

An exchange agreement with other libraries is operated by Sullivan and with the Circus Model Builders and Owners' Association, the Circus Historical Society and the Circus Fans' Association of America.

Roland Butler, Ringling's tubthumper, has contributed a col-

NEW YORK, April 4.-During | lection of rare paper to the muthe Madison Square Garden run seum, such paper being used by of the Ringling circus, the New advance agents to belittle and insult rival shows.

Bandwagon

Sullivan plans to be able to acquire the Two Hemispheres bandwagon, which Phineas T. Barnum had built in 1896, for \$40,000 for street-parade use. The wagon has been offered to the Ringling museum by its present owners at Davenport, Ia.

Dr. Chester Hoyt is narrator of the Sarasota museum and he and Sullivan don clown outfits on occasion and perform for benefits. Both are members of the Clowns Club of America.

Jacobsen Unit Mulls Big Name For Fall Show

EMPORIA, Kan., April 4.-Charles Jacobsen, co-owner of Hollywood Circus Corporation announced here that a big name attraction would be booked for the outfit's fall circus run if a suitable person can be signed.

He said the decision followed success in booking the firm's Hollywood Revue, indoor revue unit which will play auditoriums and which will star Bob Crosby. Jacobsen said promotions underway now for the revue were scoring. Engagements in several towns have been sold outright and telephone promotion is being used in others.

Jacobsen recently visited the Hamid-Morton Circus and talked with acts which have been offered to his circus by the Hamid office, he said.

Polack Scores At Clarksburg

CLARKSBURG, W. Va., April 4.—Sixth annual date of Polack Bros.' Eastern unit for the Shrine club here closed Friday (27) with the biggest day of the date's history, according to W. C. McMasters, of the Shrine.

He said the six-performance run drew capacity business, with turnaways recorded. Ralph Heller handled the promotion. Revenue to the Shrine Club was the largest since it began sponsoring the show, McMasters stated.

Circus Schumann Ends Indoor Stand

STOCKHOLM, Sweden, April 4 -Circus Schumann opened its indoor stand at the Djurgarden Circus arena Thursday night (26). It remains here until the last week of April, after which it returns to Denmark to open its all-summer indoor run in Copenhagen.

The big Danish circus wound up a 16-day stand at the Lorensberg Circus arena, Gothenburg, by giving three performances Sunday

N. Y. EDITORIALS PLUG BIG ONE

NEW YORK, April 4 .-

Roland Butler, Ringling's chief drum beater, was pleased this week when the Big One picked up a little extra publicity via editorials in The New York Times March 30 and The New York Herald Tribune March 31. The Times titled its editorial "Hurry, Hurry, Hurry," and led off with "Little pulses will quicken and many an adult heart will drum a staccato beat this week." The editorial wound up with, "The performers have changed and the acts have become more spectacular, more daring and dazzling. But the Greatest Show on Earth is still the greatest show. The circus is coming to town."

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Wright Omaha Date Starting; Announce Acts

OMAHA, April 4 - Rink Wright's Shrine annual will get underway here Monday (6) for a six-day run at City Auditorium. Wright announced the following acts have been contracted:

The Flying Valentine; the Five Ceplars, high wire; Noel's Liberty Horses: Henry's Liberty Ponies; Ming Sing Troupe; The Langs, teeterboard; Five Miller Willy Necker's dogs; Henry's dogs; Valentino Sisters and serving of meals in a dry place, tickets; Buster Todd, concessions; Canadian Pacific tracks at the Cherie, traps; Victoria Troupe, center of the city. Run of indefinite length is ny, jugglers; San Volera's bar to five middles. Starbacks are George Williams, animals; Buck under auspices of the Shrine. act; Cyse O'Dell, aerial; Chester placed on the front side. Record-Reger, banners; Robert Reed, Show is to be open 12 hours (Bobo) Barnett, dogs; Chick Yale, daily, and admission for adults table rock, and Pop DeBathe, is 50 cents. Bary, who also handled promotion for three Hamid-Morton Circus engagements in the States, wintered the animal and Bobo Barnett and Company, and admission for three Hamid-Turner, Arden Beecher, Jack liope is making town bally. Two calliope, and the following on elephants, ring stock and cage the advance: Jack Lewis, Everett animals are displayed in the Bridgeman, Johnny Popwell, Joe clowns.

ALL STREET, ST

Capell Bros.' 1st Week Okay; Spartons Join; New Dining Car.

MOORINGSPORT, La., April 4.-Capell Bros.' Circus drew fair matinees and strong night houses during the first week of its new season. Stands were in vicinity of Shreveport and weather was good. The Sunday (29) matinee here was half filled, with short Capell, owner-manager; Bill Catop being used on a small lot.

Innovation in the cookhouse department this season has the kitchen aboard a straight-bed carried. The dining trailer seats 32 persons and assures prompt it was pointed out.

Side Show.

Program includes the Sparton Family and the Purcells. Numbers include spec, ladders, juggling, clowns, tight wire, dogs, pony drill, cloud swing, Roman rings, monkeys, clowns, Liberty horses, web, clowns and bulls, Staff includes H. N. (Doc)

pell, superintendent; Mayme Capell, treasurer; Charlie Rouark, Side Show; Carl Briggs, general agent; Elijah White, cookhouse; truck and dining unit inside a Odell Middleton, pit show; Bob trailer. No cookhouse canvas is Capell, equestrian director; Cecil Capell, lights; Jean Murphy, pie car; Harry Rogers, front door and Swede Maynes, ring stock; Pete The big top is a 90 with up Hickman and Van Thomas, bulls; ings are being used in place of canvas; G. F. Miller, sailmaker; band or organ for the present. Baldy Miles, props; James E.

Beck and George Lewis.

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MINK AND TUXEDO SET

Names at Big One Garden Preem Ap. 1

By FRANK LUPPINO

One opened its 40-day, 79-per-formance run Wednesday night (1) with a show that saw proceeds going to United Cerebral Palsy and, as usual, the mink coat and tuxedo-black tie clad crowd filled the \$50 boxes to see stars of stage, screen and radio vie with circus regulars for audience approval and applause.

Who, containing names like Lady out of the way to make room for Milford-Haven, Senator and Mrs. the next display. Lehman, Mayor and Mrs. Impelliteri, and Mr. and Mrs. James A. Farley.

Perry Como, Gabby Hayes, Sam Mercedes McCambridge, Nancy Levenson, Jan Murray, Paul Win-Guild and June Havoc. Altho sevchell, Bob Sheldon, Dennis James.

Morey Amsterdam, Gary Moore, NEW YORK, April 4.-The Big Herb Shriner, Imogene Coca, Sid Caesar, Jack Carter, Al Schacht, Bob Smith and the Howdy Doody entourage, Wally Cox, Bob and Ray, and Gene Rayburn. Some took more than their share of time in making the rounds of the tanbark oval and evidently forgot that good showman should know when to get off to make way for roval and applause. another waiting in the wings. In the Circus Premiere Committee this case, darkened house lights and sponsor list read like a Who's moved some of the slower "clowns"

While many notables were craning their necks to see others of their society set who were pres-The show itself was filled with ent, display four brought forth the top names of the amusement world. elephants (seven), which were carrying a bevy of females that included Lola Montez, Jane Wyatt, forth such costumed clowns as Yvonne Adair, Jinx Falkenberg, (Continued on page 137)

Dressing Room Gossip

Bailey Bros.

Season opened with a bang at Kilgore, Tex. We had a good crowd in the afternoon and a full house at night.

before the show opened. Jackson, ders was dazed by a falling pole who does bars and trampoline on set-up day. on the Cole & Walters show, took him to the hospital, and Marmothe opening.

Buck Leahy, of clown alley, also handles the mail. Willie Friday matinee was given for (Tangle Eye Blue) Lundy is several hundred Indian children, serving good meals in the cook-

In Nacogdoches the lot was Stevens ordered a tractor blade and scraped the mud from the top of the ball ground. The show went on. - MAURICE MARMOLEJO.

Gainesville Unit

Continued from page 96

"Over the Rainbow." There will be 14 ladder girls and nine on webs and sway pole.

The show will carry nine Liberty and high school horses, trick mule and 18 ponies, lephant, chimp and dogs and monks.

A number of circus fans from several States will attend the from Wichita, Kan., where the third. 19⁵3 Circus Fans Association convention will be held in the Mayer's "Fearless Fagan," appear-

Siebrand Bros.

Short jump into Globe, Ariz., from Phoenix gave everyone a chance to catch up on movies and general relaxation. Lot is actually Maurice Marmolejo hurt a rib in Claypool and is extremely

while practicing wire at winter quarters in Gainesville four days every possible inch. Charlie San-

Opening night started off with a big house, and attendance imlejo was able to be ready for proved each night. By Friday (27) they were sitting on canvas, straw and extra planking. A special and most of the midway was also in attendance.

Event of the week was the wire under water. Manager Big Bob C. J. Matchett received from his (Continued on page_111)

Oscars Given To Hollywood **Animal Stars**

NORTHRIDGE, Calif., April 4. Following close behind the Academy Award to Cecil B. De-Mille for his production, "The Greatest Show on Earth," Patsy Awards (Picture Animal Top Stars of the Year) were made Sunday (22) at Devonshire Downs here. Jackie, the lion, took first place, Bonzo, the Chimp, second, opening, including a delegation and Trigger, Roy Rogers' horse,

Jackie, star of Metro-Goldwyn-(Continued on page 111)

Under the Marquee

inso., and his wife came in om and Al Bruce. Portland, Me., for the Thursday night (2) performance of the Ringling circus in Madison Square CFA, meeting at Urichsville, O., Garden, New York.

W. L. (Bill) Montague, publicity director of The Circus Fans of Bob Senhauser was elected tent America, visited the New York president. Other officers are offices of The Billboard Wednes- Floyd McClintock, vice-president, day (1) while in town to attend and Norman Senhauser, secretary the Ringling circus Madison treasurer. Those attending also Square Garden opening. He returned to West Hartford, Conn., Saturday (4)... Mr. and Mrs. W. R. Brinley, circus fans from Meriden, Conn., were in New York for the Ringling circus performance Thursday (2)

Terrell Jacobs will be presented with a jeweled fez Tuesday (7) at Cincinnati's Shrine Circus by Harry Geisel of the Indianapolis Shrine Temple. Jacobs is playing the date for Cole Bros.

James E. Douglass is being released from the Army and will Circus drew four good houses for join Franco Richards' circus, Ring its two-day stand here. This Bros., as producing clown and year's edition is strong on animal juggler. On a recent Army fur- acts, with Eddie Kuhn handling lough he caught the Hagan- several program spots. Wallace show's opening at De-land, Fla...Look magazine of April 7 carries color photos of menagerie animals including the Paul Jerome, Albert White, Arne

Former president of the Circus | Honkola, Ernie Burch, Irv Romig, Fans of America, James B. Tom- Frank Cromwell. Felix Adler

Clown Jack LaPearl was honor guest at the Walter L. Main Tent,

(22) and he gave the tent the Mills Bros.' 1952 cookhouse flag. included John Boyle, Ralph Stevenson, Ray Markel, Floyd Ben-(Continued on page 111)

Kuhn Animals Pace Program On Kelly-Morris

TAMPA, April 4.—Kelly-Morris

(Continued on page 111)

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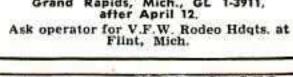
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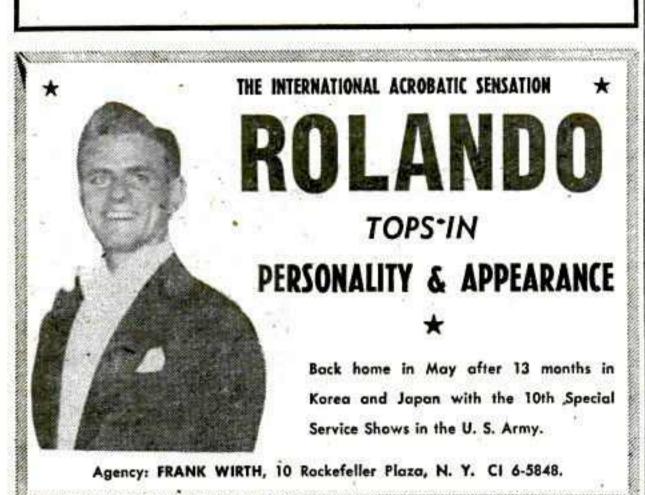
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BIGGEST COMBINE

Circuses, 157 Shrine Temples Joined in Rich Partnership

Continued from page 58

Kosair Temple signed up in 1940. ly distributed to permit partici- mances by King Bros. & Cristi-

year since then except for Frank Tampa.

promotion, as it will do this fall. Vt.; Muskogee, Okla.; New York; season, the show was billed under Gil Gray worked 1941, 1942, Richmond, Va.; Spokane; Springthe the title selected by each local field, Mass., and Trenton, N. J. auspices.

Temple, Sioux Falls, S. D., and Orin Davenport has had that Shrine clubs play an unusually Shrine clubs play an unusually Chicago.

staged 11 shows, and Hammond,

states that it does not plan to stand. Polack inaugurated the sponsor a circus this year. Duluth date in 1946 and Daven-Hamid-Morton played the stand port took over the following for the past five years. Cele Bros.' Circus has entered

which contracted Hamid-Morton engagement will be the third. from 1942 thru 1951 and skipped El Kaly Temple has sponsored any 1952 promotion, will resume the Gil Gray show for the past with Polack Bros. holding the four years. In 1953, Gray will contract.

Tex., resumed circus auspices last year, with John Andrews producing the show, but it does not contemplate a circus in 1953.

Tom Packs has signed Ali Ghan Temple, Cumberland, Md., for a July date. The temple's first circus was King Bros. in 1951, and it sponsored Ringling Bros. and Barnum & Bailey in

Media Temple, at Watertown, N. Y., which sponsored King Bros. & Cristiani Circus last year, reports it is seeking a contract with Clyde Beatty Circus

temple had staged no show since 1923. Portland, Ore., dropped its contract with organized producers a few years ago and since ducers a few years ago and since Typical of many situations is then has produced its own circus that in Georgia. Yaarab Temple

port, La., sponsored Polack, the defunct Ward Bros., Clyde Beatty and other shows in the past, but in 1950 it began producing its own program... For the first two years under this plan, it bought mostly Gil Gray acts. Maskat Temple at Wichita Falls, Tex., began circusing in 1946, with Polack Bros. It switched to Hamid-Morton for 1950 and since then has contracted with Suesz' Clyde Bros. At Rawlins, Wyo., Korein Temple changed from Polack Bros. in 1948 to Gil Gray in 1952. Ashland, Ky., Shriners had Polack in 1949 and talent from the Gus Sun Agency

Some Forced to Quit About as rapidly as new temples are added to the circus list, others drop out. Zor Temple at Madison, Wis., formerly was a Polack client, but lack of an adequate place to stage the show forced them to halt. Polack also lost Marquette, Mich., several

of Midian Temple's circus at Wichita, Kan., have been divided between Polack and Davenport, with the latter playing his 10th date last November.

Frank J. Schneck produced the Frank J. Schneck produced the Ministrel show and produces the minstrel show and produces the Shrine Temple circus in Ministrel show and produces the Shrine Temple Chrise Temple Circus in Ministrel show and produces the Shrine Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel show and produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Chrise Temple Circus in Ministrel Show and Produces the Christ Temple Circus in Min Washington, D. C., in 1942. burnt cork show in its Shrine Hamid-Morton has had it each Club locations as well as in

Jebel Temple has booked Polack in Albany, N. Y.; Bridgeport, Si Ruben has assumed manage-Bros. annually since 1942, but in Conn.; Cleveland, Dallas; Green-ment of the org again. Under the 1952 it bought the show for a ville, S. C.; Jackson, Miss.; Knox-flat fee and handled its own ville; London, Ont.; Montpelier, into use at the first of the current

date since 1947. Chicago's Medi- important part in the circus nah Temple, which started its schedules of several temples. show with Orrin Davenport, re-cently completed its 11th annual Ainad Temple, East St. Louis, Polack Bros, engagement. Ill. It has no circus at its home Another 11-timer is Antioch base but instead sponsors the Temple, Dayton, O., where Po- Tom Packs shows on a trek of lack had the first seven years one-day stands thru Southern and where Davenport completed Illinois where its clubs are his fourth run a few weeks ago. located. This summer will be the Evansville, Ind., Shriners have sixth time around for the plan.

Elf Khurafeh Temple at Ind., had Polack Bros. for the Saginaw, Mich., has a twin circus set-up, with Orrin Davenport. Playing for it in Saginaw each Despite the long-term runs by year and Polack Bros. coming to many Shrines and the tendency Flint under auspices of the club of some to stick with a single there. Duluth, Minn., plays host producer, the field is far from to the Davenport show each year, stable. Each season brings im- and in 1953, as it did in 1951, portant changes. Here are some Aad Temple's club at Hibbing will have the same package for Salaam Temple, Newark, N. J., three days just before the Duluth

A club also figures importantly the Shrine field by capturing the with Najd Temple, Deadwood, Cincinnati temple's contract for S. D. Since Rapid City is larger, this spring. Polack Bros. former-ly played that stand. the Deadwood temple and Rapid City club jointly sponsor Polack Philadelphia's Lu Lu Temple, in Rapid City. The coming

stage his circus for five of the El Maida Temple, El Paso, Pueblo temple's clubs as well. Texas, Idaho Clubs Busy

This will be Polack's ninth year at San Antonio, and during that time it also has played five years for the club at Harlingen and three years for the club at Corpus Christi.

Clubs also enter the picture for Polack at El Korah Temple, Boise, Idaho. Their first contract was in 1936, but that was in the early days and Boise residents weren't convinced the show at the high school auditorium was a real circus; it had no tent. The date was dropped until 1951, for this season.

Columbus In, Portland Out
Similar developments found
Aladdin Temple, of Columbus,
O., returning to circus business
in 1951, with Davenport. That
temple had staged no show since stand just prior to the show's engagement for club's home temple at Akron.

or circus revue annually.

El Karubah Temple, Shreve- Morton annually since 1943. In

at Little Rock started with Po- years ago because membership addition, some of the temple's 14 lack in 1939, and Louisville's of Ahmed Temple was too wide- clubs have sponsored perfor-H-M's 14th in Montreal pation by enough Shriners, ani and Rogers Bros. circuses for Hamid-Morton has signed for Springfield, Mass., Shriners one-day stands. Included among its 14th circus with Karnak Temabandoned their circus many these auspices clubs are those in ple of Montreal. The 14 years years ago, but they began a Athens, Catersville and Marietta,

QUINCY, Fla., April 4.—Circus Enterprises is returning to its for-Wirth's 1945 stint and Daven- Among the other temples mer title, Rogers Bros.' Cirport's 1948 show. Denver's El which have no circus are those cus, it was learned this week.

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Floyd Gooding Preps Vivona Chalks Big Revue-Type Show Up Second

All-New Units to Be Ready in Late July; Many Other New Tented Attractions Set

Floyd E. Gooding, head man of the are being rebuilt. Unit, to be Gooding Amusement - Company, produced by Charles A. Taylor, long ranked as the largest operators of amusement rides in the Neither it nor the revue will hit ladies' night, and continuing good nation, is pushing plans at the organization's winter quarters here for the introduction of a large-scaled revue-type show.

The unit is to be presented in a 50 by 142-foot top. The order for the tent was placed recently with the O'Henry Tent & Awning Company, Chicago.

Special Lighting

The revue, Gooding disclosed this week, will have a 128-foot neon panel front. The stage will be 32 by 40 feet, with two traveler curtains and some scenery changes. The stage and scenery is being produced by the Charles Tichener Studios, Chicago.

Interior of the top will have striped canvas and special light effects, the latter designed by Federal Electric. Talent for the show will be varied, depending upon locations. Booking will be done thru major talent agencies. · Joy Purvis will produce the unit, which is to be transported in three new 30-foot semi-trailers purchased recently. Bob Purvis, now in Columbus assisting Bert Miner in building the show, will handle the front and canvas.

Gooding's first venture in the show end of the business proved highly successful last year and, in addition to the new revue, Florence, Ala.; Huntsville, Ala.; considerable work is being done Lawrenceburg, Tenn., and Athens on other tented attractions. The Ga.

Eddie Young Adds Shows, Rides for Trek

TARPON SPRINGS, Fla., April 4.—Sterling Crown Shows will go out this year greatly expanded over the '52 edition. E. L. (Eddie) Young, ownermanager, announced at the org's winter base here.

Much effort is being put into building up the back-end. New fronts are being constructed for the Gal, Negro, Side, Snake and Monkey shows, and a Funhouse is being completed. The latter will have a 60-foot front. Work is also going forward on a new front entrance arch. The show. which will be painted almost completely white, has added a Tilt-a-Whirl, No. 12 Ferris Wheel and a Rolloplane.

H. Barkoot, who retired from show business four years ago, has returned to the road and will be in charge of concessions. Org recently took delivery on a supply of electrical equipment and much installation of new wiring is taking place.

A new office wagon recently arrived as well as a searchlight and a number of GMC tractors and trailers. The promotion department is progressing and has mapped a complete campaign for the year.

Macon Cold Hits Majestic

MACON, Ga., April 4.-First week's grosses for Sam Goldstein's Majestic Show were held down by cold and a second week was played at the same lot on Maynard and Mitchell streets, East Macon. Warmer weather brought out good crowds and profitable business.

The Goldstein org moves Saturday night (11) to a lot at Broadway and Concord streets in the business district, across town from the first lot. Goldstein plans F. C. Bogle Shows, who died re- cigarette gallery; Peck Martz, of- six fairs in Western Kansas, Ferd

C. M. Willis, former show a brief illness. owner, joined with two concesa vacation in Florida.

COLUMBUS, O., April 4.- | Minstrel Show front and stage will operate as an office show. the road until late July.

Other shows include Buttons Grantham's 'Chimpanzee and Animal Show; the Rivero Troupe Globe of Death, motorcycle unit; Dick Best's Side Show, Betty Lou Williams, 4-Legged Show, Ralph Sprague's Hollywood Monkeys, Brownell's Life Show, Haryey Wilson's two Glass Houses, Joe Stiy's double-deck Funhouse, Scott's Mechanical Circus, Clif Wilson's Arcade, Middleton's snake, Warren's Arcade, Rex Barnes' Alligator Show.

Also Jimmy Keller's Jungleland Animal Show and Monkeydrome, Bill Lauther's Spook House, Gooding's Fun Ship and ing week, a pleasant surprise in Old Mill, Dick Best's Fat Show, Harry Lottridge's Fun-in-the-Dark, Bob Purvis' water unit, Jim Mulholland's monkeys, Grady Stiles Lobster Family Show, and Howard's Arcade.

To Add Shows

In addition to these shows, several have been contracted to open in June and more will be added for the two routes of Southern fairs. The Gooding route this year includes fairs at Atlanta; Columbus, O.; Louisville; Columbus, Ga.; Pensacola, Fla.; Evansville, Ind.; Dothan, Ala.; Columbia, Tenn.; Jackson, Tenn.;

Rides booked this season include Earl Ingalls with four Kiddie Rides, a new Roller Coaster and an Auto Scooter; Floyd Smith's new Roller Coaster, Allen Deggeller's Rolloplane, D. R. Gowin's three Kiddie Rides. Ward's five Kid Rides and Irvin Deggeler's four Kiddie Rides.

Sets Staffs

Staff for the various units follow: No. 1, John Enright, manager, and Joe Gaskell, secretary; No. 2, Gerald Frantz, manager, and Leota Frantz, secretary; No. (Continued on page 110)

Percell Org Bows May 22; Frames Park

SOUTH WILLIAMSPORT, Pa., April 4.—Percell's Pioneer Shows will hit the road May 22 for their route of celebrations and fairs, and Percell's Amusement Park here is being readied for an early opening, Mickey Percell, manager, announced.

The road show, which will be of-State appearance by the show. managed by Percell, has a route that includes nearly all celebrations until fair time. First annual on its sked is the Troy, Pa., event, July 27-August 1. Northern trek will end at the McClure, Pa., fair and a Southern tour will follow. Several new rides have been added along with a new office, three tractors, four semis and much new canvas.

Mrs. Mickey Percell will manage the permanent location here where much new equipment is being installed and construction

is going along at a rapid pace. Recent visitors here at the combination park and winter quarters included John Garlock, Mickey La Marche, and Mr. and Mrs. Frank Frederk.

Hold Last Rites For Duke Doebber

SAND SPRINGS, Okla., April 4.—Funeral services were held Doebber, 45, general agent for

sions. Visitors included Paul T. Robertson, operator of Ideal Rides, who had a show on Macon lots for 14 weeks two years ago, and C. S. Peck, of Peck and Pepper's All-State Shows as a concessionaire and Mrs. Hugh Gross, French Fries signed include those at Downs, and Mrs. Hugh Gross, French Fries signed include those at Downs, and Mrs. Hugh Gross, French Fries signed include those at Downs, and Stock spindle; Harry L. Mc-Kinley, electrician and Side Show manager, and Mrs. Max Max Max Max Butterbaugh, ball games and high striker. Currently under con-Kan., and plans are to have 13 Amusement, en route north from | well, as the Brownie Amusement | struction for the show is a trans- rides, 8 shows and upwards of 30 Company.

Solid Week

SUMTER, S. C., April 4.-Vivona Bros.' Shows caught rain here on opening night March 30, but a nifty turnout Tuesday (31), business thru the remainder of the run made for a second successful week.

Wednesday (1) a free gate was set up for soldiers as an added inducement for the thousands of servicemen training in the area. Business was termed good, but not up to ladies' night.

Thursday (2), Harry Wilson, promotion manager, staged his "baby give-away" and a good crowd turned out. John Vivona, manager, with only two weeks on which to judge the season, is pleased. Shows made the payroll and banking money on openview of the additional expenses usually incurred with a preem

Shows have a special Easter 250 miles.

Shows, looks forward to the new

season being one of the best he

One of the reasons for Han-

num's optimism is the elimination

of long jumps in this year's route

of Pennsylvania fairs. Long noted

for having a minimum of lengthy

jumps on his routes, Hannum has

come up with a route, involving

short hauls, which he says has

seldom been matched by truck

For instance, Indiana and Ebens-

burg, Pa., two fairs new to the

show this year and considered

among the best in the State, are

less than 30 miles apart. In the

Philadelphia area Hannum will

have two big Catholic dates in

June and the Spring Mill Fair.

Other well-known Pennsylvania

fairs on the Hannum card to fol-

low are Hughesville, Mansfield,

Kutztown, Dallastown, the Indiana

and Ebensburg annuals, Elizabeth-

town and the big street fair at

a seashore resort is the only out-

tion to Hannum, will be Garnet

Hannum, treasurer; Ben Herman,

business manager; Marshall Green,

Moor, lot superintendent; Harry

On the staff this year, in addi-

shows in the past.

has experienced in many years.

HANNUM OPTIMISTIC

Believes Short Hauls

Will Fatten 1953 Net

PHILADELPHIA, April 4.—Bar- | White, builder; Homer Dixon, in

ring bad weather breaks or other charge of Diesels, and Sam Mur-

hazards to which outdoor shows phy, formerly with Endy Bros.

are subject, Morris Hannum, op- Shows, who is returning this year

erator of the Morris Hannum as ride superintendent.

Orange Show Gives Crafts Record Gross

Good Weather, Two Saturday Kid Days Hike Spending 35 Per Cent Above '52

got the biggest carnival gross on record here at the National Banos" celebration. Orange Show, which closed Sunday (29). Orville N. Crafts, owner, said that the gross was up nearly 35 per cent from 1952 and the total take exceeded that of 1949, the annual's peak year.

Crafts attributed the top revenue to two kid days. Held on Saturdays (21-28), ride business was augmented by an estimated 40,000 moppets. A 9-cent rate prevailed thruout the midway during the specified hours.

Altho 1952 was a bad run here for both the Orange Show and the carnival, the added attend-ance of 59,422 this year helped, as did additional per capita spending. The show owner said that had the last Saturday and Sunday been-clear, the total take would have gone higher.

To play the date, Crafts combined the 20 Big Shows with his Monday (6) matinee scheduled for Exposition Shows. The former New Bern, N. C. In order to make was returned to the barn in the date a number of units will be North Hollywood, while Expositorn down early. Jump is about tion Shows moved to San Gabriel owner of the Harry Burke Shows, for 10 days. After a five-day

SAN BERNARDINO, Calif., run in Santa Paula, the latter org April 4. - Crafts 20 Big Shows moved on to Los Banos, Calif., for the "It's May Day in Los

> Crafts has again booked the Elks' Helldorado and Rodeo in Las Vegas, Nev., and opens there May 14 for four days. In the past, the event has attracted 100,-000 people with operations continuing thruout the day and into the early morning hours. The lot is inside the Elks Village, about a block from the rodeo grounds.

Ed Schutz Show Owner, Succumbs at 32

BATON ROUGE, La., April 4. —Funeral services were held here Wednesday (1) for Ed Schutz, 32, who died Monday (30) of

Schutz was one of the youngest show owners in the business but had been brought up in the business. His father, Ed Schutz, secretary of the Burke show, was co-owner of the former Barnett & Schutz Shows.

The younger Schutz took over the Harry Burke Shows about three years ago following the death of Burke. The show will go out as per schedule under management of the elder Schutz and will play its route as booked.

Schutz is survived by his widow and a 2-year-old child. Matt M. Dawson and his son, Tom, of Acme Premium Supply Company, St. Louis, flew here this week to attend the final rites.

Blue Grass Bows April 16

OWENSBORO, Ky., April 4.-Winter quarters work on C. C. (Specks) Groscurth's Blue Grass Shows is humming here in preparation for the org's Owensboro opening April 16.

Show recently added another celebration to its route by signing to play the Ottawa, Ill., event, July 12-19. Org will play a total of 18 fairs and celebrations, the first fair being at Paducah, Ky., the first week in July, according to Owner Groscurth.

Staff line-up for the season, in addition to Groscurth, who is president-general manager, lists Esther Groscurth, vice-president and hostess; Gus Taliaferro, assistant manager and purchasing agent; Ephraim (Ep) Glosser, business manager; William Bouchea, office secretary; Bill Rabon, lot man and electrician; William Krieger, mailman and agent for The Billboard; Earl D. Backer, general representative, and Raymond A. Walton and Willie Wilhite, promotional directors.

Keystone Sets May 1 Opener

SUNBURY, Pa., April 4.-Keystone Attractions, managed by Mel Sober, open the season May 1 in West Berwick, Pa., for an eightday run, to be followed by a stand eight fairs and 11 other celebraat Riverside, Pa. Sober is also routing the Frames Greater Shows thru Central Pennsylvania, and will combine the attractions for his line-up of Virginia dates and fairs, including Adams, Tioga and Sullivan county annuals in Pennsylvania.

Already set for the Keystone line-up are Garbrick's Ferris here this week for H. M. (Duke) | Wheel and Chairplane; O. J. Bach, two Kiddie Rides, glass pitch and an indefinite run on Macon lots. cently in Tulsa, Okla., following fice and popcorn; Mr. and Mrs. Bogle, owner, announced here at committee. The affair is to be held Fred Sassaman, cookhouse; Mr. the show's winter base. Annuals May 22-30 at the Mattydale show Doebber was a concessionaire and Mrs. Hugh Gross, French fries signed include those at Downs, grounds. former truck.

Peck Company Switching to **Key City Title**

Lew Alters has reported from

Reading, Pa., quarters that he has

completely rebuilt his Side Show

and has contracted 12 people who

were with him last year. Others

returning to the show this year

are Austin Dentinger with a Girl

Show, Dennis Duffy with Girl,

Snake and Wild Life shows, and

Langhine's Mechanical City. Mrs.

Marie Scott's new \$10,000 mobile

(Continued on page 110)

PEOTONE, Ill., April 4. - The former Peck Amusement Company will go out this year under the title of Key City Shows, it was announced by Manager and General Ephrata. A Fourth of July date at Agent C. S. Peck at winter quarters here where preparations are being made for the May 18 opening at Sheldon, Ill. Robert L. Peck will serve as assistant manager and secretary and Richard Kern will also act as an assistant manadvance and publicity; Lehman ager.

This year the show will carry five major rides and a kiddieland with four riding devices, including a newly purchased Sky Fighter and Tractor. All rides and trucks are now getting a painting in preparation for the 1953 debut.

Officials have mapped a springsummer route that will take the organization thru Illinois, Indiana and Iowa. Recently signed was the Kankakee (Ill.) Centennial The show also holds contracts for tions. Tentative plans have been made to take the show south in the

Bogle Sets Kansas Dates

ARMA, Kan., April 4.-F. C. Bogle Shows this year will play

concessions.

Syracuse Club Sets Holly Unit

SYRACUSE, April 4. — C. A. Hollister, North East, Pa., has signed contracts with the Third Ward of Salina Men's Club, a youth activity organization here, to supply midway features for the club's 10th annual carnival, according to George Mundy, chairman of the club's outdoor events

Hollister, who was with Roxy's Rides last year, is taking out a new organization this year titled Holly's Rides. A Ferris Wheel and several new kiddie rides augments his Merry-Go-Round and Roll-a-



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was challenged. A bidder had "Novelties." advised the group that it was

walked a bit nervously to the additional sales and cash. front of the room.

on it."

awarded to him and his firm.



ALEX FREEDMAN

second time that it has been done. He had the contract in 1951, particular victory and the fact when good ones are hard to get, it is a personal triumph for this novelty man. It showed conclusively that he had come a long way in his chosen field of selling. In fact, the gap was from that of novelty man in California.

scheme of operations. In 1953 he will have the novelty concessions and play other big souvenirbuying events such as the Rose Bowl game in Pasadena, the much publicity. Desert Circus in Palm Springs, and others. Because of his ex--Freedman has only a few weeks of the year off. These are only theoretical "vacations" for from driver jumped out to shoot a about November 15, when he closes at the Arizona State Fair in Phoenix and until he puts about Bowl, he is busy selecting, buying and storing merchandise and booking spots.

another chore that Freedman smaller item. must do. He has to build stands, which have well identified him in the business. There are 12 of return to work. He was practicalthese already completed and in ly commanded to resume his selluse and four more under con- ing and was promised security by struction. They are designed with the bosses. dual purposes in mind-to sell merchandise and to enable agents flocked around him to buy airto open and close without the old ships regardless of the "expose." time-losing process of unpacking During a fast-selling period he and repacking.

and seven feet high. Two doors the once over. The patrolman spread open for the display of the disgustedly nodded his head from merchandise. And there is a side to side and moved on. canvas top that drops over the Freedman moved on, too. front for four feet, affording The hustling of balloons, song shade for the agent during hot sheets and other items continued summer days and protection for on a more or less regular basis both the man and the merchan- until about 1933. Then he took to dise during rain. The bins slant the road working novelties for backward to a 6 by 6-foot square, the first time at the American giving them a streamlined effect.

ATE last February, when The interiors are painted white the board of directors was with blue trimmings. However, considering bids for the Cali- identified by a different pastel fornia State Fair in Sacramen- shade. In large letters in conto, one for \$17,300 for novelties trasting colors is the word

The construction of these stands too high. To satisfy them- had decided to concentrate upon came some years after. Freedman selves, the board members novelties. The newly designed called upon Alex Freedman bins do not have to be staked to see what he had to say about it. down to prevent their tipping on Freedman, who owns Freedman falling over in the wind, and the Concessions, often called Freed- merchandise is protected both on man Novelties, in Los Angeles, the road and on the fairgrounds. pulled himself from his chair and The flash they afford accounts for

From his point of view, a "Gentlemen," he said with a saving of time in opening each slight stammer, "it is high. I'll day means money. Thus he inadmit that. But I think it is fair creases the selling duration-the and that I can come out all right agent only opening the doors and stringing a few items on the dis-Freedman then sauntered to his play racks. And Freedman has seat and heard the contract speeded up his delivery by using a trailer with tandem wheels to The selection of Freedman to cart as many as 10 stands at a supply the State Fair marks the time over California's highways.

These time and labor savers are imperative in the Freedman operation. This year he will travel the State from Eureka, near the Oregon line, to San Ysidro and National City near the Mexican border. Of his dates there will be about 30 fairs. Because he has units on Crafts 20 Big Shows, Crafts Exposition Shows, West Coast Exposition Shows, and Frank W. Babcock United Shows, some of the annuals will be supplied fence to fence. The California State Fair will be one of these, for Babcock's carnival was the successful bidder and it is one of the shows that Freedman serves. At the Santa Clara County Fair in San Jose, it will also be from boundary to boundary, for he has the independent midway, and the West Coast Exposition will join its co-unit West Coast Shows for this date.

Freedman takes the design of his stands as a matter of fact. "If you can flash up a stand and keep it appealing, it draws people and sells more merchandise," is losing it in 1952. But beyond this the way he expresses his thinking. "The main thing that has always that it will enable him to keep interested me in novelties is to his agents together at a time try to help the kids out the best possible way. To do this I have tried to maintain a standardtried to find out what they wanted and get it for them at a fair price."

Obviously Alex Freedman has selling balloons and song sheets done this, for his novelty selling on the streets of Los Angeles to experience goes back to 1929, two being the largest individual years after he had arrived in Los Angeles from his native Michigan. The California State Fair Then only 15 years old, he began contract fits well into Freedman's hustling balloons and song sheets on the streets, getting the usual sly glance and bounce from the at about 30 fairs, on four carnivals cop on the beat. From balloons and lyrics he moved into the airship pitch that was to bring him

The airship hustling was done after school and Freedman used tensive-and intensive operation to take his place on the sidewalks to sell them. One day a car pulled to the curb and the picture of him in action. The next day the photo was in a newspaper. It showed Freedman hold-60 agents into the famed Rose ing a large airship. The caption evidently explained the "crusade" being made by the photographer. 'Here's what he shows-here's Along with the stocking of what he sells," it stated. What he good items for the spots, there is "sells" was pictured as a much

> Upon seeing his picture in the paper, Freedman was reluctant to

Freedman recalls that people looked up to see a policeman The stands are eight feet across standing at the curb giving him

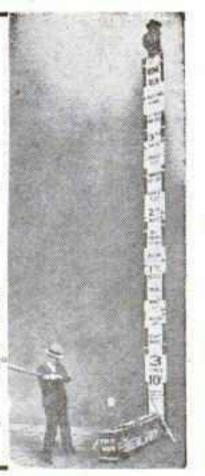
(Continued on page 112)

NEW BASE-BALL

Invented by HARRY NELSON

"BATTER UP" Pulls big crowds, Earns big profits. Write for circular TODAY.

HARRY NELSON 1924 W. 15 St. Coney Island 24, New York



COMPLETE MOTOR DROME FOR SALE

One thirty-foot Silo Drome, one 1945 GMC Tractor in good mechanical condition, one thirty-foot Trailer; Trailer dition, one thirty-foot Trailer; Trailer carries Drome and used as bally platform. Four Wall Machines in good condition. One set of Rollers, one Top and Sidewall. One Amplifier, two Horns, three Mikes, one dozen Riding Shirts, 1/2 dozen Riding Pants, three pair Riding Boots, good Lighting Set-Up, plenty of Cable for everything, one one-ton 1951 Truck used for carrying cycles and extra equipment. This is no junk and MUST BE SOLD. Any reasonable offer will be accepted.

JACK SCHNEIDER 22 Brunswick St., Halifax, N. S., Can.

SHOW

T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

BILL SANDERS

CHEROKEE **AMUSEMENT SHOW**

Opening May 2 to 9th, Parsons, Kansas.

Making two K.O.P. pay days.
Can place Cookhouse, Novelties, Ice
Cream, String Game, Coke Bottles, Ball
Games or any Hanky Pank not conflicting. Shows—Funhouse, Monkey, Mechanical or any small Grind Show. We have a good spring route and the cream of Oklahoma and Kansas Fairs. Write, phone or wire.

J. W. MAHAFFEY Erie, Kansas

AGENTS WANTED

Scales and Age, Slum Outfits, Six Cats, Buckets, Opening in Brookfield, Ma., April 25th. Tom Murray, Bill Kelly and Webb, please contact.

Write or Phone 149.

SAM CARSON Alvarado, Texas

FOREIGN EMPLOYMENT

Big money jobs in all parts of the world. List of firms hiring. Satisfaction guaranteed. Mail \$1

STERLING

Great Neck, N. Y.

PENNY ARCADE

tear-down, Forty machines. Make offer.

Built on 26-foot trailer. No set-up or

DALLAS LYNCH Peoria, Illinois 625 Stanley St.

ANNUAL HARVEST JUBILEE

STREET FAIR—July 6-11

Wants legitimate Concessions of all kinds. Have booked F. E. Gooding Rides. Lots of Free Attractions. All inquiries to B. B. BURKE

Fort Recovery, Ohio

NEW FIBERGLAS PLASTIC ROLLING GLOBES

Self-Balancing—Non-Slip, Performers' "Props" Fabricated of Stronger Than Steel Plastic.

AL NICHOLS 1650 S. Ft. Harrison Clearwater, Fla.

MARVEL SHOWS

Opening May 35, vicinity of Anamosa, Ia. Want Concessions that work for stock.
Shows — Snake, Illusion, Mechanical,
Monkey. Ride Help who drive for Wheel,
Merry-Go-Round, Mix-Up, Kiddie Rides.
Also Help for office-owned Concessions.
Contact LEW REESE, Box 617, Milan, Ill.,
or EDWARD "JAKE" MERRIMAN, Roufe
1, Anamosa, Iowa,

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DEVILS BOWLING

ALLEY

101

Pitch to Bigger Earnings with

EVANS' DEPENDABLE EQUIPMENT

Tops on the Midway Since 1892!

Standout performance that you can bank on when you operate Evans' Quality-Built Equipment. Reliable wherever you pitch

> Carnivals, Parks, Picnics, Fairs They've got the flash that draws the cash!

> > Look 'em over and make your choice ... they'll fill the bill to fill your till!

> > > Each and every item ready for

EVANS' JUMBO

IMMEDIATE DELIVERY!

Still the invincible for profits!

A world-beater with the coupon system! 12 to 16 ft. regulation outfits with 100 two-way push up balls. AC or DC. Evans' quality all through. With this you don't miss,



Jumbo, the giant of the business for flash that really turns the tip! Chuck-Luck in its most appealing form, plus dazzling ornamentation and luxury trim. A brilliant dependable performance that means profits now and in seasons to come! 60" and 32" diameters for im-

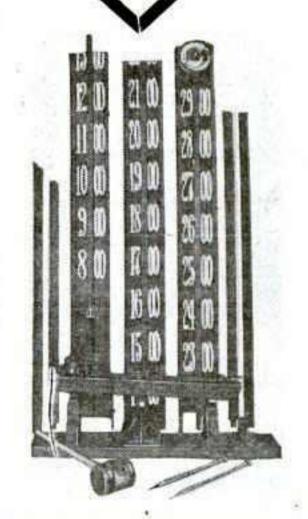
mediate delivery. Reasonably priced! Act now!



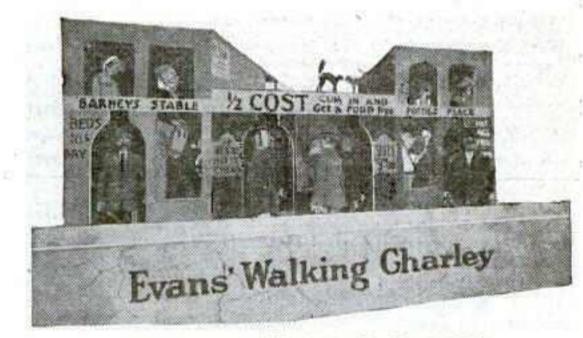
EVANS' HIGH STRIKER

Foolproof mechanism . . . strong construc-

tion . . . nothing to get out of order.

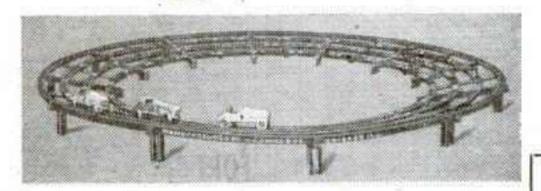


The standout wherever you stand it up! Center of attraction at Parks, Fairs, Picnics, Carnivals because the muscle boys do your bally for you—and pay for the privilege! Built for years of trouble-free operation. 3section standard is easy to handle. Includes maul, tool-steel nickel plated chaser and



EVANS' WALKING CHARLEY

The basball throwing game hasn't been made that can beat this one! Year in, year out, the most consistent money maker . . . most dependable performance! Life-like, full size indestructible figures, always on the move, make an irresistible sight bally that gives the talker the big edge! Scenic backdrop. Easy, inexpensive operation. 8-Figure or Let Charley do it! 6-Figure Models.



EVANS' MONKEY SPEEDWAY

They haven't beat it yet for flash and dependable takes! The livest bally on the Midway, and does that merchandise and candy ever show a profit! Just ask any old hand! Fast action—live monkeys . . . what a natural! 3 oval-shaped tracks. AC or DC operation. Easily assembled and knocked down. Built for years of dependable service. Complete with miniature autos. Want to eat high up on the hog? Write NOW for complete details.

FREE! **EVANS' CATALOG!**

Stumped for an angle? Need something really different and good? You'll find it in our catalog. Jam-packed with money-making suggestions, any one of which can put you on top for the season and seasons to come!

Send for your copy today!

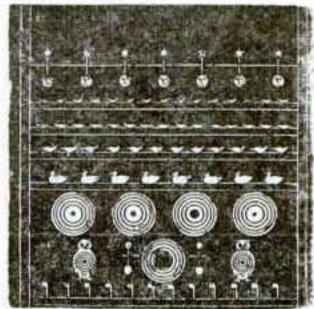
Proven **Money Makers!**

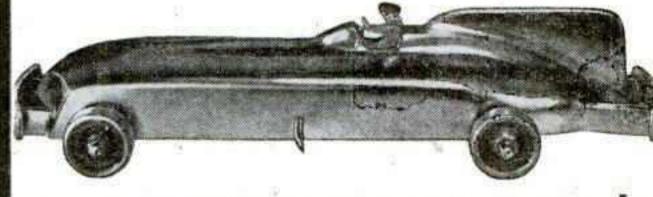
BALL THROWING GAMES **BEE HIVES** BIG TOM BINGO CAMEL BACK SPINDLE CANDY RACE TRACK CIGARETTE WHEEL COUNTRY STORES **ENGLISH POOL** HAND BINGERS HOOP-LA-BOXES MILK BOTTLES PAPER PADDLES SET SPINDLES SIX ARROWS SKILLO SLUM ARROWS SPOT THE SPOT TIVOLI THREE PIN GAMES WATCH-A-LA BLOCKS



You're all set when you set up with one of these! Small, large, simple or elaborate . . . we got it and you can get it. Practically lifetime steel construction with malleable iron targets. Plenty of targets, parts, supplies and accessories available, too. If you aim high, an Evans' Gallery will suit your style!

Prices are worth investigating!





EVANS' STREAMLINED THUNDERBOLT BUMP RACER

None better has ever been offered to the trade! Has more flash—gets more action! Precision built and quality made for a lifetime of service. Brightly mickel-plated for outstanding appearance and top attraction value. Ball-bearing wheels. No overhead wires. Indestructible! Weight 18 lbs. Complete with bumper posts.

61st BIG Year of Quality and Service!

H. C. EVANS & CO. 1556 WEST CARROLL AVENUE, CHICAGO 7, ILLINOIS



Opening Friday, May 8, Vicinity of DETROIT, MICH., KALAMAZOO and BATTLE CREEK, MICH.

and an excellent route of still dates and celebrations to follow with an unexcelled fair route starting in July.

CAN PLACE

RIDES-Looper, Coaster, Rollo-o-Plane and Dark Ride.

SHOWS-Monkey, Snake, Wild Life, Mechanical or any worthwhile non-conflicting Attraction.

GAMES-Have opening for a limited number of Merchandising Concessions and Hanky Panks. Also have opening for Names-on-Hats, Age

NOTICE—All persons contracting with Charles H. Hodges Circus Side Show and other attractions please confirm that you will be ready for official Show Opening, May 8.

Don't Delay, Write or Wire Now!

W. G. WADE SHOWS

C.P.O. Box 1488

Detroit 31, Mich.

JAMES H. DREW SHOWS

LAST CALL-OPENING MARMET, W. VA., APRIL 16-LAST CALL

Followed by choice spring route and celebrations and Fairs solid from June 1st until Mid-November

Will place experienced Ride Help and Workingmen in all departments to

Will place Arcade, Novelties, Custard, etc.

Want Two Dancers for Girl Show. Also Truck Driver. Address Sunny Smith, c/o show. Have good opening for Wild Life Exhibit.

> Address JAMES H. DREW SHOWS Dunbar, W. Va., until April 13, Phone 89-129.

Note: All people booked and contracted with this show please acknowledge this advertisement by phone or wire.

FOLLOW THE WOLFE ARROW THE SHOW THAT GETS UP ON SUNDAY

GAFFNEY, S. C., THIS WEEK, THEN HEADING NORTH

GENERAL AGENT WANTED, who knows the Carolinas and Virginia Can place a few Hanky Panks. Will sell "X" on Mitt Camp. Will book Snake Show, Monkey Show or will furnish same for reliable party. Very small percentage. ROY ALLEN CAN PLACE BINGO HELP AND ONE COUNT STORE AGENT. Can use secretary. Masters and Dugan, answer. P. S.: Art Ludwick, get in touch

LAST CALL LAST CALL LAST CALL **GREAT SUTTON SHOWS**

50th ANNIVERSARY—ALL NEW BUT THE NAME PREVIEW OPENING HARRISON, ARK., SATURDAY, APRIL 11 CAN PLACE BINGO

Also Long Range, Short Range, Penny Pitch, Photos, Hanky Panks and Ball Racks. SHOWS: Can place any Show with own equipment. RIDE HELP: Can place Second Men on all rides. ALL ADDRESS: F. M. SUTTON SR., BOX 790, HARRISON, ARK.

ROYAL MIDWEST SHOWS

Opening April 25-May 2, Charlestown, Indiana. Two Saturdays and Sunday. Want Stock Concessions: Lead Gallery, Basketball, String, Hoop-La, Cork, Ball Games, Mouse, Pan, Scale, Age, Darts, Custard, Novelties, High Striker, Coke Bottle, Can place Grind Shows, Fun House, Monkey, Motordrome, Side, Snake, Wild Life, Arcade or Mechanical, Can place Ride Help on all Rides. Report Charlestown, April 15. Dennis Duffie, contact.

ROXIE HARRIS General Delivery, Vevay, Indiana

WANT

MOSHER AMUSEMENTS

WANT

Concessions that work for Stock, Will book small Cookhouse, No Flats. (J. W. Western, Lela Nelson, Ollie Bryer, Belgie, let me hear from you). No Payoff for Locations here. Rest Route of Fairs and Celebrations in Michigan. Ride Help for Merry-Go-Round, Ferris Wheel, Tilt, Chairplane and three Kiddie Rides. Can use two good Shows. Excellent proposition for Mechanical Show, (Emil, Whitey Nolte, let me hear from you).

Port Huron, Michigan 915 Scott Ave.

LAST CALL

MAY 22-30 INCLUSIVE

LAST CALL

10th ANNUAL CARNIVAL OF THE THIRD WARD MEN'S CLUB OF SALINA, INC.

Want Concessions: Hanky Panks, Age and Scales, Ball Games, Cork Gallery and other good, clean Concessions. This is a good spot for Snake, Monkey and Mechanical Shows, Motordrome and Fun House, exclusives. Write to GEORGE MUNDY, CHAIRMAN, 103 BREMEN AVE., SYRACUSE 11, N. Y.

FOR SALE

USED C-CRUISE MAJOR RIDE

Four Boats and four passenger-controlled Tubs revolving on an irregular circular track
 Self-loading and unloading
 32-passenger capacity
 Electric motor driven.

WRITE-WIRE-PHONE

WEST SALEM MACHINERY CO.

7TH & MURLARK SALEM, OREGON

WILSON FAMOUS SHOWS

OPENING MAY 2, MEXICO, MO.

Want Foreman for Merry-Go-Round, Second Men on all Rides who drive and can stay sober. Want Help in all departments. Man to take full charge of Fun House. Good opening for Monkey, Snake, Mechanical or any Shows of merit with own equipment. Ball Games, Scales, Weight and Basket Ball Concessions open. We have a strong and proven route of Fairs and Celebrations through Illinois. Address: ASTORIA, ILL., TILL APRIL 20; THEN MEXICO, MO.

ACA INKS WILNO FOR STILL DATES Cannon Act Is First Unit Booked

By McCaffery as Free Attraction

agent of Amusement Company of midway. America, this week booked the Wilho cannon act to bolster still type show attractions as advertisdate activity for his organization's ing and publicity material were Midwest territory.

time that any of the several units lic. owned or operated by McCaffery have ever used a free attraction. McCaffery recalled that his shows failed to join the trend when virtually all traveling units presented thrill acts free as midway lures in the 30's. The Amusement Corporation of America, the amalgamation of major carnivals blanketing two-thirds of the nation, also excluded the free features from its operating policy.

McCaffery indicated that the booking of a free attraction was the result of calculated necessity. The show annually plays virtually the same still date territory and

Prell to Open At Fayetteville

FAYETTEVILLE, N. C., April 4.-Prell's Broadway Shows open the 1953 season with a 10-day stand here, April 23-May 10. Date figures to be big since 60,000 soldiers are stationed at near-by Fort

Owner Sam Prell announced a 16-date fair route, beginning July 27 at Harrington, Del., for the

It includes Nazareth, Bedford and Carlisle, Pa.; Cumberland, Md.; Fredericksburg, Va.; Washington, Goldsboro, Mount Airy and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va., and Columbia Colored, Brunswick and Valdosta, Ga.

Brown-Wallace Opener Hurt By Weather

HAPEVILLE, Ga., April 4. -Brown & Wallace Shows moved here this week after opening at their winter quarters in Savannah, Ga. The org bowed Thursday (19) and, after losing the first Saturday to rain, did fair business the remaining days of the Savannah stand.

The Fitzie Brown-Al Wallace show was painted for the opener and a new entrance arch was used for the first time. The lineup is expanded this year by the addition of several rides and two new shows. A new office, built on a 30-foot semi, contains offices for the secretary, and manager as well as a reception room.

Much new canvas was noted on the front end. Familiar faces along concession row include Issy (Murphy) Firesides, who has the cookhouse and a grab joint, Dave Fineman, bingo; Speedy Merrill, custard and floss; Laura Manos, with popcorn and candy apples.

E. Strates, Oscar Buck, Dave Endy, Ross Manning, and Mr. and Mrs. Jack Perry.

Personnel includes:

Brown and Wallace, co-owners; Marshall Green, manager; Cash Wiltse, gen-eral agent; David A. Wise, secretary; George Carter, publicity; Eddie New-comber, advertising; Art Courtney, purchasing; F. W. Pauli, electrical superintendent; Bucky Yeager, assistant concessions Heward Ward. superintendent; Charles Kunkle, scenic artist; Mrs. David A. Wise, front gate tickets, and Roy McGovern, mailman and agent for The Billboard.

Rides

Merry-Go-Round, C. F. Reese; Ferris wheels, Charles Sanders; Chairpiane, Roy May; Tilt-a-Whirl, Frank Miller; Spitfire, Joe Flickinger; Caterpillar, John Wilson; Octopus, Ray Williams; Fly-o-Plane, Leo Lane; Kid Rides, Earl Ragland, Shows

Side Show, Gene Knight; girl revue, Clarence Thames; posing show, Mrs, Judy Bruce; colored revue, Clarence Samuels; life show, William H. Brownell, and funhouse, Betty Teffeletter.

NEW YORK, April 4. - J. C. he said, a stand-out feature was McCaffery, co-owner and general needed to bring people to the

The worth of the usual carnivalminimized. McCaffery pointed out Wilno's appearance with ACA that the billing of revue attracthis season will mark the first tions had little appeal for the pub-

Judges Cannon Best

While he was intent on securing a cannon act, which was obtained thru Nick Falzone, it is likely that McCaffery would have gone on again without a free midway attraction if a cannon act was unavailable. In his opinion, a cannon act is the most suitable of all possible midway attractions, both because of its spectacular nature and unusually rapid presentation. The latter minimizes the possibility of creating a dead period on the midway while an act goes thru a lengthy make-ready and routine.

The worth attributed to a cannon act is heightened by the fact that the presentation will be brand new in the territory covered, Mc-Caffery said. Altho the East has been blanketed by this type of attraction appearing with numerous criss-crossing carnivals, as well as many circuses, the attraction should prove a distinct novelty, McCaffery said.

The Wilno act will be presented only at still dates for an estimated 15-week run. Wilno, who has done considerable trouping with carnivals, adds to the super-duper thriller by being shot over a Ferris Wheel, Altho cannon acts appeared to have declined somewhat in the last couple of years, Wilno played several highly successful dates last year, including the Westchester County Fair, Peeskill, N. Y., a date which resulted in Life magazine featuring him in a full-page lay-

No Trend Seen

While show owners generally realize the need to stimulate still date attendance, there is no indication of a full return to the booking of free attractions. In recent years, New England show operators were the most consistent users of free thrill acts, but the general tightening up and curtailment of operations in that area resulted in a sharp decline in the use of thrill-

While the use of a thrill act in the East for a long time was regarded virtually as standard procedure, the big turnouts of plush years seemed to minimize their worth and they were abandoned by many units. With a decline in business, operators found themselves tussling with the prospects of a large additional nut when they thought of free acts being the answer to their crowd problem.

In the late 30's, the bigger shows found their lavish and unique display of lighting with the emphasis on neon did the job, with the natives attracted like moths to flames. But today, the displays mostly only mirror those that can be seen on main streets in even small towns all over the nation.

Severin Hilo Org Sets Strong Line-Up For April 15 Bow

RIVER ROUGE, Mich., April 4.—Down River Shows will open glass pitch, and Roy McGovern their '53 season here April 15 with one of the strongest line-ups Recent visitors included James yet, Severin Hilo, owner-Strates, Oscar Buck, Dave manager, announced. Plans call for 12 rides, 10 shows and upwards of 55 concessions, he said.

Following the winter quarters stand here. Down River will move to Roseville, Mich., and will remain within the State's boundaries all season.

Harold J. Lucas has booked his Rock-O-Plane and Screw Ball; Earl Ingalls, Dodgem and Kid Roller Coaster, Rex Sutton, Crime Show; Henry Brumm, Funhouse, and Edward Blackwell, Motordrome and Torture Show.

Victor R. Ferguson, show's assistant manager, is reported en route here from his Poplarville, Miss., ranch. Ride men already here include Lawrence Irwin, Harry Cummings, Bill DeWolf, Mike Fitzgerald, Tom Randall, Ralph Burnell and Mark Hoebeck.

WANTED — WANTED

Ride Men on all rides to join at once, must have chauffeur's licenses, can place a few more Concessions, good proposition for Penny Arcade.

Eddy Coy wants people for Side Show, 10-in-1, also Manager for Fun House, Can place Turtle Show or any new Novelty acts.

Marion Thompson wants Agents for Six Cats, Buckets.

ADDRESS

Wolf Greater Shows

Minneapolis, Minn.

P. O. Box 2725, Powderhorn Sta.

WANT CARNIVAL

OLD HOME WEEK CELEBRATION

LIMESTONE, N. Y. JULY 27th-AUG. 1 (three miles north of Bradford, Pa.)

> Sponsoring club: Circus Saints & Sinners

5 Congress St. Bradford, Pa.

We can use a few more dancers for our girl shows. We supply wardrobe and transportation, Will teach girls with no experience. Those who worked for us before, answer. Can also use canvasman. This show will play eleven weeks in Canada this summer. We open April 29 in Albany, New York. All replies to:

KING REID SHOWS Manchester Center, Vermont

complete Popcorn and Candy Apple Concession, including even smallest de-tails, 10x10 Top one year old, panels, floor, brand new Star Model Popper and new Star Model Chrome Case. Peanut Warmer, and also Ford Panel Truck with new motor and new tires to carry the above concession. A real buy. Apply:

A. R. WHITESIDE c/o METROPOLITAN SHOWS Winter Quarters, Florence, S. C.

Side Show Acts Wanted —MARKS SHOWS

Opening April 13th, Richmond, Va. Can place Pin Cushion, Tattoo; Sig Anderson, answer. Freddie, Armiess Boy with Mark Williams, write me. Fire Eater and any Novelty Act, Girls for Bally and any useful Side Show People.

SANDRA LEE

c/o Marks Shows P. O. Box 771 Richmond, Virginia

The right Man for all types of Rides. Must be sober and reliable.

DELGARIAN AMUSEMENT CO.

2303 N. Melvina Ave., Chicago 39, III.

MORRIS G. STOKES

Have been trying to locate you. Please contact me.

D. WADE

Detroit-Leland Hotel, Detroit, Mich. Phone: Woodward 2-2300

Bingo Caller and Counterman who can drive trucks. Also Man and Wife for Bingo.

CHARLES CHANEY 3109 St. Clair Ave. East St. Louis, Illinois.

P.S. James Gunter, get in touch with me. MICKEY RE WANTS AGENTS

For 6 Cats, Buckets, also Slum Store Agents 17 Fairs and Celebrations booked All Agents I have contracted, please get in touch with me immediately. (Arnie, get in touch with me). Wire or Call: Jefferson Hotel,

Dallas, Tex.

FOR SALE

Allan Herschell Merry-Go-Round, 40 ft. 3-abreast, 36 large beautifully carved horses, all different styles; 2 chariots, steel pole, gears, iron work O.K.; new top. Today's value \$35,000 new; the real McCoy for park or carnival. Sacrifice \$5,500.

F. ALLEN

1400 Brewerton Rd. Syracuse 8, N. Y. Phone 543000

RABBIT FOOT MINSTRELS

Createst Colored Show on Earth. Can use additional useful people. See our ad Road Show-Rep, page this issue Billboard.

Midway Confab

cian, infos that he has closed his Mrs. Bailey with their cookhouse. electric shop in Long Island City, Private Jack Bohn, son of the N. Y., and is heading for Tarpon show's owners, is with Company Springs, Fla., to join the Sterling D, 87th Infantry Regiment, 10th Crown Shows. Mrs. Lueder will Infantry Division, Fort Riley, join him later with their kid Kan. rides. The Lueders recently took delivery on a new station wagon.

Mr. and Mrs. Cecil Mosley recently joined Bohn's United Shows in Hondo, Tex., with three concessions and two rides.

HANKY PANKS

TEN OF OUR BEST HANKY PANKS

counter game beautiful., 60.00 pr. 3-BALL MECHANICAL BUCKETS—hexagon

ALUMINUM BOTTLES-

1½ lbs. 2.00 ea.
3 lbs. 3.50 ea.
HOOP-LA BOXES—30 to set 50.00 set
We also have six different types of we also have six different types of percentage games, six arrow spindles, wheels of all types, high strikers . . . and many other items too numerous to mention. . . . Write for Prices.

MOST OF OUR ITEMS ARE READY FOR IMMEDIATE SHIPMENT.

Write for Catalog.

RAY OAKES & SON 7731 OGDEN AVE. LYONS, ILL. Day Phone: Lyons 3-4632 Nite Phone: Brookfield 8860

America's Finest Show Canvas TENTS—SIDESHOW BANNERS CONCESSION TENTS Immediate Delivery FLAMEFOIL FABRIC Available in all colors, All dyed colors also available

Bernie Mendelson-Charles Driver



Charley Lueder, show electri- Also arriving there were Mr. and

Staff on the B & H Amusements includes W. E. Hobbs, owner-manager; E. A. Murray, business manager; Ray Shu-maker, electrician; Donald Hobbs secretary; Jean Dowdy, mail and agent for The Billboard; Earl Brown, carpenter; Fred Owens, painter, and Ray Shumaker, lot

Jean Porter, who was discharged from Bay Pines Veterans' Hospital recently, has returned to his home, Box 484, Gibsonton, Fla., where he will spend several weeks recuperating. He reports that he received numerous cards and letters from friends during his hospitalization. . . . While Jean (Plateena) Lee was appearing at the Shamrock Night Club, East St. Louis, Ill., she was the guest of Lisa Del Mar at the latter's home in St. Louis.

Mrs. John T. (Mayo) Tinsley, wife of the owner of the Tinsley Shows, planned to be on hand for the opening of the show at the Donaldson (S. C.) Air Force Base. She has been convalescing at home following recent surgery.

Bingo Hauser, who wintered his wild life unit in Vancouver this year, left recently to join Leader Shows at its Edmonton, Alta., winter base. Org will preem May 25 at, the Edmonton Exhibition grounds along with Odyson's Two-Ring Circus . . . Alberta Slim, flew from Vancouver to Toronto Thursday (2) to wax four of his numbers for RCA Victor.

Alberta Slim, Western singer and owner of back-end shows. will tour four units this year with the Royal Canadian Shows. Slim recently purchased a Fun-house from L. E. Breeze, of Long Beach, Calif., and will be operated by Carl Young with Annabell handling the front. Work at Slim's Edmonds, B. C., winter base is going strong with Steve McKay working on canvas. Texas Roy will work in the circus unit along with Susie the elephant, purchased last fall. Other two shows are a Western unit and a-Snake Show.

Zala Williams has booked her grind show with the Amusement Company of America this season, and Clifford Carns will handle the fronts.

Beam's Attractions

30 weeks of celebrations and fairs — Open Johnstown, Pa., April 30

CONCESSIONS—Can book Novelties, Arcade, Glass Pitch, Cigarette Pitch and any new Hanky Panks.

HELP-Spitfire Foreman, Kiddie Ride Help, Second Men who can drive semis. LaMar Odom wants Concession Agents. Harry Adams, Toni and Al Messerau, Andy Noland please contact. Talker for new Side Show. Other capable Show help can be placed.

SHOWS-Will book Girl Revue that will work according to instructions. Walter Marks wants Motordrome Help.

WRITE OR WIRE M. A. BEAM OR STEVE DECKER, WINDBER, PA.

GEORGE CLYDE SMITH SHOWS OPENING MAY 7TH

WANT Ball Game, Duck Pond, Fish Pond, Pitch-Till-You-Win, Hoop-La, String Game, Photos, Balloon Darts, Cork Gallery, Six Cats, Swinger, High Striker, WANT Girl Show, Side Show, Monkey Show, Snake Show, Chair-Plane Foreman, Spitfire Foreman, Agents for Office-Owned Hanky Pank, General Ride Help, Truck and Tractor Drivers, Winter quarters now open. All reply to

GEORGE CLYDE SMITH SHOWS, P. O. Box 521, Cumberland, Maryland

M. (WHITEY) BEARDSLEY

Wants for concession department of COLEMAN BROS. SHOWS

Grind Store Agents, also Agents for Balloon Darts, Cart Wheels, Slum Stores, General Help on all Concessions. Johnny Wentz waiting for you. Owing to disappointment need Diesel Electrician. We open April 23, Middletown, Conn. Agents get in touch with me before April 15 at Beardsley Auto Exchange, 321 North Pearl Street, Albany, N. Y. After that in care of show Middletown, Conn.

SAVE MONEY—BUY DIRECT

The Original Taylor Made Dolls and Cats

Specializing in Queen A, Queen B, Hit and Miss and Six Cats. All hand painted in flashy colors. Send for Free Catalogue.

TAYLOR GAME SHOP

COLUMBIA CITY, IND.

C. H. SNEPP, Owner



LAGASSE AMUSEMENT COMPANY

12 Whitcomb Street

Haverhill, Mass. tel. 4-6461

Everything in Amusement Anywhere in New England

Contact us for space at the following fairs:

Weymouth, Mass August 16-22
Hartland, Vt
Lyndonville, Vt
Keene, N. H
Lancaster, N. H September 4-7
Northampton, Mass
Lewiston, Me
South Paris, Me
Tunbridge, Vt

NOTE: Positively No Grift, No Mitt Camps, No Gypsies

WANTED-Motor Drome, 10-in-1 Show, Reptile Show, Wrestling Show for above fairs. and New Bedford, Massachusetts, Fire Fighters' Circus, June 29th to July 4th.



nightly presenting FEARLESS GREGG "The Man Shot From a Cannon"

WANT FOR STRONG ROUTE OF FAIRS & CELEBRATIONS STARTING IN NANIAMO, BRITISH COLUMBIA, MAY 18, followed by

BIG 9-DAY CORONATION CELEBRATION, DOWNTOWN VICTORIA, B. C. and the BIGGEST. 4th OF JULY IN THE NORTHWEST.

6 DAYS ON THE STREETS IN EVERETT, WASHINGTON.

WANT

RIDES: 1 or 2 flat rides not conflicting with Octopus or Tilt. Kiddie Rides not conflicting with Bulgy or Midge-O-Racer.

SHOWS: Fun House, Snake-or any show of merit with own equipment.

CONCESSIONS: Bingo, Derby-or any legitimate concession. Can Place Agents for Count Stores, pin store that can and will take orders,

COMMITTEES IN OREGON, WASHINGTON AND IDAHO. IF YOU WANT THE FINEST AND CLEANEST SHOW ON THE PACIFIC COAST, WE HAVE A FEW OPEN DATES

Contact: CAVALCADE OF THE WEST

Yreka, Calif., this week; Medford, Ore., April 13-19; Portland, Ore., April 21-26.



Opening in Eastern Penna, the last week in April, with a strong route of still dates, and two terrific Catholic Celebrations in June, Our Fairs are Spring Mill, Hughesville, Mansfield, Kutztown, Dallastown, Indiana, Ebensburg, Elizabethtown and Ephrata, Penna., the biggest Farmers Street Fair in the East.

SHOWS-Class House, Fun House, Motordrome, Wild-Life, Mechanical City, Fat or Midget Shows, Arcade.

RIDES-Dark Ride, Rock-O-Plane, Caterpillar or Ride-E-O.

CONCESSIONS-Photos, Guess Age and Weight, Novelties, Jewelry, Fish and Duck Ponds, Darts, If you have money will sell exclusive on anything not already contracted.

RIDE HELP-First class Ferris Wheel man and second men on all rides who drive. All Help be in winter quarters at Reading, Pa. Fairgrounds, Monday April 20.

All replies to Morris Hannum 934 Murdock Road, Phila., Pa. Telephone-Philadelphia Chestnut Hill 7-8176

OUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

CARNIVALS

Tilt Foreman, Bill Young, come on. Also Merry-Go-Round Foreman, Roll-o-Plane Foreman, Chairplane Foreman, Second Man for Fly-o-Plane; must be sober and reliable or don't come here. No up's or down's; until Labor Day; then ten fairs to follow. Johnnie Johnson, Ride Superintendent.

FOR SALE OR TRADE

1949 Roll-o-Whirl, good shape. 32'x72' Scooter, floor and ceiling perfect shape. Framing needs minor repairs. No cars or top. Floor plates 4'x8'. 7 Old-style Flat Tops for Tilt Tubs, complete with Brackets. Good shape.

LEO LANE SHOWS

Savannah Beach, Ga

INTERSTATE SHOWS

Want for Lanett, Ala. All textile mills in full operation. Plenty surrounding towns to

SHOWS: Side Show, will furnish 20x120 ft, top, one 40 ft, steel banner line, or will book one with own equipment. Can book Monkey Show, Wild Life, Funhouse, Penny Arcade or any non-conflicting Grind Shows. Will give good proposition to Motordrome. RIDE HELP: Want Foremen for Merry-Go-Round, Dark Ride, Fly-o-Plane; Second Men on all Rides; must drive. Will book Octopus, Roller Coaster, Little Dipper. Jim Carmac, contact M. M. Roland; or any ride boys knowing him, get in touch, CONCESSIONS. CONCESSIONS—All Hanky Panks open. Good opening for Long Range, Short Range, Jewelry, Novelties, Age & Weight and Hi-Striker Want two Counter Men for Cookhouse.

Replies to H. B. Rosen. Interstate Shows, Monroeville, Ala.

CARL D. FERRIS SHOWS

APRIL 6-11-VICTORY DRIVE AND SKIDAWAY ROAD, SAVANNAH, GA.

Want all kinds of Shows, Motordrome, Penny Arcade and Unborn. Novelties, Jewelry, Short Range, Balloon Dart, Duck Pond and Hanky Panks. Also want Cookhouse.

Carl D. Ferris, Western Union or Route 5, Box 547F, Savannah, Ga.

PAGE AMUSEMENT CO.

Operating as a unit at present, but will be on the road in a few weeks Will book small neat Cookhouse. Also want legitimate Concessions such as Glass Pitch, Fish Pond, Ball Games, String Games, Hi-Striker and especially P. C. All replies

PAGE AMUSEMENT CO.

C/O WESTERN UNION

COLUMBIA, S. C.

TIVOLI EXPOSITION SHOWS

GRAND OPENING APRIL 13-18, JOPLIN, MO.

ALL CONCESSION AND SHOW PEOPLE CONTRACTED.

PLEASE ACKNOWLEDGE THIS AD. CONCESSIONS: Have Space for a few more Hanky Panks. What have you? SHOWS: Have opening for a few more good Shows. What have you?

RIDES: Can place Train Ride and any major Ride not conflicting, MELP: Want Perris Wheel Foreman to join at once. Address H. W. PETERSEN or H. M. BOOTH

JOPLIN, MISSOURI.

BABY DUCKS FOR PRIZES

SHIPPING BY AIR OR MAIL EVERY MONDAY AND THURSDAY WESTERN HATCHERY

7232 Moody St., Artesia, Calif.

Phone: TOrrey 5-3298

WANT FERRIS WHEEL FOREMAN

Must drive Semi, Equipment first class. Salary (\$55.00) per week with meals in cookhouse. Bonus paid at close of season, Address:

> R. C. LEE, Inc. Box 1219, Hendersonville, N. C.

PALMER SHOWS

Wanted Concessions—Ball Games, Pitch-Till-You-Win, Scales, Bingo, Hoop-La. All legitimate Concessions open. Three weeks, then Charlotte, N. C., the big one. Wanted any good Grind Shows. Have tops and fronts for same. Wanted Ride Help and semi Drivers.

This week, Albemarle, N. C. East Spencer, N. C., April 13-18, Bi-Centennial Celebration.

OPENING AUGUSTA, GA., APRIL 10. FIRST IN ON ANDERSON ST. LOT Can use all types Hanky Panks such as String Games, Ball Games, Pitch-Till-U-Win, etc. Need Ride Help who drive semis. Due to disappointment can use Colored Girl Show. Want Wild Life, Monkey Show or other worth-while Grind Shows. Space limited. All replies, A. M. Podsobinski, Augusta, Ga.

HUMBLE, TEXAS, FAIR, April 15-20

All Concessions open, contact at once. Can use Shows and Rides not conflicting, Want Ride Help, Concession Help. Buddy Braden wants Agents who can win money: Six Cats, Rolldowns, Razzles, Swingers, Skillo, Clothespins. Answer at once.

GREAT SOUTHERN EXPO. H. C. AYERS, Mgr.; BUDDY BRADEN, Concession Mgr., Gonzales, Texas.

AMERICAN BEAUTY SHOWS

WANT FOR OPENING-STE. GENEVIEVE, MO.-APRIL 15

Foremen for Till-a-Whirl, Merry-Go-Round and new Rock-o-Plane. Superintendent over all Rides who can get them up and down. Good opening for Fun House and Motordrome, also Girl Show. Can place a few more Concessions.

All address: J. H. SHARP

Box 29, Perryville, Mo., until April 13; then Ste. Genevieve, Mo.

RALEY BROS.' EXPOSITION

Want Agents for 14 office-owned Concessions. Can always place good Help; no drunks, please. We need plenty Agents for Buckets and Six-Cat, must grind. No grift on show, Playing Charleston lots. Business good. Special rates to Grind Shows and Hanky Panks. Dorchester Avenue at Woodlawn Naval Base, South Carolina.

HAROLD RALEY WESTERN UNION, CHARLESTON, S. C. No Phone Calls.

Carnivals Urged to Organize Tax Fight

Hamid Proposes Owners Back ACA, Aim To Join With NAAPB in Industry Try

for the purpose of securing reductions in the 20 per cent federal admissions tax was urged this week by George A. Hamid, president of the National Association of Amusement, Parks, Pools and Beaches, Hamid, an industry leader with interests in virtually every phase of the outdoor amusement industry, other than carnivals, said that a united effort on the part of show operators could lead to a close affiliation with the park group, as well as bodies representing all other affected segments of the amusement industry.

While praising the co-operative effort of Max Cohen, general counsel of the American Carnivals Association, Hamid said that the Rochester, N. Y., attorney had been hampered in his efforts because industry leaders contributed very little in the way of money or time to the cause. He urged the nation's 325 carnival organizations to join up with the ACA because only thru organization effort can they obtain recognition in Washington and so contribute to the over-all industry effort.

Good Arguments

said. These are built on the fact the over-all industry effort.

NEW YORK, April 4.-Organ- that carnivals cater principally to ized effort on the part of carnivals children and family groups in the comparatively low-income classes. The taxing of a ride on a Merry-Go-Round, for instance, is the sort of levy few congressmen will condone when it is called to their attention.

> The seasonal nature of the business and the uncontrollable weather factor provide an awesome business hazard that most politcal leaders are quick to sympathize with but, again, only when it is brought to their attention since, for the most part, they have no personal knowledge of the operations of outdoor show business.

Hamid pointed out that several of the larger carnivals paid in excess of \$80,000 a year in federal excise taxes alone, and estimated that the total paid by the industry ran into "several millions." On the basis of the potential savings that would be forthcoming thru tax relief, Hamid said that any investment of money and effort at this time would bring unbelievable dividends.

The marshaling of carnival forces will still have to be done by industry leaders, Hamid said. Carnivals have the same appeal- He added that a group representing ing arguments for tax relief that a united front in the form of an amusement parks have, Hamid organization could do much to aid

Bergen Preps WOM For Washington Bow

Ottawa Again Heads Choice Fair Route; Outllook Hazy But Hopes Are Set High

RICHMOND, Va., April 4.- | with last year. And perhaps the

Bergen said that the business outlook is difficult to judge and, that a deciding factor probably would be the approach the government takes to economy measfunds would, he believes, tend to be reflected in lower grosses.

However, as of now, Bergen foresees a season at least on a par

Coleman Bow Set for April 23 In Middletown

MIDDLETOWN, Conn., April 4. 1953 season here Thursday (23). Shows have winter quarters here. with completion scheduled in time

Dick Coleman said the shows will play their usual New England and New York territory again this year, following the opener. Whitey Beardsley, concession manager, has lined up a strong front end. He looks for dates in heavy industrial territory to pay off well.

Shows have been overhauled and refurbished and all equipment is in first-class shape.

RIDE HELP WANTED

Want Tilt Foremen, will furnish house trailer for man and wife, wife to sell tickets. Have winch and electric boom to load with. Want Second Men on Tilt, Wheel, Jenny, Mix-Up, also Kid Ride Help and Night Watchman. Have all late model equipment, no junk tires and trucks to fix, Top wages and good treatment. If you can stand this, write, wire or phone or phone

> J. W. MAHAFFEY Erie, Kansas

RIDES-SHOWS-CONCESSIONS.

Also want Ride Help who drive, on all Rides.

GOLD BOND SHOWS

Box 229 (Phone: 320), Mt. Sterling, III. Winter Quarters at Fairgrounds.

Frank Bergen this week began to season will be a better one, he direct the sprucing up of his says, with a break in the weather World of Mirth Shows preparatory thru the still date season. Shows to kicking off the season Thursday played a number of good spots last (30) with a 10-day stand in Wash- year that were hurt by weather and any gains registered this year should help to boost the over-all

Ottawa Run Extended

With the Central Canada Exhibition, Ottawa, topping a long ures. A concerted retrenchment list of choice Eastern fairs, shows in the alloting of government are well set up to corral a hefty season's gross. Ottawa, one of the biggest grossing annuals on the continent on a day-for-day basis, will extend its midway operation this year. World of Mirth will get in an extra day of play by opening the Saturday preceding the event's usual Monday preem.

The route, including still dates, is likely to be virtually the same as last year, or for that matter, for the past decade. All things being equal, Bergen can at this time pretty much call his grosses, almost down to odd dollars and cents.

As in the past, Bergen will refrain from dumping any huge sums into show improvements before hitting the road. A moneysaving device which has worked out well for the shows calls for -Coleman Bros.' Shows open their major refurbishing to be done while they are playing still dates, for the Ottawa event. Spic and span always going into Ottawa with all of the planned new trappings added for that event, the refurbishing will carry the shows thru their fair season with relatively minor touch-ups.

More Economical

Bergen reasoned that much of the money and many of the improvements made by the shows in quarters in the past were largely wasted since the effects were damaged by the time the shows got to their fairs, the most important part of their route. This way, he says, the shows are made to look their best for fairs with no increase in costs.

Gerald Snellens, general representative, has lined up a number of national advertising accounts which will assure the shows a bigger pictorial magazine and more lavish midway displays.

Posters

FOR ALL OCCASIONS

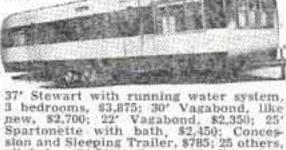
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Write-Phone-Wire TRIANGLE POSTER CO.

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all below \$1,500. Showmen's financing.

Write, phone or visit

SELLHORN'S T. W. Kelley-Dude Huffman Sarasota, Fla., also Lansing, Mich.

FOR SALE

Equipped for French Fries, Electric Peeler. Plenty of equipment for capacity output. Used one season at Fairs.

MRS. E. ANDERSON 8638 State Rd. Millington, Mich.

HERSCHELL-SPILLMAN MERRY-GO-ROUND, 40 FT.

24 rebuilt, repainted horses, ready to go, \$3,500 cash.

MARDI GRAS, INC. 1000 N. Rolling Road, Baltimore 28, Md. Ph.: CA 2330

For Thursday, Friday and Saturday, Sept. 10-11-12. GOLDEN FALL FESTIVAL ASSOC.

If you have 3 Majors, 2 Punk Rides, 2 Shows, 25 Concessions and P.C. Abso-lutely no flats or gypsies. Contact WILBUR FLESNER Phone 2930 or 116 Golden, III.

DROME RIDERS

Boy and Girl Riders wanted for 17-week park season. Guaranteed salary. Also want Talker and Ticket Grinders. Write

Thrills, Incorporated Riverview Park Chicago, III.

WANT TO BOOK

Nice clean Grab, Sit Down. Will serve breakfast and short orders. Prefer East. Will consider West Virginia.

FRED HEDRICK 219 S. Main St. Winston-Salem, N. C. Ph.: 42346

Colored Performers and Musicians for "Bronze Varieties of 1953." Rehearsal starts April 19—opens May I. Pay your own wires, I'll pay mine.

33 Mars Place New Orleans, La.

PAT ADAMS

FOR SALE

Carnival, Rides, Stands, complete: partially booked. Flat rental, Buyer can book remainder of summer. Reasonable.

SECRETARY Box 13 Pittsburgh 30, Pa.

WANT CARNIVAL

Adult Rides, Wheel, etc. Old Home Week Celebration, June 21-27. Good week with parades, etc. Write

DEL HAND Tower City, Pa.

Carnival Rides Wanted

FOR RICHEYVILLE FIREMEN'S CAR-NIVAL, AUGUST 16th TO 15th; AND COKEBURG FIREMEN'S CARNIVAL. AUGUST 17th TO 22nd CONTACT

> FELIX TARORICK RICHEYVILLE, PA.

CENTRAL AMERICAN SHOWS

OPENING APRIL 18, EMPORIA, KANSAS.

Want legitimate Concessions of all kinds. Open: Popcorn, Floss and Cookhouse. Ride Help needed for Wheel, Merry-Go-Round and Kiddle Ride. Top wages with bonus. Can use Girl Show with or without equipment, Monkey Show, Snake Show. Have new So-ft. Pit Show, would like reliable party to run it. This show has Celebrations and Fairs in Kansas, Nebraska, Colorado and South Dakota,
Wire MAC McCOY or BENNIE HAZEN, c/o Western Union, Emporia, Kansas
P. S.: Sam Bunch and Zora, contact me at once—Mac.

COMING EVENTS

California

Los Bancs-May Day Celebration, April 29-May 3, Art Craner.

Connecticut Hartford-Shrine Circus, April 27-May 2. Address Box 1708.

Florida Jacksonville-Home Show, April 28-May 3. Edgar V. (Bud) Smith, 317 W. Forsythe

Maryland Baltimore-Notre Dame Council K. of C. Circus. April 16-19.

Michigan Bay City-Builders & Better Homes Show. April 11-19. Jack Davis, Box 12.

Missouri St. Louis-Police Circus in Arena, April 23-

May 3. Frank Wirth, New York New York-Internat'l Motor Sports Show,

Grand Central Palace, April 4-12, Charles Syracuse-Third Ward Men's Club of Salina Carnival, May 22-30. George Mundy, 103 Breman Ave.

Ohio Cincinnati-Home Builders Show, Cintle Garden. April 18-26, Earle W. DeLaittre, Cleveland-Auto Show in Public Audito-

rium. April 23-26. Youngstown-Home Show, April 7-12. Charley Goffen, 405 Home Savings & Loan Assn. Bldg.

Oregon Portland-Home Show in Portland Ice Arena. Al Learman.

Texas Dayton-FFA Livestock Fair & Rodeo. April 30-May 3, A, W. Rigby. Humble-Humble Fair & Rodeo, April 23-25, J. P. Smith. Plainview-Dairy Show. April 11-17. Wayne

Poteet-Strawberry Festival. April 17-18. Emory Franklin. San Antonio - Battle of Flowers, April

B. Smith.

Virginia Boydton-American Legion Carnival, Week of April 6. W. B. Bryson. Norfolk-Home Show April 26-May 3. Jack T. Craig, Box 6156.

Canada Montreal, Que,-Hotch Potch Spring Pestival & Expo. April 4-12.

DOG SHOWS

Alabama

Birmingham—April 25-26. Mrs. J. Bryan, 728 9th Ave., W. Gadsden—April 28. Mrs. J. Gibson, Box 112. Mobile-April 19, Mrs. M. Simons, Box 321 California

Bakersfield-April 12. Jack Bradshaw, 1412 W. 12th St., Los Angeles. San Diego-April 12, Mrs. A. R. Wray, Box

Walnut Creek-April 26. C. Hatfield. Delaware Wilmington-April 25, Foley, 2009 Ran-stead St., Philadelphia,

District of Columbia Washington-April 17, C. Alexander, Kensington, Md.

Georgia Atlanta - April 17-19. Edgar A. Moss, Greensboro, N. C. Columbus-April 23, Clell Dildy, Biloxi, Macon-April 21, Mrs. Guy Fisher, 3367 Osborne Place,

Iowa Cedar Rapids-April 18, Viva Rowray, 3210 E. Ave., N. E. Sioux City-April 28. Albert Loest, Kansas City, Mo. Waterloo-April 19, Bow Org, Detroit,

Kansas Wichita-April 19 Miss E, Jones, 3536 E. 13th St.

Kentucky Louisville-April 25, Mrs. H. Johnson, 4910 8. 3d St. Maryland

Baltimore-April 19, Foley, 2009 Ranstead

St. Philadelphia. Bel Air-April 20, Foley, 2009 Ranstead St., Philadelphia. Michigan An Arbor-April 26, Bow Org, Detroit, Minneapolis - April 11, M. Phillips,

Wayzata, Minn. Saint Paul-April 19 Mary Johnson, 2807 W. Broadway, Minneapolis. St. Paul—April 19. O. Wallo, 5800 W, 84th St., Minneapolis.

Nebraska Lincoln-April 26 Bow Org, Detroit, New Jersey West Orange-April 12 Foley, 2009 Ranstead St., Philadelphia.

New York Buffalo-April 25, Poley 2009 Ranstead St., Philadelphia. Garden City, L. I .- April 12, Mrs. W. W. Smith. Cold Spring Harbor, L. 1.

North Carolina Wilson-April 25 Edgar A. Moss, Greensboro, N. C.

Ohio Columbus-April '19. Bow Org, Detroit. Dayton-April 11-12. Bow Org, Detroit. Rhode Island Pawtucket-April 26, Myra Oakland, 75

Barney St., Rumford, R. I.

Tennessee Chattanooga-April 14. Clell Dildy, Biloxi, Knoxville-April 12. Clara M. Carter, 608 Shelbourne Towers. Oak Ridge-April 11, Clell Dildy, Biloxi,

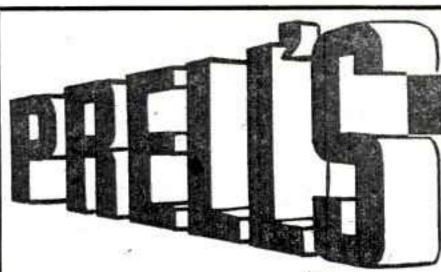
Virginia Arlington-April 18, Foley, 2009 Ranstead St., Philadelphia. Fort Myer-April 17. Foley, 2009 Ranstead St., Philadelphia. Fredericksburg—April 12, Foley, 2009 Ran-stead St., Philadelphia. Richmond—April 11, Foley, 2009 Ranstead St., Philadelphia. Roanoke-April 9, Edgar A. Moss, Greensboro, N. C.

Washington Olympia-April 19. Mrs. Helen Maring, Portland, Ore.

Wisconsin Milwaukee-April 25, Mrs. Wm, Webs, R, 2, Box 239, Mukwonago, Wis.

WANTED

Non-Competing KIDDIE AND MAJOR RIDES Adrian, Michigan Amusement Arena CONCESSION SUPPLY CO. 3916 Secor Rd. Toledo 13, Ohio.



50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT

Opening April 23 thru May 2. 10 Big Days. Fayettesville, N. C. Pay Day-60,000 Soldiers

WANTS WANTS WANTS WANTS

Side Show Manager-We have complete outfit for reliable party. Will book Shows of merit. Fred Saunders, we will expect you. KIDDIE RIDES; Mr. Taylor, please get in touch with me. Good Dancers for Girl Shows. Pay out of office. Also man and wife to Manage Show. Cookhouse; must cater to show people. Ride Help in all departments; also Semi Drivers. Park Ride and Fun House. We have proven territory. Photo, Novelties, Age and Scale, Short Range and all kind of Hanky Panks. Route supplied to interested parties.

BOOK EARLY FOR OUR 15 BONA FIDE FAIRS, STARTING JULY 27-Kent-Sussex Fair, Harrington, Del., July 27 to Aug. 1; Nazareth Agriculture Fair, Nazareth, Pa., Aug. 3 to 8; Great Bedford Fair, Aug. 10-15; Carlisle Fair Assn., Carlisle, Pa., Aug. 17-22; Cumberland Fair, Cumberland, Md., Aug. 24-29; Fredericksburg Fair. Fredericksburg, Va., Aug. 31 to Sept. 5; Beaufort County Fair, Washington, N. C., Sept. 7-12; Wayne County Fair, Goldsboro, N. C., Sept. 14-19; Mt. Airy Fair, Mt. Airy, N. C., Sept. 21-26; Nash County Fair, Rocky Mount, N. C., Sept. 28-Oct. 3: Great Frederick Fair, Frederick, Md., Oct. 5-10; Pitt County Fair, Greenville, N. C., Oct. 12-17; Halifax County Fair, South Boston, Va., Oct. 19-24; So. Carolina State Colored Fair, Columbia, S. C., Oct. 26-31; Exchange Club Fair, Brunswick, Ga., Nov. 2-7; So. Georgia Fair Assn., Valdosta, Ga., Nov. 9-14.

All answers to SAM PRELL, Tropical Hotel, Kissimmee, Florida.

O. C. BUCK MODEL SHOWS, Inc.

America's Finest Railroad Show

GRAND OPENING—ALEXANDRIA, VIRGINIA, APRIL 16TH-25TH INCLUSIVE — TEN DAYS

THREE CELEBRATIONS—FIFTEEN FAIRS

CAN PLACE Roll-o-Plane, Dark Ride, Arcade, Unborn, Wild Life, Operator for Motor Drome (furnish wagons for same).

NEED Operator for Fun House and Glass House. Want Canvasman for Girl Show. Chorus Girls; top salaries, office paid. Ride Help, Tractor Drivers.

WANT Man to operate sound system. We own outfit.

PLACE Talkers, Grinders; Red Marcus, answer. Men to handle towers. Organ Repair Man, answer. All answers to O. C. BUCK, General Manager, Alexandria, Va.

Open Midway this week; come on.



OPENING TACOMA, WASHINGTON, APRIL 27

WASHINGTON STATE APPLE BLOSSOM FESTIVAL at WENATCHEE, WASHINGTON

125,000 Expected Attendance

And a Strong Route of Celebrations and Fairs

WANT

This Show Carries No Gate

followed by

WANT

Fun House and Mouse Show.

SHOWS

RIDES Will book Rides not conflicting with what we have. Also want some

Kiddie Rides.

RIDE HELP For all Rides who drive semis. All people who worked for us before get

in touch.

Write or Wire K. R. (ANDY) ANDERSON, Owner-Mgr., 57 Broadway, TACOMA 2, WASH.

NEW

NEW LAURENCE HARBOR AMUSEMENT BEACH

Capable Managers for the following office-owned Shows: Motor Drome,

Athletic Show and Girl Show. Have already contracted for Illusion Show,

CONCESSIONS

Punk Rack. Scales and Age. Hi Striker, String Game and others.

WHAT HAVE YOU?

Want Ride Men, no ups and downs; Painter. A few Concessions open. Will buy Little Dipper, also Ferris Wheel; cash. Address

HARRY HELLER P. O. Box 46, Campgaw, N. J. Look this one over!

HELLER'S ACME SHOWS

Want Ride Men-Merry-Go-Round, Ferris Wheel, Spit Fire, Octopus and 4 Kiddie Rides. Cook House, Custard, Popcorn and a few Concessions open. Show opens April 24, 10 days, 2 Saturdays and 2 Sundays. All Help with me before answer. All address

HARRY HELLER

P. O. Box 6

128 Huron St.

Campgaw, N. J.

AT LIBERTY

Want to book flashy 20x40 Bingo and 60 KVA Diesel Plant on show for entire season. Would contract to wire show and furnish power on weekly basis or suitable arrangement.

DICK NEUGENT

Phone: 4-8255

Syracuse, N. Y.

INDEPENDENT RIDE OWNERS, NOTICE

Need Rides-Will book or lease on good percentage. The best route in intermountain territory. Utah, Idaho, Montana, Wyoming. Twenty weeks with thrill show in rear of midway, all sponsored dates and celebrations assured by competent promofers. Concessioners and other Show People, contact

Medermond & Cabot Shows

New Grand Hotel Salt Lake City, Utah.

MERRIAM'S MIDWAY SHOWS

OPENING ATLANTIC, IOWA, MONDAY, MAY 4.

Playing two a week starting June 1; Celebrations and Fairs.

Want following Concessions: Short Range, String Game, Scales, Cork Guns, Roman Target, Basketball, Hi-Striker, Bumper, Watch-La, Ball Games, Knife Rack, Heart Pitch, Ice Cream, Candy, Apples. Want Ride Help: Foremen for Wheel and Spitfire; Second Men on all Rides. Bonus if you stay the season.

ALVA MERRIAM OGDEN, IOWA

PHONE 456

WANTER RRADACITIONS FOR CHARRA RAVE WANIED-PROPOSITIONS FOR CHARRO DAYS

CARNIVAL CONCESSIONS

Contract to cover 9 days, -February 20 to 28, 1954.

Largest fiests of its kind in U. S. will support top flight show. No grift, Adequate major rides. Submit your proposition before May 15, 1953.

H. C. APPLETON, General Manager CHARRO DAYS, INCORPORATED Brownsville, Tex.

Chrome "Perfecta" BLANK PISTOL

CARNIVALS

fully automatic 8-shot pistol

Ejects empties. Ideal for Fairs, Car-nivals, Sports Events, etc. Provides protection, scares intruders. Dozens of

Chrome Finish.

Special at Reg. Model Blank Pistol, blue

Blank Cartridges-100 for \$1.50. ORDER BY MAIL-No permit required. Send check or money order.

J. L. GALEF & SON Dept. BD-2, 85 Chambers St., N. Y. C.

OKLAHOMA EXPOSITION SHOWS

Big Spring Festival open Nowata, Okla., April 18,

Want Concessions: All Hanky Panks open. Have good route in Arkansas, Missouri, Nebraska and Oklahoma. Want Grab Stand and Bingo. Wheel Foreman for new #5 Eli, Help on all Rides. Will book any Major Ride not conflicting. Can place any Shows with own equipment, small P.C. Owing to disappointment can place General Agent familiar with this territory; prefer one with Concessions. Good proposition. Address:

BOX 1423 Wapanucka, Okla.

WANTED ILLUSION SHOW TALKER

Also useful Help. Charlie Noller, contact.

A. W. McASKILL

2617 Roosevelt Rd. San Antonio, Texas

CARNIVAL AND CIRCUS

Photo List Covering Shows for the Past 16 Years Is Now Ready, Mail 25c, a Quarter, for Sample and List.

W. H. B. JONES O. Box 777 Galveston, Texas



Our Buddha Papers

Tells Fortunes by Magic. Still only \$7.00 per 1000 postpaid. S. BOWER Belle Mead, N. J.

WANT For Side Show on Marks Shows

Pin Cushion, Fire Eaters, Bally Girls, Freaks. Freddie, armless boy with Mark Williams, answer. Sig, come on. Opening April 13, Richmond, Va. Wire, no time to write. Talker and Canvasman; Art and Karol, answer.

SANDRA LEE Marks Shows Richmond, Va.

H. & M. SHOWS

Scottdale, Ga.

Want Ride Help for Wheel, Kid Ride.
Red Chick, come on. Agents for officeowned Concessions, Duck Pond, Glass
Pitch, Devil Bowling Alley. I. T. Miller
wants Agent for High Striker, Eight
weeks Atlanta, Ga., lots; then Pennsylvania. Show has 4 Rides.

Will Mythat f 1011V IAILET

WILL MYERS & JOLLY JAILLET H. & M. SHOWS, Scottdale, Ga.

CARNIVAL PLASTER

Large assortment. Plenty of flash and color. Also slum line,

DE LUCA'S ARTCRAFT

R. D. 1, Sharpsville, Pa. Phone: 2825-Day or Night

WANT A good Carnival for our

ANNUAL SOLDIERS' REUNION August 18-19-20. All replies to C. E. FISCHER

GRISWOLD SOLDIERS' REUNION Griswold, Iowa.

WANTED

Shows with own outfit, NO GIRL SHOWS or gypsies, Rides: Any Ride not conflicting, with transportation. Concessions: Hanky Panks of all kinds, Percentage, NO FLATS. Opening early in May. Good territory. We answer all letters.

ELLISON BROS." ATTRACTIONS 4005 So. First St. Abilene, Texas

With car, capable of booking 12-Ride Show, knowing Tennessee, Kentucky, Illinois and Indiana. Salary no object if you can produce. References required.

BOX D-23 c/o Billboard Pub. Co. 2160 Patterson St. Cincinnati, Ohio.

FOR SALE SINGER HAT MACHINE

Brand new. Complete with stand and light, \$300.00. RUSS EDWARDS

Overland 14, Mo. (Phone: Winfield 8707)

Winter Quarters

Ideal Rides

MARTINSVILLE, Ill., April 14. -Quarters have been set up at Shady Rest, one and a half miles east of this city. Location is owned and operated by Mr. and Mrs. Henry Hickman, concession operators, formerly of Chicago. Work is progressing and trucks and trailers are being finished in org's new colors. Kiddie rides and Chairplane have been repainted and work on the Merry-Go-Round and Ferris Wheel is under way.

Org plans to open near Indianapolis in May. It will play Indiana and Illinois dates until the week of July 4 and then make the annual Home-Coming Celebration in Arcadia, Ind. The following week the rides move to the Centennial Celebration in Kansas,

First fair is the 4-H annual, Clay City, Ind., after which the org plays Mills County, Ringold County, Adair County and Shelby County fairs, all in Iowa. Next on the list is the annual Labor Day Celebration, Ashkum, Ill., followed by the Montore County Festival, Indiana. From that date the org moves south and expects to hit winter quarters in Valdosta, Ga., the last week in November.

Mr. and Mrs. L. H. Hardin, formerly with the Galdstone Shows, are here getting their concessions in shape. Art Putska will have popcorn, snow ball, peanut, cotton candy, custard, jewelry and duck pond stands. John Kugelman has booked his basket ball, milk bottles and hi-striker stands. Hank come in about April 15.

trip. Visitors here included Jess Monroe, W. H. Campbell, Eddie Shaw, C. S. Peck and Rodger Wolberg.-MRS. PEARL ROBERT-SON

Royal Midwest

painted.

FINDLAY, O., April 4. -Work is nearly completed for the April 25 opening at Charlestown, Ind. All equipment left here yesterday for Fairview, Ind., where it will be incorporated with gear stored there. Complete show is scheduled to arrive in

Charlestown April 19. Two new trucks have been added to the fleet and one more is expected to be purchased before the opener. All other rolling stock has been repaired and

Staff includes Roxie Harris, owner-manager; Bill Harris, general manager; Eddie Steele, legal adjuster; Nip Harris, special agent; Bud Birchman, ride and ti .k superintendent; Bob Harris, assistant to Birchman and electrical superintendent; Mrs. Bud Birchman, cashier and agent for publicity man.

Virginia Greater

SUFFOLK, Va., April 4.—Shows moved all equipment to the opening lot in suburban Kimberly. and ready for opening.

Recent arrivals include Mr. and fifth for '53: Mrs. Hap Arnold, Mr. and Mrs. Calvin Nelson, Mr. and Mrs. Arthur Christian, Mr. and Mrs. Sotty Logan, Charlie Drake and Mr. and Mrs. E. C. Weber. F. C. Hannigan reported and will manage the Side Show. Doc Jones reports soon to take over two revues.

Visitors included Sam Stallings, postmaster, and his two grandowner; W. R. Webb Jr., Suffolk opening. Junior Chamber of Commerce, and sponsors of the opening date; C. T. Eley, Hertford, N. C., Lions Club, and Bill Sanders and crew, American Tent & Awning Company, Norfolk.

Scotty Logan and Hap Arnold are getting their concession equipment in shape. Mrs. Hap Arnold, daughter and son-in-law, and Mr. and Mrs. Calvin Nelcon recently motored to Pennsylvania to visit relatives. Charlie Drake is readying his hi-striker. Bill Murray, general agent, is on a trip in the North for the org.

Veteran's United

WORTHINGTON, Minn., April 4.—Show will open its '53 Hickman has purchased the bingo season at its winter base here on and will operate it along with May 14. Owner Charles Carroll three other concessions. Whitey reports the route is all set and Calor is expected soon with his expects a bigger season in view concessions. Some of the ride men of the new fairs and celebrations are here and the remainder will booked thruout North Dakota, Nebraska and Minnesota. Paint-Elmer Benefield has his new ing and repair work is under way.

Orleans and spent some time in Ross Sinderson, who was added fronts. Georgia and Florida on the return to the staff, and Mrs. Sinderson were recent visitors following a vacation in Mexico.

their daughter, who will have due to arrive soon from his concessions on the show this sea- Miami home. Plans are to carryson, are expected to arrive April 9 rides, 7 shows, 30 concessions 10. The Evans family will be with the show for their sixth

Clarence Lanke, electrician, has been working here but plans to go to Minneapolis soon to pick up his wife and their house trailer. —MRS. CHARLES CARROLL.

Mosher Shows

PORT HURON, Mich., April 4. - Work supervised by Bob rapidly. Much of the equipment Shows is being overhauled.

The Kemper-Middleton popcorn wagon and concessions have —H. G. MOSHER.

Drago Amusements

KOKOMO, Ind., April 4.-Paul Drago, owner of Drago Amusements, has returned from a book-All equipment is newly painted ing tour, during which he added another centennial, making it his

Work is in full swing at winter quarters. Bing Randolph has returned from Florida and is busy rebuilding ticket boxes, fronts and a new office for the No. 2 unit. Chet Pierce is overhauling trucks and ride motors. Kenneth Ritchie and other help are repairing and painting equipment. A special built Merry-Go-Round van has children; Harry P. Taylor, local been added to the No. 2 unit. Plans electrical contractor; P. G. Cox, lot are being made for an April 30

United Amusement

PAWTUCKET, R. I., April 4.--Opening date set for April 20 at Providence, under auspices of the Children of St. Lucy and the Association of the Catholic Blind. Show will play a city-owned park.

The management has lined up several contracts for early spring celebrations in the centers of Rhode Island and Massachusetts. Unit, under the supervision of Arthur J. April and Florence M. April, will travel on 12 trucks and trailers, all newly painted. There will be eight office-owned rides and eight office-owned concessions. in addition to 12 independent concessions and a bingo.

Capt. Jimmy Jamison, high fire diver, will be the free act. Rest of the personnel will be announced

Page Bros.

SPRINGFIELD, Tenn., April 4. house trailer parked in Hickman Jerry Ramsey, who will handle —Equipment is all set for the Park. Owner Paul T. Robertson the office, is already on hand April 11 opener. John Starkey attended the Mardi Gras in New getting his department in shape. is decorating the rides and show

Mr. and Mrs. Jim Shrout have arrived here in quarters. Shorty Baker is busy readying his eight Mr. and Mrs. Bob Evans and concessions. George Whitehead is and a free act.

Recent visitors included Jack Settle, Baker United Shows: Bob Stewart, Gem City Shows; Bryant Carter, Tennessee Novelty Company; Charles Garvin, Beech Ben Park, Bowling Green, Ky.; Mr. and Mrs. Jack Hope and Mack Hoag.

Motor State

DETROIT, April 4. - Owner J. J. Frederick and Manager Braddock has been progressing Schultz, of the No. 2 show, returned from a buying-booking tour purchased from the Merryland thru Arkansas and Mississippi. Much equipment has been added.

Manager Schultz has ordered a new house trailer. Two rides and been given a thoro going-over. a Penny Arcade have been added. Chuck Middleton is in charge of Show will carry the Great Texan the paint shop. Bob Lewis was a as free act this year. Celebrations recent arrival. Visitors included start in mid-June, followed by Mr. and Mrs. Lacey, concession- fairs. Work in quarters is about The Billboard; Dottie Harris, aires; Mrs. Lela Nelson, Charlie completed. A Merry-Go-Round secretary, and Patrick Brady, Carr, Joe Mix and Floyd Walters. has been bought from the Nessler Greater Shows.—LEO SCHULTZ

SACRIFICE

TWO LATEST MODEL P D Q 21/2 by 31/2 CAMERAS WITH LATEST PRISM REFLEX MIRRORS. THESE CAMERAS USED SHORT TIME AND GUARANTEED LIKE NEW. COST \$375.00 EACH

\$400.00 Takes Both AMUSEMENT CENTER 815 JEFFERSON AVE., TOLEDO, O.

16--FAIRS & CELEBRATIONS--16 Want for now and Humble, Tex., Fair and Rodeo, April 20-25; fifteen others to

Want Ferris Wheel Foreman and other Ride Help. Rides: Kiddie Cars, Planes, Train, Street Car, Ponies, Chairplane, Train, Street Car, Ponies, Chairplane,
Merry-Go-Round and others. Concessions: Bingo, Scales, Cork Gallery, Duck
Pond, Penny Pitch, Ball Games, Coke
Bottles, String Game, Balloon Darts,
Photos, Lead Gallery, Bumper and
Palmistry. Shows: Snakes, Wild Life,
5-in-1 or any good Grind Shows.
Phone: M. E. 9897. Write or wire
BREWER'S UNITED SHOWS
3421 Melbourne Houston, Tex.

FOR SALE Six Eli Airplane Cars

Good running condition. Motors included. Priced for immediate sale.

> \$75 each Can be seen at

TIRELLA AMUSEMENT COMPANY 86 Elizabeth St. Dover, N. J.

Telephone: Dover 6-1968



Strange and Weird Afractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child Many others Your ideas made up. Write for Folder Free late's Curiosity Shop 1858 E. Van Buren

DUE TO DISAPPOINTMENT Want good Griddle Man and all-round-Cookhouse Help, also Man to take charge of Six Cat and Duck Pond Agent; must Answer at once, opening now. Have for sale Devil's Bowling Alley, good shape, \$65.00. JOE SALADINO, Mecca Hotel, Birmingham, Ala. P.S.: Wm. T. Kelley and "Sleepy" Hubert

Sanders, get in touch with me, Thank You MAE AND HENRY McCAULLY

Diesel engineer with Thomas Joyland Shows, for your new Buick purchase. JOHNNY CANOLE Canole Buick Monessen, Pa. Phone 2500. Altoona, Pa. Phone 9347.

Rides—NOW BOOKING—4 Shows Concessions that do not conflict. Grindshows, Funhou e and Arcade. Want Second Men on all rides, must drive. Join a proven route of Still Dates, Celebrations and Fairs. Opening May 1, Boone, All Concessions report by April 20

BOONE VALLEY SHOWS, INC.

CARNIVAL WANTED

For Big Annual Decoration Day Celebration. Chaffee, Mo. Auspices V.F.W. Post 3127. Carnival can stay for full week, either closing Decoration Day or opening on same. ALL REPLY TO: Leland Ancell, Commander, V.F.W. Post 3127 Chaffee, Mo.

FOR SALE

(7) car Tilt, complete with irons and painted, ready to use. Excellent condi-tion, \$500.00 cash. Write or phone

J. W. MAHAFFEY Erie, Kansas

LAST CALL GEORGIA AMUSEMENT CO.

Opening April 13 in Cornelia, Ga. Will book Concessions of all kinds that work strictly stock. Want Second Men on Jenny and Chairoplane and Wheel who drive. Sell Ex on Bingo, will buy small Blugo with transportation. Mitt Camp is open if you have no children. Sell Ex on Mug outfit, \$26.00.

WANTED

Carnival and Rides for Memorial Day

KEN JENKINS, Com. Clements Post, VFW

Bangor, Wis.

MADDOX BROS.

Kansas' Finest Will Open May 1st. Can use Ride Help, also Concessions that do not conflict. Will show 15 Fairs and Picnics. Will be in full swing. Please contact ORRIE MADDOX, Mgr. 26 Atlanta, Kansas

Highly midway flash. Sensational new numbers.

PELLEGRINI BROS.' STATUARY CO. Old Forge, Pa. 814 Moosic Rd.

Phone: Moosic 3801

MRS. HAROY, 65-ton, 75-foot fin whale, is shown being unloaded in New York Monday (27). The largest floating derrick in the U.S. was needed to transfer the mammal and its 16-axle, 90-foot railroad car from the ship. European coupling devices on the car are being changed now to permit a proposed U. S. tour by rail. Owner Lief Soegaard plans a two-month exhibition of the whale in and around New York prior to the tour. Announcement of the first exhibition site is expected from him shortly.

www.americanradiohistory.com

BAINBRIDGE, OHIO, SESQUI-CENTENNIAL AND FIFTH ANNUAL OPEN HOUSE WEEK

APRIL 29-MAY 3

Concessions: Want Bingo, Arcade, Photos, Lead, Age, Jewelry and Stock Shows of all kinds; Concession Agents, men or women. Shows: Want Girl Show, Posing Show, Athletic, Grind Shows, etc., with or without equipment. Rides: Will book Fun House, Roll-o-Plane, Roll-a-Whirl, Chairplane, Live Ponies, Kid Rides and Rides not conflicting. Ride Help for Wheel, Merry-Go-Round, Octopus, Loop and Kid Rides. James Anderson, Ed Cox, Berl Payne and Curley Rivers, write.

APRIL 29-MAY 3, BAINBRIDGE, OHIO—FIFTH ANNUAL OPEN HOUSE WEEK. 10,000 people last year. Parades, Acts, etc. Main Street. Crookesville, Ohio, April 17-25, heart of town.

FRED NOLAN

MOXAHALA PARK, SOUTH ZANESVILLE, OHIO

Phone 2-8252 or 2-7671

ROCKY MOUNTAIN EMPIRE SHOWS

WANT FOR 21 FAIRS AND CELEBRATIONS PLAINVIEW DAIRY SHOW APRIL 13-18

Clean legitimate Concessions; will sell ex on Novelties and Cook House.

Shows-Any well framed show that has something to offer. Business is good; need Second Men on all Rides. Can use electrician and First Man on Wheel. Route includes Belle Fourche; Custer; Colorado's 50th Anniversary Celebration; Casper, Wyo., Fair. Choice still dates in Colorado and Wyoming.

FRANK O. SWARTZ

3519 Newton St.

Denver, Colo.

The Show With The Proud Reputation

GRAND OPENING, SUFFOLK, VIRGINIA, APRIL 10TH

Want Ex. on Custard, Novelties, Long and Short Range Gallery, American Camp, Coca-Cola Bottles. All Hanky Panks open. Al Roberts and Arthur Christian want Hanky Pank Agents. Due to disappointment want to join at once Girl Show Manager. (Doc Tramp Jones no longer here.) Show is already up. Want Snake Show, Ex. for Side Show. Bertha Bert wants Side Show Acts. All former Help write. Want Fun house or Glass House, Unborn, Wild Life Pony Ride Want Diesel man at once. All mail and wires to Life, Pony Ride. Want Diesel man at once. All mail and wires to WM. C. (BILL) MURRAY

Box 461

Suffolk. Virginia

SUNSET AMUSEMENT CO.

OPENING APRIL 30, EXCELSIOR SPRINGS, MISSOURI

Billposter Wanted: For 8 weeks' work starting April 20 with or without transportation.

Cookhouse Exclusive: Must make deposit for same \$60.00. Ride Help: Second Men for Rides, must be semi drivers. Concessions: Can place Jewelry Sales, Buckets, Set Spindles, Coke

Bottles, Milk Cans, Ball Games, Country Store. Exclusives: Derby, Custard, Live Ducks, Fish Bowl and Hats.

WINTER QUARTERS OPEN, LOT LAID OUT APRIL 20

701 N. MAIN STREET

EXCELSIOR SPRINGS, MISSOURI

RIDE HELP WANTED

Foreman for two-abreast Jenny; salary, \$65.00 plus bonus. Foreman for #5 Eli Wheel, \$65.00 plus bonus; Foreman for Octopus, \$55.00 plus bonus. Man for four Kiddie Rides. Two men to handle concessions. Good deal. Mrs. Kahn can use two Concession Agents. Have two weeks open, Committees in New England contact. All replies to

HARRY J. KAHN

(Phone 6-0237, after 6 p.m.) 60 Parkside St. P. S.: Al Charland and Whitey Bell get in touch with me. Springfield, Mass.

CHOICE LOCATION AVAILABLE

for a Kiddie Center. Can use up to five Kiddie Rides on percentage basis for entire season. Have parking space for 2,500 cars, located on main highway and featured in connection with and on the grounds of Rink's Bargain City. This large store is open 7 days a week and draws between 8,000 and 10,000 persons over week-ends. For further information, write, wire or phone

HY ULLNER, RINK'S BARGAIN CITY

DIXIE HIGHWAY, ROUTE 4

HAMILTON, OHIO

First Call--KEYSTONE ATTRACTIONS--First Call Opening Friday, May 1, West Berwick, Pa. West Berwick, May 1-9; Riverside, May 11-16.

WANTED: Major Ride not conflicting with Ferris Wheel and Chairplane. Also Kiddie Rides not conflicting with with Kiddie Swings and Train. CONCESSIONS: Fish and Duck Pond, Age and Weight, Bumper, Pitch-Till-You-Win, Photos, Long and Short Range, Arcade, Custard, Hoop-La, String Game, Floss or any Prize-Every-Time Concession. NO FLATS OR GYPSIES. SHOWS: Snake, Monkey or Pit Shows. Contact MEL SOBER, Manager, 343 Market Street, Sunbury, Pa. Phone 1609.

P.S.: CY SPRENKLE, contact Fred Sassaman. KELLY HEINLY, contact.

FOR SALE—ALL OR ANY PART OF SIX RIDE SHOW—FOR SALE

Including Eli #5 Wheel, late model; 7-Tub Tilt, late model; 8-Tub Octopus, Super Roll-o-Plane, Smith & Smith Adult Mixup, Cage Kid Wheel on Trailer. All Rides are in first-class condition, with good Tractors and Trailers. Have three Panel Fronts, one Wagon Front on Semi, Fun House, several good Show Tops, new Banners. This complete Show can be bought right or will sell any part. Will consider leasing to responsible parties. Show is up now for inspection. Must have fast action.

WIRE: BOX 411 C/O BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

STOCK TICKETS
One Roll\$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 Fifty Rolls 22.00 100 Rolls 40.00
ROLLS 2,000 EACH

Double Coupons **Double Prices** No C.O.D. Orders Size: Single Tkt., 1x2

THIS AD WITH CASH ORDER - 20% DISCOUNT on SPECIAL PRINTED Tickets if postmarked before April 18, 1953.

THE TOLEDO TICKET CO. Toledo 12, Ohio

	SPECIAL PRINTED				Double	
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ŀ	2,000			6.90	Coupon,	
l	4,000			7.80	듄	
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	500,000			133.00	70	
	1,000,000	****	****	258,00	Price	



ANNOUNCING A STAR STUDDED ROUTE OF FAIRS AND CELEBRATIONS STARTING AT LANDER, WYOMING, 4TH OF JULY CELEBRATION, 5 DAYS ON THE STREETS

HARDIN, MONT. RAPID CITY, SO. DAK. MITCHELL, NEBR. LUSK, WYO.

WHEATLAND, WYO.

SPRINGFIELD, COLO. LAMESA, TEX.

(NEBRASKA'S LARGEST EASTERN NEW MEXICO COUNTY FAIR)

TORRINGTON, WYO. STATE FAIR, ROSWELL, N. M. ONE OF THE BIGGEST FAIRS IN THE MIDDLEWEST TO BE ANNOUNCED LATER COLORADO SPRINGS, COLO., SOLDIERS' PAY DAY, FIRST WEEK IN JUNE.

CONCESSIONS: Want Hanky Pank Concessions of all kinds.

SHOWS:

RIDES:

Want Side Show with or without frame-up. Also Fun House, Glass House, Geek Show, Snake Show. Hedy Jo Starr wants capable Girls for 2 beautifully framed Girl

Shows. Salary no object if you can produce. Will book Octopus, Dipper, Rock-o-Plane, Boat Ride, Sky Fighter. This Show has

all other office-owned rides.

All Wires and Calls to: H. P. HILL, Mgr. Portales, N. M., April 6-11; Dumas, Tex., April 13-18.

OPENING MANCHESTER, N. H. (FIRST IN), APRIL 17 11 DAYS - 2 SATURDAYS & SUNDAYS PLUS HOLIDAY

WANT

SHOWS-RIDES

That do not conflict, Hanky Panks, Ferris Wheel and other Ride Foremen.

24 WEEKS 12 FAIRS AND CELEBRATIONS

ED BURR

General Delivery Manchester, N. H.



Opening April 13 on the streets of Evergreen, Ala.; Demopolis, Ala., following. downtown lots, no out-of-city-limits locations. We have the Piedmont, Ala., Spring Fair. CONCESSIONS WANTED-Will sell exclusive on Photo, Long Range and Scale and Age. Want French Fries, Chocolate Dip, Milk Bottle, Basketball, Hit and Miss, Coke Bottle, Balloon Dart, Bumper, Cothes Pin Pitch, High Striker, Heart Pitch, Hoop-La, String Game, Cork Gallery, Slum Spindle

SHOWS-Want Manager for office-owned Side Show (due to disappointment); must furnish Acts and inside equipment. Tiny Cowan, contact; liberal offer.

Have Top suitable for Monkey or Snake Show. I will furnish all equipment except animals. Want Monkey, Snake (Whitey Usher), Illusion, Fat or any clean show of merit, Motordrome (maiden territory for this show); liberal proposition. HELP—All last year's help contact. Bill Handler, contact me. All replies: John Portemont, Gantt, Ala. Phone 13, person to person

METROPOLITAN

"America's Newest and Most Modern Railroad Show" WINTER QUARTERS OPEN NOW-SHOW OPENS MAY 11TH, ASHEVILLE, N. C. J. J. McClain wants Polers, Chalkers, Mule Drivers and all CONCESSIONS Custard, French Fries, Novelties, Age, Scale, Shooting Galleries and

TRAIN HELP

useful experienced train men, also treatment.

RIDE HELP

Experienced Foremen and Second Men for all Rides. Rides, all new or rebuilt and in excellent shape to set up and operate.

LOT MAN Must be able to lay it out as big railroad show should be. Good salary for right man.

Shooting Galleries and

Cat Driver. Top salaries and good all Hanky Panks being booked now; Photos. Have good Snake Show for capa-SHOWS | ble operator. Want operator for

> Shows. GENERA

Big Girls' Revue. Will book Glass House, Wild Life and any worthwhile Grind Want good Carpenter, Black-

HELP RIDES

smith, Painters, and Scenic Artist. Will book Coaster or Dipper. Any

Major or Kid Rides not con-

flicting. All address METROPOLITAN SHOWS, Fairgrounds—Florence, S. Carolina PHONE 4467 - NO COLLECT CALLS - PAY YOURS - WE PAY OURS

DUE TO LOSS BY FIRE

Will book or lease good, clean Merry-Go-Round. Guarantee season's work. Can assure long contract and furnish transportation, playing choice Celebrations in Western New York and Pennsylvania ARTHUR ROXY

Roxy's Amusement Rides East Aurora, N. Y.

Scale, Age and Novelty Agents for entire season with World of Mirth Shows.

I. NATHAN

1502 Hawthorne St., Bronx 69, N. Y.

THOMAS JOYLAND SHOWS

Hanky Pank Concessions of all kinds. Can place Foremen for Little Dipper and Dark Ride. Also Second Men on all Rides. Want useful People to handle Shows on percentage.

Address: Williamson, W. Va., now. Show opens April 11.

IMMEDIATELY—RIDE HELP—IMMEDIATELY

Can place Foremen for Eli Wheel, Merry-Go-Round, Chairplane, Kiddie Rides, etc. No drunks. Apply SAM TASSELL

5839 Walnut St.

Phone 2-5852

Philadelphia, Pa.



The MEMBERSHIP DRIVE IS \$10—Initiation—\$10 Dues

New Low Rate of \$20

Covers both Initiation and Dues, entitles new members to all club facilities. Send your application TODAY.

PACIFIC COAST SHOWMEN'S ASSOCIATION

1235 So. Hope St.

Los Angeles 15, Calif.

MOE LEVINE, Pres.; AL FLINT, Executive Secy.; SAM DOLMAN, Chm. Mbrshp. Com.

48th and Farewell Tour

MAD CODY FLEMING SHOWS

OPEN APRIL 25

Want Foremen for Merry-Go-Round, Eli, Caterpillar, Spitfire, Flying Scooter, Little Dipper, Spillman Speedway and 5 Kid Rides. Good Pit Show Operator. Painter. Boyd, answer. All must drive and be sober. Can use man who can book half a dozen spots and help back on show.

W. L. McMinn and Tiger Mack can use 12 good sober Concession Agents. Bill Knox in market for Fun House or Working World. Ready money waiting. Address Hickox, Ga., or Phone Nahunta 413.

DRAGO AMUSEMENTS

Opening April 30 in Kokomo, Ind., for ten days, including Sunday. This show well booked with 9 Fairs, 5 Centennials and the biggest 4th of July Celebration and Centennial Combined in Rochester, Ind., and the Court House. Other Centennials include Dunkirk, June 15 to 20; Brookston, June 22 to 27; Medaryville, Aug. 24 to 29; Roann, Sept. 22 to 26.

WANTED

WANTED

Concessions of all kind working for stock. (Absolutely no gypsies wanted.) Shows: Motor Drome, Glass House, Monkey, Side Show, Snake, Fat, Animal, or what have you? Good proposition for Minstrel and Athletic Shows, furnish top and transportation if necessary. All Girl Show workers contact Billie Harville. Rides: Dark, Little Dipper (book for small percentage.) Wanted: Ride Help who drive and are sober. Winter-quarters now open. Good pay with warm place to stay. Come on. Bingo Randolph wants Agents for Hanky Panks. Al Cash, contact Chet Pierce at once. Rusty and

PAUL DRAGO 1711 E. MARKLAND

KOKOMO, INDIANA

DAN-LOUIS SHOWS

Opening May 9th Mount Vernon, Ind., on the Street. Followed by Sesqui-Centennial on the Street, Newburg, Ind.

Biggest Date of the Season

Can use few more Concessions-Will not carry over 20. Opening for Lead Gallery, Glass Pitch, Ball Game, Basket Ball, Pitch-Till-Win, Cigarette Cork Gallery, Duck or Fish Pond, Hi-Striker, Concessions that are booked with me, contact or report to Owensboro Winter Quarters, We need Ride Help who can and will work for good salary and sure. If you get drunk, go somewhere else.

> LOUIS T. RILEY, Gen. Mgr. P. O. BOX 397, OWENSBORO, Ky.

W. T. "Bill" Hopkins would like to hear from the following Ride Men: Carl "Curley" Rivers, Paul Smith, Rodney "Curley" Grey, Charlie McNarie. Good pay, good treatment, long season. Any other Ride Boys I know get in touch at once. Shorty Sherman, come to Winter Quarters, I need you.

BADGER STATE SHOWS

OPENING MILWAUKEE LOT, APRIL 19

Can place Photo Gallery and a few stock concessions. RIDE HELP WANTED: Foreman for Ferris Wheel, Rolloplane and Dark Ride, also second men in all departments. Can use Ten-In-One, Illusion and Penny Arcade, Have front and top for a Hillybilly show. Chas. Schanissy can place responsible operator to manage drome. Have all necessary equipment except motorcycles. Cliff and Kitty Hoffman, Jimmy and Jeanie James, contact immediately.

> All contact J. VOMBERG 1815 South 108th St., Milwaukee, Wisc.

REDWOOD EMPIRE SHOWS

CAN PLACE legitimate Concessions that do not conflict. WANT Cookhouse, Ball Game, Glass Pitch, Bingo, Novelties. Agents for office-owned Concessions.

Vallejo, Calif., April 7-12. P. O. BOX 358, Berkeley, Calif.

P.S.—Giberson, please communicate.

GREATER SHOWS presenting the show of shows

WANT FOR LAURINBURG, N. C., APRIL 6-11. SOLDIERS' PAY DAY. Due to disappointment want Bingo; all Slum Stores open. Want A-1 Diesel Electrician who can handle International Diesel Light Plants. Want A-1 Mechanic with own tools. Want Merry-Go-Round Foreman, \$50 week. Harry Lindstrom, get in touch. Octopus Foreman, Chairplane Foreman, \$50 week, Thurman Marshall, get in touch; good proposition for you and Harry. All mail and wires to

FRANK HARRISON LAURINBURG, N. C., THIS WEEK; THEN AS PER ROUTE.

WANTED-LARGE CARNIVAL

With plenty of flash for three-in-one spot, June 28th to July 4th, inclusive. Legion Convention, Veterans' Reunion and outstanding Fourth. Parade, free acts and fireworks. Ideal lot; co-operative Veterans sponsorship. You show to all Southern Illinois here, Contact

G. G. PURCELL

317 Main Street

Phone 2775

Mount Vernon, Illinois

Club Activities

Club of Texas

DALLAS, April 4.—The last evening meeting of the season was held Monday (30). President Milly Hudspeth presided, assisted by Vaught, treasurer.

final birthday party of the season. The social honored members who had birthdays and anniversaries in March, including Pansy Ellis, Martha Moss, Bea Harris, Norene Donettee, who has been Lola Felton, Joe Istec, Al Cepak, W. A. Mulvey, Bernice Burns, Paul Langly, Paul Grissone, Alice Carroll, Ruby Ewing, Herbert Crangle, Curley Wilson, T. D. Mc-Farland, Wilma and Tom Morris, Alyne and Percy Morency.

at home. Ill in Houston are Ollie services to clear the title: Miesterman and Virginia Barnes.

buried in the Lone Star Showmen's Rest in Dallas. The club will sponsor a donation to the Cancer Fund in her memory.

and Millie Castine, Betty and Harold Clippard, Shannon and Mildred Glascoe, Tom and Etta Henderson, Sadie Emswiler, Mr. and Mrs. Stanley Williams, Marvel and Bill Luck, Jack and Marguerite Bathay, Al and Francis Bohne, Charles and Mabel Thomas, Alvin Teeter, Jack Adair, Floyd Wheeler, Bobby Freidman, Mr. and Mrs. Hyman Charninsky.

Dick Ford, Ed Johnston, Sammy Wolfe and Chuck Bedell. Kathy Kearns won the prize donated by Martha Moss.

Meetings will continue every Monday at 1 p.m. Dinners will be held every other Thursday until further notice. The April 2 dinner was to be prepared by Edna Hacker, assisted by Pearl Vaught and the house and entertainment committees.

Greater Tampa Showmen's Association

Tampa, Fla. Ladies Auxiliary

On the rostrum with President Bette Rodgers were Hazel Maddox, second vice-president; Grace Fillingham, secretary, and Elsie Owens, treasurer. Myrtle Jetter, ways and means chairman, thanked Dolly Young for \$200 raised on the Royal Crown Mary Ruth Tillery Shows. assisted Mrs. Young.

Mrs. Fillingham reported that the club has 571 members in good standing. Elsie Johnson announced there would be a benefit game party at her home Monday night. Bertie Perrot thanked the following members for working with the mobile x-ray unit: Mrs. Fillingham, Mrs. Johnson, Evie Belew, Lea Warbritton, Helen Julius, Dorothea O'Conner, Ruth Winters, Lela Howey, Clover Fogle, Margaret Porter, Ida Morin, Blanche Zieman, Mary Clian, Esther Young, and Arlene

Zelda Hercha announced that new birthday cards had been purchased and would be sent members during the year. Mrs. O'Conner and Pat Richards served refreshments. Gertie Weiss won the Dark Horse.

Greater Ohio Showmen's Association

30 Buttles Ave., Columbus 8, O.

COLUMBUS, O., April 4.-At the last meeting held in the Deshler-Wallick Hotel members got under way a drive for funds with which to establish permanent clubrooms. Already money is coming in and a building committee is inspecting possible sites.

be held Sunday (12) in the club few weeks work in Michigan. house on Ohio State Fairgrounds. Demand for tickets has been good. and a large crowd is expected at the affair. Trustees have promised the club until fall.

Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, April 4.-Showfolks of America brought winter activities to a close with Grace Tinder, secretary, and Pearl a combined party celebrating the ninth birthday of the club and A large group attended the a going-away party for members. Talented youngsters from the Betty May Dramatic and Dancing School furnished the entertainment. Mistress of ceremonies was selected as "Queen of the May" for San Francisco's big May Day celebration this year.

President Jack Christensen announced just before the party that legal obstacles had been cleared and that Showfolks now Martha Moss reports that have clear title to the original Jimmy Allard, Vernon (Pop) plot of 300 graves at Showmen's Smith, Floy Parker, Bertha Pick- Rest in Mount Olivet Cemetery. ens, H. A. Money, and Frances Two attorneys, Nathan Cohn and Palmer are in the hospital. Mary Albert Roche, both members of Ellen Liberman is recuperating the organization, donated their

Visitors at the party included W. A. Fairies is also ill, while Lee Brandon, agent for Crafts Millie Cepak is convalescing at Shows, and Arthur Hockwald, agent for the Clyde Beatty Marie Simms died March 26 Circus. Many of the women after a long illness and was brought home baked cakes and ice cream. A capacity crowd came early and stayed late. Mel Smith, chairman of the evening, gave a pep talk in which he New members include: Bruce complimented the presidents, past and present, for the strides made by the club in the nine years.

National Showmen's Association

1564 Broadway, New York

NEW YORK, April 4.—A special meeting of the Ladies' Auxiliary and men's board of governors was Out-of-town guests included held in the clubrooms Thursday night (2). Second Vice-President John S. Weisman presided in the absence of President Phil Isser. who was unable to attend due to his shows' opening. Also present were George Hamid, presidentemeritus; Gerald Snellens, third vice-president; Morris Batalsky, secretary, and Louis D. King, chaplain. Ladies group was represented by Past President Bess Hamid, President Dolly McCormick, Secretary Lydia Nall and Chaplain Blanche Kassow.

Final details on the securing of new quarters will be discussed at org's final meeting April 9. President-Emeritus George A. Hamid returned from a Caribbean cruise. Gifts have been sent to club's shutins as an Easter remembrance.

Recent visitors included Irving Sherman, Shep Blumberg, Joseph H. Hughes, John McCormick, Sam Peterson, Dan Thaler, Paul Wagner, Dan Krassner, Henry Kaufman, Saul Seligson, Harry Levine, Mark Rosen, Harry Weintraub, Ben Herman, Jack Owen and Charles (Doc) Morris. Word was received of the death of William J. Culiton in Oswego, N. Y., March 29 and his burial there.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 4. - Vicepresident Ned Torti was in the chair at the regular Thursday (2) meeting. Also at the table were William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Past Presidents J. C. McCaffery and Lou Keller.

Ways and means committee will soon get underway on its summer fund drive. Membership was saddened by the death of Mrs. Lester J. Davis, wife of a

Sick list included Robert Robbin, who is confined to Billings Hospital here; B. S. Gerety, Billy Williams and Frank Daniels.

Jack Hawthorne and Al Rossman are in from Florida and Eddie Murphy has returned from Arizona. Paul Delaney and Arthur Morse attended the meeting after absences. Sam Solomon left on a business trip and Dave The club's annual dinner will Picard and his crew headed for a

Clubroom callers during the week included Morris Brown, Hank Shelby, Dave Goldfen, Henry S. Polk, Chick Bohdan, that music and entertainment will Petey Pivor, Max Brantman, Harfollow the banquet. The dinner ry Cherniak, Charles Zemater Sr., will mark the last get-together of Peter Vetrano, Al Sweeney and Jimmy Stanton.

Lone Star Show Women's Show Folks of America, Pacific Coast Showmen's Association

1235 South Hope Street, Los Angeles 15, Calif.

Ladies' Auxiliary

President Grace Merkel called Monday night's (23) meeting to order. On the rostrum were Madison Hopes, secretary, and Trudi Di Santi, treasurer. Past presidents invited to sit on the rostrum were Nina Rodgers, Edith Hargraves and Margaret Farmer.

Recent visitors have been Past President Margaret Pugh and Secretary Grace Tinder, of the Lone Star Showmen's Club, Dallas. They were entertained by several of the members. Guests welcomed at the meeting were Clara Debosq, Erenstine (Clark) Baer, Kate Dunn, Marie Veet, Mrs. Ansher, Dora Bennington, Kathleen Doolan, Blanche Jones and Isabelle Hester.

Members called on for comments after an absence because of illness or business were: Estelle Hanscomb, Lil Eisenman, Helen Pearl Guthrie, Helen Lorraine Guthrie, Martha Kenyon, Maria Banardi, Martha Riley, Minnie Pounds, Etta Carreon, Marie Veet, Sis Dyer, Morosa Herman and Opal Clark. Members leaving for the road are: Betty G. Coe, Leona Cook, Margaret Farmer and Nina Rodgers. News members are Jeannie Rider, June Meredith, Bee Dragani, Sally Catlin, dith, Bee Dragani, Sally Catlin and Helen Pearl Guthrie.

NOTICE

DICK COOPER **TEXAS** TONY MARENO

CATHY LEWIS or LILLIAN BABCOCK DOWNA ARNALLY

and all others contracted by me, please contact at once.

CHARLES H. HODGES

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Need Concessions of all kinds—Bingo, Couple for Cook House, Concession Agents. Ride Help, useful Help all departments. Shows—What have you? Need all but Monkey Show. This show has one of the best proven routes in Oklahoma. Missouri and Arkansas. Oklahoma, Missouri and Arkansas. Winter quarters now open. Will open April 18th for two Saturdays. All Inquiries to

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WANT for Biscoe, North Carolina, Sell X on Pop Corn, Candy Apple, Bingo, French Fries, Candy Floss, Snow Cone and Custard, Hanky Panks, Cork Gallery, String Came, Balloon, Dart, High Striker, Short Range, Age and Weight, Cat Rack, Swinger and Buckets, Fish Pond or any Hanky Pank working for Will book one or a set of Kiddie Rides at low percentage and give X for the

W. R. PRICE Jollytime Shows, Biscoe, N. C.



season. All replies:

Horoscopes Future Photos
PALM & GRAPHOLOGY
CHARTS—
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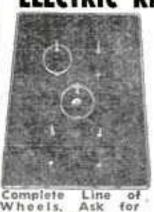
Tilt and Octopus Foreman, O. C. Mc-Clain, Willard Briggs and Frank Tezzano, contact at once.

701 N. Main St. Excelsior Springs, Mo.

Smith & Smith Chairplane (24 seats), Herschell Auto Ride (10 cars), M. T. Miniature Train (Diesel & 3 coaches). All Rides are priced right and in excellent condition. Positively no deals.

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ELECTRIC RING TOSS



A new Game, made with an attractive For-mica Top with chrome edges on a wooden stand. It has 5 contactpointswith I jackpot. The bell rings and the light goes on with every contact. Size: 24"x37" Price \$40 ea.

1953 Catalogue. CARDINAL MFG. CORP. Evergreen 7-5027 430 Keap Street

For Sale For Sale

Mirror Maze or Glass House. New 50-foot O. Henry Banner, used 10 weeks. Building 18x30 ft. 45 pieces of glass, 36x82 inches, some extra. Can be booked on World of Mirth Shows this year. Price \$2200.00. Reason for selling, have other inter-

CAN USE HELP on Tilt-a-Whirl and Dark Ride.

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"The Show You Know" "Missouri's Cleanest Midway" WANT WANT

Opening April 25, Fornfelt, Mo.
Foreman for 32-ft. Allan Hershell Merry-Go-Round; also Sesond Men for Eli #5
Wheel and Merry-Go-Round. Top pay,
better than good treatment. Must be sober and dependable. Also want Agents for Hanky Panks, Will book Fun House Monkey or Mechanical Show. DUTCH SCHRADER

239 N. Park Ave., Cape Girardeau, Mo.

AGENTS WANTED

For Six Cats and Buckets. Opening April 13, Clarksville, Ind. (Charles Lehman, get in touch with

me.) CHARLES WRIGHT Greensburg, Ind.

BILL STACY

WANTS BINGO HELP

CALLER & COUNTERMAN Prefer Semi Drivers.

Wire c/o WESTERN UNION

OCEAN SPRINGS, MISS.

No drunks.

FOR SALE FLY-O-PLANE

Mechanically, flash, earning power, there is no better used ride in show business.
Priced to sell, a real bargain, \$5.000.00
cash. With transportation—2 Trucks and
2 Semi Trailers, \$6.500.00 cash, F.O.B.
Hot Springs, Ark. No collect wires. Write CHAS, T. GOSS sect St. Hot Springs, Ark

FOR SALE **ROCK-O-PLANE**

200 Prospect St.

Tracter & trailer, with winch and boom, up and down with 3 men.

Box 1176, Dothan, Ala. Phone 24120

NOTICE LESTER HOWELL

Contact me at once. **GUST KARRAS**

St. Joseph, Mo.

Michigan Showmen's Association

3153 Cass Ave., Detroit

MIAMI, April 4.—With the close of the winter tour, many members and personnel from Prell's Broadway Shows visited the club daily. Among them were John Hoffman, Henry Goldberg; Sam, Paul and Mac Prell; Patty Finnerty, Joe Aarons, Joe Ross and Johnny Miller.

Showmen leaving for the road are Sam Palitz, Dutch Saltus, Eddie Horwitz, Maxie Sharp, Edward Turbin, Irving Biscow, Charles Travers, Johnny Appelbaum, Newell C. Taylor, John Grish and Jack and Edmond (Red) Burke. Col. Howard E. Stahler again will take his med show on the road.

On the sick list are Joe Bellinger, Coral Gables Hospital; Eddie Fisher, 100 Ocean Drive, Miami Beach, and Jack Rose, Coral Gables Veterans' Hospital. John Grish, recently discharged from the hospital, visited the club. Other visitors included Harry Schreiber, George Langley, James Stabile, Ben Levine, Russell Erdell, Col. H. E. Stahler, Willie Lish, Danny Krasner, Richard Crawford, Walter Link, Harry Modele, Fred Conti, Harry Nelson, Jack V. Fink, Nat Golden, Judge Harry Llewellyn, David E. Fineman, Jim Perry, Simon Geffen and Dukie Geffen.

Frenchy Schwachs was appointed caretaker for the club. There is mail on hand for Lew Bernstein, Johnny Cramer, Louis Cramer, Johnny Ciabburi, Frank DeLuca, James M. Gamble, Robert Guadaynino, Al Gerand, Fred Giodiano, Eddie Hackett, Morris Lauer, Al Katzen, Mickey Karr, Johnny Lash, Benny Rosenberg, Lester Tate, Morris Saul, A. R. Whiteside, Sam Mancuso, Frank Blyden and Joseph Motola.

Missouri Show Women's Club

St. Louis

ST. LOUIS, April 4. - All officers were on the rostrum at the Wednesday (25) meeting. Mrs. Verna Schantz presented a new member, Mrs. Jessica Cox, of Memphis. Correspondence was read from Nora Gdynia, Helen Germain, the Ladies' Auxiliary of the Tampa Club, and from the Red Cross, thanking the club for donations. Nora Gdynia is in the hospital.

The annual "Daisy Davis Day" was scheduled for Thursday (2). Mrs. Davis is the club's oldest member. The installation party will be held January 21, 1954. Rose Brown made a motion that a card party be held December 8.

Clara Campbell won the prize donated by Babe Weinstein, and Daisy Davis took the door award donated by Faye Davis.

> MORE MONEY-LESS WORK With the New and Modern 'SHORTIE" PARAGON MONEY CHANGER—

lust the thing for handling large crowds at carnivals, circuses, fairs, etc. Quick, Accurate, Effortless! PAYS FOR ITSELF IN A WEEK prevents loss. Compact and convenient Holds quarters, dimes, nickels.

3-TUBE MODEL



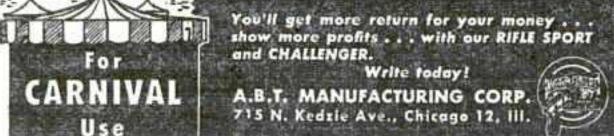
A midget in size-A giant in performance. Free folder on request.

Send check or money order (no C.O.D.) J. L. GALEF & SON, INC. Dept. BD1, 85 Chambers St., N. Y. C.

"THE RACING MICE"

NEW ... TERRIFIC ... 8 LIVE TRAINED MICE RACE ON AN 8-FT. TRACK AT SOUND OF BELL FROM STARTING GATE, Great crowd pleaser and fast action. Race over in 6 seconds. Big money getter at N. E. Fairs. Works for stock or cash. Hundreds of operators claim this fair, square game the most thrilling invention of the past half century. Complete Outfit: 24 asst. colored trained mice, 12 whirl-i-gigs, 8-ft. track, 3 cages, 3 zoo feeding bottles, instr. feeding, instructions to keep mice, healthy and in racing form. Complete \$325.00 F.O.B. 50% deposit, balance C.O.D. 14-day del. Pat. applied for. Sold only by the inventor:

WALTER MITCHELL 80 Cross St., Lawrence, Mass.



LAST CALL

LAST CALL OF TODAY SHOWS

DOWNTOWN

AUSPICES FIRE DEPT.

* WANT SHOW * MOTORDROME (Art Spencer,

contact) HILLBILLY JIG SHOW DING SHOWS **GRIND SHOWS** Have elaborate new

WAGON FRONTS

OPENING MAY 1st TULSA, OKLAHOMA

* WANT TO BOOK * ROLLER COASTER-SKOOTER ANY NEW RIDE

 \star WANT TO BUY \star KID RIDES ESP. BABY MERRY-GO-ROUND BOAT RIDE TRAIN

(9 DAYS) BARTON SHOW GROUNDS 1ST SHOW IN FOR 11 YRS.!

* WANT HELP *

MECHANIC with tools to handle fleet of new Chevs. 1st and 2nd MEN ALL RIDES, must drive semis. GLASS HOUSE OPERATOR FUN HOUSE OPERATOR

FOREMAN-SPITFIRE AND ROLL-O-PLANE

* CAN USE FEW MORE HANKY PANKS (\$30.00 PER WEEK PRIVILEGE) * * AMERICAN MITT CAMP * LONG RANGE GALLERY * CUSTARD * DERBY RACER * JIM CHAVANNE WANTS FREAKS OF ALL KINDS AND GENERAL SIDE SHOW HELP

ALL PEOPLE CONTRACTED CONTACT AT ONCE AND BE IN MUSKOGEE NOT LATER APRIL 15. FAIRS START JUNE 25TH, MINNESOTA—REPLIES TO BOX 782, MUSKOGEE, OKLA.

AMERICA'S

MIDWAY



WANT FOR SEASON OF 1953 OPENING COLUMBUS, GA., APRIL 27 THRU MAY 2

SHOWS RIDES CONCESSIONS Organized Side Show, with or without own equipment. Manager and organized Girl Revue (have all equipment for same). Any kind of Grind Show.

Will book Rock-o-Plane or Roll-o-Plane. No Kiddie Rides.

Age and Scales, Penny Arcade, Bingo, any kind of "Prixe-Every-Time" Concession or Game. (We book only one of a kind at Still Dates.)

Foreman and Second Men for office-owned Rides: Merry-Co-Round, Octopus, Twin Ferris Wheels. Can use other useful Ride Help. All report to winter quarters at once. HELP NOTE: Bill Anderson is no longer connected on this show as Ride Superintendent. Want Builder to join at once. Year-around proposition with best of salary.

All Address: DOLLY YOUNG, Mgr., ROYAL CROWN SHOWS TARPON SPRINGS, FLORIDA: (Phone: 2-7491)

C.C. (SPECKS) GROSCURTH PRESENTS

LAST CALL! OPENING OWENSBORO, KY., THURSDAY, APRIL 16

CONCESSIONS

Striker, French Fries, Cotton Candy and Snow Balls.

Want Hanky Panks of all kinds. Have exclusive openings for Short Range, High

SHOWS

Can place any non-conflicting Grind Show with own equipment and transportation: liberal proposition.

HELP

Can place Foremen and Second Men on rides. Also capable Help in all departments. Want a good Man who understands Downey Light Towers, to take charge of Towers

and company-owned canvas. All must drive semis.

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KEY CITY SHOWS

C. S. PECK Presents

SHOW WILL OPEN MAY 18TH, STREET CELEBRATION, SHELDON, ILLINOIS

WE HOLD CONTRACTS FOR 12 CELEBRATIONS AND 8 FAIRS WITH KANKAKEE CENT. ON DOWN TOWN STREETS JUNE 22-27. RIDE HELP: Foreman, Merry-Go-Round, Wheel, Octopus, Chairplane; must drive semi. Also man to handle

4 Kid rides. Top wages. Can place wives as agents. CONCESSIONAIRES: If you really want a gross, get on a proven money getting route with us. WE HAVE BOOKED Pop Corn, Floss, Snow, Bingo, Balloon Dart, Archery, Rifle Sport, Roman Target, Pitch-Till-U-Win,

Punk Rack. All others open. What have you? NO P.C., NO RACKET, NO CYPSIES, We do not duplicate

concessions. SHOWS: Can place Fun House, Arcade, Glass House, Mechanical, or Animal.

SPECIAL PROMOTIONS TO DRAW PEOPLE. Playing Payroll towns and County Fairs.

Ed Brown, Jim West, Old Folks and Queenie, contact.

Wire or write-C. S. PECK, 495 S. Yates, Kankakee, Illinois

TILT-A-WHIRL

KIDDIE BOAT RIDE

Still Dates and Fairs.

MERRY-GO-ROUND

CHAIR PLANE

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CENTURY FLYER

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10 CAR AUTO

FAIRS

FESTIVALS

CELEBRATIONS

July 3-4-5 Celebration, FALMOUTH, KY, American-Italian

WANT

Picnic, HAMILTON, OHIO. Civic Assn. Celebration, BLUE to the entire FAMILY. It Some outstanding show catering to the entire FAMILY. It could be a DOC SHOW—MONKEY SHOW—PUPPET SHOW ASH, CHIO. -MOTOR DROME . . . What Hove You for a list of Good

FAIRS BEGIN IN JULY

"Old Reliable" . . . GERMANTOWN, KY .; GRANT COUNTY, KY .; FALMOUTH, KY .; CORYDON, IND .; CAMPTON, KY .; WEST LIBERTY, KY .; GREENSBURG, IND., etc., etc.

WANT RIDE HELP

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Not wanted . . . so called Ride Men who wear Cowboy hats and boots and are comic (Goof Book) addicts. DOUG ELLIS wants Hanky Panks. Everyone contact above address,

CARNIVALS

INDEPENDENT SHOW OPERATORS

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STATE FAIR OF TEXAS

Two and One-Third Million People in 16 Days. It's a Season's Work from Oct. 10 to Oct. 25, 1953.

Want Live Showmen with Complete Outfits. Tents-Fronts-All Canvas must be this year's vintage.

NO DINGS - NO STRIPS - NO SEX ANOMALY

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IT WILL AMAZE YOU!

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Make offer to GODFREY PRIESTER

VINEYARD HAVEN, MASS.

ETCPPP'A class midway attractions

Opening Williamsport, Pa., early in May. Then 20 weeks' Celebrations and Fairs. Free Gate-Free Gate

Want Custard, Pop Corn, Apples, French Fries, Floss, Age, Scales, Photos, Novelties, Jewelry, Glass Pitch, Pan, Rat or Cigarette Store, Ball Games, High Striker, Arcade, any stock or straight sales; reduced rates. Want Shows of merit only, Want to buy or book Kid and Major Rides for park and road units (no junkers). Ride Help-Octopus, Wheel, Merry Go-Round, Roller Coaster and Dodgem for park and road units. (Positively no undesirables.) For Sale—32-ft, Drop Frame Van Semi, also several Vans and Rack Trailers to haul Rides. 60 Passenger Bus, Marquee and Front, Replies to MICKEY PERCELL, 900 Main Street, Williamsport, Pa. Phone 3-4010 or 2-7926, Williamsport, Pa.

EVANS UNITED SHOWS

Opening May 2nd, Richmond, Mo. 7 still spots—16 Fairs—good ones, the best

We Keep Our Show Clean

Can place legitimate Concessions that do not conflict. Can use Ball Games, String Game, Coke Bottles, Basketball, Hi-Striker, Grab, Fish Pond, Hoopla, Dart Pitch, Age and Scale, Pitch-Till-You-Win, Glass Pitch and other legitimate Concessions. Let us know what you have—We book one of a kind.

SHOWS—Can place any good Show with own transportation except Girl or Athletic. No Gypsies—No racket—No drunks.

FOR SALE—24 seat Chair Ride cheap for cash. Will buy Search Light.

Contact Manager, (P.O. Box 119), Plattsburg, Mo. Telephone 156

COOK HOUSE HELP

Want Cook, Short Order Men and Waiters. All former employees contact me. Red Seagrist and Roy Tyson, get in touch. Leaving May 4th. Write or wire:

LOU KANE, 21st & Latta Sts., Allentown, Pa.

WANTED-KEYSTONE EXPOSITION SHOWS-WANTED

This week, Williamston, S. C.; then Belton, S. C., April 13th thru April 18th. This Carnival is playing all mill towns, with pay day every week.

WANT CONCESSIONS: Glass Pitch, Bowling Alley, Fish Pond, Balloon Dart, Bumper, Country Store, Jewelry, Coke Bottle, Short and Long Range Gallery, Jewelry Spindle, Six Cats, American Mitt Camp, Custard, Hi-Striker (good proposition for Bingo), String Game, Candy Floss, Age and Scales, Penny Arcade. OFFICE wants Stock Store Agents, P.C. Dealers and any other legitimate Concessions. Want Ride Help who can drive and stand good treatment. SPECIAL ATTENTION TO GRIND SHOWS WITH OWN OUTFITS, CONTACT. All replies to KEYSTONE EXPOSITION SHOWS, this week, Williamston, S. C.; next week, Belton, S.C.

JIMMY ACKLEY WANTS

Hanky Panks-Milk Bottle, Ball Game, Balloon Dart, Glass Pitch, Bingo, Block Pitch, Short Range, Mug Outfit.

Agents wanted for Count Store and all Hanky Panks, Billy Bell

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Address: 1097 Buder St., Flint, Mich.

Phone: 4-8156

LOT FOR SALE

Excellent for small Carnival or Circus, 150'x375', located in Spokane, Wash., close to central post office. On paved street with bus service—corner lot. Graveled, level and wired. Also ideal for recreation center. Will lease on long or short-time basis. For further details, rates, etc., write, wire or phone.

K. E. WHITMAN ROGERS & ROGERS, INC., HYDE BUILDING, SPOKANE 1, WASH.

CARPENTER BROS.' SHOWS

OPENING MAY 12, ST. MARYS, OHIO

WANT legitimate Concessions of all kinds—Hi Striker, Basketball, String Game, Pitch-Till-U-Win, Over 12, Jewelry, Novelties, Bumper, Glass Pitch, Mug Outfit, Block Pitch, Chocolate Dip Ice Cream, Guess Your Age and Weight. Carry one of a kind.

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ROLL TICKETS

Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

SHAMOKIN, PA. Keystone Ticket Co.

100,000

10,000 ...\$ 9.50 20,000 ... 12.00 50,000 ... 18.50

JACK CHRISTENSEN

Show Folks President Applies Biz Methods

By SAM ABBOTT

SAN FRANCISCO, April 4.-Jack Christensen, president of the Show Folks of America, is one who puts toastmasters and chairmen in a quandry. They can not use the usual and time worn line of "and last but not least, here is a man everyone knows and a man who needs no introduction."

Christensen needs an introduction!

But it is only because he wants it that way. He has been in show business about 37 years. During that time he has been a game concessionaire, cookhouse



JACK CHRISTENSEN

operator, and for the past two decades a regular with his popfinancial success.

It is on the value of his varied business experience that the Show Folks membership rely for a successful administration. When he took over as the head of the group, he briefly stated his 1953 aims: To put the club on a business basis and to offer more services.

Strong Start

At the end of his first quarter, Christensen is well on his way to attaining his goals. The club recently staged a successful Hi-Jinks celebration under the chairmanship of M. Whitey coffers considerably. Under the second part of his goal, he chipped in \$100 toward the purchase price of 300 more graves

Christensen is a man who believes in doing things. Even before he had taken the chair at 145 Turk Street, he had pledged the C-note to Harry Seber, chairshowmen, this donation was an influencing factor in the decision of the club to assume the indebtedness for doubling the size of its burial grounds.

Christensen saw the feasibility of this project. The Olivet manthe initial 300 graves were pur- This time it was in Pasco, Wash. help him build his successful chased. The plot is situated in a section in which the price of g...ves has increased with the present inflation. The additional space was needed.

Calls His Shots Christensen has always been a

man of foresight. Even as a to call his shots right to get ahead.

Born John H. Christensen in Minnesota in 1888, he moved with his parents to Washington when a grocery. only 2 years old. In the Northwest, the elder Christensen, who was a maker of wooden shoes putting the show back on the dependent midway at what is in Denmark, provided for his road. From his place behind the now the California Mid-Winter family by doing carpentering.

to a carnival was under the title manager next door. To play the secretary - manager, and Ben of Browning Bros. The Merry- first one, the equipment had to Hulse, one of the directors and Go-Round was hauled in a wagon be shipped. But after the first pioneers in the organization. and set up on a lot where it and two dates the angel had his Each March, Christensen moves other ancient rides remained for money and Christensen played his equipment from San Francisseveral months.

viewed a carnival, Christensen and he turned the rides back. started to work. Altho quite young, he had a morning and scotched with concessions, just who have been so long in the afternoon paper route. There breaking even. Believing that he

school in his second year and went to business college. But, even with schoolroom training, the business world did not offer too much. His job with a canmaking company paid 50 cents for a 13-hour day. He started at 6 in the morning and worked until 9 at night.

Moves West

Altho he was graduated as a bookkeeper and was desirous of following that profession, it was not long until his doctor recommended that he work outdoors and in a dry climate. To follow his instructions, Christen-sen homesteaded 160 acres in Eastern Oregon and remained there for seven years. In that time, he recalls, the jack rabbits ate him out of house and home, leaving only the title to the property intact.

Christensen next tried his hand at harvesting. But this, like the canning company job, was unprofitable. He earned about \$3.50 for a 16-hour day.

Fortunately for Christensen, this bad luck streak was not to last forever. Upon going into Eastern Washington, where there was a fair, he overhead the carnival owner saying that he was without a ticket seller. He got the job. Later Christensen performed magic, which he had practiced on an amateur basis in his home town.

Luck Changes

The change in Christensen's luck came in 1917 when he was corn and candy floss on the West asked to substitute for an agent Coast Shows. Despite his long on a game at a fair where Anderand successful career, Christen- son & Kiel Shows were playing. sen has chosen to remain in the In three hours he earned \$3. brekground, attending strictly to Later he handled a ballgame his own business. This may ac- and was paid \$4 for about 90 count in a large measure for his minutes of work. When he operated the second day and came off with \$16 for his labor, Christensen figured that here was the business for him. However, he wanted to own it and found that for \$50 this could be done. With the \$16 for his day's work he turned over the money on account. The next day was sufficiently profitable and he paid the remaining \$34 to clear the indebtedness.

The Anderson & Kiel Show moved to still dates and Christensen shifted to the J. G. Vogel Shows. World War I made some changes in trouping about that Mor.ette. The event swelled the time. Christensen, rejected by both the Army and Navy, went to work in a defense industry. As he had once kept books for a boiler concern, he found it easy in Showmen's Rest in Olivet to get a job as a boilermaker's helper.

Following the signing of the Armistice, Christensen opened a shooting gallery in a small Washington town. But the road looked better and he trouped with the man of that project. With other Puget Sound Amusement Company, then owned and operated by Frank W. Babcock. This association lasted for several months and he then joined the Alamo Shows, which Warren Hoeffer managed. When the weight of the snow crashed the tents in agement agreed to allow the old Bend, Ore., Christensen returned price to prevail, the rate at which | to the shooting gallery operation.

In 1920, he played with the operation. Vogel shows until after the July 4 date. Later that year he organized his own show, Modern Associated Amusements. Business the first part of 1921 was bad and the show folded when some of the equipment was atyouth he realized that he had tached. Christensen got together Show Folks about 10 years ago enough money to pay the help and was the chairman of a showand put the show in storage. This was costing him \$5 per day, \$1,000 for the group. which he covered by clerking in | He is also one who believes in

he never gave up the idea of first one to buy space on the incounter, he booked three fairs, Fair in Imperial. He became Jack Christensen's introduction borrowing capital from a theater friendly with D. V. Stewart, the his route. After ups and downs co to Imperial, near the Mexican About the first time that he during 1922, the slate was cleared border, to play the nine days. It

were other jobs that he held during vacation time. Anxious to get into earning his own way on a larger scale, he left high

Gooding Preps

Continued from page 99

3. Charles O'Brien, manager, and S. B. (Hap) Berkshire, secretary; No. 4, Homer Dennison, manager and secretary; No. 5, George Pence, manager, and Katherine Pence, secretary; No. 6, Bill Leisure, manager, and Kay Leisure, secretary; No. 7, Harry Lottridge, manager and secretary; No. 8, Ray Riffle, manager, and Eva Riffle, secretary.

Advance and advertising staff is composed of Hal F. Eifort, general agent; Charles Pottorff and W. E. Jack, advance agents and billposters; H. B. Miner, lot superintendent and special advance.

Factory staff includes George Bouic, Ted Smith, Frank Gray, James McDougall and Bill Weekly in the mechanical department; Charles Clymer, Bert Miner, Bob Lawrence, Virgil Derr in the carpenter shop; Jimmy Wolfe, Jack Riegler, Bert Parry, Ross Ackley. Ray Gooding, Homer Rowe and Thomas McComb in the paint department. Erwin Heller recently arrived to supervise the organ room and rebuild and repair the 20-some musical devices.

Office staff includes Doris Zechman, corporate secretary; Anna Reid, bookkeeper; Virginia Crain, pay-roll clerk; Rosanne Major, secretary to Gooding.

Shop employees now number 57, with 25 more to be added April 13. Several new truck units have been added to the fleet to handle the new shows and several new rides recently purchased. These include a Tank Ride, Roller Coaster, Scrambler, Flying Scooter, Dark Ride and Caterpillar. Several others are on

The Hurricane Ride will join the Royal American Shows this year to play the Class A circuit of fairs in Canada, and will then rejoin the Gooding org for the larger State fairs and Southern route. Ride will be hauled in two wagons and will be the first time the ride has been presented over

Hannum Optimistic

Continued from page 99

cookhouse is expected to be delivered at the opening stand the last week in April. Lehman Katzenmoyer has taken delivery on another new Allan Herschell kiddie ride, bringing his total to seven, all in top condition, according to Hannum. Marion MacWethy's bingos will be with the show for the 10th consecutive season. Mrs. Peggy Kratzer, widow of Bob Kratzer, and her daughter, Barbara, will have frozen custard on the show, the eighth year a Kratzer unit has been with Hannum.

Other concessionaires set for the tour are James Yotas, popcorn; Owen Cobb, French fries; Mabel Katzenmoyer, waffles, and the following game concessionaires: Stanley and Virginia Mazurkiewicz, Wilbur Starr, Bill Hagelman, Steve Swika, Mattie Novak, Jerry and Edna Gerard and Doris Moor.

1930 candied apples and popcorn. The debut of Christensen handling the combined popcorn-flossapples was with John Wortham. Christensen married Hazel Fill-

more of Grand Island, Neb., in 1931. Altho she had never been around shows, she pitched in to

Christensen has always been interested in show clubs, being a member of the Pacific Coast Showmen's Association, Los Angeles, for about 20 years, and the Regular Associated Troupers in that city for 12. He joined within-a-show that raised over

keeping in touch with his friends. Even during these hard times About 1927 he was among the is a long haul but he enjoys that

Dressing Room Gossip

Continued from page 97

wife, Teresa, announcing the birth of a baby girl. A special celebration was held that night (26) after the show.

Harry Froebess and Danita Roche were busy with their movie cameras taking shots of the midway and personnel, while Hans and Herbie Erikson and Tom Erikson and Tom Hodgini filmed the entire layout from a nearby mountain. The Roches guested at the Hodginis at a recent spaghetti dinner. Captain Clark is really kept on the go since he works the show and also runs his pony track.-JOE HODGES HODGINI.

Gran Circo Americano

The Slivers Johnson family is enjoying the Santurce, Puerto Rico, beach daily. A new act will join the show Monday, as Globe of Death closes here. Buddy Watkins does a shoulder perch with his baby chimp.

shaking hands and working in the ring before show time. This is the first circus to do this in includes Mabel Hammond. this territory, and the crowd eats

Show wi_ play San Juan for 30 days before moving on to Vega Baja on April 21. Fred Bates, of Sylvia Watkins' dog act, keeps the dogs nice and white.

Manage Jerome Wilson purchased a new car to tour the island. Mr. and Mrs. Wilson gave a birthday party for their 3-yearole' soi, Jerry. The center ring was banked with toys for the party. All the show personnel

was invited. Jimmie Harrington has purchased a new floss machine.

The Rev. Father Bernard blessed the show at opening .-MELL HENRY

Oscars Given

Continued from page 97

ed with his trainer, Mel Koontz. Bonzo took place honors for his work in "Bonzo Goes to College" at Universal-International Pictures. Trigger got his award for work in "Son of a Pale Face" at Paramount.

Other winners were Francis the Mule for Universal - International's "Francis Goes to West Point"; Tramp Jr., dog in Universal - International's "Room for One More"; Cheetah the Chimp for Sol Lesser's production, "Tarzan's Savage Fury," and Chinook, a Cerman shepherd for "Yukon Gold," a Broidy production.

Rhubarb the Cat, last year's first place winner, was given a permanent trophy. A special award went to the horse, Brackett, owned by Hudkins Bros. Stables, for top performances in

various films. Winners were selected thru a poll of more than 500 columnists. editors and critics. Helping to pass out the awards at the event emseed by Chill Wills were actresses Mari Blanchard and Barbara Ruick and actors Gene Berry, Robert Horton and Paul Picerni. Event was arranged by Dr. W. A. Young, Western region-al director for the American Humane Association, sponsors of the Patsy Awards

Kuhn Animals

Continued from page 97

former Cole Bros.' hippo; Lee Houston's Snake Show and Jimmy Bagwell's concessions. Trucks have been painted. Circus again is playing under local committee uspices

Kuhn and his family joined with their cat acts after closing heir Captain Eddy's Circus. Early spring dates for the Eddy show were weak and when a blowdown ripped the Eddy tent, Kuhn out it in the pair and joined Kelly-Morris.

Tiger Bill Snyder has een andling Liberty acts of has the oncert.

STUFFED ANIMALS

Bucking Horse, Bucking Steer, Bucking Pony, Standing Pony charging Lion and Bear. Camera, Saddles, Chaps. Jackets and Trailer to haul them. Ready to operate No reasonable offer refused

H. E. ANDERSON 3600 S. E. 6th Ave. Ft. Lauderdale, Fla.

Bob Hammond Goes Okay in **Houston Bow**

HOUSTON, April 4. - Bob Hammond Shows moved to the West End ballpark here after a successful opening on another lot under American Legion auspices. Weather has been good and business more than satisfactory, according to Owner Bob Hammond.

Show now carries twin Ferris Wheels and Gene Hammond and Shorty Hall are expected soon from Oregon with a new Kiddie Roller Coaster and a new center indoor circus. He's planning for the Octopus. New white tubs another indoor outfit for next have also been purchased for the fall. Octopus.

Mr. and Mrs. Jimmy Beyers and Mr. and Mrs. Odis Cannon have been regular visitors and both couples recently took delivery on new Sparton house trailers. Mrs. Mary Peagler is also sporting a new house trailer and Jimmy and Milly Carlson and Jack and Virginia Barnes purchased new Buicks. Mrs. Ollie Meiserman, who left the road several years ago to open a real estate office here, was a nightly Mell Henry is doing come-ins. visitor and reported business was

> Staff, in addition to Hammond, secretary-treasurer; Jimmy Carlson, concessions manager; Glenn Hyder, maintenance man, and Virginia Barnes, mail and agent for The Billboard.

Personnel includes:

Bob Mulosky and Roy (Irish) Williams, bumper: Jack Meisterman with Charley Ridings and Nacadoches Blackie, razzle; Mrs. Ace McGarry, glass pitch; Highpockets, clothes pins; John Husted with Otto Menzel, rolldown; Jimmy White and Roy Ketchum, blower; Virginia LaChappelle and Dorothy Cochran, balloon darts; Roy Ketchum, blower; Virginia LaChappelle and Dorothy Cochran, balloon darts;
Earl LeChappella, string game; Clarence
Terry with James Bowman and Lindsay
Richards, ball games; Alex and Lee
Downing, slum spindle; J. H. Reinboldt
with Ralph Wilson and Harry Vaughn, six cat: Hughle Bowman, bear pitch.

Joe Rosen with Tony Breecher, Dutch Hurley and Joe Santa, grocery wheel. and buckets: Mrs. Joe Rosen, jewelry: Tree Top, mug joint; Mr. and Mrs. R. Stutzman, fish and duck pond Pauline Ellis, cigarette gallery; Cotton Ellis, post office; Alice Snenck, shoot-till-you-win; Snippy and Mary Kolb, cookhouse: Jack and Virginia Barnes with Betty Joe Braun, popcorn floss, snow cones and candy apples.

Ride help includes John Wingler, Jay Morris, Robert Lee Wilson, Frank Akers, Ace McGarry, Shorty and Connie Hall, John Nelson, Sylvester Junior, Slim Cochran and John Lutteral. Ticket sellers are Freda Hyder Gloris Hammond Mrs. J M Morris and Mrs. J Lutteral

Carnival Routes

· Continued from page 84

Dyer's Greater Tuckerman Ark., 9-18 Ferris, Carl D., Savannah, Ga. Franklin, Don, No 1 Victoria, Fex. 11 18; Bryan 20-25. Franklin, Don. No. 2; Pearsall. Tex. G. & B. Rides Mason City W. Va.; Cien

denin 13-18 Gem City: Attaila. Ala, Gentsch J. A., Glouster, Miss. Gledstone Expo.: Philadelphia, Miss., 13-18 Gold Medal: Selma, Ala., Anniston 13-18 Greater Dixieland Expo.: Alexandria, La. Great Southern Gonzales Tex.: Humble

Great Southern Gonzales, Tex., Humble Hale's: (Independence Ave. and White-Kansas City Mo., thru May 17. Hammond, Bob (3000 Lyons St.) Houston

Tex., 6-18.

Happyland Attrs., Mt Vernon, O., 11-18

Harrison Greater: Laurinburg, N. C.

Harrison Greater: Laurinburg, N. C.
Helman United: New Orleans, La,
Hill's Greater Portales, N. M.: Dumas,
Tex., 13-18
interstate: Monroeville, Ala.; Lanett 13-18
Jollytime: Biscoe, N. C.
Ken-Penn Am Co., New Kensington Pa, 15-18.

Keystone Expo Williamston, S. C., Beiton 13-18 Majestic Greater: Macon. Ga. Manning, Ross: High Point, N. C.
Marion Greater: St. George, S. C.
Marks, John H.: Richmond, Va., 13-18
Midway of Mirth: Mound City, Ill.
Mighty Hoosier State Clarksville, Ind. 13-

Mighty Page Gainesville, Ga Milliken Bros.: Waycross, Ga Moore's Modern: Terrell, Tex. Mullins Royal Pine: Pawtucket R 1 Page Am.: Columbia, S. C.
Page Bros.: Springfield, Tenn., 11-18.
Palmer: Albermarle N. C.; East Spencer

Palmer: Alberthalte.

13-18.

Palmetto Expo.: Southport, N. C.

Park Am.: Sapulpa, Okla.

Penn Premier: Essex, Baltimore, Md., 8-18. Playland: Waycross, Ga.
Redwood Empire: Vallejo, Calif., 7-12.
Royal Expo.: Brunswick, Ga.
Schafer's Just for Fun: Longview. Tex
Scott's Rides: Commerce. Ga. Scott's Rides: Commerce, Ga.
Siebrand Bros.: Douglas, Ariz,
Skerbeck: Escanaba, Mich., 14-18.
Southwest Am.: Albuquerque, N. M.
Southern Valley: Lake Charles, La.
Star Am. Co.: Hermitage, Ark,
Tidwell, T. J.: Hobbs, N. M.
Strates, James E.: Washington, D. C., 9-18.
Stephens, C. A.: Warner Robins, Ga.
Tassell, Barney: St. Marys, Ga. Tassell, Barney: St. Marys, Ga. Tennessee Valley Am.: Clarksville, Tenn.,

Thunderbird Am .: Springerville, Ariz. Tinsley, Johnny T.: Greenville, S. C. 20th Century: Alexandria, La. United States: Morganton, N. C., 13-18 Vivona Bros.: New Bern, N. C. Virginia Greater: Suffolk, Va., 10-18. Wade Greater: Detroit, Mich. West Coast: Bakersfield, Calif. Wolfe Am.: Gaffney, S. C.

Under the Marquee

Continued from page 97

der, Ted Deppish, Curt McClelland, Bill Stewart, Dick Soulsby, the Max Rosses, Don and Ruth DeWeese, Ed and Terry Jones, John Wyatt, Ivan Myers, Glen Bush, O. C. Wallace, the William Nadels and the H. J. Elsons.

Tom Hayes, ring stock groom, plans to join the Ringling show. this week after wintering in New York ... J. C. Admire has been looking over territory in several Eastern States since closing his

Al Butler, former circus contracting agent who now is ahead of "South Pacific," stopped over in Chicago last week while en route to Detroit."

Happy Kellems, clown and minstrel man, was in Chicago last week He played a date in Milwaukee and was booked for Cole stands in Cincinnati and Chicago. Kellems is making plans for a second edition of the Bill Bailey Minstrels and declares he's convinced the show will click. He said kinks in the first try will be ironed out.

CLOSE-UP: DOLLY McCORMICK

NSA Auxiliary Prexy At Home in Shop, Stage

By FRANK LUPPINO JR.

Whether you saw her dancing or clowning on the stage of a New York theater or in Australia, or found her behind the counter of her magic store, or came across her giving a pitch on a muddy fair midway, you would discover that Dolly McCormick, president of the Ladies' Auxiliary of the



DOLLY McCORMICK

National Showmen's Association, is right at home.

For she is a person who has done all of these things, and many more, and still found time to devote to active participation in many organizations and guide their progress and charitable works.

Starting her show business career in Chicago during World War I, while yet a student, she sang songs to slides projected on theater screens. Her growing comedy and singing ability brought her to the attention of Broadway producers, and after finishing school, she joined the cast of "Bringing Up Father" and headed for New York. Her ability, in the song and comedy parts, plus her acrobatic dancing, landed her jobs in "New Moon" and in "Broadway to Paris," the Eugene and Willie Howard show which played the New York Winter Garden in 1918.

Blaney and Williams Tours followed, and later, in

addition to working as a single, she teamed up with Irene Blaney (Continued on page 113)

Want for Downtown Anniston, Ala., week of April 13

A No. 1 Electrician, one who is experienced with GM Diesel plants. To this man we offer an attractive proposition. Joe Black, answer.

WANT Ferris Wheel Foreman and Man to take charge of new Fun House.

WANT three or four up-to-date Kiddie Rides.

WANT Penny Arcade. Must be well flashed and attractve.

WANT all types of Merchandise Games, especially Long Range Gallery.

BILL CHALKIAS WANTS SIDE SHOW ACTS AND GIRLS FOR GIRL SHOW.

All replies to JOHNNY J. DENTON or ART FRAZIER, Selma, Ala.

P.S.: Following people: Joe Black, Sammy Caldwell and Everett, contact Bill Chalkias at once, important.



WANT

WANT WANT WINTER QUARTERS NOW OPEN. SHOW OPENS MAY 1ST TO MAY 22ND, MINNEAPOLIS, MINN. THEN FOR OUR OUTSTANDING

ROUTE OF STILL DATES AND FAIRS, INCLUDING THE NEBRASKA STATE FAIR, LINCOLN. FAIRS START JUNE 18TH IN NORTH DAKOTA.

Capable Manager with talent for Girl Revue and Posing Show. Have wagon-type fronts. Must have Girls, Wardrobe and Sound System.

Want Hillbilly Show have all equipment, except sound equipment. Will book Motordrome, animal or high class Wild Life Show, Monkey Show, Mechanical, Unborn or any worth while Show of merit. Low percentage. Rides-Little Dipper Looper, Spitfire and Dark Ride.

Concessions-Hanky Panks of all kinds; want Long Range Gallery. No mitt camps. Ride Help-Foremen and Second Men for Wheels, Allan Herschell two-abreast Merry-Go-Round, Tilt, Fly-o-Plane, Caterpillar, Octopus, Rock-o-Plane. Must drive semi and be licensed chauffeur, Red Hodge, Sterling Johnson, Ferris Wheel Luther or any Ride Boys who have worked with E. W.

(Slim Wells) get in touch. Tower and Searchlite Man. Mechanic with own tools.

All replies to Wm. T. Collins Shows, 801 East 78th St., Minneapolis, Minn.

E. W. (SLIM) WELLS, Mgr.

WM. T. COLLINS, Owner

18 th Annual... Elks' Helldorado & Rodeo LAS VEGAS, NEV.

MAY 14-17, INCLUSIVE

100,000 Attendance—4 Big Days—Around the Clock Operation—Colorful Parades— Pageants-Gay Fiestas.

Carnival plays inside Elks' Village, only one block from Big Rodeo Grounds. NOW BOOKING SHOWS AND CONCESSIONS.

CRAFTS 20 BIG SHOWS, Inc.

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PHONE: POpular 5-0909

NORTH HOLLYWOOD, CALIF.

JOHNNIE JOHNSON'S

Chocolate Nut Covered Treat ICE CREAM ON THE ROYAL **AMERICAN**

NOTICE!

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I am opening with the Royal American Shows at the Cotton Carnival in Memphis, Tenn., on May 9. Experienced personnel contact me at the Claridge Hotel May 3-8.

NOSNHOL BINNHOL

706 Memorial Highway

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Tampa, Florida

ANCHOR CANVAS CONCESSION RIDE BINGO TENTS TOPS TENTS TENTS **BIG TOPS** MOTORDROMES

Quality craftsmanship. Satisfying show people ofor over sixty years.

Plain or flame resistant materials available, 5 DAYS' SHIPMENT ON

ANCHOR SUPPLY CO., INC.

Evansville, Indiana

FLOYD O. KILE SHOWS

WANT FOR 6TH ANNUAL TOUR, OPENING JUNE 6TH. Playing two proven dates in Louisiana, then into Missouri, Kansas and Nebraska.

All bona fide Fairs and Celebrations till Nov. 14th. CONCESSIONS: Small Cookhouse, Custard, Apples, Floss, French Fries; must be neat and clean. Photos, Jewelry, Ball Games, Coke, Fish and Duck Ponds, Pitch to Wins, Clothes Pins, Hearts, Blocks, Hoop-Las, Galleries, Cork Long and Short Ranges, Stock Stores open, Penny Pitch, Six Cats, Buckets, Wheels, Aluminum and Grocery, Blower, etc. Contact now; have 23 Fairs. SHOWS: Monkey, Big Snake, Mechanical, Freaks, Life (D. Hyland, advise), Funbouse, Motor Drome; excellent territory. RIDES: Will book or lease Octopus, Tilt. Fly-o-Plane. Will book Train, Boats, Buggies, Kiddle Rides. (Need one Kiddle Ride May 1st.) Roger Ward, contact. HELP: FOREMEN, reliable, for Eli = 5, Allan Herschell Merry-Go-Round, Twister; Second Men and Helpers; must be licensed and semi drivers. Top salary and bonus. (Foremen go to work May 1st.) Also experienced Man for Allan Herschell Auto Ride. All Rides are newly painted, clean and in A-1 condition. Contact at once. ELECTRICIAN, sober, reliable, with Concession; must drive transformer truck. Also place Sign Painter. BINGO—Man to manage office Bingo; good proposition if you can show results. All replies: FLOYD O. KILE, P. O. Box 65, Baton Rouge, La., on Winter Quarters (Livingston, La.). FOR SALE: Two 121/2 KVA 110 or 220 VOLT; U. S. ARMY SIGNAL CORPS Special Jeep Powered AC Generators. Clean and in A-1 condition. Good as new, these Plants handled by one man only and never abused. \$1500 cash.

CASH FOR FLASH

Eye-Catching Stands Key To Freedman Success

Continued from page 100

moved shortly after their mar- carries with the exception of the riage to California. There Alex coolie. For the Orange County continued his novelty selling but Fair in Santa Ana, Calif., items on a small scale. After World such as pirate earrings are sold War II started, he walked into a in large quantities for the reason Marine recruiting station only to that the theme is nautical. learn that he was rejected because Freedman goes after contracts sailors.

balloons began coming back and would have arrived after the fair I went to selling them," Freed- had closed. man explains in telling of his Altho h activities. "There were not too many different novelties at the time. A Los Angeles fellow, Bennie Haberman, started making fur monkeys-that was before they locally manufactured ones and found that they went well.

"The next year I played a little fair, the Trinity County Fair in Hayfork, Calif., then worked a rodeo in Reno and a Labor Day celebration in Winnemucca, Nev. That same year I had the New Mexico State Fair fence to fence."

In 1947 Freedman took to the road again, hopscotching thruout the nation. He sold novelties at air shows in Indiana and Texas and a rodeo in Oklahoma.

It was in 1948 that he began to build the business he now owns. The National Orange Show in San Bernardino, Calif., had re-sumed its annual schedule following the war in 1947. When the date came around for its postwar run, Freedman was on the midway of the Crafts 20 Big Shows. He was with the show for some of its early dates, leaving it to open crew-hat stands on the beach in Santa Cruz. That year, too, he had these hats on the independent midway at the Los

Angeles County Fair in Pomona. The season ended in Phoenix, where Freedman had the novelties fence to fence at the Arizona State Fair.

Freedman played the California State Fair for the first time in 1949. He was on the Crafts mid-

way and had only that area. Because of the booking of small fairs, traveling with the Crafts shows and nabbing the big ones now and then, Freedman was able to build his operation into its present size. He has all of the fairs that he has ever worked and manages to serve them by keeping several units on the road to handle conflicting dates. Making his headquarters in Los Angeles, he visits the various unit managers from time to time. In a year he will make 50,000 miles

attending to business.
Altho Freedman has novelty stands on shows and fairs in the northern and central parts of the State, he prefers to operate out of Southern California. The primary reason is, of ccurse, that he likes to live in Los Angeles. Here he has a warehouse 60 by 150 feet. In San Francisco he stores some items in a friend's garage and he has a small warehouse in Fresno.

In addition to liking Los Angeles, Freedman has found that importers here get a good selection of items. He visits them almost daily during the winter so that orders may be placed for December, January and February deliveries. All of his merchandise is bought during his off-the-road period and it is common to have it arrive in carload lots.

Thruout the years, almost thru a sixth sense, he has been able to

Legion convention in Texas. This select popular items. His treks was profitable, as he hop-scotched over the State have shown him, over the nation following conven- too, which items will go in certain tions. Returning to Houston about spots. At the Arizona State Fair, 1935, he met a brother, who had batons and trombones are written that here was the town. features; California State Fair Altho they did not go into busi- buyers go for badges. At the ness, it turned out to be "the Riverside County Fair and town." Alex was married there National Date Festival in Indio, Calif., he adds the fez-and it is Freedman and his wife, Olivia, the only special hat that he

of a heart condition. Not satisfied with determination. He offered with this diagnosis, he consulted a to waive bidding on the California couple of civilian doctors, who State Fair if a competitor would gave him a clean bill of health. give him a dollar. And at the Los The Merchant Marine physicians Angeles County Fair in Pomona, sided with the medics, and Freed- which attracts over 1,000,000 man made 11 trans-Pacific trips people during its 17-day run, he on oil tankers, ammunition boats supplied another novelty dealer and freighters. About eight with items when the latter's stock months before the end of the war was depleted. That year the other in 1945, he left the Merchant novelty man ran out of trom-Marine and opened the Globe bones. Freedman and this friend Rubber Stamp Company, a firm drove to Los Angeles in a truck specilizing in making markers for to pick up 40 gross at the Freedman warehouse. Of course, the With the war ended, the dealer could have obtained them demand for rubber stamps dimin- himself, but they had to be ished. "It was about 1946 that shipped from New York and

Altho he is successful and experienced in the business. Freedman, like so many others in the field, has never been able to figure a percentage of buyers. He keeps accurate check on his started shipping them in from stands and has found that a small Japan. I had a supply of the fair gave him the largest two-day gross he's ever had This is, of course, per stand.

With a sizable crew, Freedman's job is to keep members busy. He has key men that he brings into spots to sell merchandise. This was pointed out to the board of directors at the California State Fair when the \$17,300 bid was questioned. Actually, he told them, he needed the spot. It means a lot to him in addition to personal satisfaction. His crews will work harder on spots preceeding the State Fair in September in order to be among those selected to go there. This is the kind of co-operation and spirit that Alex Freedman wants. He has two van trucks and three trailers to keep the stands supplied, but he must have men to put out the items. They will work harder on the fair and still dates. But no matter how much additional effort they put into their tasks, it will not exceed that done by Alex Freedman.

GIRLS WANTED

For High Class Girl (Revue) Show

Want Dancers of all kind. Experience unnecessary, finest of treatment, costumes furnished, top salary; good, attractive bonus and the finest opportunity in outdoor show business.

Write, wire, contact

LESLIE KIESTER

Hotel Nuville Rochester, Minn. P.S.: Girls, why take less than the best, which you get when you are out with

HAGENSICK'S

Quinton, Okla.

Will place Fish Pond, Bumper, Cork
Gallery, Lead Gallery, Milk Bottles,
Darts, Popcorn, Candy Apples, Glass
Pitch, Scales and Age, Jewelry, Concessions not conflicting. Foreman on Wheel;
Lee, answer. Agents for Concessions.
Will book or lease Merry-Go-Round,
good territory. good territory.

C. E. Hagensick, Mgr. Box 51, Pineville, Mo., or San Antonio, Texas, April 20-25.

COUNTY FAIR SHOWS

Want for May 1st Opening Concessions — Basketball, Coke Bottles, Hi-Striker, Archery, Custard, Novelties, Age and Scales, Penny Pitch, Short Range, Mitt Camp, or what have you? Shows—Want Girl Show with or without equipment. Mechanical, Ten-in-One, Illusion or any worth-while Show. Ride Men wanted for all Rides; Wheel, Octopus, Merry-Go-Round Foremen, Man and Wife to handle three Kid Rides.

Write or wire

H. H. GRAY Box 828, Burwell, Neb.

AVAILABLE KIDDIELAND OR CARNIVAL

LOCATION

650 ft. and 500, excellent site on edge of great industrial city. On main natl. highway of heavy traffic. Power lines, etc., all installed, ready to go.

Spor Enterprises, Inc. Ohio Building Toledo, Ohio

WANT CARNIVAL IMMEDIATELY

For Carbon Hill Homecoming, last week of July or the first week or second week in August. The last four days of the week. Write to

Frank Sistek, Mayor R. R. 1, Carbon Hill, Coal City, Illinois

Ten Passenger Kiddie Chairplane Ride

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C. S. Primrose Runs Show Business Gamut

By TOM PARKINSON

OUNT C. S. PRIMROSE among the real veterans of show business. Late last month he began his 61st active season in 63 years that have been divided about equally between circuses and hall shows. He never owned a circus, but he's filled most of the advance posts with tented aggregations and was the owner of hall shows after serving as agent and manager for them. This season he's returning to the road as contracting press agent of King Bros. & Cristiani Circus.

Primrose was one of the three children of the chief engineer for the old Buckeye Mower & Reaper Works, which later became the Seiberling Rubber Company. Born in North Springfield, O., December 13, 1872, his boyhood was spent in Akron, where he was lithographer for a theater after school hours.

A simple urge to see the country prompted Primrose to join Bailey & Winan's London Circus. Since that season, 1890, he has accomplished his purpose. Like most veteran troupers, he knows details about every town and city in the country. That first show was a wagon outfit owned by a hardware merchant and a telegrapher. Primrose was lithographer for agent Al Dolson, on Cleveland lots and six weeks on Pittsburgh sites as well as other one-day stands in Ohio and Pennsylvania.

Becomes General Agent

He repeated there for the '91 season, and that winter he went with Dolson to the West Coast as second agent of Barlow Bros.' Minstrels. Bailey sold his circus to Fred Locke, out of Capac, Mich., but stayed on as manager and hired Primrose as agent for the wagon opera. For 1892 and 1893. Primrose routed the Locke show up and down the National Highway between Toledo and Cincinnati, one of the few roads in the country that generally was passable in the spring. Sun Bros.' wagon show and the Whitney Family outfit also were partial to that route, so the three mudders often were in opposition, but somehow they sidestepped day-and-dates.

Agent Primrose's buggy usually was 10 days ahead of Locke's 20 wagons. A day behind him were the three billers and two bill wagons loaded with Donaldson or Russell & Morgan paper. One of the agent's duties was to contract a hotel for breakfast and rooms for show personnel. This usually was 50 cents a day per person. The show posted 300 or 400 sheets of paper daily, and

jumps were from 10 to 15 miles. A season ahead of Ben Wallace's Cook & Whitby Show came next. Primrose was special agent under W. E. Fuller, Wallace's brother-in-law and general agent. The special agent's job was building boards for one, two, three and six-sheets at opposition stands, and the 1894 routes of for," Primrose declares. such other shows as Robinson, Ringling and Main kept Primrose hopping. There was opposition, he recalls, at nearly every stand in Ohio as well as elsewhere, and everyone covered everyone's paper. A winter with a company of "Peck's Bad Boy" took Primrose into Danville, Ill., where he met J. H. LaPearl.

Contracts LaPearl Moves

J. H. was an appropriatelynamed jeweler who dropped that trade to run a circus, and he signed Primrose in 1895. [Pop Quinette had the bill car and Primrose contracted railroads for the six-car show. There were no federal rate regulations so each rail line figured its own prices. Jumps on the Lake Shore & Michigan Southern, now the New | Chicago and New York were con-

ones-with fine band, show and equipment. He stayed on thru 1897, when it was on nine cars. One winter he was agent for Frohan's "Gloriana" company, and the next, 1897-98, he was agent for Al G. Fields' Real Negro Minstrels. Fields also had his regular white minstrels out

At Terre Haute, Ind., with the minstrel, Primrose got a reply to his letter to H. B. Gentry and immediately moved to Bloomington, Ind., to start one of his most pleasant circus associations. From 1898 thru 1903, he was general agent of the No. 1 unit, Gentry Bros.' Dog & Pony Show, one of the classics in circusdom.

Four Gentry Shows

The Gentry brothers then had four shows making passenger moves for stands of from two to six days. One-day stops were rare, Primrose recalls. H. B. Gentry managed the No. 1 unit; on another were Jake Newman, agent, and Will Gentry, manager.

The Gentry format was duplicated in each show. An 80 with two 40s housed the one-ring performance, and another top had 35 or 40 ponies, 80 dogs and several small cages. There was one team of draft horses and a knock-down wagon for hauling stuff between train and lot. A bandwagon was knocked down between stands and transported in the possum belly of the sleeper. Rented carriages loaded with and the show played two months dogs stretched out the street parades.

Primrose confirms that Gentry performances were one-man affairs. On the No. 1 unit, that individual was Wink Weaver, and Gentry played Minneapolis, St. he put the canines and equines Paul, Kansas City, New Orleans program. The only help came from the band, led by Beach Parrott; clowns, elephants, and more performers were not added for several years.

Used Glass 'Paper'

There was little Gentry billing in those days. Heralds were used in profusion, along with news-paper ads. The billing feature consisted of a set of large glassed picture frames with photographs of Gentry acts. Six or eight of these were tied to telegraph poles in each stand. On the playing date, they were picked up and expressed to the advance. A man had to meet the train to be sure the frames weren't tossed off so roughly the glass would break.

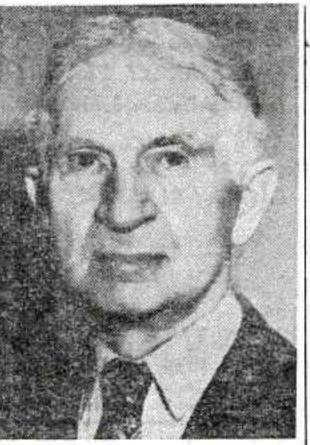
Primrose also recalls that Gentry shows were tops for neatness and public relations. A one-week stand meant everything was to be painted. Personnel always was uniformed unusually neatly, and all hands had to be especially courteous to patrons. Youngsters who went for the free pony rides after each performance got the full treatment and went home staunch Gentry boosters. Primrose confirms that attar of roses was sprayed around the dogs and ponies to make the atmosphere more pleasing.

"Gentry was the finest ever on the road and the finest to work

Invades Chicago

That first season as agent, 1898, he opened with three weeks in Indianapolis at Illinois and Pratt hire, so Primrose went back to streets. During the next year, he was in regular opposition with Gollmar and Primrose made the the Sipe & Dolman Dog & Pony Show, and the clash climaxed at the tri-cities of Davenport, Ia., Rock Island and Moline, Ill. While Sipe was in Rock Island, Gentry's parade came over from Davenport with signs saying "Wait a day for Gentry."

The 1900 season was memorable for Gentry Bros.' first invasion of Chicago lots. Primrose states that the show frequently played long runs in major cities and that such stands were real money-makers for the dog shows. York Central, averaged \$37.50 for sidered too big previously; but the LaPearl outfit, Primrose re- Primrose invaded one while New-



C. S. PRIMROSE

At that time, Chicago charged \$100 a month for a license. For each lot, Primrose had to apply to the precinct police captain and win approval of the neighbors. There were no hitches except at the first lot. When Primrose picked up the hydrant key at the water department he learned that a resident across from that lot was seeking to serve papers on the show to block the run. Primrose told his billers to get lost. And he contacted H. B. Gentry at Evanston, Ill., the preceding stand. The night show at Evanston was eliminated and the Indiana Belt railroad moved the show to Chicago for a midnight arrival. By 4 a.m. all was set up and the beefer was powerless. Turnaway business followed there and al' thru the "streetcar" season.

The 1901 Chicago route was about the same, including the hot lot. That time Primrose squared the beef by financing a two-weeks vacation in Wisconsin for the complainant. Again business was big, as it was when or St. Louis in various years.

The 1901 season also was memorable because of the Leadville, Colo., stand, Primrose remembers. June 14-16 were the dates. The show got the tops up. Then 12 inches of snow came down. Gentry hands hopped to and saved the canvas, but the three days were lost.

Between Gentry seasons, Primrose was with hall shows. He was agent for Holland's "For Her Sake" dramatic company in 1899-1900; manager of the Goes Lithograph Company's show, "The Hottest Coon in Dixie," for the next winter, and owner of his own rube show, "Uncle Si Hoskins," from 1902 thru 1906. Eddie Jackson, now with Ringling, was with Primrose on Gentry in 1900 and went along as drummer in the "Uncle Si" band. Primrose made money with the rube hoedown. It played larger towns on week-ends and cleared the week's nut; then stands in smaller spots were all velvet.

50-Year Marriage

When Gentry Bros. played LaCrosse, Wis., in 1901, the dogs were kept in the Miller family's barn next to the lot. That's when Primrose met Clara Miller. Later they were married. The couple celebrated their 50th wedding anniversary December 11, 1951, only a few days before Mrs. Primrose died.

John Ringling urged Primrose to go with Gollmar Bros. in 1903, which was their first season on rails. At the time, however, Fred Gollmar said he wasn't ready to Gentry. For 1904, however,

He was the traffic manager on Gollmar for 1904 and 1905, moving the 20-car show plus two bill cars, for from \$100 to \$125 per jump, and having a hand in posting of 3,000 sheets of paper daily. Each time Fred Gollmar and Primrose laid out the route, it was forwarded to Charles Ringling, first cousin of Gollmar, for advice. This step was purely in the interests of the show, Primrose states, and was unlike the exclusive routing agreements made between some other shows.

calls. Bill car moved gratis and the show proceeded on regular freight or passenger trains. The countification of the new century. The first outfit used about 1,000 sheets a day, plus heralds and newspaper day, and put out from \$2 to \$10 for licenses. Most lots were squared with tickets and the tough ones cost \$10. Primrose was one of the best little.

Man went to the other to start off the new century. The first quit the circus in favor of full-time operation of hall shows. From LaCrosse he operated time operation of seatty he was contracting press agent, working with Ora Parks, or a standard team in the business. Primrose was off the road for "Ole Swanson." This continued until 1911, when he moved back in business this year as the back in business this year as the third time operation of the leastly he was contracting press agent, working with Ora Parks, or a standard team in the business to back in business th

NSA Auxiliary Prexy At Home in Shop, Stage

Continued from page 111

Williams. She also partnered with Philadelphia. Don Lanning, currently a Florida club operator, for a while. During her career she worked the top vaudeville circuits, among them the Pantages. Loew's. Keith's and Interstate loops. She also made a trip to Australia and worked the there. Deciding to investigate the top theaters there.

Her contact with outdoor show business came in 1933 when she to the Trenton fairgrounds, where became interested in a company she first met her future husbandthat was demonstrating and sell- to-be, Jack McCormick, who was ing an engraving device at the then, as now, handling space Century of Progress in Chicago: After buying into the firm, she took an active part in its direction and supervised the Chicago fair operations in 1933 and again in 1934.

In 1935 her company obtained rights to a juice extracting de-vice, and off she went to supervise operations at a San Diego, Calif., exposition. After the San him. Diego stand, operations were expanded into the leading department stores across the country

managed "Paid in Full" and "The Thief" companies from 1911 thru 1913. During the next nine years he had such hall shows as "The Great Divide", "House of a Thou-sand Candles", "Where the Trail Divides", and "Don't Lie to Your Wife."

Some of the titles were leased on 10 per cent royalty from Klaw & Erlanger; he built his own productions and booked them on the Stair & Havlin Circuit. Working for him on Gentry, Gollmar and the hall shows of the time was Charles Lindblade, nowadays a neighbor and friend with whom he usually spends Saturdays.

13 Shows One Season Usually, Primrose had several units on the hall show circuit, and during one season these numbered 13, including "Paid in Full," "The Thief," "Great Di-vide," "House of a Thousand Candles," "Uncle Si Hoskins" and "Prince of Sweden." This was in the era when more than 100 such shows went out annually from Chicago.

In 1926, Primrose and Ralph Kettering, Chicago theater figure, had "Easy Street", which played all summer in Chicago's Woods Theater. From 1927 thru 1932, they managed the Central Theaand Ambassador Theater, now the Rockne, in Chicago, and the Temple Theater in Hammond, Ind. Then, with the dramatic show business rapped by depression, Primrose returned to the circus.

He joined Gentry Bros. during the 1933 season. The show was motorized and again in the hands of H. B. Gentry, but heavily mortgaged. The deal was made while the show played Chicago Wisconsin. Money was short, and he used his own for a while. Little by little, however, things improved. Primrose says that he changed the title from Gentry Bros.' Famous Shows to Gentry Bros.' Original Dog & Pony Shows and that an immediate improvement in business was scored.

Moves to Lewis The show played both Minneapolis and St. Paul lots to good business, rolled along to Lincoln, Neb., and on down to Atlanta, where he closed the season. By it to the underprivileged chilthat time the show was able to catch up with a number of its debts and had some money, but this was dribbled away in lateseason stands, and Primrose and the receivers couldn't come to terms for the 1934 season. That's when he joined Paul M. Lewis.

Primrose was general agent for Lewis Bros.' Circus from 1934 thru 1941, booking local auspices, merchants tie-ins and, for his final season, some fair dates. He bought Denny Curtis' ring curbs and starbacks for use on Lewis Bros. A major event was the death of both elephants when a New York Central train hit a Lewis truck. Next came a trick In 1906 the Primroses made with Zack Terrell's Cole Bros., another season with Gentry, then from 1942 thru 1947 and a stint cially in charitable projects aimed calls. Bill car moved gratis and man went to the other to start moved to LaCrosse, Wis., and he with the Clyde Beatty Circus, at aiding underprivileged chil-

and they worked as Blaney and and her work brought her to

Trenton Fair

While there, one of her demonstrators called her attention to the Trenton (N. J.) Fair, which was about to open, and expressed the possibility of doing strong business fair as a possible demonstration outlet for her item, Dolly went rights for George A. Hamid.

She admits that Jack didn't give her the best location on the grounds, and she had several discussions with him over that fact. One afternoon, while trying to get a cab during a rainstorm, Dolly was invited by Jack to share a cab, and on the way to town he invited her to have dinner with

Later on, after the value of fairs had made itself evident Dolly hied for the Danbury (Conn.) Fair. Jack stopped in to see her and to observe the oper. ation. After Danbury Dolly left to inspect operations in Boston and then moved on to Chicago. In 1936, at Christmas, Jack went to Chicago to spend the holidays with her, and the following February they were married in Elk-

Gift Shop

ton, Md.

Jack, knowing a good thing when he saw it, joined Dolly in the direction of the business. Shortly thereafter, deciding to give up traveling, they opened a gift store, in 1938, on the Boardwalk at Asbury Park, N. J. The hurricane of 1944, which wrecked their business, would have stopped many right there and then, but Dolly and Jack, as is the case with show people, didn't hesitate, but immediately reopened for business in the Plaza Hotel. The store is still in operation and Dolly spends her summers there supervising its operation.

But the short season in Asbury Park was not to their complete satisfaction, so Dolly and Jack teamed up to open another outlet, Dolly's Gift and Souvenir Shop, in New York during 1940. Their store, still at its original location at 48th Street and Seventh Avenue, is a mecca for show folk. Dolly isn't at all surprised whenever a chauffeur-driven limousine pulls up at the curb while its owner comes into her store to make purchases from her extensive stock of magic and novelty

Douglas Fairbanks Jr. always stops in to stock up before going abroad. Milton Berle is a frequent visitor and so are hundreds of her friends from the show world.

Joined Auxiliary In 1939 Dolly joined the Ladies' Auxiliary of the National Showlots, and Primrose took over in men's Association. She held the first vice-presidency on two occasions and now holds the presidency. At one time, while membership chairman, she was instrumental in setting a record by obtaining 130 new members. This feat won her a gold life membership card.

Also while membership chairman, Dolly offered a prize of \$50 to the member bringing in the greatest number of new members during a specified period. Dolly won her own prize and donated

dren's fund. Head of an organization that now numbers 367 members, she is currently working on plans for a joint project between the ladies and men of the organization for the benefit of the underprivileged children's fund, a cause close to her heart.

She is also about to launch plans for a luncheon at Sardi's, in November, for the benefit of the Bess Hamid Sunshine Fund. And once again she is spearheading a membership drive that tees off in April.

As a member of the board of governors of the Troupers, an organization of women connected with show business, she is also active in that organization, espe-

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EXPERIENCED CREW MANAGERS FOR each 48 States and foreign territories to handle free gift photo album deal thru 1,200 local studios. Higher commissions. better deals. Write air mail or wire Mark Steele, Lido Hotel, Hollywood, Calif. ap18 FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties. House numbers, pictures, plastic novelties, ash trays, key holders, religious and nursery objects, etc. Madison Plastics, 303 Fourth Ave., New York 10, N. Y. np

see 1st page this

section

HERMAN OF HOLLYWOOD NOW SELLING HERMAN OF HOLLYWOOD NOW SELLING direct wholesalers, jobbers, agents. Immediate delivery. Originator beautiful snake bow ties, patent pending, guaranteed; regular, \$4 doz.; large, \$6 doz.; jumbo 12 inch, \$8 doz. Hollywod rayon hats, 17 inches across top, \$12 doz.; 3 ft. long ties to match, \$7.50 doz.; jumbo bow ties to match, \$7.50 doz.; original squirt hearing alds, \$2 doz.; crying glasses, \$5.50 doz.; wormy nose glasses, \$4.50 doz. Territory open dealers, jobbers, agents. Quantity orders, sample orders cash. Money back if not satisfied. Credit to rated accounts; bank references. 1970 Vine St., Hollywood 38, Calif.

HOUSE TO HOUSE ITEM-FOAM RUBBER Mat, extra large and heavy, many uses, 828 North Orange Grove Ave., Hollywood, Calif.

Calif.

JOKERS FUN SHOPS—FULL CREDIT ALlowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., ap25

LOOK, DO YOU WANT TO MAKE MONEY?
Why not sell our terrific new novelty
line. Sample package and prices, send \$1
to Acme Merchandise Mart, P.O. Box 352,
Sharpsville, Penn.

MAKE PERFUMES AND COSMETICS AT home; profitable business; information free, Men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo.

MINIATURE FUR ANIMALS — DOGS, Skunks, Bears. Fast sellers. Send \$1 for three samples. Rosenberry, 624 3rd St., North, St. Petersburg, Fla.

MINIATURE HOLY BIBLE ON KEY chain, made by blind man, \$1.75 doz., \$18 gr. postpaid, 25¢ brings you sample plus novelty merchandise catalog full of profitmaking items. Jay Sales, 192 N. Clark, Chicago 1.

MORE MONEY IN CLOSEOUTS—TREMEN-dous, easy selling bargains. Write for free price list; act fast. Metro, 60 South Street, Boston 11, Mass. NOVELTY FUN CARDS—100 SAMPLES, \$1, wholesale price list. Make extra sales, extra profit! Ace Press, Clearwater, Fla.

ONE DOZEN RETRACTABLE BALL POINT pens, \$6. Looks and writes like \$1.69 pen. Sample \$1. Stowe, Box 398BB, Bartlesville.

PAPER MEN THRUOUT THE UNITED States: You can buy State Maps thru us if not connected right. The George F. Cram Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind.

PARTNERS, AGENTS WANTED — PAT-ented and patent pending useful home appliances, second to none, Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. ap25

PIERCED EARRINGS — LATEST STYLES,
Pearl and stone settings, gold filled rolled
gold earwires; \$1 retailers; production
overruns; limited quantity; \$30 gross; 3
dozen samples, \$9; cash with order; satisfaction guaranteed. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. L.

PITCHMEN AND PROMOTERS—TERRIFIC money maker for shows, fairs and stores.

New hobby-craft called Velvette FlockCoating. Puts velvet finish on coloring
books, greeting cards, figurines, etc. Send
\$1 for sample kit and details. Velvette Co.,
5713 Euclid Ave., Cleveland 3, Ohio. ap18

RHODIUM CABLE NECK CHAINS—UN-tarnishable, gleaming silver finish, 18 inch spring ring, \$2.50 dozen; 24 inch endless, \$2.75 dozen; carded, cellophaned, postpaid. Miniature Shrine, four inch ace-tate box, mirror base, four figures, terrific flash, \$5.40 dozen; Two samples, \$1 ppd. Also Religious Medals, other items, Unique Chain, 472-B4 Hendrix, Brooklyn 7, N. Y.

SALESMEN, DISTRIBUTORS—FAST SELL-ing Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-18, Bank, Attleboro, Mass, ap11

stallment Sellers, Auctioneers. Fast selling new items; send for descriptive literature. Korday Co., P. O. Box 4036, Birmingham Ala Birmingham, Ala. SALESMEN-RELIABLE, OFFER SENSA-

tional fund-raising program to fraternal and church organizations. New, different; tremendous earnings possible. Repeats. Merchant's Discount Service, 1529 Park, Box 1961, Indianapolis 6, Ind. SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass. np

(Continued on page 116)

MONEY

Scenic and Art pictures with flowers, nick-nacks, etc., set into a picture frame that's out of this world. It's 1953 Colorama. Sample 80c. Gross \$84.00........... Dozen \$ 7.80 ROSARY COMBINATION. In Crucifix Shrine. Retails to \$14.95. Dozen \$21.00 1.95 Each Complete RELIGIOUS PACKAGE. Contains record with actual voice of the "Holy Father." Crucifix, Rosary Necklace, in satin lined box. Sample \$3.00. 33.00 Dozen Sets CRUCIFIX. 12 inches high, 64/2 inches wide. Ready to hang. Gold finished Corpus. Boxed. Retails \$2.95. Sample 75c. 5.40 Gross \$60.00. Dozen JEWELRY SETS. Latest fashions. 4 price ranges that will startle all. Beautifully boxed. Dozen sets, \$7.20, \$12.00, \$18,00, \$42.00. Each set 3.95 \$.75, \$1.20, \$1.95..... SCATTER PINS. Best values obtainable. Boxed. 3.45 boxes, \$39.00.... Dozen Boxes RINGS. Terrific flash. Fast 6.00 movers. Gross, \$60.00..Dozen CIGARETTE LIGHTERS. Fully automatic. Each 75c, 95c. 9.00 Dozen \$7.20 RETRACTABLE BALL PENS. With new miracle ink. Retalls to \$1.69 Gross, \$37.80. 3.35 SCREW DRIVER SETS. 5 In 1. Complete in plastic roll-up kit. Gross sets, \$75.00. 6.60 Sample, 70c..... Dozen Sets BLADES. Gillette type. 5 to a box, first quality. 100 3.95 blades, 45c....1,000 Blades SHICK TYPE BLADES. Packed 20 to injector. First qual-3.60 Ity..... Dozen Packages SHIP IN BOTTLE with key chain complete. 10 gross, 5.40 NEEDLE BOOKS. Our standby for 37 years and still big 7.20 sellers.... Gross \$3.60, \$4.80 MONKEYS. What a seller. Gross 2.00 SNAKE BOW TIES. Retalls \$1.00. Terrific seller BABY DOLLS. Retails \$9.95. Extra special. Stock 5,000 real beauties. Each, \$3.45. 36.00 Dozen NOVELTY AND TOY DEAL. Big assortment and value. 10 deals, \$80.00. Gross, One Deal NYLON HOSIE.Y. First quality. 54 guage 15 denier, 3 pair to a box. 10 dozen, \$72.00. Dozen

Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y

we are never under-sold.

37 years of value giving is your assur-

ance of best values. 25 % deposit, or

full payment with all orders. All prices f.o.b. New York, for resale. Knowingly

SPECIAL INTRODUCTORY OFFER JUST ARRIVED



FROM SWITZERLAND George Washington watch (round as illustrated) thin model, gilt figures and hands, Gold color top, Jew-eled, Antimagnetic...

.....\$4.50 ea. Square model dress watch (as illustrated), Gold color top, dome crystal, gilt figures and hands. Jeweled, Antimegnetic \$5.00 ca. Men's Jeweled, Antimagnetic, sweep, Radium in chromed

case \$2.85 ea. Samples \$1.50 addl. For resale only.

Our 1 Year Guarantee Eliminates Dealers From All Obligations

We also carry a complete line of 1-7 jewel watches. Low prices in bulk or carded. Catalog upon request. TRANSWORLD, 565 5th Ave., N. Y. 17

Television Demonstrator WANTS **NEW AND NOVEL**

MERCHANDISE to sell through Television Show. Big volume user of utility, novelty and premium merchandise. Address all

communications and send samples to FLORIDA PROMOTIONS

P. O. Box 3286

Still open for business. Plenty of Plaster, highly flashed. Open 24 hours, call me at any hour.

St. Petersburg, Fla.

Phone 5-0995. 5455 Airline Highway, Baton Rouge, La.

Get your Plaster early.

SERVICE! QUALITY! VALUE! PRICE! THE FOUNDATION ON WHICH WE'VE BUILT OUR BUSINESS!

East

14.00

24.60

34.20

SOFT BODY DOLLS

Standing and sitting. Cotton stuffed,

Packed

72

F.O.B. Doz. Milwaukee

\$ 5.40

5.60

9.40

9.60

9.35

11.20

12.00

17.35

28.70

DE LUXE BRINGS YOU "HITS OF THE TOY SHOW"

SAVE ON PLUSH BEARS

In two-tone color combination Panda (Black and White) or assorted colors. Please specify. Has moving eyes, body cotton stuffed.

No.	Size	Packed	F.O.B. Dox. Milwaukee
4604	10	36	\$ 8.00
4647	12	36	9.50
4606	14	36	12.00
4608	15	36	12.80
4600	16	36	15.75
4628	19	12	20.50
4611	23	12	27.25
4654	27	6	30.00
4750	27	12	30.50
4658	29	6	33.00
4624	29	12	30.00
4623	30	12	38.00
4660	30	12	38.00
4731	41	4	72.00
4615	29	12	\$32.00



"JOLLY HANS"

DOZEN SE

Sample \$1.50 prepaid

> WILL SELL ANYWHERE ANIMATED!

No. 3866-A new Imported "Squeeze-Me" Toy with real action. Made of composition, with felt coat and full painted features. When squeezed together

BOUDOIR

and then released the right arm automaticany raises mug to the mouth and at the same time emits a pleasing sound. Overall height, 6½ inches. Individually Boxed. No sizes.



SENSATIONAL NEW CUDDLE BEAR

27 INCHES HIGH

No. 4696—The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber

t and paws.	MESSELLE MOSSILLE CON
F.O.B. \$39	F.O.B. Milwaukee \$44
DOZ.	DOZ.
SAMPLES	\$5 EA.

KIDDIES' DELIGHT

LAZY DOG

"Daddy . . . buy me that Lazy Doggy" is the universal reaction of the small fry

when they see this fuzzy, long-eared

and adorable "hit of the Toy Show."

Adults, too, love it . . . and long to give it to the kiddies!

Many sixes, qualities and prices.

HOT NEW

11x24

Dozen Dozen

\$36.00

43.00

Pkd. Milwaukee East

\$40.00

48.00



PLUSH MAJORETTE In two color combinations packed assorted colors

1	o the ca	rton.				TV.
	No.	Size	Packed	F.O.B. Doz. Milwaukee	F.O.B. Doz.	
	4718	16	36	\$12.80	\$11.50	
	4733	-24	12	26.70	24.00	
	4734	29	6	32.00	28.80	
			MAJ	OR		9
	4726	30	6	38.50	34.80 F.O.B. Doz.	1
)	4735	29	12	36.00	32.40	
		28	MON	KEY		0
	4713	27	6	36.00	32.40	
	4640	.17	12	16.00	14.40	
	4695	14	36	12.00	10.80	

4516

4748

4773

4747

4744

4501

4770

4751

4506



F.O.B. Doz.

\$ 4.80

5.05

8.40

8.65

8.45

10.00

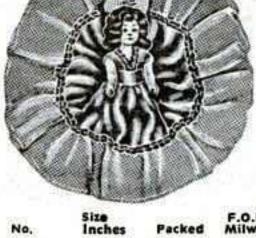
10.80

15.65

WINDOW BOXED DOLLS

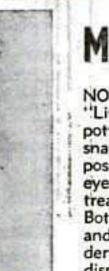
Dressed in fancy silk dress - moving eyes - movable head and arms-mohair wig.

No.	Size	Packed	F.O.B. Doz.	F.O.B. Doz.
4587	51/2	72	\$ 6.40	\$ 5.80
4586	8	24-36-72	7.20	6.50
4552	12	48	15.00	13.65
4505	17	6	45.60	41.00
a	3	120000000000000000000000000000000000000		10



F.O.B. Doz.	ı
\$ 5.80	8
6.50	1
13.65	
41.00	
	\$ 5.80 6.50 13.65





MARVEL FLOWER GARDEN

NO. 4034. A New, Sensational complete Indoor "Live" Flower Garden, scientifically prepared and potted in a three colored waxed heavy cup with snap lid, which is packed with a scientific composite, ready to bud, bloom and flower before your eyes by merely adding water to keep the specially treated moss moist. No Dirt . . . No Muss . . . No Bother. Not a miniature garden, but full 4" size and 8 liquid oz. Packed 2 dozen assorted, six wonderful varieties, to attractive 4-color cut-out lid display carton.

PER CARTON OF 24

SAMPLE 50c PREPAID



No.	Description	Pk.	Each
40	Diana	.12	\$.35
10	Horse	.12	.30
63	Majorette	. 12	.30
8	Patriot		.30
64	Old Mare		.30
67	Pig		.30
24			.30
	Clown		.30
	Sport Cirl		.30
25	other items pack nd to a carton at	ed 1	2 of a



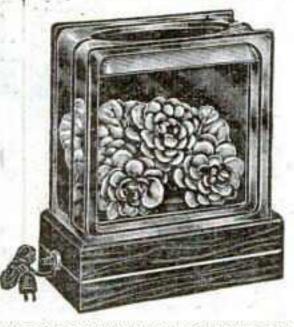
ular. Realistic colors. Bright leis, trimmed with tinsel. Height 17 in. Packed 12 to carton. Wt. 32 lbs. Ea. 35¢.

T. V. LAMPS

No. 1010 - T.V. Electric Aquaria-Tellurium Lamp. Ideal television lamp, sub-dued light. Can be used as small aquarium. Crystal glass block vase on wood base, leatherette covered with gold in-laid stripe in mahogany or blonde. Com-plete with water-resistant artificial flowers. Size of glass block vase: 8x8x2¾ in. Overall height 10 in. Individually packed. Each \$2.75 Per Dozen \$29.60

SAMPLE \$3.75, Prepaid

No. 1002 - Aqua Vase Lamp. Twelveinch glass brick, same as above. Mahog-any base only, with assorted flowers. Height 14½ in. Individually boxed, 3 to master carton. Wt. 40 lbs. per three Each \$5.65 Per Dozen \$64.80 SAMPLE S7.00, Prepaid



SITTING & STANDING DOGS

.			(1) The control of th	CATE OF PURPOSE STANDARD STANDARD	
À	No.	Size	Packed	F.O.B. Doz. Milwaukee	F.O.B. Do:
ĕ	4690	8	36	\$ 6.70	\$ 6.10
3	4607	8	36	9.00	8.00
	4614	11	24	13.00	11.80
	4617	9	24	13.00	11.80
	4721	12	36	13.00	11.80
A	4646	15	6	21.35	19.00
9	4633	16	6	25.50	22.80
1	4630	78	6	39.00	35.00

PREMIUM ITEM! Lifetime Supreme

WHIRLAWAY REEL and ROD

NO. 7188-A combination of the WHIRLAWAY REEL, 2-pc. finest quality Glass Rod, 50 yds. Monofilament Line, Beaded Chain and Swivel Practice Plug. Length 61/2 ff. WHIRLAWAY REEL is a slipcast type reel using the same principle as found in spinning reels. Foolproof construction, easy to adjust, the WHIRLAWAY REEL can be used for Spinning, Casting, Trolling and Fly Fishing. For right and lefthanded casting. Unsurpassed for ease of cast. The most complete, all-purpose foolproof reel ever designed. Sturdily constructed, all parts precision-made with working parts enclosed and protected. Rod packed in plastic bag; Reel packed in display carton. LIST PRICE-\$29.95.

WISCONSIN DE LUXE COMPANY

1902 North Third Street MILWAUKEE, WISCONSIN

Our new 1953 catalog, No. 63, will be ready for mailing about May 1st. If you have purchased from us recently, a copy will be mailed to you—if you have requested a catalog, one will be forthcoming—if you are not included in either listing, WRITE US TODAY, it will be mailedproviding you state your business and permanent address -if with a traveling unit, give name, type of operation and advance route.

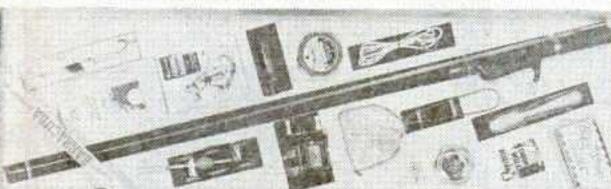
> 6000 items to choose from. IF IT'S NEW WE HAVE IT. Watch our Billboard Ads.

SAMPLES OF STUFFED TOYS listed will be mailed only when fully prepaid, including packing charge of 50c plus postage.

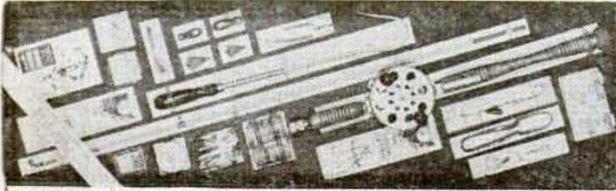




Bamboo Pole, 10 yds. Nylon Leader Material, 12 Pflueger Split Shot, 20 Keystone Fish Hooks, Hard Braid Stringer, All-Metal Scaler, Wire Cable Leader: Furnished Line-Hook, Weight, Line, Float, Winder: 3 Pfleuger Snelled Hooks, Keystone Fishing Manual. Cellophaned self-display unit, individually boxed. Set No. KB-22,



51-PIECE BAIT CASTING SET with GLASS ROD Glass Rod with Slip-Fit Chuck, take-a-part handle; Level Wind Reel, Cork Arbor; 20 Keystone Fish Hooks, All-Metal Scaler, Minnow Dip Net, 10 yds. Nylon Leader Material, 12 Pflueger Split Shot; Furnished Line—Hook, Weight, Float, Winder; Stringer, 75 ft. Nylon Line, Nationally Famous Plug Bait, 3 Pflueger Snelled Hooks; Pflueger June Bus Spinner, Keyston Elbis Martin Minney Spinner Keyston Elbis Martin Martin Minney Spinner Keyston Elbis Martin Ma Bug Spinner, Keystone Fishing Manual. Cellophaned self-display unit. individually boxed. Set No. KG-40,



100-PIECE COMBINATION SALT WATER FISHING AND FRESH WATER TROLLING SET ... Consists of 415 ft. Heavy Duty Glass Bait or Trolling Rod; Free Running Reel-600 ft. capacity, adjustable line guide, reversible quick-acting drag; Tempered Steel Gaff Hook, Red-White Spoon, 4 Assorted Bottom Weights, Feathered Jig, Nylon Leader Rig, 10 yds. Pflueger Nylon Leader Material, 6 Pfleuger Snelled Hooks, Keystone Fishing Manual, 6-Barrel 3-Way Swivels, 50 Pflueger Hande-Pak Hooks, 12 assorted Sinkers, 100 yds. Cuttybunk Line, Hand Braided Stringer with Metal Ring, Metal Scaler, Pflueger June Bug Spinner, 8 sets Heavy Duty Treble Hooks in plastic box. Cellophaned self-display unit, individually boxed.

25% Deposit With Order, Bal. C.O.D., f.o.b. Chicago COOK BROS.

916 S. HALSTED STREET CHICAGO 7, ILLINOIS

RESORT—SOUVENIR—TOURIST TRADE

NEW, FAST SELLING NOVELTIES GAMEFISH PLAQUES

COMIC PLAQUES



beautiful wall decoration for the office, den or club room. Perfect reproduction of Sailfish, White Marlin, Dolphin, Tarpon and Barracuda. Metal cast painted in magnificent full color and mounted on a 6"x12" natural grain, polished plaque. Ideal for gifts, prizes

and souvenirs, \$15 per dozen. \$2 for postpaid sample. Attractive display rack free with 4 dozen order.

COMIC DESK TITLES



3"x12" lacquered plywood desk name plate. Sets up on the desk. 16 humorous titles. One for every individual. A new

novelty for laffs. \$6.60 per dozen.



6"x12" lacquered plywood plaque with green lettering. 17 subjects. Hilarious mottos and slogans. Comic and serious. Sells fast at resorts, seashore, etc.

\$6 per dozen. \$1 for postpaid sample.

WILDLIFE PLAQUES

Authentic reproduction of Sea Gull, Malard Duck, Sea Horse, Flamingo. Porpoise and Sail-fish. Metal cast, hand painted and mounted on a 6"x6" octagon shaped, natural grain polished plaque. I de a l for souvenirs and gifts. Attractive box,



\$9.60 per dozen. \$1.50 for postpaid sample. Attractive display rack free with 4

BALL PEN

With New Instant

Dry Ink.

. Push Button to

· Press clip to re-

Beautiful stream lined styling.

Gross

536.00 Per

tract.

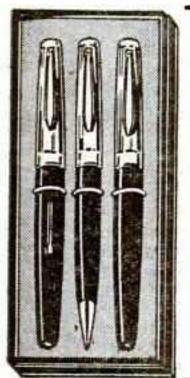
\$6.60 per dozen.
\$1 for postpaid sample.

We are manufacturers. Jobbers wanted. 1/3 dep. with order, bal. C.O.D., F.O.B. Miami.
Include P.P. charges if cash in full is sent with order.

For quick service address P. P. Box 1044.

FLORIDA NOVELTY CRAFTS

1137 5TH STREET MIAMI BEACH, FLA.



DIRECT From Manufacturer

Beautiful, Better Quality RETRACTABLE Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

Gross

Sample

42.00 tax incl. Doz.

Sample 25% Deposit, Balance C.O.D., Guaranteed refills, F.O.B. New York.

MODERN PEN MFG. CO., INC.

395 Broadway, New York 13 - CAnal 6-8016

SUPERIOR SELLS BETTER!

Order NOW for Mother's Day SALES!



631P-1 Flashing rhinestones set in gleaming rhodium-finish Mother Pin. Safety catch. Always a best seller.

632P-1 Beautiful Mother Pin in Sterling Silver with sparkling hand-set marcasites. Strong safety catch.

each 633P-1 Mother Pin-\$3.25 slightly smaller.

Write for FREE Catalog. When in Phila, stop in and see

our beautiful new showrooms! SUPERIOR JEWELRY CO

740 SANSOM ST., PHILA 6, PA

ANIMALS. BIRDS. PETS

Continued from page 114

SELL BUSINESS FIRMS YEAR AROUND needed necessities catalog with purchase discount coupons, all profit plan and salable sample, \$1. A-C-E, Box 9321, Fort Worth,

SLUM JEWELRY — MANUFACTURERS' discontinued line Earrings, Pearls; tailored, stone set, \$8.60 gross; postage extra. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. L.

SOCIAL SECURITY PLATES WHOLESALE. Be your own boss. Automatic Stamping Machine for all kinds of name plates. Sam-ples name and Social Security number, 50¢, free letter box plate, catalog with order. Bonomo, 54 Jefferson St., Brooklyn, N. Y.

WALLET-SIZE COMIC CARDS—WONDER-ful novelty advertising gift for discern-ing businessmen. Complete set is 15 cards; 3 different sets, #1, #2, #3. Hathaway Spe-cialties Associates, 145 S. College St., Ak-ron 4. Ohio. ron 4, Ohio.

WANT BIGGER PROFITS?—BEST SELLERS in Plastic Tablecloths, Drapes, Garment Bags, Utility Covers, Freezer Packaging Supplies, Containers. Free catalog BB35. Acclaim, Box 13. New York 34, N. Y.

WANTED AGENTS-MEN, WOMEN. To-day's miracle self-seller; \$1 item: 100% profit. Get territory today. Send 50¢ for sample. Ted, 191 N. Hill Ave., Pasadena. 30 AND 40 INCH RED ARMY TARGET Balloons, \$12.50 gross; Snapping Alligator novelty, \$5 gross. Unger Supply, 655 South Wells St., Chicago 7.

ANIMALS, BIRDS, PETS

AMERICAN ALLIGATORS, SNAKES, TUR-tles, Chameleons, Animals, etc. Price list on request. Bayou Black Reptile Farm. R. 1, Box 342, Houma, La.

BABY PET MONKEYS—CINNAMON RING-tails, \$35; Spiders, \$38; Whiteface Ring-tails, \$38; Bonnet Macaques, \$35; Squirrei Monkeys, tiny, \$22.50, 5 for \$90. Bronson Tropical Birds. 2228 Amsterdam Ave. N. Y. C. apl1

BABY DUCKLINGS FOR PRIZES-LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich.

BADGERS, DESCENTED SKUNKS, RAC-coons, Ferrets, Coatis, Monkeys, Lynx, Coyotes, Horned Owls, Fancy Pheasants, Parrots, Parrakeets, Registered Toy Type Chihuahua Puppies. Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis, Telephone Wheatland 23U

BARGAIN MONTH—OUR 20TH YEAR IN wild animal business. Wild Raccoons, any size, 10 or more, \$3 each; Pigmy Skunks. 2 for \$19.50; Lynx Cats, \$19.50; Mother Opossum and Babies, \$3.50; Snakes, native and foreign Round the world with animals, birds, and reputiles. When price list Thomps. birds and reptiles. Free price list Thomo-son Wild Animal Farm. Phone 2-1236, Clewiston, Fla. ap18

BUY SEALS, SEA LIONS, WILD, TRAINED from world's only trapper-trainer. Homer F. Snow, director, Sealitorium-Ostrich Farm, Box 783, Oxnard, Calif. ap18

CALIFORNIA SEALS, SEA LIONS-WILD or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

ANACONDAS, BOAS, PYTHONS, GIANT Lizards, Animals of all kinds. A good variety of Toucans in full plumage, monkeys of all kinds and a number of good "Whatsit animals" for showmen. We are prepared to supply showmen with anything in Birds, Animals and Reptiles, also to supply zoos and exhibitors with unusual and odd exotic specimens. This week's special: "Young Squirrel Monkeys for pets, \$25." Tarpon Zoo. Tarpon Springs. Fla.

SPRING SPECIAL! 3,000 24K. GOLD LAMPS & SHADES

\$7.00 in doz. lots

YOU CAN'T BEAT THIS ONE

Hgt. 28" overall wwww

GENUINE CHINA TABLE LAMPS Hand - painted



24K gold decorations; marbellized lus-tre finish; in asst. of styles, colors.



2000 Rejects— Marble Table, Lamps & Shades \$2.25 ea. Gold Boudoir Lamps & Shades. \$1.00 ea.

Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.

TOLPIN PRODUCTS MFG. CO. 7240-44 N. Western Chicago 45, III. WE MANUFACTURE CHINA NOVEL-TIES & LAMP BASES. WRITE FOR CATALOG



\$6.75

\$4.50

POPULAR MAKE FISHING TACKLE OUTFITS

In Handsome Cellophane WINDOW SHADOW BOX 230-Youth's Fresh

Water \$1.98 #31—Youth's Fresh Water 2.98 #32—Youth's Fresh Wa'er 40—Sportsman's Bait Casting 6.25 41-Sportsman's Bait

Casting 7.50 42—Sportsman's Bail Casting 10.00 #70—Sportsman's Fly Rod 10.00

#50—Sportsman's Salt Water, River & Lake10.75 1/3 Dep., Bal. C.O.D.

under \$10.00. 609-M Spring Garden St Philadelphia 23, Pa. LOmbardi 3-2676

Full cash must accompany all orders

DON'T LEAVE WINTER QUARTERS WITH-out requesting our ALL NEW price list on the "Unusual" in imported BIRDS and ANI-MALS. Brad Bradford, noted Reptile Expert, has joined our staff, and we are now ready to offer showmen, exhibitors, private collectors, zoos and dealers the "service" they deserve in domestic and exotic REPTILES, AMPHIBIANS and ODDI-

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LOOK, LOOK, LOOK-WE'VE GOT 'EM. Young and baby Whiteface Ringtails and Spiders, Giant Rhesus, big and little Javas, complete bird shows, snake shows and wildlife. You frame it. We'll fill it. Cobras, Pythons, Tegus, Chinese Dragons, Alligators, Crocodiles, Dens (harmless or poisonous). Mowrer's Bird and Animal Co., 1421 St. Louis St., Springfield, Mo. Phone 67323.

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NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what if contains: 6 young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S. A. Caiman) Baby Alligators, \$85. Live delivery guaranteed. Tropical Hobbyland, 1525 N. W. 27 Ave., Miami, Fla.

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Trappings, beautiful silver spotted Horses, Pony Plumes, Bridle attachment, Little Johnnie's Circus Training Quarters, 337 Swan, Buffalo, N. Y. WE HAVE REPTILES ONLY IN STOCK: we can get you anything. Snake dens for \$18 is our special for 1953. C. C. Mc-

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ALL SNO BALL SUPPLIES—BIG PROFITS, reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg., Dept BS, 1417 Market. Chattanooga, Tenn. ap25

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Learn where to sell Roots, Weeds, Herbs. Flowers, etc., only \$1.

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CLOSE-OUTS—BEAUTIFUL COMBINATION Cigarette Case and Lighter, 48c; sample, \$1; famous Sports Lighter, 25c; sample, 50c, Nu-Designs, Kalamazoo 26T, Mich. DANCE STUDIO - CHILDREN AND

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Complete outfit, \$1, including Illustrated
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(Continued on page 119)

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Yellow Expansion Band, 95¢ add. SPECIAL \$50 DEAL 4 asst. above Watches & 6 Exp. Bands fo match. You save an extra \$15,40. New model watches, case and dials. Reconditioned and guaranteed like

New Big 1953 Wholesale Catalog, 25c Wholesale only — \$1 additional for samples. 25% with order, balance C.O.D. 5-day money-back guarantee of not satisfied.

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beautiful eight-colored lithograph 9" by 12" portrait of Pope Plus with facsimile of peace message in the Holy Father's own handwriting.

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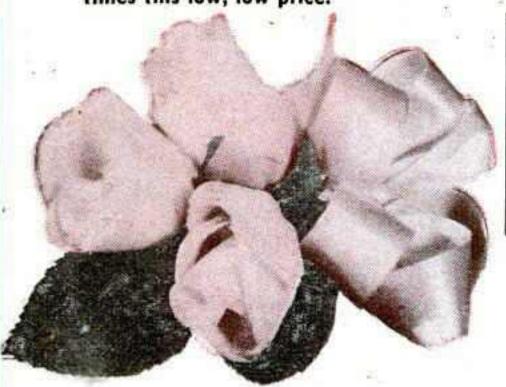
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Loveliest Flowers Created . . . Imagine the most beautiful of natural blossoms in all their radiant colors . . . that's exactly how exquisite these corsages are. You can't tell them from real flowers. Even the petals and leaves feel like they are living. The secret is the special Formosan Fibre . . . an original live plant . . . it has all the beauty and glamour you'd expect at 5 times this low, low price.

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Sample Dozen Shipped Postpaid

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Natural Colors

117

- Never wilts or dies
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- Ready-to-pin-on
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EVERY FLOWER CORSAGE IN ITS TRUE, NATURAL COLOR



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SPECIAL Mother's Day Assortment - Contains a Greater Quantity of Carnations for Mom! Ask for Assortment x-1

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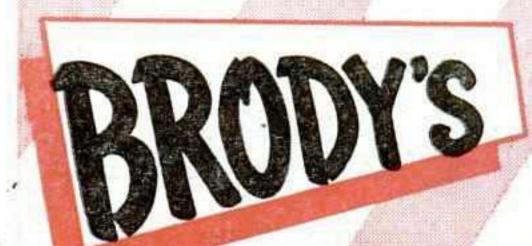
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#38 ROSE BALL LAMP

4" crystal glass ball with white acetate shade and plastic flowers. Rose color only. Height 13". Weight 2 lbs. each complete. Packed 12 bases to carton.

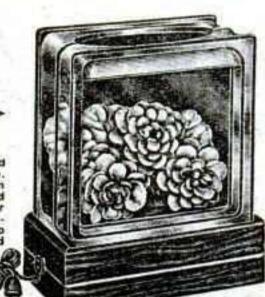
12 shades to carton. \$18.00 DOZEN \$1.75 each.



#37L ELECTRIC TV LAMP

A new fascinating multi-purpose lamp and A new fascinating multi-purpose lamp and vase of hollow glass block with open top. Mounted on wood, leatherette-covered base in mahogany or blond finish. Complete with red plastic roses. Can be used as an aquarium or flower vase. Glass block—8"x8"x334". Allower height—10". Packed individually, 6 to a master carton. State mahogany or blond areference. preference.

\$2.50 dozen lots Sample \$3 each.



#61 COLONIAL LAMPS

Opal glass, brass-plated metal fitting, Individually boxed-6 to master carton, Height 11". Weight 21/2 lbs. each. \$18.00 DOZEN



#67 ROSE FLORAL LAMP

Paper shade size 9"x12", clamp fitter. Height 20". Colors, red or chartreuse. Plastic flowers in chimney to match shades. Packed 12 bases to carton-12 shades to carton. Weight 2 lbs. each lamp.

\$2.25 each \$24.00 DOZEN



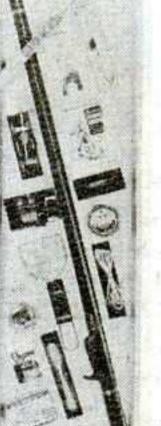
#195 CRYSTAL HURRICANE LAMP

Has 34 frosted shade with clear crystal crimp top and 6 full-cut 3½" long non-breakable prisms. Base and column are of clear crystal glass. Either ruby or crystal crimp chimneys. Height 15¼". Individually boxed—12 to master carton. Weight 2½ pounds each lamp. \$1.30 each.

CARNIVAL AND CIRCUS NOVELTIES

#151 Dangling Skeleton Pin. Gr.\$2.75 #152 Dangling Duck Pin. Gr. 2.75 #153' Dangling Devils. Gr. 2.75 #155 Assorted Dangling Novelties, Gr. . . 3.00 #1P15 Long Glass Necklace, Gr. 2.75 #2521 Brand New Style

Flying Birds, Gr., 9.00 Special, 1000 pieces assorted slum. 1000 pieces ... 6.50



51-PIECE BAIT CASTING SET WITH GLASS ROD

Consists of Glass Rod with slip-fit chuck takeapart handle, level wind reel with cork arbor, 20 Keystone fish hooks, all-metal scaler, minnow dip net, 10 yards nylon leader material, 12 Pflueger split shot, furnished line, hook weight, float, winder, stringer, 75 ft. nylon line, nationally famous plug bait, 3 Pflueger snelled hook, Pflueger June bug spinner, Keystone fishing manual. Set. No. KG-40.

(lots of 6)..... \$7.25 Sample, prepaid, \$8:25.

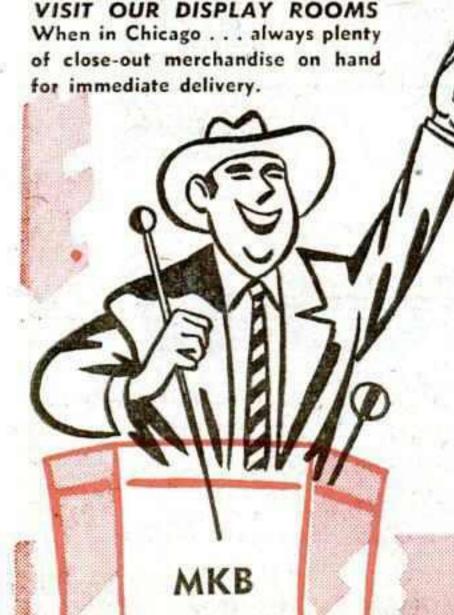


41-PIECE BAMBOO

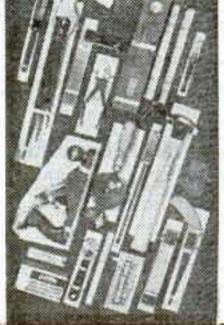
FISHING SET

Consists of 12 ft. pole, all-metal scaler, hard braided stringer, 3 Pflueger snelled hooks, 10 yards nylon leader material, 12 Pflueger split shat, 20 Keystone fish hooks, fur-nished line (hook, weight, line, float, wind-er), wire cable leader, copper spinner, minnow dip net, Keystone fishing manual,

(Lots of 6) \$3.60 Sample, prepaid \$4,25.



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29-PIECE ALL-PURPOSE TOOL SET

Featuring Stanley-Defiance and other famous brand tools. Consists of Stanley-Defiance 16-oz. ripping claw hammer, Stanley-Defiance hand drill, 12-in, Johnson hardwood level, 7" all-steel try-square, 4-pc. utility saw set, 6-ft, folding rule, pistol-grip metal cutting saw, carpenter pencit, nail box assortment, oil honing stone, offset screw driver, 6" adjustable wrench, 7" side-cutting pliers, 9 assorted carbon twist drills, wrecking pinch-bar, mechanic's screw driver, 1/2" wood

Set No. KT-200. Each (lots of 6) \$14.40 Sample, prepaid, \$14.50.



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#2510. Plush long eared Poodle, Has long felt eyelashes. Leash and collar. Movable eyes, Hand embroidered nose and tongue. Mostly black, some white.

Dozen

\$3.50



COCKER SPANIEL

=1399. Plush Cocker Spaniel. Attractive leash and collar. Eyes are movable. Nose and tongue in fine hand embroidery. In Brown only. 20" tall.

Dozen ... \$39.00



161/2" POODLE

#2301. Handsome Poodle is made of plush and poodle cloth. Rolling movable eyes. Hand-embroidered nose and tongue. Leash and collar.

Per

Dozen \$3.00 each



SITTING POODLE

#186. 22" tall. Plush with long felt eyelashes. Leash and collar. Movable eyes, hand-embroidered nose and tongue. Ribbon tied in bow on top of the head. Black and white.

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\$14.00 per dox.

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DRUM MAJOR #M3. Drum Majorette. 30" tall, assorted bright colors. \$3.00 each. Per

> doz. \$33.00. #550. Drum Major, 14" tall, assorted bright col-ors. \$1.25 each. \$14.00

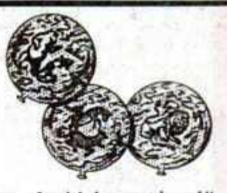
per dox.

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#100. Scottie Dogs. Assorted fine plush colors. Sixe 10"x10". Very attractive looking. Special price . . . each \$1.00. Per dozen, \$10.80. #8000. Scottie Dog. 3-tone plush, sitting down. 26" tall. Very bright colors. Each \$3.25. Per Dozen, \$36 00.

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#5 DART BALLOON, assorted bright colors. Special long necks. All factory tested, guaranteed no seconds. Special price, 85c per gross In 10-gross lots, 80c per gross

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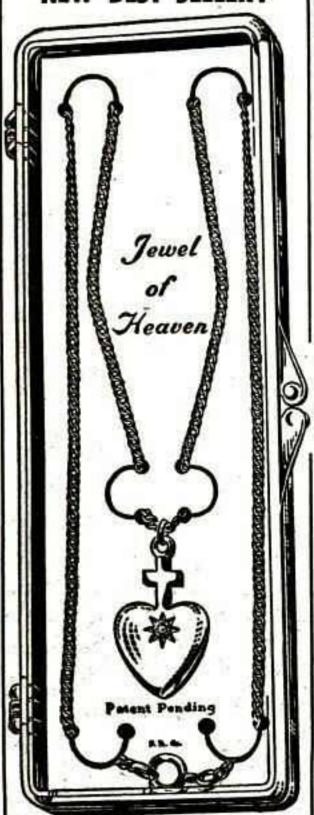
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BUSINESS OPPORTUNITIES

Continued from page 116

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51 gauge, 15 denier, \$3.60 pair; 51 gauge, 15 denier, long black heels, \$4; 51 gauge, 30 denier, \$4.50; 30 denier non-run mesh, \$4.50; lengths: short, medium, long and extra long; any color. For street wear, 51-15's, \$1 pair; 51-15's black or blue heels, \$1.25 pair. Pumps, black or blue suede with 4½-inch heels, \$10 pair; black patent or red kid with 4½-inch heels, \$10 pair. ½ with order, balance C.O.D.

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541 S. 1814 St. Reading, Pa. 50 CURTAINS (8x16), EACH \$15; BUNDLE Clown Odds, \$7; new Red Wigs, \$4; Feet, \$2; Uniform Caps, \$2; Flash Coats, \$3; Orchestra Coats, \$4; beautiful Curtain (16x30), \$100. Wallace, 2453 N. Halsted, Chicago.

5,000 LAMPS

Below Manufacturer's Price Vanity Lamps ...\$.75—\$1.00—\$2.00 ea.
Table Lamps ...\$.75—\$1.00—\$2.00 ea.
Tall Chinese Lamps ...\$.4.50 ea.
Ming Tree Lamps ...\$.4.00 ea.
Ming Garden ...\$.2.00 ea.
Lamps With Roses ...\$.3.00 ea.
Ballerina Lamps ...\$.350 ea. 14 Sample Lamps35.00 Calendar Packet Mirrors, per 100...\$3.50 Mother's Day Pictures, per 100.....3.50 5" Convex Pictures, per doz.....2.00

Smith's Jobbing House 1388 Milwaukee Ave. Chicago 22, III.

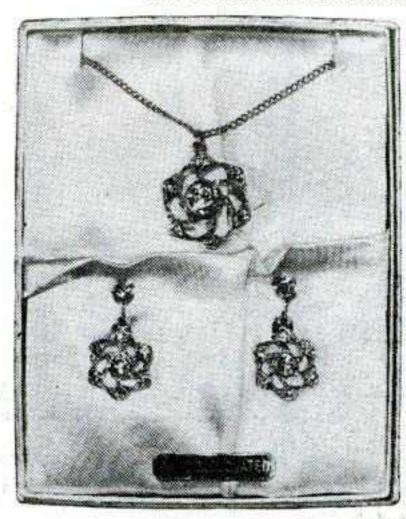
DROP EVERYTHING!

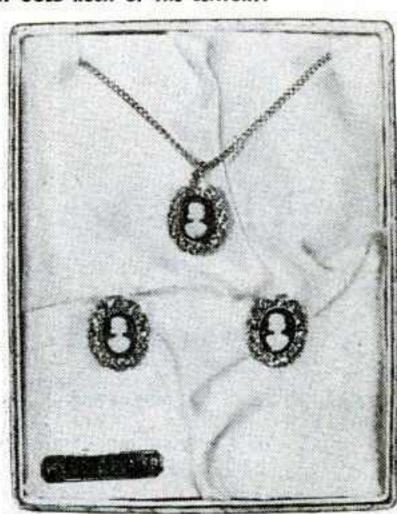
IF VALUE IS WHAT YOU WANT, THIS IS IT! THIS IS THE BIGGEST GOLD RUSH OF THE CENTURY. BE SMART . . . GRAB YOUR SHARE NOW!

ATTENTION! JOBBERS, DISTRIBUTORS, CREW MANAGERS, CONCESSIONERS AND ALL PREMIUM USERS!

If you are looking for high-quality merchandise packaged with million-dollar eye-appeal to sell on sight at prices to beat all competition and bring you steady sensationally BIG PROFITS, then look no farther until you try us first. We feature here but just a few of more than 500 numbers on the colossal, exquisitely fashioned CORTES line. Don't let our low direct factory-to-you prices mislead you, the quality of our jewelry speaks for itself, and with CORTES unconditionally 10-day money-back guarantee you can't go wrong by ordering NOW.

GET YOURSELF SET FOR THE BIGGEST GOLD RUSH OF THE CENTURY!





LOT NO. 12

These are just two of twelve brand-new numbers in 3-piece sets and every one is different. Beautifully designed with quality styling for counter display, first time introduced. Every set beautifully packaged in white satin-lined, colorful box showing \$19.95 price tag. This is sensationally BIC! Don't miss it. Twelve different styles in every dozen.

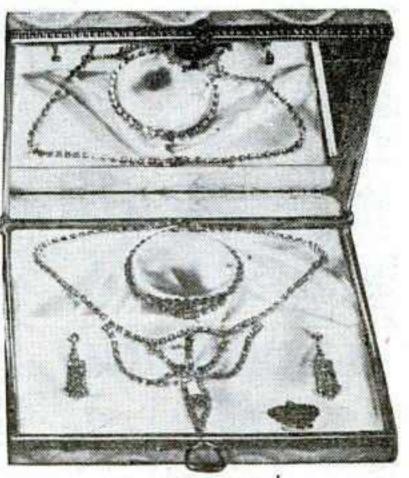
\$10.50 dozen \$9.50 dozen in gross lots Sample prepaid, \$2.00



NO. 261

This magnificent 3-strand graduated Pearl set contains beautiful stones, fuscious Pearls direct from the Caribbean. Sturdy gem-cut rhinestone clasps. 3-strand necklace and exquisite earrings to match. Beautifully packaged in jewel gift box. \$39.95

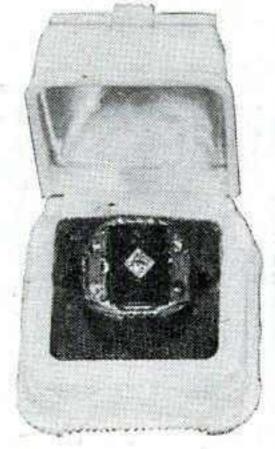
\$36.00 dozen; \$32.00 dozen in gross lots. Sample prepaid, \$3.50.

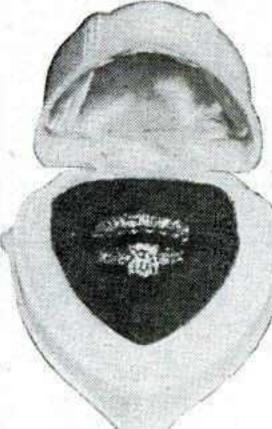


NO. 260

A dazzling treasure of perfect white rhinestones with brilliance of real diamonds. Magnificent 4-piece rhinestone ensemble, latest creations. Fabulously styled necklace, exquisite bracelet and beautiful chandelier earrings to match. Hand-set stones guaranteed years of satisfaction. Beautiful mirrored gift box. \$59.95 price tag.

\$3.75 each in dozen lots; \$3.45 each in gross lots. Sample prepaid, \$4.00.







NO. 486

NO. 284

Sensational value with a he-man look TERRIFIC FLASH! Nearest thing to real diaand big flash for volume sales. Massive monds. Beautifully matched engagement ring and wedding band set. 1/20/12kt yellow gold filled. Heavy mounting. Imitation onyx with brilliant stone in center, 4 white stones on sides. Available also in imitation ruby. \$32.00 dozen; \$28.00 dozen in gross lots; sample set prepaid, \$3.00. This set available in sterling silver mountings.

Massive gent's 1/20/12kt yellow gold filled ring with large white stone of filled ring with large white stone of

NO. 205

Massive gent's 1/20/12kt yellow gold

All numbers pictured here are brand new in our line and are not yet in our catalogue. PLEASE ORDER FROM THIS AD!

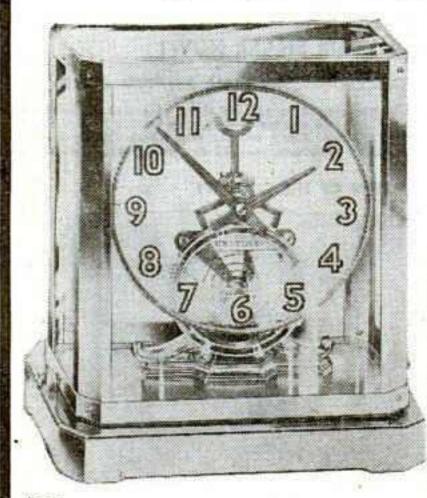
EXTRA SPECIAL OFFER

In order to make it easier for you to get acquainted with the quality, beauty and sensational VALUE of the 6 numbers featured here, we are giving you the privilege of ordering one dozen assorted, 2 of each number, at dozen lot prices. If after you see these fabulous sets for yourself you don't agree that they represent the biggest value and sensational money-making opportunity you ever had, send them right back and your money will be refunded at once.

Whether you order just samples, a SPECIAL dozen assortment, a dozen or a gross of each, you receive the same courtesy, fast service and money-back guarantee. WE DON'T CARE HOW SMALL OR BIG YOUR FIRST ORDER IS! THE MOST IMPORTANT STEP YOU CAN TAKE-IF YOU WANT TO MAKE BIG MONEY FAST IS TO PLACE YOUR ORDER NOW! TODAY!

176 Franklin St. CORTES Jewelry Co. Buffalo 2, N. Y.

UNITIME



"The Clock of the Hour"

This is "UNITIME," the latest inspiration of foremost American designers, a modern interpretation of famous French clockcraft—and a new. all - TIME - high for sales and profit! Year round home-maker appeal, Exciting. continuous, "on view" pulsating action attracts attention, stimulates pur-

chase desire. Up-to-the-minute precision (all electric) movement. Exquisite, glassenclosed case. Gleaming "gold plated" metal frame and base. Detail for detailit's a masterpiece. Height 91/2", width

If Not for Resale, Add Federal Excise Tax.

NOVELTY FLOWER LAMP AQUARIUM

EA. IN

LOTS OF 4

\$18.00

SAMPLE \$20.00 EA.

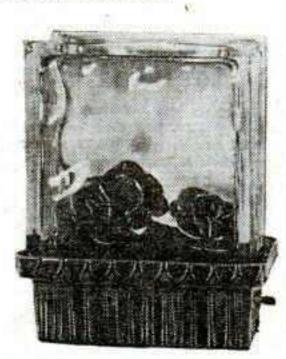
The newest novelty TV Lamp of the season. Flowers float in 8-inch glass brick, Base is porcelain in attractive colors of Green, Chartreuse and Wine, Lamp can double as a fish aquarium or flower vase. Overall height 101/2".

\$ 7.00 PER

\$3.00 EACH

SAMPLES

25% deposit, balance C.O.D. CATALOG SENT ON REQUEST



CUTTLER & COMPANY, INC.

928 Broadway... New York 10, N. Y Telephone: ORegon 3-6330

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BING CROSBY'S SPECTACULAR, Patented COFFEE-TAP

Every coffee maker will buy! Opens can, prevents waste, protects flavor, accurately measures coffee, saves time, eliminates unwinding metal band and cut eliminates unwinding metal band and cut fingers. Tested and approved. Individually boxed. Retail value \$1.00. Send \$1.00 for 2 samples postpaid, or order now: 1 to 4 Dz., \$4.80 per Dz. F.O.B. Chicago. 6 Dz. up, \$4.00 per Dz. F.O.B. Chicago. Immediate Delivery. Open account to rated firms, otherwise 25% deposit — balance C.O.D. JOBBER IN-QUIRIES INVITED. Send for Circulars on other fast selling items.

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you can SELL! They actually hug each other—can't resist picking them up separately or together—apart they look as silly as most lovesick victims do. 3" high, beautifully decorated china, ideal for the lovestory presents. table use, hostess gifts, wedding presents, prizes—choice of assorted pairs of Bunnies, Boys & Dogs and Ducks.

Sample Order: 1 Dz. prs., \$6.00 postpaid.

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15 Oz. JIGGER

EIGHT TO A SET 4 ATTRACTIVE DESIGNS Sample

St. Louis, Mo. IDEAL GIFTS OR SOUVENIRS

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Brown Duck, strings attached in grommets; 2 pocket size, \$1; 3 pockets, \$2; 4 pockets, \$3. Ray Knox, 1208 Walnut St.,
Philadelphia 7 Page 1

MUST SELL-FREEZ-KING CUSTARD ICE Milk Machine, Model 300-49; capacity over 40 gallons mix, 10 hour day; Root Beer Barrel, 17 gallon size; Root Beer (concentrated) Glass Steins. All new, still in originai crates; will sacrifice price; must sell. Jerry Meixner, Owatonna, Minn,

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in transparent film bags. 3 lb. size, \$17.50 M; 4 lb. size, \$18.50 M; 5 lb. size, \$22 M; 10 lb. size, \$30 M. Fasteners for bags, 5 M. \$4. Cellophane pliofilm products. Sheets or

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ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

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Station Wagon. Extra seats, two tone
green, white wall tires. Fine shape, sacrifice \$800 cash. Eddie Marks, Erie, Mich.

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SEEING IS BELIEVING!!



In gross lots, cheaper price in larger quantity. Original heavy Mexican rings assorted, \$4.50 per doz. with side ornaments. World originators of Rhodium plate Mexican ring - \$6.00 dox. (Won't turn

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Hand-painted mother-of-pearl Lockets, satin boxed. Holds 2 pictures, \$9.00 dox. DeLuxe style, \$13,50 dox., with colored stones set on face of locket. Free imprinting. We manufacture.
Friendship Rings, \$4.50 dox.—beautiful styles.

Hand-painted Earrings—new styles. Reg. \$6.75 doz.; now only \$5.40 doz. Send \$3.00 for samples of Best Sellers. Money back if not thrilled.

DON'T MISS THE BOAT—IT'S MONEY
IN YOUR POCKET.
1'3 dep., bal. C.O.D., F.O.B. N.Y.C.
JOBBERS: Special rate on Lockets. Why
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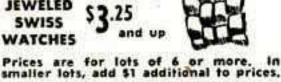
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Exclusive Square Shaped Watch with Curved, Raised Crystal and Two-Toned Ruby Dial; Yellow Gold Finish Case with Handsome Match-ing Gold Finish Ex-pansion Band.

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25% with order, balance C.O.D. ASK FOR LATEST PRICE LIST

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FAST SALES—BIG PROFITS Ideal for premium and give-aways.
All colors—simulated lizard.



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Comb Set as shown, also Money Clip and many other hot low-priced items. 25% Dep., Bal, C.O.D.
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POPCORN DISPENSERS — 52 MANUALLY operated, 6 coin operated, good condi-tion. Cost \$3200, bargain at \$1,000. Frank L. Brock, North Miami Beach, Fla.

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SPARTAN MANOR HOUSE TRAILER-TOP condition, awning, extras, \$2,200 Consider part trade show property, dell, Box 525, High Point, N. C. cash. War-

FOR SALE—SECONDHAND SHOW PROPERTY

pags. State your needs. Prepaid check with ALL 16MM. SOUND-3,000 REELS: FEAtures, \$30; some \$20; used Projectors, \$150. Programs rented reasonably. Roshon, 128 N. Court. Memphis 3, Tenn.

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ride, big capacity, flashy money maker. Cost about \$30,000; big sacrifice at \$4500 or will trade for Merry-Go-Round, F. Allen, 1400 Brewerton Rd., Syracuse B, N. Y. BRILL'S TESTED PLANS FOR BUILDING Kiddie Rides, Major Rides, Concessions, Group Attractions, Fun Houses, Shows, Il-lusions, \$3 to \$15; Aluminum Horse Pat-terns: Major, \$110; Kiddie, \$50. Free cir-cular. Brill, Box 875, Peoria, III.

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Shorts. Lowest prices, big lists Sound
Projectors, no junk here. Motion Pictures
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1947 No. 5 Eli Wheel, 1949 Comet Aerial Ride, one Sunshine Choo-Choo Train; all in perfect condition, ideal for park or carnival. Will trade on good Allan Her-schell Merry-Go-Round. Roxy's Amusement Rides 279 Propect Ave., East Aurora, New York

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Dispenser, \$16. All good condition, some
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HIGH STRIKER, MILK BOTTLE GAME,
Hot Air Balloon, two sets High Diving
Ladders; other carnival equipment, property of the late Col. Heistand. T. J. Smith, Greencastle, Ind. IDENT OR JEWELRY STAND—A MONEY maker; Table Spindle Engraver, 6x6 ft. Anchor Tent, all for \$50,00. C. A. Vittum, Mena, Ark.

(Continued on page 122)

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OUR PRICES TALK!!! #999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

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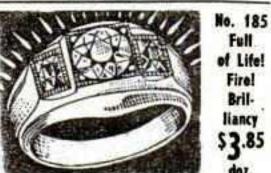
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White the same of It's dashing!

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.00 White Center, Red Sides, or 3 All

White Brilliant Cut Stones. Deposit with all C.O.D. orders, Please state your business, Rated whole-

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FOR CARNIVAL & STREETMEN MERCHANDISE

Large Beautiful Plaster\$.30 New Look Kat Head Balloons, Cr. 8.50 Complete Line of Oak Balloons,

Souvenir DecalsDoz. Pin-Up Post Cards, large 100 Leis Gr. 1.95 30" Rayon Plush Bear Dox. 27.50 Bingo Cages, rubberized ... Each 10.50 Carnival BaseballsDox. 3.00 Slum, Lamps, Bronze Horses, Parasols, Japanese Lanterns, Plush Animals, Feather Dolls, etc., on hand at all times.

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SPECIAL! Full Size, 171/4"x111/4"

In Two-Toned Bronze or Gold Finish With popular electric movement \$5.60 Ea. in Lots of 6

Sample, \$6.25. With 40-hour wind movement. \$5.00 Ea.-in Lots of 6

Sample, \$5.50.

NEW LOW PRICE ON BRONZE HORSES deposit, balance C.O.D., F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale,

add federal tax.

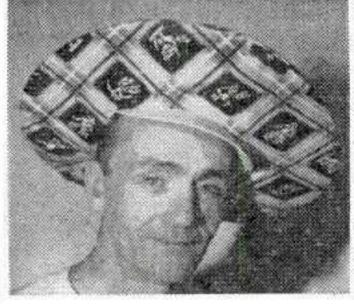
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The best made hat on the market. Also have children's sizes.

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Imported, inflated Rubber Monkeys. Just arrived. Buy now before they are gone. Immediate

Concessionaires, Streetmen and Novelty Men. A terrific

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3-Piece JEWELRY SET

Special Assorted 3-piece Jewelry

\$6.00 dozen, \$66 gross

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THESE PENS

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NO SECONDS

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CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made out of the finest gabardine. They simply are beautiful and sell on sight.

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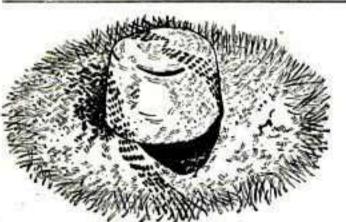
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LATEST CREATION

checkered be-bop hat, with pompon, for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

GROSS



The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT

made of woven straw in natural color. Sell on sight. 18" from brim to brim.

\$3.00 DOZ.

\$33.00 GR.



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Special Price—\$36.00 Gr.

Assorted sizes with any print.

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag.

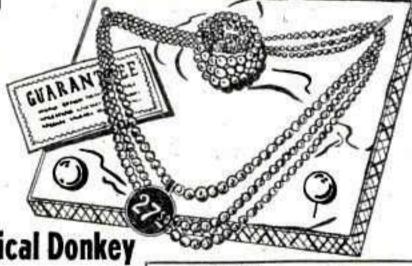
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With

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Dozen



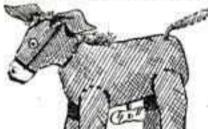
Mechanical Donkey



sational, re-tractable Ball

Point Pen with no-smear ink. Carded, Bankers approved, guaranteed leak proof-large ink sup-

Special \$4.00 Per Doz. \$42.50



Terrific Number—spins Its tail. walks and shakes its head. About " long.

GROSS Minimum 6 dox.

The boys are cleaning up with this donkey

ELECTRIC DRY SHAVER Ideal for Men and Women

\$21.00 Doz. — Sample \$2.00

WITH GUARANTEE TICKET AND PRICE TAG



SELLING LIKE WILDFIRE

and Men. Beautiful chrome finish.

SEND FOR



DOZ. Very beautiful, each in box.



In luxurious gift box consisting of tised watch, gold plated case and Lustrous gold plated cuff links, key antee. Complete box and jewelry

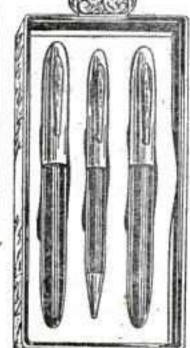


each set



3-PIECE PEN SET

WITH METAL CAPS AND CLIPS.



Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed. \$7.50 tag comes with

\$4.00 per dz. \$42.00 per gr.

RUBBER HORSE



Large inflated Rubber Dozen Horse, with saddle. 18" Dozen long, 13" high.

Smaller size Horse, \$3.50 Dox. Gross



SPECIAL INFLATED RUBBER ANIMAL TOYS

Large Rubber Clowns, 18" Long	\$6.25	Doz.
Large Rubber Elephants		
Medium Size Horses		
Assorted Rubber Squawking Animals	3.50	Doz.
Inflated Rubber Monkeys	3.00	Doz.
Inflated Rubber Squawking Monkeys	3.50	Doz.



\$42.00 gr. \$3.75 doz.



Smallest Lighter in \$2.00 DOZ. the world. For Ladies

LATEST CATALOG



Sensational Value PIECE WATCH SET

new high-grade nationally adverexpansion watch band to match. chain and tie holder. Written guar-

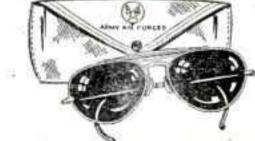




\$27.00 gr. \$2.50 doz.

LIGHTER

SPECIAL



SELLING LIKE WILDFIRE

in beautiful leatherette case, gold finish frame and adjustable and flexible ear place.

\$5.50 Doz. complete with case.

1102 Arch St.

Phones: MA 7-9849-WA 2-6970

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

Philadelphia 7, Pa.

357 3

MERCHANDISE

DON'T LET THIS SCARE YOU . . . WE'RE JEWELERS!

Our factory, plus our special department which buys out complete factory stocks right in the jewelry center of the U. S., allows us to offer All American Made

FACTORY CLOSE-OUT JEWELRY AT BELOW COST PRICES!

Lot "G" Asst. lewelry 5¢	Asst. Jewelry Lot "H"94
Viddia Idante	Asst. lewelry Lot
254	Asst. Jewelry Lot "J"
St. Chris. Ident	Asst. lewelly cut
Indias' Idents 13C	Asst. Necklaces
Man's Idents 256	Asst. Pins
Acet Tex Bernelete 184	Asst. Earrings
Asst. Tag Bracelets	A Farm Paned Involve
Asst. Bracelets	Asst. Fancy Boxed Jewelry
Royal Cuff Link & Tie Bar Sets 500	256, 376, 306, 31.00 0 31.30
Tie & Link Cate 38¢	Sterling Silver Rhinestone Pins 1.00
THE O' LINK SELS	Midget Lighters
Fancy Boxes for Above	Midget Lighters
Asst. Cuff Links	Compacts & Cigarette Cases.
Tie Base & Chains	Ed
Large Locket & Chain50¢	Tailored Farrings
Large Locker & Chain	Men's Watch Bands, GF 1.00
Following All Gold Filled:	With a march paller, or
Small Cence & Chain 306	Ladies Waten Danus, Or
Madium Cross & Chain 60¢	Fancy Bracelet Boxes 8¢
Medium Cross o Chain	Fancy Locket Boxes
Small Locket & Chain	Fancy Asst. Boxes
Medium Locket & Chain90¢	Fancy Asst. Boxes
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Sample assortment, \$10.00; smaller asst., \$5.00. Cash or stamps with order. Sorry, no catalogues; samples speak for themselves. All items subject to prior sale. VALUE GUARANTEED OR REFUND IN FULL.

H. L. HIRSH CO.

365 ATWELLS AVE.

PROVIDENCE 3, R. I.

EASY COME—EASY DOUGH!

ATTENTION, SALESMEN! YOU CAN MAKE \$20.00 ON EACH EASY SALE. The New EMBLEMIZER is the answer to every car dealer's prayer and a sure-fire sale for you. A short-cut to automobile advertising through imprinting.

This beautiful key chain with heavy plastic disc attached shows colorful car crest on one side. Other side is personally monogramed in rich gold letters.

The exclusive EMBLEMIZER machine is compact in size. Its simplicity in operation—low cost—and novelty feature make it a positive selling item.

PRICE INCLUDES:

- 1. EMBLEMIZER machine-AC-DC.
- 2. 3-letter sets of complete alphabet.
- 3. Type tweezers,
- 4. 50-ft. roll goldleaf paper.
- 5. 250 emblems of laminated plastic with metal ring-of automobile crest of choice-blank one side for personal monogram.

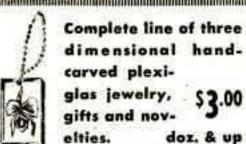
Enclose, Check or Money Order. Write to



SELLS FOR \$54.50 - You make \$20.00 on each sale. Exclusive franchise in your territory Order your sample kit now. Available to salesmen

for only \$20.00. EMBLEM MFG. COMPANY, INC., 84 W. JERSEY STREET, ELIZABETH, NEW JERSEY

Hand Carved—Internal Carvings—Hand Made BUY DIRECT FROM THE MANUFACTURER AND SAVE



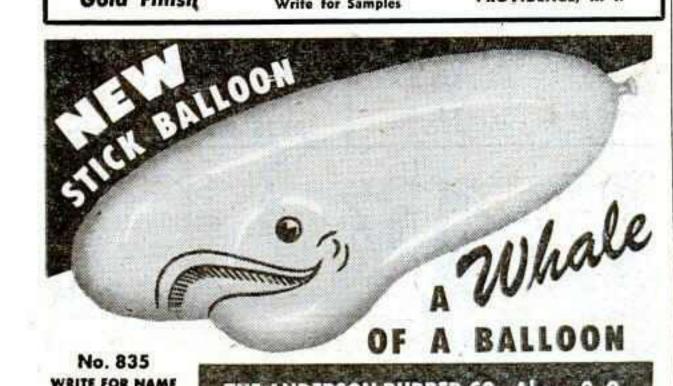
glas jewelry, \$3.00 elties. doz. & up

Special Introductory Costume lewelry Set (3 pieces) and Key Chain. Write for free illustrated catalog

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Beautiful SACRED HEART BRACELET Be First to Cash A Real in on a Big Seller Money Maker PROVIDENCE RING COMPANY per dozen Beautiful 49 WESTMINSTER ST. Rated Wholesalers PROVIDENCE, R. I.

Write for Samples



WRITE FOR NAME OF NEAREST DISTRIBUTOR

Gold Finish

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CONCESSIONAIRES, SCALE MEN, PARKS AND ROAD STAND. New lines plaster, very dry, keep from breaking. Low price. Heavy shiny finish. New price list ready about April 25th. Write today for copy. Open on Sunday.

G. C. J. MATTEI CO.

Only 32 Years Same Location 927 EAST MADISON ST.

LOUISVILLE 4, KY.

FOR SALE—SECONDHAND SHOW PROPERTY

Continued from page 120

KID RIDES FOR SALE-ALLAN HERschell Blue Goose, Allan Herschell 10Airplane Ride, 10 car Kid Auto, 4 car Kid
Rocket Ride, Two of those rides are up
and operating in amusement park; come
look them-over and make offer, Lloyd
Green, 610 Baltimore St., Huntington,
W. Va.

KIDDIE FREIGHT TRAIN—DIESEL TYPE, used 2 years, 10 passenger, good condition, complete with track; Acme built, gas driven, 5 h.p., \$500 cash. Lee Courtney, 3015 Clay St. and Liverpool Rd., Gary, Ind. KIDDIE BOAT RIDE, \$550; KIDDIE CHAIRoplane, \$350; Train, \$650; Auto Ride, built on trailer, \$550; Kiddie Junior-size Chairoplane, \$475; Band Organ, \$100, Harry Zimdars, 1001 Whittington, Hot Springs,

KIDDIE "BRONCO ACTION" RIDES—12 capacity, \$650; \$300 down, balance as you earn. Rides, 8 Aspen St., rear; Passalc, N. J.

LARGE PROP FAN-9 FT, HIGH, 18 FT, spread, hand painted satin shading from pink to cofal; splits at center for entrance; packed in special shipping case. Special closeout price, \$150. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat., noon 'til 5 p.m.

MAKE MORE MONEY

with your advertising use this eye-catching DISPLAY CLASSIFIED

style of ad see 1st page this

MANUFACTURE, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N Y. apl1

section

MERMAID H.LUSION—GREAT FOR AN-nex, grind or night clubs Small fish aquarium, fully equipped to show live girl "in water" appearing doll sized. Write W. Chilo, P. O. Box 346, Flushing, N. Y. MILLS SOFT ICE CREAM MACHINE IN trailer, mechanical show in trailer. Ar-cade mounted in trailer, Whirlo dark ride on truck, streamlined gasoline Train with trailer, calliope, transformers, panners, canvas, tops, high striker, abesus monkeys. Collins Rides, Kearney, Neb.

MINIATURE TRAIN-GASOLINE DRIVEN; suitable adults, children; passenger ca-pacity 50, with track; bargain, cash deal. Kozynok, 33 Winthrop, Rehoboth, Mass.

MUST SELL—3 KIDDIE RIDES, FIRE ENgine, Pony Cart, Sail Boat; operated last season; \$3300 or best offer. Charles De-Martino, 1462 66th St., Brooklyn 19, N. Y. Telephone Cloverdale 6-7002. NEW SIX CATS, \$7.50 EACH;

PUNKS, \$18 DOZ. UP. MARIE DUNN 607 E. Van Buren St., Columbia City, Ind.

NEW ALUMINUM MERRY-GO-ROUND Horses; 52 lb. horses, \$150 a pair. Send for photos and details. Thomas Mfg. Co., R. 4, Box 50, Springfield, Mo.

NEW KIDDIE SWAN, ANIMAL. CHAIRO-plane rides, \$400 and \$500 complete. Photo and description for stamp. Proven money makers. Beebe. Box 505. Keego Harbor,

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4"- 75c Doz.-S 8.75 Gro. 7"-\$1.50 Doz.- 16.00 Gro.

9"- 2.25 Doz.- 24.80 Gro. 12"- 3.25 Doz.- 36.00 Gro.

FUR MONKEYS

4"- 40c Doz.-\$ 4.00 Gro. 7"- 80c Doz.- 9.00 Gro.

9"- 1.50 Doz.- 16.00 Gro.

12"- 3.00 Doz.- 32.00 Gro. CARNIVAL IMPORTS

276 E. Main St., Columbus 15, Ohio Phone: MAin 8300



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PIXIE CIGA-RETTES (Makes SmokeRings \$1.80

YOGI BIRD (Walks on Walls) . 5.75 SPACE SQUIRT GUNS SNAPPY NUMBER (Rat Trap Joke) 2.50 INGO (New Puzzle Item) .. 2.85

SNEEZING POWDER (Tins) ... For our full line of Tricks, Jokes,

Novelties, Carnival and Fair Goods send for our 204-page catalogue. We sell wholesale only. Please state your business.

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This deal good for Diggers, Duck Ponds, Fish Ponds, Novelty Stores, Grab Bags, Pifch-Till-You-

Win, Packages, Ball Giveaways—All Usable Items—Toys, Gifts, Novelties, etc., etc., for chil-dren, adults. Some items retail up to 25¢ ea.

Our Extra special 3000 Pc. Lot, \$25.00. Special Lot 1000 Pcs., \$6.75. ASST'D NOVELTIES OF ALL KINDS. 25¢ items, \$12.50 Gr. 10¢ items, \$8.00 Gr. 50¢ items, \$25.00 Gr. \$1.00 items, \$50.00 Gr. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.

Mdse. Distributing Co. 19 E. 16th St., Dept. BB, N. Y. City 3



MIDGET BIBLE Big Profit From

2 Rhesus Monkeys, young, healthy, gen-tle, \$30 each; Hi-Striker, \$90; Penny Pitch, \$25; Guess Your Weight Scales, \$50; Dice Wheel, \$10. Roach, 223 Spillman, Rolla,

NO. 5 ELI FERRIS WHEEL, CHAIR-O-Plane, rides, etc. Frozen Custard and Popcorn Trailer, 25 and 100 kw. transformer on trailer, all equipped; misc. show equipment, etc. New large Super Star Popcorn Machine, closed and open Truck Trailers, I House Trailer, 16', \$350. Donald Van Billiard, Valley Forge 9-4561, Indian Head Park, Oaks, Pa.

ONE RAY GREASELESS DO-NUT MA-chine, used one month. Most \$179.50, will sell for \$125. Glenn Smock, Box 32, Winchester, O.

ONE MODEL #120 CANDY FLOSS MAchine, like new, very good condition.
Cost. \$300, will sacrifice for \$200. One
Pecrless Portable Popcorn Stand and Cart.
gasoline operated, with 12 qt. kettle.
Priced at \$100. Glenn Smock, Box 32,
Winchester III. Winchester, III.

ONE NEW 10x16 CONCESSION JOINT, complete with top and awning, side wall and Bally curtain; khaki color, no frame; price, \$75. LeRoy Itschner, Macon, Mo.

ORIGINAL PHILADELPHIA TOBOGGAN
Donkey Ball Games, Kleks, brays, throws
prize. One man operation; photo on request. Seymour Machson, 1215 Ave. N.,
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PHOTO TRAILER, SOUND SYSTEM, SNOW Machine, Light Plant; all are good buys. Bert Stallings, 2730 S. Harvard, Tulsa, Okla.

Portable Chairplane Ride

18 passenger, 3 hp. motor, used 3 seasons. Cost \$2,000; bargain. JOE EVANS 308 Chester Pike Norwood, Pa.

SACRIFICE DIRECT POSITIVE PHOTO Gallery, A-1 condition, factory built, 215"x3". F.4.5, fluorescent lights, new camera. Ralph McGregor, Bedford, Ind.

SENSATIONAL ILLUSION—GIRL MADE transparent Internal anatomy visible to any size crowd, medically correct, Great for annex or life show. Small appearatus, fool-proof, complete, \$75. Half deposit, balance c.o.d. W. Chilo, P. O. Box 346, Flushing, N. Y.

SHORT RANGE TARGETS - NEW SAM-ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np STAINLESS FRENCH FRY OUTFIT (BUtane Gas), 3 anets, counter, pealer, trailer optional, also 8 gasoline burners. Sam Adler, 19301 Biltmore, Detroit 35, Mich. TEN SLIGHTLY USED DODGEM CARS.

\$200 worth of parts, never opened; three kiddle rides, Red, White and Blue Boat Ride, William's Miniature Train Ride, Jet Plane Ride, All in excellent condition; make an offer, Ronald Redman, Route 3, State Road, Plymouth, Mass.

TENTS-VARIOUS SIZES; NOT NEW BUT thoroly overhauled, good condition; priced to sell. Milvo Awning & Tent Works, Rome, N. Y.

TRADE OR SELL—LONG-EAKINS POPcorn, Carmel Corn, Crispette equipment.
Chrome electric driven popper, crispette
machine, copper kettles, furnace, gasoline
burners, tanks, taffy-waffles and all accessories. Also Kay Electric Guitar, Hawalian
Guitar, 3 input Amplifier, Mike, Can use
31, " D.P. Camera, Tape Recorder, 16mm.
Projector or what have you? Allan Hangsterfer, c/o Gen. Del., Homestead, Fla.

WHITE DOVES SPECIAL—\$6 PR. CASH:
Baggage Trailer, \$150; Theatrical Trunks,
\$20 ea.; Illusions. Jack LaWain, 522 S. Fifth
St., Monmouth, Ill. WILL TRADE CLEAN '51 CHEVROLET Pickup for Short Range Gallery mounted on truck with living quarters. Gallery must be clean. Ennis Riggins, Route 3,

Greenville. Ga.

16MM. FILMS FOR RENT-\$5 ONE TO three days. 16mm. Films and Advertising Paper for sale. Ace Camera Supply. Florence, S. C. jy4

16 UNIT METRO DERBY IN FACTORY built 28-foot trailer, 1949 Chevrolet 1/2 ton panel, complete, ready to work, \$2.500 Ken Davis, Merriam's Shows, Ogden, Ia. 8x10 CORK GALLERY, COMPLETE, GOOD condition, \$125; Toledo Double Head Floss Machine, good condition, \$150. Will buy good Hassan Photo Booth at bargain, Minit Studio, 4840 West Fort, Detroit 9, Mich.

14 FT. ALUMINUM GRAB TRAILER, ALL equipped; 50 ft. Tent, 2-30 ft. middles, bargain. Yaiser, 6 Hill St., Troy, N. Y.

16MM. FILM CLEARANCE USED SOUND FEATURES

Combat films . . . 1200 ft. Sports Reels Soundies . . . Films for Schools . . . Lipraries . . . Arcades.

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Skokie, III. Box 114-B 35MM. SOUND FEATURES - SPECIAL Roadshow attractions. Outright sale or will exchange for 16mm, film and equipment. Opera House, Millbridge, Me.

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AMAZING NEW THEATRICAL BOOK bargains! Send dime (refundable first or-der). State wants. William Vallon, 63 Perry St., New York 14, New York.

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PAINT SIGNS FOR PROFIT — BIGGEST complete course in book form, with 324 illustrations, 18 in colors. Only \$5 postpaid. Descriptive circular free. E. C. Matthews, 2325 Cass Ave., St. Louis 6, Mo. PAINT YOUR OWN SIGNS! USE LETTER Patterns! Trial Alphabet, \$1.00; several styles available. Harwell Service, Byrds-town, Tennessee.

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NEW LOW PRICES Donmar Products Co.

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FIREWORKS **Buy Direct**

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BIG SUPER GEO'GIA CRACKER (60 Crackers per pack) 1 11/16" (Real Loud) (Reg 50¢) 25¢ 2-Inch Salutes (2x¾"), No. 8 Sparklers (8 pieces to No. 2 Sparklers (10 large pieces

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2-Ounce Rocketseach 8¢ 4-Ounce Rockets, with stars .. each 18¢ 6-Inch Flower Pots With 10-Inch Flower Pots with

Handleseach 8¢ Handles each 15¢ 2-Shot Repeaters (1 shot on ground, I shot in sky)each 76 No. 2 Aerial Bombs—

Big Noiseeach 18¢

No. 3 Aerial Bombs—

Extra Loudeach 25¢ Whistling Bomb (large)each 25¢ Battle in the Clouds (16 Reports) or Sky Racket each 18¢ 3-Shot Repeating Bombeach 20¢ 9-Shot Repeating Bombeach 80¢ Wood Base Nite Beauty (6 for \$1.00)each 18¢ Roll Caps (Repeaters), 10

Auto Plug Jokers (attach to spark plug)each 15¢ Red-Chasing Bomb (has a fit on the ground and a bang . . each 7¢ Black Snakes (6 in box), Not Poisonous 4 boxes 25¢ Jumbo Snakeseach 5¢

Assorted Vesuvius Fountains, Flying Wing (New Plastic) ...each 25c Torpedoes I throw them for a big noise), 144 packed in wooden box (no less than a box sold)per box \$2.95 3-Break Aerial Color Shell

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Zig-Zag Rocket Shelleach 20¢ \$4.00 SMALLEST

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Ringgold, Georgia Box 416-B



20" COWBOY 2 Dr. to Ctn. @

36" CLOWN Dr. to Ctn. @

All orders C.O.D., 25% paid in advance. KANDEL TOY 1829 So. Blvd. MFG. (O. Bronx, New York

...... SENSATIONAL FOR KIDS 25c RETAIL AND UP Ideal for Identification. Smart on auto-

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RACCOON HATS, open on top, \$6 dz. Ideal fun maker, Headquarters for Rabbits' Feet, Fox Tails, etc. Some territories open.

Mfrs. Reps.

If your jobber isn't stocked, order direct, giving jobber's name! SPECIAL PRICES ON LARGER QUARTITIES



TABLES & STEEL OR WOOD

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. ADIRONDACK CHAIR CO.

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unestone WATCH Brand New, Not Recon-

ditioned Beautiful watchcase and bracelet ensemble entirely covered with simulated

Swiss jeweled movement Copy of \$500 retailer Written service guarantee

• \$75 Retail Price Tag Deluxe Watch box, add



Men's WATCH SET.

\$75 retail tag FINE WATCHES

Complete Deluxe WATCH & JEWELRY Ensemble (DELUXE WATCH ALONE, \$4.75)

Brand new nationally advertised watch, gold plated case and matching expansion band

Lustrous double-gold plated cuff links, key chain and tie holder

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Wholesale only. 6 watches minimum, \$1.00 additional for samples. 25% with order, balance C.O.D.

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with Figz Kids. SENSATIONAL NOVELTY provides laugh-a-minute when Fizz Kid does his stuff . . . automatically ! Ten to 30 minutes of MYSTERIOUS MAGICAL ACTION. Use ordinary fauret water for bubbles of fun.

AVAILABLE IN BOY OR GIRL modeli individually

packaged with simple dienctions. and a Fizz

tablet for action aplenty. JOBBERS, DISTRIBUTORS: Be first

boy, girl or esserted to sell this new hilarings novelty write, were or phone for quantity prices.

\$4.50 doz.

\$48.00 gr.

NASHVILLE 3. TENNESSEE BANGE UP YOUR PROFITS WITH "LITTLE IT SELLS ON SIGHT WITH

The Tiny Pistol 1% Inch Long Uses Ammunition (Blank Cartridges) That Actually Shoots. JOBBERS, DISTRIBUTORS Write, Wire, Phone for Quantity Prices STANDARD MODEL WISHIRS

LEIS-LEIS-LEIS Crush proof, jumbo size, asst. colors. Something different in Leis. 1 Gr., \$7.20; 5 Gr., \$30.00; 20 Samples, \$1.00 postpaid. Also Jap Leis, Carnival Supplies.

HAWAIIAN LEI MFG. CO. 127 E. Main Alliance, Ohio



Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢, Bart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

SALES



Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

CASH IN NOW!

Createst money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN CASH IN NOW! ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with a vise-like grip. Tremendous reorders from dealers prove this the most sensational tool value ever offered Sample, \$1.00 postpaid.



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It sells itself! Every woman wants this versatile deep fryer. White enamel with chrome trimming.

Large Fry Basket—fully automatic tem-perature control — drain spout — signal

Send that ORDER NOW! Get in on big profits with this sure-fire item.

CHAMPION DEEP FRYER

Handsome! All Chrome 70% larger capacity. completely automatic; no guess work.

Nationally Advertised "BENRUS" **WATCH ENSEMBLES**

FOR PREMIUM USE ONLY-MFR. FORBIDS SALES TO DEALERS!

Cent's yellow gold watch with matching expansion bracelet, cuff links, tie bar, key chain,

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LADIES' OR GENTS' \$10.00 COMPLETE SETS

25% DEPOSIT

WITH ORDER BAL. C.O.D.

WRITE FOR OUR BIG FREE

GIFT VALUE OF THE DECADE! A PERFECT PREMIUM LATEST REVISED EDITION! THE New AMERICAN **ENCYCLOPEDIA** OF WORLD WIDE ESSENTIAL KNOWLEDGE THOUSANDS OF SETS Only ALREADY SOLD AT \$39.90! GREATEST **ENCYCLOPEDIA VALUE** EVER OFFERED! Selling like wildfire all over the country! Volumes! Most spectacular and appealing gift item you could offer your customers.

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WORLD'S HOTTEST PROMOTION

BIGGEST, FLASHIEST **VALUE EVER** OFFERED!

JEWELED WRIST WATCH WITH SWEEP SECOND HAND

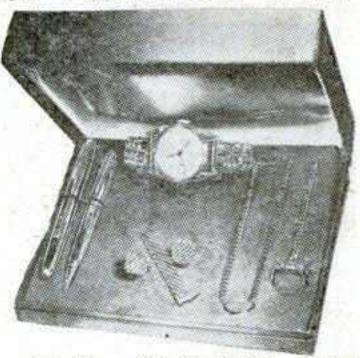
GOLD PLATED STRETCH BAND

STREAMLINED FOUNTAIN PEN MECHANICAL

PENCIL CUFF LINKS & TIE SLIDE

FULL LENGTH KEY CHAIN

EVERY ITEM IN SET IS GOLD FINISH



Pc. WATCH SET **NEW LOW PRICE!**

Compare with many sets selling for 10 times its price.

Beautifully gift packaged in smart blue velour, hinged box with satin-

Only PER SET IN DOZ. LOTS

SAMPLE SET \$7.00

Deposit With Order, Balance C.O.D.

Sells On Sight! New, Low-Cost

lined cover.



of appointments. Perfect duplicate of alarm-watch now selling for \$120,00! Genuine leather band, polished case, stainless back. Elegantly boxed in genuine velour display box with rayon lining. Outer box is enamel finish. Bears \$71.95

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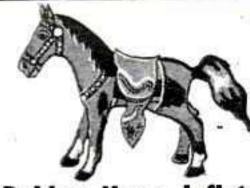
533 WOODWARD DETROIT 26, MICH.



High Hat Tinseled Feather Dolls

MERCHANDISE

6 inch 10.80 gr. 7 inch 13.50 gr. 9 inch 22.50 gr. 12 inch 36.00 gr.



Rubber Horse Inflates

Other Rubber Inflates	72.00 gr.
18 inch Jumbo Assorted Ani- mals with voice	6.50 dz.
18 inch Jumbo Clown with	6.50 dx.





doz. \$4.50 gross \$48.00

Banana Hat 15 inch wide. asstd. designs.

\$6.50



Hi Hat **Fur Monkeys**

8 inch \$ 9.00 gr. 9 inch 10.90 gr. 4 inch hard head 3.50 gr. 7 inch hard head 6,00 gr.

Celluloid Fez Hat w/pipe monkeys: 12 inch 28.00 gr. 15 inch Jumbo w/Top hat & pipe 4.75 dz.



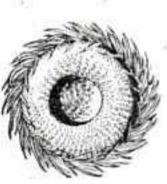
Rayon Parasols Red, white & blue. 24 inch spread,

cane handle.

24" spread, plaid w/ straight handle .\$36.00 gr. 32" spread, floral design 57.60 gr.

Kiddie Felt Pompon Caps

JOCKEY FELT POMPON CAPS \$30.00 gr.



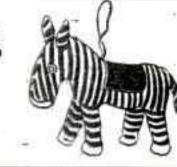
Mexican Novelty Wuzzy Straw Hats

Adult size \$21.60 gr.



Squeaky Monkeys 42.00 gr. Jumbo Squeaky Monkeys ... 60.00 gr.

SPECIAL PURCHASE Stuffed cloth Zebra on elastic





Crown picture, chin cord & \$4.50

Tri-Motor **Plastic Plane** sticks

\$15.00

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Cub Hunter Knives w/	700000	
Sheath	21 00	-
Gold & Silver Loving		22.0
Cups	14.40	gr.
Bullet Key Chains, Long	12.00	gr.
Midget Knife Key Chains		
Midget Harmonicas w/		
Key Chains	6.00	gr.
Metal Telescopes	7.20	gr.
Compass w/ Spy Glass	8.40	gr.
Brass Compass	7.20	gr.
Opera Glasses	21.00	gr.
	- CONT.	

Plastic Gold Horses\$10.00 gr. Plastic Gold Musical Jumbo Rabbit Feet Key Chains 6.00 gr. Nudie Girl Key Chains. 7.20 gr. 11/4-Inch Comic Buttons.

8.50 gr.

10-Inch Pop Gun\$18.00 gr. 18-Inch Pop Gun Rifles Large Opera Glass w/ Strap with Compass 6.00 dz. Medium Opera Glass w/ Compass 3.00 dz. Small. Opera Glass w/

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25% deposit with order, balance C. O. D. Send for catalog





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CRYSTAL CRIMPED SHERBET





CRYSTAL CRIMPED SHERBET



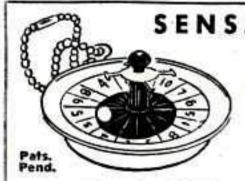
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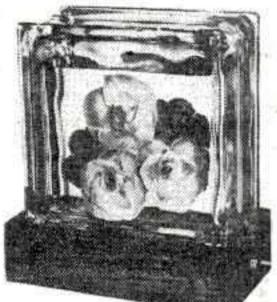
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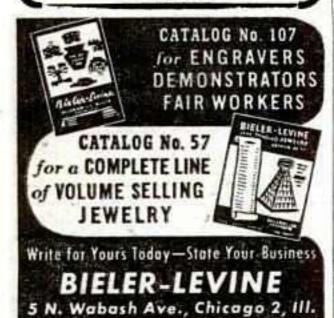
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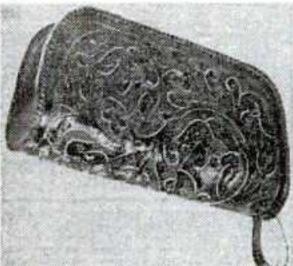
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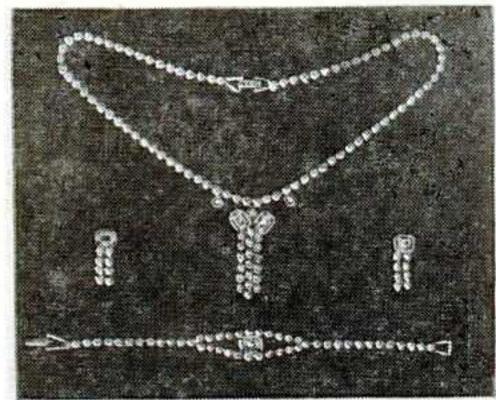
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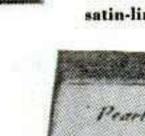


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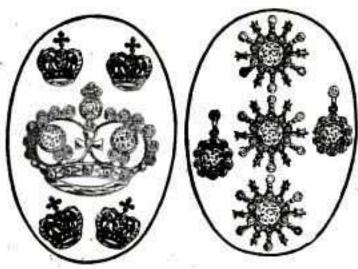
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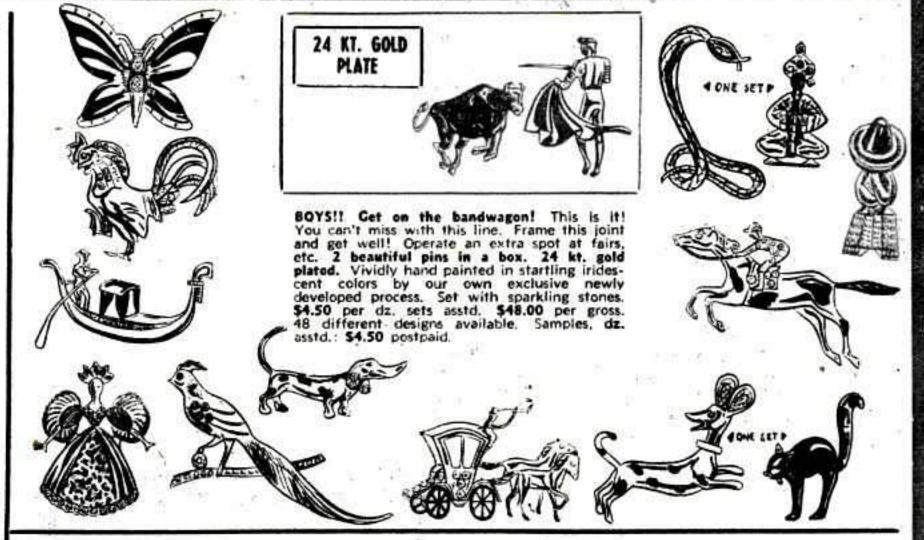
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Forms Close Thursday for the Following Week's Issue

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MALE BALLAD VOCALIST FOR MIDWEST territory orchestra. Weekly salary, no layoffs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

MUSICIANS - ALL INSTRUMENTS FOR steamship engagements. Year-round work; union scale; must be experienced, read and fake; no drinkers and members of Local 802. Contact Frank Walsh, Knickerbocker Hotel, New York City.

MUSICAL TRIOS AND QUARTETS FOR engagements in Bermuda. Must be organized, experienced, capable playing good dance music plus entertaining. Send pictures, publicity, all details. Frank Walsh, Knickerbocker Hotel, New York City.

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CIRCUS & CARNIVAL

FAT DWARF WOMAN—OVER 40 YEARS old, 4 ft. tall, 135 lbs., would like to join show with other dwarfs or midgets. I play a small Spanish Guitar and Harmonica combined, also have good alto voice to harmonize. No wires answered. Blanche Ober, 1516 Orange Ave., Fresno 2, Calif.

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WANT JOB IN RECORD OR SHEET MUSIC business anywhere. Box C-307, c/o Bill-board, Cincinnati, 22, O.

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ACCORDION PLAYER—STROLLER: AVAIL-able for bar. Will consider all offers. Box C-306, c/o Billboard, Cincinnati 22, O. ACCORDION-VOCALIST - AVAILABLE IN May for good location work. Complete qualifications on request. Glenn Tomlinson, 223 Wyoming Ave., Billings, Mont.

AT LIBERTY — DRUMMER, DESIRES change in near future. Am Local 802, also West Coast local, therefore prefer joining jazz combo at either Coast, Full information at your request. Box C-310, c/o Billboard Pub. Co., 2160 Patterson St., Cincinnati 22, Ohio.

ATTRACTIVE NEGRO GIRL PIANISTsinger of boogie woogie and jazz at liberty for locations. Contact R. B. Williams, 15 Park Row, Room 326, New York 7, N. Y. DRUMMER-GOOD BEAT, 2 OR 4; WEST-ern or pop, all fake; union. Write or wire Bill Mounce, 904 Mitchell St., Humboldt, Tenn.

DRUMS, VOCALS — FLEXIBLE STYLE: read, shows; dependable. Cut or no notice; 15 years' experience. Ed Lake. Box C-305, c'o Billboard, Cincinnati 22, O.

want change. Box C-295, c/o Billboard. Cincinnati 22, Ohio.

JEANNA O'RELDAE ANNOUNCES NEW Astro-Mental Act; presentation "Keys to Your Heart" Hammond (own) organ-piano; played together (duo style) plus vocals. Advance dates available. 2826 North Ave., Richmond, Va.

PIANIST, TRAINED—UNION; MALE, SINgle; popular, classic. Hotel lounge alone; played the best; highest references. Union contract. Box C-297, c/o Billboard, Cincingation of Chicago. nati 22, Ohio.

PIANIST-EXCELLENT, FULL CAVALlaro society style; clean, tasty with good technique; also nice Latin, fine reader. Closing Phoenix Flame Supper Club April 16 after 22 months. Previous jobs include hotels Roosevelt, Peabody, St. Anthony, Cavalier, Claridge, Heidelberg, etc. Age 27. Ted Jones, 2502 North 32 St., Phoenix, Ariz. Crestwood 42595 Prefer strictly society styled orchestra. styled orchestra.

PIANIST-READ, FAKE, ETC.; EXPERI-enced revues; capable, dependable. Box C-311, c'o Billboard, Cincinnati 22, Ohio.

PIANO MAN-AVAILABLE IMMEDIATELY for small commercial unit. South only; location preferred. Musician, 558 South Hull St., Montgomery, Ala.

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TENOR, ALTO, CLAR., SOME VIOLIN-Tone, read, fake. Prefer Hotel Band. Musician, 104 W. 14th St., Grand Island,

TENOR-CLARINET — AVAILABLE APRIL 12. All essentials and arrange; sober, re-liable. Deane Billings, 5023 Minerva, St. Louis, Mo.

TRUMPET—CAN MEET ALL REQUIRE-ments, Kenney Buckles, 418 W. 3rd St., Garnett, Kan. Phone 368. apl1

TRUMPET, COMEDY, VOCALS—GOOD combo, know all the tunes; name experience. Lake Tahoe district preferred. Musician, Box 195, Pollock Pines, Calif. ap25

TRUMPET — EXPERIENCED LEAD SEC-tion or combo; commercial band pre-ferred; arrange; available immediately; contact before April 10th. Del Noel, Earl Hotel, Richmond, Va api8

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

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OLD TIME BALLOON ASCENSION-1907 Airship display, 1910 Flying Machine. A J. Hartman, 2127 Summer St., Burlington,

OUTSTANDING ENTERTAINMENT - PRO-fessor Wright and his 5 person variety show of Magic, Rhythm and Quiz. Pro-fessor Wright, Casey, Ill. my23

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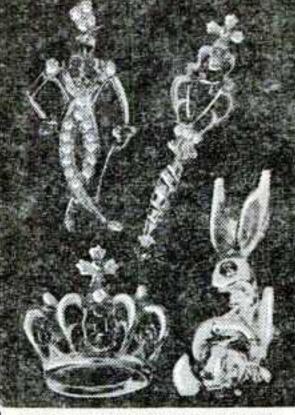
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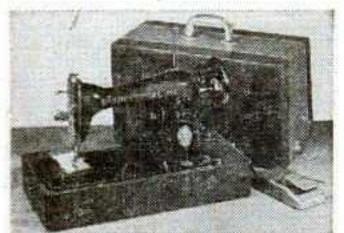
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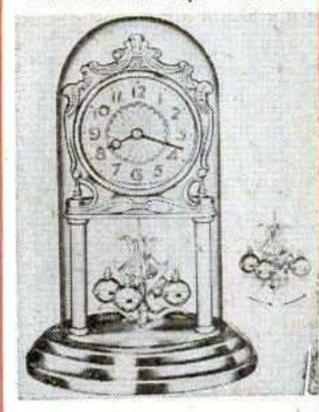
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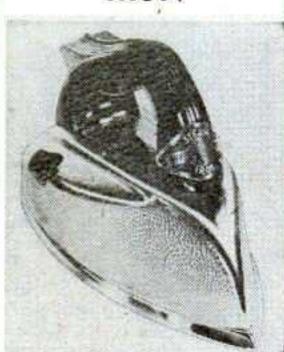
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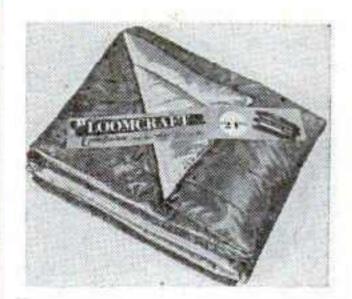


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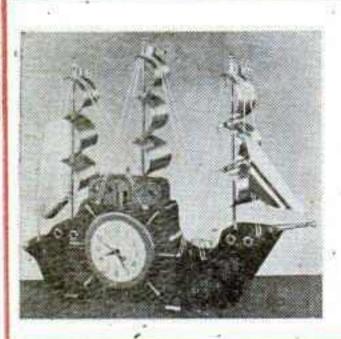
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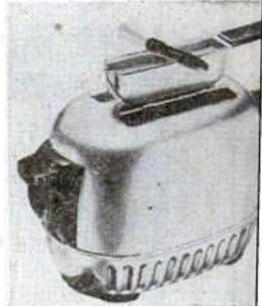
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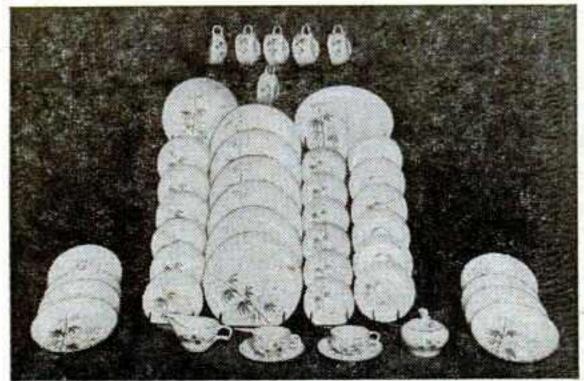
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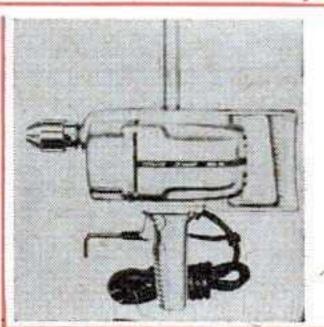


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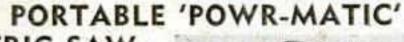
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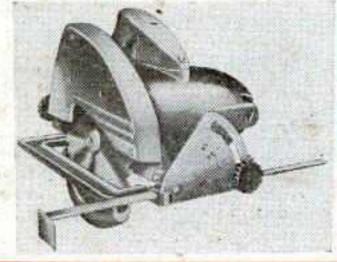
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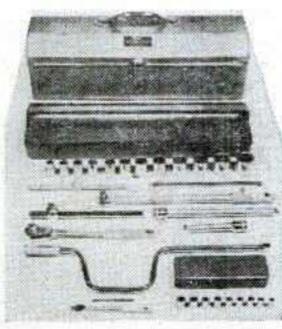
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Gleaming chrome finish with solid bakelite handles. Interchangeable cooking plates; accurate temperature control. Underwriters Laboratory approved. Waffle plates made of pure cast aluminum. Carries \$19.95 price tag.

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BY GREAT NECK



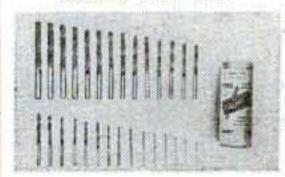
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The distinctive Louis watch styling in a set that will please the most discriminating. Precision swiss movement; raised dome crystal; 24 Karat gold-filled bezel. 17 jewels. Handsome gift case. Has \$124.75 price tag.

STYLEX 14-PC. CAMERA KIT

Features exquisite Jew-

elry by Coro. Earrings,

necklace and beautiful

white gold 17 jewel

watch with white gold

bracelet. A \$109 retail

value.



Consists of Stylex candidstyle camera with wide-angle ground and polished lens and tripod socket. Flash attachment; safety reflector guards; flash bulbs; roll of 620 film; gadget bag; instruction book. A \$24.95 retail value.

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HROME DINETTE SETS

ostume lewelry rop Cords crew-Driver Sets og Chains en and Pencil Sets

nported German Cameras

Blankets

Luggage

Cigarette Lighters

Clocks

Hand Tools

Fishing Equipment

Outside White Paint . . . and many items too numerous to mention.

LA BELLE PERCOLATOR SET



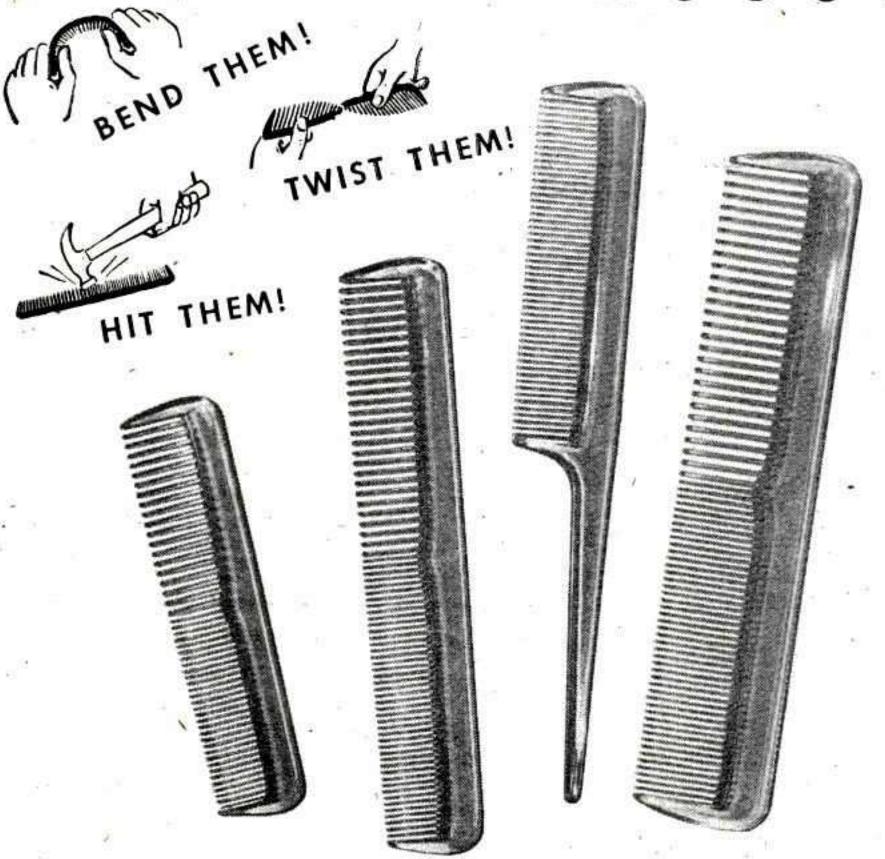
4-Pc. Automatic 12 cup percolator. Turns itself off when coffee is done and keeps it at drinking temperature. Gleaming chrome finish with hand-etched design. Includes creamer, sugar dish and tray. A \$49.95 retail value. Automatic percolator alone also available.

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HOW! A NEW MORE FLEXIBLE COMB DESIGNED ESPECIALLY FOR PITCHMEN. QUALITY AND VALUE GREATER THAN EVER!

Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

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TOP NOTCH WORKERS

WANTED FOR

Hair-Med-Gadgets-Horoscopes, etc.

Also looking for New Concessions for the biggest and best Fairs, also Virgin Spots.

> Contact Al Hassman, Midway 1215 or write

Lee Harris, 243 College, Toronto, Canada

TWO NEW AND HOT ITEMS



INCARCERATION

Made in black and white convict stripes. Name of prison and funny saying on each —such as "Vacationing at Sing Sing," etc. Gets the laffs—and the money.
Your local prison's name on orders of 5 gross or more at no extra cost.
Sample 50¢ ppd.

\$43.20 Grs. Specify Sizes. Stock size-Medium

25% With Order, Balance C.O.D. Prices F.O.B. Los Angeles

SOCK A sock purse that makes digging into the sock a reality. Comes complete with tight fitting locking prongs. Also has small but expanding neck to keep you from digging too readily. Individually cellophaned packaged, Available in colors \$36.00 Grs. and Argyle designs

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catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

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AFTER TRACEDY STRIKES



FIREWORKS

Going Out of Business Sale, Prices Slashed, Free Whole-sale Catalog, BRISTOW'S FIREWORKS Box 403 Owensboro, Ky.

MEDICINE MEN!

in Private Label and Formula Work. Made by a Registered Manufacturing Pharmacist, Products Liability Insurance carried on all our own brands as well

as yours.

34 years of continuous service
By serving we grow!

THE HOUSE OF SERVICE!

CELTONSA MEDICINE COMPANY

Established 1918

#3 PROFESSIONAL ELECTRIC PENCIL

Engraves gold permanently on leather, plastics, wood, silk, books, etc. Great money maker for you. With six rolls gold foil \$7.25 money order. Extra six rolls, \$2.50. Money back guarantee. Free circular, favorite of dime stores. Also Burgess Vibro-Tool for jewelry, etc.

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men in all territories. References, please,

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For real repeaters at low-er prices, write today for quotations on our com-

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Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Pow-der, Vitamins and Mineral

Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize

Pipes for Pitchmen

By BILL BAKER

JACK SCHARDING . . . following a lengthy silence in this nerves and ligaments in all eight corner, pipes from his Long Beach, fingers were torn. Two fingers Calif., retreat that he's still on the are off the right hand and two retired list. He's conducting a on the left are still not out of mail-order business with a num- danger. Infection has set in and ber of books and horoscopes. He he has to have anti-biotics every recently added a lonely hearts mag, which, he says, is doing good. Jack reports that he met Red Hallie, of horoscope note, recently. Hallie, says Scharding, is still holding down a job in a bank, but his feet are itching to hit the road again.

ELSIE LaNORE . . . who made fairs in the East for many years, pitching herbs and doing a mentalist turn, has a neat store of her own in Los Angeles. She's working rugs, pillows and the needle pitch.

DOC PAUL HUNT . . who has pitched health books since 1922, has opened an office in Long Beach, Calif., and is giving a new lemon treatment which is reported to be clicking.

JACK ELLIOT . . . and his wife, who have pitched pens and jewelry for many years. are located in Long Beach, Calif., with a flashy store of Indian silver, jewelry, mineral stones and sea shells. They also own a home there.

THE HIRSCHES . . . Sid and Mildred, who worked their mentalist turn at Midwestern fairs for many years, have a nifty-looking open front pitch store which they have been operating in Long Beach, Calif., for the past 15 years. They're also pitching horoscopes to good returns.

CURLEY BURNETT . . . is reported to be working sales days with coils to okay business in Tacoma and other Washington

L. B. LASTER comes thru with the following from Lubbock, Tex.: "Have been taking it easy here. Our daughter is enrolled in a local school and I worked only one spot since I closed in stores after Christmas. Made the Charro Days at Browns-ville, Tex., and it proved a larry. En route to Brownsville I stopped off at the Fort Worth Fat Stock Show and Exposition. Glenn was working gadgets, but business was nothing to write home about. However, Glenn always manages to get his share and comes out okay. Received a letter last week from Art (Red) McDonnel from Tacoma, Wash. He reports that he has recovered from the stroke he sustained last year and now is able to drive his car. Plan to leave here soon for Springfield, O., to get my new pick-up truck and will pull my trailer with it after I have the truck cut down to 10 feet in length."

FREDDIE HUDSPETH . . . worked the Fat Stock Show and Exposition at Houston recently to good returns with a neat jewelry layout.

LEO MAREATY . and wife clicked with their glass knife layout at the recent Fat Stock Show and Exposition, Houston.

ROLLING UP . . . good long green counts at recent stands in Texas was George Regan.

DOC AND BABE SCULLEN . . are reported to have played the Charro Days' Celebration at Brownsville, Tex., to fair returns.

THE EATONS ... Jack and Elizabeth, who have been working and vacationing in Florida, are getting ready to leave for the West Coast.

BILLY COX . . . following a lengthy silence, reports from San Antonio that he's been spending most of his time in and out of hospitals in New Mexico and Arizona. He plans to

begin pitching a peeler deal soon.

"MEMBERS OF ... the American Eagle Shows presented Bob with two boquets since he has been hospitalized," pens Mrs. Robert Noell, of Noell's Ark Gorilla Show. Bob Noell was rushed to Laurel General Hospital, Laurel, Miss., after losing two fingers on his right hand following an attack by the Noell's 12year-old gorilla, Joe, the boxer (The Billboard, April 4). "Bob

has been having a difficult time

of it," says Mrs. Noell. "The (Continued on page 134)

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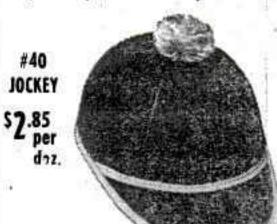
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\$7.00 per \$2.25 per

with pompon

All felt hats. Packaged 1 or 2 gross to carton of assorted colors and sizes. Orders for specific colors, such as red, kelly or royal 50c extra per dozen.



SPECIAL: Cowboy hats with embroidered crown. Two tone plastic binding. Black only. Packed 2 or 6 dozen to carton, assorted sizes, \$7.20 per doz.

> 25% deposit, balance C.O.D. F.O.B. Newark, New Jersey

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48 Page

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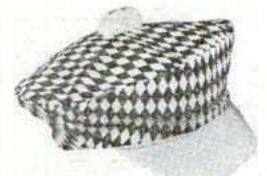
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FOR BIGGER PROFITS

Order our CARNIVAL and OUTDOOR NOVELTY HATS AND CAPS



NO. 66 - PIZZA HAT



No. 84 B-BOP CAP



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We also feature a large variety of GOB HATS, SPORT CAPS, FISHERMAN HATS, BASEBALL CAPS, BEANIES AND CREW HATS in children and adult sizes.

All hats and caps can be imprinted silk screened) with names of clubs, resorts, cities and states with emblems or pictures (when furnished) in minimum quantity lots of 2 gross per imprint.

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PLANTER-AQUARIUM GROUP

Brand new and beautiful TV Lamps with planters and clocks. Heavy perforated Satin Brass or Black wrinkle finishes, lined with Red, Chartreuse or White fiberglas, complete with bulbs, emitting a soft light effect.



more \$10.95

1293 Planter - Aquarium, 634" high, 81/2" long.



REMOVABLE PLANTER LAMP

\$11.75

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Modern semi-vitrlfied ceramic China lamp in Forest Green, Red or Old Rose, with harmonizing shade. Full 30" tall with deep 17" rectangular shade of Lintex.

No. 1225 6 or more, \$4.50 each.



each 6 or more \$8.95

No. 1294 Removable Planter Clock, 61/4" high, 8" long.



\$3.65 1290 Removable Planter, high, 81/2" long.

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'THE HAPPY DRUNKS" Lamp

Hard Hydracal finish, hand painted in colorful baked lacquers. 22" high, furnished with miniature bulbs and lamp post made of hand-tooled wood, No. 1220 Male and 1220 Lady.

\$18.00 per pair 6 or more, \$17.00 per pair

25% Deposit, Balance C.O.D., F.O.B. Chicago.

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for 4"x4"

WINDOW-MIRROR

Use it for secret observation at

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invention gives a perfect mir-

ros image, yet from the other side you can look right through it! Used for years in

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view strangers at your door

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There's a use for Magic WINDOWMIRROR in every home, office, store.
SPECIAL! Send only \$2 for 4"x4" size,
\$4 for 6"x6" size or \$10 for 12"x12".
Postpaid, C.O.D. plus charges. If not
well satisfied, return for your money
back.

ORDER TODAY-SATISFACTION

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MAKE \$50.50!

Everytime You Sell One

SAVE \$50.50 ON YOUR OWN WATCH You can have one of these money makers

sample TODAY, Money back in days if you don't call this the hottest Direct Selling Deal in years! Or send name only for

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Suction-Cup Auto Flag-Holder

for Decoration For Autos, Windows, Celebrations, etc. Com-

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ADVERTISING-PREMIUM JOBBERS!

Sensational New Seller. Coin & Token Holder Key Chain. The Perfect Imprint-ing Item. Sample Gross, prepaid. \$7.20.

Write for quantity prices. Send 10c for Catalog of 500 Popular Items.

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NAME PLATES

DEALERS AND SALESMEN WANTED

Send \$1.50 (plus 50¢ for mailing) for sample nameplate, 3½"x18", with your own name beautifully carved in Calif. Redwood. Includes screw eyes and chain for hanging. Complete illustrated price list sent with dealers' rates.

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WHOLESALE PRICE — \$6 per doz.; 2 doz., \$10; postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Mention your business.

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NEW AND DIFFERENT

THAT SELL ON SIGHT !! BRACHAGES BRIGHT COLORED CHELLS

HOWE SALES 2975 SW. FIRST ST. HOWE SALES MINIMUM MANUAL FIRST ST. SALES MINIMUM FIRST ST. SALES MINIMUM FIRST ST. SALES MINIMUM FIRST ST. MINIMUM FIRST ST.

SENSATIONAL SELLER!

"4 NICKELS TO

4 DIMES TRICK"

Place MAGIC CAP over 4 nickels, Lift cap—you have 4 dimes! Nickels have vanished! No skill

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plete with 3 American Flags, 4½x6". Sensa-tional seller. Sell for 59c each. Samples, 30c.

Doz. \$3.00

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Adjustable,

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17 JEWEL

WATCHES

watch, (made expressly by us) is fully GUARAN-

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SELL FOR \$65.00 . YOUR COST

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ONLY \$14.50.

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Fabulous Decorator Lamps

This is our new Driftwood Lamp. Lamps like this are selling for as high as \$150 each. You can be the first to sell our lamps in your area if you act now! This is just ONE of our big line of Decorator Lamps priced so low that you can't miss.

Our Lamps \$38.95 Retail for

Lamp in lots of 3 pairs. (6 lamps)

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Sample pair \$12.50 per lamp Send for our complete line of Art Products today.

SALESMEN—JOBBERS— DISTRIBUTORS WANTED

Ming Toy Chinese Lamp

Beautifully Hand Painted. Complete \$5.50 with 18" Plastic Pagoda Shade. A \$39

Lamp in lots of 3 pair (6 lamps)

Beautiful Shadow Box Plaques



No. 101 Chinese Head





Chinese Head



25% dep. with order, bal. C.O.D., F.O.B. Chicago.

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12 dz. Tumblers (31/2 oz.) to carton Minimum Order: 48 Sets WE CARRY COMPLETE GLASSWARE LINES OF THE LEADING

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GLASS PLUSH

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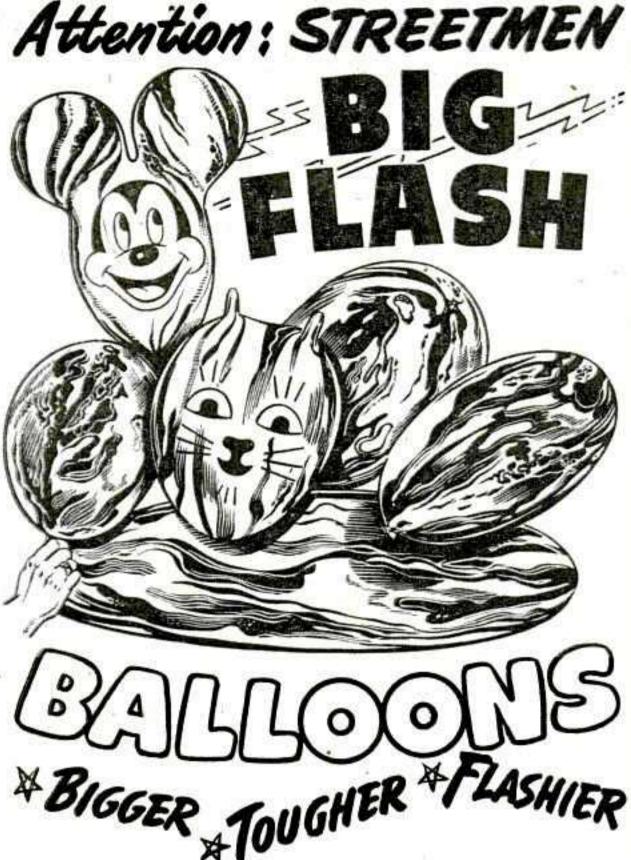
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OPENING SEASON SPECIAL

BIG 30" BEAR, ASST. COLORS \$27.00 DOZ.

67,000 ACTIVE BUYERS The Billboard Classified columns each week



- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 6 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right-See your Jobber Today!

A GOOD JOINT!



The OAK RUBBER CO. RAVENNA, OHIO.

DEMONSTRATORS! PITCHMEN! SALESMEN! Most Terrific New SEWING ITEM in Years Sweeping Country in Avalanche of PROFITS!

Now you can cash in on the hottest newest, lowest-costing hand-sewing In vention in years! Sweeping the country Perfect for Fairs, Carnivals, Expositions Bazaars, Picnics, Church Parties, Fund Raising Affairs, Stores, Door-to-Door etc.! This ONE invention enables any one to sew the invisible blind-stitch do hemming, tailoring, applique, basting, shirring, smocking, over-casting decorative stitching, and MUCH MORE! Uses entire spool of thread, regular or elastic which Marvel Stitcher holdssee X-Ray View above-WITHOUT RETHREADING! Takes half usual time but gives tailored, professional appearance instead of home-made look. Complete with Free Book on sewing, also TWO needles—one for heavy sewing, smocking, etc., other for fine stitching, etc. GUARANTEED TO WORK AS WELL OR BETTER than others now on the market selling for \$3.00 each, even though retail price is only \$1.00 each! Order NOW at these low prices:

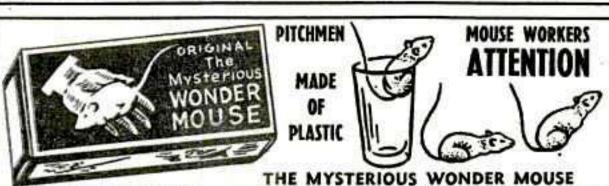
Send cash, check or money order. Or we'll ship C.O.D. on receipt of down payment of 25%. Supplies limited so order

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anny la		
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	TWO complete samples, \$1.00						
50	\$ 30.00						
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BOSTON 8, MASS.

Made by Emil, the well known Mouse Worker.
Same Quality, Same Price, Same Service! They are
perfectly balanced; everyone a worker. Will not
melt in hot weather. Mouse gray color. \$7.20 melt in hot weather. Mouse gray color. \$7.20 25% with order, balance C.O.D. Per Gross

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Pipes for Pitchmen

By BILL BAKER

Continued from page 132

three hours. We are keeping our fingers crossed for him. Among recent visitors to the hospital and Noell's quarters were Mr. and Mrs. F. O. Poole, Mr. Western, Sid Crane, Mr. and Mrs. Weilander, Mr. and Mrs. Starbuck, Mr. and Mrs. Rocky Brook, Dorothy and Mike Mackey, Doc Etling, Mr. and Mrs. Amos Reed, Blackie Forrester, Lawrence and Mildred Noell and Douglas Noell."

PHILIP CULLIVAN . . the candy pitch artist, is in Boston operating an old-time candy store. He says that a number of oldtime pitcheroos visited Young's Novelty Store here recently. Cullivan would like to read pipes in this corner from Eddie Gillespie.

BILLY CONNERS . . . veteran pitchman, is making his headquarters in Boston but he's not been too active in the pitch

SLIM PATTERSON . . .

and William (Curley) Hayes worked the "Ice Follies of 1953" date in Buffalo to good business. home Monday night (16), was severely beaten by two muggers. one eye. Four of his teeth also Pittsburgh.

Mdse. Topics

From All Around

J. K. Novelty Company, 328 Nanaimo Avenue, W., Penticton, B. C., has opened a wholesale carnival supply house, called by its operator, John Kozlowski, the first wholesale carnival supply house in Western Canada. Kozlowski, a former concessionaire with the Royal Canadian Shows of Vancouver and with Henry Meyerhoff on the Crescent Shows, expects to supply fairs, stampedes and Canadian sports days, in addition to novelty shops. He suggests that readers write for price lists. . . . Arthur Present, "the knife man," formerly located in Boston, is now set up as the Present Specialty Company, with office, showroom and shipping point at 404 N.W. Second Avenue, Miami. Present says that his line has been expanded threefold, offering a complete range of prices for carnival men, souvenir shops and others.

The Temple Company, Philadelphia, has just placed on the market an all-purpose carry-all for women. Called the Monte Carlo, this item is a lipstick holder, powder compact, comb, However, Hayes, while en route change purse, mirror and cigarette case. The case and chain come in a gold tone satin finish. Temple He was hospitalized for two days is now preparing its 1953 catalog and treated for a deep cut over supplement, which should be ready in early April. It will feawere knocked out. Local police ture merchandise for summer and apprehended the assailants and spring promotions as well as items recovered Hayes' watch, ring and which may be used as tie-ins for money. He was able to get back Father's Day, Mother's Day, into action at the Shrine Circus, graduations, engagements, weddings, etc.

Flameproofing on the Rise

may be conducted by the fire department | tory that the material of the tent will

provided with flame repellant tent granted.

MAINE-All tents occupied for assembly, or in which animals are stabled, or those located within that portion of the premises used by the public; and all tents in places of outdoor assembly in or about which any devices using fuel are operated, and all tarpaulins and decorative materials and all tarpaulins and decorative materials in connection with any of these, shall meet the requirements for resistance to fire prescribed in the Federal Specification for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746. With the application for any circus, carnival or traveling amusement show license, the Insurance Commissioner shall require and Insurance Commissioner shall require an affidavit attesting to the date the tent fabric was last treated with flame retardant solution and the date the wood was last surface treated or impregnated, the trade name and kind of chemical used in such treatments, the name of person or firm treating the tent fabric and wood and the name and address of the owner of same. An additional copy of this affidavit shall be kept in the office of the circus, carnival or traveling amusement show and shall be produced for inspection upon request of inspectional authorities.

MARYLAND—Accepts safety practices as outlined in the 10th Edition of the National Pire Protection Association Handbook, Chapter 31, page 567. Also has local ordinances.

MASSACHUSETTS-No tent fabric shall be so treated as to increase the flammabil-ity beyond that of untreated 8-ounce cotton duck,

MICHIGAN-No State regulations. Some larger cities have local ordinances. MINNESOTA-No State regulations. Under general police powers of the State Fire Marshal, all tents housing assembly of personnel or animals must be flameresistant. This is based on the recom-mendations of National Fire Protection Association Standard 102 for Places of

Outdoor Assembly.
MISSISSIPPI—Matter is handled by local ordinance. MISSOURI-No State regulations, Some cities have local ordinances but no list

of such cities is available. MONTANA-No State regulations, Some cities have local ordinances but no list of such cities is available, NEBRASKA-No State regulations or

ordinances. NEW HAMPSHIRE-No permit shall be issued to an owner or operator of any circus, carnival or any other place of assembly covered by canvas until such applicant shall furnish to the licensing agency a certificate of flameproofing of

such tent or canvas. NEW JERSEY—Matter handled by local building inspectors. Department of Labor and Industry, Safety Inspector has jurisdiction where there is no local building inspector.

NEW MEXICO—No State regulations; no information on local substantial states.

information on local rules. NEW YORK-Every tent used as a place of public assembly shall be treated so as to meet the requirements for resistance to fire prescribed in the Federal Specifica-tions for Fire, Water and Weather Resistant Cotton Duck, CCC-D-746, when tested new, or renewed. Subsequent to this treatment no process may be used which increases its flammability. . . . The public shall not be admitted to any tent erected as a place of public assembly, nor shall animals be stabled in any tent in connection with a place of public assembly until the material of the tent has been approved before the first performance or meeting by the enforcing authority... Written evidence of approval by a nationally recognized testing labora-

in Decals when you deal direct with manufacturer! COMIC DECALS, GIRLIE DECALS, TWO-SIDED DECALS, TOURIST DECALS, SOUVENIR DECALS, GAG DECALS, DECAL SIGNS. Send 25, today for generous assortment of samples. IMPRINT ART PRODUCTS, Inc.

611 Manhattan Ave., Brooklyn 22, N. Y.

or by a representative of the State Fire comply with the above specifications may Marshal prior to each erection if deemed be accepted by the enforcing authority necessary. LOUISIANA-Any tent enclosure must be 12 months after such approval was NORTH CAROLINA-Local building

spectors in various cities and towns assume responsibility and generally adhere to National Fire Protective Association requirements.

NORTH DAKOTA—No State regulations, Grand Forks, Pargo and Minot are reported as having ordinances. OHIO-No regulations covering flame-

proofing of tentage materials, OKLAHOMA-No State regulations. Gov-

erned mostly by city ordinance.
OREGON—It shall be unlawful for any person, firm, partnership or association to erect, or maintain, or use within the State of Oregon any tent or canvas covered structure with the intent that such a tent or structure shall be used for a place of public assembly unless such tent and canvas-covered parts of the structure and all combustible decorative materials shall have been rendered flameresistant.

PENNSYLVANIA-Under the Fire and Panic Acts the materials used for tents shall be treated so as to render it flame-resistant and the number of exits or openings and seating in the tent shall be in accordance with the schedule shown in the regulation.

RHODE ISLAND-All canvas, curtains, cloth, rope, netting and decorative material shall be rendered flameproof, a test being made of the tent by the fire department prior to each erection and on the decorative and other materials before they are attached to or placed therein. In lieu of such test, the fire department may accept a certificate from the manufacturer that the material has been tested by Underwriters' Laboratories, Inc., or some other recognized laboratory and found to be permanently flameproofed. provided the material has proper identification markings and is not more than 3 years old or has not been waterproofed subsequently by a process which increases its flammability.

SOUTH CAROLINA-No specific State laws, Matter handled by local ordinances.
SOUTH DAKOTA—All stage, scenery,
curtains and decorations made of combustible material, and all woodwork on or about the stage shall be painted or saturated with some non-combustible material or otherwise rendered safe against fire. All requirements shall apply to open-air

TENNESSEE—Division of Fire Prevention required tents used for special gatherings to be of flame-proof material. TEXAS—No State regulations; matter usually covered by local ordinance.

UTAH-No State code. Responsibility rests with local fire chiefs, as advised by the Board of Fire Underwriters of

the Pacific. VERMONT-No State regulations at present but rules now in preparation will require flame-resistance.

VIRGINIA-All tents occupied for public assembly shall be effectively flameproofed. In addition, a combustible material for decorative purposes in all tents used as places of assembly shall conform to this paragraph. Any official authorized to enforce these regulations may require field tests of the required flameproofing. or he may accept the report of tests made by other administrative officials or by a recognized testing laboratory.

WASHINGTON-No State regulations, All principal cities have local ordinances drawn up on the lines of the requirements of the National Board of Fire

Underwritrs. WEST VIRGINIA-All canvas, curtains, seats, chairs, jacks and other appurte,-nances cloth, rope, netting and decorative material shall be rendered flameproof. . . . If of wood, must be treated to reduce the fire hazard by a suitable application of

a surface treatment or by impregnation, WISCONSIN-All tents used for assembly purposes or in which animais are stabled and all other tents used by the public in places of outdoor assembly shall be effectively flame-proofed. The owner shall furnish a certificate or a test report by a recognized testing engineer or labora-tory as evidence that such tents have the required flame resistance.

WYOMING-No State regulations. Local city ordinances only apply.

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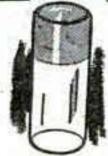
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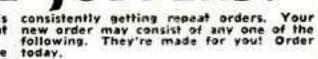
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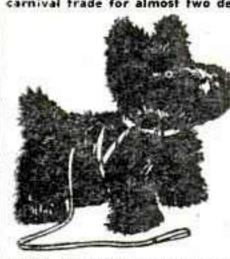
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12" Rayon Plush Bear, Assid. colors. Soft and cuddiy. \$9 doz. In gross lots

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NEW YORK I, N. Y.

Amusement Parks

Continued from page 77

Huntington-Camden Park, Wm. H. Nudd Jr., mgr.; has 14 rides, six concession games, pool, rink, Penny Arcade, coin machines; books attractions.

Martinsburg—Hillside Lake Park, H. M. Fritts, cowner-mgr.; has one ride, pool, rink, coin machines; books hillbilly talent and pay attractions.

Wisconsin

Milwaukee-State Fair Park, C. S. Rose, mgr.; has 15 rides, 15 concession games, Penny Arcade; books free attractions. Muskego-Muskego Beach Park, Charles S. Rose, owner; T. C. Foley, mgr.; has 15 rides, six concession games, Penny Arcade; books orchestras.

Racine-Reggie's Kiddleland, Reginald D. Freeman, owner-mgr.; has seven rides, beach and a lake, rink, Penny Arcade; books orchestras.

Sherwood-High Cliff Park, Eddle H. Verbrick, mgr.; has four rides, four concession games. Penny Arcade. coin machines; books acts occasionally.

Wyoming . Cheyenne—Playland Park, C. C. Miller, owner-mgr.; has six rides, lake and

Canada

Crystal Beach, Ontario-Crystal Beach Park, F. L. Hall, gen. mgr.; has 20 rides, 20 concession games, rink, Penny Arcade, coin machines: books orchestras, free attractions.

Hamilton, Ont .- La Salle Park, owned by city; has eight rides, 15 concession games; books orchestras, attractions occasionally.

Montreal, Que.—Belmont Park, Rex D. Billings, mgr.; hat 16 major and 6 kiddle rides, 14 concession games, Penny Arcade; books orchestras and attractions.

Port Dalhousie, Ont .- Lakeside Park, Can. Nat'l Railways, owners; S. H. Brookson, mgr.; has seven rides, 19 concession games; books attractions occasionally. Port Stanley, Ont .- Port Stanley Park, Albert A. Marek, mgr.; has three rides, 10 concession games, Penny Arcade, coin machines; books orchestras.

Toronto, Ont.—Sunnyside Beach, owned by Harbour Commission, E. B. Griffith, gen, mgr.; has 12 rides, 15 concession games, pool, Penny Arcade; books attractions.

Vancouver, B. C.—Happyland Amusement Park, Marion Ross, mgr.; has seven rides, 14 concession games, rink, Penny Arcade, coin machines; books pay attractions.

Winnipeg Beach, Man.-Winnipeg Beach, 10 concession games, Penny Arcade, Winnipeg Beach Amusements, Ltd., own-ers; H. Gault, mgr.; has six rides, coin machines; books Canadian bands. Winnipeg, Man.—The Rendezvous (Lockport), E. J. Casey, owner-mgr.; has 12 rides, 16 concession games, pool, rink, Penny Arcade; books orchestras and

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

Supplementary List

Arkansas

Little Rock-Willow Springs Park, J. A. Jacobs mgr.; has three concession games, pool, rink, Penny Arcade, coin machines.

California

Napa-Vichy Springs Amusement Park, Merle E. Harris, owner-mgr.; has six rides, pool, coin machines; books orchestras and attractions.

Colorado

Estes Park-Riverside Amusement Park. G. H. Gillan, mgr.; has three concession games, rink.

Connecticut

Killingly-Wildwood Park, P. J. Sheridan, owner; Robt. Sheridan, mgr.; has pool. rink, Penny Arcade; books orchestras. Rockville-Sandy Beach Park, George D. Bokis, owner; M. H. Bokis, mgr.; has lake, rink, Penny Arcade, coin machines; books orchestras.

South Coventry—Sholes Lakeside Park, Leonard J. Sholes, owner: has beach, rink; books attractions.

Florida

Pensacola-Gulf Beach Amusements, Fred R. Rainey, owner-mgr.; has Penny Arcade, coin machines.

Georgia

Macon-Ragan's Park, Will C. Ragan, mgr.; has one ride, three concession games, lake, Penny Arcade, colo ma-

Indiana

Cedar Lake-Community Center Park, E. R. Will, mgr.; plays vaudeville, free and hillbilly acts.

Evansville—Yabroudy Park. Robert Yabroudy, mgr.; has 10 rides. Evansville - Burdette Park, Vanderourg County, owners; Glen Ashby, mgr.; has

pool, rink, Penny Arcade. La Payette-Columbian Park, owned by city, A. W. Clemens, mgr.; has two rides, pool: books pay attractions

Iowa

Waterloo-Electric Park, C. E. Peterson, owner-mgr.; has 10 concession games, Penny Arcade; books orchestras, attractions occasionally.

Kansas Wichits-Sandy Beach, Norris B. Stauffer owner-mgr.; has six concession games,

pool, Penny Arcade, coin machines; books orchestras and attractions.

Massachusetts Northampton-Look Park (Florence) M. F. Narum, mgr.; has one ride, pool Michigan

Benton Harbor-House of David Park, Clarence (Chic) Bell, mgr.; has two rides, two concession games, coln machines; books orchestras and free at-

Beulah-Crystal Park, C. W. Patterson, mgr., has two rides, one concession

Minnesota

Pairmont-Hand's Park, E. R. Hand, ownermgr.; has two rides, two concession games, lake; books orchestras and at-Lynd-Lyndwood Park, Dave J. Lamphere,

owner-mgr.; has two rides, five concession games, rink; books orchestras; attractions at times.

Missouri

Excelsior Springs—Lake Maurer Park, Chas. E. Garder, mgr.; has two rides. pool rink. Fenton-Spring Lake Park, A. J. Koller owner-mgr.; has two concession games, pool, Penny Arcade, coin machines. Kirkwood (St. Louis)—Sylvan Beach Park, Carl F. Trippe, owner-mgr.; has one ride, six concession games, pool, Penny

Arcade, coin machines. Nebraska

Crete-Tuxedo Park, P. J. Kobes, mgr. has two rides, lake; books orchestras and attractions.

Hastings-Lib's Park, Lib Phillips, ownermgr.; has pool, rink; books orchestras and attractions. Omaha-Peony Park, Joseph Malec, mgr. has pool, coin machines; books orches-

New Hampshire

Lochmere-Gardner's Grove, J. Copeland, mgr.; has one ride, nine concession games, pool; books orchestras and at-

Spofford-Ware's Grove, P. H. Cheever, owner-mgr.; has lake, rink, coin ma-chines; books orchestras.

New Jersey

North Wildwood-Sportland, Lew Tendler and Harry Corliss, owners; S. B. Ramagosa, mgr.; has pool, concession games,

New York

Cuba-Olivecrest Park, William Rasmusson, owner-mgr.; has six rides, six concession games, pool, rink, coin machines; books free attractions.

Irving-Sunset Bay Park, William Burghardt, owner-mgr.; has one ride, four concession games, beach, Penny Arcade. coin machines. Maple Springs-Midway Park, George Carr,

mgr.; has two rides, four concession games, beach, rink, Penny Arcade, coin machines Wantagh, L. I .- Jones Beach State Park,

North Carolina

wanted by State; has pool, rink.

Raleigh-Pullen Park, owned by city; Dorsey Pool, mgr.; has two rides, pool, two concession games.

Ohio

Alliance-Lake Park Amusement Co., R. D. Williams, mgr.; has two rides, five concession games, pool, rink; books orchestras.

Bowling Green-Vollmar's Park, H. Vollmar, mgr.; has one ride, five concession games, rink; books orchestras and attractions, (Chamber of Commerce); has 12 concession games.

Coshocton-Lake Park, James E. Rice, mgr.; has six concession games, pool, Penny Arcade; books orchestras and free attractions.

Massillon-Crystal Lake Park, M. C. Schnelder, mgr.; has two rides, seven concession games, rink, Penny Arcade. Mentor-on-the-Lake-Mentor Beach Park, rink, Penny Arcade, coin machines; books orchestras.

Oklahoma

Enid-Lake Hellums Park, Caryle Russell, mgr.; has one ride, four concession games, pool; books orchestras and attractions.

Pennsylvania

Hanover-Willow Beach, D. M. Witmer, owner; has pool, rink; books attractions. Hegins-Dell Lake Park, Herman Otto, owner; Paul Stutzman, mgr.; has two rides, six concession games, pool; books

orchestras and attractions.

Johnstown—Ideal Park, Milan Diklich, owner-mgr.; has one ride, six concession games, pool, rink, coin machines; books orchestras and attractions at times. Lancaster-Maple Grove Park, Dan Tem-pleton, mgr.; has pool, rink. Union City-Marcresan Beach Park, C.

Max Lee, owner-mgr.; has one ride, two concession games, pool, rink, coin machines; books attractions.

Rhode Island

Warwick-Midway Park, Joseph L. Carrolo, owner-mgr.; has two rides, eigt conces-sion games, rink, Penny Arcade, coin machines.

Tennessee

Columbia-Mid-State Fair Park, has three rides, 12 concession games, rink, coin machines; books orchestras and attrac-

Texas

Fort Worth-Forest Park, owned by city; Harry Adams, supt.; has five rides, pool, concessions, zoo. Henderson-Lake Forest Park, owned by

rides. pool.

Utah Salt Lake City-Sunset Beach, Phil W.

city; Leroy R. Searcy, mgr.; has four

Dern, mgr.; has 10 concession games. lake. Penny Arcade, coin machines; books pay and free attractions.

Washington Redondo-Redondo Beach Park, W. J.

"Betts, owner-mgr.; has six rides, two concession games. Wisconsin

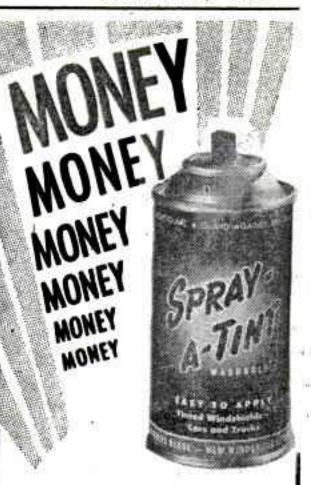
Appleton-Waverly Beach, Howard Camp-bell, owner; Rud Fischer, mgr.; has two rides, rink, Penny Arcade, coin machines; books orchestras, free attrac-

Belott-Waverly Beach, S. L. Cashman, owner-mgr.; has two concession games; books orchestras. -

Chippewa Falls-Wissota Beach, E. C. Cote, mgr.; has one ride, two concession games; books attractions.

Green Bay-Bay Beach Park, owned by city; Clarence Edges, mgr.; has three rides, four concession games, rink, coin machines; books attractions.

Hortonville-Dyne's Resort, E. A. Buchman, owner-mgr.; has one ride, three concession games, pool, ice rink, coin machines; books attractions.



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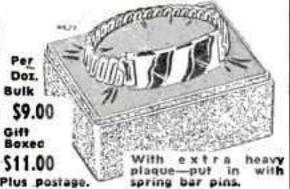


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JULIUS E. HUTZLER Kenosha-Playtime Park, Frank Van Duzer, 129 W. Elder St. Cincinnati 10, Ohio owner-mgr.; has seven rides.

MINK AND TUXEDO SET

Names at Big One Garden Preem Ap. 1

Continued from page 97

quite unhappy about their unstable not evident to those behind her were unhitched and led around showed signs of catching up with positions atop the elephants, they in the boxes. But the photogra- the oval as part of the procession the right one before he finished his all managed to throw pleasant phers, evidently possessing some by Czeslan Mroczowski, who had riding act. smiles at the onlookers.

shelling peanuts and eating pop- glove. corn, altho many looked about first to see who else was making a pur-

ent with their flashing bulbs. The places around the arena. invention of the stroboscopic flash bulbs after each shot.

Charlie Schueler

the stars to look toward his saucers from one foot to be balcameraman. He later explained anced on his head while balancing of the best in the procession. that he had to get the shots and on a slack wire. get them fast, as he had to see morning shows.

guages made this feat an easy

immediately came to his rescue stand-ins. as he reposed on the ground. Kneeling down to comfort him,

eral of the ladies at times appeared some form of charm which was sixth sense, eagerly circled her, finished his liberty horse act short-The society set looked somewhat and set off a series of flashes that ly before. This handling of a ruffled as the candy floss, popcorn would put a Big Top matinee nervous horse was no simple trick, and peanut butchers gave them thunderstorm to shame. All as its nervousness had also carthe pitch on their wares, but sales Schacht, baseball's clown prince, ried to its team mate. It was only seemed to be fair. It was pleas- got into the act by backing up the by masterful handling that the ant to see the box-seat crowd duo with his oversize catcher's horses were led on around, and

Westinghouse Gal

Betty Furness, screen star turned made the trip with only two horses. chase before they went along with TV ad plugger, was present in several ride-arounds, but gave the With such an assemblage of no- crowd a better chance to see her bles from the revolving rear padtables available, the usual crowd as she shot pictures with her own dlewheel, did not emit enough of photographers were omnipres- camera at various times and smoke to give the desired impres-

The usual midget clown car was that finished prints were in the missing in this year's opener In hands of all the television stations, its place, was a midget Crosley in particular, in time for early car, titled Poncho's Taxi. It carried Gary Moore and Herb Shriner. Stanley Wathon, who booked the as clowns. The car, which was top circuses in Europe, and now supplied by Irish Heran, auto thrill headquartering in New York, re- show owner, had a bit of difficulty newed old acquaintances among navigating the tanbark track, evithe circus acts and brass. His dently not being geared for the knowledge of some half dozen lan- soft oval. The usual "trouble" under the hood, with an inspection producing flying snakes, was no! Prize shot of the show undoubt- handled by the comics in the proedly will prove to be the one of fessional manner befitting the pro-Dagmar, who teamed up with be- fessional clowns, a group somewhiskered Gabby Hayes. Smitten what conspicuous this year by by her passing, in a shimmering their small numbers. Perhaps tight gown, Hayes fell to the tan- they were all resting during this bark, aided to a deegree by the show, with the opportunity being gun she pulled on him, and she provided by the celebrities as

> More Celebrities Display 10 produced celebrities

she gave him a well-deserved kiss, again. An appearance of the eleand at the same time released phants brought forth Gypsy Rose

Lee, Sally Forrest, Viveca Lindfors sitters near him at the side arena and Jane Pickens as riders. Miss entrance with an insight on show Lee looked right at home atop the operations, as he frequently used jungle giant and gave a profes- a mike to give band and ballet sional flavor to the stint.

In the spectacle, Candyland, Jim ping fingers. Graham and comic Morey Amsterout of the ring, without causing further commotion. The coach

The showboat float in the Candyland spectacle, giving off bubsion. The smoking stacks ceased To those who tired of trying working part way around, and the gun makes possible even more fre- to focus on the three rings and boilers must have been banked quent flashes as the camera boys two stages, Emmett Kelly and Otto by the half turn. During the are saved the chore of changing Griebling provided pathos and March 31 dress rehearsal, billows restful diversion as they worked of colorful yellow smoke gently singly and together in their usual poured forth from the stacks. Per-Active among the group of crowd-pleasing manner. To see haps the management felt a repeat photographers was Charlie Schuel- the pair, comfortably seated on the performance would have blocked er, of the Big One's radio and tele- center ring, sipping from coffee out the arena from the top stands. vision department, who seemed to cups, is priceless, while Dieter The case of too much or too little be everywhere at one time, getting Tasso meanwhile tosses cups and can undoubtedly be regulated for this colorful float, which is one

Intermission

After Mister Mistin Jr., wound up the first half of the program as he followed the Candyland spectacle, the aisles were crowded opportunity to stretch its legs and exchange pleasantries with one another. Vendors were prevented from doing much business in the lower areas of the Garden due to the filled aisles of conversing notables. However, the refreshment stands in the corridors had customers waiting 10 and 12 deep, interfering considerably with the passage of patrons to the rest

Mrs. Vincent R. Impellitteri, wife of the mayor, welcomed the circus to New York during the intermission and thanked the performers, audience and John North, circus president, for their aid to the Cerebral Palsy fund raising campaign. Norman Carroll, TV and radio chief for the circus. handled announcements for the show during the evening, but received no break at intermission as it fell to him to move around to the speakers in various boxes with his mike and handle the interviewing chores.

Marlene Dietrich, in tights, top hat and pink hunting coat, took over as ring mistress for the second half of the performance. At times, she misinterpreted signals from Pat Valdo, general director of the show. But in most cases, she started or stopped circus activity the way it was planned

Band Excellent Merle Evans and his band did an excellent job in following her cues. It must have been a frustrating night for him as Lauritz Melchior took over the band at one portion of the show and after Evans got the baton back, he had to follow cues from Mister Mistin, Miss Dietrich, Dick Barstow and

other numerous unseen sources. Barstow provided the box pew-

cues, both vocally and via snap-

Roberto de Vasconcellos, billed dam ran afoul of bad luck, as the as the greatest dressage rider on coach, in which they were riding, the face of the earth, probably ground to a halt just inside the searched out the wardrobe mistress arena. The left lead horse, of the immediately after finishing his cenquartet drawing the coach, refused ter ring appearance. His tightto move. Repeated urgings by fitting jacket appeared in need of members of the crew proved use- repairs. The right sleeve looked less, so the lead pair of horses half detached and the left sleeve

Thomas Wasted

Danny Thomas, television and night club comic, came into the program in the second half of the show solo. The audience evidently had pretty much its fill of stars about this time, and many box customers from the amusement world seemed to be squirming in their seats, perhaps by the abundance of talent from their round of everyday friends.

Autograph hunters, even among the society set, were in action whenever an opportunity presented itself. The celebrities took well to the John Hancock seekers. Some, like Burgess Meredith and Robert Montgomery, were seated in locations where they were not too easily spotted, and weren't subjected to the requests as frequently as others who were closer to aisles.

A goodly share of the box-seat set had left by the time the Grand Finale rolled around at 12:35 a.m. Many had to catch trains to their suburban homes, which required their departure before the closing.

An estimated audience of 15,000 saw the show, and the house appeared to be filled to the rafters, save for a few-box seats, which with the society set as its took the undoubtedly had been paid for, in spite of their vacancy.

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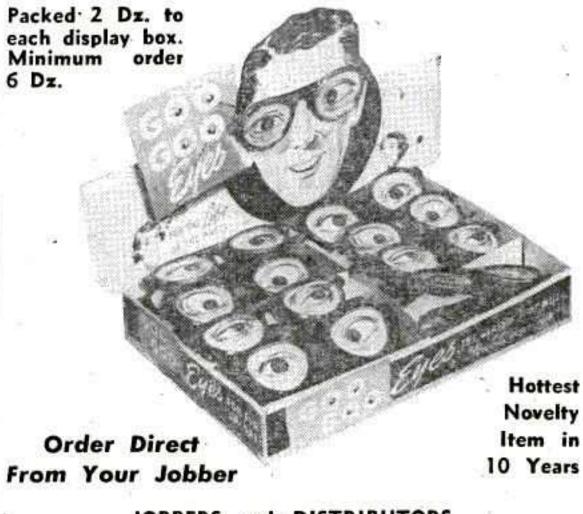
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Horse-Buggy, Age-Born IMCA Conitnued from page 90

of much fanfare, two feminine 1937, his son, John, inherited his

The financial sturdiness of Another promoter, also a forlater, the board of directors ap- abandoned the speed sport in purposes, a tidy sum for those H: former partner, Frank Winkdays.

Haugdahl Marks

IMCA publicity p obably reached its peak in 1922 when Sig Haugdahl, veteran association driver, set a host of new world speed marks on the speedy sands of Daytona Beach. Gus Schrader, on, of the association's most colorful pilots, was another who in subsequent years brought much publicity to the organization.

The growth continued and by 1924, IMCA was sanctioning a total of 113 big car race meets in 27 States and one Canadian province and had 131 licensed drivers.

In the years that followed, the organization had its ups and downs. Internal squabbles over race records and feuds between promoters threatened many times to disrupt operations. During its 10th year in operation a rash of racing accidents, in which both drivers and spectators were killed, threatened the prestige of the association.

Feud Healed

After numerous battles between IMCA and its rival, the American Automobile Association, for control of auto racing, the two joined forces in 1931 as depression and crouth struck the nation and drained both organizations of much of their strength. The armistice was brief and lasted only

With the passing of Sloan in

drivers, Florence Edwards and promotional domain. The field Hazel Nichols, were licensed to was divided in 1942, when the operate in sanctioned meets. They IMCA board licensed National were the forerunners of Joan La Speedways, Inc., to operate un-Costa and Elfrieda Mais, both of der its banner. This organization whom brought much publicity to was made up of Al Sweeney and the Sloan enterprises in later Gaylord White, both fc ner Sloan aids.

IMCA was further demonstrated mer Sloan assistant, Aut Swenin 1919 when a 100 per cent divi- son, received the IMCA blessing dend was declared. And a year soon after World War II, but propriated \$1,250 for publicity favor of thrill show operations. ley, now head of Auto Racing, Inc., continued with promotions however, and along with the Sweeney-White combine, now accounts for all events conducted under IMCA sanction.

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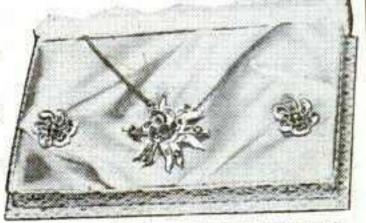
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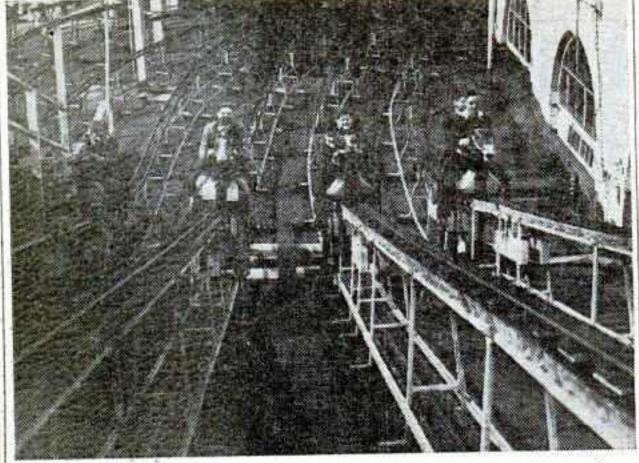
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Steeplechase Ride, from which the Tilyou Park derived its name, is shown above. The senior Tilyou founded in 1895 what subsequently blossomed into Steeplechase Park. Fire destroyed the park in 1907, but Tilyou immediately set about building another amusement center with the same name on the site.

CONEY, THEN AND NOW

Resort in Early Years Was Top Sports Center

Continued from page 50

Coasters, 5 tunnel rides, 3 fun- It will house the largest collection houses, 2 wax works, 8 Penny of species in the world. Arcades, 20 shooting galleries, 3 variety of other like attractionsthe world.

In addition Coney has no fewer than 70 bathhouses, 200 eateries, plus a vast concentration of in-

Four girlie shows operated at staged. Coney in '52. It has not been Back in the 1900's Coney sported Shamrock.

Phillips' candies are sold, the ber of Commerce and also repreformer at Feltman's, the latter sents the N. Y. Daily News. at the Brooklyn-Manhattan rail-

Bowery Season

On the Bowery in season, a pedestrian in a four-block walk will find Harry Nelson's own make of high strikers, the big, brilliantly illuminated Kyrimes Ride Park, founded by the late Jimmie Kyrimes and now operated by a son, Cornelius, and tireless widow, Helen James Kyrimes; Thompson's Roller Coaster, and the Bob Sled Ride, which Joe Bonsignore brought from the last New York's World Fair.

aquarium, to be known as the city of amusement parks.

it has 70 ball games, 7 Roller "Oceanarium" will be completed.

Last year the Owl's Head baseball target ranges, and a Pollution Control Plant, intended to relieve pollution at Coney, the thus comprising the greatest west shore of Brooklyn and the concentration of amusement de- south shore of Staten Island, was vices and midway attractions in put into operation and this has had a beneficial effect.

Mardi Gras

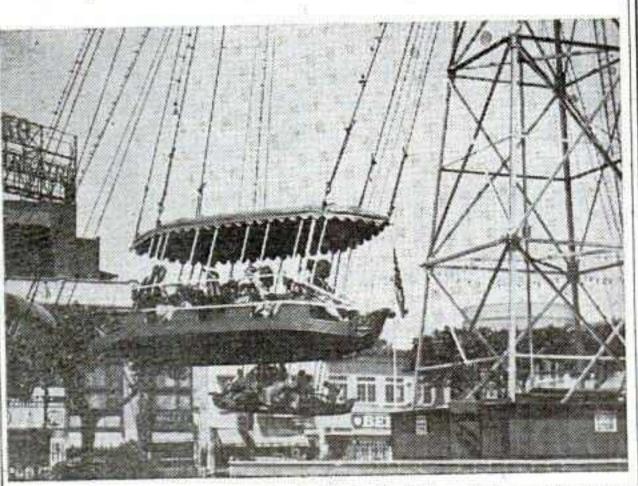
Coney's Mardi Gras of yesterdependent businesses including year, a week-long celebration scores of souvenir shops. Sun marking the season's close, is no decks galore vie with rolling more. Instead, a one-day celebration, topped by a baby parade, is

determined how many will run as many as four newspapers, all this summer. One former girl weeklies. These included Dick show op, Fred Sindell, is trans- Geary's Seaside Life, James forming his Surf Avenue proper- Clenahan's Coney Island News, ty into a Side Show to give Uno's City Life and Stratton's Coney two such attractions. The Bay Side Review. Now there is other is Dave Rosen's Palace of but two, Coney Island Times Wonders, a long-time operation. and Sid Levy's Williamsburgh Singing waiters are in evidence News. Monroe Ehrman, the only at two Bowery Irish Houses, remaining newspaperman of those Lane's and Buxbaum Bros.' New York and Brooklyn dailies sent to cover Coney, is now pub-Morris Joffe's popcorn and licity director in behalf the Cham-

Prexies of the Chamber of road terminal. More than 15,- Commerce have been Dr. Phillip 000,000 hot dogs are sold each I. Nash, George F. Kister, I. H. summer, with Feltman's and Klein, C. J. Hilbert, Charles J. Nathan's Famous, a sidewalk Kean, Thomas H. Tesauro, George eatery, handling the major output. C. McCullough, Stanley J. Reiben, Walter M. Jeffords and the newly elected for 1953, Moe S. Silberman. Chamber this year is commemorating its 30th year of ex-

> The resort has developed into the permanent home-town for 100,000 persons. With this development, it has become settled in its ways. Plans for making it the sports capital of the East, long ago were abandoned. Plans for another Atlantic City have also been forgotten.

But Coney remains essentially Fishing off Steeplechase Pier its old self: a tremendous fun has always been popular, but center, including the greatest con-Coney is to have fish for other centration of low-priced amusepurposes. Next year, a \$10,000,000 ments in the world, a veritable



Many riding devices were introduced for the first time at Coney Island. One of the leading innovators was George Tilyou Sr., founder of Steeplechase Park. An airship ride long featured at Steeplechase is shown above.

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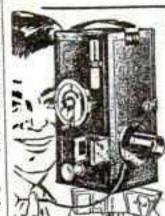
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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

Parcel Post

Andrews, David

Austin, Arthur Ayers, C. W.

Backus, Ethel May

Baldwin, Andrew

Barent, Chas. R.

Barnette. John Baron, Sol

Barron, Freddie

Berall, Ronnie

Berk, Dan Bishop, J. R Bona, Ray

Bowen, Roy Bradley, Thos

Brennan, Mrs.

Brady, Harvey Brady, Jos. V. Branson, Johnny

8.50 gr.

3.00 dz.

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TABLET IN SECRET

MMES IT

Craden, Sam & Marie (License Plates), 24¢ Winter, Bud D., 62¢ Bellows, Alan (License Plates), 8e

Adams, Mike Alberts, Cliff Alland, Maurice Ellis, Frank F. Elmore, Mrs. Eugenes. The Great Allen, Frank Allen, Vickie Evans, Clarence Allen, Rex & M. Allen, Roy Allison, John W. Allison, Marietta Allison, Mar. Amarantes. Rev. Raymond

Fisher, Harry E. Flannigan, Wally Fletcher, Hon. Mr. Anderson, Sig Anderson, Wm. P. Andrews, James B (Fletcher Players) Mansion, Francis J. Annin, Ralph J. Applebaum, Sam Armstrong Lawrence Folk Celebration Show Forsythe, Fred wrence
Calvin
Fox, Geo.
Fraker, Chas.
Frazer, Clarence
Friedenheim, Morris
Marshall, Rich.
Martin, A. L.
Kurt

Barnes, Charlie & Show Basil Walker Gardner, Clarire L Garrison, Wayne Bartee. Geo. Lively Beal, Joe Bennett, Imogene Gibson, Bennie A. Gibson, Peter Gilbert, Billy & Berger, Harry
Bergman, Lila Sears
Bernard, Bill
Bernstein, Mrs. Harry
Glover, Wm. Elton Goffas, G. Goodale, Frank Gordon, Harry Borgia, Joseph Boston City Quartette

Grauman, Saul Gray, Nathaniel Green, Thos. H Gregory, R. W Griffen, Jeff Octobus Show) Gruber, Joe Gullapo, Mrs. Vicki (Octobus Show) Habish, Fred Hackman, Otis (Phoneman) Elizabeth tof Brinkley, Raymond Hale, Mrs. J. F.

Broadbent, Betty
Brooks, Chas D & Hall, Jack
Hall, Mr. & Mrs. L
Hana, Mrs. Moki
Hanel, Al (Troupe Brown, Kid
Brown, Kid
Brown, Ruth Lucille
Buckland, Mrs. Dillie
Bumstead. Kennerh
Burke, Mrs. Leo
Burns, Eunice
Burridge, Frank H

Burke, Mrs. Leo
Burns, Eunice
Burrington, Mrs.
Burton, Howard
Bush, Chas. I.
Cameron, Louie Chas.
Campbell, Frank
Campbell, Frank
Campbell, Thos. L
Campbell, Thos. L
Campbell, Doyle
Casey, Mike

Harrington, Mrs.
William
O'Niel, Ed
O'Reilly, Johny
Osborn, Martin
Osbourne, Walker
Owens, Mrs. Maudine
Padgett, Lilly
Parker, Jay Arley
(Chuck)
Pasco, Betty
Pasterczyk, W. S.
Patton, Arnold
Wash John Etown

Chappman. Mrs. E. A.
Chicotella Matthew
Chunas, Mrs. Mae
Clark, Daniel R.
Clark, H. D.
Clements, Frank E
Cline. Elmer
Cline Richard
lune, Dottiplayees Colavechia, Anthony Cole. John Coleman, James P Colson, Virgil J.

Coleman, Coleman, Coleman, Constser, L. C. Jabcuga, Rudolph J Jameison. Roy (Bannerman)
Cooke, Mrs. Mary J. Cooper, Asia
Cooper, Asia
Cooper, Pat Johnson, Emmett Cooper, Quey Johnson, Harry Lee Cortes, Rita
Courtney, Robt Johnson, Winnie & Courtney, Robt Courtn

Courtney, Robi
Cox, C. V.
Cox. James
Cox, Walter B.
Crouch, Delbert L.
Cutter Adrian F
Czinki, Steve
Dakis, Nelli Joines, Eva Jones, Mrs. B. F. Cutter Adrian F
Czinki, Steve
Dakis, Nelli
Darrezzi, Frank
Darso, Danny & Mrs.
Davenport, Willie
Davis, Benny
Davis, Benny

Cutter Adrian F
Jones, Hascal (Blue)
(Train-Hand)
Jones, Jesse
Judy R
Kaduke, Mrs. Paul
Kaiser, Eugene

Davis, Benny
Davis, Red
Davis, Red
Davis, James A
Davison, Mrs. Virginia
Day, Grover O.
Dean, Mrs. Agnes
Dearo, Mrs. Bert
Dearo, Mrs. Bert
Dearo, John
Demetro, John
Demetro, John
Denike, Harold

Kaiser, Edgend
Kerns, Richard
Killilea, George
King, Raymond C.
Boswell, George
Bryder, Paul W.
Darnell, Kathryn
Fingers, Roy
Harter, Lewis H.
Smith, Joseph
Hendricks, Eddie Mr.
Smith, Paulina
Hendricks, Eddie Mr.
Swith, Paulina
Michael Dean, Mrs. Agnes
Dearo, Mrs. Bert
Dearo, Mrs. Bert
Decke, John
Demetro, John
Denike. Harold
Dever, Mrs. Paula
Devine, Mrs. Bobbie
Diamond Jim's Circus
DiMaglio, Elizabeth
Jorsey. Don
Dotson, Marie
Douglas, R. B.

Whitey)
Droucker, Mrs. Bette
Drouillon. Frank Doss
Duncan, Bob
Duncan, Bob
Duncan, Bob
Duncan, Bob
Duncan, Bob
Duncan, Bob
Eard, Mark
Lamb, J. M.
Lamb, Sam
Landrus, L.
Clare Amuse. Co.)
Larkin, Howard F.
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Leake. Ray

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Lowell, Jack
Lucas, Harold & Mrs.
Lukemire, Wilbur
Lumsden, Robert
Lydell, John
McCarthy, Daniel M.
MacKnight, Bill
MacKnight, (Heavy) McClure, Sam McGee, Thomas

Rowan, Buck (Blackie) Rubenstein, Ralph rs. Diana (Promotional Magic Empire Shows Sawyer, Fred D.
Mahs, Geo., L. & Schuch, Pete
Elizabeth L. Schultheis, Stewart

Mickey Sharp, Maxie Sheely, Kenneth & A. Manzi, Rocco Marks, Frank W. Marsh, J. & Mrs Marshall, Richard Fulton, Phil
Robt. Gallagher, John J.
(Playland United Shows)

Valker Gardner, Clarire L.
Garrett, Truman

Fulton, Phil
Martin, Robert E.
Martinkus, Jack
Mason, Harry W
Matejewski, Chester
Mayes, Prof.
Livingstor

Livingston Somay, Chas. (Wingy) Maynard, Glenn Medick, Ray Meyer, Doris Larraine Meyer Jr., Earl Meyer Miller. Charlie Kart Miller, Charlie Kert Spring, Antoine Miller, Mrs Gertrude Steagell, Norman Steuart. Allan & Moore, Blacks
Mooney Joe
Morey, H. A. (Whitey)
Morrison. Joseph
Clyde
Tabor, Juanita
Tarrant, Corrin

Mullen, H. J. & Mrs. Tarrant, Corrine & Mullins, John J Bert Mullins, John Tate, Mel Mullins, John
Munroe. Jack
Munroe. Preacher
Munroe. William John
Murr, James
Munroe. William John
Murr, James
Headed Cow)
Mrs. John (Buster) Murr, James Myers, Earl (Specks) Thomson, Mrs. John Barry Naramore. Chuck Nelson, L. M. oupe Nelson, L. M.
Newton, Mrs. June
Nicholas, Ephram
Nielson, Pete
Odom, Floyd
O'Hara Steven R
O'Niel, Ed
O'Reilly, Johny
Osborn, Martin
Luthe Travis, Allan A. Trohanovsky, Alex
Tyske John P
Unthank, Wilbur
Utah Exposition
Shows

Pasco, Betty
Pasterczyk, W. S.
Patton, Arnold
Paxton Pat
Pelham, Henery
Perkins, Lonnie Weideman, Arthur Weintroub, Hazel V. Wesley, John & Mrs. Wesson, Leonard Mrs.
Johnnie Peterson. Ernest A.
Petka, A. R. & Mrs.
(Bill) Philipson, Goodwin

Holland, Ralph
Holt, R. W. (Bill)
Hopkins, Mrs Alice
Hopkins, R.
Hoxie, Bill
Hrobochak, John
Hudson, Mrs. Connie
Huftle, Mrs. T. J.
Humphrey, Gladys
Jack & Lula (Jack & Lula Lunch)
Hunt, Michael
Jabcuga, Rudolph J.
Jameison, Roy
n) Jamison, W. E. (Tiny)
Jessup, Harold J.
Johns, Midget Jim
Johnson, Emmett Philipson, Goodwin
Phillips, Robert
Taylor
Pierce, Chas.
Pierson, Don
Pinckley, Robert
Pinkston, J. W.
Pressler, Jimmy
Prevo, Frank
Price, Mrs. Gloria
Price, Letha
Priestly, Harrison

Philipson, Goodwin
White, Albert
Wilbanks, James B.
Wilder, Hugh L.
Williams, E. & J.
Williams, John M.
Williams, Marie
Williams, Mrs.
Rebecca Louise
Wilson, Robert E.
Winchester, Dorothy

Wozniak, Frank & Raymond the Magician Yeager, Mrs. Colleen Reinhart, Jackie or Young, Max Byron Jake Zouary, R. J.

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Abbot, Jimmy
Ard, Mr. & Mrs.
Robert
Arnold, Woodrow
Baer, John (Dutch)
Bagin, Patrick J.
Baker, Charles A.
Bean Jr., Mr. & Mrs.
Jesse P.
Blair, Zora

Marba, C.
Martin, Miss Bubbles
Marson, Mrs. Dora Lee
Miller, Paul H.
Moreno, Geraldine
Nelson, L. M.
Norwood, Wm. H.
Jesse P.
O'Conners, Thomas
Orr. Bertram Abbot, Jimmy Ard, Mr. & Mrs. Blair, Zora

Blair, Zora
Bazinette, Mrs. Bettie
Bouchez, Charles
Brauda, Frank J.
Brown, Freddie
Brown, Harry
Brummitt, Shelby
Brunette, Sally
Burse, Lloyd
Burto, Leon H.
Burton, Mrs. J. C.
Butler, Mrs. L. H.
(Whitie)
Cajum. Edward J. Ross, Jimmie & Alinnie S. Rovitz, Mrs. Ida

Cajum, Edward J. Carnock, David R. & Caruso, John Carpenter, W. E. Chilcott, Edgar Coleman, Ciff Columbus, Nathan Columbus, Scott Connon, John W. Davis, Mrs. N. E DeLaney, Jack Delaney, Sam A.
DeMitchell, Otto P.
Dick, Daniel D.
Dickson, Mr. & Mrs.

Doersam, Charles Dunn, Keno Ellis, Steve Englin, George W. Frailin, George W.
Frodyce, Raymond
Fraker, R. A.
Freiland, Raymond
Ganote, W. D.
Gawle, Kathleen
Goldsboro, Pat
Hall, Edward L.
Hall, Mrs. Ruth
Hampton, Dudley

Hampton, Dudley Heffner, Charles Hinds, Kenneth C. Impeduglia, Vito Jacobs, Chas. C. Jean, Miss

Kelly, Kitty Bert D Lendon, M. Lopez, Linda Lyono, Charlie McCabe, Vince Barry

Orr, Bertram (Curley) Patterson, Mrs. P. L. Payne, Earl & A. Peterson, Ernest Peterson, Mr. & Mrs. G. E.

Phelps, Fred Pike, William Pinkerton, James E. Powell, Mattie Rawlings, Mr. & Mrs. Ream, Arthur L.

Reed, Ivan C. Rendelle, Jean JoAnn Restick, Miller Eli Richardson, Joseph Ruby G. Riley, Tex Roeder, Herman Rosier, Roy Ross, Clarence E. Ross, Jack R. Ross, Mrs. Nettie

Rowe, Anne Rowe, Jack Ruscitto, Emil B. Mrs. Schneckloth, Harry Roy Sheer, Harold D. Sheerman, Stacchio Shipley, Leonard L, Silcox, Joe Smith, Mrs. A. J. Smith, Charles Smith, Mr. & Mrs. James Smith, Norman

Smith, William Farnice Stacy, Stacy, W. A.
Stacy, Woodrow
Steinfeldt, Walter
Stevens, Robert
Striegel, Charles B.
Striegel, Georgia A.
Swam, Mrs. Walter
Thomas, Kenneth B.
Thornton, R. R.
Vinson, Jack E.
Warren, Mrs. Robert Kearnes, Mrs. Mary Kelley, E. C. Ruffhouse Warren, Mrs. Robert Kelly, Mr. & Mrs. G. Weiner, Sam K. Western, J. W. (Mug

Kluss, Gertrude M. Wetherbee, Mr. & Mrs. Harold LaMont, Bob Whalen, Thomas F. Whatley, Dick White, R. I. Willis, Polly Wilson, H. A. Withey, James T. McCape, Val. A.
McCoy, A. A.
McCaniel, Norman L.
McDonald, Brorson & Woodward, Ernie
McDonald, Brorson & Woodward, Ted
Mary
Wright, Donald M McGuire, Mrs. A. R. Wright, Donald M. Madison Brothers Yose, Prof. J. C.



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SEWING MACHINES

New, imported, bantam weight, portable electric, round bobbin, complete with attachments, \$59.50. Imported Zig Zag, does everything. Portable, * \$150.00; Console, \$185.00. Used Singer Heads, round bobbin, Style #66, \$27.50; Style #27, long bobbin, \$18.00; #3115 Tailors' or Factory Heads, \$35.00. Used Electric Irons in quantities, 50e ea. New A.C.-D.C. Motors, \$4.50; Control, \$1.75; Sewlite, \$1.00; Portable Case, \$5.50; Con-sole, \$24.50. MITCHIE GOLDMAN

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B-I-N G-0 6 |20 41 |60 |68 12 21 37 48 75 2 18 9 59 72

10 16 43 55 69

9 24 32 57 62

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B-I-N G O

6 29 43 60 65

15 21 42 57 64 4 30 9 49 63

12 18 39 48 72

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Survey Shows Strong Trend **Toward Diversified Routes**

Billboard's 1953 Survey Shows **Juke Boxes Dominant on Routes**

ator who sets up a route with the business a year or more. only one type of equipment is the exception rather than the rule in the coin machine business, The Billboard's Survey of Coin Machine Operating Companies for 1953 disclosed.

Still rarer, the survey proved, is the coin machine operator who specializes in a single type of

This is the second in a series of articles analyzing the results of The Billboard's 1953 Survey of Coin Machine Operating Companies, based on a mail survey of 3,000 active coin machine operators. Most modern operators had

SPIN TABLE

Detroit Firm Sets New Pitching Unit

the game is a departure from and is 10 feet 6 inches high. any previous game of this type.

Batter-Up has been on special location at a Detroit printing plant, where it was given rigid workouts by the employees. The first publicly - displayed pilot model was placed in Edgewater Amusement Park here last year, and proved so popular that the park management set it up as a Fair.

Auto Photo Jells

DETROIT, April 4. - E. B. | The game is equipped with a Wilson Associates will soon in- playing court 12 by 30 feet, troduce a streamlined type of mounted on a steel platform batting game, Batter-Up, for a and entirely enclosed by a heavy wide variety of amusement loca- mesh net. The target curtain tions. Completely redesigned, forms the rear wall of the court

Net Backstop

The player takes a position on a mat, selecting his preference as to right or left handed batting, and the balls are delivered over an area marked "home plate." Unbatted balls are caught in a suspended smaller catching net.

The balls used are the stanconcession in the Michigan State dard in size and weight as regu-(Continued on page 153)

CHICAGO, April 4.—An oper- equipment after he has been in some juke box equipment when they got into operating, the survey disclosed, and the majority of those who did not have music at the start have since added phonographs to their routes.

The 275 operating companies whose questionnaires were used in the survey, showed conclusively that the average operator ran more than one type of machine at the beginning of his operating career and has since diversified his routes to include still more

The survey asked: What type (Continued on page 142)

Evans Readies 7-Player Game For Delivery

CHICAGO, April 4. - H. C. Evans will start deliveries on its new amusement game - Saddle and Turf - in 10 days, Fred Morris, manager of the game division, announced Friday (3).

Saddle and Turf is a sevenplayer spin table-type game. It is 41 inches long by 24 inches wide and 62 inches high. It is available on either nickel or dime play. Less than seven can play the game but there is less opportunity for a high score. It is also possible for one player to play all seven positions by depositing seven coins.

(Continued on page 160)

Sales Campaign LOS ANGELES, April 4. - | era equipment, a picture in sharp "The Auto Photo Studio reflects detail with contrasting highlights two major developments in the is now available. "Our patented field of coin-operated automatic process of submerging, agitating, photography," J. B. Herren, vice- washing the strips of prints in president of Auto Photo Com- various solution tanks, makes

as well as point-of-sale display and enlargement purposes." materials and consumer adverhandled by Ringer & Associates,

improvements in lens and cam-

pany here, said in announcing machines deliver studio prints that his firm was launching an that can not fade," he said. "With extensive sales program. This the Auto Photo Studio equipment will include trade publication ad- | we are able to produce photos of vertising, direct mail campaigns, a clarity suitable for reproduction

The equipment, Herren detising. The program is being clared, was being used in a number of chain stores. Special interest is manifested in the ma-Herren explained that thru chines, for heretofore unproduc-(Continued on page 161)

United in Cabana Output, Night Shift

Manufacturing Company announced Friday (3) that it had started production on Cabana, a new in-line scoring game, and with 25 numbered holes, plus a next week would add a night free hole. It measures four by shift to catch up on its growing two feet and is housed in a

Wittick Forms New Det. Firm

DETROIT, April 4.—Wittick-Moore, Inc., distributors of coinoperated radio and television in several States in the Midwest, has been dissolved and succeeded by the Wittick Sales Company. Frederick B. Wittick Sr., is sole

Wittick Sales Company, when it was founded by Wittick about had been so high that the night five years ago, and later became shift appeared as the only solu-Wittick-Moore, Inc. Leo L. Moore, who was a principal in the latter firm, is now in the men's wear business in this city.

The company is distributor for Co-Radio, Whisper Tone Radio chain.

CHICAGO, April 4.-United | backlog of orders for its Cascade, Clover and Regulation shuffle

Cabana is a single card game conventional pin game cabinet. Among its highlights are a select a spot and four corner features, advancing scores, two three inline "Super" eards which score the same as four-in-line, and a choice of four to seven numbers before the fourth or fifth balls are played. It also has triple spot rollovers on the left and right side of the playfield. Basically a five-ball game, Cabana is equipped for play on three extra balls at the player's option.

Billy DeSelm, sales manager, stated that while production on current games has been exceptionally high as a result of the The firm was known as the recently added sixth day to the production week, recent demand tion. It is expected to be in high gear within a couple of weeks.

United, one of the largest plants in the industry, not only uses its plant on California Avenue for game output but has its and coin-controlled television. In former factory on North Broadaddition, it operates coin radio way manufacturing parts and and TV sets in the Milner hotel assembling games on a full time basis.

Williams Reps Start Showing Baseball Game

CHICAGO, April 4.—Distributors of Williams Manufacturing Company have started showings of the Deluxe Baseball game, Sam Stern, vice-president, announced Thursday (1).

The game features baseball play. It offers three dimensional manikin players in action on the backglass. Among the highlights of Deluxe Baseball are its pitching and batting control by the patron and its lighting effects indicating the position of the runners on the playfield.

To play the game the patron (Continued on page 161)

Set Lieberman United School

MINNEAPOLIS, April 4.-A three-day service school on amusement games made by United Manufacturing Company will be held at the Lieberman Music headquarters here Monday thru Wednesday (6-8).

Owner Harold Lieberman said United would send three of its top engineers-Al Thoelke, Ken Shelton and Hank Ross-to con-(Continued on page 161)

COIN PING PONG

WASHINGTON, April 4.-Vernon Mott, Clinton, Mo., has received a patent on a coin-operated table tennis apparatus. When a coin is inserted, the net is raised into play position and remains there until a timing device drops it.

EXPANSION NEAR

See Mexican Trade Aided by 3 Moves

LOS ANGELES, April 4.-Coin | rated dime play about 18 months machine operation in Mexico has a bright future because of new legislation, proposed electrification, and the spreading of dime play, representatives of Fonomatic, Mexico City, reported on their annual trip here.

In town for a month combining business and pleasure, Gilberto and Joe Licea started off by buying a shipment of parts and accessories at Badger Sales Company here. They are making their headquarters at Frank Navarro's on Whittier Boulevard. Navarro is one of the largest operators in this city and specializes in Latin spots.

Joe Licea said that recent legislation passed in the country was doing much to place businesses on a solid footing. He feels that the new laws will give ing the centavos in that area, the stability to both the country and Liceas said. the firms operating there.

program of electrification, both the spring, they visit here and in urban and rural, will increase the the fall make a trip to Chicago to number of coin machines south look over stocks and get a view of the border.

Mexico City operators inaugu- manufactured.

ago. The price per play, said Gilberto Licea, was increased from 10 to 25 centavos in the top spots. The move to increase the price play was generally put into effect by most of this city's operators. However, in the hinterlands, where there are few machines, and in the smaller spots the price has not been increased.

Both Gilberto and Joe Licea praised the record companies for their co-operation and progress in getting tunes in the hit category to them without delay. The numbers are released there almost simultaneously with the United States.

Mexico Citians are more and more becoming fans of the top American artists. Those that are getting the dimes here, are reap-

The Liceas make two trips The Liceas feel, too, that the yearly to the United States. In of new machines to be

COINMEN FEAR

500G Tax Looms For NY Operators

NEW YORK, April 4. - New York coin machine operatorsgames, kiddie rides and vending -may be hit to the tune of an-—may be hit to the tune of an-other \$500,000 in tax levies. The doubtful if the general public city is now in the throes of one would concern itself much about of its severest financial crises and whether or not the operators were must better its fiscal picture by paying more than their fair share \$70,000,000 by either raising ad- of the taxes. ditional revenue, cutting expenses Actually, New York's fiscal or a combination of both.

Mayor Impellitteri a list of sug- Currently, juke box and game opgested sources for the additional erators are paying an annual lirevenue. One item on the list was censing fee of \$50 a location, with a \$15,000,000 tax on amusements rides taxed annually at \$50 each. -another was a \$500,000 tax on The marginal operators can't afcoin-operated devices.

to push the measure thru. More- some to continue. over some of the other measures, to stay in power.

As a group, the operators are numerically small compared to other potential income sources and their influence in city hall is not

problems are so acute that an-This week Budget Director other \$500,000, more or less, Abraham D. Beame presented to wouldn't make much difference.

ford to pay much more, while the Local operators fear that the vending operators work on a fair-\$500,000 levy has a good chance ly small margin-small enough so of getting by. There is no doubt that another bite from the city that the city has the authority wouldn't make it worthwhile for

Meanwhile, New York's battle such as a tax on overnight park- of the budget rages and the oping, would be politically unwise erators' chances to escape withfor any administration that wishes out paying more taxes are hardly

Canadian Judge Rules Pinballs Legal; Other Test Case Looms

Magistrate W. F. Lane ruled here to rule on the legality of the dethis week that a pinball machine vice. which pays off in free games is not illegal under acts banning slot | der of the common council here machines.

Under New Brunswick law, all the machines. coin-operated machines where the return to the player is a matter of chance or uncertainty are banned under an act passed by the Provincial Legislature in 1936. Magistrate Lane's ruling would seem to exclude pinball machines from this act.

The case involved a machine moved by a plunger, chalked up scores by striking electrical contacts. Scores sufficiently high gave the players free games.

Decision Supported

Lane based his ruling on the fact that the machine emitted no slugs and that no prizes or merpreme Court of Canada and in the helping to pay for the city's ob-Ontario and Manitoba Supreme servance program. courts. He pointed out, however, tangible way.

pinball machine was seized by and billiard halls, clubs, etc.

MONCTON, N. B., April 4.- police as the foundation of a case

The seizure was made on the orwhich wanted a court decision on

Plan St. John Pin Test Suit

ST. JOHN, N. B., April 4 .seized by police here. A ball, The city council has decided to make a test case on the legality of pinball machines. For many years the machines were kept out of locations by the police on the ground they were illegal. Now it has been proposed by E. D. Walsh, executive director of the city, that the machines be used chandise was offered. He added in connection with the celebrathat his decision was supported tion of the coronation of the by similar decisions in the Su- queen, the profits to be used in

The police chief of St. John that in the past he has ordered ordered that a test case be start-confiscation of machines which ed. As a result, pinballs have emitted slugs or paid off in some reappeared in St. John in large numbers and have been operating Meanwhile, in St. John, N. B., a in stores, bowling alleys, pool

Communications to 188 W. Randolph St., Chicago 1, Ill.

Female Record Changers Show Worthiness

Machines Kept Tidier; Women More Efficient

PORTLAND, Ore., April 4. -Use of women as record changers Oregon Liquor Control Commisis proving a profitable and efficient policy in the Portland area. A check last week showed 800 liquor outlets, compared with virtually all of the larger music 530 under the present practice. companies to have at least oneand some several—jills handling this important phase of operation.

The house-keeping propensities of women are found to be valuable in maintaining the tidiness of a location. One operator, who uses three women to change records, reports that their natural tendencies go to work without to go into a club-type operation. prompting to keep equipment clean and the music quarters of been on dime-play, tho nickel a location neat. The example play is still the general price thus set will impress upon the policy. location owner the desirability of tidiness so that he will endeavor to continue the good work between record changes.

Successful operators recognize good appearance to be one of the fundamentals of profitable ern location from a club location, operation. This applies not only and dancers were found willing to "e bright-work and clear to pay a dime for music. glass on equipment but also to the interior of the machine, including freedom from excess lubricants and legibility of selection numbers.

Ease Manpower

be employed on a full or parttime basis. This flexibility helps relieve the manpower problem in that women might more readily be found who will devote free hours to this work. Also, record changing may be dovetailed with label typing where full-time shifts might not be possible.

Many operators have found that an attractive employee is a good public-relations representative with a location. Her appearance is assured of a welcome by the location owner, and in many instances customer interest in the juke box is aroused beyond that provoked by the arrival of a male with an armful of records.

All operators contacted spoke enthusiastically of the efficiency of women record changers.

Detroit Op Guild Sets Up Monthly Meeting Schedule

DETROIT, April 4.—A program of regular meetings to be held on the first Thursday of each month has been adopted by the board of directors of the Music Operators' Guild of Michigan. The action was taken at a meeting following the return of Irving B. Ackerman, legal counsel of the Guild, from a Florida vacation.

The next meeting will be held Hotel Detroiter.

Surveying the activities of the newly organized group, Ackerman said, "There has been a considerable increase in applicamanner."

New Drink Law In Oregon May Adds New Stops

PORTLAND, Ore., April 4.-Music operators in Oregon this week saw an opportunity for expanded business in the new liquor-by-the-drink law signed by Gov. Paul L. Patterson.

sion indicated would go into effect Ma, 4, allows for some The new act, which permits sale of liquor owned by the location, supplants a practice of 12 years whereby customers were served liquor from their own bottles.

The reason for the optimism among music men stems from the fact that many tayerns, now holding only beer licenses, hope In general, club operation has

Operators, who went to a dime in clubs before Office of Price Stabilization regulations intervened, found no location resistance. Dancing is the principal feature that distinguishes a tav-

Not all taverns, now holding beer licenses, can hope to acquire liquor licenses, as there will be close screening by the OLCC, but enough are expected to make the grade to offer a worthwhile expansion in music operation. If Women record changers may the liquor commission licenses more than 200 additional locations than now hold licenses, further openings for coin phonographs will develop-

Operators also feel that a sizable group of clubs being on

JUKE BOX CITY SURVEY

Hartford Mulls Phonograph Conversion to Dime Play

(This is the sixth in a series of articles presenting a brief current roundup of the juke box business of the nation's major market areas.)

By ALLEN M. WIDEM HARTFORD, Conn., April 4. -Still a big question mark in Connecticut is the matter of standardization of juke box play. Some juke box operators contend that 10-cent play is best for their section of the State while others point out that three plays for a quarter would be a bigger ily and get along together." business stimulant.

could be made uniform," points from operators thruout the State, out Abe Fish, of the General asking about the possibility of Amusement Game Corporation, Hartford, and president of Con-necticut State Coin Association, "would be for all juke box operators in the city, be they big or little, to get together and specify how they'd tackle the problem. Then, most important, follow thru uniformly, instead of one operator going off on his own."

Fish believes that standardization of prices would enable operators to function "more eas-

Fish further points out that the "The only way such a matter CSCA has been receiving calls

asking about the possibility of acquiring competent mechanics.

"There is a great need, not only in Connecticut but all over the nation," says Fish, "for coin machine mechanics and it is indeed high time something is done about it. That's how the majority of operators contacted by our office feel.

"One thing that has been suggested is that a training course for mechanics be set up, some-where in the State, and after a certain amount of training, these boys be hired by ops and distributors. This would provide a constant transfusion of new blood into the industry, something that every business needs to prevent it from becoming stagnant."

Many operators in Connecticut, Fish reports, are unable to expand their business because of the shortage of mechanics.

Speaking in favor of dime play at a recent meeting of the CSCA, Fish said, "It's a matter of simple arithmetic. If your cost of juke boxes, records, and labor keep going up as it has, and you still keep charging only 5 cents, you will eventually have to use a big bottle of red ink."

Art Rode, veteran operator in the Terryville, Conn., area, is another strong advocate of 10-cent

Meanwhile, the topic of what record is best for a juke box, always comes up for lively discussion in the Connecticut trade. Dave Bratten, of Leslie Distributors, surveying the trend to classical recordings, points out, "Today's juke box can hold 100 records or more, and there just aren't that many current smash hits in the popular field." He added, "The big popular hit gets played 40 or 50 times a week, but then in a few weeks it's all over for that one. The classical selections on juke boxes get only 20 plays, average, per week but this goes on week after week andsometimes even over a year."

Milwaukee to Test Dime Play Results

Six Key Men Launch Experiment; Initial Collections Show Increase

MILWAUKEE, April 4.-Beer | Amusement executive, on the of the locations converted to dime | turndowns on those terms. play are in the downtown sector, with a handful of the better outlying spots also getting the price hype treatment.

Most of the operators reported dime play will help to ease the they were gratified with the resistance anticipated to the pres- reaction of locations that acceptent general trend 10-cent play. ed the change. Melo Curro, Metro

City music operators have other hand said that he had met launched into a determined effort | with considerable resistance from to give dime play a real test. many spots. Those who doubted As a result of meetings held in his word that the takes would recent months to encourage the not be affected, and should, in experiment by members of the fact, increase, received guar- play. Milwaukee Phonograph Oper- antees. He assured them the ators' Association, approximately same amount of commissions a half dozen of the key coinmen that they received in the past are giving it a whirl. The bulk 90 days and encountered few

Immediate Results

Mitchell Novelty's front office man, Erv Beck, reported immediate results from the first week's cash box receipts. Approximately 85 per cent of the new dime play spots showed increased takes. Two locations on a bi-weekly call basis, showed a \$16 increase. Another two-weeker stayed at the same coin box level; several other one-weekers showed a rise of \$10. "We're going to lose a few spots," both Beck and Curro chimed, "but, those are marginal locations, anyway, so we won't actually be out very much. The beneficial results we're noticing on the bulk of our machines seem to prove that we made the proper move."

A side effect caused by the switchover to dime play by the growing number of Milwaukee operators, is the current shortage of conversion parts. Several firms reported having to send emergency orders to out-of-town supply houses for parts for their Wurlitzer and Packard bar coin

BB Spurs Oregon Use Of Location Contract

Use of contracts with location owners is being given renewed consideration by the music industry in the Portland area after unsatisfactory results experienced by some operators.

The contract is viewed as a possible solution to the problem of underbidding on percentagesa problem taking on new significance as operators move toward dime, three-for-a-quarter play. At the last meeting of the Oregon Music Association the problem was the main topic of discussion.

Dissatisfaction with the contract as a legally binding instrument arose with some operators, who found themselves unable to enforce its provisions. The loopholes apparently lurked in language by which the operator agreed to provide the location with "satisfactory service." This at 8 p.m. Thursday (9) at the prompted one large operator to declare the contract "not worth pointed out. the paper it is written on."

Recent publication in The Billboard of the contract used by members of the California Music tions for membership, and the Guild rekindled hopes of Port-Guild appears to be operating land music men that a written in an effective and constructive agreement properly drafted, might provide an answer to the

PORTLAND, Ore., April 4. - problem. It was noted that the CMG contract utilized specific language in setting forth the things the operator agreed to do. These terms, it was believed, would prevent a location owner from evading his responsibilities on the pretext the operator had not lived up to the terms of his agreement regarding service. Especially desirable, many pointed out, was the clause allowing the operator to remove his machine from a nonprofitable location—a live issue in days of rising costs.

> Also significant is another clause that permits the operator to assign the contract-in other words, sell his route or individual

> The clause whereby the location owner agrees to keep the phonograph "ready for business" would meet that situation, still acute in Portland, it was also

> Some operators questioned whether a three-year term contract would be most suitable for this locality. Portland operating conditions are in a state of flux, owing to plans for going to dime play, continued increases in labor and equipment, and the imminent advent of sale of liquor-by-thedrink in Oregon taverns. Whereas, during a period of declining economy, an operator might want to freeze conditions that were favorable to him, under present conditions he might profit more by a shorter term in the agree-

> Another advantage operators found in the use of contracts is that, in one stroke, most issues subject to dispute are settled for, at least, the contract term. It would end, for the most part, the bickering some operators encounter every time a serviceman calls at a stop.

> And not the least of the advantages, is that the contract puts

Service School At Lieberman,

MINNEAPOLIS, April 4.—AMI service schools will be held Monday thru Wednesday (6-8) at the Lieberman Music Company in Minneapolis. On hand will be Ed Ratajack, AMI Western regional manager, and Al Mason, field engineer from Grand Rapids. All operators in the territory have been invited.

Lieberman Music was formed recently when it purchased the Paster Distributing Company and acquired the rights to distribute the AMI line. The territory covered by the new distributor for AMI music machines includes Minnesota, Iowa, the Dakotas, Nebraska, and parts of Wiscon-sin and Wyoming.

Harold Lieberman, head of the

Peru, Colombia **Show Greatest** Import Growth

MIAMI, April 4.—Peru and Colombia are the fastest growing countries for coin-operated equipment in Central and South America, according to Erasmo U. Ramos, of the export department of Bush Distributing Company. Ramos recently returned from a three-week plane trip to nine countries where the Bush Distributing Company, distributor of Wurlitzer machines, is active in the export of music boxes.

The development of the juke box industry in Peru and Colombia has been especially rapid, Ramos said. Chewing gum and popcorn venders are also becoming more numerous in Peru, he

observed.

One of the principal reasons for Ramos' trip was to instruct foreign mechanics in repairing Wurlitzer machines. In this department, said Ramos, the Colombians appear to have made the greatest strides, probably because of the head start they gained in the years before World War II. "It's amazing what apt pupils they are," said Ramos. show them once and then they are able to do it for themselves."

Phenomenal Progress

In Colombia where music machines have made phenomenal progress in the postwar period, about 70 per cent of the jukes are firm, has been in the trade since purchased outright by location boyhood. He has had 35 years' owners from importers, distribuexperience, dating back to the tors and jobbers. The remaining time when his late father, Sam Lieberman, organized the Twin City Novelty Company, an operating firm. Harold became a distributor in the mid-1940's when antee written into the contract. the music industry on a he purchased the Acme Novelty In Peru, however, practically all businesslike basis.

(Continued on page 142)

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:

NEW VICTOR LABEL. Next September RCA Victor will introduce a brand-new record label, to be competitive in every field except classical with its parent label (Music department). NEW LA ROSA DISK SET. Julius La Rosa has another disk coming out—one which will bear considerable watching

by the trade (Music department). TOPSY-TURVEY DISK SET-UP. In a short space of a year some drastic changes have occurred in the status of pub-

lishers' ability to collar record releases (Music department).

CAPITOL OK'S FAIR TRADE. Capitol Records this week became the first major diskery to enter into fair trade agreements with retailers since the passage of the McGuire Act last summer (Music department).

And many other informative news stories as well as the

Honor Roll of Hits and pop charts.

FOR SALE

MACHINES

Victor, Decca and other labels. Records left over from our juke box routes. Records are unused, never been played, one of a kind. No list. All 78 R.P.M. String and Popular, 50 for \$8.00; 100 for \$15.00.

> ALABAMA VENDING CO. Tuscaloosa, Alabama

CHICAGO and ILLINOIS OPERATORS! Want to buy USED RECORDS-Latest ones off your Juke Boxes. Will pay 10¢ cash for each usable record. WILL PICK THEM UP. Call or write STANLEY LEVY

3358 N. Paulina Chicago, III. Phone: Bittersweet 8-4864

Hearing Set On L.A. Strike

LOS ANGELES, April 4. — Hearing on the order against the International Union of Mechanics and Electrical Repairmen, an independent union, restraining it from picketing the 70 juke box locations of Sam Ricklin's California Music Company will be held April 17, H. O. Chapman, union business agent, announced.

Ricklin, thru his attorney, Milford Zimmerman, of Zimmerman, Kelly & Thody, petitioned the

(Continued on page 145)

look them over ... THEY'RE O.K. because they're from Clean Equipment—Ready for Location Write, wire, phone. 1/3 deposit, balance C.O.D. \$199.00 1485L SEEBURG 146M or S 119.00 Hideaways **Wall Boxes** H148M\$199.00 3W7-L56\$34.50 (5-10-25¢ 3-wire) H146M 75.00 \$249.00 AMI Model A 3W2-L56 12.50 ROCK-OLA 1432 (50 selections) 395.00 W1-L56 5.00 RQCK-OLA 1426 ... 119.00 (5r wireless) ROCK-OLA 1422 ... 79.00 W6-L56 29.50 (5-10-25r wireless) ROCK-OLA 1428 ... 249.00 WILLIAMS MUSIC Packard Chrome Wall MITE with stand . . 75.00 4820 WURLITZER WALL WURLITZER 1015 119.00 BOX (like new) ... 44.50 WURLITZER 1100 . . 269.00 WURLITZER 1250 ... 389.00 Export inquiries invited

MUSIC SYSTEMS, INC.

DETROIT, MICH.-10217 LINWOOD LANSING, MICH.-1224 TURNER TOLEDO, OHIO-1302 JACKSON CLEYELAND, OHIO-2600 EUCLID

Strong Trend Toward **Diversified Routes**

Continued from page 140

of equipment did you buy when The survey revealed that you began operating?

Juke boxes Bulk venders 13.0 Pinball games 59.f Cigarette venders 9.0 Arcade pieces 18. Kiddie rides Candy venders Shuffle games Other vending Scales Bell machines

"Of this group," the survey se forth, "the average operator wa most likely to start with phono graphs or pinball games.

"The average operator likewise started with more than one type of equipment—few were exclusive as the total of 181.4 per cent indicates."

For comparative purposes, the group was asked: What type of equipment do you operate today? Here are the answers:

						- 3	Per
						(Cent
Juke bo	oxes			 			80.3
Bulk ve	nders	15		 			11.6
Pinball	games	8		 			65.4
Cigaret			S		٠.		18.9
Arcade	pieces						41.1
Kiddie	rides						6.9
Candy	vende						6.1
Shuffle	games	3					5.8
Other v	ending	9					6.9
TOTAL							43.0
"Two	fact		are				the
survey							

increasing diversification within the coin machine operating business, demonstrated by the increase from 181.4 to 243 per cent."

"Diversification as used here," the survey continued, "means the

nearly half the operators (48.77 Here's a breakdown of the per cent) entered the business in 1941 or earlier; 8.72 per cent came in between 1942 and 1945, and 42.51 per cent from 1946 to

> The longer an operator has been in the coin machine business he more likely he is to be perating some juke boxes, the urvey showed. Of those operitors in the business in 1941, 86.5 per cent have phonographs Among those operators who tarted in 1952, 64.3 per cent now nave phonographs.

> Equally significant was the in crease in the number of operators who have pinballs in their routes -from an average of 59.6 per cent at the start of their operating career to 65.4 per cent in 1953

(NEXT WEEK: Is the trend toward still further diversification in the coin machine operating business? Don't miss the third in this series which will appear on the first Coin Machine page next week.)

Rock-Ola Appoints New Assistant to President

CHICAGO, April 4.-David C. Rockola, president of the Rock-Ola Manufacturing Company, announced the appointment of James J. Sears, vice-president in charge of purchasing, as assistant to the president. Sears will be succeeded by William F. Haldeman, who was promoted from planning head to director purchases.

William M. Barker, formerly of the Charles Bruning Company, Inc., Chicago, has joined the Rock-Ola organization as head include Rondo, Abbey, Parade, of the planning department.

Peru, Columbo

Continued from page 141

music boxes are purchased outright by the locations from importer-distributors and generally include a one-year free service contract.

Ramos noted that of all the countries requiring conversion work on juke boxes made in the United States, the simplest is for Colombia. The Colombian 5-cent coin, Ramos explained, is so nearly like the nickel that there is only a minor conversion job involved, and fewer subsequent breakdowns than in other countries.

In Peru, on the other hand, the one-half sole, which is the coin used in music boxes, is nearly as large as the American half-dollar and consequently entails more work in the conversion process.

A native of Cuba, Ramos looks forward to becoming a naturalized American. He says the average American cannot really appreciate the high standard of living which prevails here, until he visits other countries. In housing, food, recreation, clothing -indeed, in the entire mode of living-America is far ahead of other nations, he pointed out.

Diamond Adds Tempo To List of Labels

LOS ANGELES, April 4. -Diamond Record Distributing Company, headed by Abe Diamond, has added the distributorship of Tempo Records to its list of labels. Other record lines to be handled also in Southern California and recently acquired, include Republic, Flair, and Fiesta.

The acquisition of the Tempo line as well as the others rounds out the distributorship for the company. Other representations trend toward operating phonographs, games, venders and other equipment in combination as April 6. Sears has been with Dance, Vita, Gilt-Edge, Vogue, opposed to operating any single type of machine exclusively.

"Secondly, note the steady increase in the percentage of operators who own juke boxes."

"April 6. Sears has been with bance, vita, Gitt-Edge, vogue, Opus, and Skylark. Children's records by Star Bright, Voco, Belda, and Rexford Book of Knowledge are also stocked in quantities.

ROCK-OLA MANUFACTURING CORP.

is happy to announce

the appointment of

J. ROSENFELD COMPANY

3200 Olive St. • St. Louis, Mo.

as its

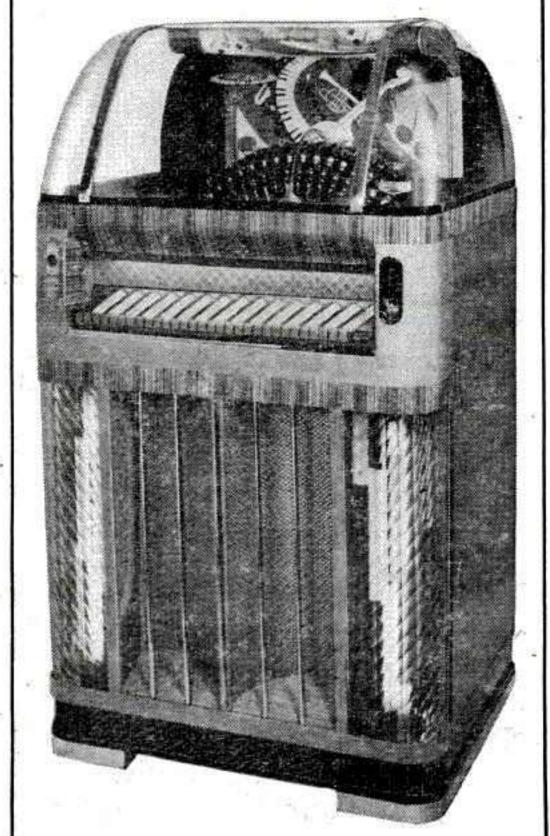
Exclusive Distributor

SOUTHERN ILLINOIS

and

EASTERN MISSOURI

SEE! HEAR! THE ROCK-OLA FIREBALL



120 Selection **PHONOGRAPH** Jack Rosenfeld says . . .

"Help Me

Celebrate!"

OPEN HOUSE PARTY

SATURDAY & SUNDAY

APRIL 11 and 12

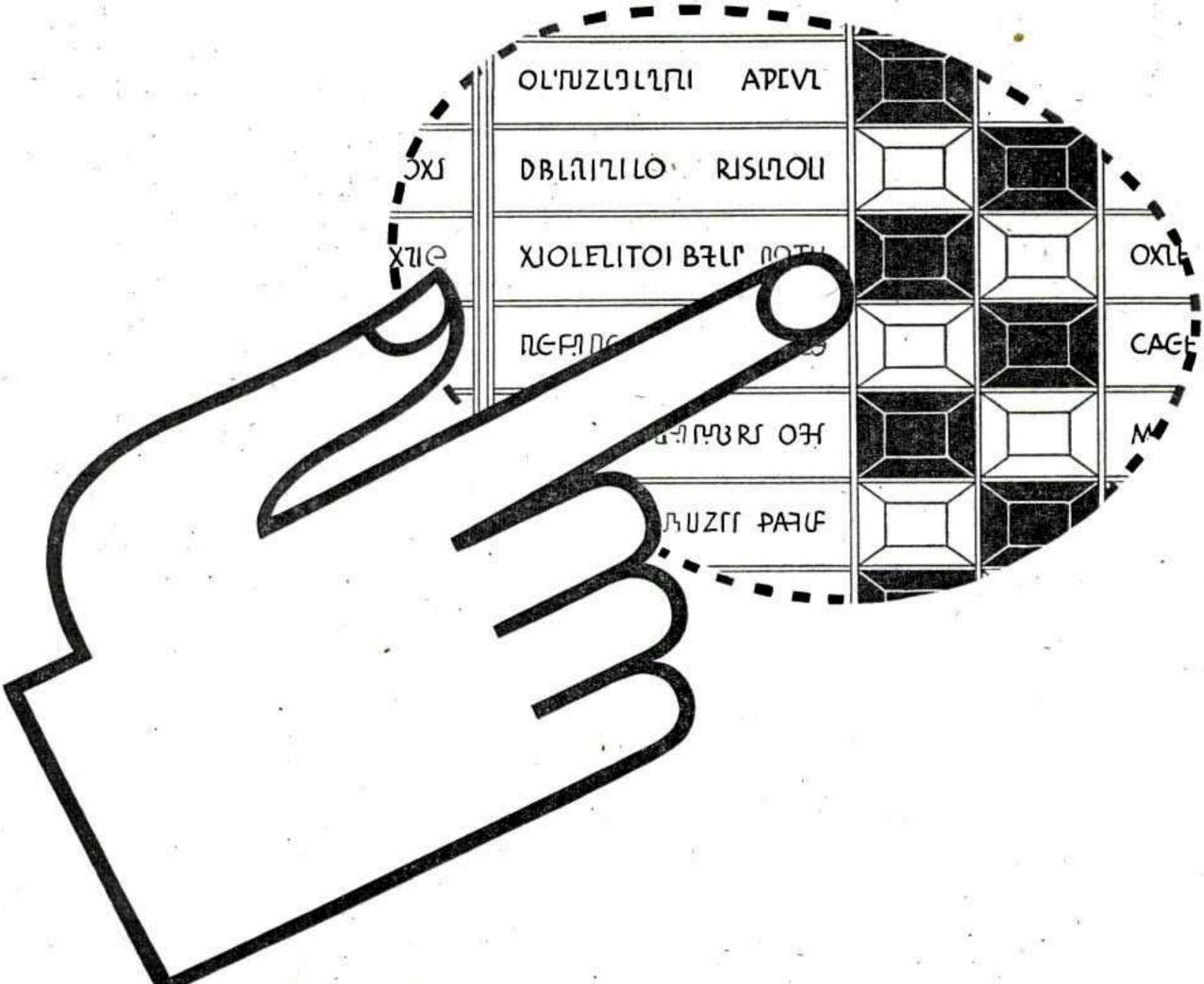
"Everybody Invited"

SUFFET—

REFRESHMENTS-

ENTERTAINMENT!

Access that the second



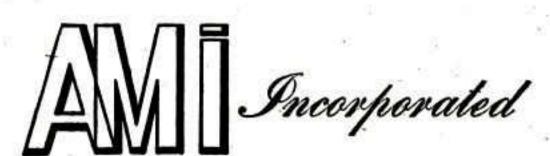
Folks read with their fingers

Next time you have a chance, watch how people read.

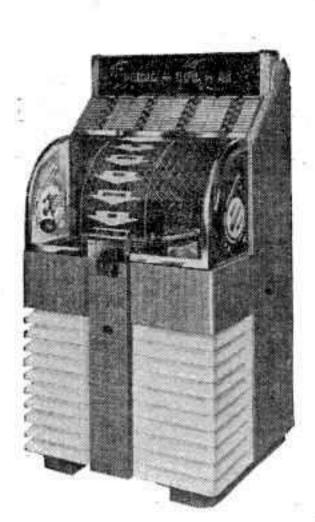
You'll note how many use a finger to keep their eyes in line with the printed message.

The AMI juke box takes advantage of this reading habit, puts the selector button right where eye and finger meet.

Fumbling and forgetting never delay the play on an AMI juke box, where every title strip is alongside its own single button.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.



- Location Landing Features
- ▶ Play Stimulating Beauty
- Compact Cabinet
- ▶ Low Price

Famous Wurlitzer 48-Selection mechanism in a more compact version in a more compact of smaller is adapted in Model use phonograph is adapted through this phonograph RPM play through Trays. This phonograph Deep-Indent Trays. This phonograph is also available as Model is also available featuring 78 or 45 RPM play featuring 78 or 45 RPM play.





STRIP HOLDERS
STRIP HOLDERS
WITH SINGLE
WITH SELECTION
BUTTON SELECTION
Fast, accurate selection from 48
tunes through twin title strip holders
tunes through twin title strip holders
divided into four program classifications. Assembly includes scratchtions. Assembly includes button,
proof coin slot and reject button.

FAMOUS ZENITH

COBRA PICK-UPS

Still a Wurlitzer exclusive. Assures

minimum surface noise, increased

minimum surface noise, increased

tonal brilliance, at least 1,000 more

tonal brilliance, at least 1,000 more

plays per record without impaired

plays per record without sand plays

fidelity—many more thousand plays

per stylus.



WURLITZER 1500

Only phonograph in the world playing 104 selections on 45 and 78 RPM records intermixed. Absolutely tops for top locations—in play appeal and earnings.

/wrlitzer 1650

48 Selections—Straight 45 RPM Play

Also available as Model 1600 — 78 or 45 RPM Play

See Your Wurlitzer Distributor

The Rudolph Wurlitzer Company . North Tonawanda, New York

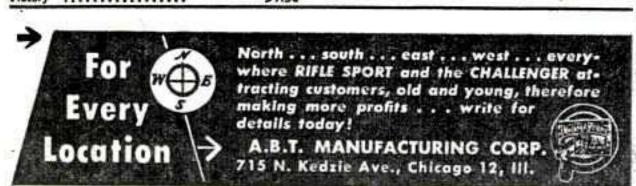
THE BILLBOARD Index of Advertised Used Machine Prices

155111

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as the greatest single promotion in 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 will be co-sponsored by the Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

THE STATE OF THE S	Issue of	Issue of	from at	Jeens of
-	April 4	March 82	Issue of March 21	AL'Ansie of
AMI				25
Hideaway	\$225.00 249.00 265.00 294.50	\$275.00 95.00 225.00 249.00 260.00	\$275.00 249.00 260.00 279.50 325.00	\$275.00 249.00 260.00 265.00 279.50
Model B	295.00 325.00 375.00	325.00 350.00 375.00	349.50 395.00	325.00 395.00 425.00
Model C	394.50 394.50 395.00	425.00 395.00 399.50	425.00 395.00 399.00	399.00 399.50
	399.00(2) 429.50	425.00(3) 450.00	445.00 450.00	445.00 450.00
Singing Tower	39.50	450.00		
CHICAGO COIN Hit Parade	129.50		7	
EVANS Constellation	284.50 395.00	275.00 375.00	275.00 395.00	275.00 395.00
MILLS Constellation	129.50		149.50	149.50
PACKARD Manhattan	79.50 99.50		79.50 129.50	79.50 129.50
Model 7	69.50		79.50	
ROCK-OLA Commando	39.50		*:	-4
Deluxe	39.50 49.50			-
Premier	39.50 375.00		WAST COORSE	
Rocket 50-51	39.50		95.1	395.00
1948 Blonde	79.00 85.00 94.00 119.50	295.00 79.00 85.00 94.00 119.50	295.00 79.00 79.50 94.00 99.50	79.00 94.00 99.50 125.00
1426	129.50 -114.50 115.00	125.00 115.00	125.00 89.00 99.50	119.00(2)
	119.00(2) 149.50 169.50 199.50 225.00	119.00(2) 149.50 150.00	119.00(2° 150.00	150.00
1428	249.00 375.00 395.00	225.00 249.00 375.00 395.00	275.00 379 50 395.00	275.00
1434	449.50 495.00	425.00 495.00 499.00	479.00 499.00	395.00(2) 499.00
	499.00	36		477.00
SEEBURG Casino	39.50	70	15	
H 146 Hideaway	89.00 159.50	89.00	89.00	89.00
H-146 M Hideaway H-147 Hideaway	75.00 89.00 115.00	75.00 89.00 115.00	75.00 115.00	75.00 115.00
H-147 M Hideaway H-148 M Hideaway	125.00 159.00 199.00	125.00 159.00 199.00 199.50	199.00	199.00
H 148 M	199.50 39.50	(tensorial)		
Lo Tone	795.00	795.00	795.00	795.00
M-100 B 45 RPM M-100-A 78 RPM	774.50 775.00 574.50	775.00 575.00 595.00	775.00 575.00 595.00	775.00 595.00(2)
	595.00(3) 649.00	649.00(2) 675.00	640.00 649.00(2) 675.00	649.00(2) 650.00 675.00
Plaza	39.50		199.50	
146 146 Hideaway	111,000	150.00 150.00	150.00 150.00	150.00 150.00
146 M	99.00 119.00 125.00	99.00 119.00 125.00	125.00 129.00	125.00 129.00
146 S	119.00 125.00 124.50	119.00 125.00 175.00	125.00 129.00 175.00	125.00 129.00 175.00
147 M	125.00 140.00 149.00	125.00 140.00 149.00	140.00 149.00	140.00 149.00
147 S	140.00 139.50	140.00	140.00	140.00
148 Hideaway	185.00 200.00	200.00	96	. 8
148 M 148 Blonde	****************************	200.00	250.00	195.00 250.00
148 ML Blonde	225.00 229.00	225.00 219.00	225.00	225.00 239.00
148 SL 1941 Hideaway	199.00 49.00	199.00 49.00	219.00 49.00	219.00 49.00
1946	129.50 149.50		129.50	129.50
1947 Hideaway	129.50 169.50	169.50	169.50	169.50
1948 HideawayVogue	129.50 225.00 39.50	225.00	225.00	225 OC
WILLIAMS Music Mite	49.50 75.00	75.00		
WURLITZER	39.50	_ 10.8	0	
700	49.50 69.50		49.50 69.50	49.50
750 E	89.00	54.50	69.50	69.50
950	39.50	2017/12/2007/47 92:07	110 00 110	110.00
1015	119.00 125.00 135.00 149.50 150.00 169.50	109.50 119.00 125.00 129.50 150.00(3)	119.00 119.50 145.00 150.00(2)	119.00 119.50 150.00 160.00 169.50
1017 Hideaway	115.00 129.50	99.50 115.00	169.50 115.00	115.00
1080	125.00(2) 149.50 150.00	140.00 150.00	95.00 125.00(2)	125.00 140.00
1100	250.00 269.00 294.50 295.00(3)	229.50 250.00 269.00 275.00 295.00(3)	225.00 229.50 269.50 275.00 295.00(3)	269.00 269.50 275.00 295.00(2)
1250	350.00 389.00	350.00 369.50	395.00(3)	299.00 389.00
Fictory	394.50 395.00 39.50	389.00 395.00(2)	389.50 379.50 369.50 325.00	395.00(3) 399.00
	24.30			1 77.70



SECOND HIT FETE SET FOR APRIL 11

the April promotion push in full will make an appearance. swing, Cleveland is making plans for its second Hit Tune Party at 2 p.m. Saturday, April 11.

Ohio State Phonograph Owners' Association, announced that there was a possibility the event might be televised. It has been termed the area; 2,000 special cards have the juke box industry and again Cleveland Press.

To date commitments to appear have been received from Brothers, Coral; Buddy Greco, also on Coral, and Bobby Wayne, of Mercury. There is a possibility

CLEVELAND, April 4. - With | Billboard's Honor Roll of Hits.

The full range of promotion is in effect on the "Hit Tune for April." Tony Bennett ran off with first place honors with his Jack Cohen, president of the hio State Phonograph Owners' Will Ever Know." Title strips of the speciation appounced that there more than 3,500 juke boxes in been displayed in restaurants, taverns, busses, and street cars, and a special full-page ad is being placed in the Cleveland Press.

May Hit Tune Party show in-The Four Lads, Columbia; Ames cludes Henry Levine, best rethat Patti Page, Mercury artist, whose latest record, "Doggie In the Window," is No. 1 on The Street," and Johnny Andrews, plause, checked on an audiometer, will determine the new Bandwagon" show over WTAM.

Hearing Set

Continued from page 142

Superior Court for an injunction to restrain the union from picketing his locations. The complaint also asks \$50,000 damages.

Ricklin claims that he already is a member of the AFL Package and General Utility Drivers Union, Local 396, a division of the teamsters organization.

Judge Daniel Stevens issued the restraining order in Superior Court Saturday (28).

Ricklin's suit also named the Vending Machine Owners Trade Group of California, Inc.

Local talent appearing on the Joe Mulvihill, 1100 Club deejay, will act as master of ceremonies. In picking the Hit Tune for membered for his NBC show of May, another batch of 10 un-the late '30's, the "Chamber released records will be played released records will be played Music Society of Lower Basin for the audience. A vote by ap-

Why LOCATIONS Prefer EVANS' PHONOGRAPHS

From the very first days of operation Evans' Phonographs inspire location confidence. The reason may be stated in one word . . . DEPENDABILITY! Evans' Phonographs keep patrons pleased and playing, thanks to trouble free mechanisms and rich, true-to-life tone reproduction. In Evans' locations there are no frequent emergency service calls to disturb normal business routine. And as days grow into months, Evans reliable Quality is emphasized, again and again, in consistently satisfying revenue for both locations and operators.

ON DISPLAY AT YOUR **EVANS DISTRIBUTORS** 100-SELECTION

50 RECORDS

and

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

OPERATORS: Ask your D'stributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.



H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

How Was Your Timing on.

"Dancin' With Someone"

State

Teresa Brewer Coral 60953

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to fime your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money only the winners for too play the year around

Yermie Stern, 2 E. 45th St., New York 17 Please start sending me_ cards of Billboard's "Best Buys" to cost - for 3 full months. Payment is enclosed. Name Address Zone City.

Spotted as a Billboard BEST BUY

MARCH

Title Strips Ready for Top **Juke Profits**

MARCH

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)	(for 3 months)	Cards (per week)	Cost (for 3
20 (400	strips)\$ 9.00	70 (1400	strips)\$29.00
	strips) 13.00		strips) 33.00
50 (1000	strips) 17.00 strips) 21.00		strips) 36.00
G0000000000000000000000000000000000000	strips) 25.00	100 (2000	strips) 39.00



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

The Only Phonograph

with 120 SELECTIONS

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

. 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, lowa

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, III.

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. 211 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 Sc. Blvd., Charlotte, North Carotina

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

Qualified "Fire Ball" servicemen hold

this Rock-Ola Workshop Certificate

assuring you highest quality service attention whenever necessary

> 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

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

608 Johnson Street Amarillo, 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

ROCK-OLA MANUFACTURING CORPORATION

"The Industry's Greatest Phonograph Achievement" 800 North Kedzie Avenue

Chicago 51, Illinois

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A A CONTRACT CONTRACTOR

By Gotham Walkout

120 AFM Servicemen Strike Against Int. News; 9,000 Units Are Affected

120 employees of Interborough wage is \$66 a week, but added News Company here went on strike that "the average employee has Wednesday (1) leaving over 9,000 been on the job about 20 years" venders on the New York City and charged that length of service Transit System without service, is not considered a factor in com-Strike was called by Vending Ma- puting the weekly wage. chine Service Employees' Union (Local 20650, AFL).

According to Interborough officials, the walk-out will affect the maintenance of all gum, chocolate, contract, but that this was not acpeanut and scale machines in the ceptable to the union. city's subways. Soft drink venders, however, will not be affected as they are not operated by INC.

"Out of Service"

Printed notices to the effect that vending units are "temporarily been in 1949, and that out of service" are being placed for only three days. by company supervisory personnel Meanwhile, a spokesman for on every vender affected by the Interborough said "the company,

izer, said the servicemen are striking for a three-week vacation a year and for wage increases of from \$10 to \$12 a week. He said that the last wage increase, amounted to \$6 a week.

NEW YORK, April 4.— About He said that the current basic

INC's contract with the union, signed in 1951, expired March 31, Burke explained. He said that the company had offered to extend the

Last Strike in '49

Burke pointed out that relations between Interborough and the union had been fairly friendly in the past. He said the last strike had been in 1949, and that it had lasted

due to losses imposed by increased James Burke, the union organ- operating costs, is not in a position to effect a wage increase above and beyond the \$6 a week boost granted to the local in 1952."

He added that the matter had been referred to the New York granted in stages during 1952, State Mediation Board in an attempt to avert the walkout.

Subway Venders Hit Venders Watch House Hearings on Proposed Graduated Cigarette Tax

Simpson Bill Would Tax Economy Brands Less Than Standards, Widen Price Gulf

est the hearings of the House Ways 10 per cent of the market. and Means Committee on the proposed ad valorem graduated cigarette tax—a measure which would, in effect, tax the so-called "economy brands" less than standard brands and thus increase the price differential.

Wednesday (25) * the U. S. Treasury Department notified the House committee that it opposed any bill giving lower excise tax rates to economy brand cigarettes than to standard brands unless the differential could be set up without loss of revenue to the government.

Undersecretary Marion B. Folsom, in presenting the Trea-sury's position, said that his department would go along with an immediate tax cut on economy brands somewhat smaller than the reduction proposed by the pending bill. This, he qualified, was provided the cut was coupled with a slight increase in the excise tax rate on standard brands.

.Under the present tax reduction plan, Folsom declared that his department estimated if economy brands took over 5 per cent of the total market (they now account for less than 1 per cent), the Treasury would lose

The historic pattern of cigarette

vending has been to mirror public opinion as to cigarette tastes rather than to create consumer preference. In other words, vending machines, for the most part, limit their selections to the brands most popular in the area, with relatively few venders carrying either economy or premium-priced brands.

How the proposed ad valorem tax measure-introduced by Rep. Richard M. Simpson, Pennsylvania-would affect this pattern is a matter of conjecture, but some operators say that it could change consumer tastes to the point where there would be enough of a demand for the lower-priced brands to make it profitable to sell them thru vending machines.

Volume Drop economy brands did account for

WASHINGTON, April 4. - \$17 million annually; this loss a sizable part of the market, the Vending circles thruout the na- would increase to \$35 million a over-all dollar volume would tion are watching with great inter- | year if economy brands took over | drop, and also that the per-pack margin on vended economy packs would be small,

During the 1930s, makers of economy brands were able to account for considerable volume because of a 4-to-5-cent price differential below standard brands. As better times came, their market diminished; it is now a very minor part of the over-all market.

The Simpson bill, designed to give the consumer the opportunity to buy cheaper cigarettes, proposes that a special rate of \$2.90 a thousand, or slightly less than 6 cents a pack, be established for cigarettes manufactured to retail at not more than 13 cents a pack.

This 13-cent price includes the federal tax, but doesn't include State and local taxes.

\$4 a Thousand

The bill would continue the Others point out that if the present \$4 a thousand or 8 cents (Continued on page 152)

DIRECT SALE TACTICS

Bottler Cites 10c Price As Key to Location Sales

tration on direct sales of bottle purchase of equipment on a venders to retail outlets, rather monthly installment basis over than the usual split-income sys- a three-year period. Time paytem, has been pushed so strongly ments, naturally, involve interest by Donald Duck Bottling Com- charges. pany here that it has doubled local installations in less than a year.

Since early 1952, the Donald Duck organization has constantly promoted dispensing units on dime operation. It has justified this with retailers by pointing out that the 10-cent price would pay off the cost of the machine far more rapidly. Venders are sold quired. Under the system, many outright on a straight cash basis, outlets which have resisted the or at the rate of 50 cents per idea of owning their own bottle case dispensed. Another option (Continued on page 151) case dispensed. Another option

PEORIA, Ill., April 4.-Concen- available to retail outlets is the

Post-Sale Service Along with the outright sale of the machine, the Illinois bottler agrees to provide all repair and maintenance service for a period of one year. This is followed by a two-year period during which the bottler supplies mechanic's service without charge, but sells any new replacement parts re-

Per Machine Tax Removal

RALEIGH, N. C., April 4 .-David Henderson, a Charlotte, N. C., operator, appeared before the State Joint Finance Comittee last week to plead for the removal of per machine taxes on food and cigarette venders and

Representing the North Carolina Automatic Merchandising Association, Henderson, aided J. Melville Broughton Jr., Raleigh, said removal of the tax would result in greater revenue for the State. He declared that increased installations of venders would consume enough additional products so that the sales tax income on those products would offset the \$50,000 annual loss of the per machine tax.

Dramatizing his presentation, Henderson used large posters to illustrate his points. He said the State's tobacco and peanut industry would benefit indirectly as a result of the tax removal. Backed by sample venders carrying candy and cigarettes, Henderson also presented the committemen with candy bars, cigarettes, gum, peanut butter cookies and

Termination of the hearing, however, saw no action taken on ation. In addition to the April the per machine tax.

Cole Products Bows W. Coast Sales Plan

NAMA Announces April

Area Meeting Schedule

LOS ANGELES, April 4. - | To service the machines in this Cole Products Corporation teed area, Cole has appointed Western off its West Coast factory repre- Pioneer Sales Company, of this sentation plan and ended its city and San Francisco, to hanthree-city open house display of dle parts. The firm is known in the Cole Spa Magniflo and the refrigeration circles. Servicemen, Coffee Spa here Saturday (28), completely familiar with refrig-The two-day show was held at eration and Cole's systems, are the Rodger Young Restaurant- being franchised thruout South-Auditorium and was attended by operators, personnel directors and plant men.

The Colepak, a dual-flavor ice sample trade reaction. Cole ofproduction or marketing plans had been set as yet. The machine is a new model designed by one of the early producers of ice cream vending equipment.

The parent corporation in Chicago was represented by Albert. Cole, president; Richard Cole, vice-president, and Stanley Gaines, sales manager. Dick Sterns, Cole Equipment and Supply Company vice-president, and

announced this week by National

Automatic Merchandising Associ-

13 meeting, previously an-

ern California to handle calls. George Hatch, Cole's West Coast divisional manager, added that "a permanent school" would be cream bar sandwich or popsicle in effect for anyone wanting to vender, also was presented to study the systems. Special operator schools are also planned. ficials, however, said no definite Under the set-up, equipment buyers will have the services of factory - trained personnel. The men are to be stationed in the 43 trading centers of this part of the State.

Among the other personnel on hand thruout the show were Ed Phelps, sales manager, West Coast division; Joe Bailey, district manager; J. W. Close. John Catalano, Howard Smith; Ed. W. Knowes, San Diego; Frank Sy Foreman, head service engi-neer, were also present. Snodgrass, government contact, and O. A. Turman.

N. Y. Bill Would Restrict Sales of Vended Items

ALBANY, April 4. — Gov. | The actual wording of the bill Thomas Dewey has until Satur- and the Senate amendment do machines in New York State.

Known as the Brady Bill, the measure was passed by the Assembly, amended in the Senate in relation to prohibiting the use, and sent Governor Dewey for signature.

vending machines from which drugs, medicines or certain devices are sold."

Victor Intros Baby Grand All-Charm Vender

CHICAGO, April 4. - Victor Vending Corporation this week introduced a new model of its Baby Grand vender, specially designed to handle the larger Rocket charm. The machine, as a nickel all-charm unit, holds 500 of the special charms and is available in a package deal at \$24.50. This includes the vender at \$14.50 and one filling of 500 Rocket charms at \$10.

As is the Victor Vending custom, the Baby Grand Rocket unit is packed in cases of four units, at \$57, and with each case 2,000 charms at \$40 complete the which are a mechanical means to this development with little en- the location about the installalarger package for a total com- dispense what they already thusiasm — and it isn't merely tion of venders, he has an effecbination price of \$97.

It was pointed out that the Rocket charm could not be vend-

day (11) to sign Assembly Bill not specifically mention what Int. No. 411-a measure which products can be banned, but the would prohibit drugs and medi- language is broad enough to incines from being sold in vending clude anything from cough drops to toothpaste. The proposed measure is an

act "to amend the education law, maintenance or operation of

EXPLORING NEW FIELDS

Tobacco Jobber Interest Mounts In Diversified Vending Routes

By AARON STERNFIELD

NEW YORK, April 4. -Probably the most significant development from the vending viewpoint of the recently concluded convention of the National Association of Tobacco Distributors at Atlantic City (The Billboard, March 28) was the interest shown by tobacco jobbers. This was evident not only in tobacco and candy vending machines sell, but in diversified vending operations.

It has been estimated that merchandise.

perform this job.

However, soft drink vender difference. manufacturers such as Apco and

Non-Jobber Attitude

tobacco, and venders help them and to the non-jobber-operator isn't enough to make much

- What the non-jobbers are Spacarb reported that jobbers afraid of is the hold the jobber were taking more than a casual has on the location. For exinterest in their cup dispensing ample, many locations depend on machines, and many manufactur- the jobber's extension of credit ing executives said they talked to run their businesses. Shutting more like operators than whole- off of that credit could make it rough for the location.

Bargaining Weapon Non-jobber operators regard When the jobber approaches because the jobber might be able tive bargaining weapon. The Corporation of America, Tulsa, to undersell the operator on non-jobber has to present his will be joint chairmen. case strictly on his merits.

CHICAGO, Arpil 4.—The April | nounced, there will be six addischedule of area meetings was tional gatherings to round out the month's total.

> The first will be held Monday (9) at the Chase Hotel, St. Louis. Starting at 6 p.m., it will feature discussion of legislative matters, including certain vender tax proposals, and host operators from Southern Illinois and Eastern Missouri. Wendell Whitcraft, Automatic Beverage Company, St. Louis, will be chairman.

> As reported previously, the Monday (13) meeting will be held in the Mayflower Hotel, Washington, D. C. It will start at 2 p.m. and will host operators in Region III. Topics to be featured will be sanitation and PX problems. Meyer Gelfand, G. B. Macke Corporation, Washington, Region III chairman, will be chairman of the meeting.

The third area meeting, Thursday (16), is scheduled at the Skirvin Hotel, Oklahoma City, at 6:30 p.m. Main point of discussion will be PX problems.
Bert Strong, Oklahoma Vending Company, Oklahoma City, and Herb C. Ogle, Vending Machine

NAMA also announced dates ed in regular Victor models or other standard bulk venders. The charms are actually two-in-one; a simulated gold ring with inset stone and a marble inserted in the ring circlet.

In fact, most of the larger operators are on the manufacturer's direct list. In the case of the same, business transport that when the jobber and operators are the same, business transport that when the jobber and operators are the same, business transport that when the jobber and operators are the same, business transport that when the jobber and operator actions between him and the cigarettes to the jobber-operator of the jobber are not primarily those that aren't on the list, the difference in cost of a pack of cigarettes to the jobber-operator operator actions between him and the cigarettes to the jobber-operator operator actions between him and the cigarettes to the jobber-operator operators.

In fact, most of the larger and cities for the four additional favor of the jobber and operators are meetings planned during the fact area meetings planned during the fact area meetings planned during the fact operators. They operate venders difference in cost of a pack of cigarettes to the jobber-operator operators.

In fact, most of the larger and cities for the four additional favor of the jobber and operators. They will be held April actions between him and the cigarettes to the jobber-operator operators.

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Mr. Operator

VENDING MACHINES

he WORD for

NEW COMBINATION

ABY GRAND DE LUXE ROCKET CHARMS

Featuring all the earning power that can be packed into a Bulk Vender . .

Test locations show that ROCKET CHARMS and BABY GRAND empty in 4 to 5 days.

BABY GRAND holds 500 ROCKET BABY GRAND holds 500 1 Baby Grand DeLuxe (5c Play). \$14.50 4 Baby Grand DeLuxe.\$57 per case of 4 500 Rocket Charms. 40

Total cost of single deal \$24.50 Total cost of case deal . \$97

Your Gross Profit at 5c per play is \$50 per 1,000

again **VEND ROCKET CHARMS** LUXES and ROCKET CHARMS will send you back to your Victor LUXE WILL SPECIALLY BUILT BABY and again with repeat orders. A battery of BABY GRAND IMPORTANT: ONLY again and GRAND DE Distributor

This Is What Operators Are Saying About Victor's ROCKET CHARMS and BABY GRAND DE LUXE ...

Charms on test location in this area emptied on average of every 8 to 10 ... 12 Baby Grand Deluxe and Rocker Charms

C. B.-Green Bay, Wisc. "I made a net gross return of \$199.20 on Baby

Grand machines with Rocket Charms in 4 weeks

M. H.-Dallas, Texas

grossed \$172.10 for the past two months days." M. E.-Dallas, Texas

. we have just finished checking 8 machines with Rocket Charms and after commission . . we had \$93.90, or \$11.73 per unit for the first ten days."

V. R. H.-Dallas, Texas Charms) has grossed . . . \$150 during the two months it has been on location. . . " "This machine (Baby Grand with Rocket C. N.-Dallas, Texas

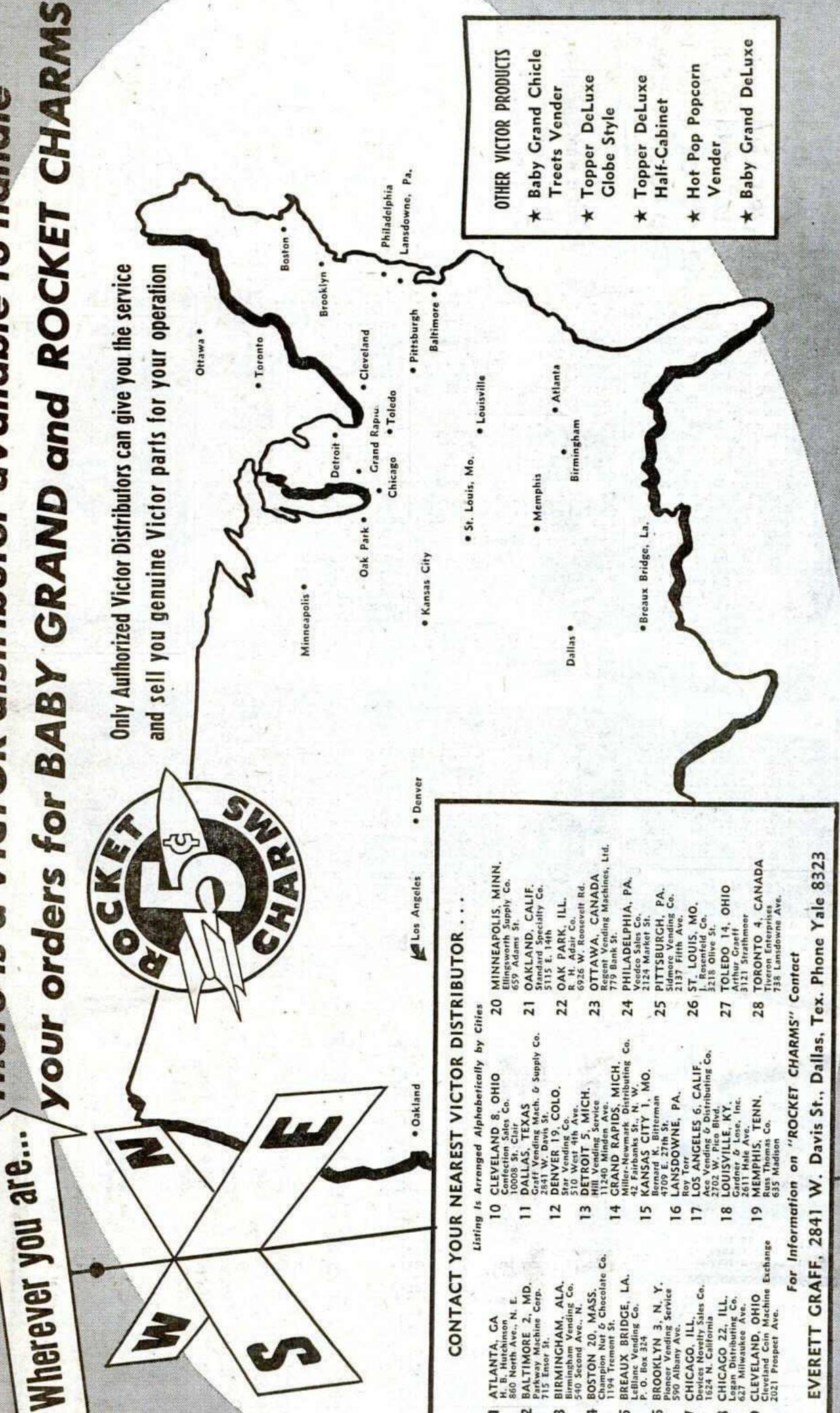
"... one of the finest money earners we've ever had on location. Baby Grand has been grossing with Rocket Charms has been grosabout \$12 to \$15 every ten days. . .

J. N.-Chicago, III.



Venders FR ine SO Famo anufacturers

5701-13 W. GRAND AVENUE CHICAGO 39, ILLINOIS



Champion Nut & Chocolate 1194 Trement St.

Birmingham Vending Co.

BREAUX BRIDGE, LA LeBlanc Vending Co. P. O. Box 324

BROOKLYN 3, N. Y. Pioneer Vending Service 590 Albany Ave.

CHICAGO, ILL. Devices Novelty Sales Co. 1624 N. California

CHICAGO 22, ILL.

CLEVELAND, OHIO Cleveland Coin Machine 2021 Prospect Ave.

ATLANTA, CA
H. B. Hutchinson
860 North Ave., N. E.
BALTIMORE 2, MD.
Parkway Machine Corp.
715 Ensor 5t.

The state of the s

THE NATION'S FINEST CIGARETTE VENDOR! 486

PACK CAPACITY Tear Out and Mail This Ad

for

Details



Smokeshop corp. (AUTOMATIC PRODUCTS CO.) West 57th Street, New York 19, N. Y.

BABY GRAND, 1c or 5c \$52.00 Case of 41 DELUXE MODEL \$57.00 Case of 4)

Spanish

Peanuts. 30 lb. ctns., 26¢ lb.

Virginia

30 lb. ctns., 32¢ lb. Dep. req. with F.O.B. Boston. Everything for the Operator at Lowest Market Prices! CHAMPION NUT CO.

"BIG PROFITS!"

Vendors and Jobbers CHEWING GUM LINE!

- ★ Cellophane Wrapped * Fresh from the Factory
- * All Flavors and Types-PLUS Bubble Gums-

Half of Standard Brand Prices

1c, 2c, 5c Items!

All sizes Ball and Vending Gum, Chlorophyll Gum. Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sixes __520, 320 & 250 per lb.

AMERICAN CHEWING PRODUCTS 4th & Mr. Pleasant . Newark 4, N. J

OPERATE

The KEENEY

DELUXE ELECTRIC

CIGARETTE

Electrical and mechanical perfection. Only 1 motor, 1 relay and 2 solenoids.

* 432 pack capacity in double columns dispensed after

* Super Change Maker, op-tional, handles nickels, dimes and quarters. Returns a nickel on 20¢ sale for a quarter. Returns a nickel on 25¢ for 3 dimes.

Gain These Distinct Advantages!

9 NATIONS TOP MARKETS

Canada, S. A. Biggest Importers; Europe Trails

continues to lead as an export ers, valued at \$228,655, were demarket for U. S. produced vend- livered during September, October ers, importing 30,124 units worth and November indicates that the

Skelton Dead; Helped Invent Cigarette Mach.

GLENDALE, Calif., April 4 .-Funeral services for Horace W. Skelton, 79, who was associated with William H. Rowe in the invention and development of the cigarette vending machine, were held here Thursday (31) in the Church of the Recessional, Forest Lawn Memorial Park. He died Thursday (26) in a local sanatorium.

Skelton and Rowe worked together in 1925 in devising the machine and were close associates, especially during the days when the Rowe unit was manufactured on the West Coast. In 1930, Skelton became president of the Rowe Service Company of Los Angeles, a post he held until his retirement in 1951.

A native of Lewiston, Me., Skelton owned and operated the Abbey Hotel here for 22 years before entering the vending machine field. He was a member of the South Gate Masonic Lodge, significance is seen as the basis Shrine, the Jonathan Club and include the realization that a the Oakmont Country Club.

Ed Chandler, former Rowe Lewis, formerly of that firm, were honorary pallbearers. Active pallbearers were Marion Ball people. of the Los Angeles Rowe Service; Clarence Ball, Long Beach Cigarette Service; Pete Johnson, Rowe Service bookkeeper; Ray Mengar, San Diego manager; Ed Moran, Salt Lake City, and Charlie Lipp, Rowe Service bookkeeper until 1951.

Skelton leaves a daughter, Mrs. ing. Florine Gammon of this city; a two great-grandchildren.

QUICKER LOADING

CHICAGO, April 4. - Canada | April 4). The fact that 12,754 vend-\$40,539 during the first 11 Canadian market is becoming even months of 1952 (The Billboard, more important: 17,370 units, worth \$261,984, were delivered during the preceding months, and were only slightly over the later three-month unit volume but some \$30,000 above that period's dollar

> Venezuela, also, held to second place as a volume importer of American venders. It imported 596 units worth \$78,244 thru November. Mexico held to third spot, importing 735 venders worth \$43,450. Cuba took 96 m chines for \$32,587.

Importing approximately 1,000 venders, valued at \$13,968, Belgium was the biggest European market for U. S. venders, Switzerland was next with \$8,584 and France with 100 units for \$1,770. Two South American countries rounded out the export market: Columbia, five machines fcr \$1,896, and Salvador with two venders for \$2,410.

Detroit Scene Of Increasing Route Interest

DETROIT, April 4. - Recent weeks have produced a flood of interest in vending on the part of potential new cperators in this area. The realization that vending is a modern trend of increasing Knights Templar, Al Malaikah for this interest. Specific factors transition point in local economic trends is approaching, and the Service manager, and Robert wider activities of manufacturers and distributors, bringing vending to the attention of more

> The general trend is strongly toward industrial operations as the rapid spread of coffee vending, typically, in this area has indicated. But there is a marked feeling that a virtual saturation point has been reached in some fields, especially cigarette vend-

In connection with cigarettes, sister, Mrs. Maude Powers, Albert Weidman, Weidman Na-Lewiston, a grandeaughter and tional Sales, pointed out there are approximately 10,800 machines on location in the city today, and that every location that can offer a profit seems to be well covered. Aside from the possibility of securing a location from a competitor or buying up an existing route, there is little room for expansion of cigarette operation here.

The trend is concentrating in the field of industrial package deals-for the relatively small plant with about 150-300 employees on the average.

Cautious Placement A caution against going into too large a plant is given by Weidman. The operator who gets one big plant is, proverbially, "putting all his eggs in one basket." On the other hand, the operator who has a dozen or so small plants, with a relatively few machines in each, is not too badly hurt if he happens to lose one, and can carry on his business without serious loss.

Weidman cited the experience of operators in one particular automobile plant, which looked inviting to vending operators from time to time. Three different operators "went broke" in the past 15 years, he said, because they suddenly lost the plant after servicing it for sometime. They found themselves with a large number of machines, and no place to put them. Such large plants, Weidman says, can best be handled by the large national operating firms, which can absorb the machines pulled off location by spreading them among their own installations in other cities.

Mills Promotes Engineers

CHICAGO, April 4. — Mills Industries, Inc., appointed Roy E. Anderson quality control manager and Ernest J. Prisbe supervisor of product development and research.

Anderson was formerly a quality control engineer with Mills, while Prisbe served as senior product engineer.

BAR WRAPPERS EMULATE MATCH **BOOK PROMOSH**

CHICAGO, April 4.—Cook Chocolate Company is taking a leaf from the match book manufacturer's ad pitch-it has copyrighted a new advertising medium, using the candy bar.

Herman Schmidt, sales manager, said the entire face of the chocolate bar wrapper (3 by 61/4 inches) is availble for advertising purposes. Copy, including photographs and sketches, will be reproduced in the wrapper. He said that advertising speciality jobbers would handle sales and distribution in all 48 States.

The special wrappers will be used on the firm's 3ounce all chocolate bar, Schmidt said.

Vancouver Ban On Cig Venders Stays: Council

VANCOUVER, B. C., April 4 -The City Council refused last week to lift its ban on cigarette venders despite the claim of a local tobacco jobber it would force small wholesalers to slash staffs to meet price war competition.

D. G. Renix, of Mainland Tobacco Wholesale, Ltd., said the vending machines "are our only salvation." He sought permission to install the machines in beer parlors, bars and private clubs, where, he said, they would be inaccessible to minors.

Renix said the smaller wholesalers were losing retail customers to the bigger outfit because of the current price war, which lopped up to 3.5 cents off a package of cigarettes in some stores, "We can't afford to meet that competition," he explained, "because it would leave us only 3.7 per cent gross profit. If we don't reduce our prices, we lose our customers to the big boys."

Renix said the price thru the machines would be 34 cents, the "prewar" price, and that retailers would be paid normal profit. In reply to a question, he also stated that there was no sign that prices would return to the old level.

Aldermen claimed that if the venders were licensed, they would spread to cafes and stores, making control over sales to juveniles impossible. Renix's application was rejected on a split

30 Ball Gum Venders Held; Seek Owners

KINGSTON, N. Y., April 4.-Police here are holding 30 ball gum venders waiting for the owner or owners to claim thembut so far no one has don so.

According to Police Lt. William Messing, the machines were seized recently on the grounds that they were gambling devices. He said the venders contained either winner balls or charms, both of which he charged were gambling devices.

Messing said the raid was conducted with the co-opera ion of the Ulster County District Attorney's office, but Howard St. John, the D.A., could not be reached for comment. His assistant, James Abernathy, said the local police were familiar with he details.

Messing said the location owners were in the clear as far as any legal action is concerned. He added that he believed the operator was from "either Brooklyn or New Jersey," but said police had not been able to locate

Banner Window Box

BROOKLYN, April 4. - The Banner Candy Manufacturing Corporation has introduced a new window box for its panned milk chocolate coated almonds.

The firm, one of the largest pan candy producers in the East, is headed by Harry Grunther.



JEWEL VENDOR Two compartment, 5¢, vends all bulk mdse,

Orig. cost \$29,50

Mills 1¢ Adams Gum, 6-Col. ...\$17.50 Exhibit Card Vendors, 1¢ 15.00 DuGrenier 1¢ Adams Gum, 4-Col. 17.50

NEW AND RECONDITIONED VENDORS PARTS, SUPPLIES, ACCESSORIES BALL GUM, CHARMS, NUTS EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog! 1/3 Dep. Req. With All Orders.

RAKE COIN MACHINE EXCHANGE

609 Spring Carden St., Phila. 22, Pa. Lombard 3-2676

IN STOCK VICTOR'S

New

Deluxe

Model

BABY

GRAND

CHICLE

TREETS

VENDOR

MODEL

BABY

GRAND

and

HEW

ROCKET

CHARMS

\$14.25

nachine

500

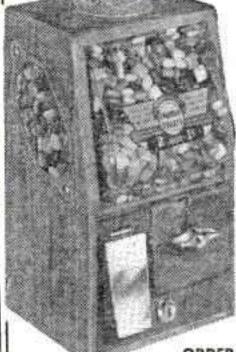
ROCKET

CHARMS

\$10.00

\$13.25

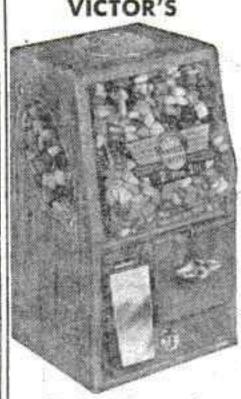
Ea. 100 or



ORDER TODAY VFFDCO SALES CO. 2124 Market St. Philadelphia 3, Pa.

Phone: LOcust 7-1448

VICTOR'S



Write for lowest prices on gum and charms

H. B. HUTCHINSON JR. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

VICTOR'S VICTOR'S Topper DeLuxe Topper DeLuxe Half-Cabinet Style Globe Style



100 or more 13.20 Ea.

PARKWAY MACHINE CORPORATION Baltimore 2, Md.







You too will need a *M.C. Truck like Sandy MacTight if you vend marbles. *(Money Carrying)

MARBLES

The Marble Season Is Here! NOW IS THE TIME

To Put Marbles in Your Machines AGATE-GLASS-ASSORTED COLORS Barrel of 50,000size 9/16 \$49.00 Barrel of 40,000size 5/8 \$39.00 Keg of 21,000size 9/16 \$21.00 Keg of 17,000size 5/8 \$19.00 Shipments made at once F.O.B. factory. Freight or truck, FULL CASH WITH

ROY TORR Lansdowne, Pa.

VICTOR'S

Topper Deluxe Half-Cabinet Style



Also Available VICTOR'S Topper Deluxe Globe, Style

 VICTOR'S Baby **Grand DeLuxe**

ery on all Victor Models. Time Payment Plan Available.Trade-ins Accepted.

\$14.25 \$13.25 ea. 100 or more All machines

chandise list. Prices subject to change without notice.

Pioneer Vending Service 570 Albany Avenue Brooklyn 3, N. Y. Phone: President 4-5358

WHAT ARE VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines, All Models in Stock Want more information? Write today to . . .

J. SCHOENBACH Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

SACRIFICE 50 1¢ ROWE 5-Col. GUM

MACHINES Ea. \$ 5.00 25 Sc ALMOND Venders
50 Sc SILVER KINGS, like new
50 COLUMBUS NUT
20 1c S.K. HUNTER Ball Gum
30 1c 2-Column Nut Venders

CAMEO 432 West 42nd New York 18, N. Y.

The Charm Center"

Introducing and Supplying the Latest write for Free Price List and Samples of Many New Items Never Before Advertised. Order All Your Charms From One Place—We Have Them at

LOGAN DISTRIBUTING CO. 627 Milwaukee Ave. Chicago 22, III.

10 A.B.T. CHALLENGER GUNS Ea. \$24.50 10 5¢ COLUMBUS NUT 5.00
10 5¢ SILVER KING NUT 7.95
25 1¢ HUNTERS (like new) 20.00
25 5¢ CEBCO 2-COL. NUT 10.00
- ALSO -
CASHEW BUTTS
VA. PEANUTS
BALL GUM 28¢ lb
VENDING CANDY
CASHEW WHOLES
ALMONDS
PISTACHIO NUTS
CHLOR. BALL GUM45¢ Ib.
CAMEO VENDING
432 W. 42nd NEW YORK 18

SAVE MORE MONEY-MAKE MORE MONEY

Subscribe to The Billboard TODAYI . . . see page 3 for rates

NO SAHARA

Drink Vender Quenches City's Thirst

PANAMA CITY, Fla., April 4. —Probably the most intense concentration of soft drink venders in the country is in this Northwest Florida resort area, according to C. A. Lawrence, manager of the local Nehi Bottling Company.

A count of venders in the community, which has a total tradingarea population of only 45,000, revealed more than 1,100 machines, Lawrence stated. Most of the venders are operated by four leading soft drink bottlers in the area, and in almost every instance, installations are accompanied by cigarette, confection and in many cases, ice cream

Because of the high percentage of vacationists along the Florida gulf coast, dime-operated venders have shown steady success, Lawrence pointed out-even the the 10-cent coin chute has met with disfavor in other Florida cities.

Union News To Increase Vending Role

NEW YORK, April 4. - Increased experimentation and expansion of the Union News Company's vending program was in-dicated in a statement made by Percy D. O'Connell, president of the American News Company, of which Union News is a subsidiary, to the stockholders at their annual

O'Connell said that in 1952, American had record sales of \$202,399,533, but that earnings dropped to \$3.18 a share from 1951 earnings of \$3.28 a share.

He said that payroll costs last year amounted to 70.4 per cent of total operating expenses, and that 92 per cent of the 1952 rise in operating cost was attributed to la-

Vending Operations

O'Connell pointed out that one of the greatest opportunities the company has to cut these labor costs is thru increased use of vending machines. The company's Union News Company operates food vending machines in transportation depots thruout the na-

Recently, Union News installed a Wittenbourg vender, a multiple unit made by a Danish firm, in Newark, N. J.'s Pennsylvania Station. Early reports indicates that the unit is grossing well. If the early grosses hold up, it is probably that more multiple venders will be installed by the firm in similar locations.

Commenting on the tax load O'Connell said that over the last 10 years the company has paid taxes equal to \$67.22 a share, while dividends amount to \$20 a share. Last year the firm paid out \$2,107,000 in dividends and credited to surplus \$578,000.

Direct Sale

Continued from page 147

enders have been sold, and it has been possible to "open up' many outlets heretofore considered impractical, Donald Duck officials claim.

"The 10-cent price is the entire While it is true that bottle volinception of the dime charge, it | 20 and July 20 respectively. invariably rebuilds during the the next few months. Relatively higher income at the location is extremely attractive to the usual retailer, and we have managed to establish the 10-cent vended price successfully thruout the territory."

Hub Headquarters

BOSTON, April 4. - Ben Palastrant, regional sales reprerecent expansion moves had dou-25 Huntington Avenue.

AND STILL MORE BLUE SKY

Promoters Busy in Mass.; Take 'Em and Leave 'Em

BOSTON, April 4.—Blue Sky deals in the sale of vending machine routes are being investigated by the Boston Better Business Bureau, which reported scores of no results. complaints over recent months.

In one case, a Peabody, Mass., resident reported he had answered an ad and was told the company secured locations, and if he spent 15 hours a week servicing them he would be assured an \$80 weekly income. He signed up for 40 gum and mint venders for \$1,922.50. If he were unable to continue the business, he said the company assured him it would take the machines off his hands.

When the machines arrived, he found that of the locations promised, three already had machines: three wanted Life Savers only; four had no suitable place to make installation; four had been told the commission would be 50 per two refused to allow installation as permission had only been tentacent of the gross, instead of 10; as permission had only been tenta-

The victim's report stated that he secured some locations on his own and installed 29 machines, leaving 11 idle. In a year's operation, he claimed his total sales were \$365.75, and his expenses were \$393.63, not including payment on the principal of the loan. He wrote the company to take the machines back or to get him a buyer. He received no answer.

In another case, Kenneth Backman, manager of the Boston Better Business Bureau, said a Braintree, Mass., man was told that sandwich vending machines would be installed in Boston's biggest plants and factories. Locations were assured. The firm gave the names of the plants and told the prospect that he would have to act immediately to get the choice locations as there were others interested.

machines, and finally discovered like period during 1951-'52. that the company had no contracts He added that some three and own locations.

Wrigley Re-Elects Officers, Adds 4 V-P's; Cites Sales

CHICAGO, April 4. - William Wrigley Jr. Company directors re-elected all executives and added four new vice-presidents at their annual meeting. New vicepresidents are Robert C. Butler, Robert E. Meany, Henry L. Webster and Robert L. Wilson. Webster also continues as secretary.

Re-elected officers are James C. Cox, chairman of the board; Philip Wrigley, president; R. Holcomb, first vice-president; A. Atwater and Frank Ellis, vice-presidents; E. Atwater, treasurer; Wendell Reid, controller; Lewis Harland, assistant secretary, and Arthur Sauer Jr., assistant treasurer.

Others named were Howard J. Cook, assistant vice - president; A. B. Perlin, assistant secretary; William J. Hagenah Jr., assistant to chairman of the board; Philip H. Erbes Jr. and Lewis E. Harland, assistants to the president, Philip K. Wrigley.

Wrigley stated that sales were running 1.6 per cent ahead of last year. The company aim, he said, was to increase over-all sales each year by 3 per cent.

The board of directors declared four monthly dividend payments of 25 cents on common stock, solution," a spokesman said. payable May 1, June 1, July 1 and August 1 to stockholders of ume may drop slightly at the record on Arpil 20, May 20, June

U. S. Hoffman Picks 6 New Directors

NEW YORK, April 4. - Six new directors were added last week to the board of the United Stat's Hoffman Machinery Cor-Palastrant Expands poration, manufacturer of the Valeteria, a coin-operated dry cleaning service.

They are William L. Pfeiffer. B. Bernard Greidinger, Charles Green, Herbert Malkin, Edward sentative of Apco, Inc., New D. Mitchell and Edward S. York, announced this week that Rodney. Nine members were reelected, including George E. Bowbled the size of headquarters at doin, president, and Albert C. Bruce, chairman.

He refused to accept the machines, contending that he bought the machines plus the locations and service. He sought restitution with

Many Bostonians have been victimized by the vending machine route sales racket, the Boston Better Business Bureau stated. The cases were only two of those reported; many others have never been reported.

As to the advertisements, which run frequently in Boston newspapers offering vending machine routes, there is no way for the newspapers to distinguish bona fide companies from fraudulent ones: However, the bureau does maintain information on firms which have been reported and offers this service to those contemplating buying routes.

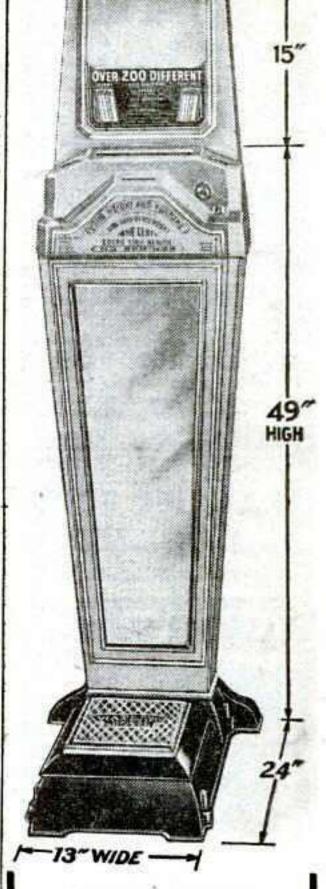
Apco 6-Drinker **Pulls in East**

NEW YORK, April 4. - Location surveys from the East indicates that the Apco six-selection SodaShoppe is more than doubling the volumes previously reported by the firm's three and four-flavor cup venders, according to Melville Rapp, firm's vicepresident.

Rapp said that one Eastern theater owner who operates in six States said that he had replaced his three and four-drink venders with six-selection units and that The Braintree man agreed to buy sales from November, 1952, thru seven sandwich vending machines February, 1953, had jumped from and their locations for \$5,000. He 42 to 58 per cent during the fourwaited for three months for the month period as compared with a

with the Boston plants where the four-drink machines had been remachines were to be placed. When placed with six-drink machines in the venders arrived in Boston, he an Eastern subway system and was told he would have to find his that the gross had jumped 72 per cent on those locations during the four months. However, he continued, wherever the venders were not replaced with six-drink units, the increase had been only 2 per cent over the like period in 1951-'52.

Rapp said the operators of the subway locations attributed the volume increase mainly to the interior illuminated escutcheon embellishments and to the interior illumination behind the flavor



WEIGHT 165 LBS.

DOWN

Balance \$10 Monthly 400 DE LUXE

PENNY FORTUNE SCALE NO SPRINGS

invented and made only by

Manufacturing Company

4650 W. Fulton St. Chicago 44, III. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



PHENOMENAL BABY GRAND DE LUXE AND 5¢ ROCKET CHARMS Tried and tested on locations for 3 months. This proven "sensational" money maker "opens" thousands of locations for you. Be the "first" to get started in your territory.

BABY GRAND DE LUXE AND 5c ROCKET CHARMS COST TO FILL ONLY......\$10.00

Order Today: 25% deposit with order, balance C.O.D. or send full amount and save C.O.D. charges.

BABY GRAND DE LUXE FOR 5c ROCKET CHARMS COSTS YOU ONLY......\$57.00 PER CASE OF 4 1,000 ROCKET CHARMS. BABY GRAND DE LUXE HOLDS 500 PER FILL.....\$20.00 PER 1,000

LOGAN DISTRIBUTING CO.

"THE CHARM CENTER"

627 MILWAUKEE AVE.

CHICAGO 22, ILL.

BIG ¾ INCH 8-BALL CHARM



VENDING MACHINES

A big BLACK 8-BALL, with a black-8 within a white circle. The real Bil-liard Ball 8-Ball, with a ring loop

Happy Days Are Here Again—this 8-BALL CHARM is making Operators Penny-Happy with empty machines.

\$15.00 per 1,000. F.O.B. Jamaica, N. Y. Or: At Your Distributor.

Several dozen Operators urged us to make an 8-Ball Charm. How right they were; how glad we are that we did.

SAMUEL EPPY & Co., Inc. 91-15 144th Place

CORRECTION OF THE PROPERTY OF

ANADIAN OPERATORS We are the Canadian



OAK'S VENDOR The finest in the vending industry

distributors for

We are now manu-facturing a complete line of charms, in-cluding the new multi-colored comic strips in Canada. Take advantage of the lower cost thus made available to you. Write for new price list.

940 Gerrard St. Toronto, Ont. Hargrave 2179

INTERNATIONAL VENDING CO., LTD. 501 Gladstone Ottawa, Ont. Ottawa 3-5782

CONVERSIONS

le convert all types of cigarette machines to 25¢ or 30¢ operation! CIGARETTE MACHINES

Unconditionally guaranteed! Silver quarter & King Size included, \$5.00 additional for 30c vending.

Rowe President, 8 or 10 Cols. \$125.00 Rowe Royal, 8 or 10 Cols.... 90.00 Rowe Imperial, 8 Cols.... 78.50 Uneeda "500", 7 or 9 Cols... 90.00 Uneeda Monarch, 6 or 8 Cols... 75.00

Parts for all machines available, All

our machines are factory recon-ditioned. 1/3 DEP., BAL. C.O.D.

JEM VENDING SERVICE 2147 76th ST., BROOKLYN 14, N. Y. Phone: Beachview 2-5159 or Laurelton 5-5506

New Fields

Continued from page 147

location are simplified and tie-in deals are possible.

Small Margin

While cigarettes are basic in the tobacco jobber's stock, he makes a small margin of profit on them; he gets much larger mark-ups on cigars and sundries.

Therefore, the tobacco jobber has two effective methods of getting and holding locations methods which cannot be practiced by the non-jobber operator. The jobber's mark-up on sundies is great enough so that he can offer a better break on these sundries to get or keep a location. Or else he can pull a reverse-offer a better break on commissions from venders because his sundry mark-up is high enough to make up the difference.

In many cases, jobber-operators have placed cigarette venders on location and have been pleased enough with the result to start thinking in terms of cigar, candy and drink venders.

Non-Jobber Advantage

The non-jobber-operator has one advantage over the jobber in this regard. The non-jobber depends on vending machines for his livelihood, and hence the good ones-the ones that stay in business-know the field thoroly and have the service personnel and parts to do the job properly. On the other hand, the jobber is apt to have fewer vending locations and fewer machines on location, and hence may be faced with service problems.

A Mississippi jobber-operator at the NATD convention said that at least 150 venders are required for a jobber to go into a vending operation and make it pay off. He said that, with a lesser amount of machines, the jobber would not do a sufficient amount of vending business to warrant the expense of the service personnel required to handle the venders.

It was also pointed out that a vending operation allows the tobacco jobber to use the same firm name for both his operating and jobbing businesses, and hence gives him the opportunity to make himself known in the community.

While no full-scale invasion of jobbers of the diversified vending field is imminent, the movement of jobbers into this type operation is marked and it is steady. It may well be that within a few ears, jobbers will account for a sizable percentage of the nation's diversified vending operations.

CONVERSIONS

THIS IS NOTHING NEW WITH US! WE CAN CONVERT ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c OPERATION.

SILVER QUARTER OPERATION

KING SIZE INCLUDED!

SPECIAL \$95.00

Uneeda Model 500, 9 col., 350 cap. Uneeda Model 500, 15 col., 425 cap. All cols, can be used King Size or Standard

Add \$5:00 to Above Prices for 30¢ Vending.

KING SIZE CONVERSIONS FOR ALL MODELS OF CIGARETTE MACHINES!

CANDY VENDOR

DuGrenier Candyman, with base, 72 bar cap. \$57.50

DuGrenier Model "S" cols., 210 cap. King Size & Silver Quarter operation included ...\$77.50

SPECIAL!

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

Vends

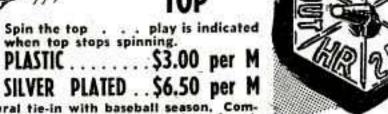
UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW ... RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y. • EVergreen 7-4568



BASEBALL TOP

Spin the top . . . play is indicated when top stops spinning. PLASTIC\$3.00 per M



A Natural tie-in with baseball season, Complete game of baseball may be played.

Hexagon-shaped, 34" diameter.
Plays indicated—(1, 2, 3 bases, home runand out). Embossed on top.

Everyone will love playing with this sensational top. Also: A complete line of charms and feature items. All charms F.O.B. New York City, N. Y. PAUL A. PRICE COMPANY, 55 LEONARD STREET, NEW YORK CITY 13

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders. only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Issue of March 14	sue of rch 21	100	sue of arch 28	10000	April 4	11.7	- V
\$5.95 7.45	7.45	\$5.95	6.95 7.45	\$5.95	\$49.50 7.45	5.95	Ace Shoe Shine Advance Model D Ball Gum.
5.95 39.50	5.95 39.50		5.95(2) 39.50		5.95		Advance No. 11
7.50 6.95	7.50 7.50	6.95	14.95 7.50	7.50 6.95	6.95		Machine
7.95	7.95		7.95	2015	7.95		Atlas Deluxe Nut Vendor
7.45 8.00 8.50	8.00 8.50	7.45	8.00 ° 8.50	7.45	8.00 8.50	7.45	Columbus, 1c
£2920	24/4/13				M2551276		DuGrenier Adams Gum,
17.50 45.00	17.50				17.50 62.50		(4 col.) 1c Du Grenier Candyman DuGrenier S (7 col.)
50.00 135.00	21 COSSILIZA		125.00				DuGrenier W (9 col.) Eastern Electric C-8
15.00(2)	.00(2)			14.50 1	5.00(2)		Exhibit Card Vendor 1c
85.00 95.00 95.00	95.00	85.00 95	95.00 95.00	85.00		85.00	Foot Ease (Exhibit)
49.50	49.50		49.50		95.00 49.50		Kirk Astrology Scale Kleenix 5c or 10c
828	54.50	- 3	54.50		54.50		Kwik Shoe Shine Machine
89.50 7.95 10.00	89.50 10.00	7.95	89.50 7.95	7.45	89.50 10.00	7.95	Marion Scale
7.45 B.50	8.50	7.45	8.50	7.45	8.50	7.95	though 15
7.45	7.45		7.45	30000	7.45	1.43	Master, 1c
17.50	17.50	2	17.50		17.50		Mills Adams Gum Vendor
45.00 89.50			89.50		89.50		Mills (5 col.)
16.50	16.50		16.50		16.50		Wills Candy (5 col.) Wills Tab Gum
			9.50		ALCOHOL:		Model V Cabinet, 1c
			8.95				Model V Globe, 1c
99.50	99.50	1.7	99.50		99.50		fational Electric
130.00	130.00		130.00		85.00 130.00	05.00	National 750
145.00	145.00		145.00		145.00		(ational 930
85.00	117-1200-21	25/6688			10000	+	Vational Candy 918
7.50(2) 7.95 13.95	7.95	7.50(2	2) 7.95		7.95	7.50(2)	Northwestern 33 Ball Gum Northwestern Deluxe
7.95 8.50	13.95 8.50	7.95	3.95(2) 8.50	7.95	13.95 8.50	7.95	lc and 5c
18.000	22-33				35,153		Northwestern Model 49,
69.00	12.50		12.50		12.50		lc or 5c
69.00 69.50	9.50(2)			69.00			TOTAL CONTROL AND INCOMPLETE A CONTROL OF STREET
07.00 07.50		39,50	07.50	67.00	69.50	69.00	Sop Corn Sez
	78.50	42.50	82.50		82.50		owe Imperial (8 col.)
		79.50 119.50					Authorite and Company and Company of the Company of
155.00		125.00	155.00		155.00		Rowe President (8 col.) Rowe President (10 col.)
68-00VE	98.00		90.00		90.00		Rowe Royal (6 col.)
130.00	130.00 95.00	90.00(2)	130.00		130.00	90.00	Rowe Royal (8 col.)
140.00	140.00		140.00	95.00	140.00	95.00	Rowe Royal (10 col.)
25.00 39.50(2)	39.50	×	39.50		39.50		Shipman 3-Way Stamp Vendor
	020120		18.50				Vendor
7.45	7.45 8.50		7.45 8.50	7.45	7.45		Silver King Ic Ball Gum
7.45	7.45.		7.45	7.43	8.50 7.45		Silver King, 1c or 5c
50.00	50.00		50.00		50.00		Siros Brush-Up
18.50	18.50		18.50	77	18.50		Stamp Vendor (4 col.)
62	87.50 92.50		87.50 92.50		87.50		Unceda Model A (6 col.)
	95.00		95.00		92.50 95.00		Uneeda Model A (8 col.) Uneeda Model A (9 col.)
125.00	125.00		125.00		125.00		Uneeda Electric (9 col.)
	80.00		80.00		80.00		Uneeda Model E (8 col.)
	80.00		80.00		80.00		Uneeda Model E (9 col.) Uneeda Model E (12 col.)
125 0	90.00) UPP (EPE)		A CONTRACTOR		Uneeda Model 500 (7 col.)
135 00	95.00 135.00	90.00	135.00	95.00	135.00	95.00	Uneeda Model 500 (9 col.).
10	90.00	75.00	90.00	10			Uneeda Monarch (6 col.)
79.50	110.00		110.00	o =	Ma interior	100	Uneeda Monarch (8 col.)
195.00	79.50 195.00		79.50		79.50		Unceda Monarch, 25c
27.50 49.50	49.50		49.50	×	195.00 49.50	45.00	J-Pop-It
		117	11.00	0.05			U-Select-It
11.00	11.00			7.73	11.00		VICTOR BADY Grand
11.00 119.50 160.00	11.00 119.50 160.00		119.50 160.00	7.73	119.50 160.00		Victor Baby Grand Watling Fortune Scale Watling 200 Scale

Venders Eye House Hearings

Continued from page 147

priced brands until April 1, 1954, when under present law the price on all cigarettes is slated federal government, will lose to drop back a cent a pack, or to \$3.50 a thousand.

It would provide a special rate of slightly less than 5 cents a pack or \$2.45 a thousand, after April 1, 1954, on cigarettes man-

of State and local taxes. Supporters of the proposed revenue. egislation argue that the existing ents a pack, exclusive of State to, sell at two prices. and local taxes, but that it comes

44 per cent rate. Revenue Loss a pack on the major popular- they'll have to stock them.

Opponents of the bill say the tobacco industry, as well as the revenue because, with the greater spread, more people will buy the economy brands and hence cut down on the total gross.

Supporters of the bill maintain that with less expensive cigarettes han 12 cents a pack, exclusive tion will increase to the poin where there will be no loss o

As far as the operators o traight 8 cents a pack tax works cigarette venders are concerned out to only 44 per cent of the the technical problems involved average price of those brands do not present a major barrier lesigned to sell at retail at 18 Machines do, or can be converted

While most operators are no o 53 per cent of the price of agreed as to whether the he economy brands. Under the proposed law would aid or hinder conditions of the Simpson bill, all their businesses, they do admit cigarettes would be taxed at the that if the economy brands ever do account for a sizable percentage of the over-all gross,

". . . I'M BUYING **NOTHING BUT 49s"**

"At the present time I have only a few Model 49s, but wish all my machines were the same. They keep nuts fresh and tasty, and are so easy to service. From now on, I'm buying nothing but 49s!" H. N. D., New York.



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Maddox Sales & Service 8814 Kensington Parkway Chevy Chase 15, Maryland Northwestern Sales & Service 440 West 42nd Street New York 18. New York

Northwestern Sales & Service 1198 Tremont Street Boston 20. Massachusetts Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland

Peanut Products Company 801 Second Avenue, Des Moines, Iowa Peanut Products Company 1123 West 21st Street Indianapolis, Indiana

Peanut Products Company 910 Harney Street. Omaha. Nebraska Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23. Pa.

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N.W. DeLuxe 1c & 5c Comb	13.95
N.W. =39 1¢ Parc	7.95
N.W. #33 1¢ Porc. B.G	7.95
Master 1c Bulk Porc	7.45
Master Se Bulk Porc	7.45
Master le & Sr Bulk Porc,	7.95
Columbus 1¢ Bulk	7.45
Silver King 1¢ B.G. or Mdse	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ 8.G	7.45
Advance #11 Mdse,	5.95

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Almonds 480 ct. 5 lbs. vac. pk. ...
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Communications to 188 W. Randolph St., Chicago 1, Ill.

KIDDIE RIDES

Detroit Mfr. Readies Pitch Mach. for Parks

Continued from page 140

lation baseballs but have a of device used in other batting rubber cover.

Batter-Up uses a new type of pitching device on which patents are pending. It is a simple mechanism, weighing only-160 pounds. Instead of the pitching arm type

Riteway Sales Sets Tank Ride For Delivery

NEW YORK, April 4.-Nat Cohn, president of Riteway Sales here, announced this week that the an outdoor location after a .ain. firm will have available for delivery a tank kiddie ride. The ride retrieved, rolling down the floor. is coming off the assembly line at A rubber strip along the base, Nascao, Philadelphia, for which prevents balls from clogging. Riteway is exclusive distributor.

Cohn said the ride fulfills the need for a light, inexpensive unit. It weights 170 pounds, is 24 inches the coin mechanism. Coin operawide, 46 inches long and 28 inches tion is especially suitable for high and sells for \$395. He said delivery could be made in about 10 days.

He said the body is made of a combination plywood and heavy as operating the golf driving Honolulu. gauge metal, with a mar-proof and range, is recommended. weather-resistant finish. The coloring is similar to the camouflage but bright enough to achieve a kaleidescopic effect.

Tank Action

rough terrain. The drive mech-trol of receipts. anism comes with a capacitor motor and gear reducer. Retractable casters are standard equipment.

make it possible for an operator tember was reported at \$170 per to move the unit from one loca- day.

games, the game uses a completely new mechanical principle.

Telescope

space requirement is 12 by 40 feet. The unit weighs 2,100 for two men.

The unit is of all-steel construction. The floor and the net construction are weatherresistant, and the unit may be readily placed back in service in

The balls are automatically

Dual Operation

Batter-Up is designed to be operated either with or without range, or any amusement center. Graham, Associated Sales, Toron-General supervision by an atten-

For non-coin operation, there is a switch box provided near the entrance, which can be installed in at least two positions and controlled by an attendant. The ride is mounted on a me- A scoresheet on a stand has been chanical base and its action is sim- devised. Numbering of scoreilar to that of a tank going over sheets allows an automatic con-

At Edgewater, operation at 15 cents was tried out, but the game proved so popular that the price Cohn said the small size, light was raised to a quarter. Play at weight and retractable casters the Michigan State Fair last Sep-

tion to another with ease, and also The Wilson firm is headed by allows the location owner to shift E. B. (Bill) Wilson, publisher of

PLAY HOLDS UP

New Chi Suburban Mart Proving Key Ride Stop

pounds, and can be easily drawn variety store and the Kroger arrival of mild weather. by an ordinary car. Assembly supermarket. Currently, those on takes approximately two hours location are Exhibit Supply's pet units find that play has approximately 1,500 cars. Busi-

4.—Rapidly growing into one of Rabbit, and Space Patrol, plus ping period and thru January, The whole unit is mounted on Northern Illinois' coin-operated a Space Gun and Memphis the two Rudolphs at Evergreen a 12-foot trailer, and the assem- ride locations is the newly de- Metal's horse. The department still are averaging over \$60 weekbly is constructed on a tc'escop- veloped market area here. Lo- stores-The Fair, Carson, Pirie ly, not too far behind Pete the ing principle, so that it folds cated on Chicago's Southwest Scott & Company, and Lytton's, Rabbit, which naturally should into a compact unit. The trailer Side, the shopping center was as yet have not acquired instal- have its greatest popularity durhas a demountable tongue, so opened last winter. It includes lations but it is believed they ing the Easter shopping period. that a minimum of space is re- branches of several of the Windy will have them soon. Still anothquired for the layout-actual City's leading department stores. er consideration for expansion on Evergreen Park's market area is Thus far the rides have been the ride set-up at Evergreen Park not surprising. Built in 1952, the concentrated in S. S. Kresge's is outdoor installations with the whole project was designed on a

> remained at exceptionally high ness traffic has increased in levels since their installation in recent weeks and location per-November. The the Rudolph ride sonnel claim this has been was originally considered a sea- partially influenced by the special sonal piece with anticipated peak facilities for the kids.

EVERGREEN PARK, Ill., April Rudolph the Reindeer. Pete the play during the Christmas shop-

The strong ride acceptance at modern note. It has two parking Operators of the center's mop- areas which can accommodate

Meteor Names 2

NEW YORK, April 4. - Al Blendow, sales manager of the Meteor Manufacturing Company, this week announced that two more distributors had been named to handle the Meteor line such locations as a golf driving of kiddle rides. They are W. C. to, and Arthur C. Schoen, Hawaii

> the plant is running at full follow suit. production, with orders set for two to three weeks in advance. Is the growth of the kiddle ride

No Conflict Seen Between Kid Rides and Multiple Units

NEW YORK, April 4. - While industry in retail outlets and in supermarkets and other retail outlets are considered the prime markets for the kiddle ride industry, without hurting each other? at least two amusement parks in the New York area-Palisades, dant, who has other duties, such Athletic Supply Company, N. J., and Rockaways' Playland, ride manufactures (see Spring Spe-Queens-have coin-operated ride Blendow said that Meteor can equipment, managed by an outnow-make delivery on its rides side operator on location, and there within two weeks. He added that is a liklihood that other parks may

funspots a thorn in the side of the operator of larger ride devices? And can the two live side-by-side

The answer to both questions, cial section), is no.

Little Effect

Virtually all the manufacturers queried said that the coin-oper-This poses a couple of questions, ated rides have little or no affect (Continued on page 154)

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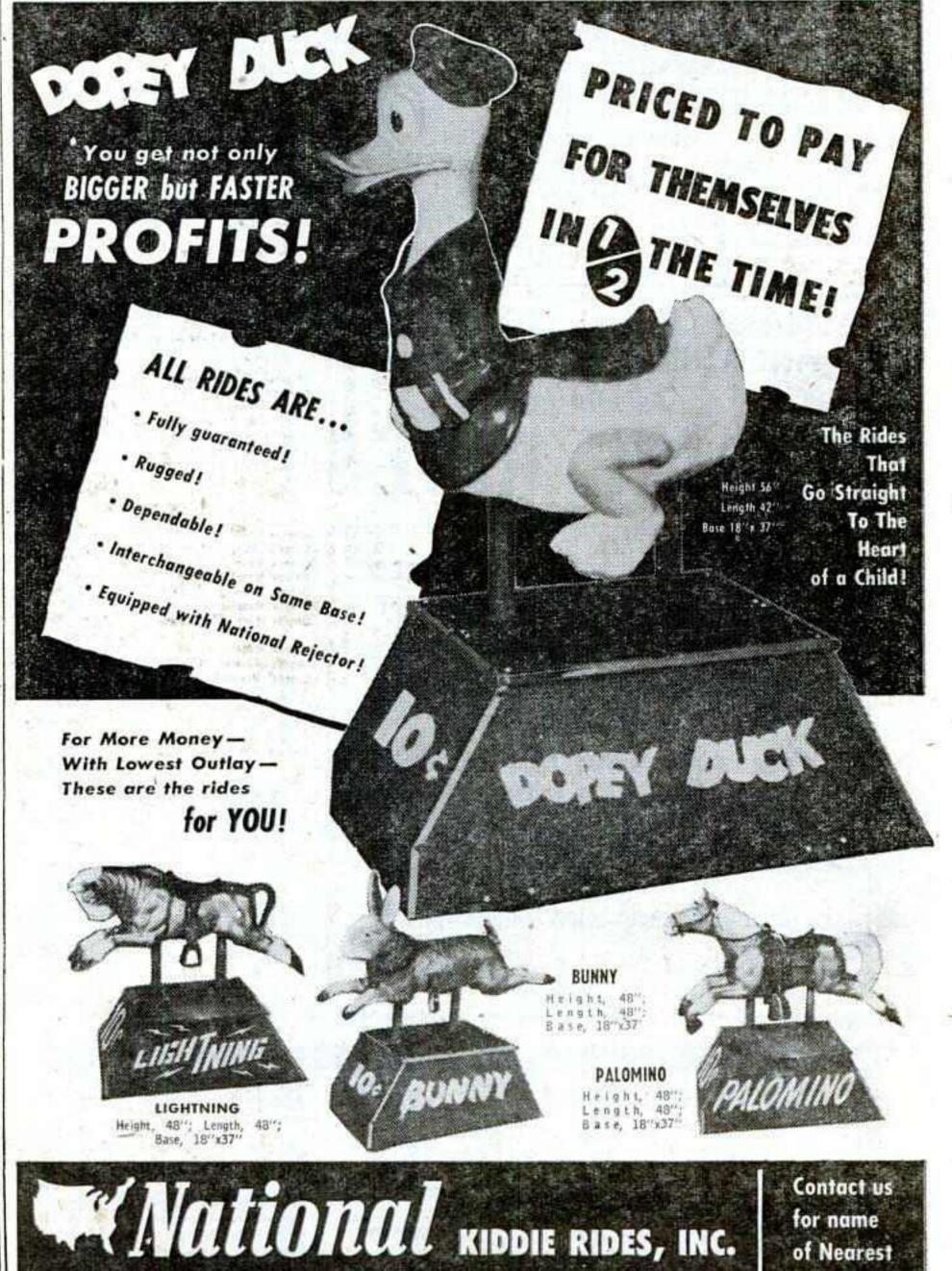


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Coinmen You Know

Chicago

Genco production of the Golden Nugget game has increased sharply in the past few weeks and deliveries are being made on a two-day basis. Sam Lewis states the faster service is due to an expansion of the production staff. Avron Gensburg has been busy expediting foreign deliveries. . . . Howard Pretzel reports sales on his firm's manual

KIDDIE RIDES

Russ-Con Gets Chain Rides

MONTREAL, April 4.-The Russ-Con Distributing Company this week received a truckload of kiddie rides destined for installation in the Loblaw chain of supermarkets thruout Canada. Russ-Con is the Canadian distributor of rides produced by Bally Manufacturing Company, Chicago.

Russ-Con also has started taking on rides to be used in the firm's Kiddieland now being completed in Belmont Park here (The Billboard, April 4). The park will feature coin-operated

The Bally ride line consists of The Champion, mechanical horse, and the Space Ship.

No Conflict

Continued from page 153

on the popularity of multiple rider units.

Many pointed out that coin-operoutdoor show business as supple- eighth and 10th frames. mental rides when the multiple unit rides are taxed to capacity

operated rides as well.

ARCADES

HORSES

881 MAIN STREET

ROCKETS.

BOATS

drink vender remained high. . . . Fred Morris, H. C. Evans & Company, reports interest in the firm's new amusement game, Saddle and Turf, at a high pitch.

Louis Casola, Midwest Distributing Company, Rockford, Ill., was a visitor at United this week. Louis' brother, John, is expected to return from Birmingham soon. He has been there visiting his ailing father. Billy DeSelm, Advance Automatic, of San Franready for distributor showings.

Art Weinand, Exhibit Supply, reports play on the Pete the week. Frank Mencuri, sales manager, returned to the office Friday (3) following an extended Eastern trip. . . . Les Rieck, Evans music division manager, reports production on the Century attention the past two weeks. . . . Wide Distributors. Sam Stern, World Wide head, is back from several weeks in Florida. . . . Fred Skor reports interest in the Rock-Ola music line at a new peak in this area.

New York

Milton Green, American Vend-Avenue next week. Bob Jacobs Charlie Katz. will be in charge of the New York office. Green will feature a conversion unit for all United games ated units are being welcomed in feature for the fourth, sixth,

It was cited that on dull days and retary of Amusement Machine Op- Company, is in a Long Island during periods of curtailed oper-erators of New York, announced hospital with pneumonia... ation, the automatic devices bring that the Board of Directors Wilbur Aronson, who operated in revenue without adding to the met Thursday (2). . . . Art Her- under his own name, is now man, Herman Distributors, says operating as United Play Ma-One manufacturer, the Eli Bridge sales of United Shuffle Alleys are chines, Inc. . . George Briggs is Company, Inc., Jacksonville, Ill., said that coin-operated devices shipment features a rotary wheel stimulate the major ride industry. Scoreboard. . . . James Crover, matic Music Company, recently At least one major ride manu- Crover Amusements, Keansburg, bought the Club Ebony, Lyndonfacturer, the H. W. Ewart Com- N. J., was a recent visitor at 10th hurst, N. Y. He threw a party pany, Compton, Calif., makes coin- Avenue. Crover just opened an- there Saturday (4) for local other Arcade at Keansburg.

PARKS

PRICED

RIGHT

BUFFALO, NEW YORK

Mrs. Harry Berger, wife of the head of West Side Distributors, presented Harry with a son, Richard J., Tuesday (24). Mr. and Mrs. Charles McAvoy, Poughkeepsie, N. Y., operators, were on 10th Avenue buying equipment this week, as were Marvin Amster, New York, New Jersey and Connecticut Kiddie operator, and Gertrude Brown, Paramount Vending, Beacon, N. Y.

United sales manager, also Runyon Operating Division, played host to Lou Wolcher, Newark, N. J., is in the process of house and parts departments have the old K-D Vending firm. Rabbit ride hit new peaks this been moved in, with the office set to move in soon.

Kaye, is in the hospital as a result of burns she sustained resteady. . . . Tte game, Irish Poker, | cently. . . . Jerry Gilbert, 14-yearhas been getting a lot of export old son of Al Gilbert, executive Phillips & Sons Company, La The new Williams game Deluxe Union, this week was granted his Baseball is on display at World radio ham's license. . . . Louis Rabkin, Seaside, N. J., Arcade operator, was on 10th Avenue buyopening.

Al Bergman, Sheldon Sales, Buffalo, was in New York last week where he attended the opening of National Kiddie Rides, Inc., newest factory representative on 10th ing Company, Brooklyn, will open Avenue, which is head by Heran office at 46th Street and 10th man (Hymie) Rosenberg and

J. P. Peters, Michigan Midget Movies, Detroit, was in New York which will have a double score recently to discuss sales plans Projectors.

George Ponser, executive sec- Bob Mishelow, Reliance Music operators.

Members who recently joined the Associated Amusement Ma-thine Operators of New York include Mrs. Geanne Jackson, Andrew Colombo, Irving Fenichel, Marvin Leibowitz, Art McAvenue and the New York Vending Com- of Gay Coin at the Hotel Sherapany. George Posner, AAMONY ton. Passanante is making plans executive secretary, says the or- to return to Florida for a short ganization is launching a drive Easter vacation with his family. for new members.

> Art Herman, Herman Distributors, reports that orders are heavy for Evans juke boxes and that his firm is behind in deliveries. . . . Max Waters, Wurlitzer Eastern district manager, visited Ray Young. Young Distributors, last week. Young says he expects shipments of the new Wurlitzers to arrive here soon and adds that advance orders are heavy.

Irv Kempner, Runyon Sales, and Max Klein, Yonkers, N. Y., operator, are in Florida vacationing. . . . Most 10th Avenue distributors report that business has picked up during the last two weeks and attribute the upsurge to the fact that operators are stocking up on equipment for their summer locations.

Jimmy DeMare, Highland Park. N. Y., operator, visited 10th Aven_e last week. . . . Jack Semel is vacationing in Florida. . . . Al Gilbert, executive secretary of the Coin Machine Employees Union, says that nearly 300 tickets have been sold for the union's annual dinner and dance at the Latin Quarter, April 19.

Milwaukee

Harry Jacobs Sr., of United, Inc., reports that the orders are continuing to roll in as a result of the excellent reception by operators of the new Wurlitzer bration presented in Syria unveiled here last week. United, Mosque. . . . Victor Abelson, of Inc., road salesman, Leonard Sheehan, keeps shooting in orders along nicely with present busiand is loaded with enthusiasm over the new item. Expected here this week to help keep the chine Company, says the future ball rolling is Bob Bear, sales looks okay and he is taking it manager of the Wurlitzer phonoeasy. graph department.

finding his desk too heavily loaded with work these days to get in a few rounds of golf. A good share of his burden is due to changing over a large number of the Mitchell Novelty spots to dime play... A new panel truck for the Metro Amusement ciggie route and a station wagon to accommodate Ted Curro on his music and games routes, have just been added.

Sam Hastings is back on the job after a nine-day vacation jaunt to balmy New Orleans. Hastings infos that his music routemen expect to launch a dime conversion program this month

... Red Jacomet, the West Allis music and games operator, is making plans for his projected fishing trip to Canada in May... moving into new quarters on Run- Nick Novasic sold his ice cream cisco. The firm's Cabana game is you Street. The building, former- vending machines and locations ly occupied by the General Elec- to the Supurmatic Company. tric Supply Corporation, contains Novasic purchased the ice cream-13,000 square feet. The shop, ware- ers about six months ago from

> Shortly after returning from a Florida vacation, Mr. and Mrs. Mrs. Nat Levine, whose hus- Jack Meehan, of Tri County band is associated with Irving Tobacco Company, Watertown, wended their way to Atlantic City to take in the NATD convention. . . . Irving Levy, Edward secretary of Local 465, Coinmen's Crosse, is still on the ailing list as a result of a skiing mishap.

> Rollo Potterville, Baraboo, Wis., has taken over the candy vending ing equipment for his Easter operation formerly handled by A. F. Peterson, also of Baraboo. Peterson will continue to specialize in cigarette machines, while Potterville will stick solely to the vending of candy bars in that territory.

Detroit

James J. Foley, who is with a Detroit manufacturing company, is starting in the coin machine business on a part-time basis, under the name of the J. J. with Sam Goldsmith, Capitol Automatic Merchandising Company. Foley is building a small route of four-column selective p-nny candy and nut venders, and plans to add other types of equipment.

> Joseph L. Cook, head of Detroit Amusement Company, has left for a short vacation in Florida, dividing his time between Miami and Sarasota . . . Mrs. Bessie Pappas has taken over active operation of the Pappas Music Company, following the death of her husband, Theodore Pappas, in December. A son, Pete, is assisting in the operation of the firm.

> James Passanante, head of Gay-Coin Distributors, returned from a vacation in Palm Beach and Miami, in time to attend the Monday morning Quarterly Bo-nus Breakfast for the entire staff

> Gordon Fruitman, formerly in the bar business, has established a small jukebox business under the name of the Gordon Music Company. His partner is Louis Fisher who, as owner of the Fisher Music Company, is one of the oldtimers in the local trade. . . . Calvin J. Smith, who has been a truck driver here, has started the J and L Music Company, a small juke route.

> Kenneth Styles, who formerly operated under the name of Styles Music Company, has moved to the north end of the city at 1241 Pingree Avenue, and has rechristened his firm the Jet Music Company. . . . Automatic Parking Devices, Inc., has been incorporated to function as a sales company in the field of coincontrolled parking equipment.

> Lou Nemesh, Music Systems, has been vacationing in Florida, while his brother, Joseph, Cleveland, was here to supervise Detroit activities. . . . Louis Garfield, who operates the Garfoto Company, a route of photo machines, maintains operating headquarters in Lorain, O.

Pittsburgh

For the sixth consecutive year, Louis M. Vinocur, brother of Morris Vinocur, pre-ident, Monarch Music Company, has been elected chairman of the all-star Hillel Academy Anniversary cele-Empire Distributors, is coming ness plans. . . . William Sopira, partner, Service Rental Coin Ma-

William F. Hamel, division Erv Beck, Mitchell Novelty, is sales manager, Cole Products, Inc.,

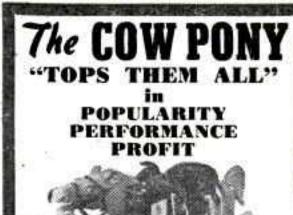
Vital Statistics Deaths

Joseph D. Dickman, 57, owner of Dickman Amusement Company, vending machine operation, died at his home in College Hill, Cincinnati suburb, Wednesday (25), following a brief illness. His widow, Mrs. Frieda Thurneck Dickman, four sons, two daughters and two brothers survive. Burial in Arlington Memorial Cemetery. Mt. Healthy, O., Saturday (28).

reports a greater interest than last year in cup venders. Locations believe the venders will help business. . . . Martin Glukow. operating around the East Liverpool area, has moved over into New Castle. Reports ice cream business is good. . . . The night of the big snow it took Mark Anthony Coccuzzi, of Character Charms, two hours to drive from Schenley Park to Brookline.

M. J. Abelson, Oak Manufacturing, has been on a trip to New York. . . . Sidney Weinstein, Sidmor Vending, reports vending machines in the cash-andcarry supermarkets are doing much better business in today's competitive market. . . . Eugene Wojack, partner, City Coin, is using the firm's former location on Fifth Avenue for storage puri oses.

Harry Rosen, head of Automatic Food and Refreshment Company, reports the best business today appears to work without the frills and fancies that go with business that comes from driving hard for increased profits. (Continued on page 156)





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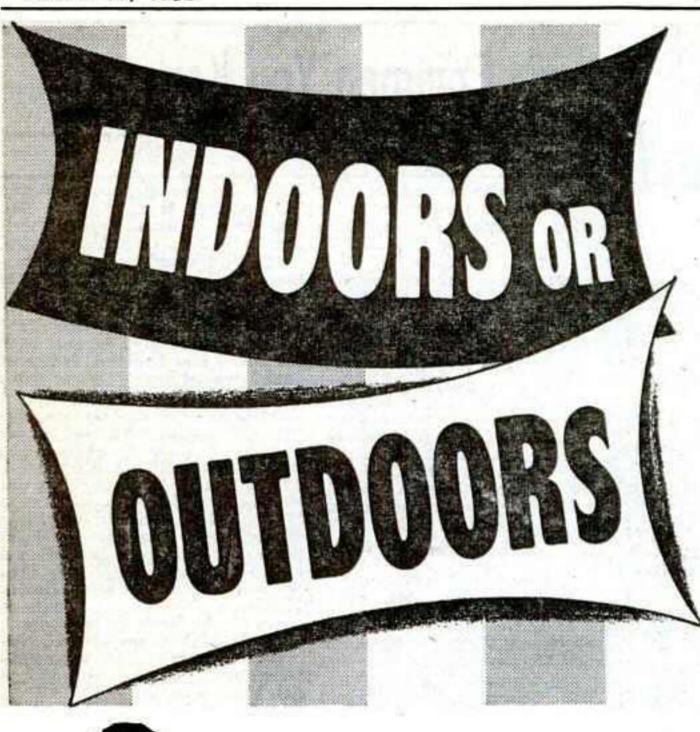
GENERAL OUTDOOR SECTION ON PAGE----?

MANUFACTURERS OF AMUSEMENT EQUIPMENT

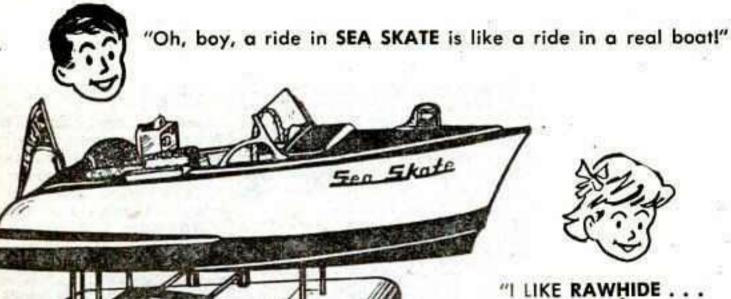
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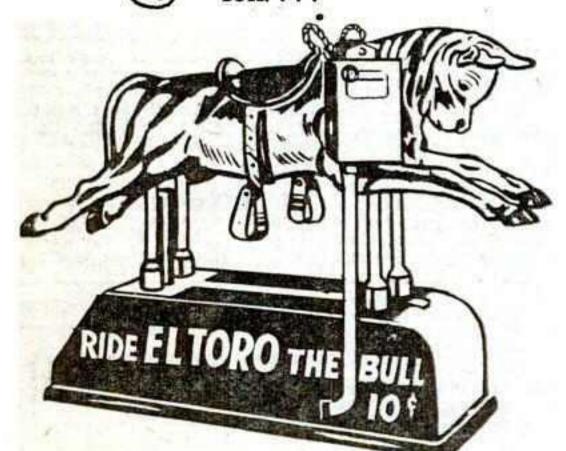




"I feel just like Roy Rogers when I ride TRIGGER."



"When I'm a good boy, Mom lets me ride EL TORO THE BULL.



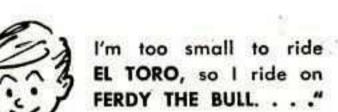


"It's just like being a real cowboy

when I ride BIG BRONCO. . . . "

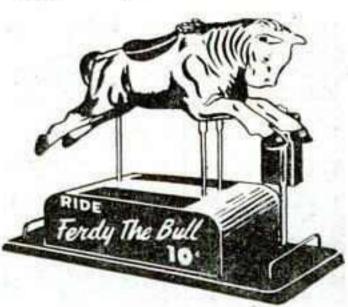
it's just the right size

for me. . . ."



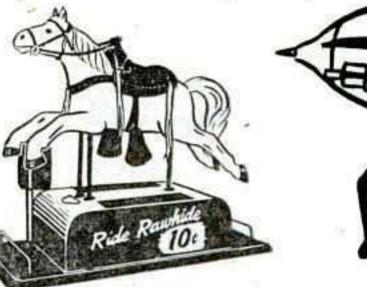


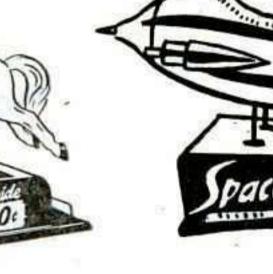


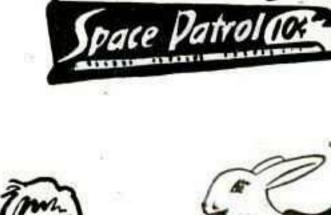




I'm a real space man when I ride in SPACE PATROL.









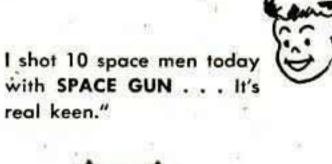
"PETE THE RABBIT is my favorite ride. . . ."





"I love to watch his red nose blink when I'm riding on RUDOLPH THE **RED-NOSED REINDEER."**





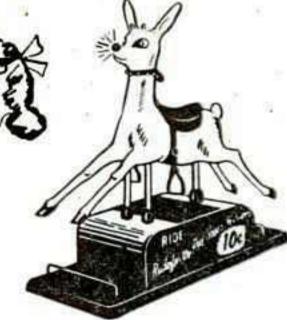




EXHIBIT SUPPLY.

4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

Bilotta Tops Premier Week With Op Party

NEWARK, N. Y., April 4 .- The Bilotta Distributing Company here topped a successful weeklong premier of the new series 1600-1650 addition to the Wurlitzer line of juke boxes, by an "Open Invitation Party" for operators and friends last week. A buffet supper and cocktails were served.

John Bilotta, owner of Bilotta Distributing Company, said, "My sincere thanks are extended to the many operators who attended

ou. showing.

Operators showed up from all | sections of New York and Northeastern Pennsylvania.

The party was emseed by Ed Meath, of WHEC-TV, Rochester, dance music was by Dan Pooley and his band.

Calif. Lower House Passes Board Bill

SACRAMENTO, April 4. Assembly Bill 3052, which makes the possession, manufacture or distribution of punchboards in California illegal, was passed by a 60 to 0 vote and was sent to the Senate.

The bill, introduced by Assemblyman H. Allen Smith (R., Los Angeles), drew no opposition and was passed after less than five minutes of discussion.

Edmonton Meter \$ Up

EDMONTON, Alta., April 4.-Parking meter revenue here last year totaled \$123,150 and the estimate for this year is \$150,000. Expenditure for new meters in 1952 was \$45,736 and the outlay this year will be \$30,000. Operation and maintenance is expected to cost \$9,500 and \$21,000 will go for salaries. Some \$50,000 of parking meter revenue is to be spent on construction of new parking lots this year.

Rhodes in Meter Deal

NORWALK, Conn., April 4 .-The city Parking Authority this week awarded to M. H. Rhodes, Inc., of Hartford, Conn., a contract to furnish 1,033 parking meters at a cost of \$52,723. The park system will be allowed a 5 per cent discount if the equipment is paid for within 60 days.

WITH FILM **FACTORY**

RECONDITIONED

USED FILM A-1 CONDITION

PHONE: MU 5-4100 OR WRITE **AMUSEMENT** GAMES CO. 4350 N. Pulaski Rd., Chicago, III.

SAM SOLOMON'S BUYS

		•		•	, T	-	ĸ,		J. 188
All Game	5	R	e	c	0	ne	li	ti	oned
Frolics							:		.\$425.00
Atlantic City .									. 395.00
Spot Lights									. 335.00
Sunshine Park									
Futurity									. 225.00
Turf King									. 95.00
Champion									. 59.50

UNIVERSITY COIN MACHINE EXCHANGE

854 N. High St., Columbus 8, Ohio Tel.: UNiversity 6900

have a wide variety of these Films, All Films are guaranteed. New. SIX Lovely and Different GIRLS on each 600 ft. loop—20 new Films produced each week. Write today for particulars. FILM DISTRIBUTORS 7520 Irvine Ave., North Hollywood, Calif.

THE BILLBOARD Index of Advertised Used **Machine Prices**

 Arcade 	e Equi	ipmen	t	-
E	Issue of April 4	Issue of March 28	Issue of March 21	Issue of March 14
Air Defense (Kirk) Air Raider (Keeney)	\$119.00	\$175.00 119.00	\$119.00	· \$119.00
All Stars (Williams)	125.00	100.00 125.00 175.00	125.00	125.00
Atomic Bomber (Mutoscope).	155.00	155.00	125.00 155.00	
Bank Shots (American) Baseball (Scientific)	250.00 285.00 79.50	255.00 285.00 79.50	250.00 285.00	285.00
Big Inning (Bally)	149.50 95.00	149.50 95.00	149.50 95.00	149.50 95.00
Bomber	65.00 45.00 59.50	65.00 35.00 45.00	65.00 45.00 59.00	65.00 155.00 45.00 59.50
Boomerang	45.00 57.50	59.50	. 45.00 57.00	13.00 37.50
Class Alley (Chicago Coin) Challenger (ABT)	20.00 29.50	49.50 20.00 29.50(2)	20:00 29.50	20.00 25.00 29.50
Champion Hockey Chicken Sam (Seeburg)	69.50 85.00 105.00(2)	85.00 105.00(2)	85.00 105.00(2)	69.50 85.00 105.00(2)
Counter Grip (Mercury)	150.00 34.50	150.00 34.50 345.00	150.00 34.50 345.00	150.00 25.00 34.50 345.00
Crusader Horse Cupids Wheel	149.50	149.50	. 545.00	545.00
Oale Gun (Exhibit)	45.00 49.50 59.00 65.00(3)	49.50 65.00(4) 75.00 94.50	49.50 65.00(4) 75.00 94.50	49.50 50.00 65.00(4) 75.00
Defender (Bally)	75.00 94.50 125.00	100.00 125.00(2)	125.00	94.50 125.00
Deluxe Athletic Scale (Mercury)	79.50	79.50	79.50 95.00	79.50
Oerby, 4 Player (Chicago Coin)	185.00 195.00	185.00 195.00	185.00 195.00	125.00 185.00
Orivemobile	295.00 175.00	295.00 175.00	245.00 295.00	195.00 295.00
Electric and Grip Test	79.50			
Electricity Is Life Flash Hockey (Coinex)	99.50 75.00		75.00	75.00
Flying Saucer (Mutoscope)	150.00	7.7	150.00	150.00
Field Goal (Scientific)	149.50 45.00			300
Goalee (Chicago Coin)	69.50 85.00 115.00 119.50	69.50 85.00 110.00 115.00	69.50 85.00 115.00 119.50	85.00 115.00 119.50 125.00
Gun Patrol (Exhibit)	125.00 175.00(2) 195.00	119.50 125.00 175.00 195.00	125.00 175.00 195.00	175.00 195.00
	49.00 65.00	49.50 65.00	49.50 65.00	49.50 65.00
Heavy Hitter (Bally)	69.50 89.50		69.50	69.50
Hi-Ball Striker (Exhibit)	9172070207 - 2227436	345.00 49.50 65.00	49.50 65.00	49.50 65.00
Hockey (Chicago Coin)	75.00 279.50 299.50	- 75.00		75.00
Holly Crane	277.30 277.30		229.50	
Jack Rabbit	95.00	95.00	95.00 109.50	95.00 109.50
(Amusement Corp.) Jeep and Fire Engine	249.50	175.00 195.00	175.00 195.00	RESEASON SECTION SECTI
et Gun (Exhibit)	195.00 225.00 249.50	225.00 249.50 275.00	225.00 275.00	175.00(2) 195.00 225.00(2)
Jitters (Exhibit)	125.00			
Kicker & Catcher	18.50 29.50	18.50 29.50	===00=6077	18.50 22.50 29.50
Kissometer (Exhibit)	925-705		175.00	200000
Lite League	- 99.50 39.50	99.50		A
Merry-Go-Round	550.00			1244.01
Metal Typer	375.00 225.00	375.00 225.00 275,00		375.00
Midget Ski Ball (Chi Coin).	125.00 175.00 199.50	125.00 175.00 199.50		125.00 175.00 195.00 199.50
Model F (ABT)	20.00	20.00	20.00	20.00
Palm Reader	275.00 . 295.00(2)	275.00 295.00(2)	275.00	275.00 295.00(2)
Parachute Gun (Seeburg)	. 275.00127	54.50		273,00127
Pen Writer Periscope Photomatic (Mutoscope)	95.00 250.00		95.00	95.00 250.00
Photomatic (Mutoscope)	250.00(early) 625.00(late)	250.00(early) 625.00(late)	the second secon	250.00(early) 625.00(late)
	650.00(late)	650.00(late)		650.00(late)
Pikes Peak	75.00 90.00		29.50	29.50 65.00 75.00
Pitch 'Em & Bat Em	Suspension and the	125.00	129.50	90.00 129.50
(Scientific)	185.00		195.00	185.00
Pokerino (Scientific)	85.00 - 99.50	20 10 10 10 10 10 10 10 10 10 10 10 10 10	. 99.50	85.00 99.50
Pony Express (Exhibit)	225.00 245.00	225.00 245.00		175.00 225.00 245.00
Pool Q Table (Scientific) Pool Table (Edelco)	75.00	75.00	75.00	125.00 75.00
Punch-A-Ball (Genco) Q-Ball (Scientific)	15.00 79.50	Language Control	65	15.00
Quizzer	95.00(2) 125.00) (11/10-01/11)	95.00(2)
Recordio (Wilcox-Gay) Rifle Range Ray Gun	125.00 105.00	125.00	125.00	125.00 125.00 105.00
Rocket Patrol	450.00	See	S vacuu atem	species passed
hipman Art Show	49.50 59.50	er errest		59.50
Shocker (Acme) Shoot the Bear (Seeburg)	24.50 225.00(2) 245.00	210.00 225.00	225.00 245.00	
	249.50(3) 269.50 275.00	249.50(3)	269.50(2)	269.50(2) 275.00
Shoot the Monkey Ray Gun Silver Bullet (Exhibit)	125.00		125.00 175.00	50.00 125,00
Silver Gloves (Mutoscope) Six Shooter (Exhibit)	165.00 175.00	165.00 175.00	249.50 250.00	249.50
Skee Ball (Wurlitzer)	195.00 150.00	150.00	150.00	195.00 150.00
Ski Roll (Evans)	125.00 39.50	125.00 39.50	125.00	125.00 39.50
Skill Test (Groetchen) Sky Fighter (Mutoscope)	59.50	59.50	59.50 125.00	125.00
Sky Pilot	160.00	110.00 160.00	125.00 160.00	160.00
Star Series (Williams)	69.50 75.00 85.00 89.50	100.00 110.00	139.50	
Sub Gun (Keeney)	100.00 139.50 125.00(2)			125.00(2)

Coinmen You Know

Continued from page 154

vending difficult on items selling naturally at a quarter.... Driveins in North Versailles Township may expect a 5 per cent amusement tax planned by the board return from Hong Kong. of commissioners.

Joseph McGlenn believes that with competition becoming keen a number of operators will find that those with better business methods will win out.... Automatic Catering handles carbonated and non-carbonated beverage cup vending machines.... Harry Wyner, owner, Automatic Vending Machine Exchange, has been in the business for 21 years..., Don Merrick is the new stock man at Confection Specialties.

Novo Vending Service is planning to add a new vending line. ... Raymond Watts, Mills Automatic Merchandising, was out hustling with the Beechnut man. ... Bill Sopira, Service Rental Coin Machine Company, reports television isn't bothering his operations to any great extent... New field coming in is the vending of milk in apartment buildings and in large housing developments.

City Coin is doing much better in its new location.... Harry Rosen says one secret of successful operations is not to organize too fast, nor extend operations too far.... Morris Vinocur, Monarch Music, continues expanding, confining efforts principally to Pittsburgh and vicinity....Distributors of vending equipment have been having difficulty lately in getting vending equipment thru to new locations in virgin territory because of bad roads.

Sidney Weinstein, partner, Sidconscientious attitude between that it won't be harmful. distributors and operators would enable both to win better business in these increasingly competitive times.... M. J. Abelson, general sales manager, Oak Manufacturing, was in Las Vegas, Nev., attending a sales meeting.

Indianapolis

The Shaeffer Music Company reports steady demand for the 20 Choo, Leaping Lena, Rocket Pa-Selectomatic commercial unit. . . . The Calderon Distributing Company is having a heavy run on way Vending, says his firm is do-Bally's Beach Club game. The ing a steady business, and is kept firm also reports an increasing busy with ice cream installations. demand for games and equipment from outdoor summer spots | Hartford and parks. Peter Stone is in charge of the outdoor equipment oo department.

Rex Hasler, mechanic at the Armstrong Automatic Company, and James McCara, collector, have resigned. . . . James Hugate has joined the Janes Music Company as a collector. . . . Manager Gene Ford, of Shaeffer Music, returned after a vacation in Florida. Melvin Peacock, has joined the Shaeffer shipping and receiv-

The Sicking Company has started showings of the Cascade and Clover games in both the 8 and 9-foot lengths. Sicking also has added the Chicago Coin's new shuffle game. -

Los Angeles

ing department.

Ray Moloney, Bally Manufacturing Company president, flew back to Chicago after a two weeks' visit here. He spent most of the time in Palm Springs, winding up his stay with visits here with Lucille and Paul Laymon, who have the Bally line distribution ... The sister of Larry Granfield Sr., president of County Sales Company of California, distributors of Spacarb,

Glen Gillette reports recent | Hebel ice cream machines and rises in costs and expenses make Mills Coffee Bars, died in San Francisco... Stan Turner, well known in music machine circles, greeted his daughter at the International Airport here upon her

> Randolph Elder, of the Paul Laymon Company, is out with the flu... Lou Leonard, father of Jack Leonard of the Badger Sales Company parts department, is a West Coast-visitor. Lou is a concessionaire with the Royal American Shows and is recuperating from a recent illness. He made a trip to San Bernardino this week to look over the National Orange Show... Gary Sinclair, Wurlitzer district sales manager, was in town from his home in Redwood City. He made the rounds thru Southern California with Jimmy Wilkins of the Laymon Company, local Wurlitzer distributors... Stan Rousso, Stoner Manufacturing Company Western representative, returned from Fresno and San Francisco.

> Al Weymouth, of Weymouth Service, is enjoying looking over some color pictures he made on a recent trip to the Hawaiian Islands.

> Aubrey Stemler, who handles the Electro Cigarette Machine in the West, due back soon from Montana and the Northwest... Woody Leslie, Coan representative, was off on another business trip into Northern California and the Northwest.

Washington

Bill Brownell, who recently joined the staff of Kwik Kafe of Washington as assistant general manager and sales manager, reports increasing sales. Warm weather will probably bring a slight slump in the coffee busimor Vending, believes a more ness, but Brownell feels certain

Meyer Gelfand, of the G. B.

Macke Corporation, says business has been steady. . . . The Spacarb Corporation is running along on an even sales keel, adds Bayne E. Phipps. . . . The zoo has placed its new ride machines, says Harry Leach Jr. He looks forward to a profitable season due to additions of Little Chug Chug, Little Choo trol and a new picture machine. ... Sid Lotenberg, owner of West-

Rali . 1 Colucci, Seaboard Distributors, was in Waterbury and New York on business. . . . Ralph S. Damon, president of Trans World Airlines, has been named to the board of Holo-Krome Screw Corp., of Hartford. Damon replaces William A. Purtell, who resigned following his election to the U. S. Senate. Holo-Chrome is a subsidiary of Veeder-Root, Inc., Hartford, manufacturers of counting and computing devices for coin machines. Damon is also a Veeder-Root director.

Manny Leibert, formerly with Vending Machines, Inc., here, has been active of late in the wrestling and boxing promotion field in downtown Hartford. . . . Stern *& Company, headed by Francis Stern, has been named Republic Steel Kitchens distributor for Connecticut, Vermont and Western Massachusetts. . The Stern organization is Columbia Records distributor in the Hartford territory.

Miami

Maury Ginsberg, Atlas Novelty Company, Chicago, and his wife vacationing here, were observed (Continued on page 159)

Copyrighted material

		Issue of April 4		ssue of arch 28		ssue of arch 21	110	ssue of
Farget Skill (Genco) Team Hockey (United)		DEI'II T		\$59.50		\$95.00		100.00
Telequiz	\$125.00	169.50	125.00	169.50	115.00	125.00 169.50	115.07	125.00
Fen Strike (Evans)	75.00	79.50		75.00		75.00	75.00	
(Mercury)	69.50	79.00 85.00	69.50	85.00	69.50	85.00	69.50	85.00
Thunderbolt (Merry-Go-								
Round Sales)		450.00		345.00				
Tommy Gun (Evans)		99.50	77820000	99.50	1335323	WEST TOWN	5585572	
Undersea Raider (Bally)	95.00	125.00	95.00	125.00	95.00	125.00	95.00	125.00
View-A-Scope		39.50		39.50		39.50		39.50
Voice-o-Graph (Mutoscope)	425.00	450.00 525.00	425.00			450.00 550.00	425.00	
Western Baseball	1.5	85.00		85.00	00.04404654	85.00		85.00
World Series (Rock-Ola) Zoom, Ic		24.50		24.50		100.00 24.50		24.50
			1920					

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

age, time on location, territo	ory and other rel	ated factors.	¥5	9.1	business Opportunities
0	Issue of April 4	Issue of March 28	Issue of March 21	Issue of March 14	Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, mod-
Baseball (Bally) Baseball (Williams) Bowlette (Gottlieb)	\$79.50 49.50 39.50	\$45.00 49.50	\$45.00	\$39.50	ern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp. 190A Duane St., New York City.
Bowling Alley, 6 player (Chicago Coin)	215.00 235.00	235.00 259.00	235.00 259.00	259.00 265.00	***************************************
teneage com/	249.50 250.00 259.00 295.00(2)	265.00 295.00	265.00 295.00	295.00	Help Wanted
Bowling Champ (Keeney) Bowling Classic (Chicago Coin)	75.00 59.50 79.50	59.50 89.50	59.50 89.50	55.00 59.50	First-class Phono and Amplifier Mechanic:
Bowling League (Genco)	89.50 25.00	25.00	25.00	89.50 25.00	must have plenty of experience on both older and new type phonos; no floaters or boozers; top wages, good hours; write only
De Luxe League Bowler (Keeney)	255.00(2)	265.00 295.00	265.00 295.00	265.00 295.00	with references to E & R SNes Co., 813 College, N. E., Grand Rapids 5, Mich.
Deluxe Bowler (Williams) Deluxe 6 player	295.00 39.00	39.00	96.60 062		Mechanic—Experienced music, pins. arcade pieces: very good opportunity another reliable, sober mechanic; regular hours, large
(Chicago Coin) Double Bowler (Keeney) Double Bowler, 2 player	65.00 79.50	295.00 65.00 79.50	65.00 79.50	79.50	full year operation; state age, experience, salary desired. Write F. McKim Smith, Smith Amusement Machine Service, 24 N. Cali-
(Keeney)	99.50 45.00 69.50	99.50 45.00	99.50	99.50	fornia Ave., Atlantic City, N. J.
Double Header, 2 player (Williams)	49.50 69.50	49.50	49.50	49.50	Salesmen calling on Clubs to sell non-coin operated games; low priced, fast sellers.
Double Shuffle Alley Express Rebound (United)	79.50 139.50	139.50	139.50	139.50	high commissions. Amusement Sales Co., 41 Union Square, New York 3, N. Y.
8 Player (Genco) Five Player Shuffle Alley	125.00	125.00	125.00	125.00	Want Development Engineer-World's larg-
(United)	160.00 180.00w/p	160.00 175.00 185.00w/p	175.00 195.00w/p	175.00 215.00 200.00w/p(2)	est coin handling equipment manufacturer has an opening for a development engineer who is qualified through education or ex-
0 100	185.00w/p 189.00w/p 200.00 210.00	189.00w/p 200.00w/p 210.00	200.00w/p(2) 210.00 245.00(2)	245.00	perience; must have a practical background in the coin machine industry. Reply in
2 2	245.00 245.00 249.50w/p	245.00(2)	2-13.00(23	est et	Writing, giving all pertinent details to National Rejectors, Inc., 5100 San Francisco Ave., St. Louis, Mo.
Fr Way Bowler (Keeney) Four Player Rebound	215.00	September 1	E 11000000	- m = 11	
(United)	100.00	100.00	125.00	200.07	Wanted—Experienced Coin Machine Service Man; steady work for right man; in answer- ing state experience and salary expected;
(United)	169.00w/p 175.00 220.00 239.50w/p	169.00w/p 175.00 220.00	179.50w/p 220.00	220.00	if you drink, do not apply. King Amusement Co., 610 McCabe Ave., Bradley Beach, N. J.
Hook Bowler (Baily) King Pin (Keeney)	100.00 149.50 35.00	149.50	105.00 149.50 35.00	105.00 149.50 35.00	Wanted—Service Mechanic to take care of Phonograph Route in city of Baton Rouge
League Bowier (Keeney)	125.00(3) 139.50	*25.00(2) 139.50	125.00(2) 139.50	125.00(2) 139.50	La.; must be married, settled and does not drink. Write Dalton Novelty Co 4611 Mohican St., Baton Rouge, La
(Keeney)	125.00 149.50 159.50	125.00 159.50	125.00(2) 159.50	125.00 159.50	***************************************
Official Shuffle Alley (United) Manhattan 6 player (United)	335.00 340.00 325.00w/p	345.00 325.00w/p	345.00 356.00 345.00w/p	345.00	Parts, Supplies & Services
Shuffle Alley (Chicago Coin). Shuffle Alley (United) Shuffle Alley DeLuxe	79.50w/p 45.00			12.	Coin Changers—Returns nickels for quarters and dimes, \$50 capacity; brand new with hanging brackets, now \$125. Kelner Vendors, 3730 Division, Chicago 51.
6 player (United)	245.00 249.00w/p 250.00 295.00 310.00 345.00	249.00w/p 250.00(2) 295.00(3) 310.00(2)	250.00 270.00 285.00w/p 295.00 315.00 325.00 350.00	250.00 270.00 315.00 350.00	Stamp Folders, direct from manufacturer: unlimited quantities, immediate delivery
Shuffle Alley Express (United)		350.00	CAMEN SELECT	35.00	write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.
Shuffle Alley Express 2 player (United)	120000	79.50w/p	79.50w/p 139.50	120.50	Non-superior and complete and a second
Shuffle Alley, 6 player (Keeney)	*215.00 255.00	139.50 265.00	265.00	139.50 250.00 265.00	lowest price. City Distributors, 145 Ainslie
Shuffle Alley, & player (United)	265.00 190.00 200.00w/p 215.00w/p 229.00w/p	190.00 215.00w/p(2) 229.00w/p 235.00 245.00	215.00 215.00w/p - 235.00 240.00w/p	215.00 215.00w/p 235.00 240.00w/p	Arrow Vending Machine Co., 102-17 Roose- velt Ave., Queens 68, N. Y.
Chattle December	235.00(2) 250.00 265.00w/p 275.00w/p	250.00 265.00w/p	250.00(2)	240.00#/p	To Orde
Shuffle Baseball (Chicago Coin) Shuffle Champ (Bally)		45.00	20	35.00	
Shuffle Horseshoe (Chicago Coin)	95.00 99.50 129.50	95.00 129.50	95.00 129.50	95.00 129.50	USE HIS
Shuffle Horseshoes (2 player) (Chicago Coin) Shuffle Line (Bally)	109.50 110.00	75.00 75.00 109.50	75.00 79.50		Eight print or tree your
Shuffle Slugger (United)		65.00 95.00	105.00 109.50 65.00 95.00	65.00	
Shuffle Target (Genco) Single Shuffle Alley Rebound (United)	V93629	95.00 89.50	50.00 89.50	same Bon	address as you want it to
Six Player, 5th frame (Chicago Coin) Skee Alley (United)	425.00 69.50 75.00	425.00	0200500		
Lar Bowler (United) Star Bowler, 2 player Star, 6 player (United)	350.00 325.00w/p 375.00(2)	350.00 325.00w/p 375.00(3)	350.00 345.00w/p 375.00(2)	(T-023350	
Super Six Shuffle Alley (United)	299.00w/p 310.00 325.00 335.00 340.00	325.00 335.00(2)	515.00w/p 335.00(2) 345.00		Now check off the classification you want your advertise
Super Twin Bowler (Universal)	59.50 69.00 59.50 69.00	59.50 69.00	59.50 69.00	59.50 69.00	ment to appear under: Agents and Distributors Wanted Help Wanted
(Exhibit)					Parts, Supplies and Services
Ten Play (Keeney) Trophy Bowl (Chicago Coin). Twin Bowler (Universal)	59.50 99.50 49.00 49.50 69.50	59.50 99.50 49.00 49.50			Positions Wanted
Twin Rotation (Exhibit) Twin Shuffle Alley Rebound (United)		245.00	PANTES.	DETERMINATION OF	Book Coin Operated Fournment
Twin Shuffle-Cade (United) Two Player Rebound	145.00 165.00 150.00	165.00	165.00	150.00	Want to Ruy

MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word\$.20 3 or more CONSECUTIVE or 26 52 CONSECUTIVE insertions,

 DISPLAY CLASSIFIED Any advertisement using display makeup or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line\$1.00 3 or more CONSECUTIVE or 26 insertions, per agate line95 52 CONSECUTIVE insertions, per agate line 1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

Business Opportunities

per word

Help Wanted

Parts, Supplies & Services

Routes for Sale

Beautiful Missouri Oxarks: 26 phonographs. 36 pinballs, 6 arcade, truck, parts; grossing over \$7000 yearly; ideal for one man; price \$6000; will finance two thirds. Box 611 The Billboard, Chicago 1, III

Cigarette Route - 175 machines in Pennsylvania, Box M-33, The Billboard, Cin-cinnati 22, O.

Cigarette Vending Route for sale, approx 550 machines on location, in California. Box

616, The Billboard, Chicago 1, Ill. THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes. Parts, Supplies or Services.

Try It Once . . . See for Yourself See Advertising Rates Above

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel. 2952 Milwaukee Ave., Chicago, III.

Arcade and Vending Machine Close-Outs-2 5s. Peek Shows on one stand, \$25; 2 Mutoscope Moving Picture Machines on metal stands, \$25 each; Wurlitzer 41 Model Juke Box, \$50; 10 Mercury 13-Way Strength Testers, \$50 each; 6 Venco Candyettes, 5¢ candy bar vendors, new, \$50 for the 6. LeRoy Itschner, Macon, Mo.

Challengers, with stands; plastic heads; like new; \$20 each. French, 25 Cornelia St. Brooklyn, N. Y.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneeda latest model, \$55; Counter Model, \$22.50: U-Select-It, 72-bar candy vendor \$27.50; 74-bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45. Harris Vending 2717 N. Park Ave., Philadelphia, Pa.

Cigaret Venders-National, Rowe, DuGrenier, Eastern; all models with king columns; bargain prices \$65 to \$125; reconditioned and guaranteed. Kelner Vendors, 3730 Division St., Chicago 51.

For Sale-C. C. Basket Ball Champ, \$170: Exhibit Six Shooter, \$150; Williams Quarter-back, \$59.50; 2 All Stars, \$39.50 each; Star Series, \$49.50; 3 Seeburg Conv., 1 Bang-a-Bunny, 1 Rifle Range, 1 Swinging Monk, \$69.50 each; C. C. Hockey, \$39.50; Goalee, \$79.50; Cottlieb Buttons and Bows, \$39.50; Tele Cord, \$39.50; 8 A.B.T. Electric Challengers, \$19.50 each; all in good condition. Tracy Sales Co., Tracy, Minn.

For Sale-Complete Arcade, all or any part; priced right; write for information. Robert Wymen, 3433 Bevis St., Cincinnati 6, O.

For Sale-Silver King 1¢ and 5¢ Nut and Gum Vendors, like new, \$7; Columbus 1¢ Nut Vendors, \$5. West Vendors, Box 535, Erwin, N. Car.

For Sale-3 Wilcox-Gay Recordios, all is good working order, \$100 ea.; \$250 for the 3, George Milner, 500 N. 9th, La Fayette

For Sale-25 Kunkel Popcorn Venders, \$15 ea.; come and get them. Westmoreland, Jackson, Tenn.

For Sale-50 Frawley Coin Radios, excellent condition; best offer. Anderson, 4607 Fairway Drive, Tampa, Fla.

1¢ Masters, excellent condition; red and black porcelain finish; keyed alike, \$8.50.

Young Vending, 2401 Fairway Dr., S. W., Roanoke, Va. Sacrifice-25 Scientific Pokerinos, \$50 ea.;

also 5 Scientific Skeeballs, two 21/2-gallon Taylor Frozen Custard Freezers. Write Box 183, Weirs, N. H. Stamp Venders-Latest Northwestern and

Duval roll type, capacity 2000 stamps; bar-gain guaranteed, \$45. Kelner Vendors, 3730 Division, Chicago 51. Statler Cookie Venders-40 Junior Models, only two years old, mechanically perfect, at \$30 each while they last. Kelner Vendors,

3730 Division, Chicago 51. Two Automatic Refrigerated Sandwich Machines, excellent condition, makes change." Rodgers the Caterer, 4038 Locust St., Philadelphia, Pa. EV 6-3120.

6 Challenger Hot Nut Venders, used 3 months, new \$150 ea.; sacrifice \$75 ea. C. F. Corn, Washington, Ind.

10 ARCTIC ICE CREAM VENDERS 72-bar capacity, 4 used slightly, only \$200 each; 4 Atlas Ice Cream Venders, \$375 ea. C & W VENDORS 21051/2 10th Ave:, South Milwaukee, Wisc.

Wanted to Buv

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Large Cigarette Machine Route in any part of the country; all correspondence confidential; have highest trade references. Box 607, The Billboard, Chicago 1, III.

PASS THE WORD

Must have 100 Chicago Coin Bowling Alleys with Blue Cabinets; will pay \$20 ea. Write or call Streamliner Coin, 663 N. Wells, Chicago 10. Phone: RAndolph 6-0879.

Wanted - Advance four-column cigarette vendors; state quantity and price. T O. Thomas Co., 1572 Jefferson, Paducah, Ky.

Wanted to buy-Northwestern 49, Acorns, Toppers, DuGrenier Model N Cigarette Machines, state condition, make, model, price. Arrow Vending Corp., 102-17 Roosevelt Ave., Corona, N. Y.

Want Northwestern-Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V. Universal, Toppers, Acorn and other Bulk and Ball Cum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Wanted-United Team Hockeys and Exhibit Kiss-o-Meters; write particulars. Baldridge, 6678 Academy, Brighton, Mich.

Want Victor Model V and Topper Deluxe; give style and quote lowest price to Box 724, Hobbs, N. M.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

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wanted, please figure 6 additional words.	7C1 13

Then check here for Do whether you want it to be a "regular classified" or the special, outstanding "displayclassified" advertisement that gives your message extra power and punch: Display Classified

ш	Probini	CIGOSITIVE
	Regular	Classified

4 -	And last-	—co	mple	te th	is aut	horiza	tio	n bla	nk .
4.	And last- tisement	into	the	very	next	issue	of	The	Bil

1	6	tio me	n yo	u want you: o appear ur	advertise- ider:
1		Agents	and	Distributors	Wanted

ı	Ш	Agents and Distributors	Manie
i		Help Wanted	

Parts,	Supplies	and	Services
Positio	ns Want	ed	

4	:	An	d last- ement	into	nplete the v	e this	auth ext i	orixa issue	of Th	ank an e Billbo	d rus	sh your ac	ver-
	6	enf	lemen:	Run	this i	n you	r "M	arket	Place"	as ind	icate	d below:	
	Nex	1 6	issues		Next	4 is	sues		Next 3	issues		Next issue	only
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	> Payment enclosed Bill me	issues only
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Address	1 200	
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of Advertised Used 20th Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billbeard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, 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.

ABC (United)				
A ANTONIO ANTO	Issue of April 4 \$99.50	Issue of March 28 \$145.00(3)	Issue of March 21 \$145.00(2)	Issue of March 14 \$145.00(2)
	145.00(2) 149.50 150.00(2) 175.00	149.50 150.00(2) 175.00	150.00(3) 159.50 175.00	150.00 159.50 175.00
Across-the-Board (United)	225.00	225.00	t postanu v a a a a a a a a a a a a a a a a a a	(0)
Ali Baba (Gottlieb) Ali Star Basketball (Gottlieb)	34.50 49.50	34.50 49.50 175.00	34.50 49.50 175.00	. 34.50 149.00 175.00
Aquacade (United)	39.00 39.50	39.00 39.50	39.00 39.50 79.50	39.00 39.50 79.50
Arizona (United)	79.50 99.50	79.50 40.00 79.50	99.50	99.50
Atlantic City (Bally)	395.00 400.00	99.50 395.00(2)	349.50 395.00	395.00
	410.00 425.00	400.00 410.00 425.00	400.00 410.00(2) 425.00	400.00(2) 410.00 425.00
Baby Face (United)	39.00 49.50	39.00 49.50	39.50	
Barnacle Bill (Gottlieb)	34.50	49.50 34.50	49.50 34.50	34.50
Basketball (Gottlieb) Basketball Champ	1 120.00	120.00	120.00	89.50 125.00
(Chicago Coin)	225.00 250.00	189.50 225.00 250.00	225.00 250.00	225.00 250.00
Set a-Score (Evans) Betting Practice	185.00 69.50 89.50	194.50 69.50 89.50 95.00	185.00 69.50 89.50	185.00 69.50 89.50
Be Bop (Exhibit)	69.00 94.50 169.50	80.00 94.50	94.50	94.50
Big Hit (Exhibit) Big Top (Genco)	50.00 64.50	40.00 55.00 64.50	55.00 64.50	55.00 64.50
Bingo Rolls	49.50	49.50	USE System	49.50
Black Gold (Genco) Bolero (United)	50.00 59.50 195.00 200.00	59.50 195.00 200.00	59.50 105.00 200.00	59.50 200.00 225.00
THE PROPERTY OF THE PROPERTY O	220.00 235.00 250.00	220.00 245.00 250.00	245.00 250.00(2)	245.00 250.00
Boston (Williams)	55.00 89.50	55.00 69.50 89.50	55.00 89.50	55.00 89.50
Bowling Champ (Gottileb)	50.00(2) 59.00 64.00	50.00(2) 59.00 64.00(2)	50.00(2) 59.00	50.00 59.00 64.00
Bright Lights (Bally)	175.00	200.00(3)	169.50 200.00	200.00(2)
	200.00(2) 210.00	215.00(2) 219.50	215.00(2) 219.50	215.00(2) 225.00
20 21	215.00(2) 219.50 225.00	265.00(2)	225.00(2) 265.00(2)	265.00(2)
Bright Spot (Bally)	265.00 275.00 295.00	265.00 300.00	225.00 300.00	300.00 315.00
	300.00 315.00(2)	315.00(2) 325.00(4)	315.00(3) 325.00(5)	325.00(3) 349.50
Succaneer (Gottlieb)	325.00(4) 34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb) Buttons & Bows (Gottlieb)	74.50 49.50 59.00	74.50 79.00 79.50 35.00 59.00	74.50 59.50 69.50	74.50 49.50 59.00
Campus (Exhibit)	69.50 94.50	69.50 94.50	94.50	69.50 94.50
Canasta (Genco)	50.00 89.50	35.00 69.50 89.50	89.50	89.50
Carolina (United)	34.50 35.00 49.50	34.50 35.00 49.50	34,50 35.00 49.50	35.00 49.50
Carnival (Bally)	49.50 35.00	49.50 35.00	49.50 35.00	49.50
Champion (Bally)	35.00 40.00 75.00(2) 89.50	35.00 40.00 89.50	35.00 75.00 89.50	35.00 89.50
Champion (Chicago Coln)	40.00 49.50 69.50	40.00 64.00 69.50	69.50	64.00 69.50
Chinatown (Gottlieb)	225.00	210.00 225.00	210.00	210.00
Circus (United)	29.50 345.00 445.00	29.50 455.00	29.50 235.00 455.00	29.50
Citation (Bally)	30.00 55.00 65.00 79.50	25.00 30.00 79.50	30.00 79.50	30.00 79.50
College Daze (Gottlieb)	54.50 75.00 89.50	54.50 75.00 89.50	59.50 75.00 89.50	59.50 75.00 89.50
Coney Island (Bally)	295.00 300.00(2) 315.00 325.00	275.00 295.00 300.00(2) 315.00 325.00	225.00 295.00 300.00(2) 315.00 325.00	289.00 295.00 300.00 325.00 335.00 365.00
Control Tower (Williams)	95.00 119.50	95.00 119.50	95.00 119.50	95.00 119.50
Coronation (Gottlieb)	235.00 135.00	210.00 235.00	210.00	210.00 215.00
Cross Roads	215.00 139.50	175.00 215.00 135.00	175.00 215.00 135.00	175.00 139.50 145.00
Dallas (Williams)	44.50 65.00 74.50	44.50 65.00 74.50	44.50 65.00 74.50	44.50 65.00 74.50
Dancing Dan	29.50 95.00 99.50	79.50 95.00	95.00 99.50	29.50 95.00 99.50
DeLaxe World Series	722300	99.50		273
Oew-Wa-Ditty (Williams) Disc Jockey	34.50 195.00 220.00	34.50 195.00 225.00	34.50	275.00 34.50 225.00
Domino (Williams)	225.00	175.00	195.00	N
Double Action	75.00 95.00 99.50	75.00 115.00	75.00 115.00	75.00 99.50 115.00
Double Shuffle (Gottlieb)	49.50 69.50 75.00 79.50	49.50 69.50 75.00 79.50	49.50 69.50 75.00 79.50	49.50 69.50 75.00 85.00
Oreany (Williams)	75.00 79.50 84.00 89.50	75.00 84.00 99.50	75.00 99.50	75.00 79.50 84.00 99 .50
El Paso (Williams)	39.50 49.50	39.50	39.50 65.00	39.50 49.50 65.00
	85.00 75.00(2) 95.00(2) 99.50 125.00 140.00	69.50 85.00 95.00(2) 99.50 125.00 140.00	85.00 95.00(2) 99.50 125.00 140.00	69.50 95.00 100.00 140.00
Fighting Irish (Chicago Coin). Five Star (Universal)	69.50	69.50 35.00 44.50	69.50 44.50 54.50	35.00 69.50 44.50 49.50
	44.50 49.50			
Five Star (Universal)		54.50 59.50 79.50 225.00 245.00 249.50	59.50 235.00 245.00 249.50	235.00 245.00
Five Star (Universal) Flip Skifl Floating Power (Genco) Football (Chicago Com) 400 (Genco) 400 5c or 10c (Genco) Four Corners (Williams)	44.50 49.50 54.50 59.50 195.00 200.00 225.00 235.00 245.00 269.50 195.00 210.00	59.50 79.50 225.00 245.00 249.50 269.50 195.00	235.00 245.00 249.50 269.50	235.00 245.00 249.50 269.50 210.00 220.00
Five Star (Universal) Flip Skifl Floating Power (Genco) Football (Chicago Com) 400 (Genco) 400 5c or 10c (Genco) Four Corners (Williams) Four Horsemen (Gottlieb)	44.50 49.50 54.50 59.50 195.00 200.00 225.00 235.00 245.00 269.50	59.50 79.50 225.00 245.00 249.50 269.50	235.00 245.00 249.50	235.00 245.00 249.50 269.50 210.00 220.00 95.00 110.00
Five Star (Universal) Flip Skifl Floating Power (Genco) Football (Chicago Com) 400 (Genco) 400 5c or 10c (Genco) Four Corners (Williams)	44.50 49.50 54.50 59.50 195.00 200.00 225.00 235.00 245.00 269.50 195.00 210.00	59.50 79.50 225.00 245.00 249.50 269.50 195.00 89.50 110.00	235.00 245.00 249.50 269.50 95.00 110.00	235.00 245.00 249.50 269.50 210.00 220.00 95.00 110.00 139.50 400.00 415.00 425.00

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20th SALE

All Equipment Beautifully Reconditioned, Look and Work Like New.

1933
DAVID ROSEN
20th ANNIVERSARY

1953

REFUND in 10 days if not satisfied EVERYTHING WE OFFER IS IN STOCK

eeburg Lo-Tone	
eeburg Hi-Tone	39.50
eeburg Casino & Plaza	
eeburg Vogue	129.50
ceburg '46	129.50
eeburg '47 & '48 Celiar Unit	
eeburg '47	
eeburg 100 A	39.50
MI Singing Towers MI Continuous Play	CONTACTOR
Mechanism	115.00
Mechanism	Š
brand new	
MI A	
MI C	Committee of the Committee of
MI Automatic Hostess (unit	C.
of 20)	
lock-Ola Standard	39.50
ock-Ola Deluxe	
lock-Ola Premier	
ock-Ola Commando	
ock-Ola Playmaster (the best	
cellar unit ever built)	49.50
lock-01a 1422	129.50
ock-01a 1426	169.50
tock-Ola 51/50 Rocket,	
Blonde	. 375.00
Villiams Music Mite	49.50
ackard No. 7	69.50
ackard Manhattan	99.50
hicago Coin Hit Parade with	
stand	. 129,50
Aills Constellation	. 129.50
vans Constellation	. 395.00
Vurtitzer 600	39.50
Vurlitzer 950	39.50
Vurlitzer Victory Model (In	P
very gorgeous cabinet)	39.50
Vurlitzer 700	
Vurlitzer 750	
Vurlitzer 1017	129.50
Vuriltzer 1080	
Vurlitzer 1015	
Vurlitzer 1100	
Vurlitzer 1250	
Vurlitzer 48 Record Conver-	
Attack Browns	20 60
sion Boxes	

Wall Boxes-Parts & SUPPLIES— Wurlitzer Wall Box 3020. 5c/10c/25c ... \$ 24.50 Seeburg & Packard Wall Boxes 5.95 Solotone & Personal Music Amplifiers (brand new) ... 25.00 Solotone & Personal Music Master Control Units ... 49.50 Solotone Entertainer (with 10 Individual turntables) ... 99.50 Solotone Wall Boxes with Radio Stations and Entertainer Systems ... 5.00 Stands for All Music Counter Models ... 9.50

SHUFFLE ALLEYS &
-ARCADE EQUIPMENT

1	United Express\$	39.50
. 1	Ace Shoe Shine Machine	
1	(stainless steel finish)	49.50
1	Williams Quarterback	59.50
١	Universal Twin Bowler	69.50
١	Universal Alley, Flyback Pins.	69.50
-1		69.50
- 1	United Skee Alley	
-1	Williams Star Series	69.50
	Williams Double Header	69.50
3	Chicago Coin Shuffle Alley,	2001000000
	Flyback Pins	79.50
	Scientific Que Ball	79.50
1.	Chicago Coin Classic	79.50
		75 (200)
	Watling Scales	89.50
	Chicago Coin King Pin.,	95.00
	Genco Shuffle Target	99.50
81	United ABC	99.50
i.	Chicago Coin Pitching Horse-	
		99.50
	shoes	1.11 (2.15)
Ш	Keeney 4-Player League Bowler	149.50
W	Keeney Cigarette Machine, 9	100,000,000
C.I.	Cat though and	240 50

KIDDIE RIDES
Jeep and Fire Engine (smart- est kiddle ride on the mar-
than bigger rides)\$249.50 Thunderboit
Rocket Patrol (built to last a lifetime))
two)

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All Makes, All Models

from \$14.50 up

Tremendous Bargains

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We carry in stock at all times parts and supplies for all machines ever built. Let us know what you need and we will fill your order.

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PHONE: STEVENSON 2-2903

			APRIL II,	1773
*	Issue of April 4	Issue of March 28	Issue of March 21	Issue of March 14
Georgia (Williams) Gizmo (Williams) Glamour (Bally)	99.50 35.00 49.50	35.00 49.50 75.00	35.00 49.50	95.00 35.00 49.50
Globe Trotter (Gottlieb) Gold Cup (Bally)	145.00 24.50 45.00	24.50 59.50	24.50 59.50	24.50 59.50
Golden Gloves (Chicago Coln)	55.00 59.50 69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00
Grand Award (Chicago Coin).	35.00	35.00	95.00 35.00	95.00 35.00
dappy Go Lucky (Gottlieb) darvest Time (Genco)	\$139.50 65.00 109.50	\$65.00 79.50	\$65.00 109.50	\$139.50 65.00 109.50
layburner (Williams)	.124.50 125.00 150.00(2)	89.00 109.50 139.50 150.00(2)	150.00 155.00 165.00	150.00(2) 155.00 165.00
fit-a-Homer	155.00 165.00 22.50	155.00 165.00 22.50	22.50	19.50 22.50
lits and Runs (Genco) lit 'N' Run (Gottlieb)	65.00 150.00	65.00 150.00 160.00	65,00 160.00	69.50 160.00
lit Parade (Gottlieb) loliday (Chicago Coln) loliday (Keeney)	29.50 39.50 259.50	29.50 39.50 259.50	29.50 39.50 259.50	29.50
long Kong (Williams)	199.50 225.00	199.50 225.00	225.00	175.00 210.00 215.00
forseshoes (Williams) fot Rod (Bally)	139.50 159.50 99.50	89.50 99.50	159.50 99.50	139.50 159.50 99.50
ack and Jill (Gottlieb)	49.50 150.00(2)	49.50 175.00	49.50 175.00	150.00 175.00
lockey Special (Bally)	175.00 45.00(2) 54.50 105.00	54.50	54.50 110.00	54.50 110.00
ludy (Exhibit)	99.50 285.00	99.50 295.00(2)	99.50 295.00 310.00	99.50 350.00
lust 21 (Gottlieb)	295.00(2) 69.50	39.00 49.50 69.50	69.50	69.50
King Cole (Gottlieb)	49.50	49.50	49.50	49.50
King Pin (Chicago Coin)	50.00 95.00 99.50 124.50			
C. C. Jones (Gottlieb) Cnock Out (Gottlieb)	129.50 69.50 75.00 79.00 79.50	55.00. 129.50 69.50 75.00 79.00(2) 99.50	95.00 129.50 69.50 75.00 79.50 99.50	129.50 69.50 75.00 79.00 79.50
was a second	99.50			99 50
.eader (United)	269.50 295.00(5)	269.50 275.00 295.00(4)	269.50 275.00 295.00(4)	275.00 295.00(4) 300.00
Line-A-Basket (Bally) Lite-a-Line (Keeney)	75.00 95.00	99.50 159.50	99.50	35.00
Long Beach (Williams)	99.50 159.50 195.00 225.00 275.00(2)	225.00 275.00	225.00 275.00	225.00
ncky Inning (Williams)	84.50	69.50 84.50	84.50	84.50
Madison Square Garden (Gottlieb)	99.50			99.50 49.50
Majors (Chicago Coin) Majors of '49 (Chicago Coin)	59.50 74.50 45.00	49.00 74.50 45.00	74.50 45.00	74.50 99.50 45.00
Wajorette	145.00 35.00	145.00 35.00	145.00 35.00	145.00 35.00
Mardi Gras	29.50 49.50 55.00 84.50	49.50 29.50 84.50	49.50 55.00 84.50	49.50 55.00 84.50
Mercury (Genco)	59.50 25.00 29.50	59.50 29.50	59.50 29.50	29.50
Minstrel Man (Gottlieb) Moon Glow (United)	110.00 39.00 49.50	159.50 39.00 49.50	159.50 39.00 54 50	39.00 49.50
Niagara (Gottlieb)	145.00 89.50 94.50	94.50	94.50	139.00 89.50 94.50
Oklahoma (United)	64.50	64.50 69.50	64.50	64.50
Old Faithful (Gottlieb) Dlympics (Williams) One, Two, Three (Genco)	95.00 129.50 169.50 34.50(2) 45.00	95.00 129.50 34.50(2) 45.00	95.00 110.00 34.50(2) 45.00	95.00 129.50 169.50 34.50 45.00
Oasis (Exhibit)	49.50 109.50	109.50	109.50	49.50 109.50
Palm Beach (Baily)	450.00(2) 465.00(2)	450.00(2) 465.00(2)	375.00 450.00(2)	450.00 465.00 485.00
Paratrooper (Williams)	195.00	195.00	465.00 475.00 195.00	195.00
Phoenix (Williams) Photo Finish (Universal)	35.00 39.00(2)	35.00 39.00 39.50	35.00 39.00	35.00 39.00
Pin Bowler (Chicago Coin) Pinky (Williams) Playland (Exhibit)	95.00 94.50 89.50 104.50	95.00 94.50 74.00 89.50	85.00 95.00 94.50 89.50 104.50	85.00 95.00 99.50 74.50 89.50
Playtime (Exhibit)	45.00	104.50	0.00	104.50
Pop Up' Pudidn' Head (Genco)	39.00 39.50	39.00 39.50	39.00 39.50	19.50 22.50 39.00 39.50
Punchy (Chicago Coin)	69.00 75.00 59.50 65.00	75.00 79.50 85.00	75.00 85.00 89.50	75.00 69.50 85.00
Quartette (Gottlie')	69.50 89.50 155.00 175.00	89.50 125.00 175.00 185.00	149.50 185.00	89.50 175.00 185.00
Rag Mop (Williams)	95.00 35.00	95.00 35.00	95.00 35.00	95.00 35.00
Ramona (United)		20.00 35.00 75.00	35.00	35.00 75.00
Rip Snorter (Genco)	125000 Walana	35.00 55.00 79.00	55.00	55.00
Rockette	95.00 139.50	95.00 140.00	95.00 110.00 140.00	95.00 110.00 139.50 145.00(2
St. Louis (Williams)	44.50	44.50 69.50	44.50	44.5
Saratoga Screwball (Genco) Sea Jockeys (Williams)	39.50 34.50 35.00 165.00	39.50 34.50 35.00 165.00	39.50 34.50 35.00 165.00	39.50 34.50 35.00 165.00
Select-a-Card (Gottlieb) Serenade (United)	55.00 34.50 54.50	79.00 79.50 34.50 54.50	34.50 54.50	34.50 54.50
Shanghai (Chicago Coin) Shantytown (Exhibit)	49.50 85.00 49.50 65.00	49.50 85.00	49.50 85.00	49.50 85.00
Sharpshooters (Gottlieb) Shoot the Moon	159.50	49.50 59.50 65.00 159.50	49.50 65.00 159.50	49.50 65.0 159.5
Shoo Shoo (Williams)	90.00 110.00 119.50	90.00(2) 110.00 119.50 195.00	90.00 110.00 119.50 175.00	90.00 110.0
Slugfest South Pacific (Genco)	139.50 155.00 69.50 79.50	139.50 155.00 45.00 59.00 69.50 79.00	69.00 79.50	69.00 79.5
Spark Plug (Williams)	165.00 175.00	79.50	• 165.00 189.50	165.00 175.0
Special Entry (Bally)	35.00 45.00 49.50	49.50	49.50	189.5 49.5
Sportsmen (Williams) Spot Bowler (Gottlieb)	95.00 119.50		95.00 115.00	95.00 115.0
Spot-Lite (Bally)	285.00 295.00	115.00 119.50 275.00	119.50 239.50 295.00	289.00 300.0
	300.00(2) 305.00 315.00(2)	295.00(2) 300.00(3) 315.00(2)	300.00(3) 315.00(2) 325.00(2)	315.0 325.00(2 335.00(2
H	325.00(2) 335.00	325.00 335.00	335.00 350.00(2)	350.0
Springtime (Genco) Stars (United)	95.00 295.00(2)	79.50 295.00(3)	195.00	295.00(2
	299.50 335.00	299.50 335.00 35.00	295.00(3) 299.50 335.00 35.00	299.5 35.0
Star Oust (United)		post destable	75.00 89.50	75.00 89.5
Star Oust (United) Steeplechase Stop and Go (Genco)	150.00 150.00 75.00 89.50	55.00 75.00	75.00 69.50	
Steeplechase	75.00 89.50 34.50 59.50	79.50 89.50 34.50 59.50	34.50 59.50	34.5
Steeplechase	75.00 89.50	79.50 89.50	34.50 59.50	34.5 345.0 59.5
Steeplechase	75.00 89.50 34.50 59.50 295.00	79.50 89.50 34.50 59.50 295.00 375.00, 59.00 59.50	34.50 59.50	34.5 345.0

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

THESANTA

- 17 - 188 7 CA

Coinmen You Know

Continued from page 156

having a coffee klatch with Bert Lane, who manufactures kiddie rides in Miami, and Mrs. Lane. . . Sam and Dave Gensburg, Chicago coin machine manufactime here.

Amusement Company, Poughkeepsie, N. Y., is in town for some sun. He was the guest of Jimmie Bonnie, business manager of the Amusement Machine Operators' Association, and Bonnie's wife, Angie. . . . Ronnie Shapiro, whose mother is secretary at

Tampico (United)......

Tahiti (Chicago Coin).....

Tennessee (Williams).....

Texas Leaguer (Keeney).....

Thing (Chicago Coin).....

Three Feathers (Gen:o).....

3-4-5 (United).....

Total Score (ABT).....

Touchdown

Touchdown (United).....

Trade Winds (Genco):.....

Trigger (Exhibit).....

Trinidad (Chicago Coin)....

Triple Action (Genco).....

Triplets (Gottlieb).....

Tri-Score (Genco)......

fumbleweed (Exhibit).....

Turf King (Bally).....

Watch My Line (Gottlieb) ...

Wild West (Gottlieb).....

Wisconsin (United).....

Wizard

Industries)

Winner (Universal

(Williams).....

(United).....

(Chicago Coin).....

Three Musketeers (Gottlieb)

Thrill

Issue of

April 4

29.50

69.50

64.50

85.00

49.50

64.50 79.50

49.50 50.00

45.00 89.50

125.00 135.00

29.50 35.00

165.00(2)

29.50 49.50

99.50 100.00

35.00 49.50

85.00 89.50

\$69.00 89.50

75.00 85.00

95.00 135.00

145.00 149.50

59.00 84.50

34.50 35.00

85.00

165.00

99.50

49.00

95.00(2)

75.00(2)

Issue of

March 28

79.50

69.50

29.50

50.00

64.50

85.00

135.00

35.00

49.50

165.00

35.00

29.50 49.50

99.50 100.00

35.00 49.50

85.00 95.00(2)

\$50.00 69.00

69.50 89.50

75.00 85.00

95.00 100.00

145.00 149.50

59.00 69.50

99.50

35.00

49.50

44.00

65.00

34.50

75.00(2)

59.50 64.50

55.00 69.50

45.00(2) 99.50

49.50

29.50

joined at Selma, Ala.

The juke box works overtime at Jerry Stern's all-night drugturers, are also spending some store on Flagler Street. Stern's combination drugstore-restaurant is never closed and frequently is Al Schlessinger, who operates called upon in the pre-dawn games and juke boxes as Square hours by local hospitals to supply life-saving drugs in emergency cases. Jerry numbers many coin machine operators among his acquaintances and attended the AMOA banquet and dance last November.

The 19 juke box locations AMOA headquarters, is taking which Willie Blatt, Supreme Dis-

Issue of

March: 21

29.50

64.50

85.00

49.50

165.00

110.00

75.00(2)

95.00(2)

175.00

44.50

64.50 79.50

49.50 50.00

45.00 99.50

29.50 35.00

29.50 49.50

99.50 110.00

35.00 49.50

85.00 95.00(2)

\$69.00 89.50

79.50 85.00

145.00 149.50

59.5C 84.50

50.00 65.00

99.50 100.00

34.53 35.00

49.50

Issue of

March 14

64.50 79.50

49.50 50.00(2)

45.00 99.50

50.00 85.00

29.50 35.00

29.50 49.50

35.00 49.50

89.50 94.50

95.00 110.00

\$69.00 89.50

90.00 145.00

59.00 84.50

165.00 195.00

65.00 99.50

34.50 35.00

75.00(2)

149.50

99.50

49.50

64.50

49.50

30.00

25.00

165.00

99.50

another fling at carnival life. He's tributors, recently acquired from with Gem City Shows which he Vaughn Shively, Miami Automatic Music Company, now sparkle with brand new machines. Blatt is a strong believer in frequent replacement of equipment.

> The status quo is still being maintained with respect to price per play in Greater Miami's juke ated Stone's Distributors, is now boxes. The issue of switching to dime play or to two for a discussion but no final decision has yet been made. Willie Blatt, AMOA president, believes any dime program is doomed at the start unless nearly 100 per cent of the association's members agree to the changeover.

Blatt believes the day will come when all music boxes will carry general classifications such [as "dance tunes," "sambas," "rumbas," "classical," etc., as an aid to programing on the part of juke box operators. He notes that little effort is now made, either by the manufacturers or operators, to work out a system of programing but adds that the innovation on a large scale is certain to come in time.

Happy birthday greetings are ringing out for little Mitchell Lipsiner, son of Jack Lipsiner, Coin Operated Service, and Eddie Frink, shuffle alley foreman at Taran Distributing Company. . . . Jean Guberman, bookkeeper at Taran Distributing, is nursing a case of sunburn which resulted from a siesta on the beach. . . When Mrs. Diane Taran and hubby Sam returned from a trip to the West Coast, they brought dates and other goodies direct from Arizona, for the office crew at Taran Distributing.

Sales Manager Eli Ross, Taran Distributing, says the company has already sold two carloads of United's Clover Shuffle Alley and the game is still hot. Ross adds that the firm now has a 219.00 supply of the new DuGrenier

cigarette machine featuring the He returned recently from a changemaker. . . . Morty Marks, Pan American Distributing Company, returned from a disk selling | Glory and Rockin' labels. Stone trip to Key West and reported business excellent. The inside man at Pan American, John Grunewald, is kept busy filling orders. Remington's EP line, says Grunewald, is making a terrific hit with dealers because of the low price.

Marvin Novak, distributor of King records, will move to larger quarters at 410 S.W. Eighth Avenue in a few weeks. This will put him next door to Manny Brookmire, the Decca distributors. . . . Henry Stone, who formerly operstrictly a record manufacturer.

nation-wide trip during which he signed 30 distributors for his says his newest spiritual, "God Don't Like It," on the Glory label, bids fair to become an outstanding success. Local music operator Murray Gross says it is already the hottest number on his route.

For All-Year-Round Sales!

SEE our AD

Page 87 INTERNATIONAL MUTOSCOPE CORP. 44-04 Eleventh St., L.I.C. 1, N. Y.



MONARCH'S SPRING SHOWER OF BETTER BUYS MAKES YOUR PROFITS GROW THE YEAR 'ROUND!

Tell us your needs. Superior Reconditioned Equipment of All Kinds and the Best in New Games Always Available! Write for Complete List.

SPECIAL-PANORAMS

WRITE NEW! Write for Prices! Guaranteed Reconditioned C.C. 10th Frame Double Score—United Clover—Keeney 10 Player.

CLAYT NEMEROFF . CHARLEY PIERI Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave.



It's easy Living in... SOUTHERN CALIFORNIA lished 20 years in San Bernardino County. Includes over 30 Seeburg 45s, fully equipped Shop, Truck, etc. Income over \$800.00 a week. Can be handled for \$25,000 cash. BOX A-142 6000 Sunset Blvd. c/o The Billboard Hollywood 28, California



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ORDER FROM YOUR DISTRIBUTOR TODAY!

COIN MACHINES

OUTSTANDING-5-BALL GAMES-TOP VALUES!

BASKETBALL ...\$ 95 CAMPUS 65 CONTROL TOWER 95 DALLAS

DBLE SHUFFLE DREAMY 75 FIGHTING IRISH 75 GEORGIA 95 GOLDEN GLOVES 75

HAYBURNER ... \$125 HONG KONG 195 KNOCKOUT ... 75 LUCKY INNING .35 MAJORETTES ... 145 OLD FAITHFUL .85 PARATROOPER ... 175 PIN BOWLER ... 80 PLAYLAND 65 RAG MOP 95

SEA JOCKEY SLUG FEST SHOO SHOO SPARK PLUG SPOT BOWLER ... TRIPLETS WATCH-MY-LINE

Williams DELUXE

BASEBALL

Breaks all profit rec-ords right off the bat! New electric pitcher, controlled by manually operated button. 5c-10c-25c single entry coin chute. Adjustable coin play. Realistic 2-Team Baseball Action! Manikin Players actually run bases!

ORDER NOW! BINGO GAMES

FROLICS\$395 BEACH 195

SHUFFLE GAMES United 6 PLAYER \$250

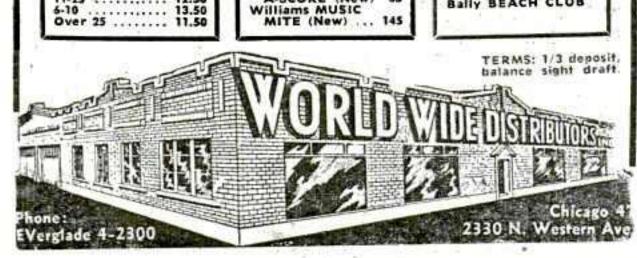
United 6 PLAYER
with Formica
Top 265 United 6 PLAYER STARS 395 United 6 PLAYER SUPER 345 United 6 PLAYER TWIN RE-BOUND 125 Keeney LEAGUE BOWLER 125 Keeney KING PIN 35 Keeney SIX PLAYER 225

THE ONLY GENUINE MISCELLANEOUS DE LUXE EQUIPMENT FORMICA

for UNITED SHUFFLE GAMES SPECIAL PRICES

NEW GAMES

United CLOVER United CASCADE Gottlieb QUINTETTE Bally BEACH CLUB



CHRES BERNENE HERE! HERE! LENGTH BERNENE ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO MUSIC

	BINGO		41	
Frolics				\$415.00
Spotlit	e			315.00
Stars				
Coney	Island	d		295.00
Long I				275.00
Lite-A				159.50
				149.50
ABC	· <u>· · · ·</u>	• • •		

Bear Gun\$249.50

Jet Gun 249.50

NEW UNITED 6 Player Shuffles Kegularion Clover Cascades

Prompt Delivery 20 National Electric Cigarette Machines \$99.50 Ea.

WRITE-WIRE-PHONE

1422 Rock-Ola ..\$119.50 1426 Rock-Ola . 149.50 H148M Seeburg . 199.50

USED SHUFFLES 6 Player United Formica

Top, Jumbo Pins \$275.00 5 Player United Formica Top, Jumbo Pins. \$249.50 4 Player United Formica Top, Jumbo Pins. \$239.50

COIN MACHINE EXCHANGE

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Phone: ADams 7254

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MUSIC COMPANY, INC.

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FIVE BALL PIN GAMES SPECIAL

and the soul of the State of th	한 다 하는 경기 있다면 보니지 않고 있다면 보신 이번에 대한 분들이 있다. 그리고 있다면 있다면 보다 있다.
WILLIAMS	Sportsman\$ 45.00 Shoot The Moon 145.00
Handicap\$195.00	Fight Ball 150.00
Hayburners 140.00	Pinky 75.00
Sea Jockeys 150.00	CATTILED
Spark Plugs 165.00	GOTTLIEB
Spark Plugs 105.00	Double Shuffle \$ 35.00
Long Beach 225.00	Double Feature 85.00
Control Tower 80.00	Doopie I carate III.
Super World Series, 175.00	Select Accord
Deluxe World Series 195.00	Delin of Danie
Stugfest 100.00	Sharp Shooter 40.00
Hong Kong 175.00	China Town 185.00
Twenty Grand 175.00	Skill Pool 175.00
Four Corners 180.00	Quartette 150.00
Dominoes 125.00	Knockout 50.00
Majorettes 135.00	Hit 'n' Run 150.00
Caravan 150.00	Basket Ball 150.00
Para Trooper 140.00	
Disc Jockey 165.00	Four Stars 175.00
Shoo-Shoo 55.00	Madison Square
3000-3000 33.00	Medison Square

MISCELLANEOUS

Moon Glow Paradise Aquacade Ramona Show Boat Maryland Catalina Sally Major League Pinch Hitter Summertime S Just Twenty-One Bowlette \$20.00 Each

New Exhibit Space Phonographs Write

1205 Douglas Street H. Z. VENDING & SALES CO. Omaha, Nebraska



You Can't Buy a Better Reconditioned Phonograph Anywhere!

MONEY RACK GUADANTEE

MONE	I BACK GUARA	MAILE		
WURLITZER	SEEBURG	ROCK-OLA		
1015\$149.50 1100 294.50 1250 394.50	147\$124.50 148139.50 M100A574.50 M100B774.50	1426\$114.50 1428 199.50 1434 449.50		
A	Spot Lite\$284.50	WMS. HAY- BURNER\$124.50		



distributing company Chicago 18,III. INdependence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Calendar for Coinmen

April 9 - Music Operators of Northern Illinois, monthly meeting. Place to be announced.

April 9 - National Automatic Merchandising Association, area meeting, Chase Hotel, St. Louis.

April 13 - National Automatic Merchandising Association, area meeting covering Region III, Mayflower Hotel, Washington.

April 14 - Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

April 16 - National Automatic Merchandising Association, area meeting, Skirvin Hotel, Oklahoma City. April 19 - National Automatic Merchandising Associ-

ation, area meeting, Dallas. April 20 — Westchester Operators' Guild, Inc., American

Legion Hall, White Plains, N. Y. April 21 - National Automatic Merchandising Associ-

ation, area meeting, San Antonio, April 24 - National Automatic Merchandising Associ-

ation, area meeting, Houston. April 27 - Central States Music Guild, Inc., monthly

meeting, 805 Main Street, Peoria, Ill. April 28 - National Automatic Merchandising Association, area meeting, New Orleans.

Trade Directory

For ready reference, here's a monthly guide to new products, new firms and office and personnel changes reported in The Billboard issues March 14 thru April 4.

New Equipment

Shuffle game, Clover Shuffle Alley, United Manufacturing

Company, Chicago. Shuffle game, 10th Frame Double Bowler, Chicago Coin Machine Company, Chicago. In-line, five ball game, Quin-

tette, D. Gottlieb & Company, Chicago. Bulk vender, Champion Ven-

dors Supply Company, Inc., San Antonio.

Sales, New York. Horse, Midwest Enterprises, Bloomington, Ill.

Distributors, New Offices

Russ-Con Western, Winnipeg, Meteor. covering Western Canada for Bally ride products.

Lieberman Music Company, Minneapolis, representing Bally in Minnesota, Iowa, Nebraska and North and South Dakota. Also United distributor in Minnesota and the Dakotas and AMI representative in Minnesota. Iowa, Nebraska, the Dakotas, and

parts of Wisconsin and Wyoming. W-B Distributing Company, Kansas City, Mo., representing Chicago. Genco in Kansas and Northwest

Gilbert Music Company, Bloomington, Ill., Rock-Ola distributor for seven counties surrounding Bloomington.

Automatic Coin Machine Company, Peoria, Ill., for eight counties surrounding Peoria.

GE Increases **Bulb Prices**

CLEVELAND, April 4. General Electric announced Wednesday (1) a price increase of 8.8 per cent on both its incandescent and fluorescent lamps The bulbs include those in general use on amusement game: and coin-operated phonographs.

Fred F. Harroff, GE vicepresident, and general manager of the company's lamp division. stated "price increases were made necessary at this time by a substantial rise in labor and material costs during the past two years. Even after the increase, the average price of fluorescent lamps are still 39 per cent less than in 1940 and the price of the incandescent only 9 per cent more than in 1940. In contrast the cost of living is now more than 90 per cent higher than in 1940."

Delta Intros Circuitracer

PASADENA, Calif., April 4.— A new type trouble shooting unit, designed for operators and servicemen, was placed on the market this week by Delta Electrical Specialty Company. It is called the Desco Circuitracer and is usable on both AC and DC.

The Circuitracer can be used to quickly locate grounds, opens high voltage tester.

The new Delta product is 2.5 ounces. It lists for \$4.95.

King & Company, Chicago, representing Coan Manufacturing Company, Madison, Wis., in Illinois.

City, N. J., Eastern distributor for Champion Vendors Supply Company, Inc., San Antonio.

Northern Distributing Company, Portland, Ore., distributor in Oregon and Southern Idaho solicited. for Indevco, New York.

Irwin-Ports Sales Company, Horse, Nasco Horse Ride, Conat | Duluth, Minn., Minnesota distributor for Meteor Machine Company, New York.

McDonald Enterprises, Alexandria, Va., Virginia and District of Columbia distributor for

J. Rosenfeld Company, Louis, distributor for the St. Louis trading area of the Rock-Ola Manufacturing Company, Chicago.

Weidman National Sales Company, Detroit, Michigan distributor for Spacarb, New York.

Carousel Industries, nationwide operators of kiddie rides, moved to 2625 W. Lawrence,

Associations

The Coin Machine Men of Oregon appointed Charles Ohling field secretary.

The Music Operators' Guild of Michigan elected Anthony Sirocuse, president.

The Associated Amusement Machine Operators of New York re-elected Barnet Tannenbaum president.

New Firms

National Kiddie Rides, Inc., New York, organized as a distributor of B & R Novelty and Lee rides.

Personals

H. J. Foster resigned as Spacarb vice-president.

Fred L. Mills Jr., appointed vice president in charge of engineering by Mills Industries, Chicago.

Walter F. Herrman appointed vice-president in charge of manufacturing by Mills.

Dr. Louis A. Ressonico elected to the Pepsi-Cola board of directors. Bert B. Davidson appointed

Midwest district sales manager by the Rudolph Wurlitzer Company, North Tonawanda, N. Y. James H. Crosby appointed Southwest district sales manager

by Wurlitzer. Ernest O. Mount named Fidelitone division sales manager by Permo, Inc., Chicago.

Yermie Stern, promoter and manufacturer of juke box title strips, died March 20.

Spin Table

Continued from page 140

The players deposit coins and push their chosen red buttonnumbered from 1 to 7. One of them then presses an oversized black button and this starts a spinning light in motion for about or shorts in both dead and live 10 seconds. The player in whose circuits. By a simple conversion numbered box the light stops, it can also be used as a low or registers from 10 to 100 free plays.

Morris stated that Saddle and small enough to fit in an ordi- Turf has been on test location in nary size pocket and weighs only Illinois, Texas and several other States for the past six weeks.



NOW AVAILABLE IN COLOR COMBINATIONS

any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time. Service organizations and distributors are invited to write for complete information, as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also main-H. K. Hart Confections, Union | tain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com. cable requirements





MACHINES

GAMES

MUSIC

exporters of coin-operated equipment. Our reputation was EARNED-by honest effort-by delivering only quality equip-ment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention.

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WANT TO BUY

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ADVANCE AUTOMATIC SALES CO. 1350 Howard St.

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EXPERIENCED COIN MACHINE MECHANIC WANTED

Must be able to handle service calls and shopwork. Permanent position in per-manent location. State age, experience and salary desired. BOX 114, c/o Billboard Pub. Co. 390 Arcade Bldg. St. Louis 1, Mo.

GIVE TO THE RUNYON CANCER FUND

SHAFFER SPECIALS

in Reconditioned SEEBURG PHONOGRAPHS

M-100-A



78 r.p.m. 100 Selections

Looks like a new phonograph—and guaranteed fully reconditioned. Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt. A sound investment in a proven money-maker at Shaffer's low price.

> Only \$595.00

147-M



with New Modern Light Blond Finish

Smart, attractive new finish in light bland pearlite—a new looking phonograph at low cost. Guaranteed completely reconditioned from top to bottom and in excellent working order. Ready for years of profitable service. Ideal for summer locations.

Only

Terms: 25% Deposit, Balance C.O.D.

Why Buy in the Dark! Send for Illustrated Catalog of the Late Model Phonographs.



606 S. High Street MAin 5563

1200 Walnut Street MAin 6310

1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

Williams Reps

Continued from page 140

presses a button to release a pitch and then with his right hand operates a lever, which swings a miniature bat. When hit the ball passes thru the simulated baseball diamond and drops in one of several holes in the outfield area. These are labeled single, double, triple, home run or out. Play continues until three outs have been made.

Deluxe Baseball has a hinged backglass section for easy servicing. It is in general use on dime play, three games for a quarter. By a simple adjustment it can be used for nickel play, two games for a dime or five games for a quarter. It is equipped with a single anti-slug coin chute.

Auto Photo

Continued from page 140

tive floor space is made profitable. Auto Photo, it was added, offers a complete photo studio in one unit only 70 inches long by 29 inches wide. Its portability allows it to be moved easily to any suitable location at any time.

Auto Photo Studio has been inspected, tested and approved for use by the Armed Forces and government agencies by Squire Laboratory at Fort Monmouth, N. J., and many units are working around the clock in Army and Air Force PX's as well as Navy ship stores. The units are also widely used in industry and police bureaus for personnel identification.

United School

Continued from page 140

duct classes on the Clover, Cascade and Cabana games. addition, two of the firm's officials, Herb Oettinger and Billy DeSelm, will be on hand Tuesday (7).

Lieberman also reported that many operators and servicemen from Minnesota, Wisconsin and North and South Dakota had phoned they would be on hand for the entire three days of the

FIRST Signs of Spring!

ALL EQUIPMENT GUARANTEED



"First-Conditioned" and Resurfaced KEENEY SUPER DELUXE LEAGUE BOWLER \$275 DE LUXE LEAGUE. BOWLER LEAGUE BOWLER .. 125

UNITED STAR 6 PLAYER ... \$375 SUPER 6 PLAYER .. 335 OFFICIAL S.A. 335 DELUXE SIX SIX PLAYER FIVE PLAYER

FOUR PLAYER 175 SKEE ALLEY ... 79 SHUFFLE SLUGGER 65 CHICAGO COIN

SHIFFI E HORSE-SHOES \$ 95 UNIVERSAL BOWLER ..

TWIN BOWLER GENCO S PLAYER
SHUFFLE TARGET
BOWLING LEAGUE

WILLIAMS DOUBLE HEADER .. \$ 45 DE LUXE BOWLER. 39

Bally BEACH CLUB United SHOWBOAT Genco GOLDEN NUGGET "First-Conditioned"

BINGO 5 BALLS

BALLY PALM BEACH \$465 FROLICS 415
ATLANTIC CITY 410
SPOT LIGHT 325
BRIGHT SPOT 315
CONEY ISLAND 315
BRIGHT LIGHTS 215

UNITED BOLERO\$215 A.B.C. 145 GENCO

JUMPING JACKS ...\$295 WILLIAMS LONGBEACH\$195



Profits. Reconditioned Uneeda Electric

Cigarette Machine, Pop Corn Sez, Like New

ARCADE

EXHIBIT SPACE GUN ABT RIFLE SPORT

"First-Conditioned" Seeburg SHOOT THE BEAR\$235 JET GUN 195 GUN PATROL 175 SIX SHOOTER 165
Chi. Coin 4 PLAYER
DERBY 155
Keeney AIR RAIDER 119
CHICKEN SAM 105

RIFLE RANGE Wms. QUARTERBACK 85 Chi. Coin GOALEE .. Ex. FOOT EASE ATHLETIC SCALE ...

Chi, Coin HOCKEY .. ONE BALLS

TURF KING, AB Serial\$150 CHAMPION 75 JOCKEY SPECIAL ... GOLD CUP

SPECIAL CLOSEOUT! MATCH-A-SCORE CONVERSIONS

Modernize your shuffle alleys into match score games! TRY 'N' TIE with

Huge Flashy \$37.50

THE WHEEL \$37.50 United LITE-A- \$42.50

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GENUINE

Absolutely h i g h e s t quality! Instructions, gutter and s t r i k e z o nes silk screened during manufacturing process. Available for United 2, 4, 5, 6 Play-Co in and Universal games. Complete with cement.

PRIZE BOARDS!

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Board deals expertly made up to your specifications, or order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaran-

5 BALLS

3 Musketeers .\$ 85 CHICAGO COIN Knockout King Pin, New \$165 Double Shuffle College Daze Sharpshooter Thing 49 Grand Award Trinidad Catalina Thrill

GOTTLIEB Globe Trotter \$145

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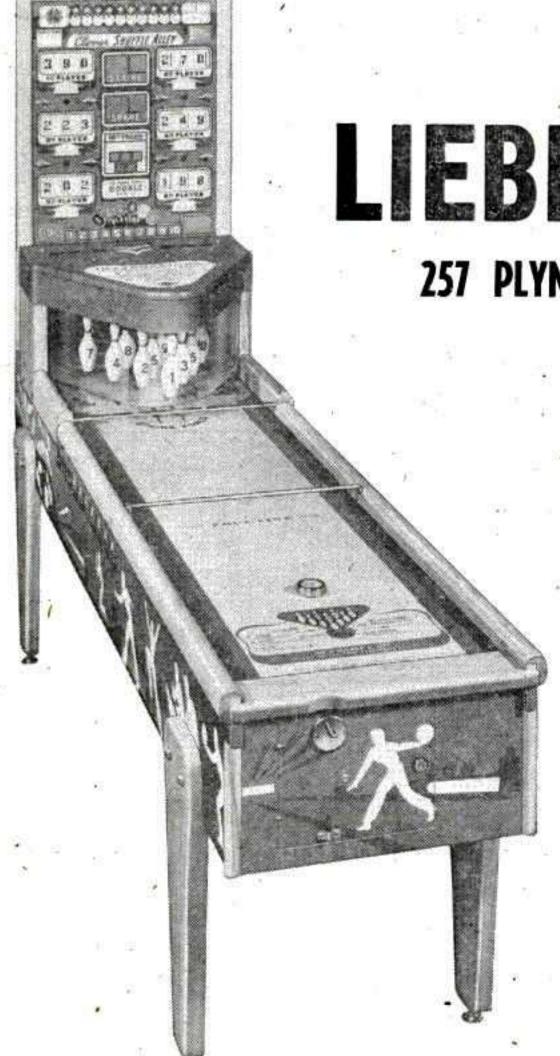
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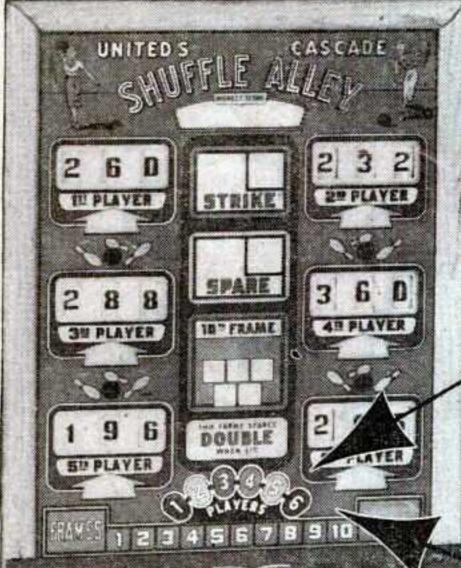


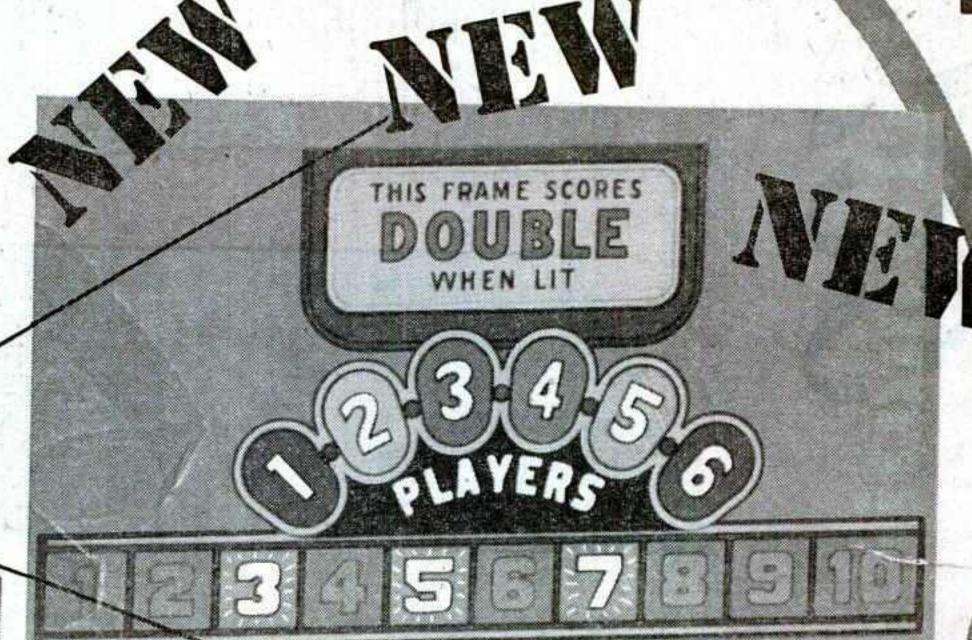
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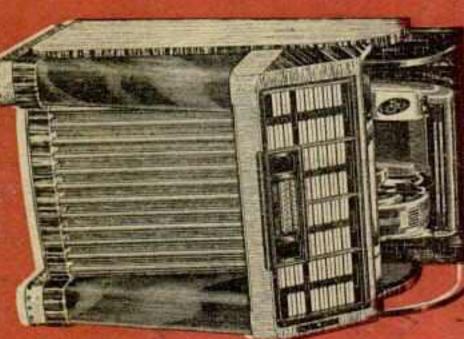


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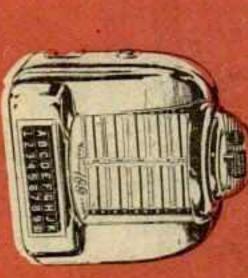
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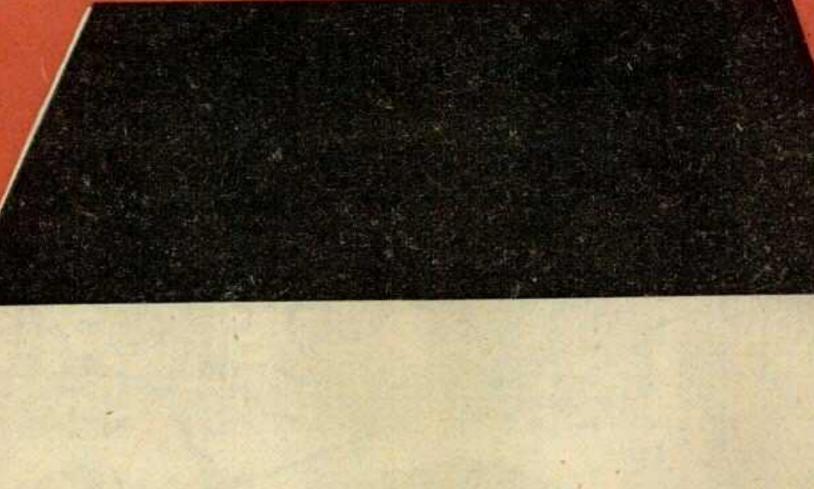
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